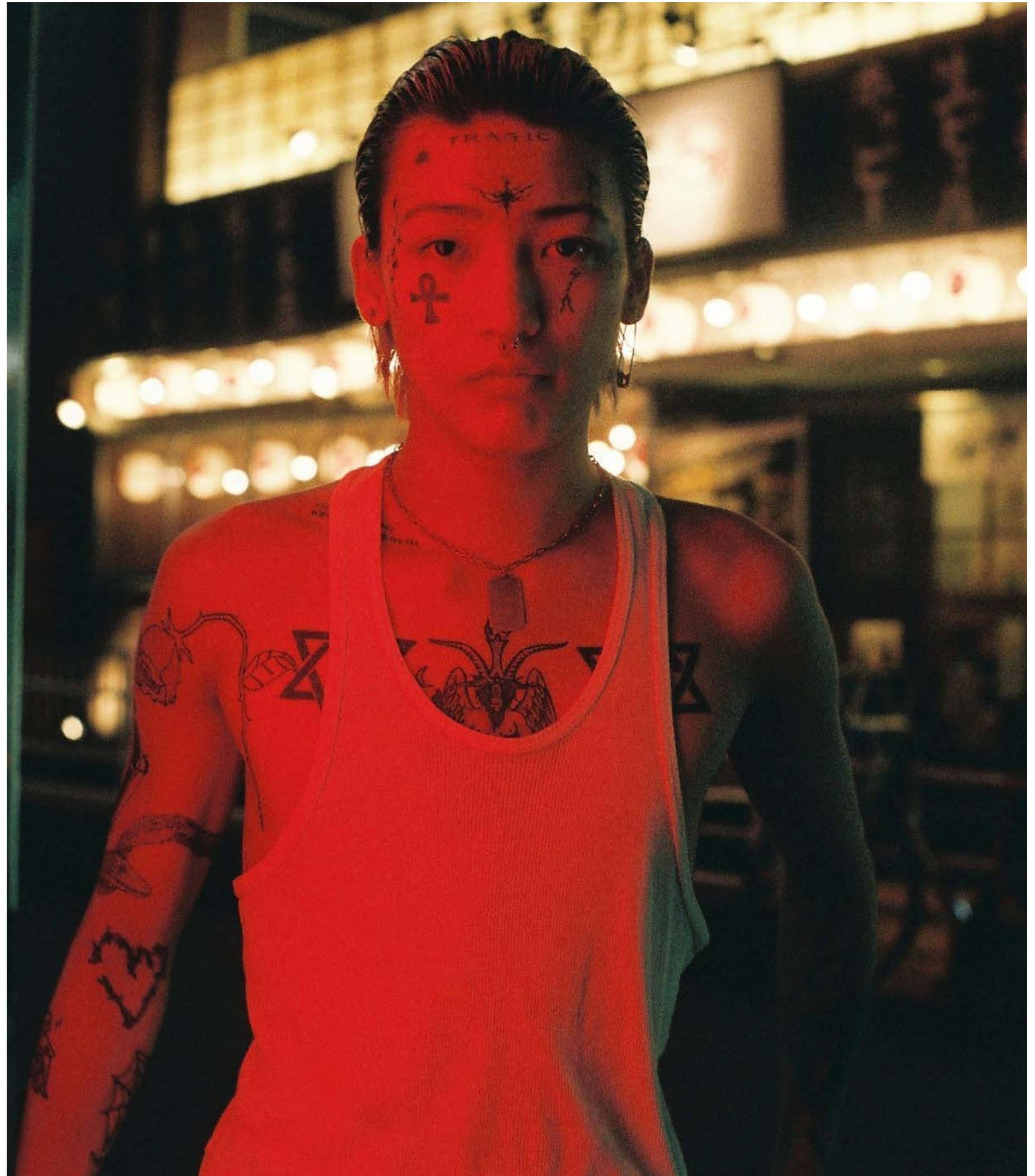




# MEDIA PACK



**The world's leading  
fashion and culture  
publisher.**



**OUR MISSION**

**Empowering youth  
through creativity.**



©

**We don't reflect  
culture, we make it.**



**DAZED**

Dazed  
Beauty

NOWNESS

AnOther  
MAGAZINE

**Another  
Man**

**HUNGER**

**DAZED STUDIO**



THE GUARDIAN

*“Dazed has survived – even thrived – by doing all the things that creative Britain is good at... Successful magazines don’t just reflect the times around them, they also help shape the times. And that’s what’s Dazed has done.”*

**Dazed Media works with agencies and clients to successfully realise media projects, from advertising solutions through to brand platform launches, social strategy, sponsorship and more.**

Advertising solutions  
– standard media and programmatic.

