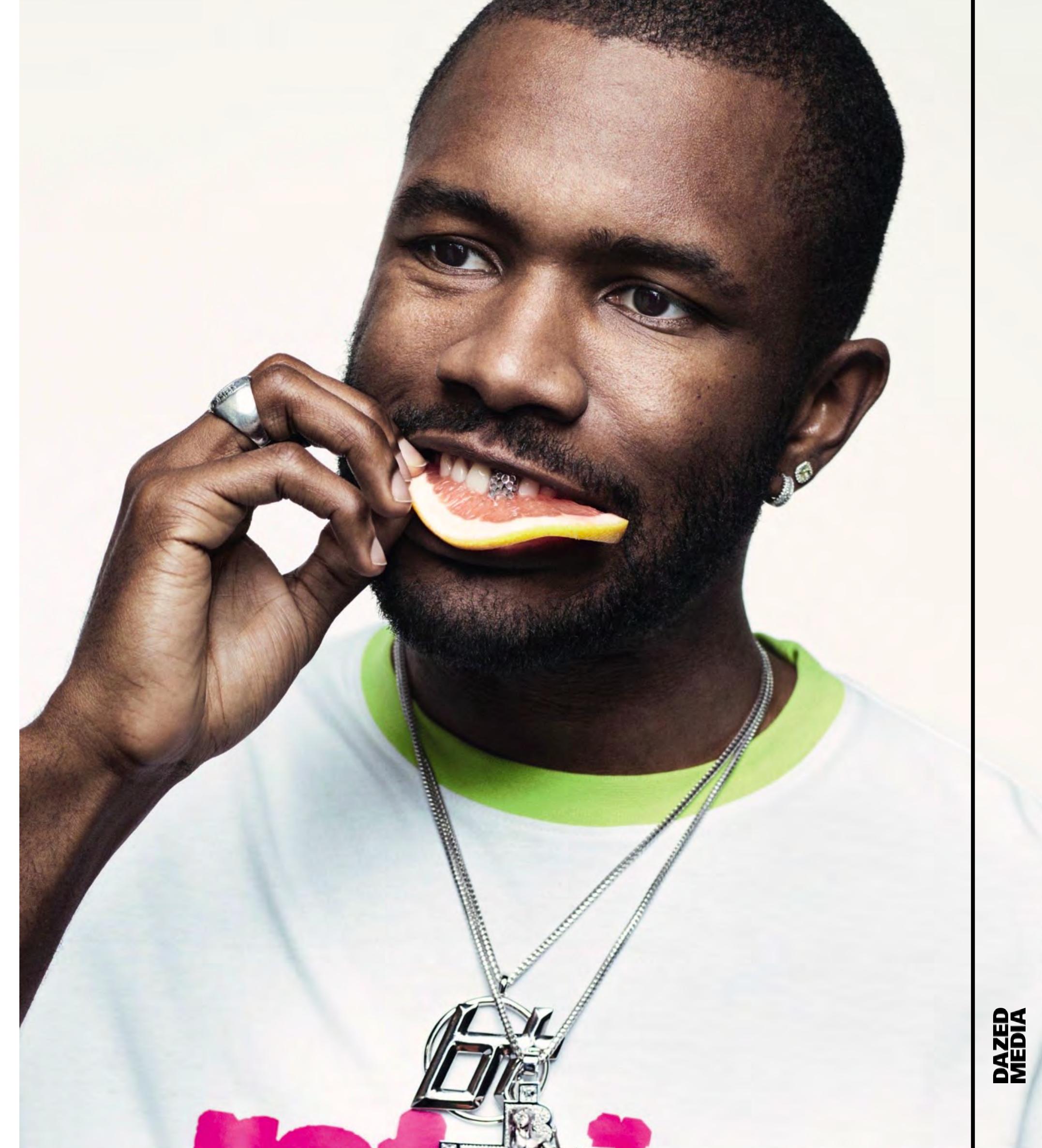




DAZED

Media Pack

The world's
LEADING
fashion
and culture
publisher.

