

GENERAL DESCRIPTION

Lauded in 1938 in Milan, Grazia is the most successful and profitable fashion magazine in Italy. From the beginning it has been considered a reference point of style and journalistic quality.

The current editorial formula, which constantly evolves in line with the changes in the tastes of its female readers, places the magazine at the top end of the scale for quality and design. The title is the most qualified interpreter of Made in Italy and is the preferred advertising vehicle for designers, fashion and cosmetics houses. Grazia is mainly aimed at well-educated, elegant and refined women, aged 25-45

WHAT GRAZIA OFFERS

A model of femininity that is characterised by a sober and sophisticated elegance, not prone to the excesses of fashion, but able to combine simplicity and refinement an *"easy-chic" approach*, that means a guide to all is trendy but within the readers' reach. A precise reference point in terms of "style" and "lifestyle": not only for fashion, but for many aspects of everyday living. A high quality aesthetic in the choice of images and the overall design of the magazine, able to give a high level of visual satisfaction. A capacity to involve readers in elements and aspects of real life (testimonies, interviews, etc..) also with a friendly approach and language. The title is the most qualified interpreter of Made in Italy and is the preferred advertising vehicle for designers, fashion and cosmetics houses

Strong points

FASHION is the value added of Grazia. Grazia's fashion shoots are the most prestigious. They are all planned and ordered by Grazia, and the perfect team work between the photographers, the stylists and all the staff of Grazia gives such high standards of image. Although fashion is Grazia's main target, equally important are the large news section in the magazine, along with the beauty, decoration, well being and food sections, all supported by high level pictures.

FASHION / Giorgio Armani, Max Mara, Blufin, Dolce & Gabbana, LVMH Group, Guccio Gucci, La Perla, Tod's, Benetton, Prada, Cavalli, Ferretti Studio

BEAUTY / Shiseido, Lancome, Estee Lauder (Clinique), Chanel, Parfum Christian Dior, Helena Rubinstein, L'Oreal, Beiersdorf (Nivea), Euroitalia, Coty, Monarimport (Clarins), Micys Company (Pupa)

JEWELS & WATCHES / Damiani, Bulgari, Richemont/Cartier, Pomellato, The Diamond Trading, Giorgio Visconti, Montblanc, Tiffany & Co., Pasquale Bruni, The Swatch Group

PRICES

LAYOUT SIZE	PRICE (EUR)
1/1 page	2300
K2	3200
K3	2800
K4	3450
double cover	6600
K2+3 (first double)	4900
4+5 (second double)	4600
2/1 page (inside double)	3800
1/2 page	1300
1/3 page	950
1/4 page	750
1/8 page	390

Inserting of promotional material includes special prices. All prices are displayed without taxes. Payment is in dinar upon average rate of National Bank of Serbia

DIMENSIONS

SIZE	NET SIZE W x H	BLEED SIZE W x H
2/1	460 x 295 mm	470 x 305 mm
1/1	230 x 295 mm	240 x 305 mm
1/2 horizontal	230 x 148 mm	240 x 158 mm
1/2 vertical	115 x 295 mm	125 x 305 mm
1/3 horizontal	230 x 98 mm	240 x 108 mm
1/3 vertical	77 x 295 mm	87 x 305 mm
1/4	115 x 147,5 mm	125 x 157,5 mm
1/8	75 x 115 mm	

TECHNICAL REQUIREMENTS

Advertisement can be delivered on CD or DVD in following formats:

- * **Illustrator EPS (MAC)** if layout is vectorial
All font should be converted into outlines
- * **Photoshop EPS or TIFF (MAC or PC)**
all files in quality 300 dpi, in CMYK color mode
- * **QuarkXPress QXD (MAC)** All used fonts and images in quality 300 dpi in CMYK color mode added

Please, deliver advertisement with color proof and contact. In case that advertisement do not fit all technical requirements, Attica Media SRB is not responsible for technical quality of advertisement

Printrun 60.000

DEADLINES

Deadline for booking advertising space:
15 days before first selling day

Deadline for delivering advertisement:
10 days before first selling day

CONTACT

ATTICA MEDIA SRB Knez Miloša 51, Beograd, Serbia

T +381 11 3612 942, 3612 943, 3612 944, 3612 945 **F** +381 11 2645 890 / www.atticamedia.co.yu

Zoran Ivanović, Advertising Director **M** +381 (0) 63 350 150 **E** zoran.ivanovic@atticamedia.co.yu

Mirjana Lazarević, Advertising Executive **M** +381 (0) 63 88 91 407 **E** mirjana.lazarevic@atticamedia.co.yu