

L'UTOPIA

— MAGAZINE —

MEDIA KIT 2026

WHERE POP CULTURE MEETS FASHION

Launched in 2023, L'utopia Magazine is a bimonthly, supersize fashion & lifestyle brand that covers the next wave in fashion, lifestyle, beauty, food, travel, and society as captured by the industry's most important journalists. Since the debut issue, Editor-in-Chief and Creative Director Rahul Kumar has collaborated with all-key advertisers like Fly Emirates, Palazzo Versace, Mytheresa, Rat & Boa and more to bring our sophisticated, international audience an insider's view of industry culture stories before they're news anywhere else.



L'UTOPIA AUDIENCE



L'UTOPIA READERS ARE

SOCIAL

They go to bars/clubs on average two times a week.

WELL TRAVELED

They take on average three overseas trips per year and five trips within the INDIA per year.

BEAUTY CONSCIOUS

79% purchase beauty/ grooming products more than once a month.

AVID SHOPPERS

90% shop at Brick-and-mortar stores and 98% shop online.

L'UTOPIA READER PROFILE

GENDER

| | |
|--------|-----|
| Female | 44% |
| Male | 56% |

AGE BREAKDOWN

| | |
|-------------|-----|
| 18-24 | 32% |
| 25-34 | 36% |
| 35-44 | 17% |
| 45-54 | 9% |
| 55+ | 6% |
| Average Age | 32 |

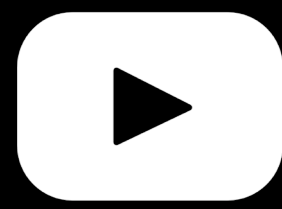
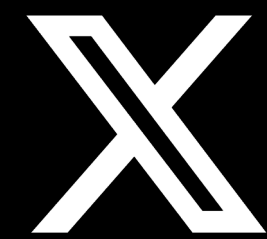
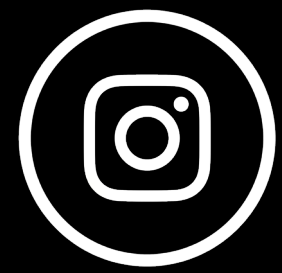
DEMOGRAPHIC

| | |
|------------------------------|--------|
| India | 50.95% |
| United States Of America | 24% |
| Singapore | 1.9% |
| China | 1.21% |
| United Kingdom | 3.1% |
| All Other Countries Combined | 18.84% |

DISTRIBUTION

| | |
|----------------------------------|-------------------|
| Controlled Verified Distribution | 100% |
| Publication Frequency | Bimonthly |
| Total Reach | 8,274,891+ |
| Total Viewership | 5,822,443+ |
| Total Circulation | 431,000+ |
| Total Readership | 52,649+ |
| Rate Base | 44,729+ |
| Cover Price | \$ 4.99 |
| Annual Print Subscription Price | \$ 24.99 |

