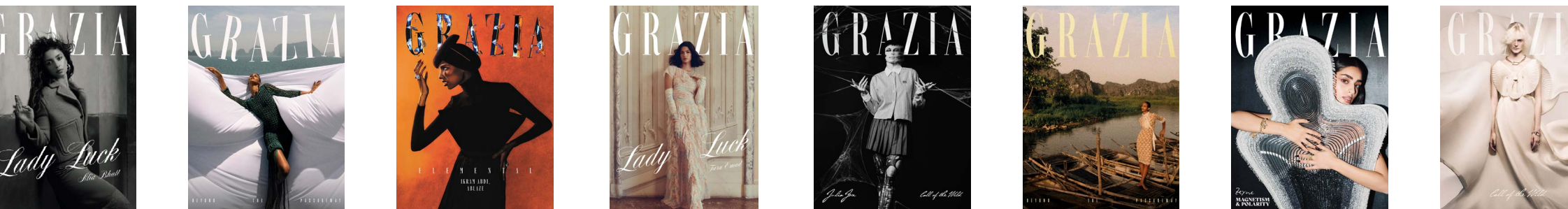


GRAZIA

2 0 2 6





BORN IN 1938 & AT THE FOREFRONT OF PROGRESSIVE SOCIAL ISSUES EVER SINCE, THE FAST-PACED NATURE OF CHANGE IS SECOND NATURE TO GRAZIA'S EDITORIAL DESK.

OUR LONG-TERM COMMITMENTS TO DIVERSITY AND INCLUSION REMAIN AT THE CORE OF OUR DIRECTIONAL FOCUS, AND WE CONTINUE TO COMMUNICATE HUMAN INTERESTS AND SOCIAL ISSUES AS PART OF THE MOST AUTHENTIC REPRESENTATION OF STYLE AND BEAUTY IN THE MIDDLE EASTERN MEDIA LANDSCAPE TODAY

our vision

OUR TEAMS ARE LOCATED ACROSS INTERNATIONAL TIME ZONES. A TRULY GLOBAL NETWORK CREATING MORE COMPREHENSIVE NEWS COVERAGE AND PR ACCESS ACROSS NORTHERN AMERICAN, EUROPEAN, MIDDLE EASTERN AND APAC EVENTS & CLIENT ACTIVATIONS RELEVANT TO THE MIDDLE EASTERN MARKET



SYDNEY



MILAN

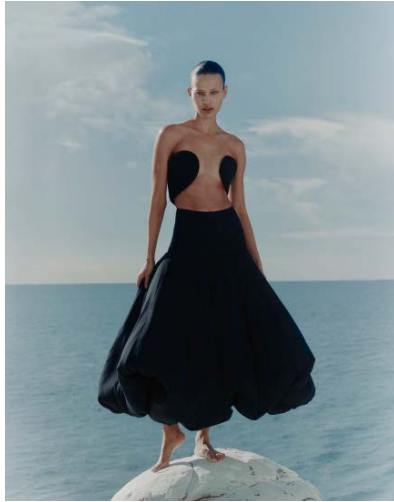


NEW YORK



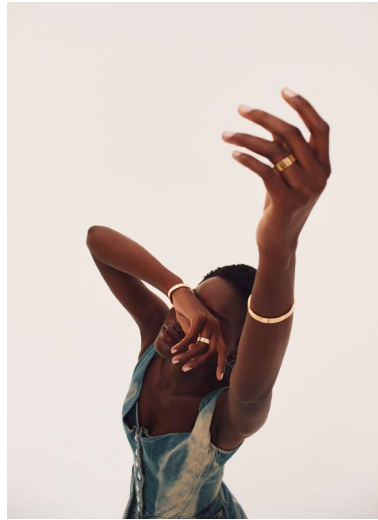
DUBAI

24 hour news



RELEVANCE

ENSURE OUR EDITORIAL
TONE OF VOICE IS ONE-STEP
AHEAD OF THE TIMES AND CAN
INTERPRET THE MOOD OF OUR
COMMUNITY



HYPER-QUALITY

EVERYTHING WE TOUCH NEEDS TO
BE GOLD. THE BEST BRANDS IN THE
WORLD ENTRUST US WITH THEIR
CAMPAIGNS, SO WE NEED TO BE
BETTER THAN BRILLIANT



DATA-DRIVEN

WE BELIEVE IN AN AUDIENCE-FIRST
APPROACH, AND HAVE SUCCESSFULLY
CRAFTED MULTIPLE CUSTOM AUDIENCES
WITH TARGETED REACH BASED ON
LOOKALIKES AND PIXEL DATA



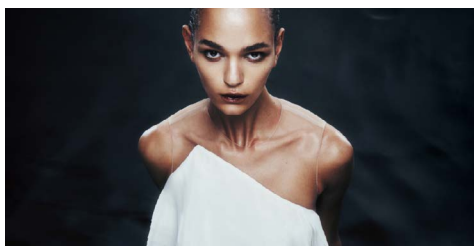
ROI-OBSESSED

GET IT RIGHT THE FIRST TIME, EVERY
TIME. OUR PARTNERS HAVE A
STRONG REPEAT CUSTOM BECAUSE
OF THE DUTY OF CARE WE PAY TO
OUR COLLABORATIONS

our mission



TIFFANY & CO.



