

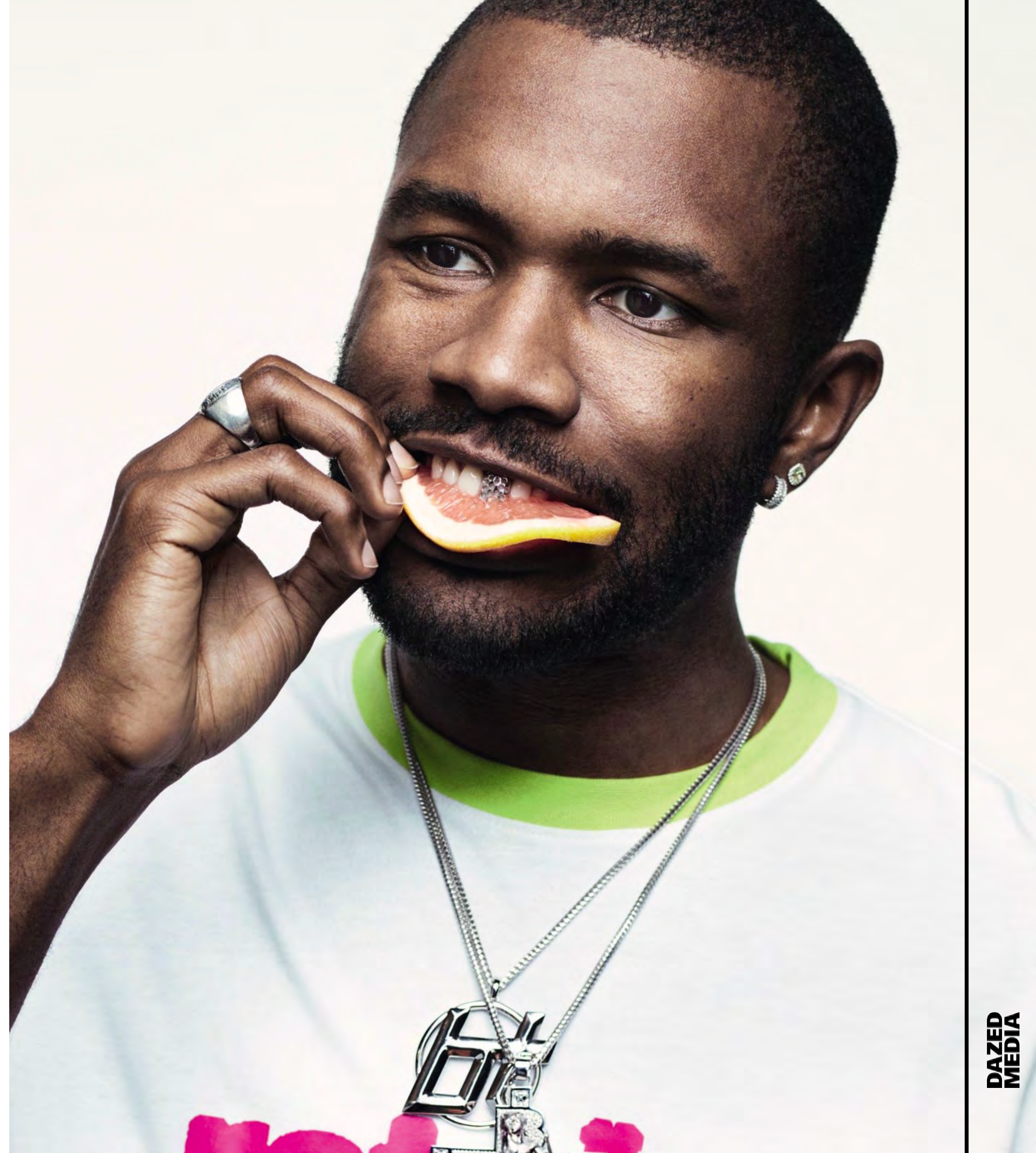
A person with long blonde hair and light-colored eyes is wearing a dark jacket. They are holding a dark, hooded garment in front of their face, with only their eyes and part of their face visible. They are standing on a sandy beach. In the background, there are two motorcycles: a green one on the left and a white one on the right. A person wearing a white helmet and an orange and white racing suit is sitting on the white motorcycle. The sky is clear and blue.