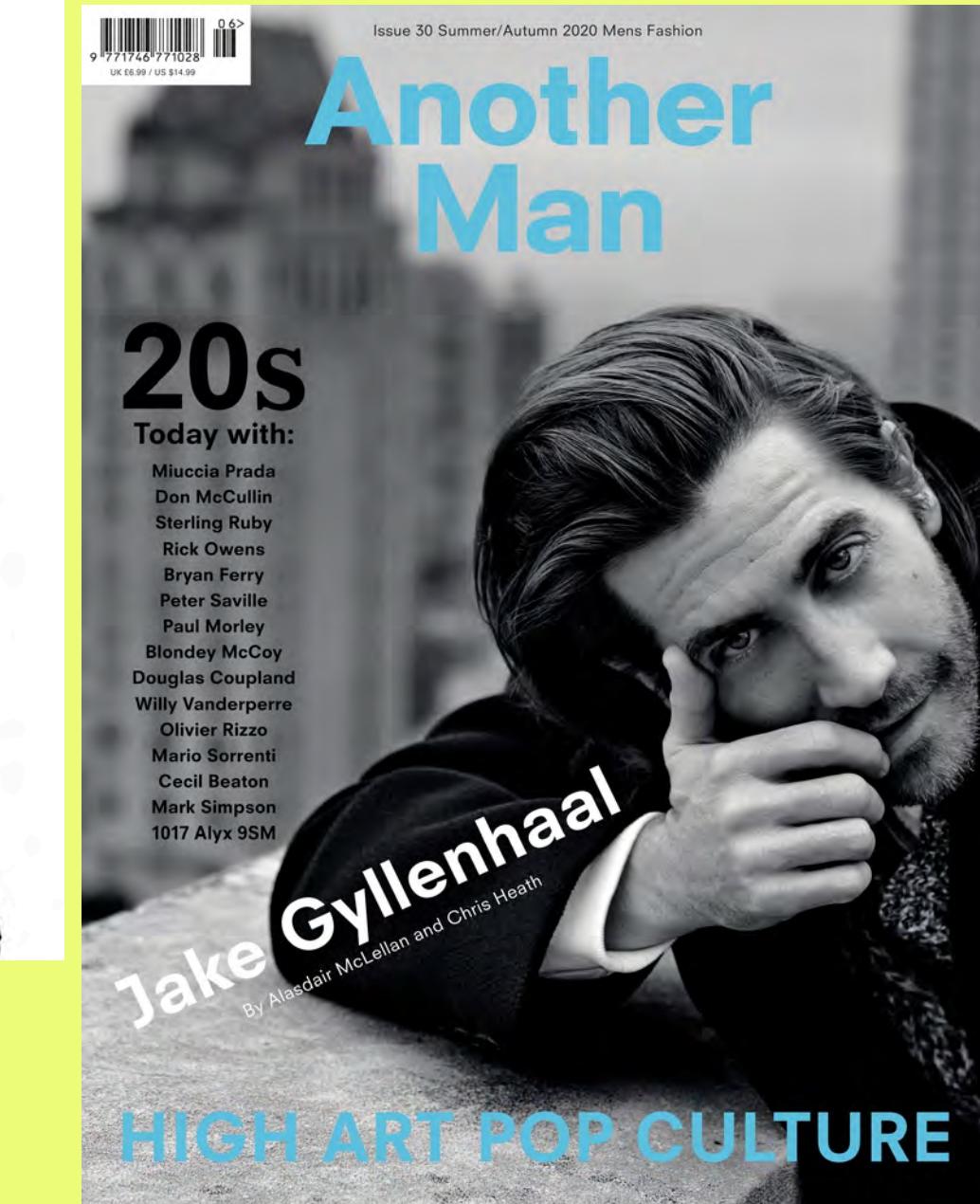
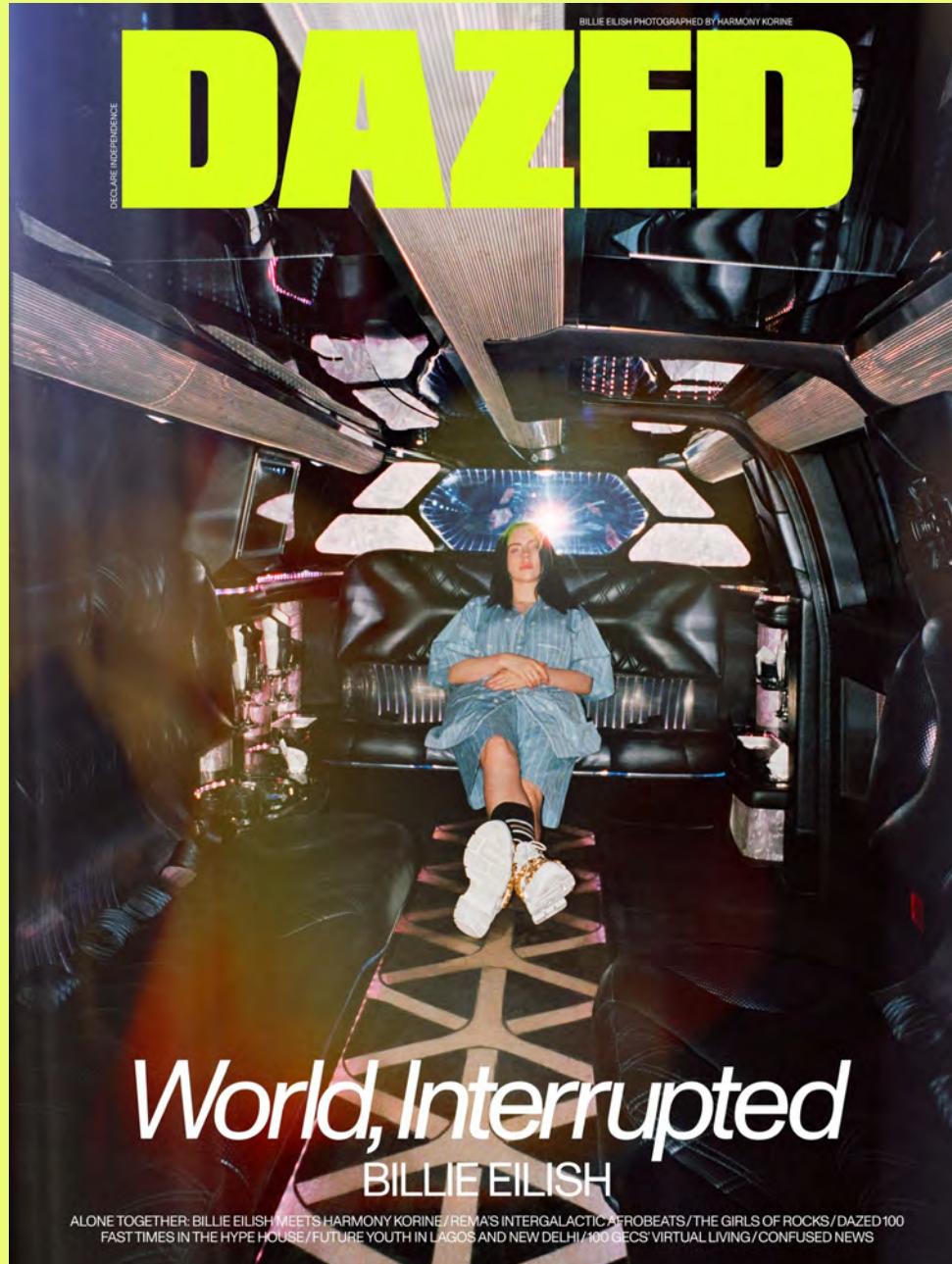


Our mission?

EMPOWERING YOUTH
THROUGH CREATIVITY



We don't reflect culture,



we make it.

PRINT
SOCIAL

We are a 360° publisher with a
unique ecosystem.

DIGITAL

CREATIVE SERVICES



"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." **The Guardian**

DAZED

Dazed
GOING

NOWNESS

AnOther
MAGAZINE

**Another
Man**

HUNGER

DAZED STUDIO

A close-up photograph of a man with dark hair and a beard, wearing a white button-down shirt and a dark tie. He is looking directly at the camera with a neutral expression. The background is a light blue color with a subtle pattern of small, glowing yellow dots.