L'UTOPIA DIGITAL



VIP INSTAGRAM FOLLOWERS

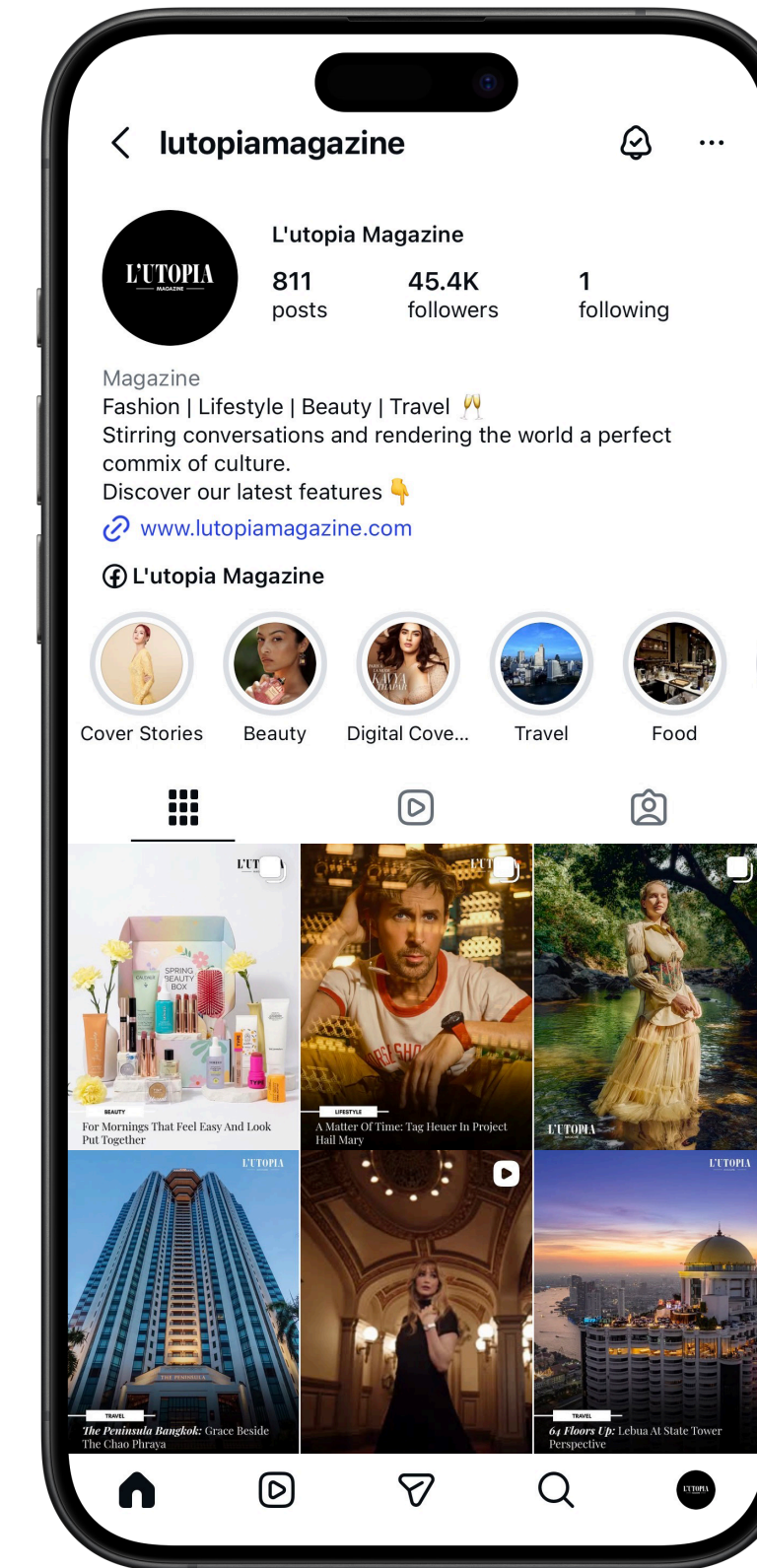
Ruby Barker
Silvia Kal
Shriya Saran
District 5 Boutique
Ashna Vaswani
Priya Malik
Sheena Chohan
Anchal Kumar
MFT Sucheta Sharma James
Alesia Raut
Uzair Merchant
Mehul Gupta

Shaan R Grover
Jay Thakkar
Alexandra Victoria Bonte
Anaya Official
Erick Bendaña
Marina Ignjatovic
Pathan Amrin Khan
Nayannah Mukey
Agatha Maksimova
Maryam Zolghadr
Ginta
Julien Guirado

Amaan Ali Bangash
Kkhushi Jain
Visut Srirattana

INSTAGRAM (L'UTOPIA)

| | |
|----------------------|-----------|
| Content Interactions | 58,694 |
| Reach | 1,880,109 |
| Visits | 23,509 |
| Link Clicks | 2,397 |