**DAZED**

Media Pack



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



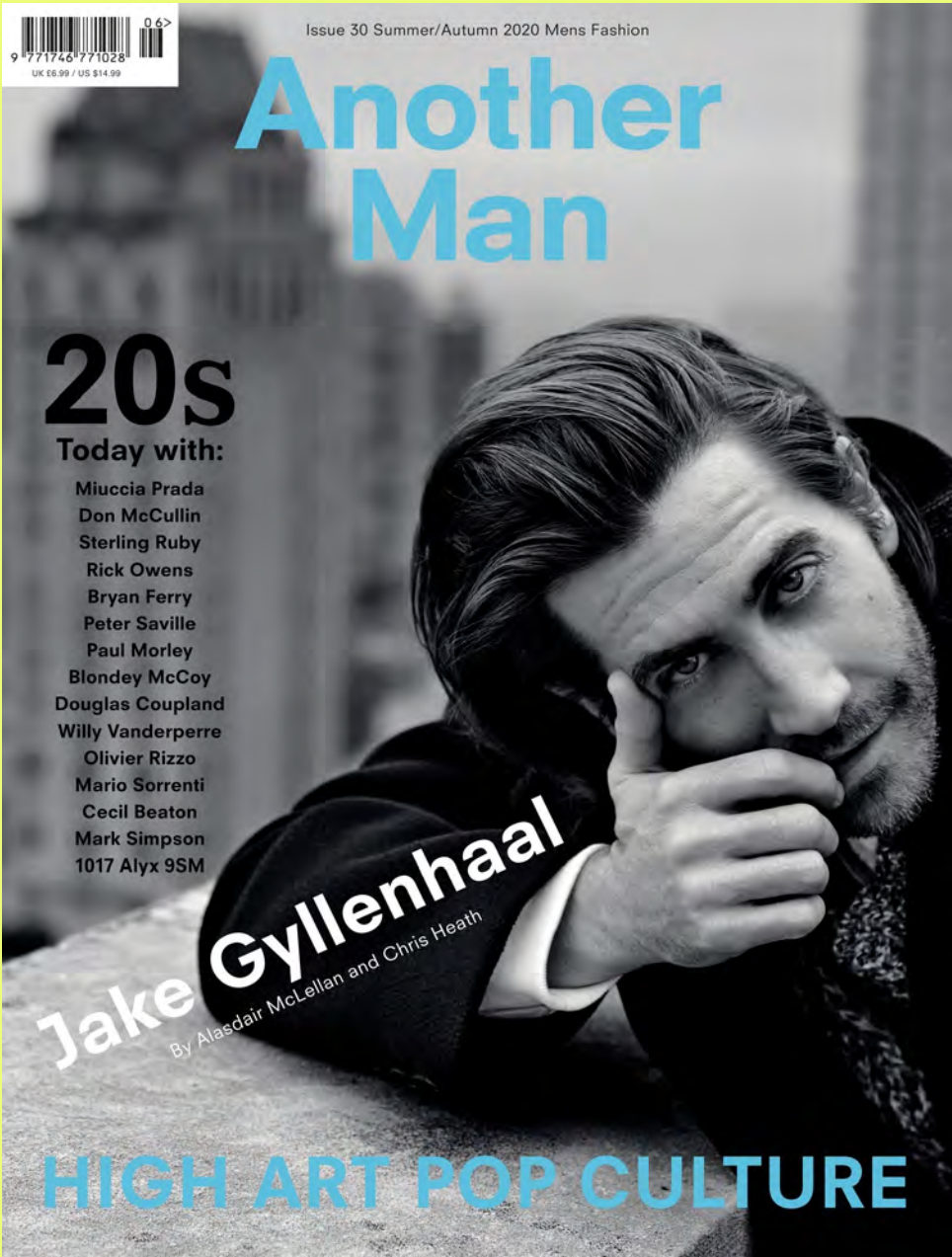
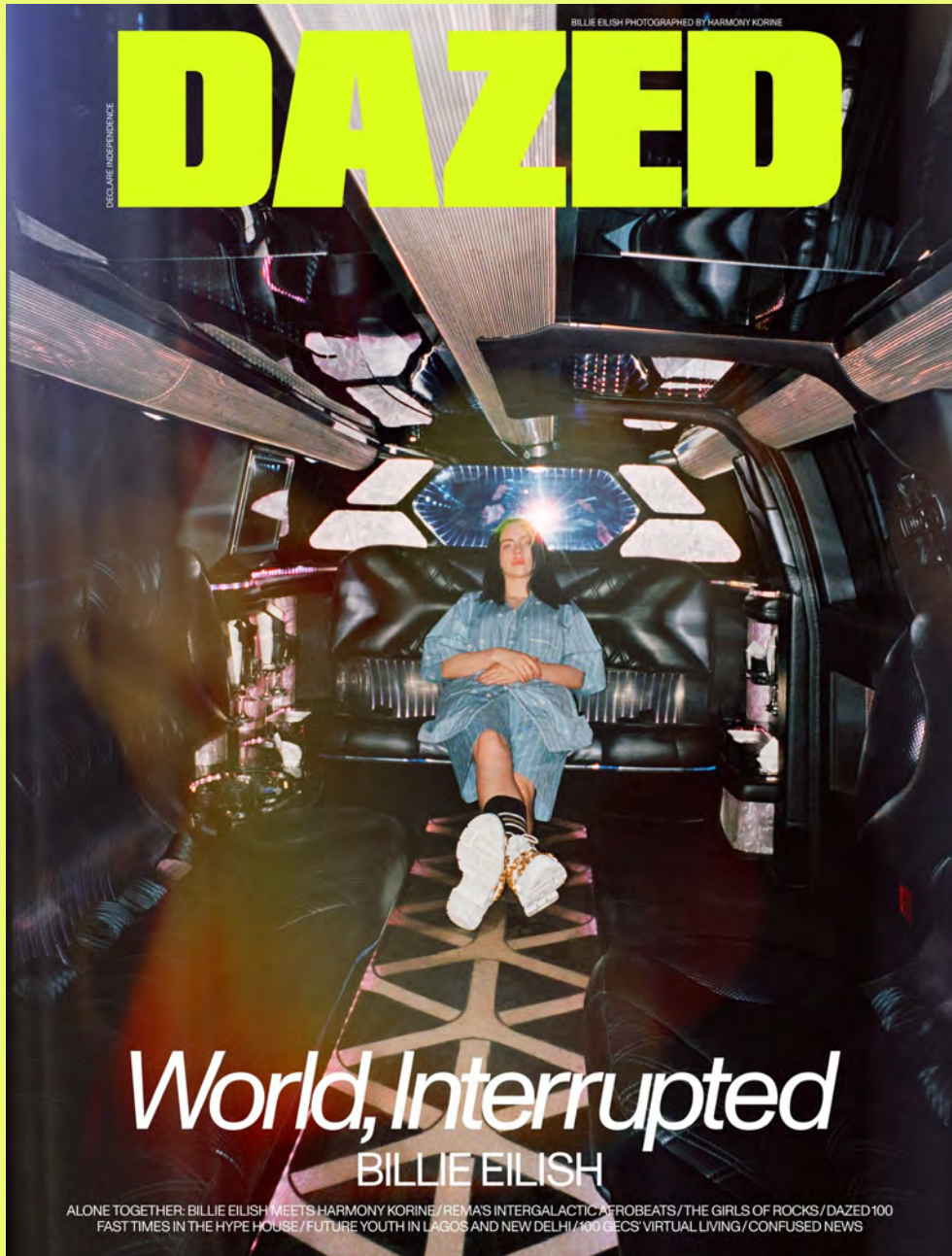