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

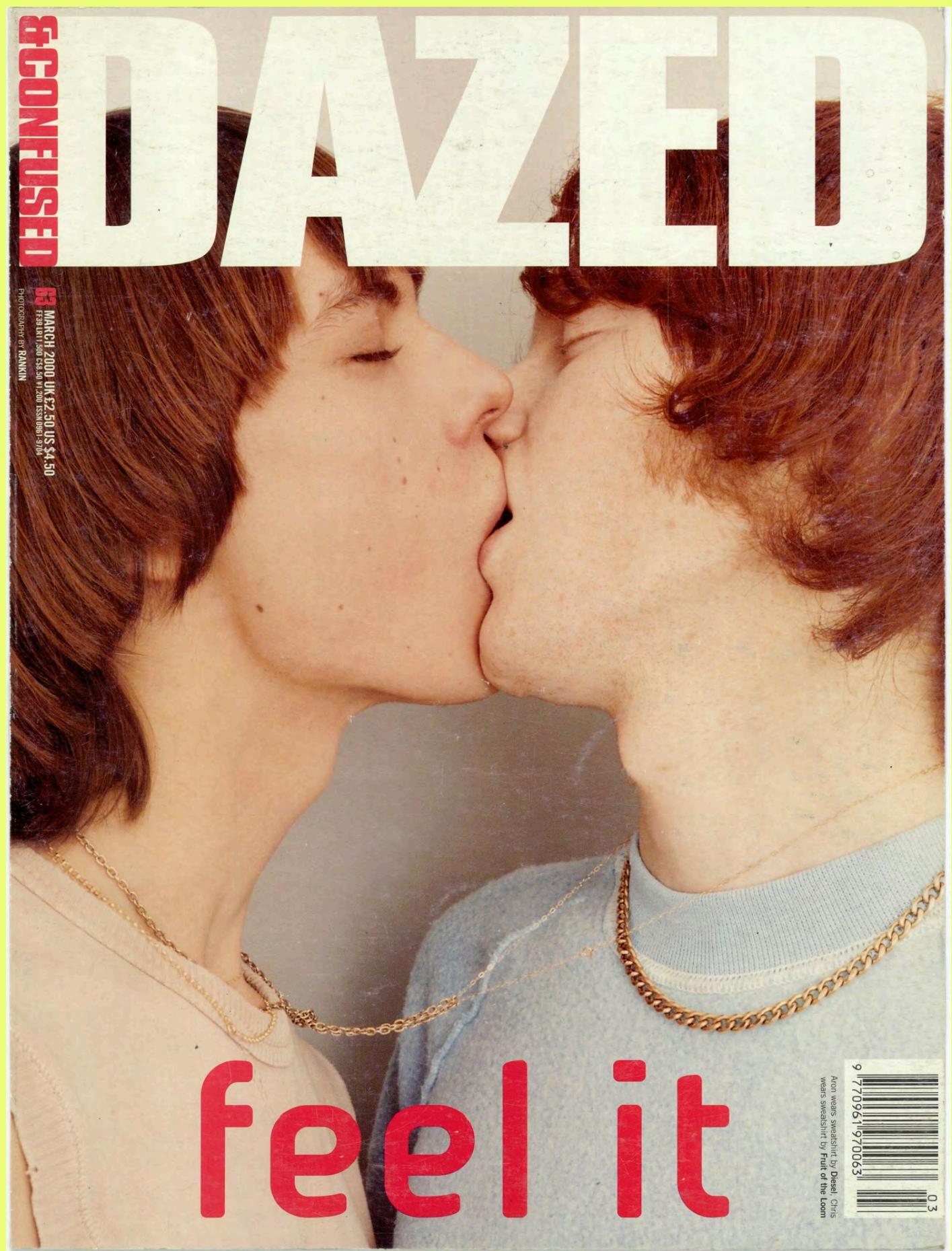
Digital design and
innovation studio

Editorial and
branded content
insights

A brief history

Setting a new agenda for independent publishing since 1991, it has always championed the artists, pop phenomenons and provocateurs who define the times: from its first, black and white photocopied zine, to the globally respected youth cultural platform it is today.

The current team include editor-in-chief Isabella Burley, fashion director Emma Wyman and art director Jamie Reid, with recent contributors including Harley Weir, Chelsea Manning, Brianna Capozzi, Wolfgang Tillmans, Solange, Frank Ocean, Viviane Sassen and Campbell Addy. Dazed is based in the cultural hub of 180 The Strand – also the home of London Fashion Week – but exists as an essential gathering place for groundbreaking collaborations between the industry's most agenda-setting writers, image-makers and stylists from across the world.



About the magazine

Operating on the fault lines of the pop culture mainstream and the creative underground, Dazed sets a radical new agenda for fashion titles in print.

Across almost 3 decades, it has brought together essential voices from different generations in its pages, interpreting the fashion, music, film and art you need to see, hear and feel right now.

