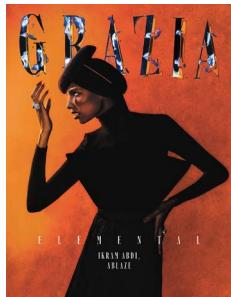


GRAZIA
2 0 2 6





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



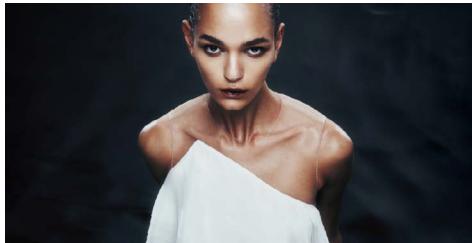
ROI-OBSSESSED

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



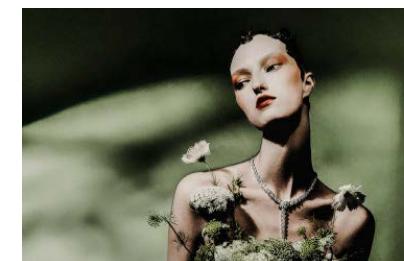
PRADA



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

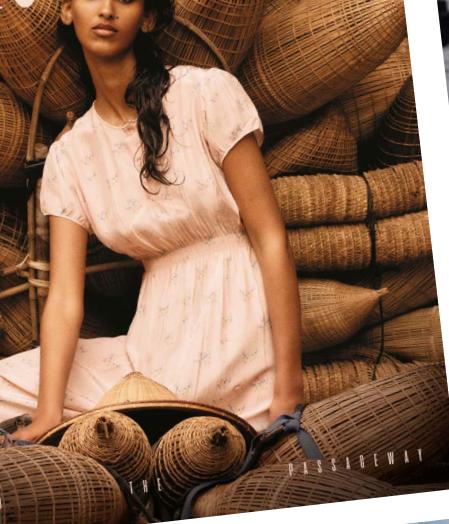


GRAZIA

P R I N T

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GRAZIA

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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

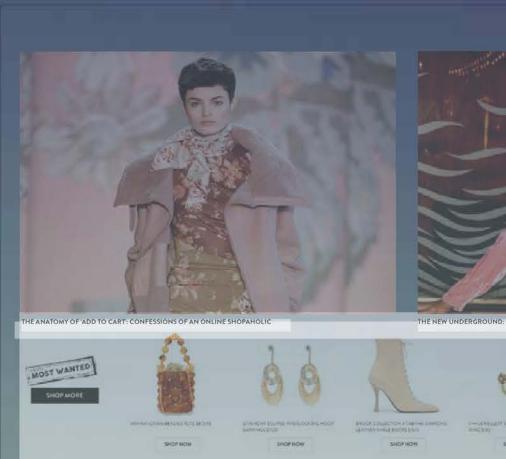
Purpose built for luxury brands, GRAZIA's digital structure carries less than 1% spam traffic and ad fraud. We employ various blockers and monitor our site via iAS to minimise phishing attacks and general spam. We feature sentiment targeting and keywords exclusions to ensure brand values and contexts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





