

**MEDIA KIT 2025**

**GRAZIA**







# BRAND

## PRINT

**GRAZIA** 7 issues per year / 55K copies each issue  
**GRAZIA BOOK** 2 issues per year / 80K copies each issue

## WEBSITE

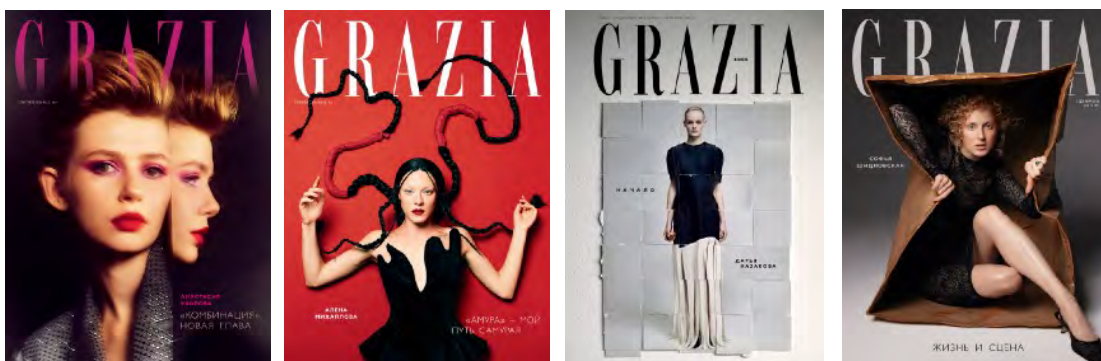
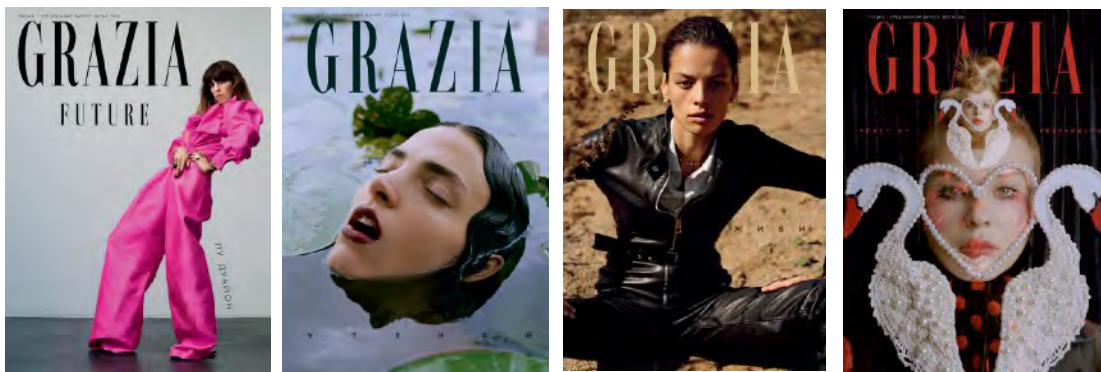
**3.5M+** unique users/month  
**12M+** page views/month  
**3.2 pages** Visit depth

## SOCIAL MEDIA

**500K+** followers  
Yandex Zen  
Telegram  
VKontakte  
Instagram\*

**AVERAGE REACH ~ 4M PEOPLE**

Source: Yandex Metrika 2024. \*forbidden in Russia



# GRAZIA

**GRAZIA in Russia** is more than 15 years of original coverage of the main fashion and beauty news, lifestyle trends and significant events in culture and society. The only fashion magazine brand in Russia today, the history of which began in the world center of fashion and beauty. The first issue of GRAZIA was published in 1938 in Italy.

**GRAZIA** allows the reader to feel part of the current context of the world of fashion, beauty and stars. Inspires the reader to create their own unique style that emphasizes individuality.

GRAZIA is confident in the pricelessness and uniqueness of every moment of life – as well as every person. Large-scale fashion shoots, exceptional in concept and spectacle, close attention to discoveries in the field of beauty and health, the search for inspiration in the history of fashion and major cultural events work to promote this simple, but very important for modern times idea.