Social media and content strategy

Editorial and branded content insights

Planning and activation strategy

Franchise, section, channel and vertical sponsorship

Project and account management

Digital design and innovation studio

Editorial and branded content

# **Dazed Beauty is a future archive of identity**

Reaching a diverse and vibrant global beauty community of  
15M+ Beauty fans.

Dazed Beauty is a sister platform to Dazed Digital, with a focus  
on celebrating identity and creative self-expression.



# Why now?

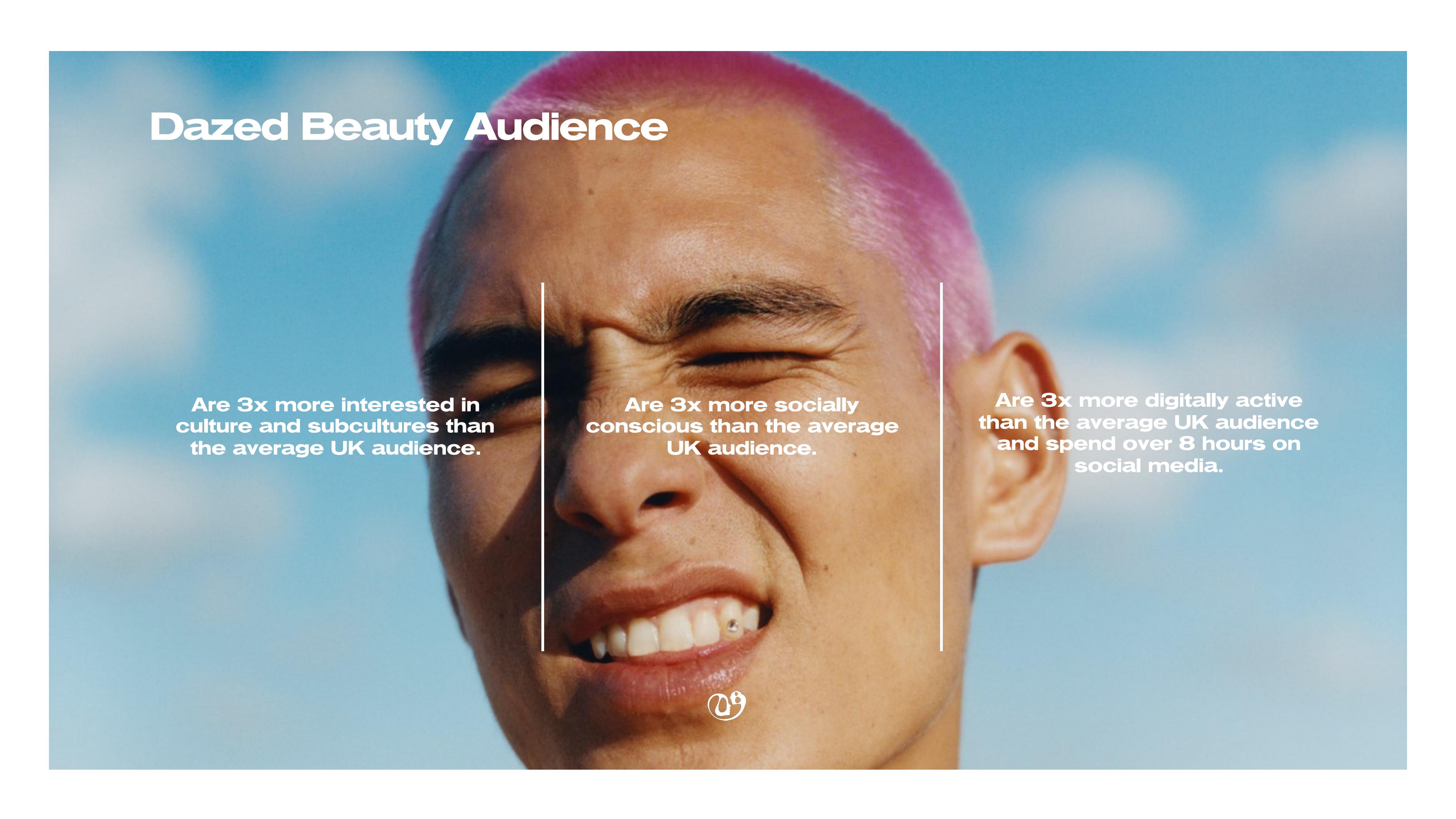
## **The ways in which we define ourselves are changing**