FENDI



CARTIER



GUCCI



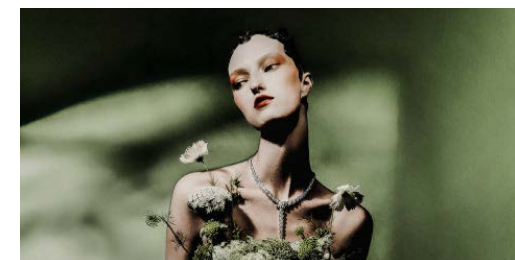
PRADA



CHANEL



MIU MIU



BVLGARI

TRUSTED CONTENT PARTNER FOR LUXURY BRANDS

LUXURY FASHION, BEAUTY, TRAVEL AND LIFESTYLE BRANDS CHOOSE TO PARTNER WITH GRAZIA FOR INTERNATIONAL LEVEL PRODUCTION, A LUXURIOUS BRAND SAFE ENVIRONMENT AND QUALIFIED AUDIENCES.

GRAZIA

PRINT INFORMATION

PUBLISHER: ITP Media Group

UNIQUE CIRCULATION: 18,000

COVER PRICE:

60.00 AED / \$ 12.00 USD / €10.00 EUR

FREQUENCY: 4 Per Year

FIRST LAUNCH DATE: 2021 (MIDDLE EAST)

PAGINATION: 350+ Pages

READERSHIP PROFILE:

Male: 15% / Female : 85% / Socio-eco Class: AB

REGIONALITY: Middle East & North Africa

Born in 1938, being at the forefront of progressive social issues ever since, change is second nature to our editorial desk. As GRAZIA has evolved to its current form, we continue to adapt to women's interests and social issues. We are a voice of authenticity for educated women showing them a curated edit of the best cult products coming their way.

LOCAL PARTNERS: Hermès, Cartier, Bvlgari, Chanel, Prada, GUCCI, Miu Miu, FENDI, Balenciaga, Tiffany & Co., Boucheron, Messika, Van Cleef & Arpels, Marli, TUMI, GUCCI Beauty, Coach, Dune and Birkenstock.

Content seen in GRAZIA Print is made for digital publish and amplification with the opportunity to publish across print, graziamagazine.com and social. Each platform and channel has a unique purpose and audience.





GRAZIA

DIGITAL INFORMATION

WEBSITE: graziamagazine.com/me
UNIQUE USERS/MONTH: 618,432
MONTHLY PAGE VIEWS: 2,151,685
TIME SPENT/SESSION: 5:43
MAIN TARGET: W 18 - 54, Core 25 - 35 Yo

Source: Google Analytics



157.4K FOLLOWERS



150K FOLLOWERS



50K FOLLOWERS

A woman stands on a bamboo raft on a calm river. She is wearing a bright yellow, long-sleeved dress with a wide, flowing cape and a large, flat, woven hat. She holds the hat with her right hand. The raft is made of bamboo poles and is positioned in the lower right of the frame. The background features a wide river reflecting the sky, with lush green vegetation along the banks and large, dark, rocky mountains in the distance under a soft, hazy sky.

GRAZIA

P R I N T
2 0 2 6



GRAZIA

2 0 2 6

AD TYPE	BOOKING	MATERIAL	ON SALE
GRAZIA 17	19 JAN 2026	2 FEB 2026	MID-FEB 2026
GRAZIA 18	10 APR 2026	8 MAY 2026	JUN 2025
GRAZIA 19	31 JUL 2026	7 AUG 2026	SEPT 2025
GRAZIA 20	2 OCT 2025	16 OCT 2025	NOV/DEC 2025

BRAND SAFE ENVIRONMENT

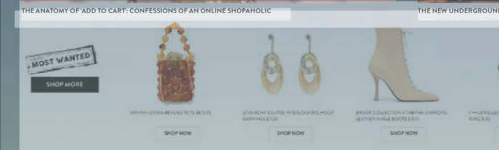
Purpose built for luxury brands, GRAZIA's digital structure carries less than 1% spam traffic and ad fraud. We employ various blockers and monitor our site via iAS to minimise phishing attacks and general spam. We feature sentiment targeting and keywords exclusions to ensure brand values and contexts are aligned





