The world’s leading fashion and culture publisher.
OUR MISSION

Empowering youth through creativity.
We don't reflect culture, we make 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
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.
Why now?

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.
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.
Dazed Beauty social following

Dazed Beauty Instagram

171k+

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

Dazed Global Monthly Reach
60 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
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


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

ROS Units:

Instagram Organic Post
£6,000

Instagram Organic Video Post
£6,000

Instagram Live Posts
£8,000

Instagram Story
£10,000
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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