A new sense of self. In youth culture today there is a gradual yet radical evolution of identity taking place – one which sees people demanding ideas that reflect their new sense of self. Beyond their spending power, this audience are an incredibly socially conscious and principled generation.

A new set of needs. A need to disrupt dated stereotypes. A need to champion diverse aesthetics, subcultures, and new ideas around identity. A need to celebrate beauty and its ability to transform and express who we are or who we want to be.



# Dazed Beauty Audience

A close-up, slightly blurred photograph of a person's face. The person has short, pink-tinted hair and is smiling broadly, showing their teeth. A small hoop earring is visible in their nose. The background is a soft, out-of-focus blue.

The image features a central vertical white line that divides the face into three distinct sections. The left section covers the forehead, the middle section covers the bridge of the nose and cheek area, and the right section covers the ear and part of the cheek.

**Are 3x more interested in culture and subcultures than the average UK audience.**

**Are 3x more socially conscious than the average UK audience.**

**Are 3x more digitally active than the average UK audience and spend over 8 hours on social media.**



# Dazed Beauty social following



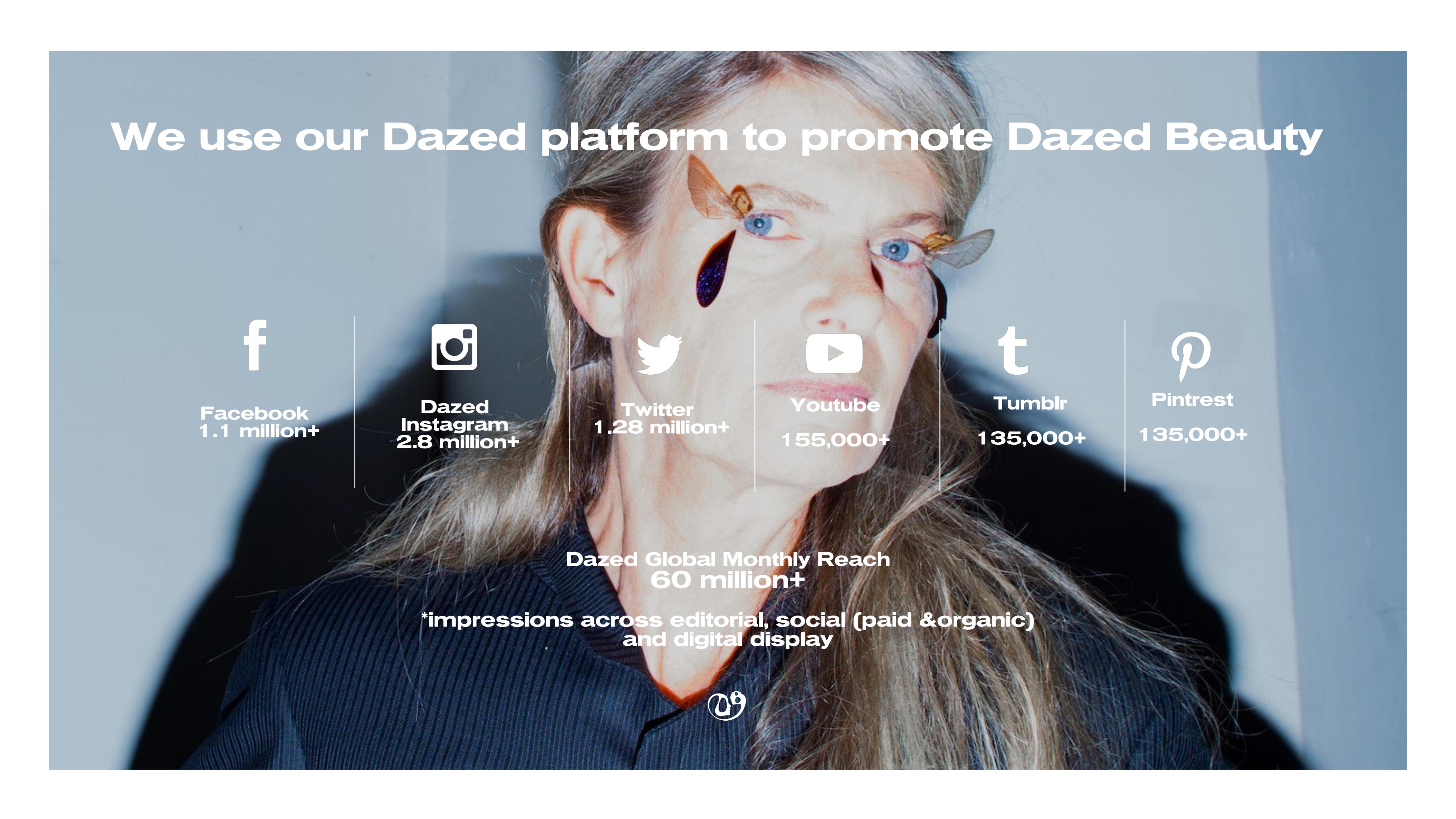
Dazed Beauty  
Instagram

171k+

Dazed Beauty Global Monthly Reach  
**1.5 Million+**

\*impressions across editorial, social (paid & organic) and digital display



A close-up photograph of a woman's face. She has bright blue eyes and several small, orange insects with transparent wings resting on her forehead and around her eyes. She is wearing a dark, ribbed sweater.