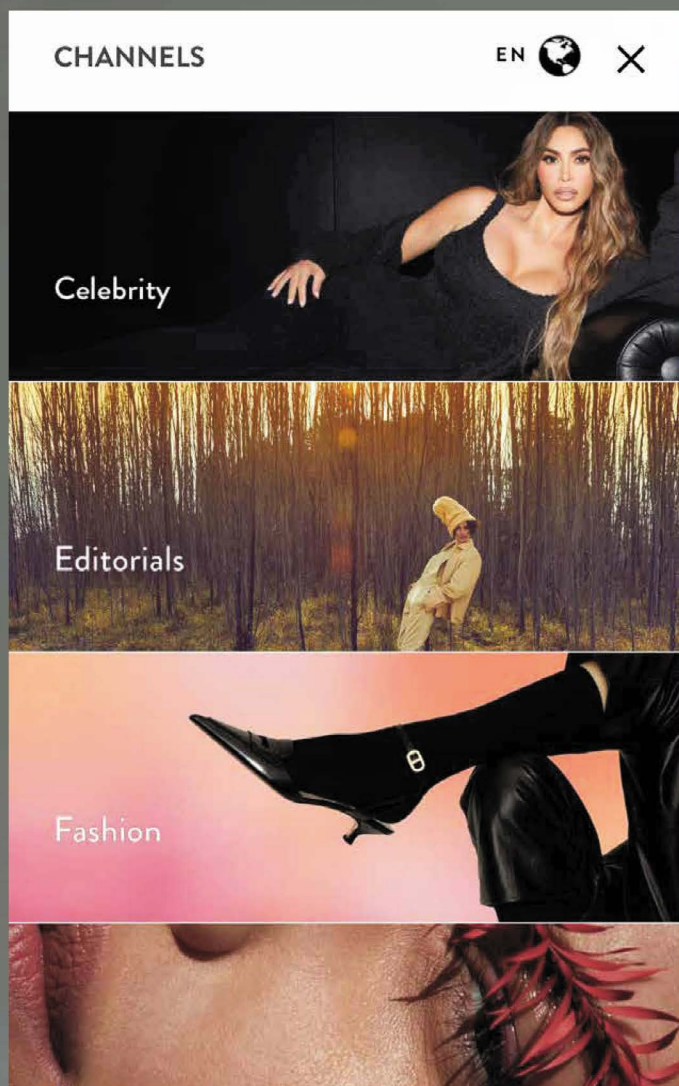
VIDEO

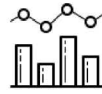
The only luxury media channel with purpose built responsive video structures and accountable via 1x1 third-party pixel trackers



MOBILE

Our site is purpose built for mobile, not just optimised. With an award-winning design team in house, we design and create for mobile experiences at the core, and elevate for desktop screens





RETENTION, GROWTH, ACQUISITION KEY MARKETS AND DEMOGRAPHICS



Boomers



The aging population of Baby Boomers will account for a much smaller share of market. GRAZIA Editorial strategies and innovations will adopt a younger, current social mindset.



Millennials



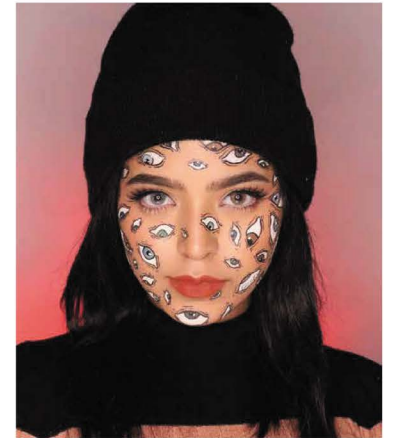
Gen X will maintain a stable position in the market, showing high resilience to the future ecosystem transformation. GRAZIA traditional media channels play a core role, but quality of communications is critical to brand loyalty