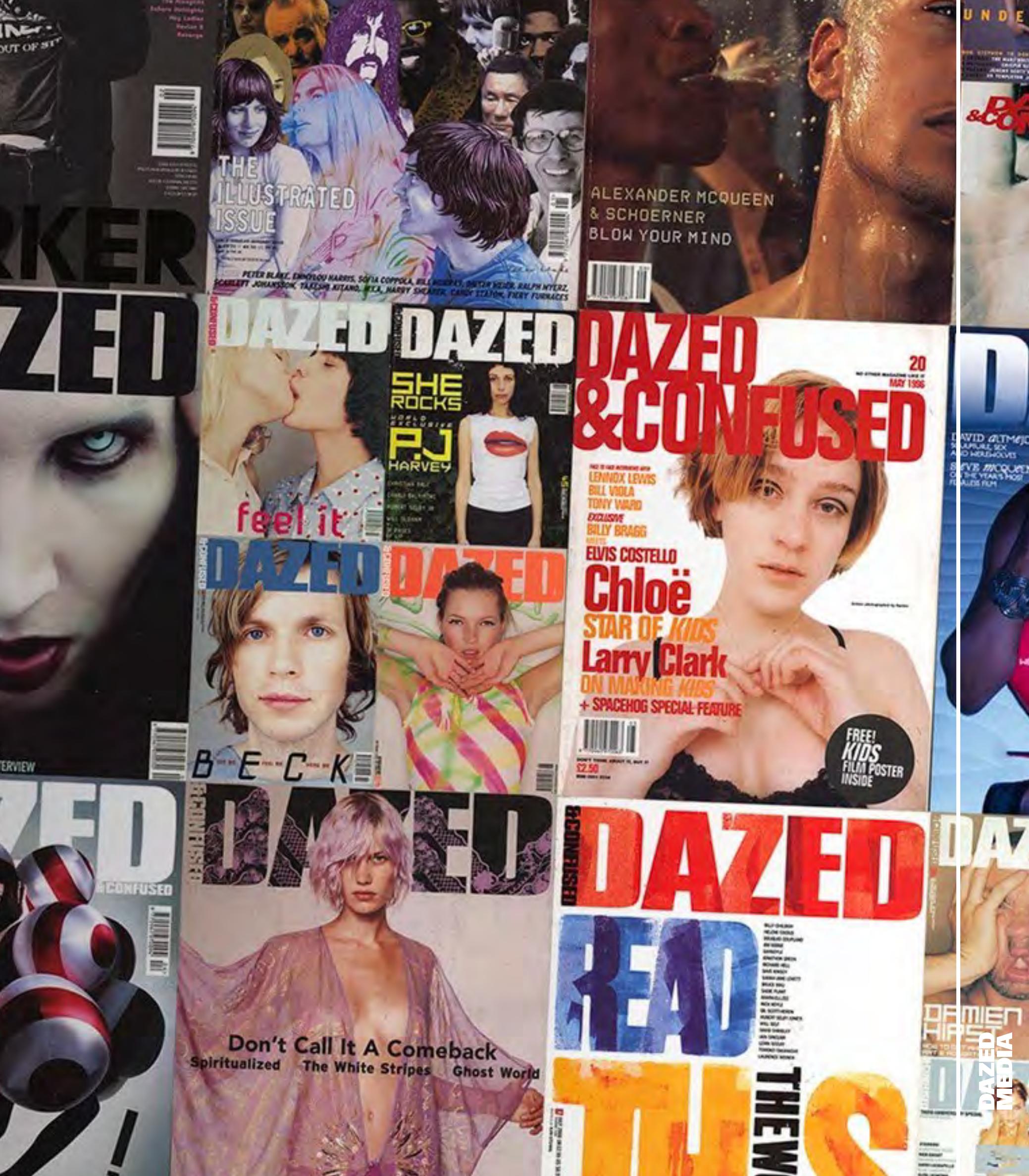


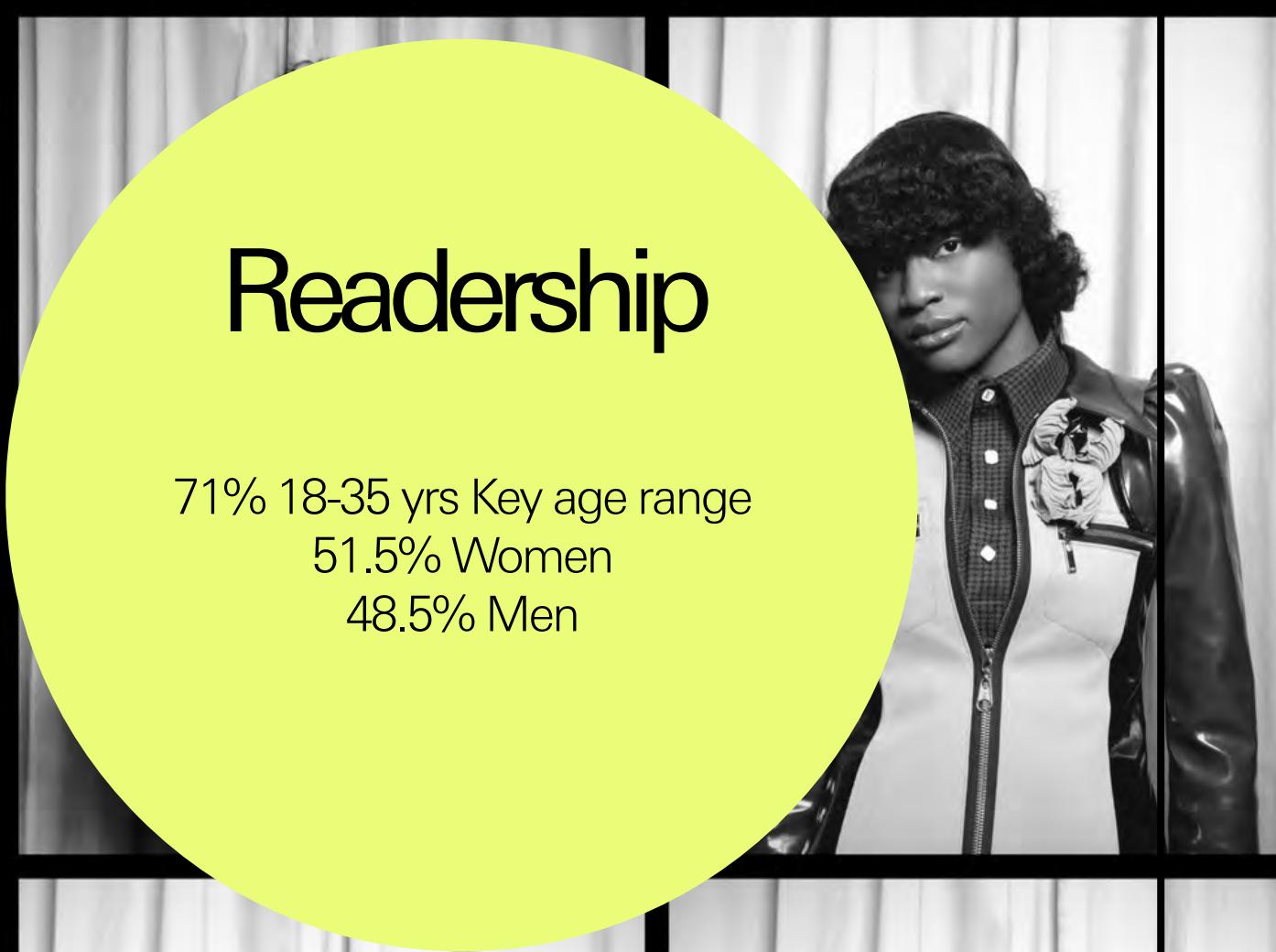
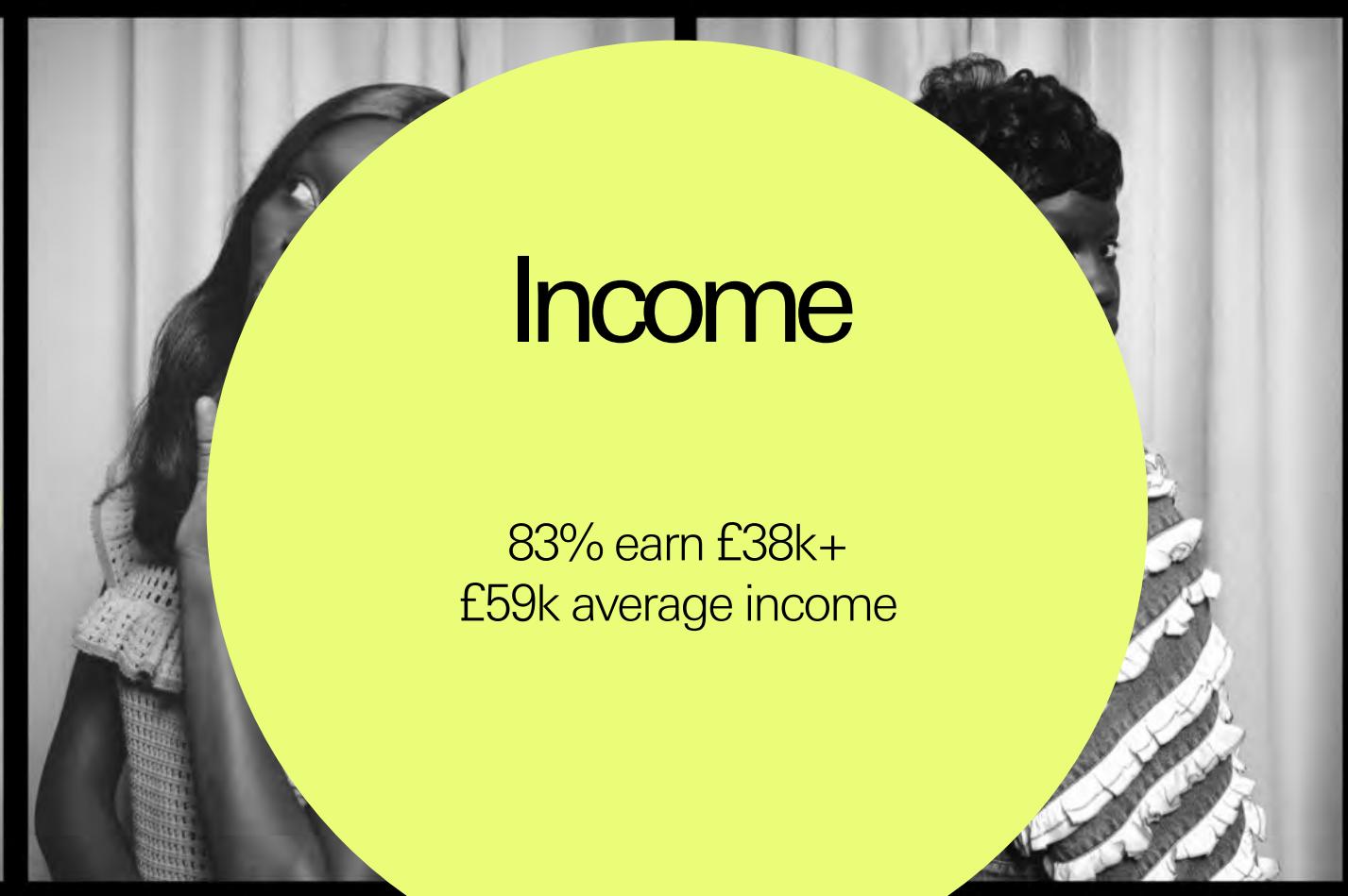
These are cover stories that start conversations

Rihanna shot after-dark by Harley Weir, a portfolio of young US gun control activists shot by Ryan McGinley, a special guest edit by activist and whistle blower Chelsea Manning (who also guest-edited a section of the magazine), and Lana del Rey in conversation with Courtney Love, shot by Charlotte Wales.

Celebrating the collision of fashion and youth culture, the magazine showcases pioneering photography, in-depth storytelling and visual experimentation, with high-level collaborations from all creative worlds: names like:

