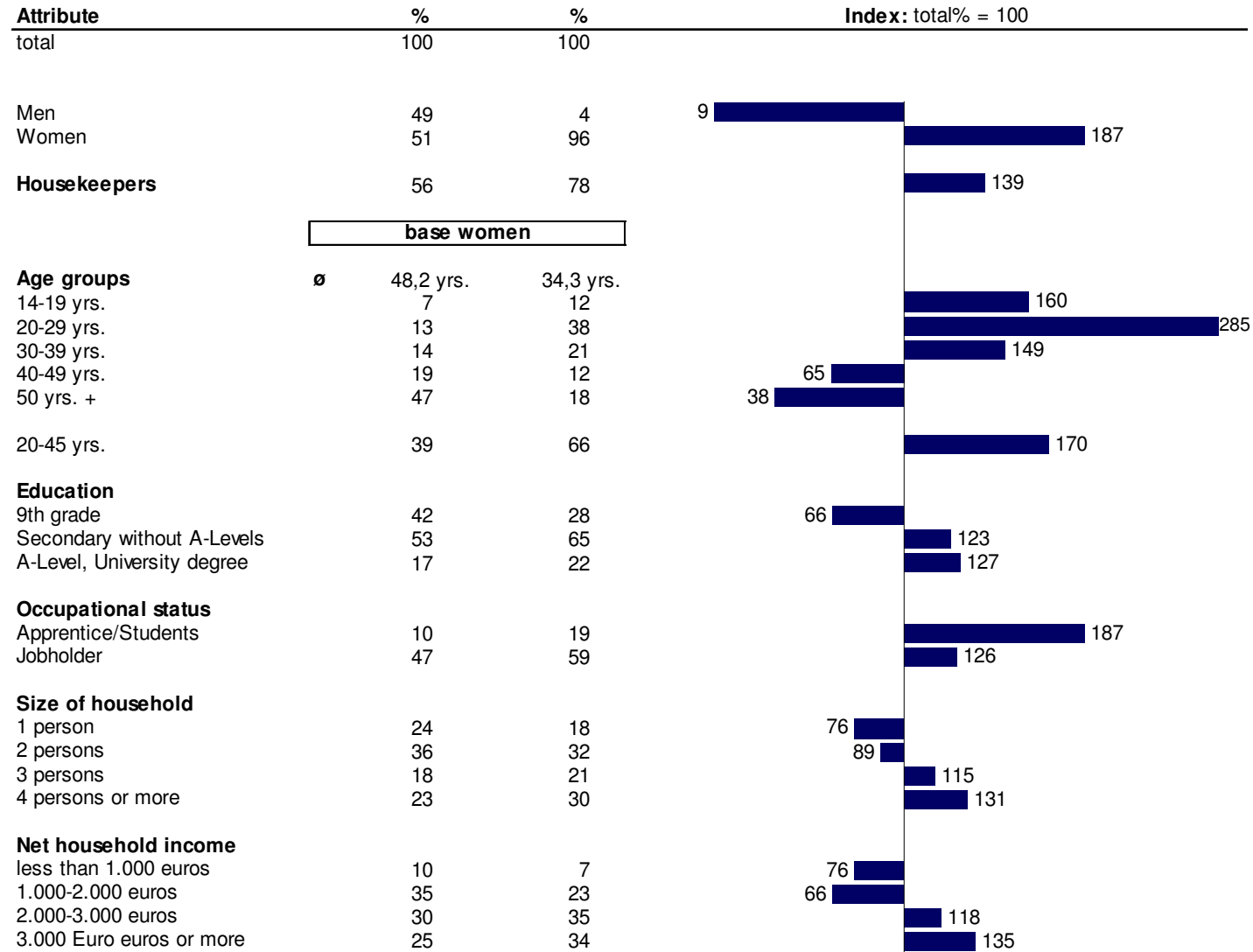


GRAZIA – Fashion & News for the urban hedonistas

Publication:	weekly / thursday
Launch:	11. Februar 2010
Target Group:	GRAZIA addresses essentially modern younger women between 25 and 39 years, who have a distinct interest in fashion, beauty, pleasure, savoir-vivre, lifestyle, celebrities as well as political events and contemporary history.
Concept:	GRAZIA is the first female high gloss-crossover, that summarizes the most interesting topical highlights from Style, People & News up-to-date and entertaining week by week. GRAZIA is a style-magazine with a strong dose of People and current affairs, establishing a new magazine genre or female target groups in the upscale mainstream market. Mundane but not elitist, style-oriented but not shallow, intelligent but nevertheless entertaining, it covers the whole opical bandwidth of an up-to-date and urbane weekly-magazine. GRAZIA – made for the urban hedonistas with an excellent background.
Size:	230 x 295 mm
Paid circulation:	178.848 copies (source: IVW III/11)
Quota: counter sales/subscription:	63%
Guaranteed sold circulation:	150.000 copies
Coverage* (source: TdW 2011):	
total:	530.000
female:	510.000 = 96%
Advertisement Rates:	1/1 page 15.000,- €
Cost effectiveness:	
Price per 1000/ paid circulator:	84,18 €
Price per 1000/ contacts:	28,10 €



GRAZIA – made for the urban hedonistas



Coverage =
530.000 total,
women = 96%

source: TdW 2011

GRAZIA – Product-interests of the core target group

Attribute	Total %	GRAZIA %	Index: total = 100
Total	100	100	
Hohes Produktinteresse			
Costume Jewellry	12	34	290
Decorative Cosmetics, Make up	18	53	289
Jewellry	12	35	286
Perfumes, Scents	23	56	240
Women's Outer Garments	25	59	240
Skin Care	21	50	236
Underwear	17	36	217
Wellnessproducts	15	30	196
Wrist-watches	12	23	194
Low Calory Foods, Light-Products	8	14	188