We use our Dazed platform to promote Dazed Beauty



Facebook  
1.1 million+



Dazed  
Instagram  
2.8 million+



Twitter  
1.28 million+



Youtube  
155,000+



Tumblr  
135,000+

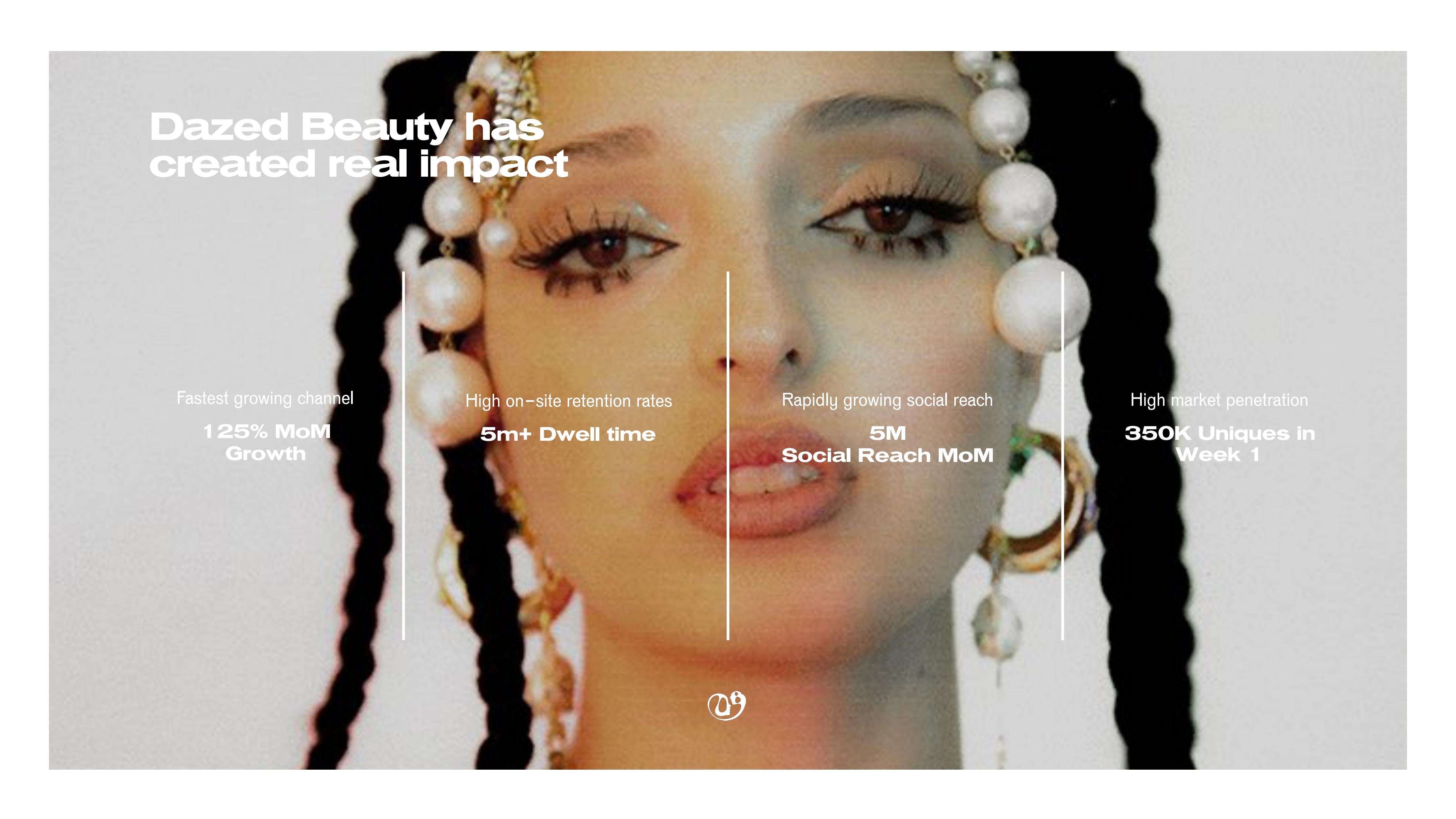


Pintrest  
135,000+

Dazed Global Monthly Reach  
60 million+

\*impressions across editorial, social (paid & organic)  
and digital display





# Dazed Beauty has created real impact

Fastest growing channel

**125% MoM  
Growth**

High on-site retention rates

**5m+ Dwell time**

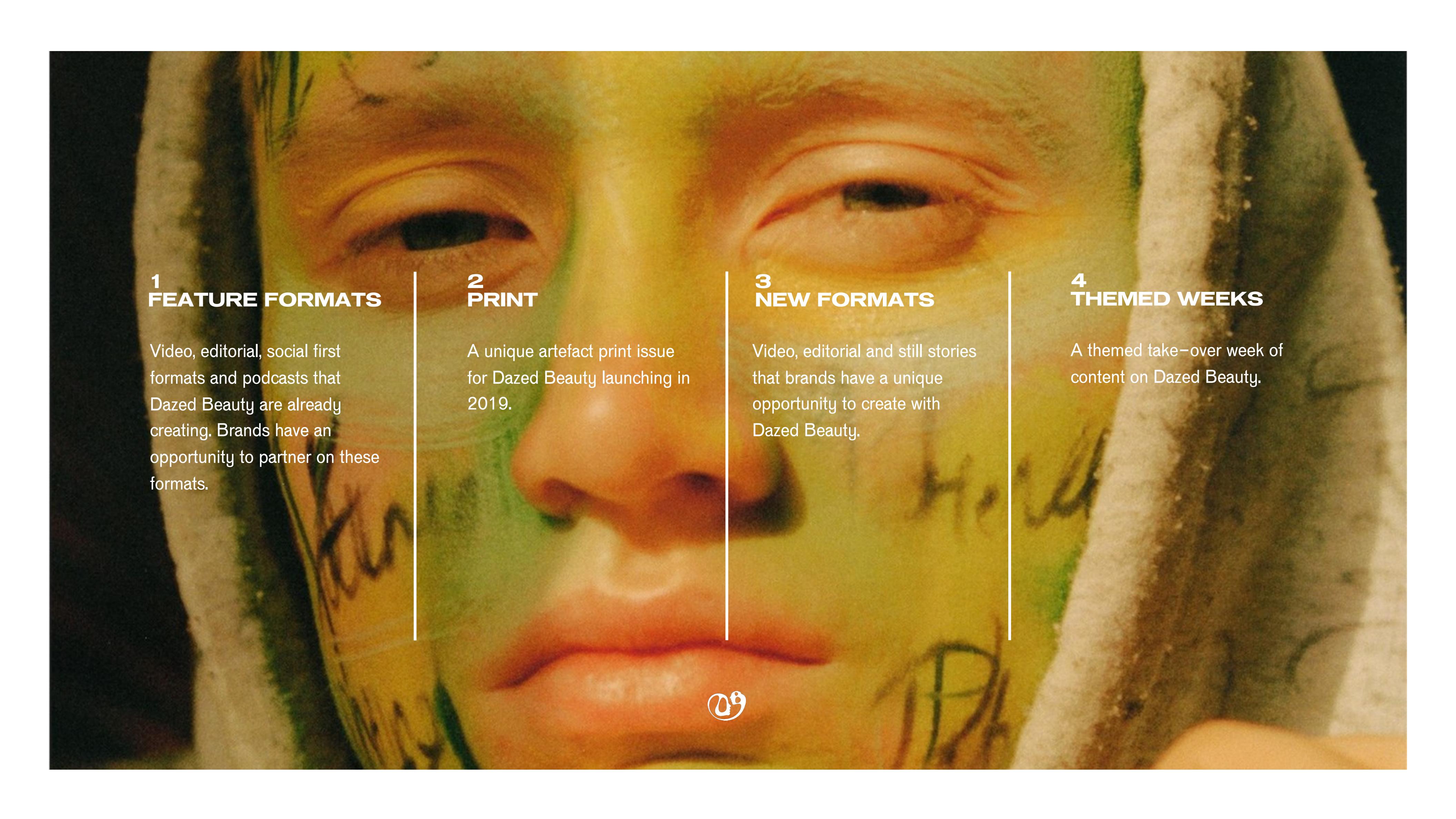
Rapidly growing social reach

**5M  
Social Reach MoM**

High market penetration

**350K Uniques in  
Week 1**





## **1 FEATURE FORMATS**

Video, editorial, social first formats and podcasts that Dazed Beauty are already creating. Brands have an opportunity to partner on these formats.

## **2 PRINT**

A unique artefact print issue for Dazed Beauty launching in 2019.

