



MEDIA PACK



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



OUR MISSION

**Empowering youth
through creativity.**



**We don't reflect
culture, we make it.**

A close-up photograph of a person's face, focusing on the eyes and nose. The person has fair skin with numerous freckles. They are wearing bright green contact lenses. A green, textured fabric is visible on the left side of the frame.

“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

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



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 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

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

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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