**GRAZIA BOOK** is a special 200-page issue published every six months and raises the most exciting topics, which it examines with the help of recognized experts from the world of culture, science, fashion and beauty.

Each issue of GRAZIA BOOK contains:  
 2–4 covers, 3–5 unique photo shoots,  
 matte cover with selective varnishing, high-quality paper  
 and printing, premium distribution



# AUDIENCE

**GRAZIA AUDIENCE** – loyal, established segment of stylish, cheerful, ambitious, smart and successful women, who aspire to gain new knowledge and inspiration for action. Grazia reader is a modern intellectual woman, who follows actual trends, has a proactive attitude, leads active lifestyle, invests in herself and in her personal lifestyle

WOMEN

**PRINT** 85% / **DIGITAL** 75%

CORE AUDIENCE

**25-45** years

**63%** Average or above average income (CC+)

**65%** business owners, top managers

AFFINITI INDEX (website)

**352%** clothes, shoes, accessories (premium)

**216%** beauty & health

**207%** real estate

**219%** premium real estate

**183%** country real estate

**320%** jewellery

**400%** Interior design

**308%** foreign education

**313%** finance

**148%** deposits

**192%** credits



# GEOGRAPHY

## ON-LINE MARKETPLACES

WILDBERRIES / OZON  
KIOSK / YANDEX MARKET

## POINT OF SALE RUSSIA

AZBUKA VKUSA / GLOBUS GURME  
CROCUS / SELGROSS / GLOBUS  
LENTA / ASHAN / SPAR  
PEREKRESTOK / METRO  
BOOK STORE: «MOSCOW»

