



MEDIA PACK 2019

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The world's leading fashion and culture publisher.

DAZED



OUR MISSION

Empowering youth through creativity.

DAZED



EMPOWERING YOUTH THROUGH CREATIVITY.

DAZED



NOWNNESS

AnOther

Another
Man

HUNGER

DAZED

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 sign says "WELCOME TO INTERNATIONAL HOSTEL". There are also signs for "VIDEO" and "24HOUR VIDEO".

“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 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



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.

DAZED BEAUTY A DAZED MEDIA PLATFORM

Dazed Beauty is a sister brand to Dazed, living within the Dazed Digital website.

DAZED

The world's most influential independent fashion and culture title

DAZED
DIGITAL

Where pop culture meets the underground



Redefining the language of beauty

NOWNNESS

Culture in Motion

Another Man

The ultimate style reference for modern fashion

AnOther MAGAZINE

The leading luxury fashion and culture biannual

dazedbeauty.com
@dazedbeauty



WHY NOW?

BECAUSE THE WAYS IN WHICH WE DEFINE OURSELVES ARE CHANGING

TODAY'S GEN Z AUDIENCE HAVE:

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.

THE DAZED BEAUTY AUDIENCE

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.



*Data from Facebook against indexes

DAZED BEAUTY SOCIAL STATS



**Instagram:
1 00,000+**

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

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



We use our Dazed platform to promote Dazed Beauty content...

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
52 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**

THERE ARE THREE WAYS TO WORK 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.

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

Instagram Organic Post £6,000

Instagram Organic Video Post £6,000

Instagram Live Posts £8,000

Instagram Story £10,000



Contact

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