Nobuyoshi Araki, Viviane Sassen, Torbjørn Rødland, Mario Sorrenti, Amandla Stenberg, Willow Smith, Juliet Jacques, Rihanna, Durga Chew-Bose, Dev Hynes, Bjork, Sofia Coppola, Martine Syms, and Vivienne Westwood.



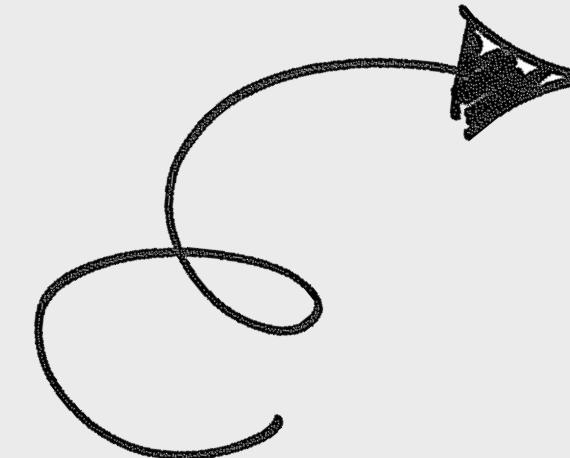


Dazed has a deep understanding of audience and has built its platforms on this. Our audience comprises **four groups**:

EXPLORERS

The Dazed younger audience – constantly exploring culture and trends in their environment and among their peers in a quest to discover their own identity and persona.

