

# MEDIA PACK 2019









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.

Franchise, section, channel and vertical sponsorship

Social media and content strategy

Project and account management

Editorial and branded content insights

Digital design and innovation studio

Planning and activation strategy

Editorial and branded content insights



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.



DIGITAL

DIGITAL



NOWNESS Another Man

AnOther

The world's most influential independent fashion and culture title

Where pop culture meets the underground

Redefining the language of beauty

Culture in Motion

The ultimate style reference for modern fashion

The leading luxury fashion and culture biannual

dazedbeauty.com @dazedbeauty

#### WHY NOW? BECAUSE 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.

# 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.

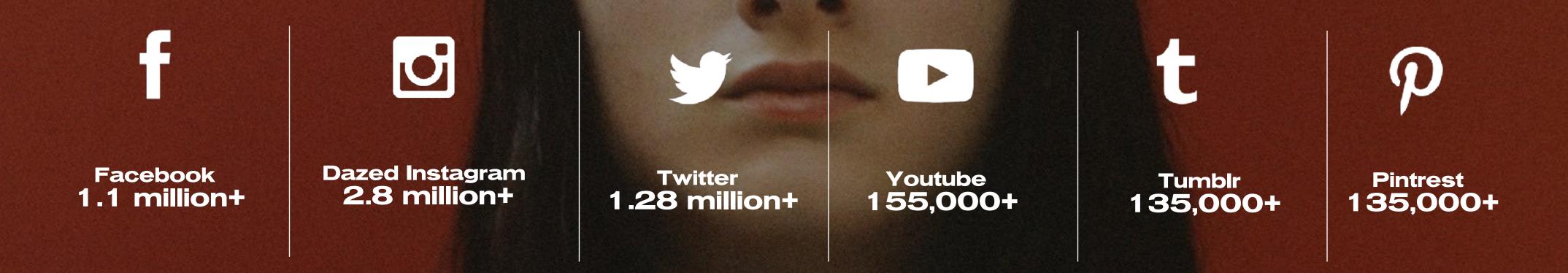
Are **3x** more digitally active than the average UK audience and spend over 8 hours on social media.





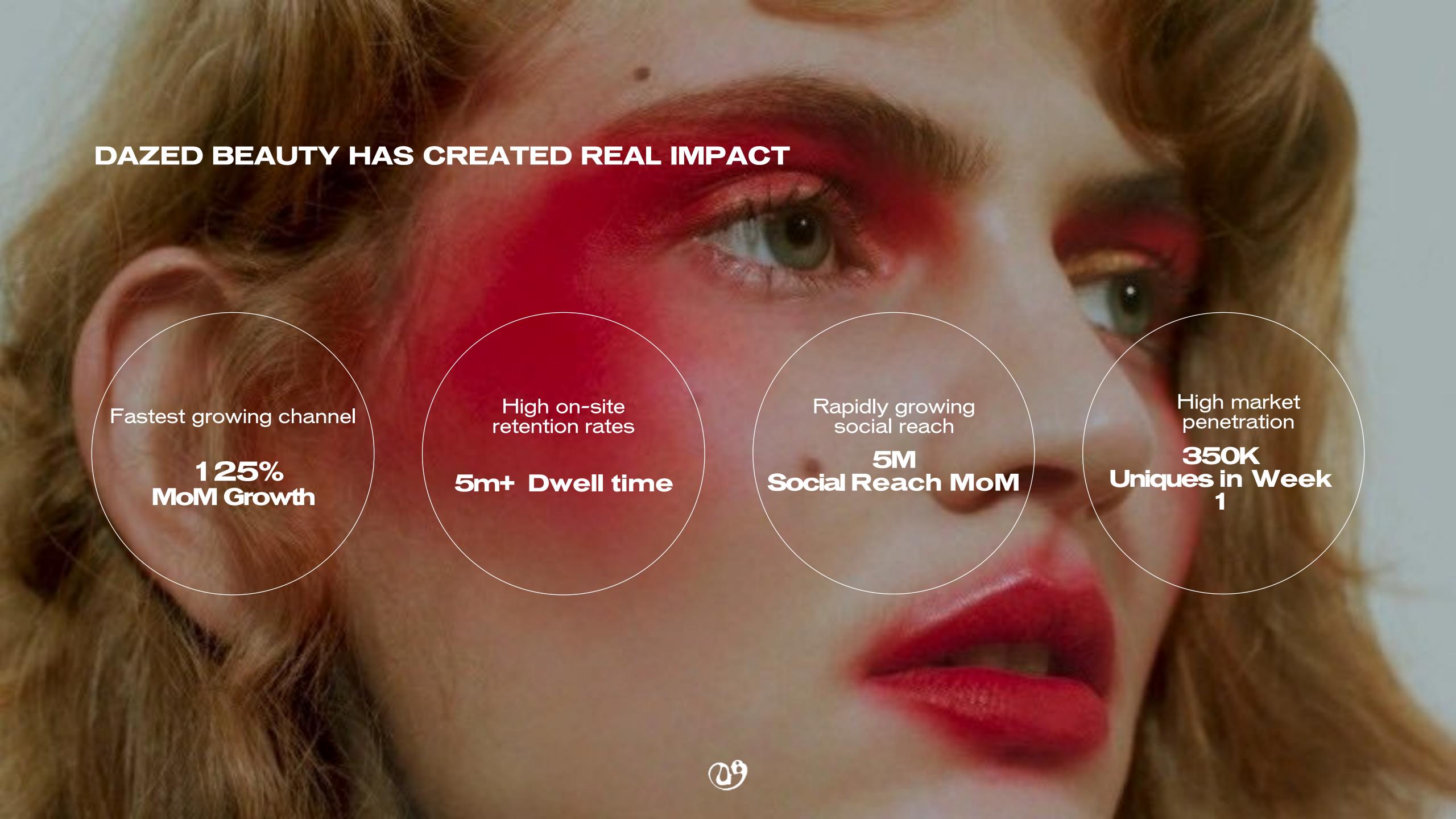
We use our Dazed platform to promote Dazed Beauty content...

### DAZED SOCIAL STATS



Dazed Global Monthly Reach 52 million+

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



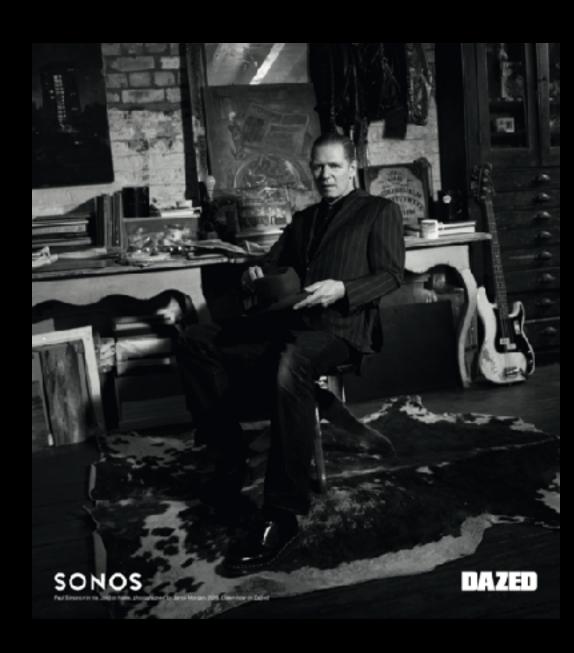
## THERE ARE THREE WAYS TO WORK WITH US:

#### 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 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.

## 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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