

FRENZY

Media Pack

A loud voice in fashion, music and culture.

An independent European force in fashion, music and culture, built for a generation with the taste to stand out and the confidence to set its own agenda.

Based in Germany, FRENZY brings emerging voices, established icons and provocative ideas into one editorial world. Across digital, social and quarterly print, we combine sharp storytelling, striking imagery and an unapologetic point of view.



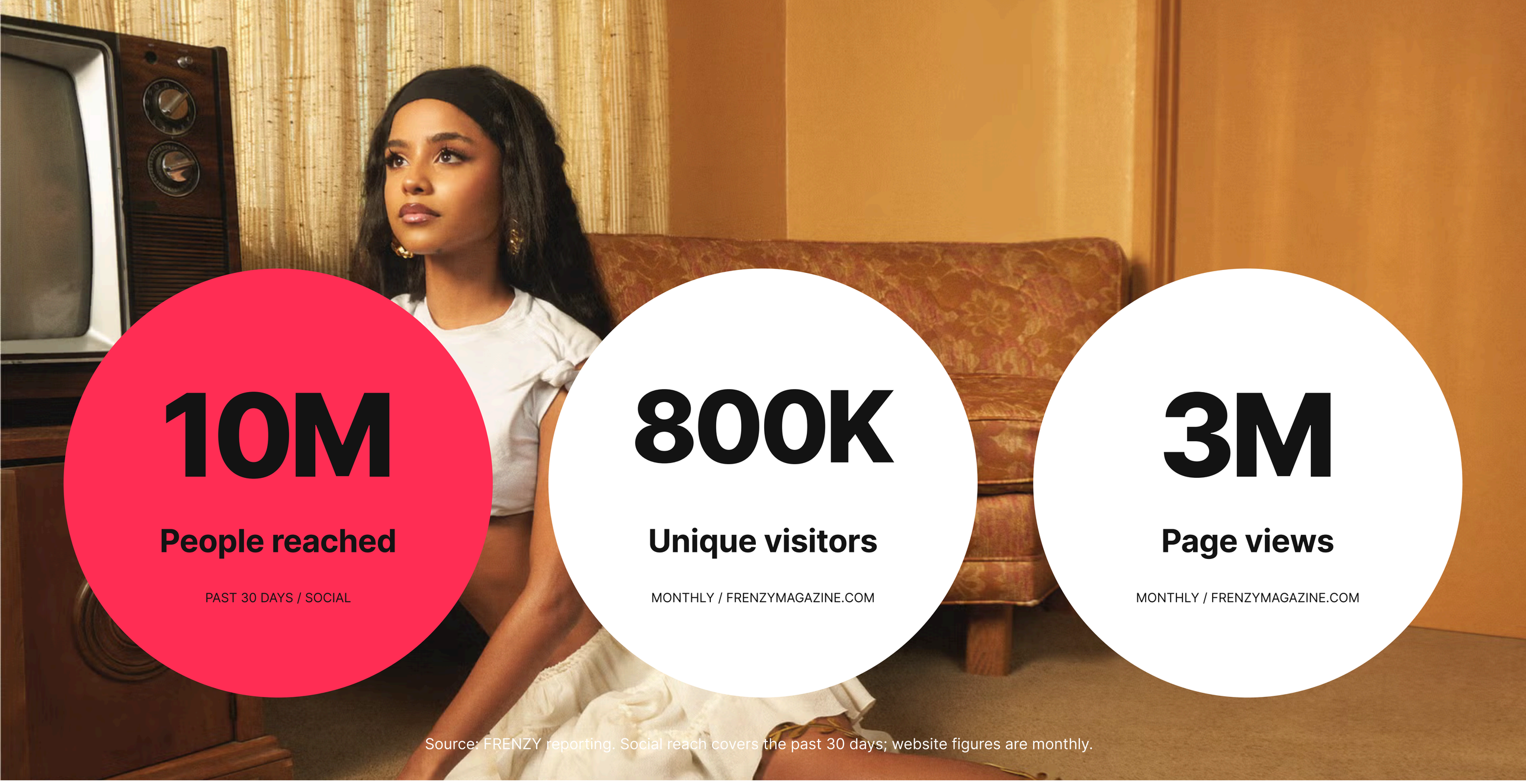

Our mission.
Culture was never
meant to behave.
Neither were you.

The FRENZY story

Established in Germany, FRENZY is an independent European magazine covering the artists, musicians, designers and personalities shaping contemporary culture. Through interviews, editorial Features and visual storytelling, it brings emerging voices and established figures into the same editorial world, exploring the connections between fashion, music, identity and creative expression.

The magazine is published by FRENZY HAUS and led by Founder & Editor-in-Chief Noah Cruz. Its publishing spans frenzymagazine.com, social platforms and quarterly print, connecting with an international audience across the United States, Europe and beyond. Rooted in Germany with an outward-looking editorial perspective, FRENZY provides a space for writers, photographers, stylists and creative collaborators to examine the people and movements influencing how a generation dresses, listens and sees the world.





