



# GRZIA

MEDIA KIT 2026

# AUDIENCE

Our reader is a modern, well-educated woman with her own POVs about work, fashion, beauty and the world itself. She is independent, responsible, and capable while still embracing fun. Curious and confident, she enjoys life, experimenting and new challenges.

**GRAZIA** is her best friend whose presence is equally desired and needed, but always there for her and her passions.

86.4%

WOMEN

13.6%

MEN

18-24  
19,5%

25-34  
43,5%

35-44  
24,1%

45-54  
10,6%

54% - LOCATED IN SOFIA

31% - OTHER BIG CITIES IN THE COUNTRY

15% - COUNTRYSIDE



NUMBER OF PAGES: 130-146

SALE DATE 10-15TH DAY OF THE MONTH

The image shows the interior of a train carriage with several passengers. In the foreground, two women are seated at a table, one looking at a board game. In the background, other passengers are seated or standing. The carriage has red seats and wooden paneling.

# GRAZIA ONLINE.BG

Our website extends **GRAZIA**'s content strategy and everyday's fast tempo with exclusive interviews, the hottest news, latest fashion & beauty must-haves, plus go-to travel, food and lifestyle ideas.

**120 000+**

(unique visitors, per month)

**3 pages**

(average view depth)

**2:46 minutes**

(average time on page)

**63.7%**

(returning active users)



# SOCIAL MEDIA

With over 20 000 followers on each platform, **GRAZIA** is one of the most active lifestyle media brands in Bulgaria. Look around our social media handles for exclusive behind the scenes content, inside scoop on all projects and giveaway activities with a wide variety of prizes.



GRAZIA, BULGARIA  
28K+ FOLLOWERS



@GRAZIA\_MAGAZINE\_BG  
20.3K+ FOLLOWERS