



# GRAZIA

THE ONLY FASHION WEEKLY



GRAZIA IS A MAGAZINE FOR OUR **GENERATION.**

IT'S AN **EDIT** OF THE BEST FASHION GLOBALLY AND LOCALLY, PLUS A BLEND OF CELEBRITY, NEWS AND CULTURE STORIES.

WE HAVE A **FASHION CONVERSATION** EACH WEEK WITH OUR READERS AND GIVE THEM THE FREEDOM AND APPROVAL TO SHOP.

THE GRAZIA READER IS **AFFLUENT, DISCERNING AND INTELLIGENT.**

SHE CAN TALK ABOUT **POLITICS, SOCIAL ISSUES AND SHOES** IN THE SAME CONVERSATION.

GRAZIA IS STILL AUSTRALIA'S ONLY GLOSSY FASHION WEEKLY AND OUR FREQUENCY MEANS THE READER CAN SEE IT ON OUR PAGES AND **BUY IT IMMEDIATELY.**

KELLIE HUSH, EDITOR



EVERY WEEK GRAZIA REACHES  
**170,000** READERS AND SELLS  
**55,259** COPIES

GRAZIA HAS THE HIGHEST  
PROPORTION OF WOMEN IN  
THE AB/C QUINTILE FOR ALL  
MAGAZINES (INC. NIMS) – **57.4%**

GRAZIA HAS **26** PAGES OF FASHION  
IN EVERY ISSUE, **104** EACH MONTH

GRAZIA SELLS MORE COPIES IN  
A WEEK (**55,259**) THAN VOGUE  
DOES IN A MONTH (**50,119**)\*

GRAZIA... **THE NOW FACTOR**



## 10 REASONS TO PARTNER WITH GRAZIA

1. **DEMOGRAPHIC** – We deliver a lucrative audience with the highest average household income within the women's lifestyle category, fashion category and weekly market (\$126,070).
2. **360°** – We offer integrated solutions that engage with your consumer.
3. **SPEED CHIC** – We deliver the speed of a weekly with the aspiration of a monthly.
4. **RESULTS** – We sell fashion. We deliver real results. Week after week. We call it '*The Grazia effect*'.
5. **HERITAGE** – Made in Italy in 1938, *Grazia* is a trusted brand that delivers results.
6. **GLOBAL NETWORK** – There are 16 editions of *Grazia* around the world. We partner with international brands such as Hermes, Chanel, Prada, Tiffany & Co., Burberry and CK.
7. **AUTHORITY** – We have the best journalists across fashion, news, beauty and lifestyle, both here and abroad.
8. **EXCLUSIVES** – We break the news and make the views first.
9. **COMMUNITY** – From our editors to our readers and back, across platforms, *Grazia* is creating a community.
10. **CREATIVITY** – We produce creative solutions for brands. And they work.

SOURCE: ROY MORGAN, SEP 2011

**GRAZIA.COM.AU** HAS VERY QUICKLY ESTABLISHED ITSELF AS THE FASHION NEWS DESTINATION. GRAZIA.COM.AU IS ABLE TO DELIVER A UNIQUE AND ADDITIONAL BRAND TOUCHPOINT FOR THE INTELLIGENT, UPSCALE AND FASHION-OBSESSED AUDIENCE.