10M

People reached

PAST 30 DAYS / SOCIAL

800K

Unique visitors

MONTHLY / FRENZYMAGAZINE.COM

3M

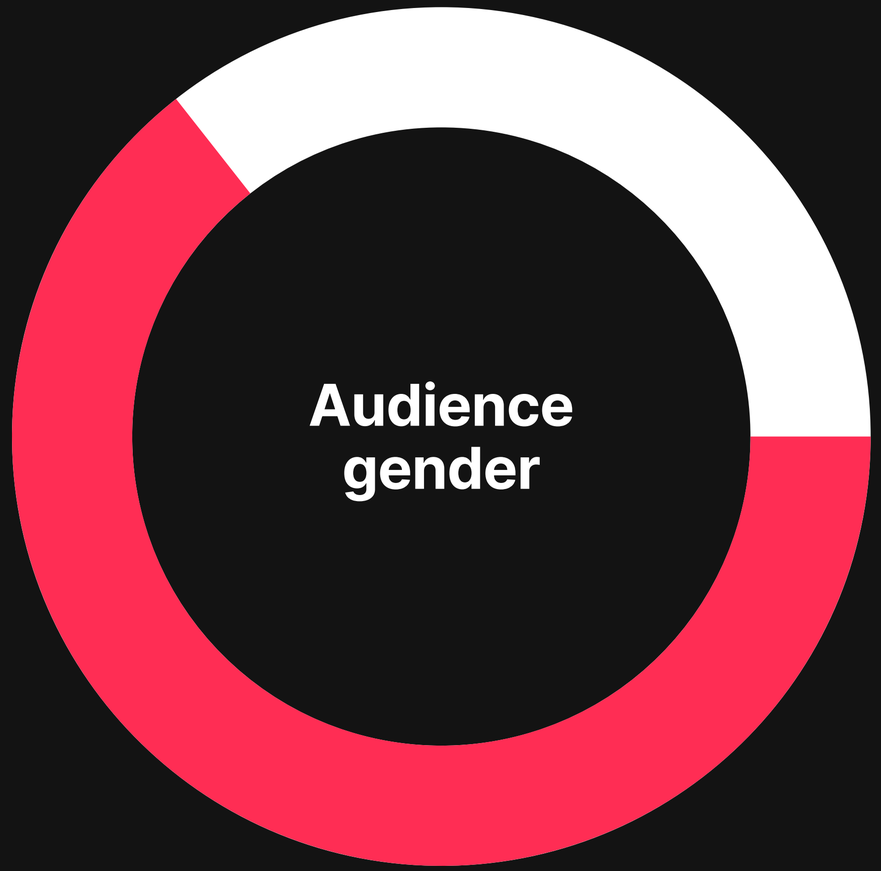
Page views

MONTHLY / FRENZYMAGAZINE.COM

Source: FRENZY reporting. Social reach covers the past 30 days; website figures are monthly.

Gender demographics

The reported gender split of FRENZY’s social audience.



64.4%

Women

35.6%

Men

Source: audience analytics supplied by FRENZY. Percentages rounded.

Where our audience is.

Top countries in the supplied audience analytics.

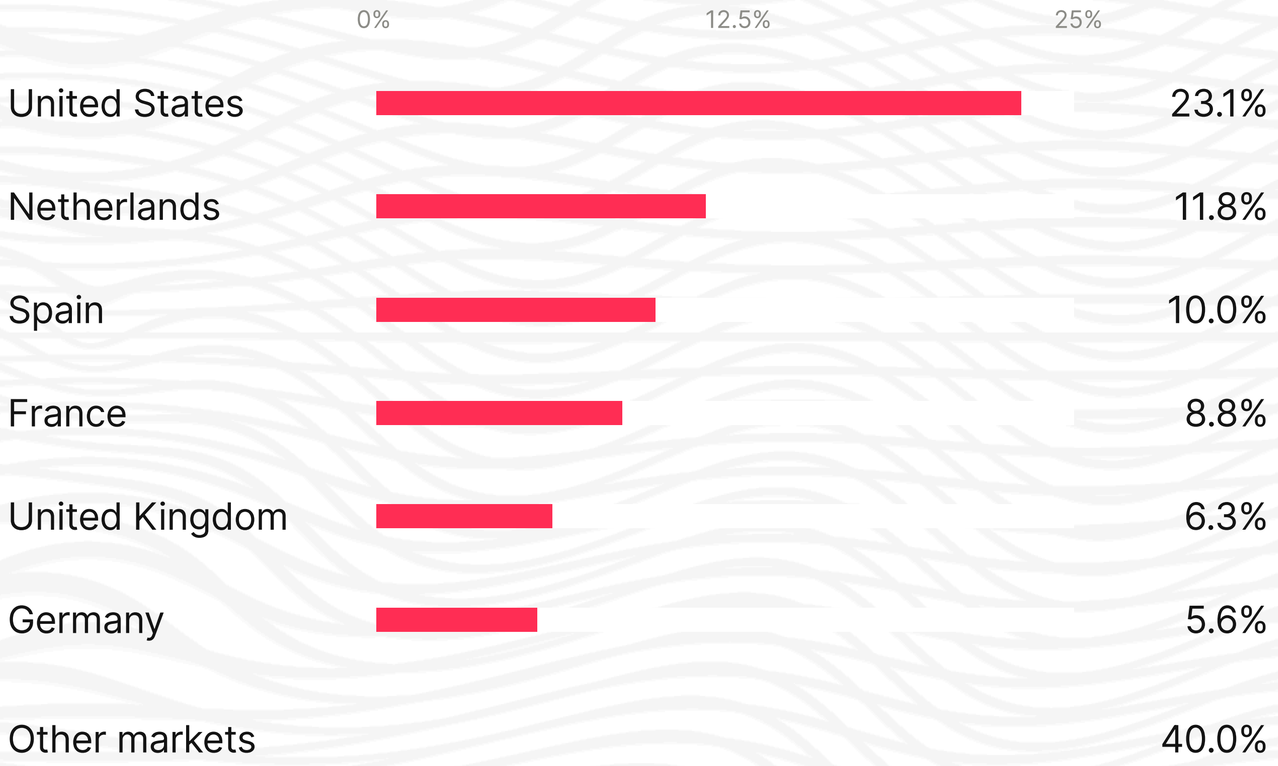
23.1%

United States

Our largest reported country.

