

GRAZIA

MEDIAKIT 2026





BRAND

PRINT

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

WEBSITE

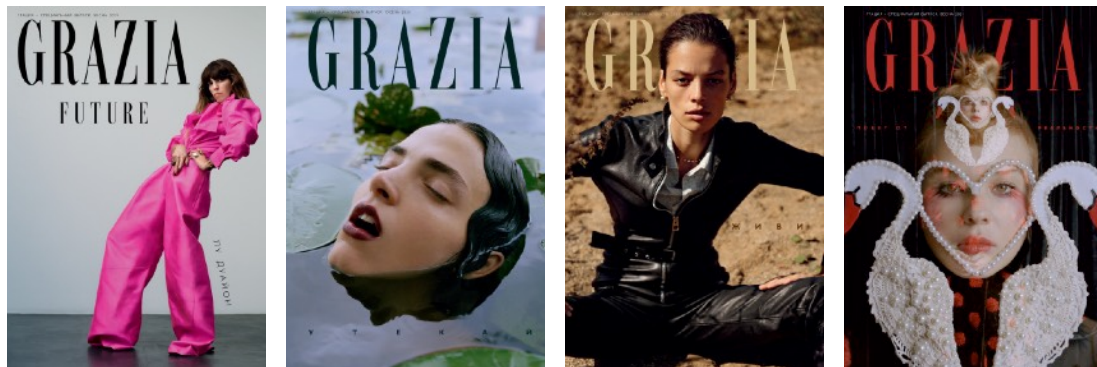
3.5 M users per month
12 M views per month
3.2 pages visit depth

SOCIAL MEDIA

500 K+ followers
Dzen
Telegram
VKontakte
Instagram*
MAX

AVERAGE REACH — 4M PEOPLE

Sources: Yandex Metrica, Ipsos Russia, Rosindex Q3 2025, Russia 100+, 16+
*belongs to Meta, a company recognized as extremist and banned in the Russian Federation



GRAZIA

For over 15 years, **GRAZIA** has been delivering original coverage of the biggest stories in fashion, beauty, lifestyle trends, and key events in culture and society. Today, **GRAZIA** stands out as the only fashion magazine brand in Russia whose history began in the global center of fashion and beauty. The first issue of **GRAZIA** was published in 1938 in Italy.

GRAZIA invites the readers to feel part of the contemporary world of fashion, beauty, and celebrities. It also inspires the readers to develop their own style that will highlight their individuality.



GRAZIA believes that every moment in life is as priceless and unique as every person.

Through exceptional and visually stunning fashion shoots, a sharp focus on the latest discoveries in beauty and wellness, and inspiration drawn from fashion history and major cultural events, **GRAZIA** advocates for simple, yet relevant message for our times.



GRAZIA BOOK is a special 200-page issue published twice a year. It tackles the most compelling topics, exploring them with the help of renowned experts from the worlds of culture, fashion, and beauty.



PRINT EDITION. AUDIENCE AND REACH

GRAZIA's audience is made up of modern, intelligent, successful women who stay on top of the latest trends in fashion, beauty, culture, and science while keeping on eye on financial and social issues. They effortlessly mix luxury pieces with affordable brands. They're sophisticated travelers and lovers of good food.

WOMEN

PRINT 85% / **DIGITAL** 75%

CORE AUDIENCE

18-44 years – 58%

88% middle to upper-middle income
29% business owners, top managers

AFFINITI

| | |
|---------------------------------------|-------------------------------------|
| 483% clothes, shoes, cosmetics | 259% healthcare and wellness |
| 539% education | 400% interior design |
| 452% real estate | 257% traveling and tourism |
| 319% entertainment and leisure | 314% finance |

POINT OF SALE RUSSIA

AZBUKA VKUSA / EUROSPAR / METRO / GLOBUS / LENTA / PEREKRESTOK /
AUCHAN / MOSKVA BOOKSHOP / MEDIA KIOSKS CHITAY, MOSKVA

ONLINE

WILDBERRIES / OZON / KIOZK / YANDEX MARKET

| REGION | PRINT % | DIGITAL % |
|---|---------|-----------|
| MOSCOW | 53 | 48 |
| SAINT PETERSBURG | 12.7 | 11 |
| CIS BELARUS KAZAKHSTAN | 3 | 3 |
| SOUTH KRASNODAR ROSTOV-ON-DON SOCHI | 8 | 9.5 |
| THE VOLGA REGION NIZHNY NOVGOROD SARATOV SAMARA KAZAN UFA | 6 | 9 |
| THE URALS AND SIBERIA EKATERINBURG CHELYABINSK OMSK NOVOSIBIRSK | 10 | 12 |
| FAR EAST VLADIVOSTOK KHABAROVSK | 2.3 | 1.5 |



