The world’s leading fashion and culture publisher.
Our mission?

EMPOWERING YOUTH THROUGH CREATIVITY
We don’t reflect culture, we make it.
We are a 360° publisher with a unique ecosystem.
“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.
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:

Informed
Fiercely Loyal
Global Tastemakers
Culturally curious and active in
the worlds of fashion, music,
arts, politics, science and tech.

83% earn £38k+
£59k average income

71% 18-35 yrs Key age range
51.5% Women
48.5% Men
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 3.5× more likely to always be up for an adventure and 3.2× more tech-savvy.

**ADOPTERS**

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 2.5× more likely to keep up-to-date with news on culture, and 3.1× more likely to always stream and buy music online.

**TRAILBLAZERS**

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

Our audience is 2.9× 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 3.2× more on trend and their style is seen as unique and individualistic.
## Print rate card

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Inside Front Cover DPS</td>
<td>£23,220</td>
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<tr>
<td>IFC Gatefold (4 Pages)</td>
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<td>2nd DPS</td>
<td>£17,810</td>
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<td>DPS Between Contents</td>
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<td>DPS Front Half</td>
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<tr>
<td>DPS Run of Paper</td>
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<tr>
<td>Fashion island DPS</td>
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<td>2–4 Faces</td>
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<td>4–8 Faces</td>
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<tr>
<td>8–16 Faces</td>
<td>£124/£165</td>
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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

**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

Our premium placements have been designed for maximum impact and ensure advertisers have 100% share of voice on page.
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:

**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.
Contact

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