

GRAZIA



## KEY TRENDS

Print is emerging as a **Luxury Product**

**Diversified Special Interest** is the future

Digital emphasis and **360 media coverage** is a must

**Single topic Bookazines** at high price point are winning

**Targeted Newsletters** aiming at narrow lucrative segment

Focus on **Sustainability**

**Diverse Representation**





**NEW NORMAL = NEW HYBRID MODELS**



## GRAZIA USA

Lean local team

Multi-platform approach

Diverse circulation mix

Niche Segmentation

Agency approach

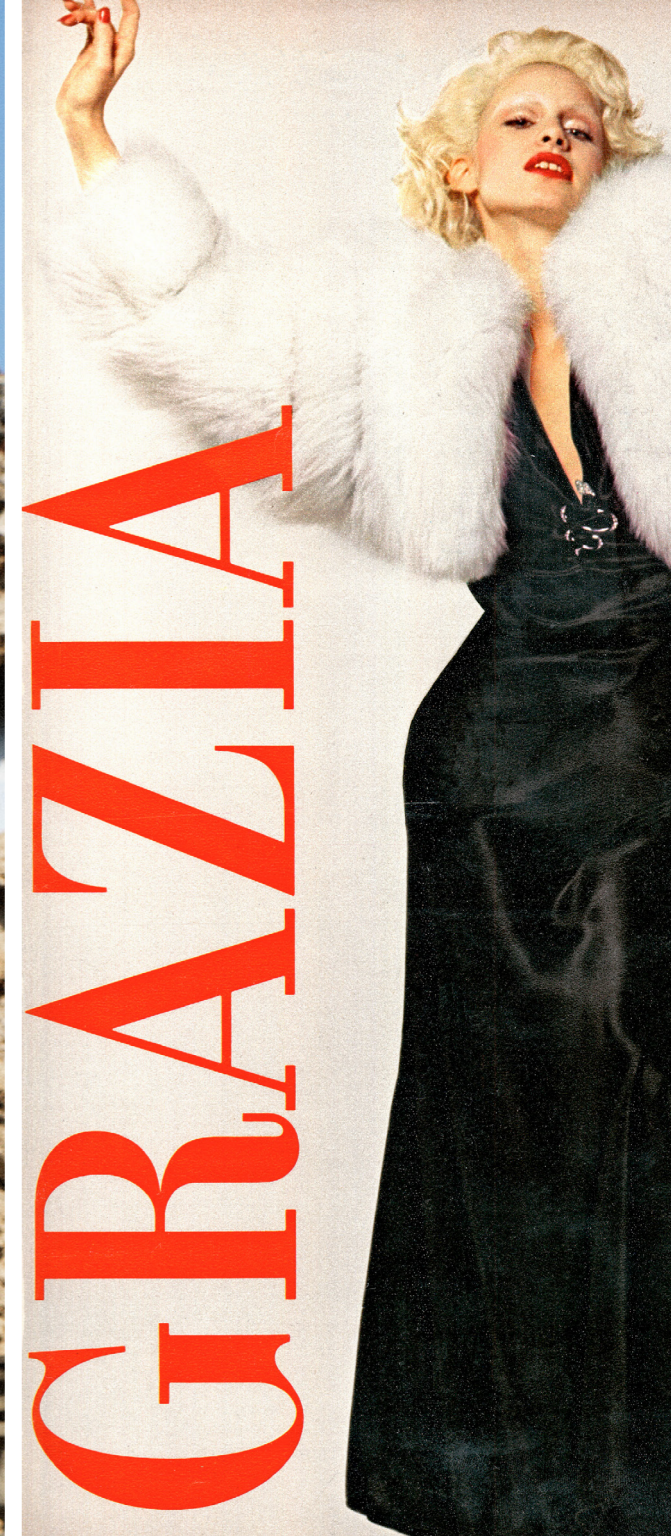
Diversified Revenue Streams





**HERITAGE**

**INNOVATION**



**GRAZIA**