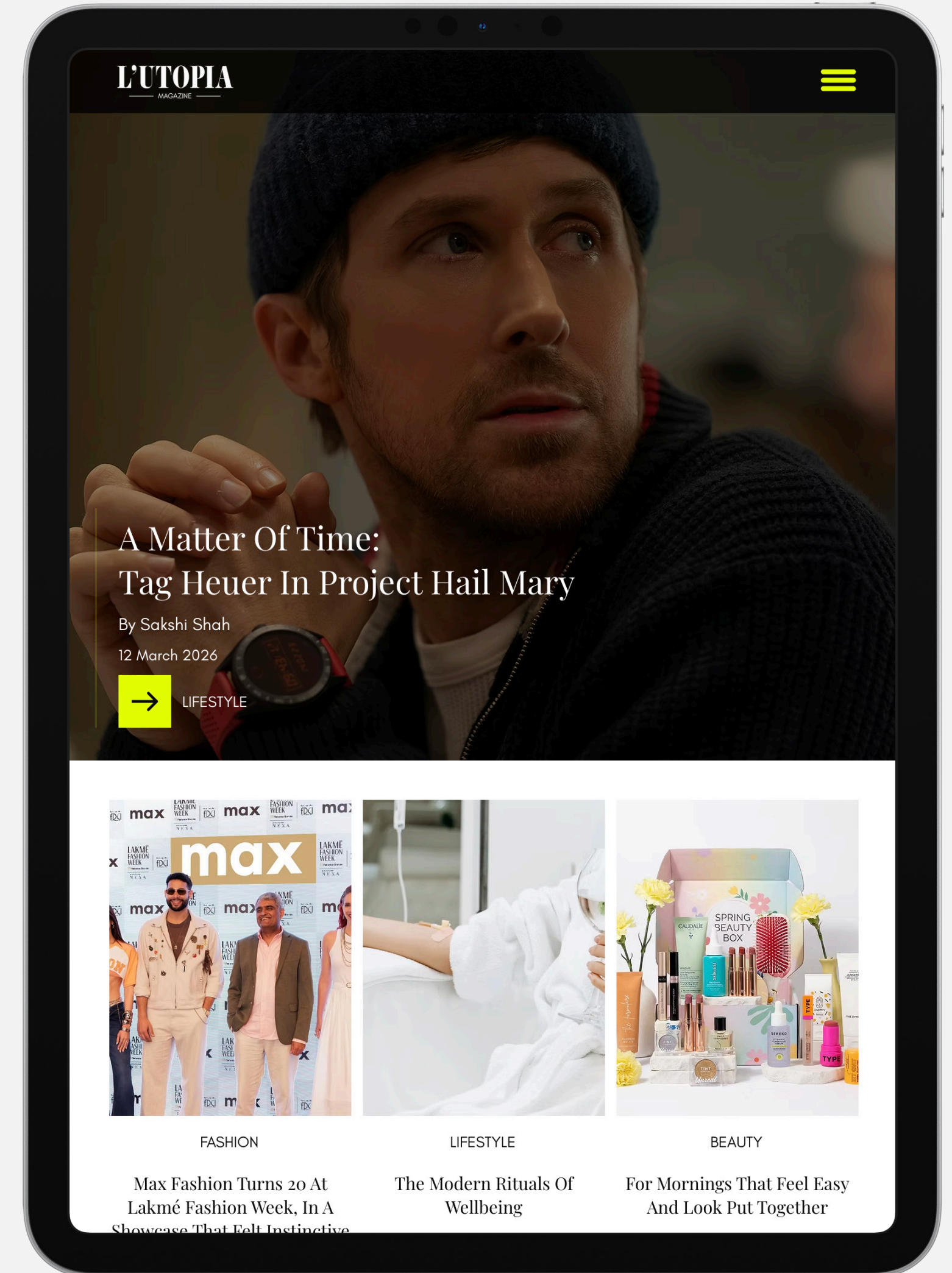


LUTOPIAMAGAZINE.COM

Average Monthly New Users 1,917+
Average Monthly Views 4,250+
Average Time On Site 45+ Seconds

NEWSLETTER

Subscribers and VIP Mailing List 18,000



2026 EDITORIAL CALENDAR



V611

V611
DYNAMIC DUOS
SUMMER 2026

Everybody loves the sunshine. L'utopia's summer issue is excited to make a splash with the most sought after fashion, lifestyle, beauty, food and travel stories of the season. Bringing a youthful and collaborative energy to the busiest season of the year, we will feature covers of our favorite unlikely duos, as this past year's collabs have produced some of the most defining works of this era. Expect travel recommendations, blockbuster predictions, and music festival excitement galore.