Gen Y



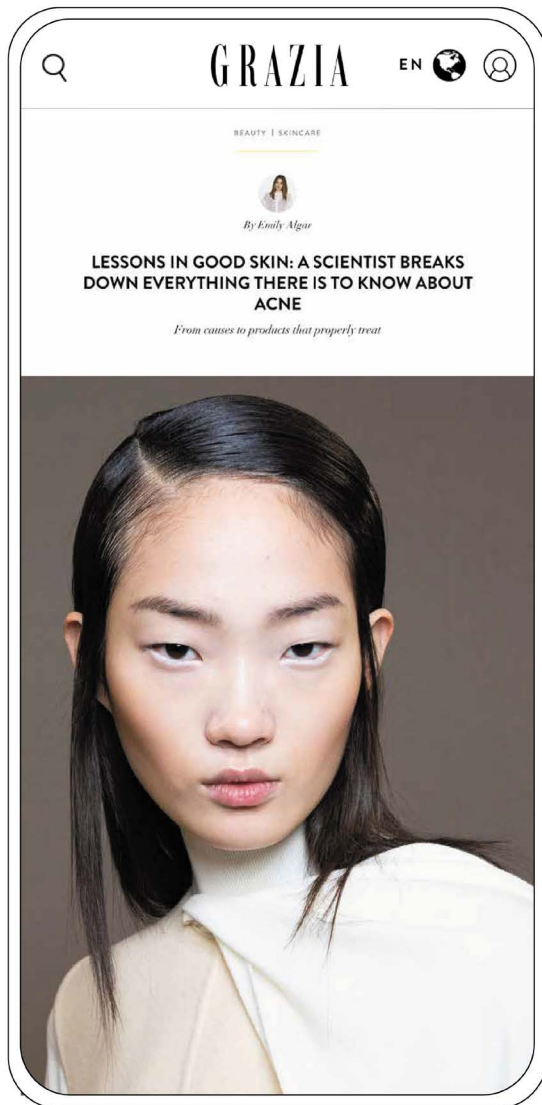
Gen Y is expected to continue their expansion path, accounting for nearly half of our audience by 2022. They will be an affluent middle-class fueling growth with a more conscious attitude towards luxury. Our products will continue to focus on sustainability and offer valuable interaction



Gen Z



As the pure digital-native generation accelerates their growth and incidence, tactile media will take part in a reshaped phy-gital omnichannel environment. Our media for this audience is positioned at the intersection of sustainable, experiential and social



GENERATION NEXT

WOMEN UNDER 22 // 36% OF TOTAL AUDIENCE

As the pure digital-native generation accelerate their growth and presence, tactile media will take part in a reshaped phy-gital omnichannel environment. Our media for this audience is positioned at the intersection of sustainable, experiential and social

BROWSING & CONTENT HABITS

DWELL TIME

6:12 MINUTES

MOBILE USE

LOW (55%)

TIME & DAY

7:00AM

BUILDS TOWARDS MIDDLE
OF THE MONTH (PAYDAY)

INTERESTS

CELEBRITY
AND MUSIC

CONTENT TYPES

SEO CONTENT

SOCIAL HABITS

TIK TOK

PUBLISHING PHILOSOPHIES

WHAT ATTRACTS THEM

GOSSIP & CELEBRITY



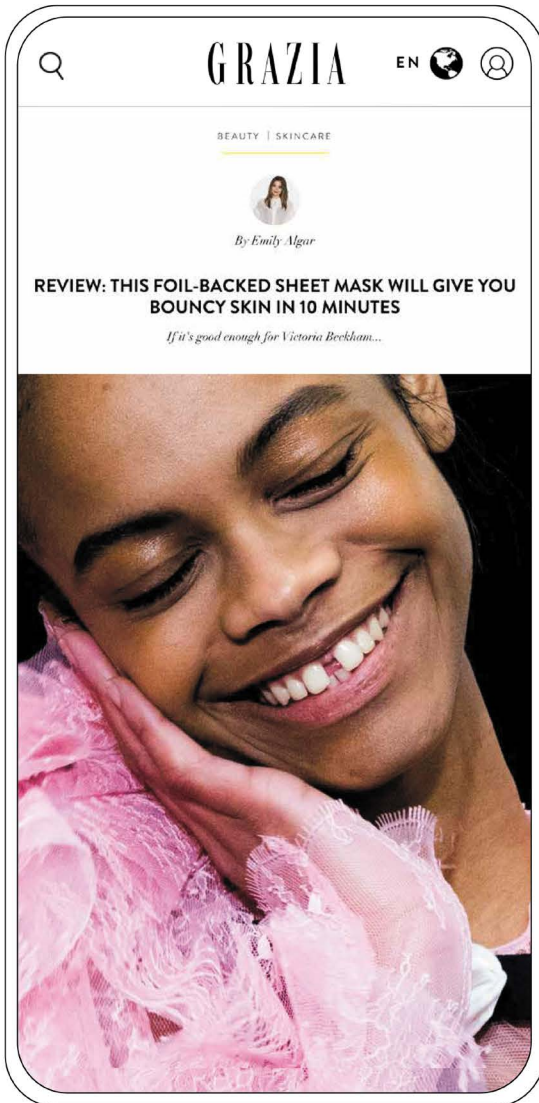
EDUCATING THEM

SEO & PAY ATTENTION
TO DESKTOP



CONVERTING THEM

DEALS & OFFERS



THE BULLSEYE

WOMEN 25-34 // 47% OF TOTAL AUDIENCE

Gen X will remain in a stable position in the market, showing high resilience to the future ecosystem transformation. GRAZIA traditional media channels play a core role, but the quality of communications is critical to brand loyalty.