60.0%

OF THE AUDIENCE ACROSS THESE SIX MARKETS



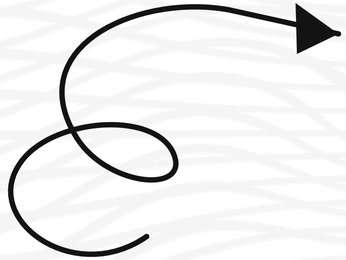
Source: audience analytics supplied by FRENZY. Percentages rounded.

Our audience moves between fashion, music and culture.
We publish for four connected cultural mindsets:

DISCOVERERS

Curious about emerging designers, new music and the people changing culture. They come to FRENZY for the names, scenes and ideas worth knowing.

Discovery is personal: something to listen to, wear or make part of their own world.



CONNECTORS

Culture is something to be part of. They follow the conversations around artists, releases and fashion, making connections across scenes and creative communities.

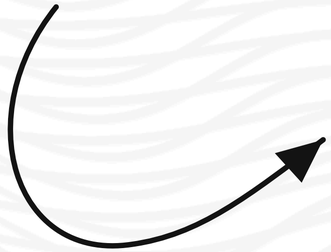
They value stories worth sharing and ideas that bring people together.



CREATORS

Working across photography, styling, design and music, they engage with culture through making it.

They look to FRENZY for fresh references, new collaborators and the people pushing their practice forward.



INDIVIDUALISTS

Style is a form of self-expression. They move between fashion, music and identity with a clear sense of what feels like them.

They look for independent perspectives, distinctive design and brands with a point of view.

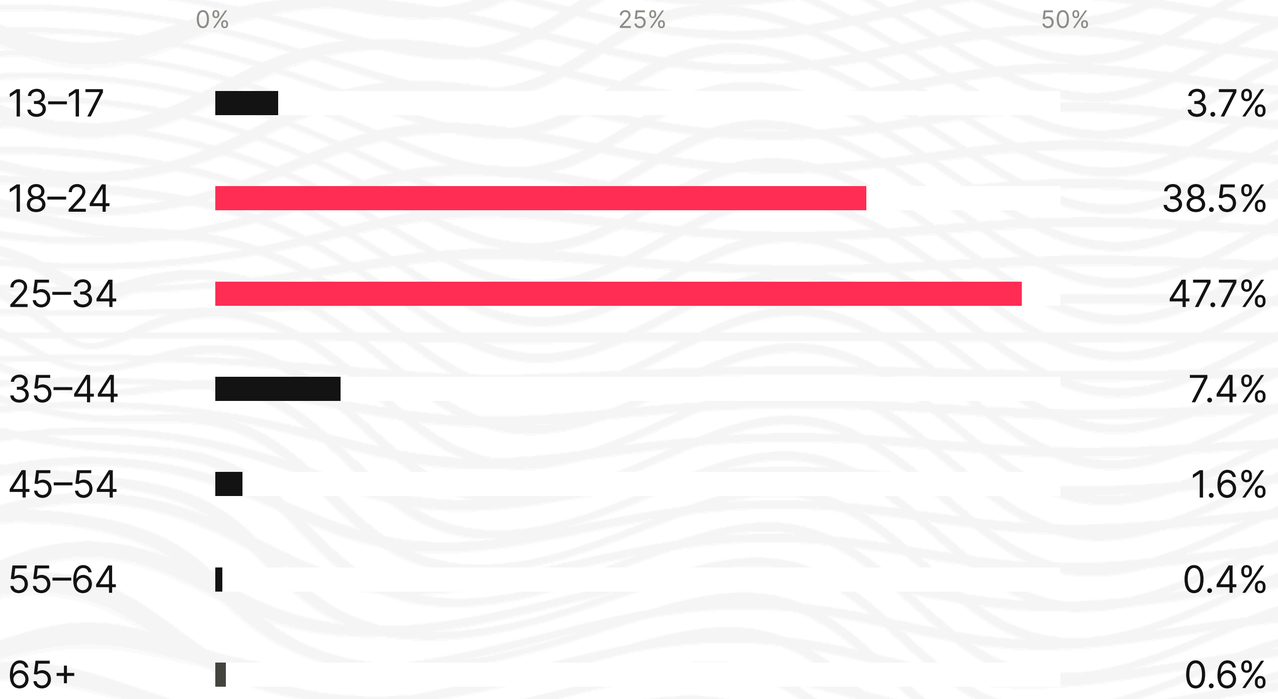
Age demographics

A young audience at the centre of fashion, music and culture.