Our mission?

EMPOWERING YOUTH  
THROUGH  
CREATIVITY



We don't reflect culture,




we make it.



We are a 360° publisher with a  
unique ecosystem.



A close-up, high-contrast photograph of a person's face, focusing on the mouth and eyes. The person has dark skin and is wearing bright, glossy green lipstick. Their eyes are looking slightly to the right. A pink, feathery boa is visible in the bottom left corner. The background is dark and out of focus.

“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**



NOWNESS

AnOther

**Another  
Man**

**HUNGER**

**DAZED STUDIO**



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

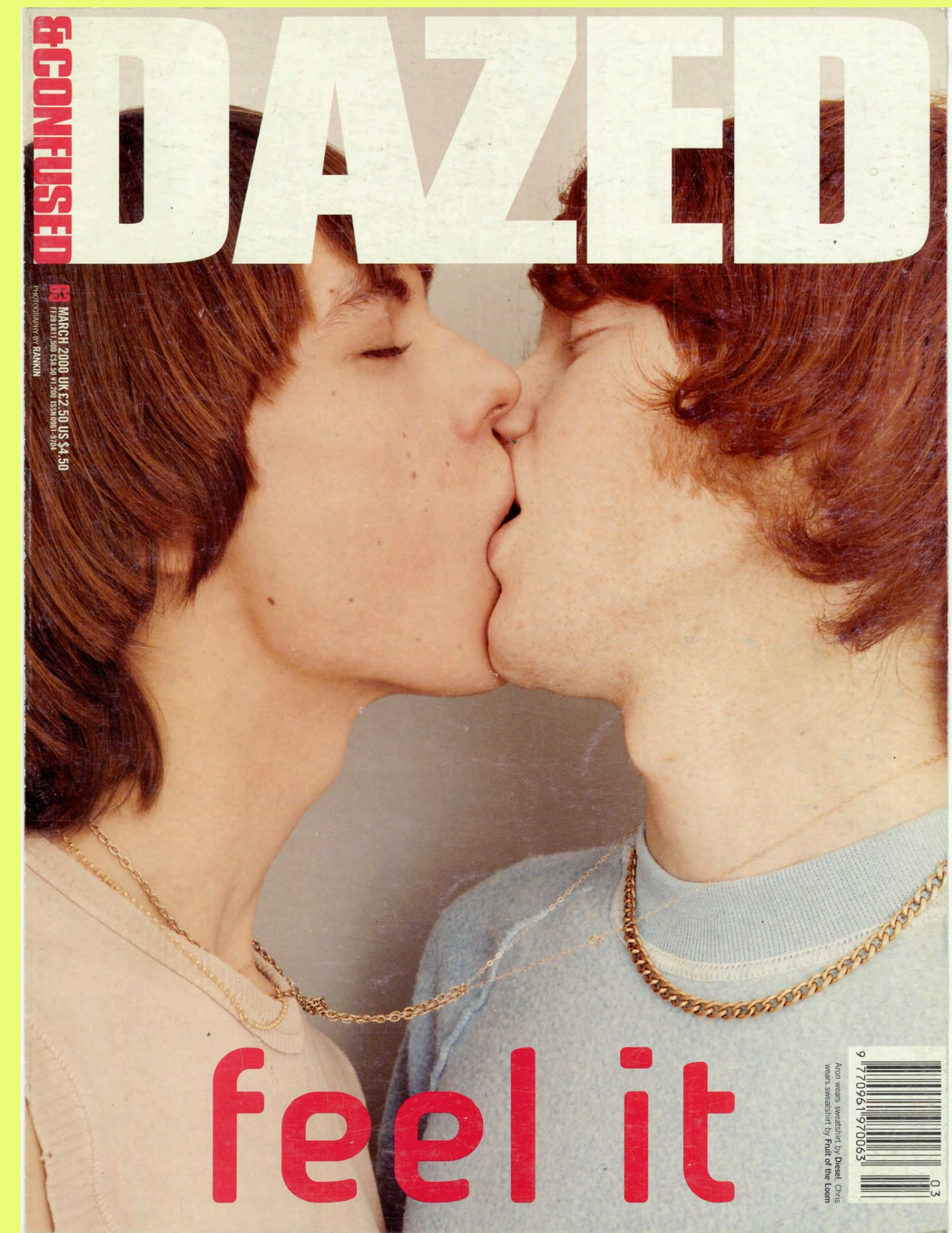
Editorial and  
branded content  
insights



