

GRAZIA

Leading fashion weekly for women

Market Position:

Grazia, Italy's best selling women fashion weekly magazine, was launched in Russia in March 2007 to become Russia's first fashion weekly.

The magazine's readership is comprised of up-scale, sophisticated women aged between 20 and 40 years-old who are always open to new experiences. The women targeted are sociable and independent, career-oriented, urban and have an average-to-high income. Those women are on top of the latest fashion trends and follow the most glamorous high-level events. Grazia has the elegance and sophistication of a monthly glossy magazine delivered to readers every week.

	Grazia
Circulation (Publisher Stat. 2009)	135, 000

Editorial Content:

Grazia brings its readers the latest fashion news, real life stories, celebrity "straight-talk" interviews, hot beauty buys, stylists and fashion designers, fashion shoots with the hottest models and photographers, shopping guides and reports from the world's most glamorous parties.

TECHNICAL SPECIFICATIONS:

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