86.2%

18–34 years old

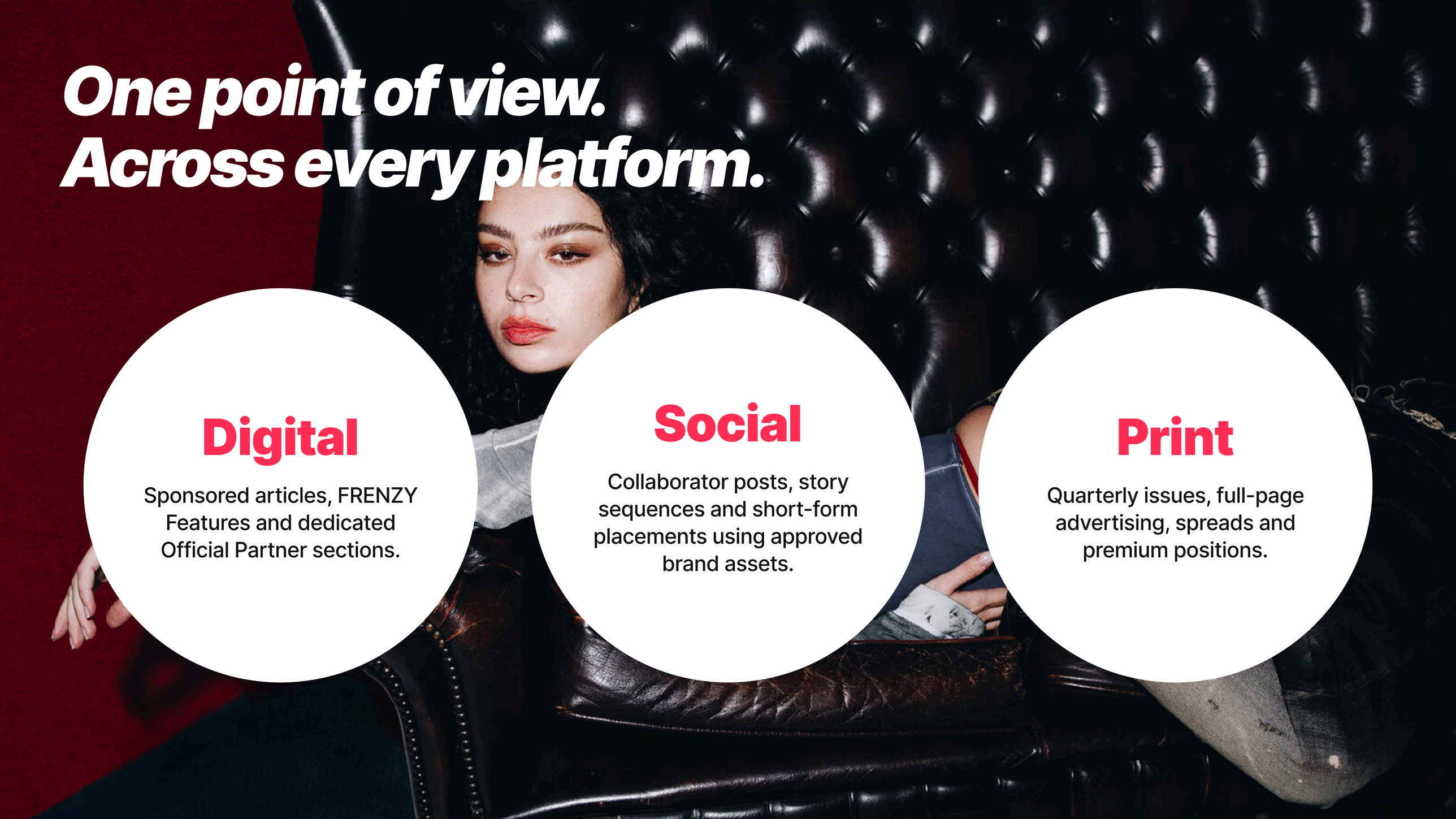
25–34 is the largest age group, at 47.7% of the reported audience.



SHARE OF REPORTED SOCIAL AUDIENCE

Source: audience analytics supplied by FRENZY. Percentages rounded.

One point of view. Across every platform.



Digital

Sponsored articles, FRENZY Features and dedicated Official Partner sections.

Social

Collaborator posts, story sequences and short-form placements using approved brand assets.

Print

Quarterly issues, full-page advertising, spreads and premium positions.