BROWSING & CONTENT HABITS

DWELL TIME

7:02 MINUTES

MOBILE USE

MEDIUM

TIME & DAY

7:00PM

INTERESTS

FASHION AND
SHOPPING

CONTENT TYPES

FASHION AND
BEAUTY

CELEBRITY WITH A TIE IN
TO FASHION & BEAUTY

SOCIAL HABITS

INSTAGRAM &
INSTA STORIES

PUBLISHING PHILOSOPHIES

WHAT ATTRACTS THEM

STAY ON BRAND -
TIE EVERYTHING BACK TO
FASHION, STYLE & BEAUTY



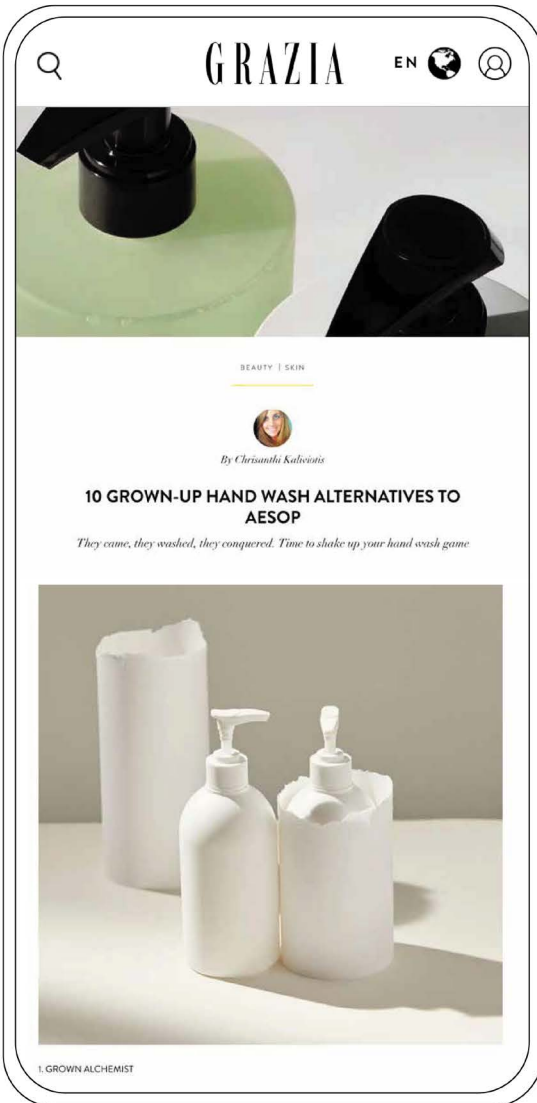
EDUCATING THEM

STICK TO THE BRAND
PHILOSOPHIES. SHOW THEM THE
CULT PRODUCTS & INNOVATIONS.



CONVERTING THEM

SHOPPING OFF THE PHOTO
SHOOTS & CREATIONS



THE TRADITIONALIST

WOMEN 35-44 // 17% OF TOTAL AUDIENCE

Knows the luxury mindset and reads GRAZIA for escapism & that luxury lifestyle with a hint of celeb news & arts. The aging population of Baby Boomers will account for a much smaller share of market. GRAZIA Editorial strategies and innovations will adopt a younger, current social mindset

BROWSING & CONTENT HABITS

DWELL TIME
6:54 MINUTES

MOBILE USE
HIGH

TIME & DAY
AFTER 10:00PM

INTERESTS
FASHION,
SHOPPING &
THE ARTS

CONTENT TYPES
NOSTALGIC &
HERITAGE
THEY REALLY KNOW
WHAT THEY LIKE

SOCIAL HABITS
FACEBOOK

PUBLISHING PHILOSOPHIES

WHAT ATTRACTS THEM
NOSTALGIA & WHAT THEY KNOW.
THE ARTS.

↓
EDUCATING THEM
LONGER FORM AND THE
TRADITIONAL PRINT PROPERTIES.