#### **FAST FACTS**

**UNIQUE BROWSERS: 678,848**  
**PAGE IMPRESSIONS: 8,019,229**  
6+ minutes per session

#### **TOP 5 WEBSITES IN AUSTRALIA**

1. Australian Women's Weekly
2. **Grazia**
3. Vogue
4. Woman's Day
5. Cleo

#### **NEW SOCIAL SECTION**

Facebook (6,156), Twitter (12,994)  
and growing

#### **THE GRAZIA AUDIENCE**

Strong female skew and are likely  
to be aged 24-35

OMNITURE: OCT 2011





## ADVERTISING DEADLINES 2011-12

Issue	On sale	Ad booking deadline	Ad material deadline
165 05/12/11	Mon 28/11/11	Tue 15/11/11	Thu 17/11/11
166 12/12/11	Mon 05/12/11	Tue 22/11/11	Thu 24/11/11
167 19/12/11	Mon 12/12/11	Tue 29/11/11	Thu 01/12/11
168 02/01/12*	Mon 19/12/11	Tue 06/12/11	Thu 08/12/11
169 09/01/12	Mon 02/01/12	Tue 13/12/11	Thu 15/12/11
170 16/01/12	Mon 09/01/12	Tue 13/12/11	Thu 15/12/11
171 23/01/12	Mon 16/01/12	Wed 21/12/11	Fri 23/12/11
172 30/01/12	Mon 23/01/12	Tue 10/01/12	Thu 12/01/12
173 06/02/12	Mon 30/01/12	Thu 12/01/12	Mon 16/01/12
174 20/02/12*	Mon 06/02/12	Mon 21/01/12	Wed 25/01/12
175 27/02/12	Mon 20/02/12	Tue 07/02/12	Thu 09/02/12
176 05/03/12	Mon 27/02/12	Tue 14/02/12	Thu 16/02/12
177 12/03/12	Mon 05/03/12	Tue 21/02/12	Thu 23/02/12
178 19/03/12	Mon 12/03/12	Tue 28/02/12	Thu 01/03/12
179 26/03/12	Mon 19/03/12	Tue 06/03/12	Thu 08/03/12
180 02/04/12	Mon 26/03/12	Tue 13/03/12	Thu 15/03/12
181 16/04/12*	Mon 02/04/12	Tue 20/03/12	Thu 22/03/12
182 23/04/12	Mon 16/04/12	Wed 28/03/12	Fri 30/03/12
183 30/04/12	Mon 23/04/12	Tue 10/04/12	Thu 12/04/12
184 07/05/12	Mon 30/04/12	Thu 12/04/12	Mon 16/04/12
185 14/05/12	Mon 07/05/12	Mon 23/04/12	Thu 26/04/12
186 21/05/12	Mon 14/05/12	Tue 01/05/12	Thu 03/05/12
187 28/05/12	Mon 21/05/12	Tue 08/05/12	Thu 10/05/12
188 04/06/12	Mon 28/05/12	Tue 15/05/12	Thu 17/05/12
189 11/06/12	Mon 04/06/12	Tue 22/05/12	Thu 24/05/12
190 18/06/12	Mon 11/06/12	Tue 29/05/12	Thu 31/05/12
191 25/06/12	Mon 18/06/12	Thu 31/05/12	Mon 04/06/12

\* Double issues - on sale for two weeks

Transfer Media: ACP can only accept digital ads via Quickcut – digital files will not be accepted on disk or via email. For more information regarding Quickcut, please contact Quickcut on (02) 9938 7500 (reception) or (02) 9938 7599 (Tech Support) or visit [www.quickcut.com.au](http://www.quickcut.com.au). Sydney: (02) 9282 8000; Melbourne: (03) 9823 6363; Brisbane: (07) 3000 8555. For further information go to [www.acpmagazines.com.au](http://www.acpmagazines.com.au)

# ADVERTISING RATES

Effective July 2008

	x6	x12	x24	x36	x48
Casual	Level 1	Level 2	Level 3	Level 4	Level 5
\$	\$	\$	\$	\$	\$
	61,440	120,360	235,680	345,960	451,200

## FULL COLOUR

Full Page	10,500	10,240	10,030	9,820	9,610	9,400
Double Page Spread	21,000	20,480	20,060	19,640	19,220	18,800
Half Page	7,350	7,165	7,020	6,870	6,725	6,580
Third Page Vertical	5,775	5,630	5,515	5,400	5,285	5,170

## COVERS

Inside Front Cover Spread	27,300
Outside Back Cover	13,650
Inside Back Cover	12,075

## SIGNATURE POSITIONS

DPS Prior Contents	20%
Signature Sites*	20%
Guaranteed Positioning	10%

## INSERTS

Spend	2pp	4pp	8pp	12pp	16pp	24pp+
Inserts (cost per '000)	\$100	\$150	\$210	\$273	\$328	POA

\* Signature Sites include: IFCS, FPC opposite contents, FPC opposite Editor's Letter, FPC opposite masthead, 1st DPS in book, 2nd DPS in book, outside back cover. Contact your magazine sales representative for full list of signature sites.

**PLEASE NOTE:** All the above rates do not include GST. GST of 10% will be added to above rates with invoicing. All creative executions are subject to publisher approval. For our full rate card and further information go to [www.acpmagazines.com.au](http://www.acpmagazines.com.au)

**BOOKING AND CANCELLATION POLICY:** GRAZIA booking deadlines are 2 weeks prior to the on-sale date. GRAZIA cancellation deadlines are 6 weeks prior to booking deadlines.



A woman with long blonde hair, wearing a vibrant red, floor-length dress with a high slit, stands in a stone archway. She is looking down and adjusting her hair. The background shows a stone wall and another archway leading to a bright outdoor area with a fence.

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