Sponsored articles

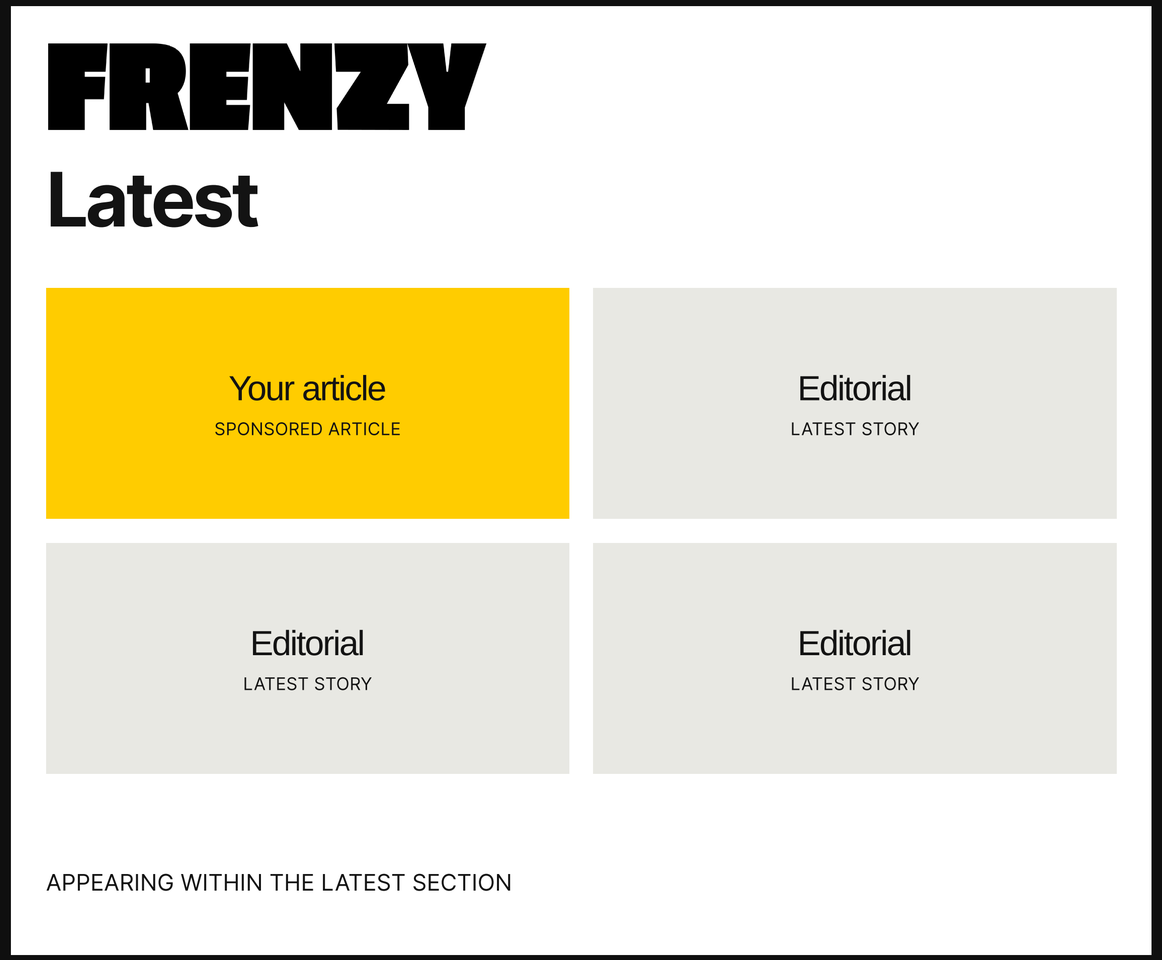
Your story in Latest.

A sponsored article appearing alongside FRENZY's newest editorial stories in the Latest section.

Written and published around your story, using approved brand information and supplied imagery.

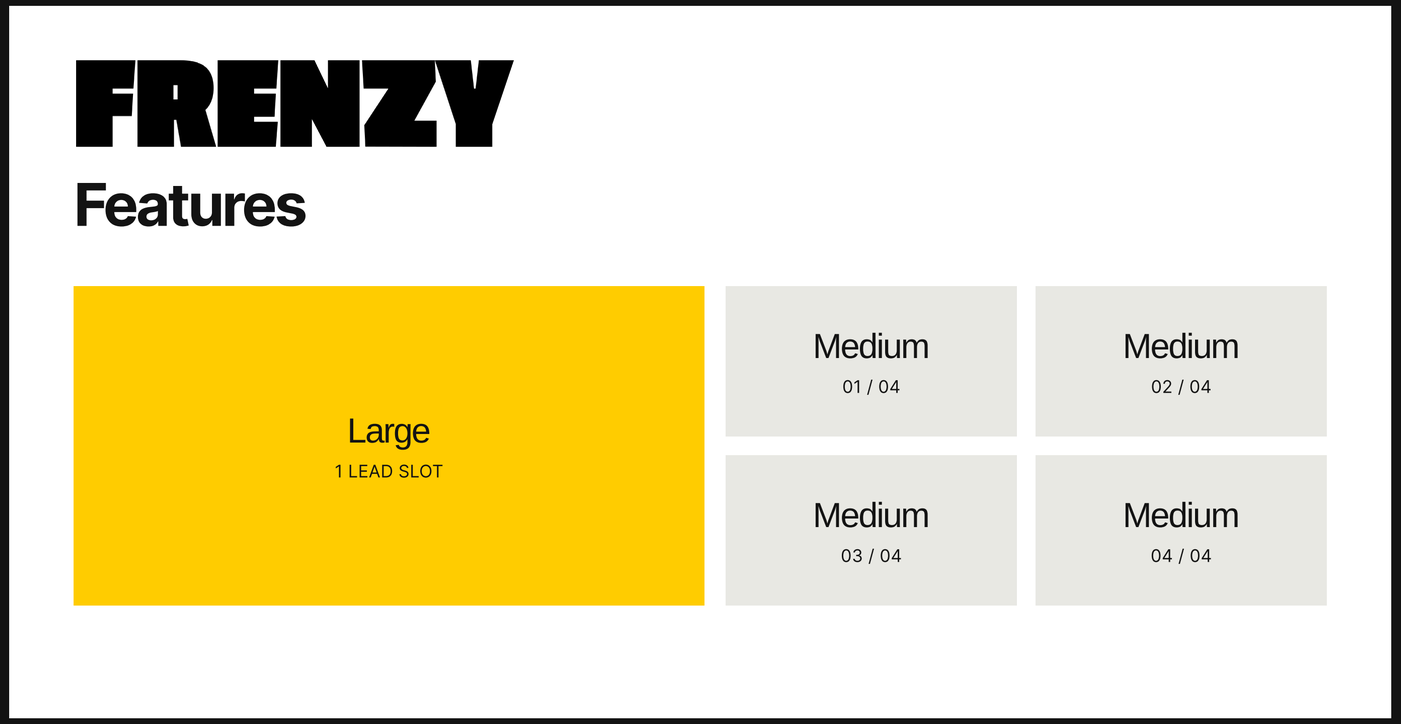
€4,000

PER ARTICLE / PROPOSED RATE



Feature placements

Two options within the dedicated FRENZY Features section.