PARTNERSHIP ADVANTAGES

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

PRINT

- special projects
- unique formats
- photoshoots

DIGITAL

- interactive features
- banners and branding
- 360° digital special projects
- photo and video production
 - podcasts

OFFLINE

- client events
- collaborations
- exhibitions

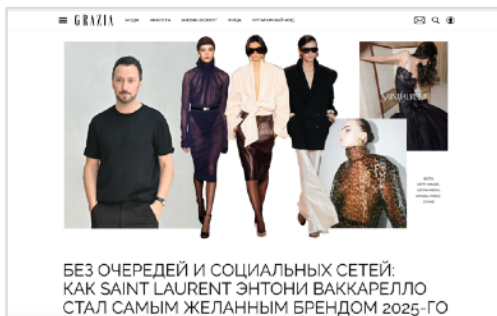
WHITE LABEL

- original photo and video content
created for your platforms

GRAZIA.RU

INTERACTIVE LAYOUTS

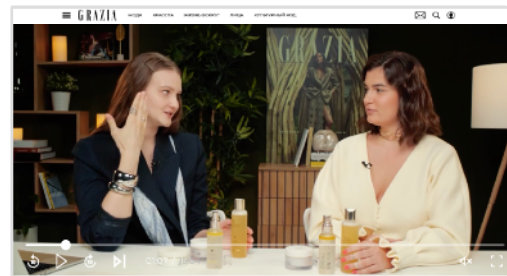
On grazia.ru, we regularly publish editorial content using interactive layouts. This allows us to immerse readers in a richer visual experience, and at the same time offer more organic integration opportunities to our clients.



EDITORIAL PROJECTS

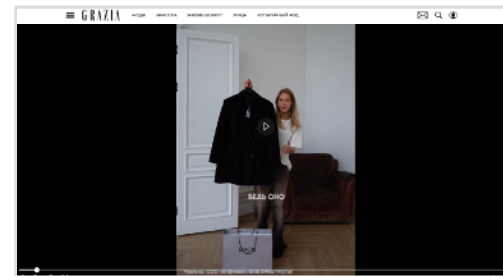
Beauty Trend

Together with invited beauty industry experts, Grazia.ru Executive Editor Angelina Kushtina tests the latest beauty launches and key trends.



Trend Express

Grazia's fashion editors share short video guides to the latest trends and show how to work them into everyday looks.



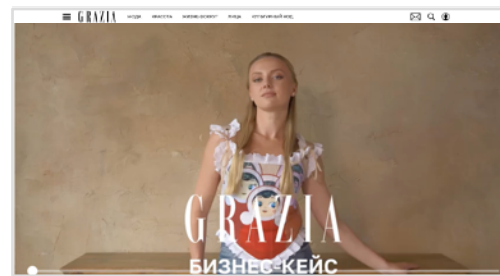
Bookshelf

A video project where GRAZIA contributors need to guess which facts about their favorite books are true and which are false — in just five minutes.



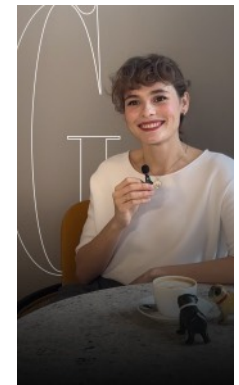
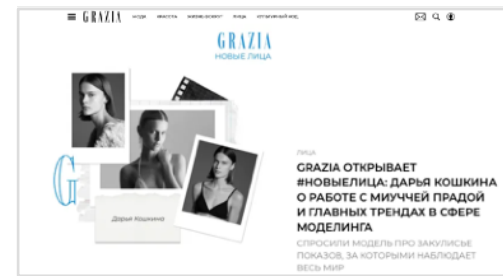
Business Case

Original video columns and articles on smart business strategies created by the female founders of successful young projects.