# 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

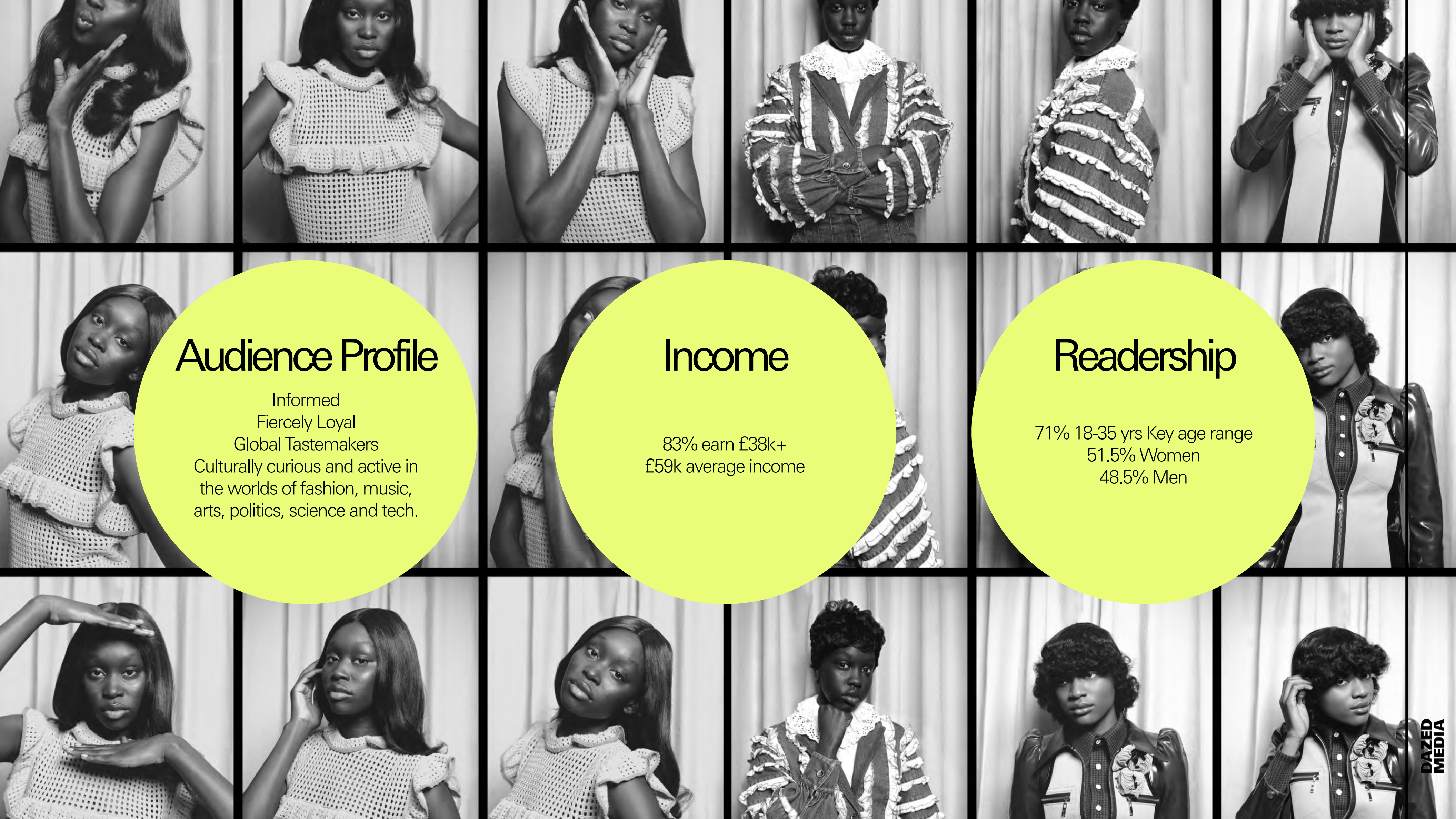
Rihanna shot after-dark by Harley Weir, a portfolio of young US gun control activists shot by Ryan McGinley, a special guest edit by activist and whistle blower Chelsea Manning (who also guest-edited a section of the magazine), and Lana del Rey in conversation with Courtney Love, shot by Charlotte Wales.

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:

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

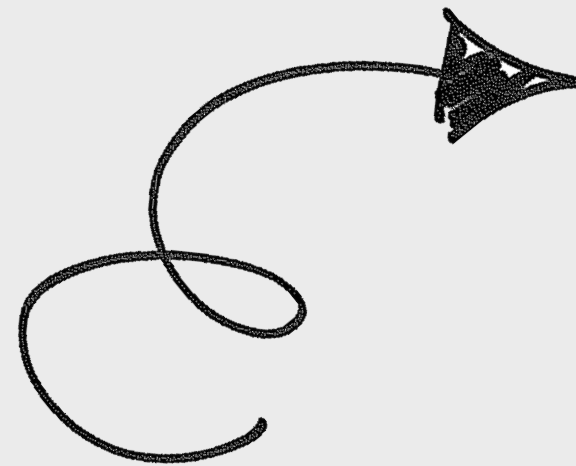


Dazed has a deep understanding of audience and has built its platforms on this.  
Our audience comprises **four groups**:

## 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 3.5x more likely to always be up for an adventure and 3.2x more tech-savvy.