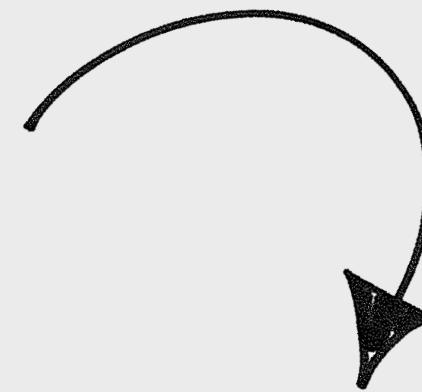
Our audience is 3.5x more likely to always be up for an adventure and 3.2x more tech-savvy.



ADOPTERS

Trailblazers include UHNWIs who contribute to the world of culture, art and design through their unique perspectives and leadership qualities.

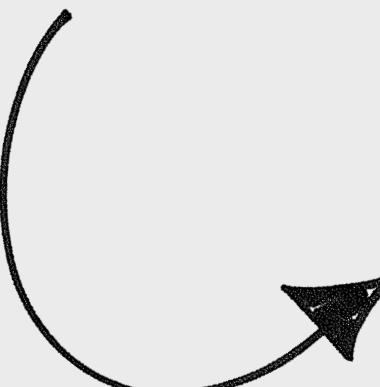
Our audience is 2.9x more likely to set trends among their peers.



AESTHETES

Aesthetes are individuals from culturally rich backgrounds. They set the benchmark based on their taste and appreciation of art and culture. They are responsible for constantly inspiring new creatives.

Our audience is 3.2x more on trend and their style is seen as unique and individualistic.



TRAILBLAZERS

Adopters have a definite idea about their likes and dislikes as they have lived and experienced more than the explorers. They are rooted with a mind of their own but are open to new experiences.

The Dazed audience is 2.5x more likely to keep up-to-date with news on culture, and 3.1x more likely to always stream and buy music online.