SAINT-PETERSBURG  
**PRINT** 12,7% / **DIGITAL** 11%

MOSCOW  
**PRINT** 53% / **DIGITAL** 48%

CIS  
**PRINT** 3% / **DIGITAL** 3%

BELARUS 1,8%  
KAZAKHSTAN 1,2%

SOUTH  
**PRINT** 8% / **DIGITAL** 9,5%

KRASNODAR 3%  
ROSTOV-ON-DON 3%  
SOCHI 2%

VOLGA REGION  
**PRINT** 6% / **DIGITAL** 9%

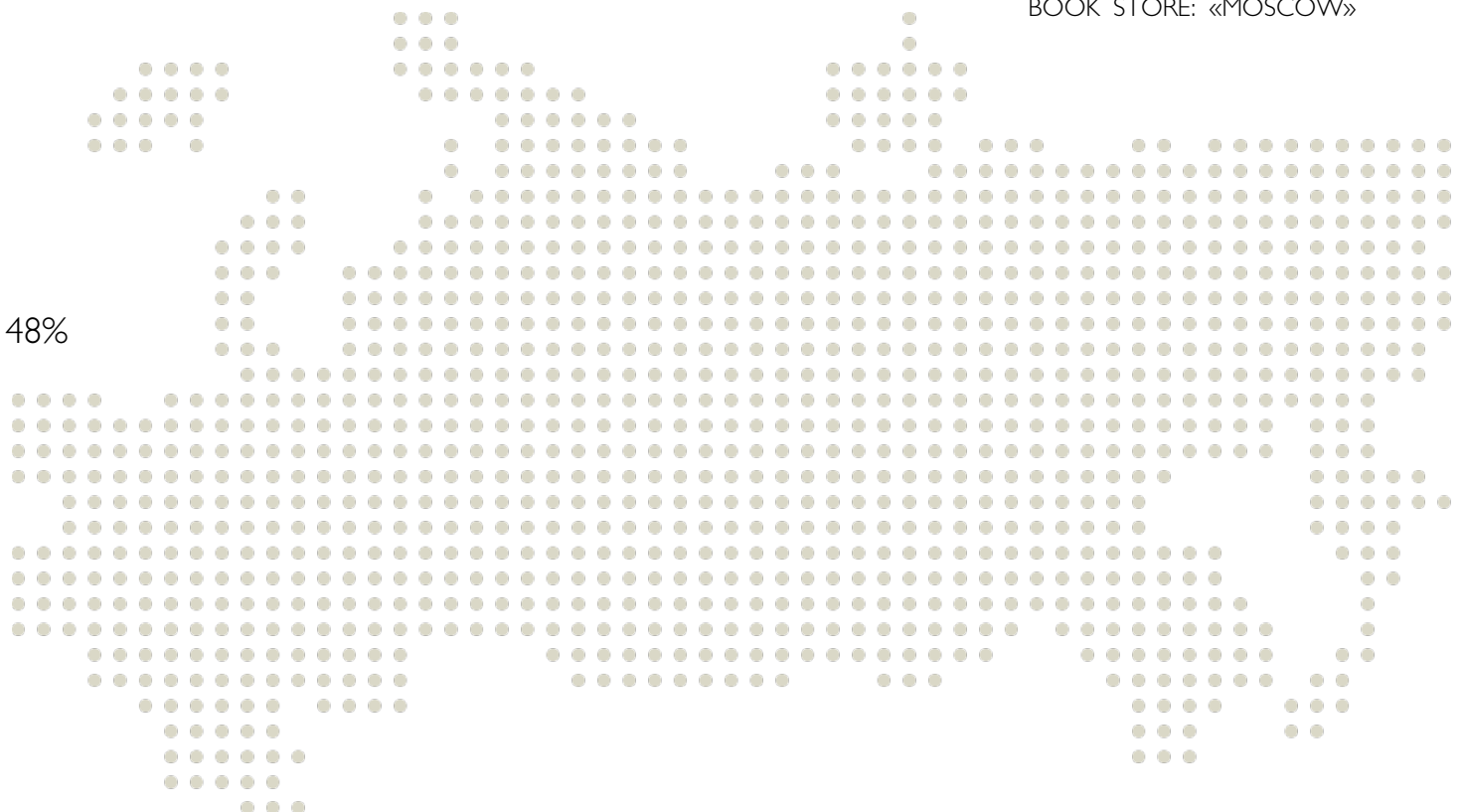
NIZHNY NOVGOROD 2,2%  
SARATOV 0,3%  
SAMARA 1,5%  
KAZAN 1,7%  
UFA 0,3%

URAL AND SIBERIA  
**PRINT** 10% / **DIGITAL** 12%

YEKATERINBURG 5,4%  
CHELYABINSK 1%  
OMSK 1%  
NOVOSIBIRSK 2,6%

FAR EAST  
**PRINT** 2,3% / **DIGITAL** 1,5%

VLADIVOSTOK 1,7%  
KHBAROVSK 0,6%



# ADVANTAGES OF COOPERATION

## **CREATIVITY**

We create the unique projects for promoting brands.  
We implement clients' ideas: from a website page to production  
of a customized white label event.

## **FLEXIBILITY**

GRAZIA team can work out a product tuned for your goals.  
We focus on the client's target audience, their needs and desires.

## **SPEED**

We promptly responds to clients requests.  
We are always up-to-date about last trends in event-production

## **HIGH QUALITY**

GRAZIA is a media brand, well-known all over the world.  
Our projects increase customers loyalty to clients' brands and attract  
new audience for the brand







# PROJECTS 360°

GRAZIA creative team can create cross projects of any complexity and effective coverage

## OFFLINE

- customized clients events
  - collaborations
- business events (all formats)
- conferences & roundtables
  - exhibitions

## DIGITAL

- native articles
- banners and branding
- special projects in digital, social media 360°
  - photo & video shoots
  - podcasts

## MAG

- special projects
- unique formats
- photo shoots

## WHITE LABEL

- creation of unique video and photo content for client's platform

# UPDATES ON DIGITAL PLATFORMS

## RUBRICATOR UPGRADE

### LIFE AROUND

Lifestyle 360: from UGC content to columns with key industry experts

### FACES

Interviews and opinion columns with media personalities: from rising stars to notable opinion leaders.