↓
CONVERTING THEM
CONSTANT PRESENCE IN
FRONT OF THEM



AWARENESS



CONSIDERATION



CONVERSION

AUDIENCES AND NICHE
**EDITORIAL DRIVERS ASSIST
IN AUDIENCE PURCHASE
CONSIDERATION MINDSETS**

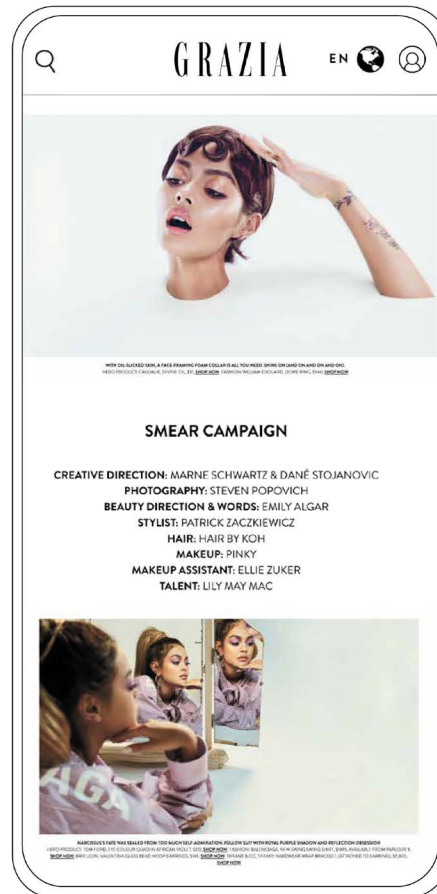
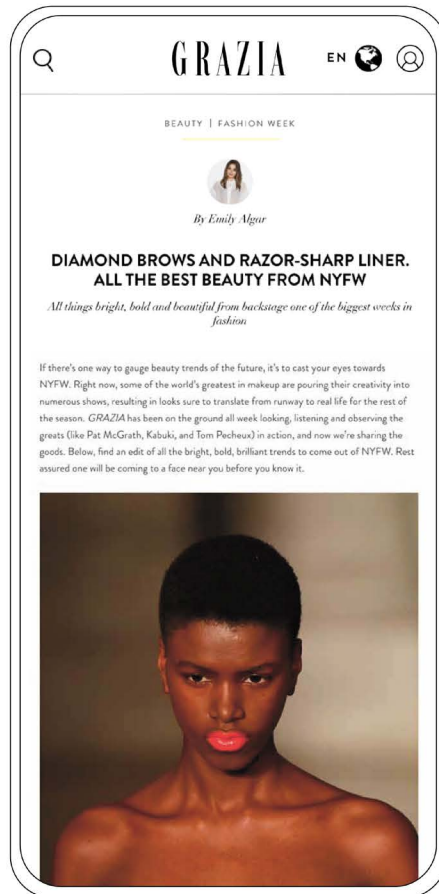
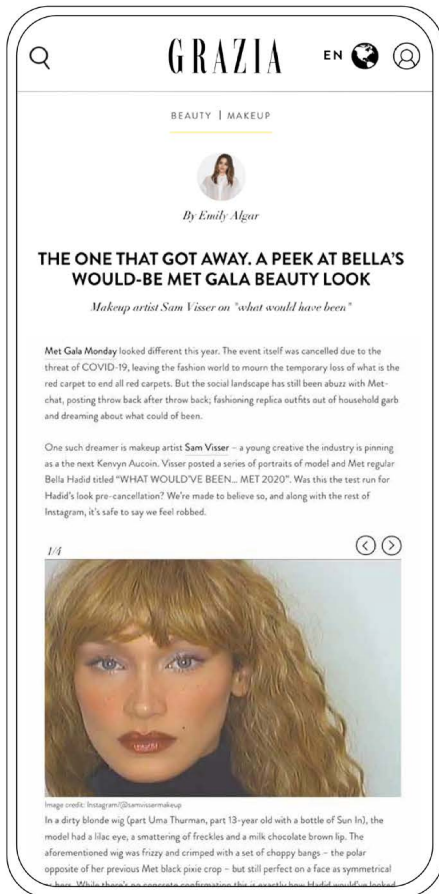
GRAZIA'S EDITORIAL CONTENT
STRATEGY PRODUCES STRUCTURED,
RELEVANT CONTENT BASED ON INTENT

EXAMPLE ARTICLES

QUICK NEWS FORMAT

TREND GALLERIES

EDITORIAL BEAUTY SHOOTS



QUICK NEWS FORMAT

SHORT AND SHARP, BEAUTY NEWS ARTICLES TAP MICRO TRENDS, THE CELEBRITY ZEITGEIST AND ANYTHING “OF THE MINUTE”. THEY THRIVE ON SOCIAL MEDIA AND INVITE READERS TO LIKE, COMMENT AND SHARE.