Cover Space Close: January 31st 2026
 Space Close: March 31st, 2026
 Final Ad Materials: April 15th, 2026

Digital or Print On Sale: May 1st, 2026



V612

V612
THE LEADING LADY ISSUE
FALL PREVIEW 2026

There's nothing like a summer blockbuster. Lighthearted yet engaging, we want to pay tribute to the phenoms on the screen making us laugh and cry. Looking ahead at fresher fall air, we're excited to drip top models out in high jewelry and the best of pre-fall. Featuring profiles on young designers, international city guides, and the hottest album drops of the season, we plan to close the summer out effortlessly, with shades on, and a tropical cocktail in hand.

Cover Space Close: March 31st 2026
 Space Close: May 31st, 2026
 Final Ad Materials: June 15th, 2026

Digital or Print On Sale: July 1st, 2026



V614

V614
THE FASHION ISSUE
FALL 2026

For Fall 2026, we return to classic L'utopia Magazine stories. A celebration of the cooler months and the bundled-up trends that emerge with them, this season will dive into the names and pieces that have become increasingly ubiquitous throughout the year.

Cover Space Close: May 31st 2026
 Space Close: July 31st, 2026
 Final Ad Materials: Aug 15th, 2026

Digital or Print On Sale: September 1st, 2026



V615

V615
THE MUSIC ISSUE
WINTER 2026

Tis the season for cruise, couture, and crooners. Our wishlist for the holiday season will feature our favorite couture and cruise collections as well as a thoughtfully-curated gift guide so you can shop accordingly for your loved ones (and self). We're also excited to close out the year with a saucy number from our top-played musicians, featuring newcomers, current chart-toppers, and legends galore.

Cover Space Close: June 30th 2026
 Space Close: September 30th, 2026
 Final Ad Materials: October 15th, 2026

Digital or Print On Sale: November 1st, 2026



V616

V616
STARS ON THE RISE ISSUE
SPRING PREVIEW 2026

The beginning of a new year brings forward a fresh season for fashion and a look at pop culture's new kids on the block, as L'utopia will spotlight the rising actors, musicians, designers, models, and internet sensations on our radar while mapping out the most covetable looks of the spring collections. ahead.

Cover Space Close: September 30th 2026
 Space Close: November 30th, 2026
 Final Ad Materials: December 15th, 2026

Digital or Print On Sale: January 1st, 2027



V617

V617
THE BEFORE AND AFTER ISSUE
SPRING 2026

Who doesn't love a transformation? For the official start of spring, L'utopia are excited to breathe life into next season's most innovative collections as we become fashion fairy godmothers and fathers for some of pop culture and supermodeldom's buzziest ingenues, transforming each of our subjects into next-gen icons.

Cover Space Close: November 30th 2026
 Space Close: January 31st, 2027
 Final Ad Materials: February 14th, 2027

Digital or Print On Sale: March 1st, 2027



V613

YEARLY ISSUE

101 INFLUENCERS OF THE YEAR 2026

L'utopia Magazine "101 Influencers Of The Year" limited edition issue is a special publication, an Indian-origin digital magazine that aims to provide a unique perspective on various aspects of life, including fashion, lifestyle, beauty, food, travel, and society. This limited edition issue specifically highlights 101 influencers who have made a significant impact in their respective fields. It delves into their lives, journeys, and how they have redefined trends and captivated audiences on a global stage.