### CULTURAL CODE

Rethinking the current agenda through the lens of culture

## EDITORIAL PROJECTS

### YES OR NO

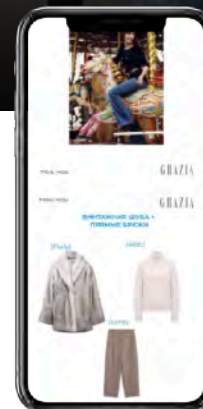
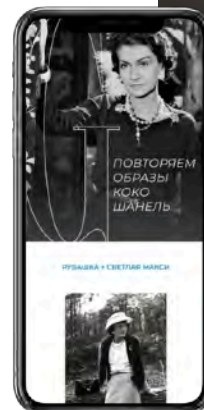
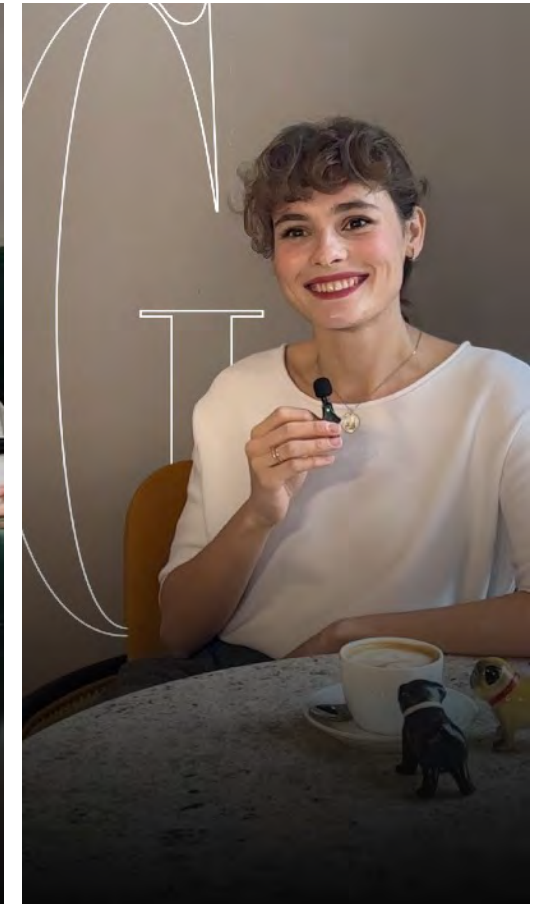
Series of short videos with contemporary heroes with honest emotional answers

### BUSINESS CASE

Author's columns about effective business solutions from the creators of young successful projects