TREND GALLERIES

USED TO COVER BROADER TRENDS AND EVENTS LIKE A SEASONAL HAIRCUT OR RED CARPET BEAUTY LOOKS. THESE ARE TYPICALLY IMAGE HEAVY AND CELEBRITY-DRIVEN. THESE TOPICS ARE OFTEN VERY SEO FRIENDLY, AS WELL.

EDITORIAL BEAUTY SHOOTS

BEAUTY SHOOTS ARE INCREDIBLY BEAUTIFUL AND THE
ULTIMATE CREATIVE PURSUIT IN TERMS OF IMAGERY.
WHILE NOT COPY HEAVY, THEY ARE A BRILLIANT WAY TO
SHOWCASE PRODUCT PIGMENT AND TEXTURE IN REAL LIFE.

EXAMPLE ARTICLES

LONG-FORM FEATURES

INTERVIEWS / Q&A FORMAT

FIRST PERSON REVIEWS

EN

BEAUTY | AN ORDER OF CHAOS

By Emily Algar

LIPSTICKS AND LEATHER

One hundred and eighty-three years into its history, Hermès has launched its *Beauté Meilleure*. In Paris, GRAZIA leaves the story behind the first launch: *Rouge Hermès*

PARIS: I'm standing at the counter of the famed Du Pain et des Idées boulangerie of the 10th arrondissement in Paris, trying to decide between an *orange aux pépites* or a *pain au chocolat*. According to sources, the pastries here are some of the best in the city - maybe even the world. A slew of Google reviews such as "I'll never forget the incredible smell of this bakery" will only convince you further. After a moment's deliberation, I get both. Flaky and fluffy all at once, each bite is better than the next. I leave with no regrets.

If you haven't been, let me be the first to tell you that Paris is not the place to do (or eat) things in halves. One pastry, one shop at Le Bon Marché, one stroll around the Jardin des Tuileries is never enough. It's not a city of excess per se, but instead a purveyor of the finer things in life be it food, literature, art, romance or architecture. It's for this reason Paris is a mecca of all that is beautiful and imaginative - a statement that rings especially true when it comes to fashion.

I found myself in Paris not just for the pain au chocolats but as a guest of a fashion house that epitomises said beauty and imagination in spades: Hermès. Of course, French-born high fashion is in no short supply, but few compose the true ideals of luxury quite like Hermès does. It's commonly grouped with other luxuries, but it

EN

BEAUTY | SKINCARE

By Emily Algar

JOANNA VARGAS IS ONE OF THE WORLD'S MOST SOUGHT-AFTER FACIALISTS. HERE'S HER BEST SKINCARE ADVICE

takes notes

Few skin experts are as highly regarded as Joanna Vargas. The bioaesthetician and brand founder spends her time between New York City and Los Angeles, spreading skin wisdom and tending to her A-List clientele (Naomi Watts, Vanessa Hudgens and Glenn Close among them). With 20 years experience to her name, she's revered when it comes to skin, valued not only for her bespoke in-salon treatments but for her holistic, non-invasive philosophy.

I had the pleasure of visiting Vargas' Fifth Avenue treatment space on a recent trip to New York to experience the magic myself, and unsurprisingly, the hype is warranted. Vargas has a knack for marrying science (LED, microcurrent) with pleasure (massage, dreamy white interiors, layers of hydrating product), resulting in a treatment that reveals brighter skin and a calmer disposition. As one who is well-versed in the realm of facials, I left her space speechless. My face was brighter and tighter (even post 24-hour flight and a punishing fashion week schedule... and lot of wine). Plus, my frazzled nervous system was soothed, if only for a New York minute, but still.

EN

BEAUTY | REVIEW

By Emily Algar

REVIEW: MY SHOWER IS BETTER BECAUSE OF THESE 7 PRODUCTS

Everyone's favourite skincare brand, Drunk Elephant, has just launched a hair and body range and of course I'm in love with it all

Image credit: Instagram/meccacosmetics

Amazing body products are few and far between. I test, review and fall in love with face stuff all the time, but shampoo? Shower gel? Not so much. But about two weeks ago, Drunk Elephant's much-anticipated hair and body range launched into Mecca and of course I swallowed my words and tried every single product. Much like the skincare, I was impressed. Not just at the delicious smells and impressive results but with the fact that the whole range (and brand, mind you, since its 2012 launch) is formulated without silicones, essential oils, chemical screens, SLS, drying alcohols and fragrance or dyes.