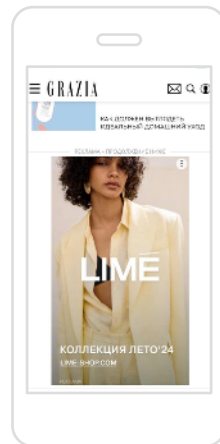
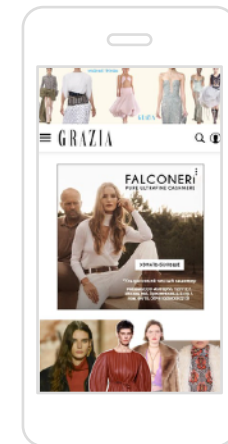
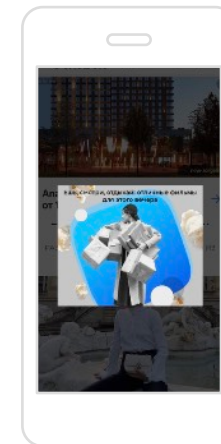
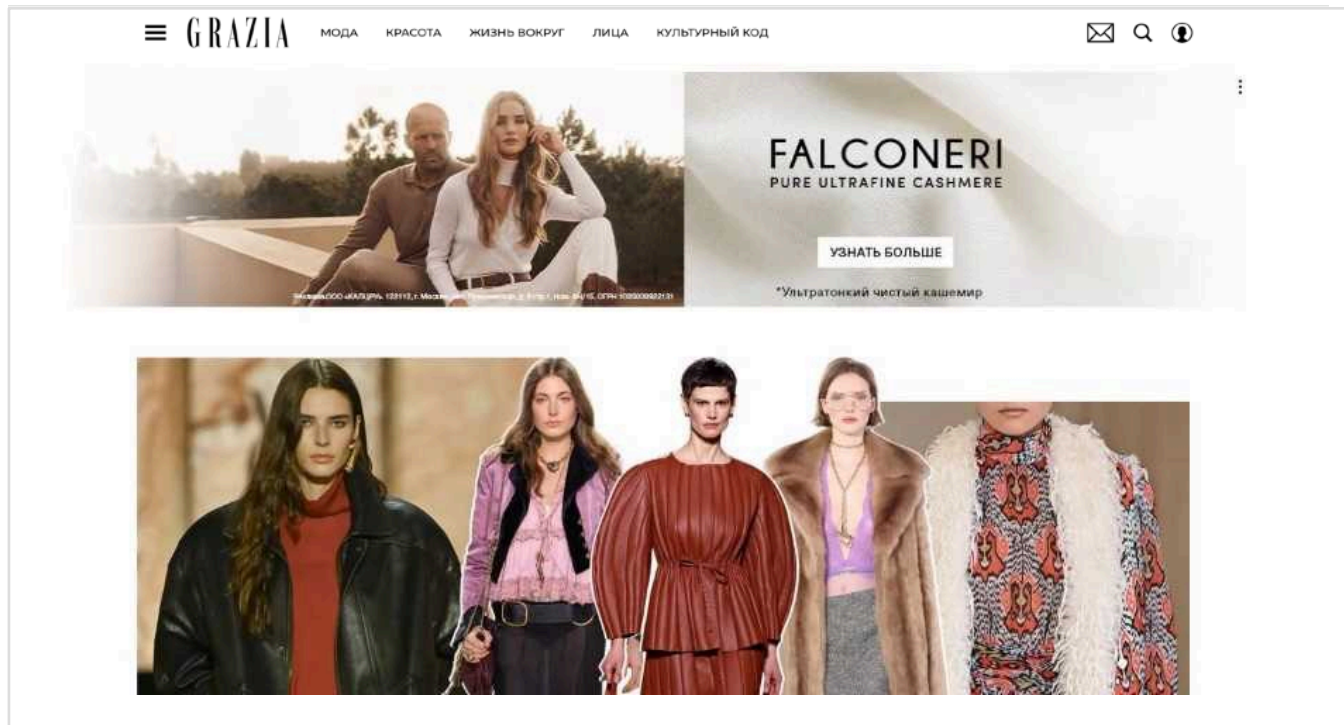
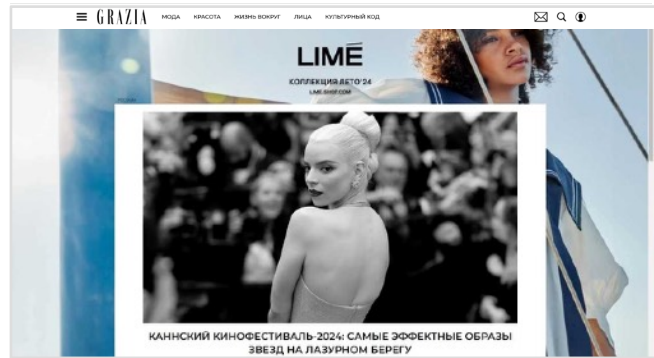
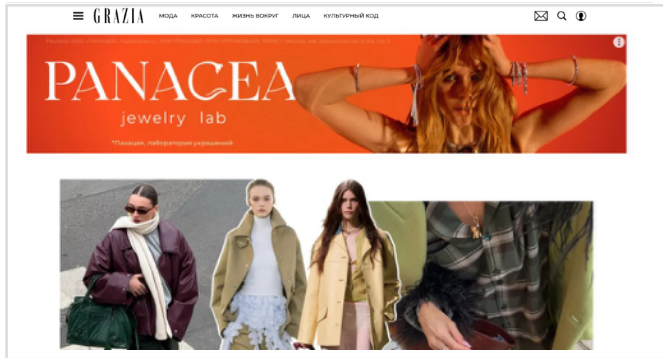
#NEWFACES