## **3 NEW FORMATS**

Video, editorial and still stories that brands have a unique opportunity to create with Dazed Beauty.

## **4 THEMED WEEKS**

A themed take-over week of content on Dazed Beauty.



# Dazed Beauty display formats

**Our premium placements have been designed for maximum impact and ensure advertisers have 100% share of voice on page.**

## **ROS Units:**

Leaderboard (728 x 90 pixels)

£37 CPM

HPU (300 x 600 pixels)

£72 CPM

Mobile Banner (320 x 50 pixels)

£28 CPM

MPU (300 x 250 pixels)

£42 CPM

## **Premium Roadblock:**

Megabanner (1110 x 210 pixels)

£82 CPM

Leaderboard (728 x 90 pixels)

£37 CPM

HPU (300 x 600 pixels)

£72 CPM

Mobile Banner (320 x 50 pixels)

£28 CPM

MPU (300 x 250 pixels)

£42 CPM

## **Premium Takeover:**

Bespoke Header Unit (2000 x 1000 pixels)

£110 CPM

Parallax Unit (2560 x 1600 , 768 x 1024 , 414 x 736 pixels)

£110 CPM

Superbillboard (1110 x 400 pixels)

£82 CPM

Leaderboard (728 x 90 pixels)

£37 CPM

HPU (300 x 600 pixels)

£72 CPM

Mobile Banner (320 x 50 pixels)

£28 CPM

MPU (300 x 250 pixels)

£42 CPM



# Dazed Beauty social rates

## **ROS Units:**

Instagram Organic Post

£6,000

Instagram Organic Video Post

£6,000

Instagram Live Posts

£8,000

Instagram Story

£10,000



## **There are three ways of working with us:**

### **MEDIA & ADVERTISING**

Native, rich-media and video, advertising targeted to the specific Dazed Media demographics, display and print specials.

### **CONTENT PARTNERSHIPS**

Content sponsorship and co-creation of branded content programmes, activated natively across the Dazed Media ecosystem.

### **CREATIVE SERVICES**

White label creative, content and strategy ideated with the Dazed Media audience in mind.



## **CONTACT**

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+44 (0) 207 336 0766