Print rate card

Inside Front Cover DPS
£23,220

IFC Gatefold (4 Pages)
£81,713

Reverse Cover Gatefold (DPS)
£65,054

Outside Back Cover
£19,837

Inside Back Cover
£9,274

1st DPS
£18,230

2nd DPS
£17,810

DPS Between Contents
£16,313

DPS First 3rd
£15,782

DPS Front Half
£15,510

DPS Run of Paper
£13,455
£130/£173

Fashion Island DPS
£15,400

Facing Contents/Masthead
£9,458

Page First 3rd
£9,264

Page Front Half
£9,108

Page Run of Paper
£7,919

Half Page in Reviews
£3,949

9-Page Back Cover
£91,667

7-Page Back Cover
£73,333

5-Page Back Cover
£66,343

Per Page Rate
£12,607

2-4 Faces
£125

4-8 Faces
£173

8-16 Faces
£194.00

2-4 Faces
£82/£130

4-8 Faces
£103/£151

8-16 Faces
£124/£165



2020 on-sale dates

Autumn

On Sale Date: **17/09/20**

Copy Deadline: **18/08/20**

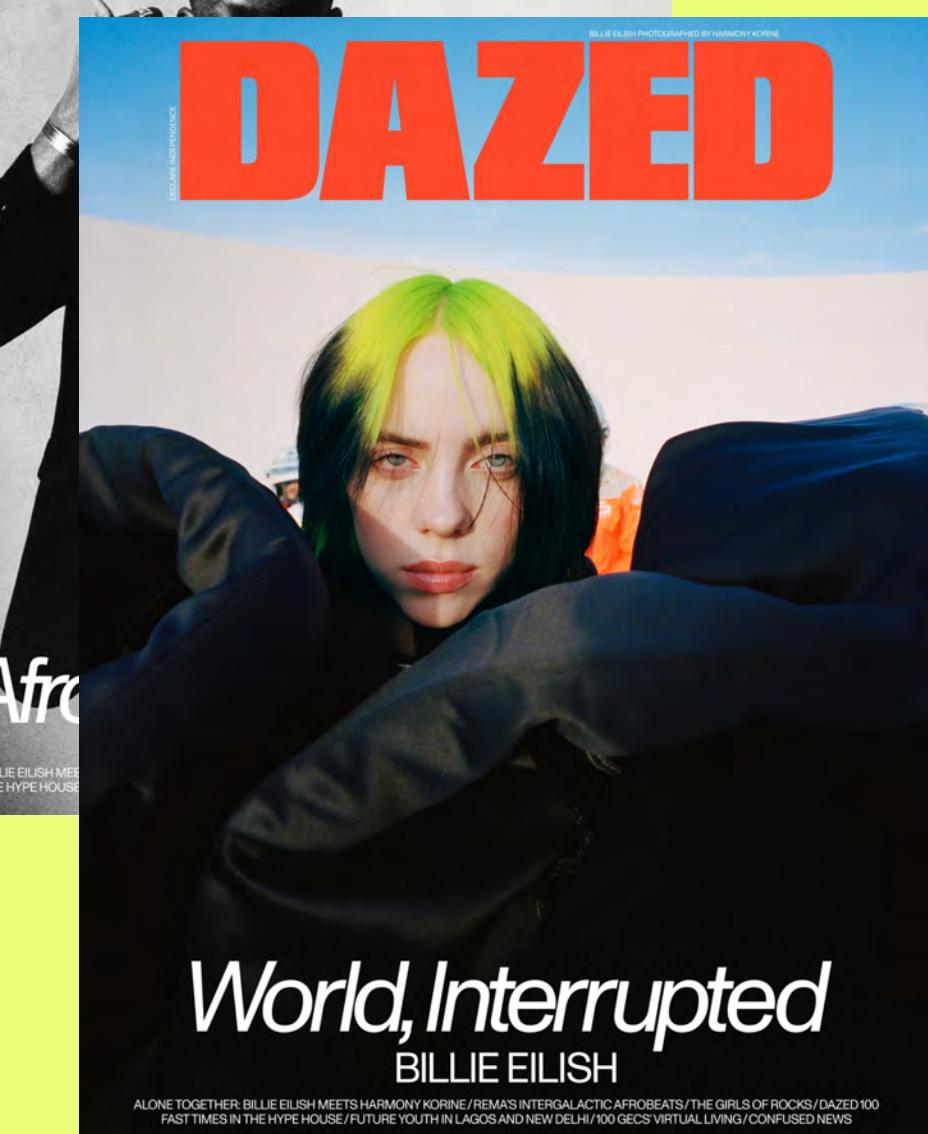
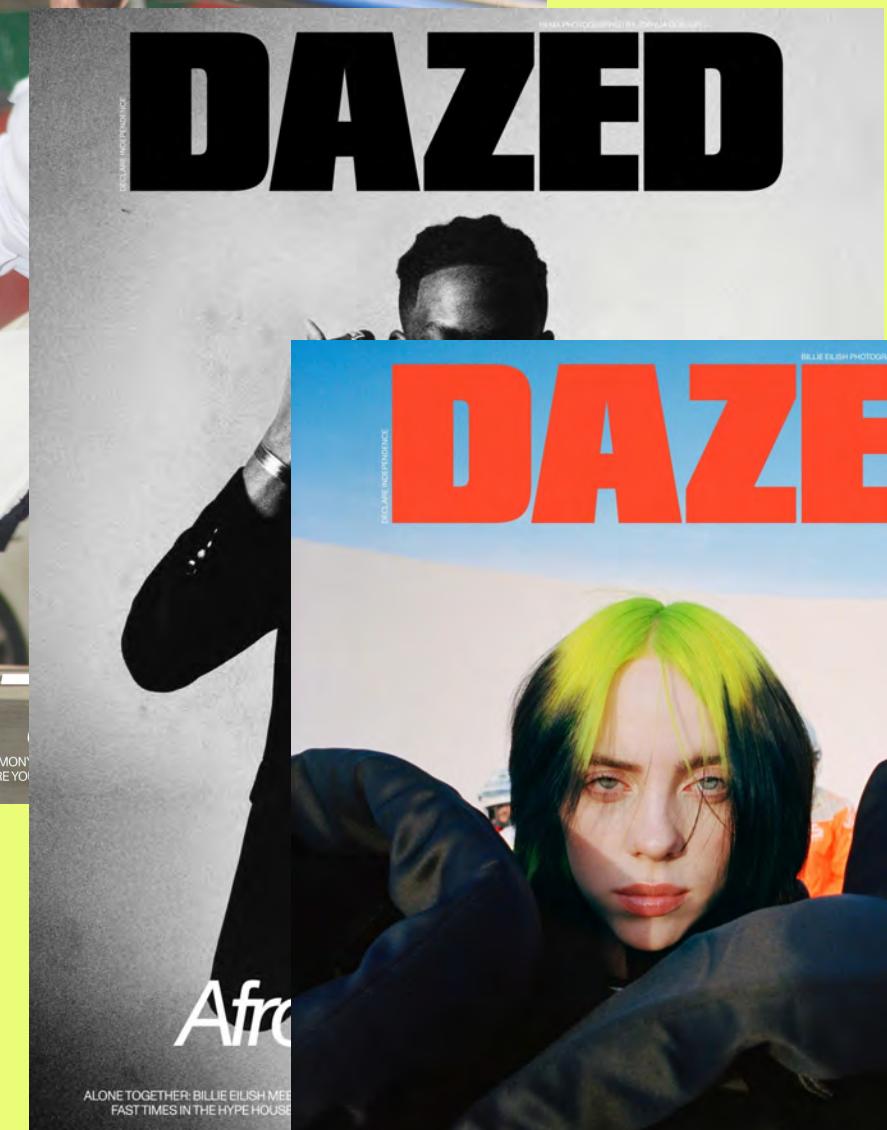
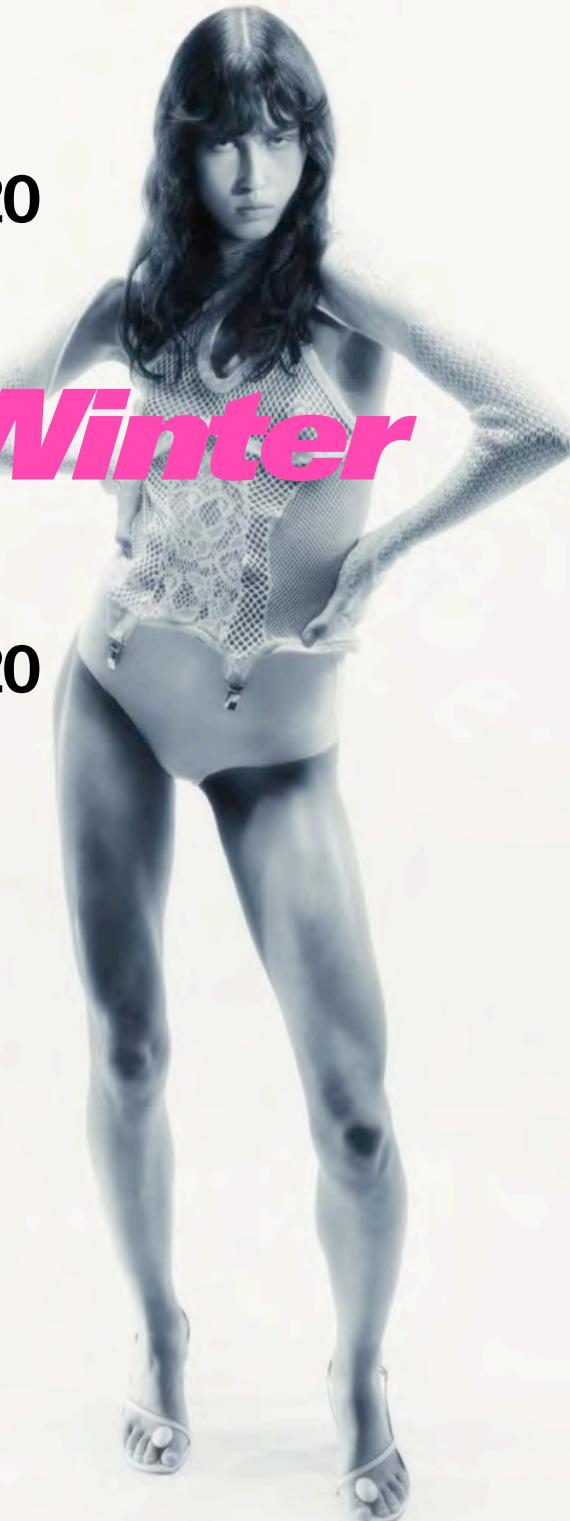
Booking Deadline: **04/08/20**

Autumn/Winter

On Sale: **19/11/20**

Copy Deadline: **15/10/20**

Booking Deadline: **01/10/20**





Dazed Digital and its social platforms are the hub of our creative output.

