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MEDIA PACK 2019

The world's leading fashion and culture publisher.





Empowering youth through creativity.

OUR MISSION



We don't reflect culture, we make it.

DAZED Sozo

NOWNESS AnOther Another HUNGER

E ROOM-LEISURELY

"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



strategy, sponsorship and more.

Advertising solutions - standard media and programmatic.

Franchise, section, channel and vertical sponsorship

Social media and content strategy

Project and account management

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

Editorial and branded content insights

Planning and activation strategy

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, creative director Robbie Spencer and art director Jamie Reid, with recent contributors including Harley Weir, Chelsea Manning, Mario Sorrenti, Wolfgang Tillmans, Solange, Nobuyoshi Araki, 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 Dazed magazine

Operating on the faultlines 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.

Audience Profile

Informed

Fiercely Loyal

Global Tastemakers

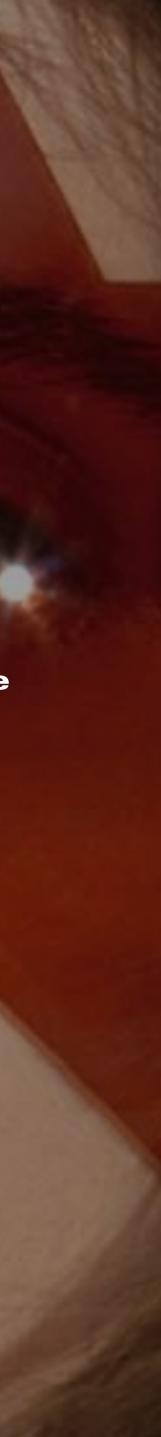
Culturally curious and active in the worlds of fashion, music, arts, politics, science and tech.

Income

83% earn £38k+ £59k average income

Readership

71%	18-35 yrs Key age range
51.5%	
48.5%	Men



Print Rate Card

Inside	Front Cover	DPS
£23,22	0	

IFC Gatefold (4 Pages) £81,713

Reverse Cover Gatefold (DPS) $\pounds65,054$

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 $\pounds 15,510$

DPS Run of Paper £13,455 £130/£173

Fashion £15,400

Facing C £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

Fashion island DPS

Facing Contents/Masthead

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



1. .

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

DAZEDDIGITAL.COM

Monthly Unique Users : 2.1M Monthly Page Views : 7.5M

DAZEDDIGITAL.COM 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) $\pounds72$ 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 everchanging face of pop culture.

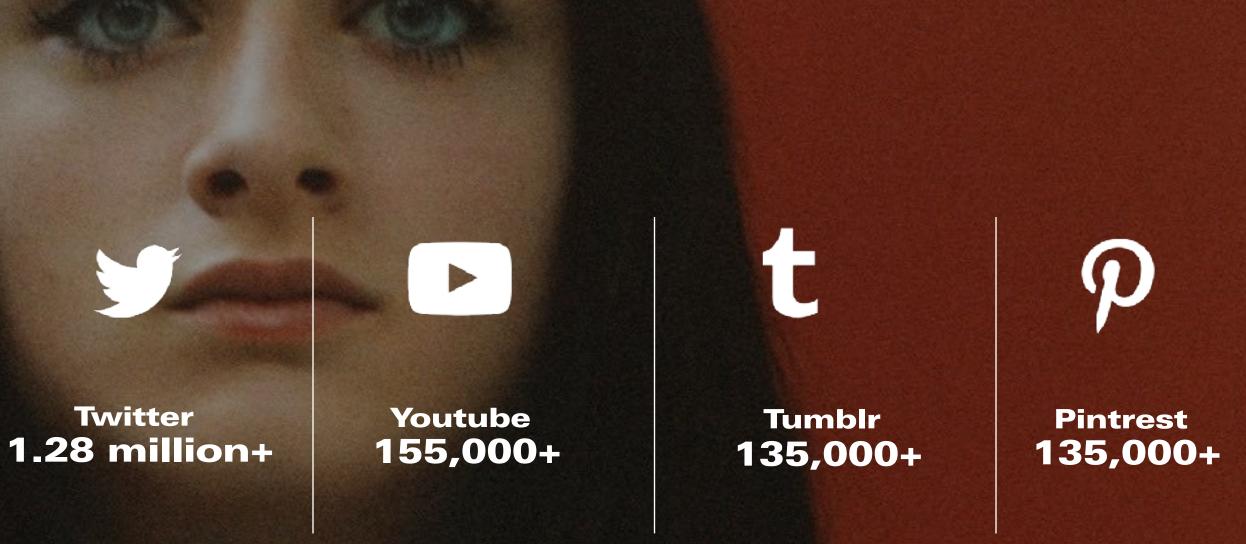
Our highly innovative editorial approach ensures we are an authority on social- first content. We have the ability to launch and scale social platforms whilst retaining brand authenticity, consistency and relatability for the audience.

Dazed Social Stats

Facebook 1.1 million+



Dazed Instagram 2.8 million+



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

Dazed Global Monthly Reach 60 million+



Dazed Social Post Rates

Facebook Organic Link Post £5,000

Facebook Organic Video Post £6,000

Facebook Live Posts £10,000

Instagram Organic Post £10,000

Instagram Organic Video Post £10,000

Instagram Live Posts £10,000

Instagram Story £14,400

Twitter Post £1,000

Youtube Post £2,000

Dazed Fashion Instagram Organic Post £10,000 Dazed Fashion Instagram Organic Video Post £10,000 Dazed Fashion Instagram Story £14,000

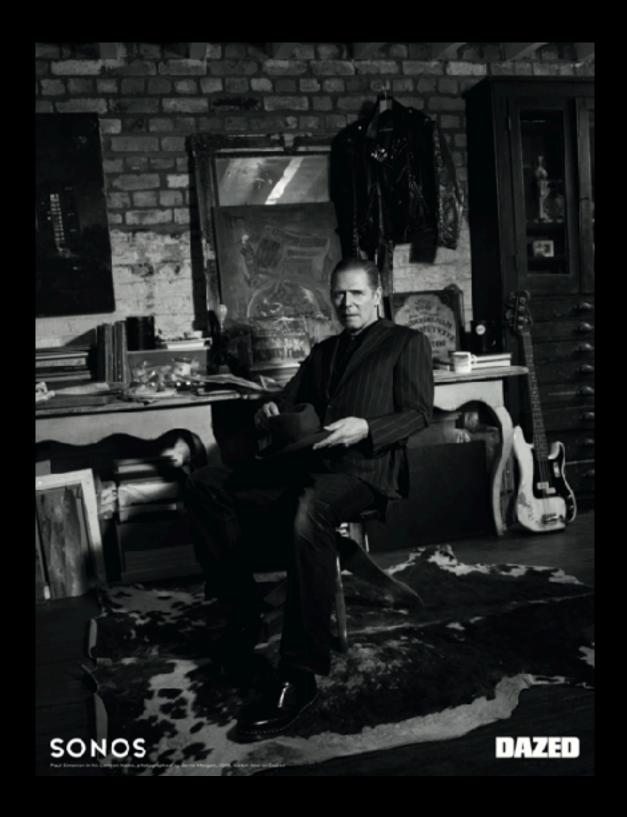
There are three ways of working with us:

MEDIA AND ADVERTISING

CONTENT PARTNERSHIPS



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



Content sponsorship and cocreation 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.

partnerships@dazedmedia.com

CONTACT

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