

# GRAZIA 2026

Target group: FITs, female decision makers



## FACTS

- 42,052 sold copies
- 167,963 readers
- Distribution: German speaking countries
- Publication: all 2 weeks



## GOOD REASONS

- Above average household income
- High proportion of women (93%)  
- vacation decision makers

**GRAZIA** stands for fashion, beauty and lifestyle, combining high-quality editorial content with personal touch and a feel for current trends.

The brand embodies modern luxury, closely aligned with the needs of women. Stylish and light-hearted, yet bold, inspiring and forward-looking, **GRAZIA** reports on everything that matters.

With its cross-media network, **GRAZIA** enables holistic campaigns and effortlessly captures the spirit of times with elegance. A favourite brand for intelligent, modern readers with a eye to the future.

Format	€-rate 4c	B	H
1/1 page*	28,150,-	225 mm	290 mm
1/2 page*	17,700,-	225 mm	145 mm

\* +4 mm bleed on each side

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