## TRAILBLAZERS

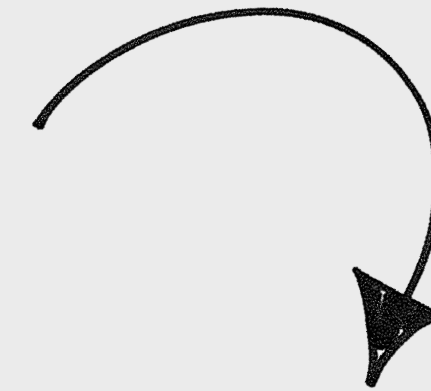
Adopters have a definite idea about their likes and dislikes as they have lived and experienced more than the explorers. They are rooted with a mind of their own but are open to new experiences.

The Dazed audience is 2.5x more likely to keep up-to-date with news on culture, and 3.1x more likely to always stream and buy music online.

## ADOPTERS

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

Our audience is 2.9x 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 3.2x more on trend and their style is seen as unique and individualistic.



# 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



# 2020 on-sale dates

## Autumn

On Sale Date: **17/09/20**

Copy Deadline: **18/08/20**

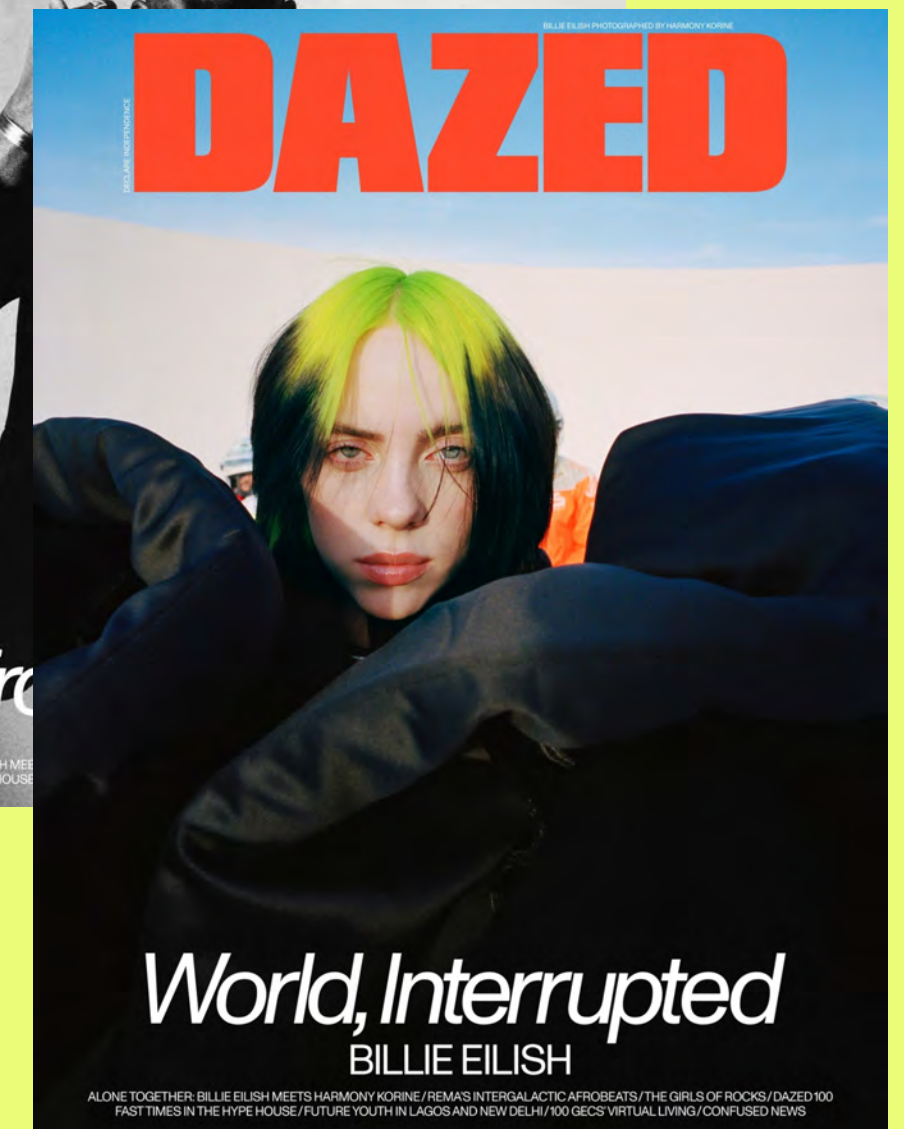
Booking Deadline: **04/08/20**

## 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

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

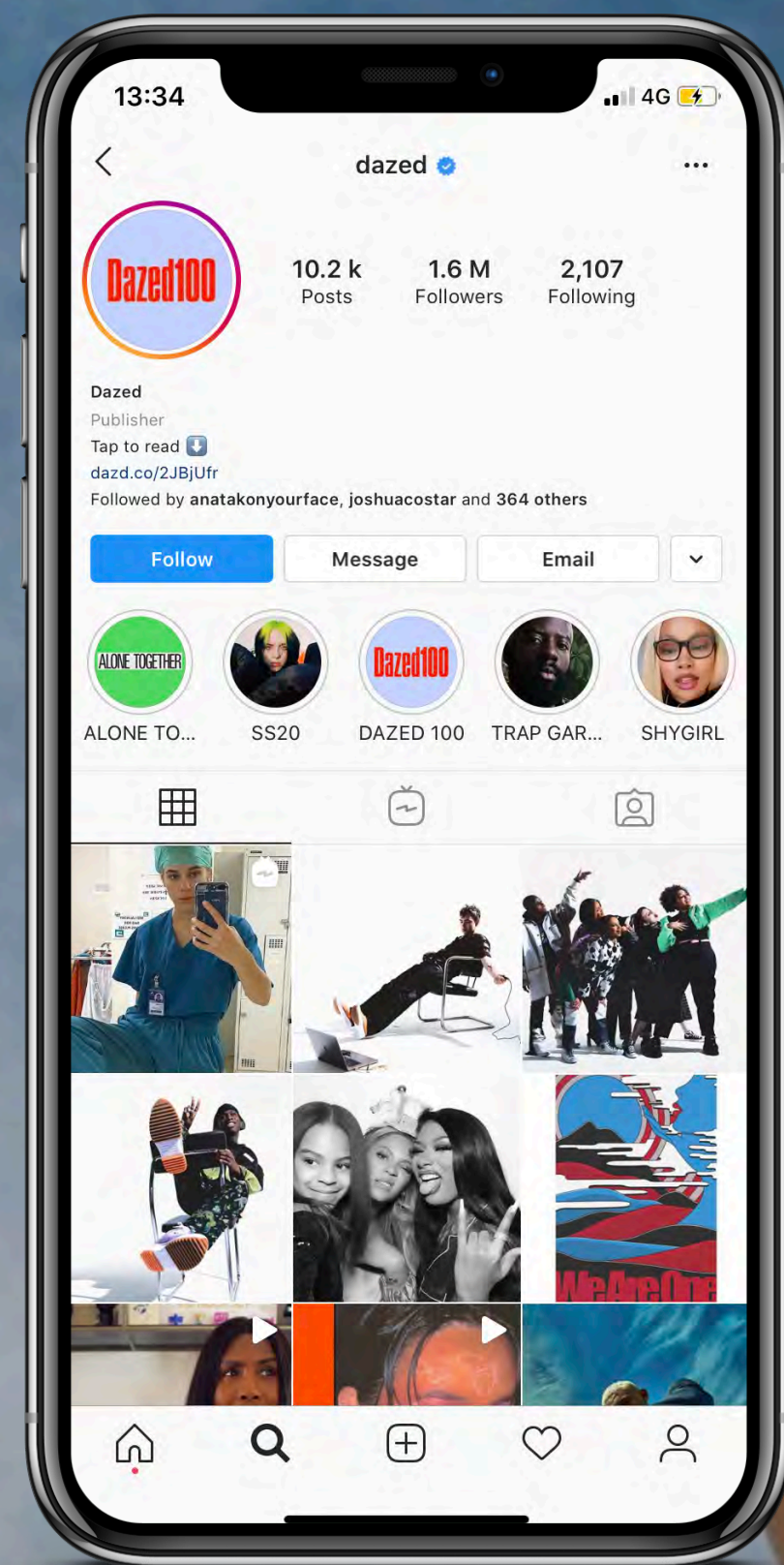
HPU (300 x 600 pixels)  
£72 CPM

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 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.



**DAZED**

## Contact

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+44 (0) 207 336 0766