

# GRAZIA – Fashion & News for the urban hedonistas



<b>Publication:</b>	weekly / thursday
<b>Launch:</b>	11. Februar 2010
<b>Target Group:</b>	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.
<b>Concept:</b>	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. Mondane 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.
<b>Size:</b>	230 x 295 mm
<b>Guaranteed sold circulation:</b>	150.000 copies
<b>Introductory Rates:</b>	1/1 page 11.500,- € (valid until June 30, 2010)
<b>Advertisement Rates:</b>	1/1 page 13.000,- € (valid from July 1, 2010)
<b>Introductory discounts:</b>	Firm orders received by June 30, 2010 will be charged to introductory rates until December 31, 2010.  3 pages= 10%, 6 pages= 15%, 9 pages= 20%, 12 pages= 30%
<b>Brand Staging in the first year:</b>	4-page Advertisement spread in the year of introduction for the price of a double page.
<b>Cost effectiveness:</b>	
Price per 1000/ Guaranteed circulaton:	76,67 €

# GRAZIA – made for the urban hedonistas

Well educated, intelligent, self-confident, professionally successful— GRAZIA addresses intentionally that very elite of younger, adult women, who are capable of leading a self-determined life.



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Core target group\*  
women, 25-39 years,  
high affinity to  
GRAZIA-core-topics

	%	Index
■ Well Educated	72	155
■ Working	74	140
■ High Income	41	113
■ Metropolitan	67	105
■ Career-oriented	32	128
■ Extrovert	38	150

# GRAZIA – Product-interests of the core target group

Attribute	GRAZIA		TG-Index: Total = 100
	Total %	Core target group*	
Total	100	100	
<b>High Product-interest</b>			
CostumeJewelry	11	33	300
Decorative Cosmetics, Make up	17	49	289
Women's Outer Garments	25	64	258
Skin Care	21	51	248
Underwear	17	42	247
Perfumes, Scents	22	53	244
Wellnessproducts	14	34	239
Living Accessories, Home Textiles	15	35	238
Diet Foods	5	12	230
Furniture, Interior Furnishing	18	39	221
Jewelry	12	26	221
Low Calory Foods, Light-Products	8	16	194
Wrist-watches	12	21	184
Hair-care	27	49	182
Continuing Education	14	24	174
Outdoor-clothing	13	23	173
Non-alcoholic Beverages	18	27	149
Retirement Provision	15	22	149
Travel, Holiday Destinations	33	47	144
New Means Of Telecommunication	17	22	129



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TdW 2009 III, \*Core target group: Women, age 25-39, high affinity to GRAZIA-Topics, Fashion, Beauty, People, Current-affairs

# GRAZIA – Psychography

Attribute	Total Population	GRAZIA Core target group	TG-Index: tot. pop. = 100
	%	%	
Total	100	100	
<b>Psychography</b>			
Have ambitious plans	31	42	137
Important to distinguish myself from the masses	46	57	125
Often asked for advice for problems	27	34	126
Strong women	6	24	427
Enjoying life	28	34	124
I am spontaneous	56	73	131
Everyone needs a bit of fun	29	35	120
It's easy for me to approach people	36	45	124
<b>Aquisition &amp; Consumption</b>			
High Consumption Affinity	25	42	166
Advertising Open-Mindedness	25	35	138
Important, to surround myself with nice items	27	41	151
Enjoy trying out new products	28	49	175
Would call myself a bon vivant	21	29	136
Know exactly what brands are trendy	43	62	146
Modern technologies are a gain	61	72	118
<b>Fashion/Beauty/Wellness</b>			
brand-flexible in matters of fashion/clothing	15	30	198
Set great value on fashion accessories	18	45	250
Interested in the latest fashion trends	21	52	252
Treat myself to expensive beauty-products	18	30	171
Enjoy trying new pearfumes	16	33	214
Put emphasis on healthy/balanced nutrition	28	39	139
Women with a potential for wellness	11	33	309



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