

GRAZIA



FACTS

THE WOMAN WHO READS GRAZIA
IS AGED 25 TO 45+, CITY TYPE,
VERY WELL-EDUCATED, WITH
STRONG CAREER AMBITIONS
AND KNOWLEDGE OF NEW TECHNOLOGIES.
SHE IS INDEPENDENT AND CAPABLE OF
TAKING CARE OF HER FAMILY. SHE IS
RESPONSIBLE... AT THE SAME TIME SHE IS
NOT MISSING A CHANCE TO HAVE
FUN, TO EXPLORE, TO BE ON
THE RIGHT PLACE AT THE RIGHT
TIME. SHE LIKES TO EXPERIMENT; SHE IS
CURIOUS AND EAGER
TO FACE NEW CHALLENGES.
HER MONTHLY INCOME EXCEEDS
THE AVERAGE IN BULGARIA AND
HER PERSONAL INTERESTS COVER
A WIDE RANGE OF TOPICS.

CIRCULATION: 8 000

NUMBER OF PAGES: 130–146

SALE DATE 10–15TH DAY OF THE MONTH



HISTORY

GRAZIA IS ITALIAN FASHION & BEAUTY MAGAZINE

which main goal is to guide its readers in their way to self-improvement, presenting them with useful tips. GRAZIA helps readers, giving them the sense of becoming part of a peculiar high-class society that relies primarily on natural beauty. And deeply respects the idea that youth is not related to age.

GRAZIA DIFFERS FROM THE OTHER BRANDS ON THE WOMEN MAGAZINES MARKET

because of its unique formula, that provides an upscale level of information; luxurious, yet practical graphic design and connection to a wide, but inquisitive group of readers – this is trademark formula for each member of GRAZIA's international network all over the world - from Italy to China, from Mexico to India. The international audience believes in the absolute preimuety of the magazine, making it preferred product, independent of fast-changing market climate. Some of the biggest advantages of GRAZIA are also flexibility and rapid change and opportunities for non-traditional advertising.

GRAZIA TAKES THE ROLE OF READER'S BEST FRIEND

whose presence is equally desired and needed. Along with absolute sense of grace, on GRAZIA's pages rules the idea of femininity that survives through the challenges of time, new technologies and fast-changing trends.



SECTIONS



NEWS: What's going on around us – we have it on the pages of GRAZIA written in our favorite witty way with a dose of sophistication. GRAZIA manages to cover all the IT topics including some of the most prominent social problems discussed with meticulous attention to all the details. You can find the stories that provoke our attention in the sections 10 Hot Stories, Forum, Face to Face, Diary, Goddess....

FASHION: GRAZIA knows how to tell stories through fashion because it is the magazine's greatest asset. Trendy, chic, sophisticated and with an eye for all the small but very important details, GRAZIA covers all the most important fashion events from Milan to Paris, from London to New York. Reflecting all the current trends and predicting the new hot fashion Do's, the magazine knows how to talk to the language of fashion.

BEAUTY: This is one of GRAZIA's most distinguished sections because of the unique approach of beauty editor Luba Vangelova, who managed to make name as one of the most attractive authors of beauty materials, using her highly original writing style and positive approach to each quality product on the market.

LIFESTYLE: Let's have fun! Let's listen to the trendiest records, let's read the hottest books on the market, let's decorate. All these and more are combined in the Lifestyle section so the readers can use it as a guide and inspiration for the most interesting things to do and places to be.



EVENTS

SUMMER PARTY GRAZIA expands its portfolio of promising events with a new series of themed parties. Our pausing-the-pandemic Dolce Vita's journey to romantic Italy – the Dolce Vita event of 2021, was a huge success so now we invite our guests to another great and vibrant Summer party. An elegant, alfresco event will gather a long guest list of well-trusted partners and cover stars proving the fact that the best summer parties are realized only by GRAZIA's special events team.

WOMAN OF THE YEAR Since 2005 the annual Woman of the Year Awards has been celebrating the incredible achievements of Bulgarian women of all walks of life. In 2023 GRAZIA will create again a special selection of nominees in 10 categories. The winners will be revealed at a gala ceremony after online voting. With WOTY's current edition GRAZIA will open a new chapter in the event's history supporting the solution of an important social issue. The fight against domestic violence towards women is this year's choice of cause.

#AWARDS Without a doubt, one of the most promising projects is happening when the creative forces at Attica EVA and United Partners join together. For the fourth year in a row, we will award the best digital content creators. All nominees are in 12 categories, the audience has the final word.



SPECIAL PROJECTS

GRAZIA MAMA A useful tool for all women who are headed toward motherhood or are already mothers. GRAZIA Mama is a special project, issued twice per year that provides women of all ages who are performing “the greatest of all roles” with hands-on tips on how to raise healthy and happy kids. Moreover, how to maintain the work-life balance without compromising on our spare time, professional development, and relationship with our partner.

GRAZIA BRIDAL The best day of your life is just around the corner. Yes, we know how exciting yet exhausting wedding planning could be. Thus, for this reason, GRAZIA will launch its first-ever BRIDAL issue that will guide women in their quest for the perfect venue, the dress of their dreams with matching jewelry, of course, a well-renowned photographer and the wedding planner that will work their magic to fulfill everything that's on your wish list.

GRAZIA DIGITAL We live in a digital world and being on a digital cover is more and more appealing to everyone in the field of FASHION. GRAZIA Digital Covers allow an exquisite look of some promising young models yet influencers who add color, vibrance, and new-age elegance to the brand. Paired with a website story and shared on GRAZIA's social media channels, the digital covers reach a wider audience around the world.