An interview series featuring emerging talents in creative industries and the arts.



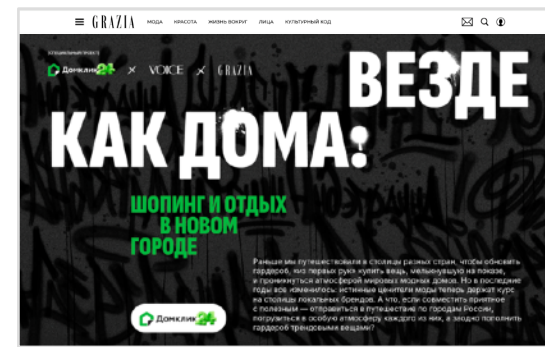
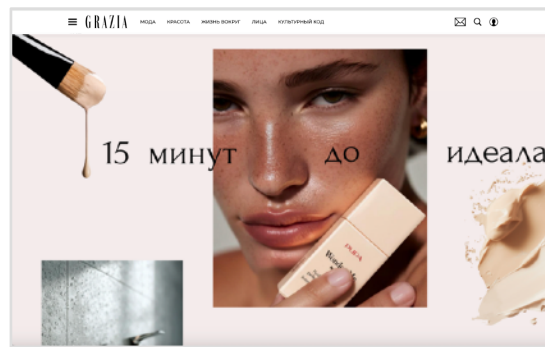
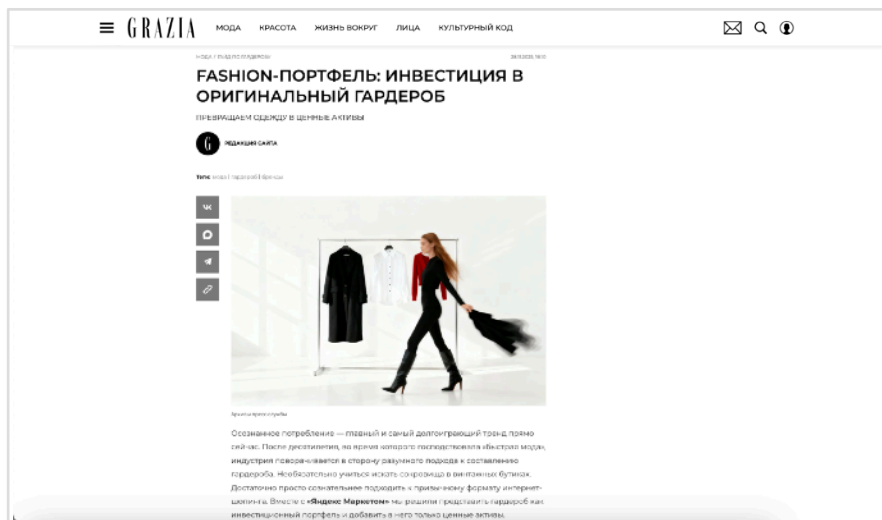
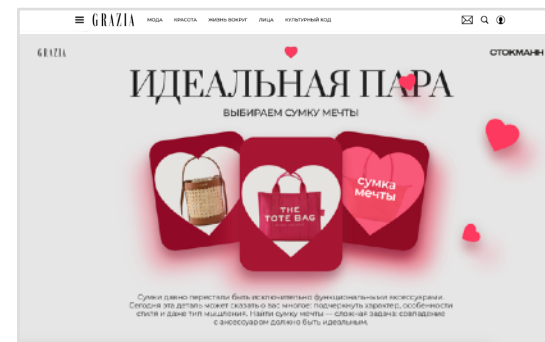
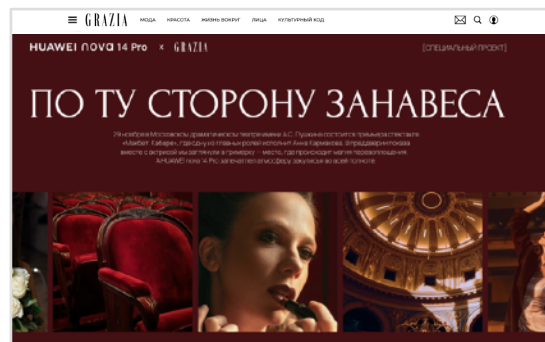
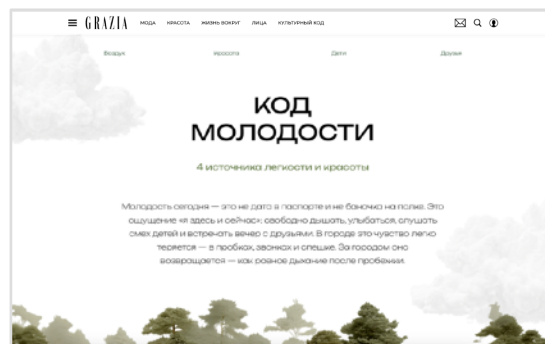
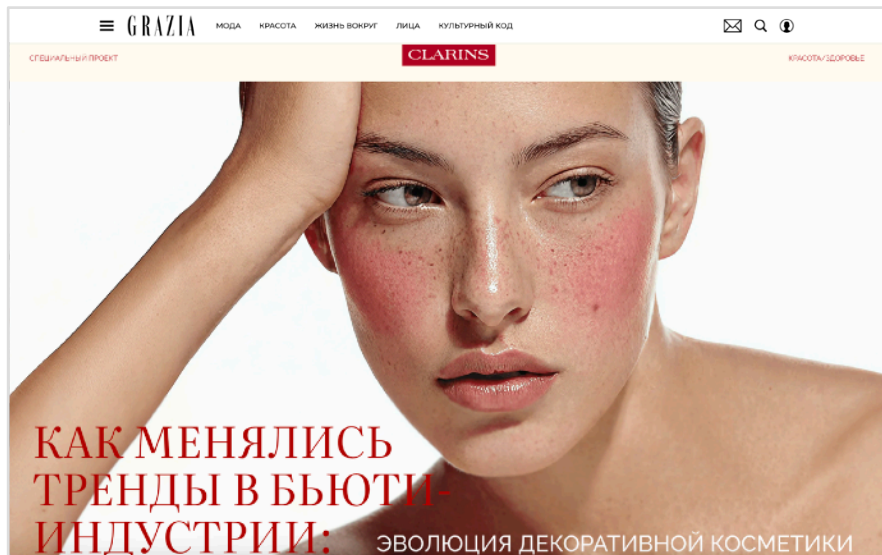
MEDIA FORMATS