Cover Space Close: April 30th 2026
Space Close: June 30th, 2026
Final Ad Materials: July 15th, 2026
Digital or Print On Sale: August 1st, 2026

RATES AND SPECS

PRINT RATE

| | |
|---------------------------|----------|
| Single Page | \$ 400 |
| Double Page Spread | \$ 575 |
| Inside Front Cover Spread | \$ 925 |
| Outside Back Cover | \$ 1,150 |
| Inside Back Cover | \$ 525 |
| TOC 1 | \$ 525 |
| Editor's Letter | \$ 525 |
| Masthead | \$ 525 |

RATE DETAILS

Open rates are negotiable based on committed paging levels.

DIGITAL RATE

| | |
|----------------------------------|------------|
| Daily Homepage Takeover | \$ 250 |
| Tandem SOV 100% Across Site | \$ 300 |
| Social Per Organic Grid Post | \$ 475 |
| Social Per Dark Grid Post | \$ 30 CPM |
| Social Per Organic IG Story Post | \$ 300 |
| Social Per Dark IG Story Post | \$ 25 CPM |
| Homepage Decidated Hub | \$ 525 |
| Per Article Post | \$ 250-350 |
| Per Newsletter | \$ 250 |

+ 20% Premium

PAYMENT/CONTRACTS

Terms and Conditions details to be shared at client's request. These rates are valid if and only if the payment terms and conditions are approved by both parties.

PRINT SPECIFICATIONS

SINGLE PAGE

Trim Size
W 9.8" x H 13.375" / W 248.92 mm x H 339.725 mm

Bleed Size
W 10.05" x H 13.625" / W 255.27 mm x H 346.075 mm

DOUBLE PAGE SPREAD

Trim Size
W 19.6" x H 13.375" / W 497.84 mm x H 339.725 mm

Bleed Size
W 19.85" x H 13.625" / W 504.19 mm x H 346.075 mm

COVERFOLD

Cover
W 9.55" x H 13.375" / W 242.57 mm x H 339.725 mm

Page One
W 9.8" x H 13.375" / W 248.92 mm x H 339.725 mm

BLEED

0.125" / 3.175mm bleed is required, all around the ad.

SAFETY

0.25" / 6.35mm from the trim, all around.
All type and graphic elements not intended to trim must be placed within this live area.

GUTTER SAFETY

All Other Issues: 0.25" / 6.35mm.
Headlines and text must be at the above specified distance from the gutter.

FILES

Print-ready PDF files only. All files must include the Issue # and brand name. Spread ads must be supplied as true spreads, not as single pages. All ads must be in CMYK and at least 350 dpi at 100%, with all fonts embedded. PMS, other spot colors or RGB will be converted to process unless otherwise specified with advance notice. Files must have crop marks indicating the final trim.

COLOR GUIDANCE

Supply a color digital proof or a matchprint calibrated to SWOP specifications that represents the final file at 100%. The proof must also have crop marks indicating the final trim. Color cannot be guaranteed if the required proof is not supplied.

LINE SCREEN

175 lines per inch

DELIVERY

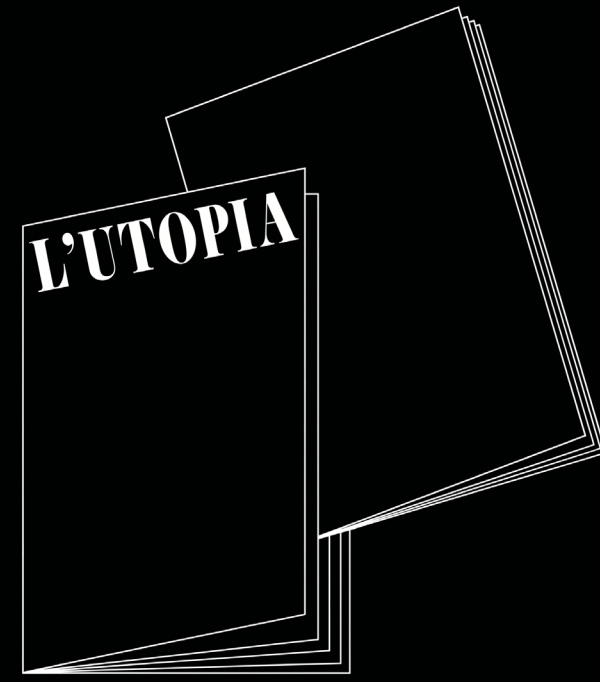
Please send all ads by directly emailing your files or the links to download your files.