Large placement

€10,000 / month

A sponsored Feature with the large lead position. 1 lead slot in the section.

Medium placement

€6,000 / month

A sponsored Feature with a medium position. 4 medium slots in the section.

PROPOSED RATES / EUR. Final scope, availability and applicable taxes confirmed in writing.

An entire section. Your brand.

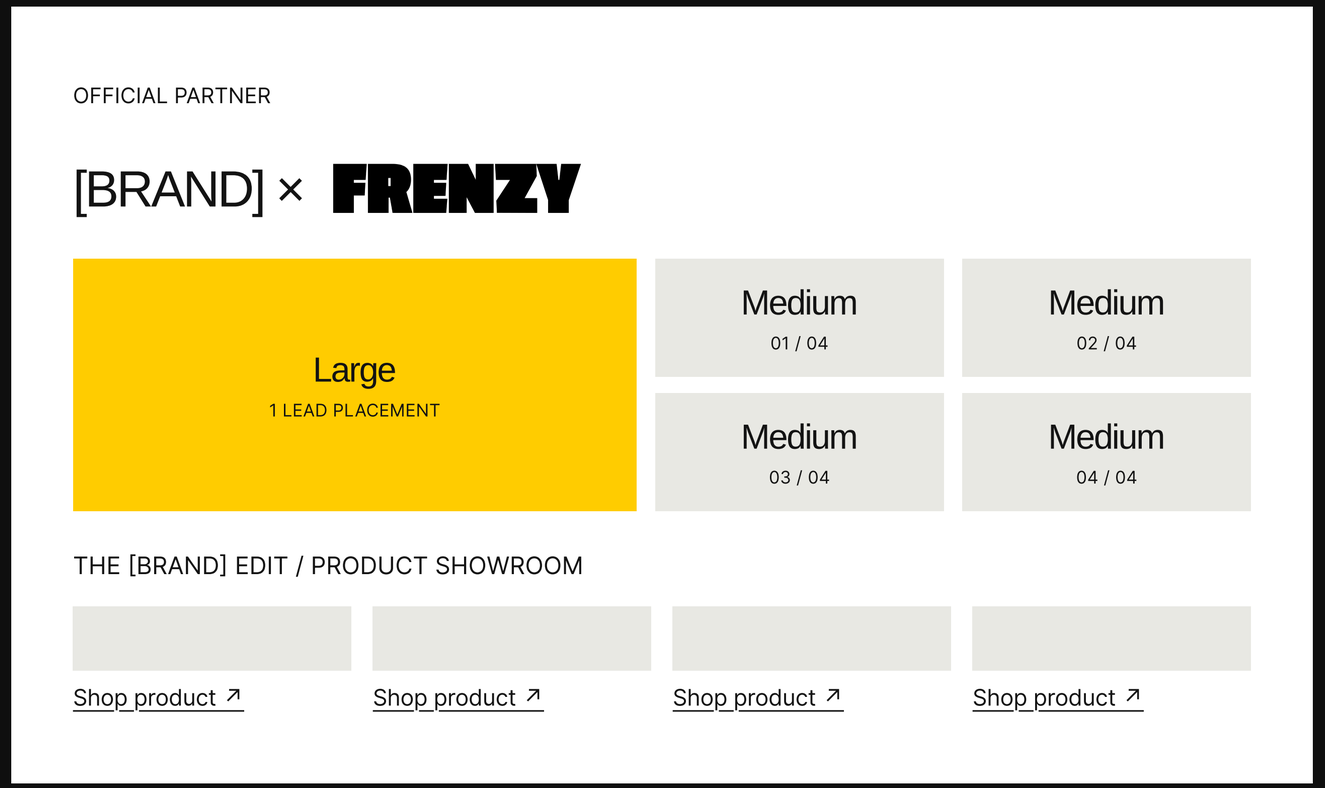
Official Partner placement on the FRENZY homepage.

1 large + 4 medium

Your own branded homepage section with five editorial positions, a curated product edit / showroom and direct shoppable links.

A dedicated brand destination within the FRENZY editorial world, using approved brand content and supplied assets.