It's pricier than most supermarket body things we regularly use, so I have taken the liberty of reviewing the entire line individually below. You might decide shower gel doesn't phase you but you're a sucker for lush body cream. Or perhaps all the drugstore shampoos you're



CONSIDERATION

LONG-FORM FEATURES

ROOTED IN THE NOTION OF BRINGING THE MAGAZINE EXPERIENCE OF FEATURE-LENGTH STORY-TELLING ONLINE, OUR BEAUTY EDITOR DEEP DIVES INTO THE HISTORY OF BRANDS VIA HERO INTERVIEWS.

INTERVIEWS / Q&A FORMAT

TYPICALLY UTILISED FOR CELEBRITY AND INDUSTRY INTERVIEWS, THE Q&A FORMAT ALLOWS THE READER TO EXPERIENCE A CONVERSATION BETWEEN EDITOR AND TALENT FIRST HAND. EASY TO FOLLOW, IT'S A GREAT WAY TO BOTH TELL STORIES AND SHARE INFORMATION.

FIRST PERSON REVIEWS

REVIEWS HIGHLIGHT REMARKABLE LAUNCHES AND TREATMENTS IN THE BEAUTY SPACE IN A WAY THAT FEELS PERSONABLE AND SINCERE. WRITTEN IN THE FIRST PERSON, THEY OUTLINE FEATURES AND BENEFITS THROUGH REAL LIFE EXAMPLES AND PERSONAL ANECDOTES.

EXAMPLE ARTICLES

EDUCATIONAL MINI FEATURES

STILL LIFE SHOOT WITH CAPTIONS

PRODUCT GALLERIES.



CONVERSION

EDUCATIONAL MINI FEATURES

SHORT-FORM DIGITAL FEATURES MARRY EDITORIAL VOICE WITH EXPERT COMMENTARY TO EXPLAIN BEAUTY CONCEPTS, INGREDIENTS AND INNOVATIONS. THEY CAN BE USED TO SIMPLIFY COMPLEX ISSUES WHILE PROVIDING THE READER WITH AMPLE OPPORTUNITY TO SHOP RECOMMENDED (AND OFTEN EXPERT-BACKED) PRODUCT. THESE TYPES OF FEATURES AIM TO SOLVE READER PROBLEMS.

STILL LIFE SHOOT WITH CAPTIONS

WHILE PRODUCTION HEAVY, STILL LIFE SHOTS
GIVE US THE OPPORTUNITY TO HERO IMPORTANT
PRODUCTS, INCLUDING (BUT NOT LIMITED TO) NEW
LAUNCHES. DESIGNED BY OUR CREATIVE TEAM.

PRODUCT GALLERIES

USED TO GROUP AND EXPLAIN CERTAIN PRODUCT CATEGORIES (LIKE FACIAL SUNSCREEN OR LIP BALM) IN A WAY THAT ALLOWS FOR DIVERSITY IN TERMS OF PRICE, ACCESSIBILITY AND PRODUCT CHARACTERISTICS. THIS FORMAT IS ALSO EXTREMELY SHOPPABLE.

ADVERTISING PRODUCTS **OVERVIEW**

AWARENESS



LARGE LUXURY PRINT FORMATS

HIGH VIEWABILITY DISPLAY

HTML / MOBILE VIDEO

SOCIAL REACH CAMPAIGNS

CONSIDERATION



BEAUTY SHOOTS

BRAND STORIES

INFLUENCER MAIL OUT

SAMPLING

SEO / EVERGREEN

CONVERSION



DATABASE AND LEAD GENERATION

E-COMM AND CLICK CAMPAIGNS

TOP, HNW, UHNW CUSTOMER
STRATEGY

OWN CHANNEL



CREATIVE & ART DIRECTION

VIDEO, STILLS GIF
PRODUCTION

LOOKBOOK MATERIALS

E-COMMERCE MATERIALS

CAMPAIGN MATERIALS

POSITIONS	USD	AED
REVERSE GATEFOLD	31,250	114,766
IFCS	26,250	96,403
DPS 1	23,000	84,468
DPS 2	22,500	82,631
DPS 3	22,000	80,795
DPS 4	21,500	78,959
DPS 5	21,000	77,123
DPS 6-10	19,500	71,614
OPPOSITE EDITOR'S LETTER	14,000	51,415
OPPOSITE MASTHEAD	14,000	51,415
OPPOSITE CONTRIBUTORS	14,000	51,415
CONTENTS 1-2	14,000	51,415
IBC	15,000	55,088
OBC	22,000	80,795
1ST 40%	12,000	44,070
ROP	10,000	36,725
DPS	17,500	64,269
BRANDED CONTENT ARTICLE	12,000	44,070
INSTAGRAM STORY DRIVING TO THE ARTICLE	4,500	16,526
INSTAGRAM DARK POST	7,500	27,544
MIXED BANNERS	330 CPM	1,212 CPM

our rates

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