

# DAZED

**MEDIA PACK 2019**

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





OUR MISSION

**Empowering youth through creativity.**





We don't reflect culture, we make it.

**DAZED**



NOWNNESS

AnOther

Another  
Man

**HUNGER**



A black and white photograph of a woman in a city street. She is wearing a dark, sleeveless top and is looking down and to the right with a slight smile. The background shows a busy city street with buildings, cars, and pedestrians. A sign in the background reads "COMFORTABLE ROOM-LEISURELY CHECK" and another says "WELCOME TO INTERNATIONAL HOSTEL". There is also a sign for "VIDEO" with "241 W 42nd ST" below it.

*“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 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



The background image shows the backs of two people standing side-by-side. They are wearing thick, colorful, patterned sweaters. The person on the left is wearing a sweater with a mix of brown, white, and yellow patterns. The person on the right is wearing a sweater with a mix of dark red, teal, and brown patterns. The background is a soft, out-of-focus landscape, possibly a beach or a field near water.

## 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.



A man is floating on his back in a pool of dark water, surrounded by a dense layer of yellow flowers. The scene is dimly lit, creating a moody and artistic atmosphere. The man's face is visible, looking upwards with a serene expression. The water is dark, and the yellow flowers are scattered all around him, creating a textured and vibrant background.

## 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% ..... Women**  
**48.5% ..... Men**



# 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



**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)  
£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 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



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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