€25,000



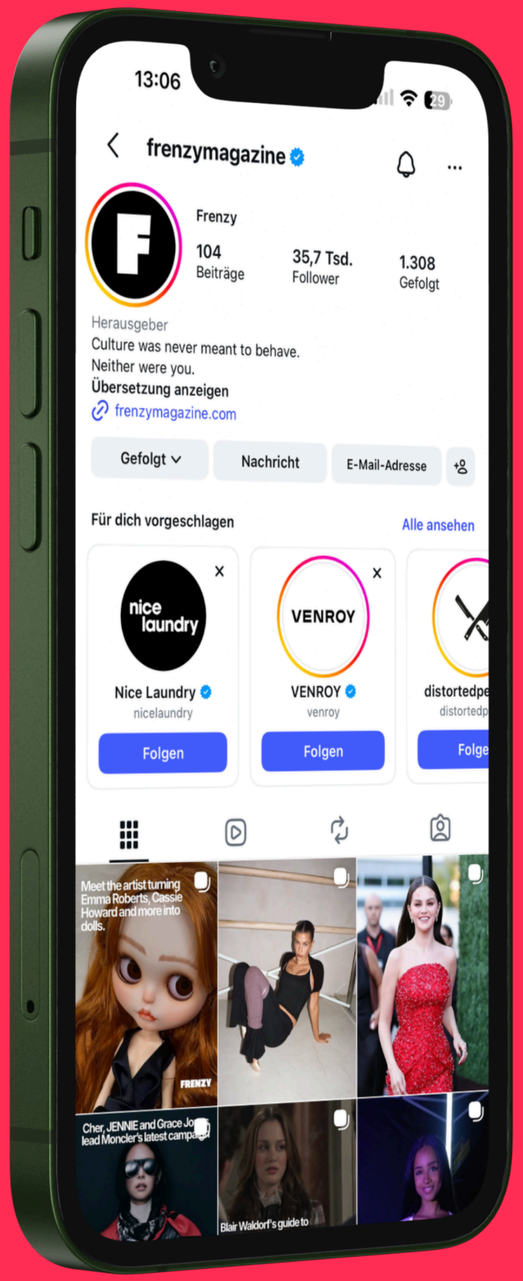
PROPOSED RATES / EUR. Final scope, availability and applicable taxes confirmed in writing.

Digital rate card

Publishing formats, placement sizes and booking units.

FORMAT	PLACEMENT / INCLUSIONS	RATE
Sponsored article	1 sponsored article in Latest. Published using approved brand information and assets.	€4,000 per article
FRENZY Feature / Medium	Sponsored Feature + 1 medium placement. 4 medium slots within FRENZY Features.	€6,000 per month
FRENZY Feature / Large	Sponsored Feature + the large lead placement. 1 lead slot within FRENZY Features.	€10,000 per month
Official Partner takeover	Entire branded section: 1 large + 4 medium positions. Product edit / showroom + direct shoppable links.	€25,000

PROPOSED RATES / EUR. Final scope, availability and applicable taxes confirmed in writing.



Instagram

TikTok

YouTube

X

@frenzymagazine

@frenzymagazine

@FrenzyHaus

@frenzyhaus

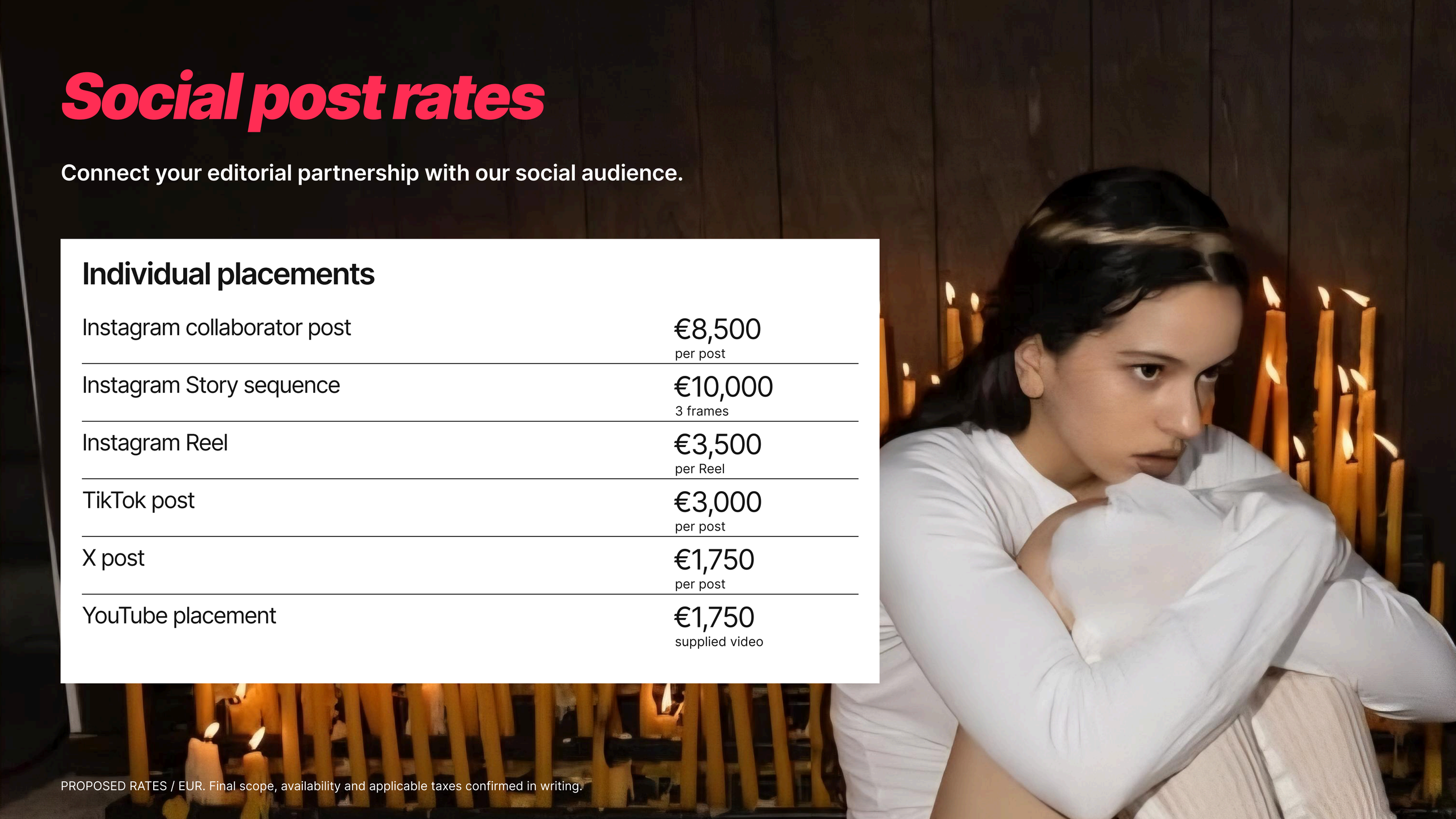


Social post rates

Connect your editorial partnership with our social audience.