### #NEWFACES

Series of interviews with future leaders of creative industries



### + NEW FORMATS IN SOCIAL NETWORKS

Telegram / 8K followers

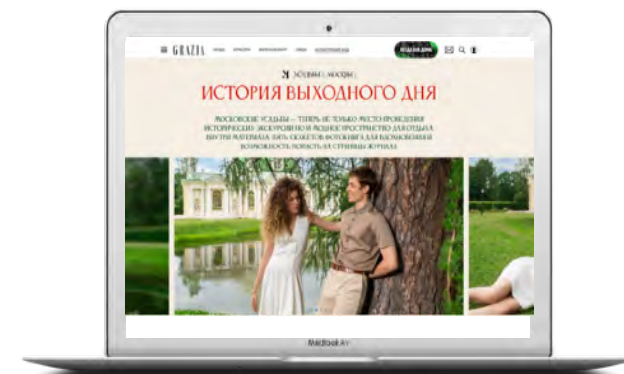
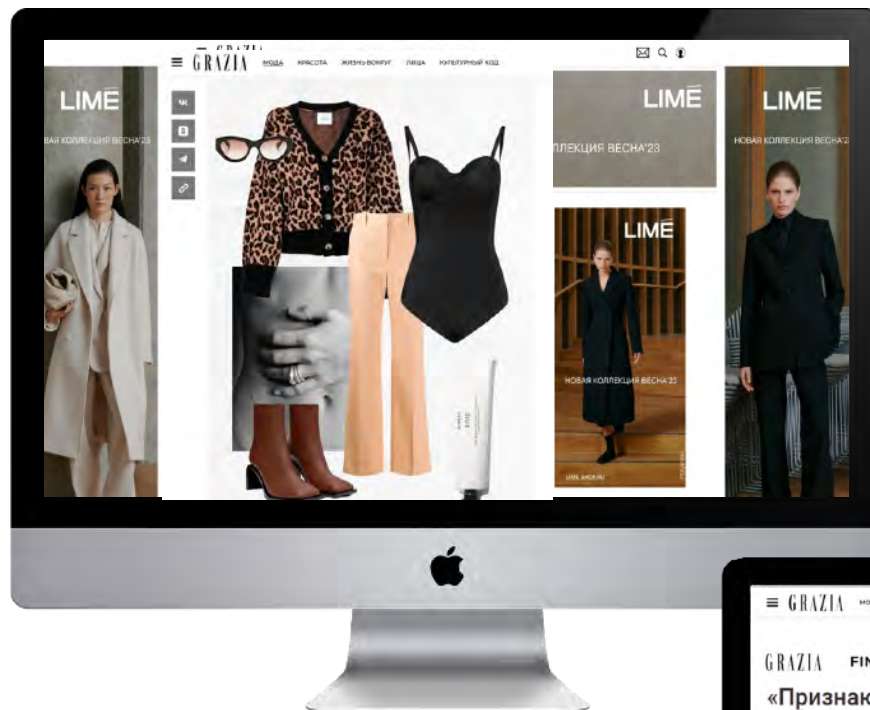
VK / 30K followers



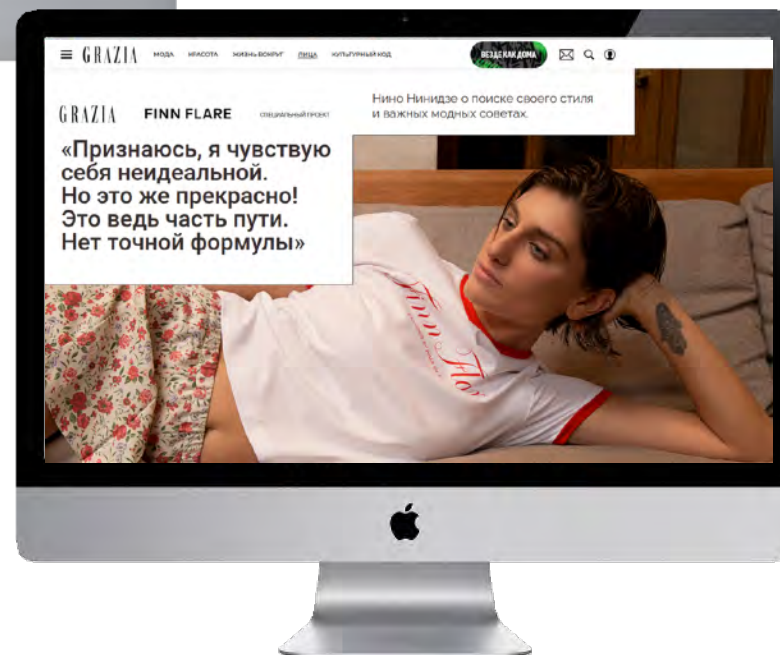
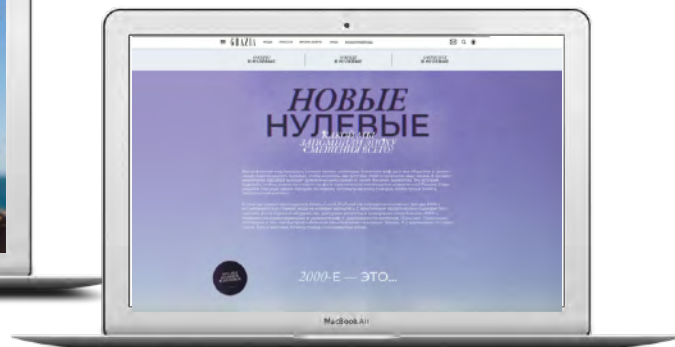
# SPECIAL DIGITAL PROJECTS