Diet Foods	4	8	188
Living Accessoires, Home Textiles	14	27	187
Furniture, Interior Furnishing	17	31	182
Kitchen equipment/furniture	11	20	181
Candies	12	20	166
Media (newspapers, tv, magazines)	19	30	161
Hair-care	31	47	154
Outdoor-clothing	14	20	147
Insurence	7	10	147
Leisureware	22	32	144
Travel, Holiday Destinations	31	44	142
Non-alcoholic Beverages	19	26	135
Continuing Education	12	16	135
Computers	23	26	118
New means of telecommunication	16	19	116



Coverage =
530.000 total,
women = 96%

GRAZIA – Psychography

Attribute	Total %	GRAZIA %	Index: total = 100
Total	100	100	
Psychography			
Have ambitious plans	30	40	130
Important to distinguish myself from the masses	22	35	159
Often asked for advice for problems	27	36	135
I believe I am more creative than others	17	31	185
Important to be informed about famous people	20	35	177
Enjoying life	29	40	137
It's easy for me to approach people	38	52	137
Compared to others, I am mostly one step ahead	15	21	137
I am spontaneous	27	37	135
Strong women	6	23	421
Aquisition & Consumption			
High Consumption Affinity	25	47	188
Advertising Open-Mindedness	25	42	167
Important, to surround myself with nice items	25	41	164
Enjoy trying out new products	30	52	177
Strolling through stores and shopping spontaneously	15	32	214
Affording myself expensive things, luxury makes life more beautiful	12	19	156
Would call myself a bon vivant	20	27	135
Know exactly what brands are trendy	18	34	187
Fashion/Beauty/Wellness			
brand-flexible in matters of fashion/clothing	16	32	202
Set great value on fashion accessories	17	55	313
Interested in the latest fashion trends	19	51	265
Treat myself to expensive beauty-products	15	26	172
Enjoy trying new perfumes	15	34	228
Put emphasis on healthy/balanced nutrition	26	35	132
Women with a potential for wellness	11	34	311



Coverage =
530.000 total,
women = 96%

source: TdW 2011