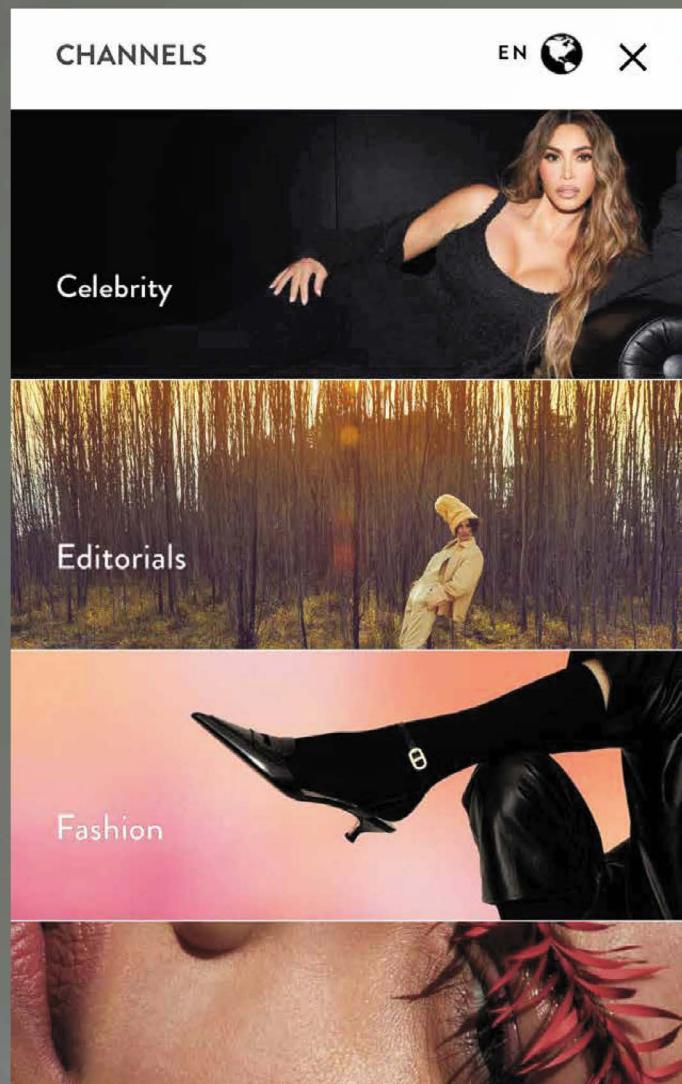
VIDEO

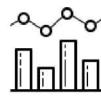
The only luxury media channel with purpose built responsive video structures and accountable via 1x1 third-party pixel trackers



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



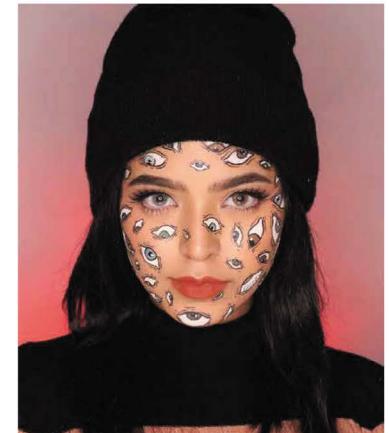
Gen X will maintain a stable position in the market, showing high resilience to the future ecosystem transformation. GRAZIA traditional media channels play a core role, but quality of communications is critical to brand loyalty.



Gen Y



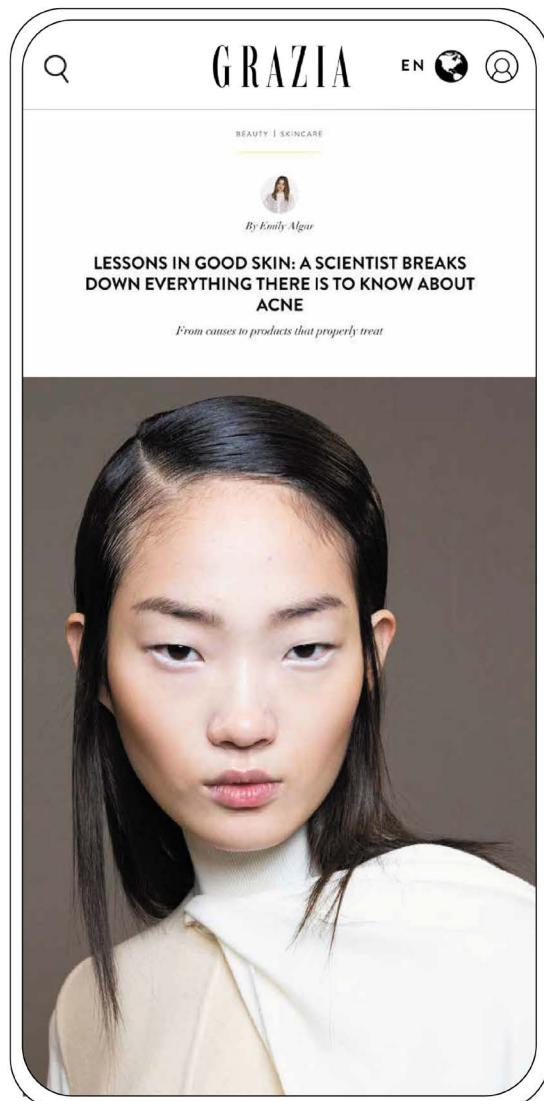
Gen Y is expected to continue their expansion path, accounting for nearly half of our audience by 2022. They will be an affluent middle-class fueling growth with a more conscious attitude towards luxury. Our products will continue to focus on sustainability and offer valuable interaction.



