

2020

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 EA-GER TO FACE NEW CHALLENGES. HER MONTHLY INCOME EXCEEDS THE AVERAGE IN BULGARIA AND HER PERSONAL INTERESTS COV-ER A WIDE RANGE OF TOPICS.

CIRCULATION: 16 000

NUMBER OF PAGES: 146-162

SALE DATE: 26TH 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 preimiuety 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 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.

Special projects

WOMAN OF THE YEAR

The prestigious and unique contest was launched in 2006 when the team of Grazia magazine decided that modern Bulgarian woman needs public personal recognition. The main purpose of Woman of the Year contest is to distinguish and award the most influential and famous ladies in Bulgaria, in accordance with their public life and activities. Besides the selection of the most successful women in 12 different public areas the contest of Grazia Magazine focuses the public attention on specific socially relevant causes such as environmental protection, the development of Bulgarian sports, childcare, charity and others. By tradition the contest ends with a glamorous ceremony in which the winners receive special figurines. Among the guests are celebrities of Bulgarian social life, showbiz and media circles.



GRAZIA SHOPPING NIGHT

The event is dedicated to the active ladies, aged 18 to 45. Every year in June, GRAZIA brings together the most avid shopping fans for an exclusive night of shopping with great discounts. Famous fashion bloggers supports the initiative and take the glamorous role of personal stylists for the particular evening. Popular presenters and celebrities contribute to the excellent mood of this kind of shopping marathon.



Special projects

GIFT

The firm position of Grazia among woman's magazines in Bulgaria is due to the successful combination of editorial content and practical gift, always tailored to the tastes of readers. The gift vary from cosmetic and beauty gifts to trendy and practical accessories .



GRAZIA CASA

In May and November Grazia dedicates a special section to the architecture and interior design. Gardens and gourmet. Star houses. All about the modern and smart home. Kitchens, living rooms, children rooms. Deco shopping. Hotels with exclusive interior and cultural status. Restaurants. Trips.



EXCLUSIVE CHILDREN ISSUE

In June (Children issue) and in September (Back to school) issue GRAZIA magazine dedicates a big part of its current content to the children and especially to their mothers. Fashion proposals for children of all ages and their parents, special children's photo shoots, baby boom selection with shopping tips and offers for infants and children.