DazedDigital.com

Monthly Unique
Users : 4M
Monthly Page
Views : 8.5M

Affinity

Dazed website users are 250 x more
likely to be interested in luxury
fashion brands than the regular.

Dazed 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

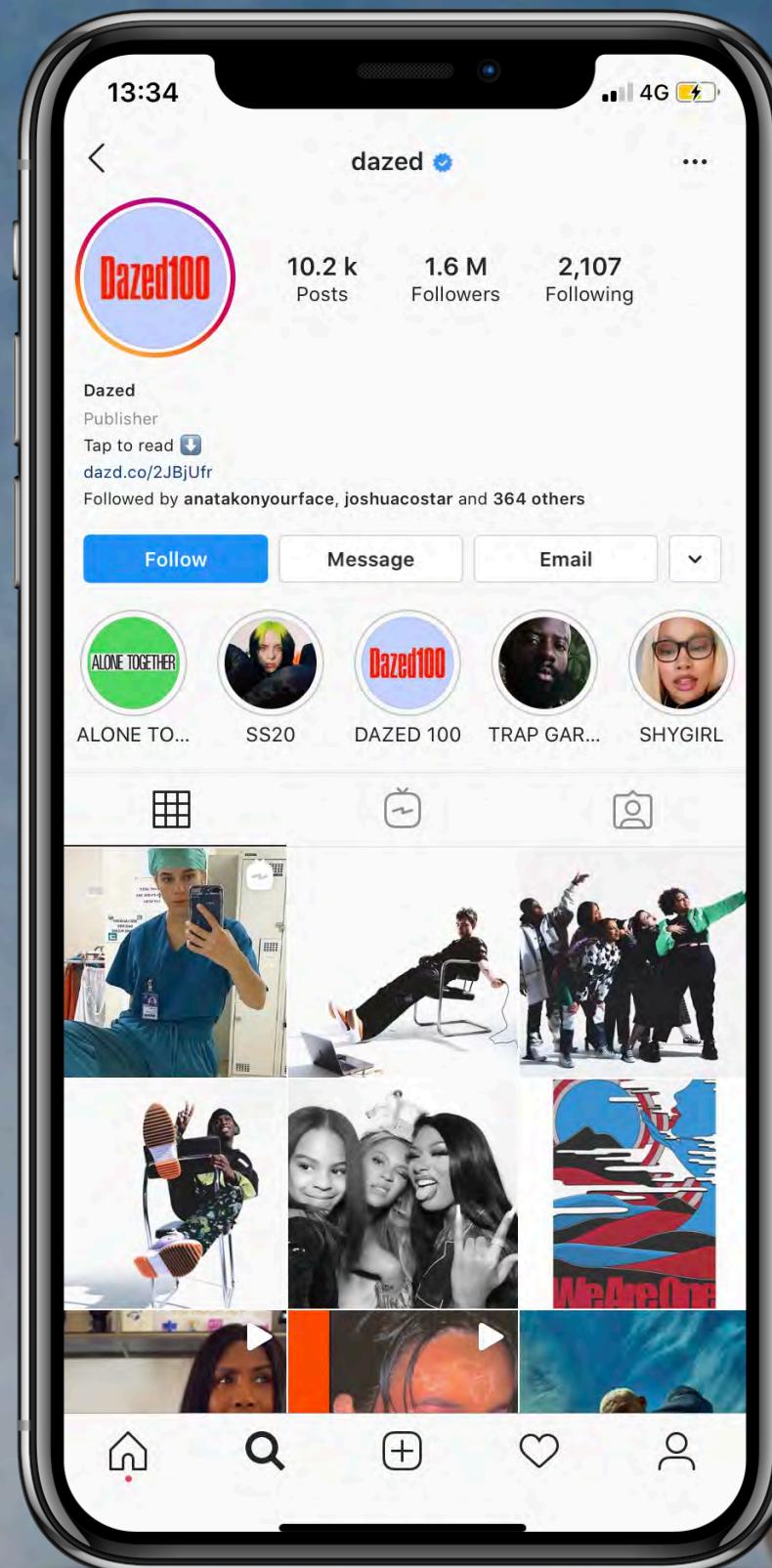
Leaderboard (728 x 90 pixels)
£37 CPM

HPU (300 x 600 pixels)
£72 CPM

Mobile Banner (320 x 50 pixels)
£28 CPM

MPU (300 x 250 pixels)
£42 CPM

Dazed social media platforms



Dazed's social media network reaches a powerful global audience of influential and connected style leaders.

Beyond their power as consumers, our audience are the most socially-aware, tech-savvy and radical in decades. They are defining an era and continue to drive the force for an ever-changing face of pop culture.

Our highly innovative editorial approach ensures we are an authority on social-first content. We have the ability to launch and scale social platforms whilst retaining brand authenticity, consistency and relatability for the audience.

Dazed social stats



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 social post rates

Facebook Post

£4,100

Instagram Post

£10,000

Instagram Story

£12,000

Twitter Post

£2,000

Youtube Post

£2,000

Dazed IGTV

£4,000

Dazed Daily Newsletter

£1,000

Dazed Fashion Instagram Post

£8,000

Dazed Fashion Instagram Story

£8,000

Dazed Fashion IGTV

£3,000

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

A photograph of a woman with dark hair and a gold crown, looking upwards with her mouth open. She is wearing a white long-sleeved top. Behind her are several large, red, pointed shapes resembling stylized leaves or petals.

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.

DAZED

Contact

partnerships@dazedmedia.com
+44 (0) 207 336 0766