Gen Z



As the pure digital-native generation accelerates their growth and incidence, tactile media will take part in a reshaped phygital 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



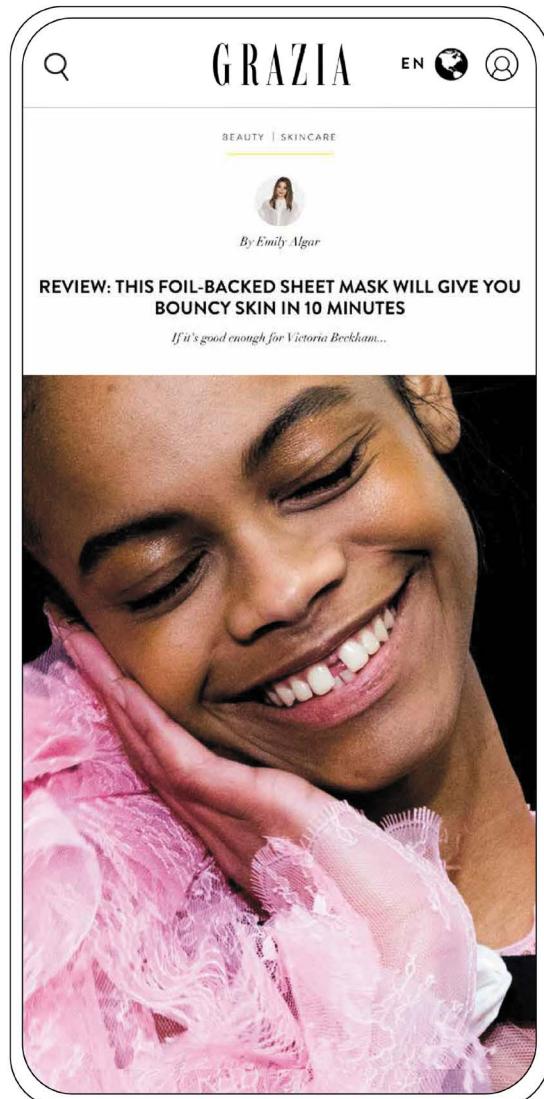
EDUCATING THEM

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



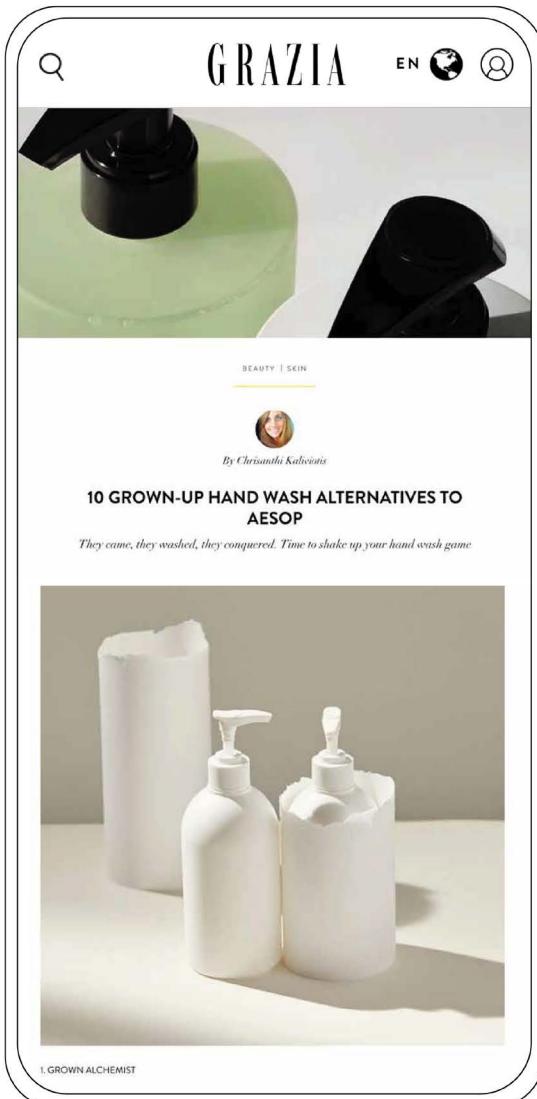
EDUCATING THEM

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



AUDIENCES AND NICHES
**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

GRAZIA EN FR DE

BEAUTY | MAKEUP

By Emily Algar

THE ONE THAT GOT AWAY. A PEEK AT BELLA'S WOULD-BE MET GALA BEAUTY LOOK

Makeup artist Sam Visser on "what would have been"

Met Gala Monday looked different this year. The event itself was cancelled due to the threat of COVID-19, leaving the fashion world to mourn the temporary loss of what is the red carpet to end all red carpets. But the social landscape has still been abuzz with Met-chic throwback after throw back; fashioning replica outfits out of household garb and dreaming about what could of been.