BANNERS, BRANDING & MORE



SPECIAL PROJECTS

WE DELIVER SPECIAL PROJECTS OF ANY COMPLEXITY





PUBLISHING SCHEDULE

Two issues of GRAZIA BOOK will be published in 2026

| № | BOOKING DEADLINE | MATERIALS DEADLINE | RELEASE DATE | ISSUE THEME |
|---|------------------|--------------------|--------------|--------------------|
| 1 | JANUARY 9 | JANUARY 28 | FEBRUARY 14 | Love |
| 2 | FEBRUARY 6 | FEBRUARY 25 | MARCH 21 | Fashion |
| 3 | MARCH 12 | APRIL 1 | APRIL 25 | BOOK |
| 4 | MAY 8 | MAY 27 | JUNE 13 | Summer |
| 5 | JULY 3 | JULY 22 | AUGUST 8 | Kids |
| 6 | AUGUST 7 | AUGUST 26 | SEPTEMBER 12 | Fashion |
| 7 | SEPTEMBER 2 | SEPTEMBER 23 | OCTOBER 10 | Beauty |
| 8 | OCTOBER 5 | OCTOBER 28 | NOVEMBER 14 | BOOK (fall-winter) |
| 9 | NOVEMBER 3 | NOVEMBER 25 | DECEMBER 12 | Holiday |



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