- banners & branding
  - native articles
- special SMM projects



- photo & video content (fashion, beauty, lifestyle etc.)
- special projects on animation platform

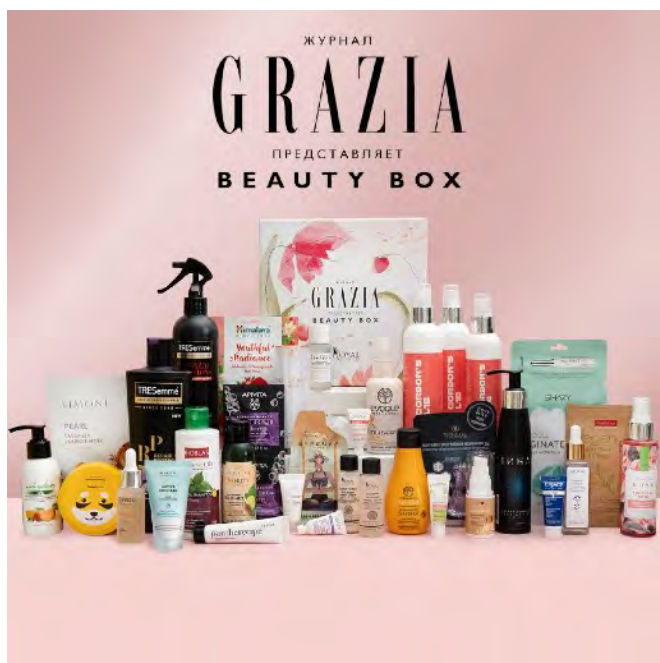






# GRAZIA

BEAUTY BOX / 4 ISSUES PER YEAR



- Collaboration with sampling services – release of limited themed beauty boxes GRAZIA with travel and full-size products that have passed the editorial examination
- Large-scale advertising campaign of the project (magazine + website + social networks + IG). Coverage of about 50K/3 months.
- On sale for up to 3 months



# SCHEDULE

In 2025 GRAZIA 2 special issues (double cover, issues with multiple different covers,) and 7 regular thematic issues

| Nº | BOOKING DATE | CLOSING DATE | RELEASE DATE | THEME                |
|----|--------------|--------------|--------------|----------------------|
| 1  | 9 JANUARY    | 13 JANUARY   | 8 FEBRUARY   | Love issue           |
| 2  | 24 JANUARY   | 3 FEBRUARY   | 1 MARCH      | Fashion issue        |
| 3  | 7 MARCH      | 17 MARCH     | 12 APRIL     | BOOK (spring-summer) |
| 4  | 2 MAY        | 12 MAY       | 7 JUNE       |                      |
| 5  | 4 JULY       | 14 JULY      | 9 AUGUST     | Kids issue           |
| 6  | 1 AUGUST     | 11 AUGUST    | 6 SEPTEMBER  | Fashion issue        |
| 7  | 5 SEPTEMBER  | 15 SEPTEMBER | 11 OCTOBER   |                      |
| 8  | 3 OCTOBER    | 13 OCTOBER   | 8 NOVEMBER   | BOOK (fall-winter)   |
| 9  | 31 OCTOBER   | 10 NOVEMBER  | 6 DECEMBER   | New Year issue       |



# EVENTS

- Creative team of GRAZIA can make an original and unique project for you.
- We are the only ones in domestic market who can organize absolutely any kind of events: from girl-party in a boutique to a big event and exhibition.



Могучий Сезон  
ГАЛЕРЕЯ «МОСКВА»

GRAZIA

EXHIBITION  
LIFE IN MOTION



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