One such dreamer is makeup-artist **Sam Visser** – a young creative the industry is pinning as the next **Karen Walker**. Visser posted a series of portraits of model and Met regular **Bella Hadid** titled "WHAT WOULD'VE BEEN... MET 2020". Was this the test run for Hadid's look pre-cancellation? We're made to believe so, and along with the rest of Instagram, it's safe to say we feel robbed.



Image credit: Instagram @samvissermakeup

In a dirty blonde wig (part **Uma Thurman**, part 13-year old with a bottle of **Sun In**), the model had a lilac eye, a smattering of freckles and a milk chocolate brown lip. The aforementioned wig was frizzy and crimped with a set of choppy bangs – the polar opposite of her previous Met black pixie crop – but still perfect on a face as symmetrical as hers. With thanks to an anonymous confirmation that a certain blonde model would've looked

TREND GALLERIES

GRAZIA EN FR DE

BEAUTY | FASHION WEEK

By Emily Algar

DIAMOND BROWS AND RAZOR-SHARP LINER. ALL THE BEST BEAUTY FROM NYFW

All things bright, bold and beautiful from backstage one of the biggest weeks in fashion

If there's one way to gauge beauty trends of the future, it's to cast your eyes towards NYFW. Right now, some of the world's greatest in makeup are pouring their creativity into numerous shows, resulting in looks sure to translate from runway to real life for the rest of the season. **GRAZIA** has been on the ground all week looking, listening and observing the greats (like **Pat McGrath**, **Kabuki**, and **Tom Pecheux**) in action, and now we're sharing the goods. Below, find an edit of all the bright, bold, brilliant trends to come out of NYFW. Rest assured one will be coming to a face near you before you know it.



EDITORIAL BEAUTY SHOOTS

GRAZIA EN FR DE



WITH CALIFORNIA SKIN. A FACE FRAMING FRUIT COLOGNE. IT ALL YOU NEED. SHINE ON AND ON AND ON. HEAT PROOF. CAROLINA ZAFRA. BY [SHOP NOW](#) FASHION WEEK EXCLUSIVE. [SHOP NOW](#) SMOKE. [SHOP NOW](#)

SMEAR CAMPAIGN

CREATIVE DIRECTION: MARNE SCHWARTZ & DANÉ STOJANOVIC
PHOTOGRAPHY: STEVEN POPOVICH
BEAUTY DIRECTION & WORDS: EMILY ALGAR
STYLIST: PATRICK ZACZKIEWICZ
HAIR: HAIR BY KOH
MAKEUP: PINKY
MAKEUP ASSISTANT: ELLIE ZUKER
TALENT: LILY MAY MAC



MARNE'S FATE WAS SEALED FROM TOO MUCH SELF-ADMIRATION, FOLLOWED BY ROYAL PURPLE SHADOW AND REFLECTION (RED EYES). PROUDLY PRESENTED BY [SHEER NOURISHING SKIN CREAM](#) (100% NATURAL, 100% ORGANIC, 100% VEGAN). [SHOP NOW](#) BRIE LEON. [UNIVERSITY GLASS BEAD HOOP EARRINGS](#). [SHOP NOW](#) SHAY & CO. [TITANIUM HARNESS WRAP BRACELET](#) (ATTACHED TO HAMMING, 30.50).



AWARENESS

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 SHOTS 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

GRAZIA EN FR DE

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 Metier. In Paris, GRAZIA teases 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 escargot aux pralines 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. Fatty 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 patisserie, one shop at Le Bon Marché, one stroll around the Jardin des Tuilleries is never enough. It's not a city of excess per se, but instead a purveyor of the finer things in life be 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 chocolat 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 encapsulate the true ideals of luxury quite like Hermès does. It's commonly grouped with other luxuriant, but it

INTERVIEWS / Q&A FORMAT

GRAZIA EN FR DE

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 bicoastal aesthetician 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.



FIRST PERSON REVIEWS

GRAZIA EN FR DE

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.

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

CAMPAGN 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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