Individual placements

Instagram collaborator post	€8,500 per post
Instagram Story sequence	€10,000 3 frames
Instagram Reel	€3,500 per Reel
TikTok post	€3,000 per post
X post	€1,750 per post
YouTube placement	€1,750 supplied video

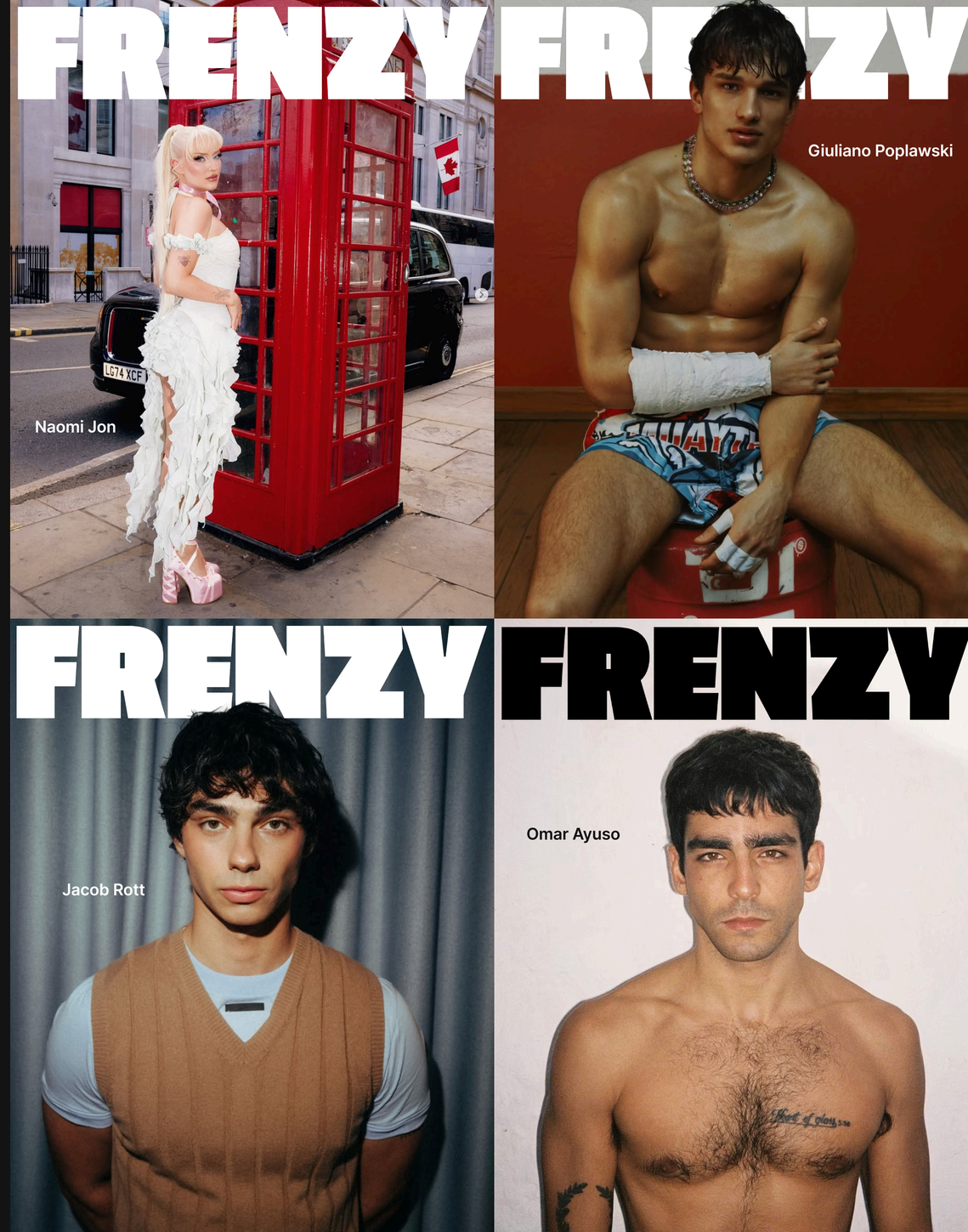


PROPOSED RATES / EUR. Final scope, availability and applicable taxes confirmed in writing.

About the magazine

FRENZY brings fashion, music and youth culture into print with a taste for provocation and a sharp eye for what comes next. Published quarterly, the magazine puts emerging talent and established names on the same pages, opening up conversations about style, identity, desire and creative freedom.

Bold photography, intimate interviews and fashion stories with nerve give each issue its own personality. We make space for people with something to say and the conviction to say it. FRENZY is made to be seen, read, argued over and kept.



Print rate card

Advertising positions in the quarterly magazine.

POSITION	RATE / PER ISSUE
Full page	€7,500
Double-page spread	€12,500
Inside front cover spread	€22,000
Outside back cover	€18,500

Premium positions subject to issue availability. Artwork specifications supplied at booking.



FRENZY

Contact

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