Send all emails to: press@lutopiamagazine.com

Please forward SWOP standard proof to:

Advertising
L'utopia Magazine
Email: press@lutopiamagazine.com

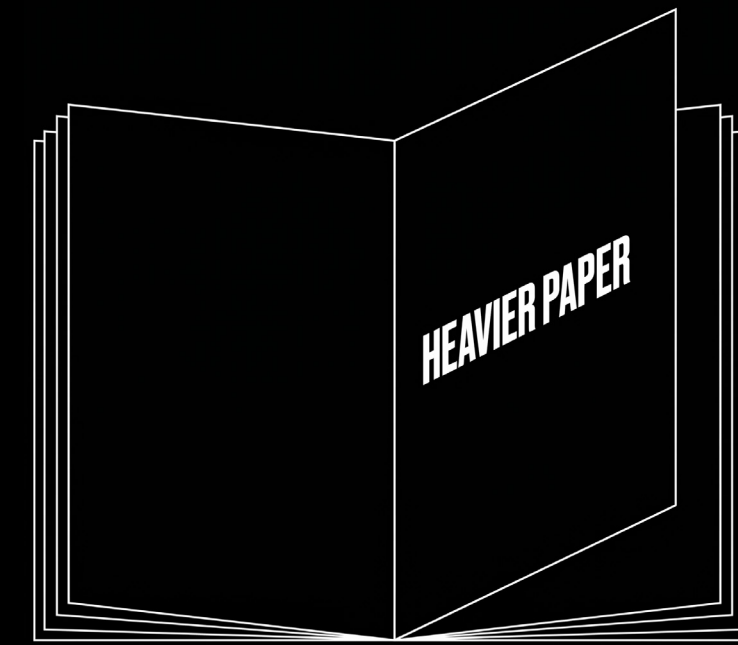
PRINT SPECIFICATIONS



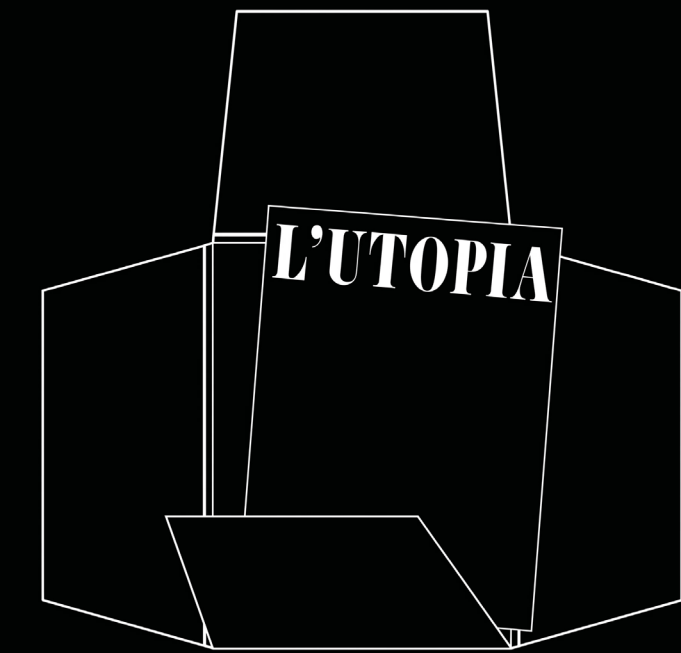
Cover



4 Pages Insert



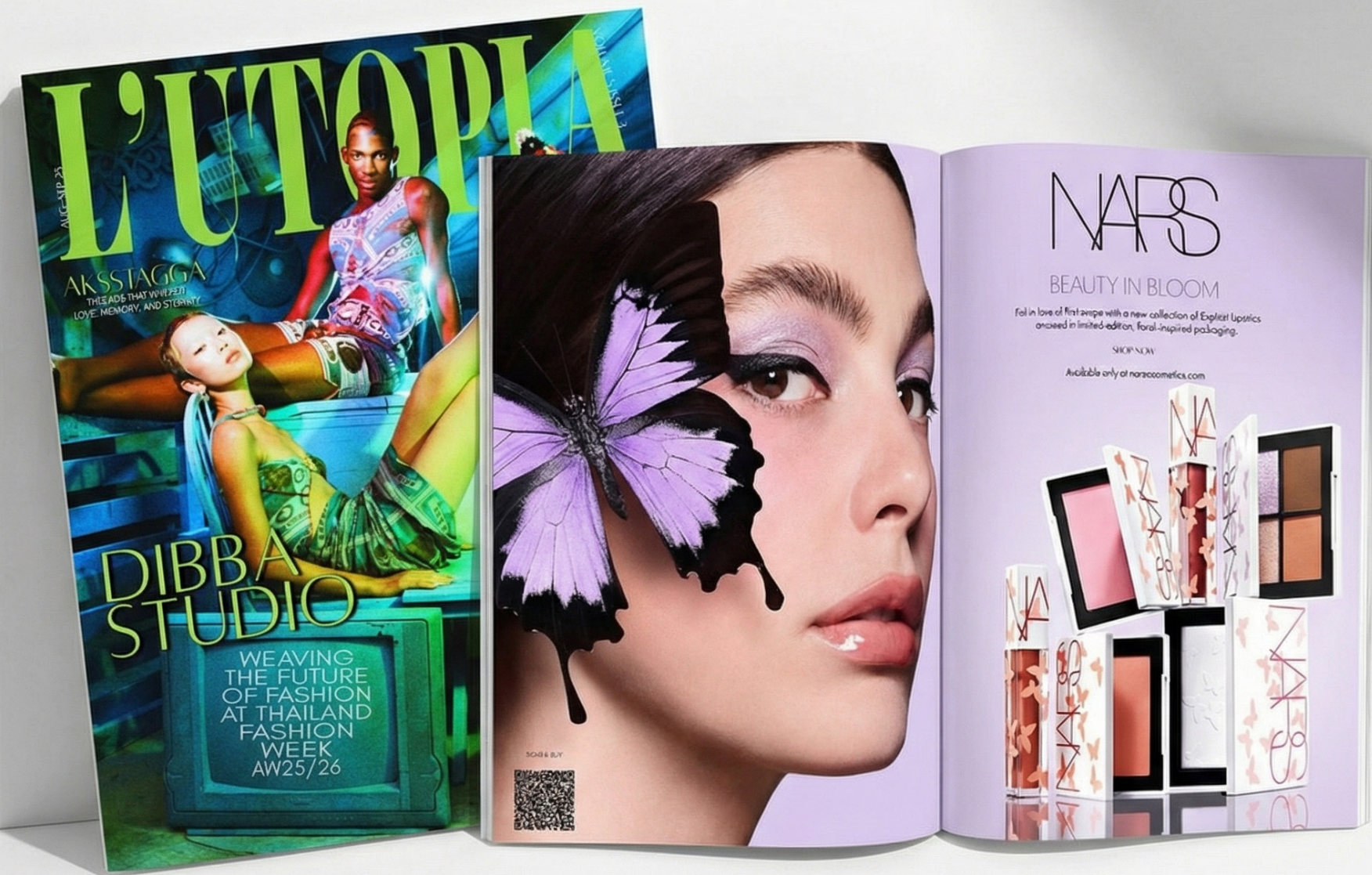
Single Leaf Insert



Custom Envelop

SPECIAL PROJECTS

FASHION





FASHION TRENDS

DESIGNER SPOTLIGHTS

INDUSTRY NEWS

EDITOR'S CHOICE COLLECTION

And other fashion-related topics.

L'utopia Magazine positions itself as a platform for creative professionals and seeks to provide a unique perspective on these subjects, aiming to empower readers and foster a connection with the creative industries.



LIFESTYLE

L'UTOPIA MAGAZINE LLP © 2026

LIFESTYLE



LIFESTYLE TRENDS

MODERN LIVING

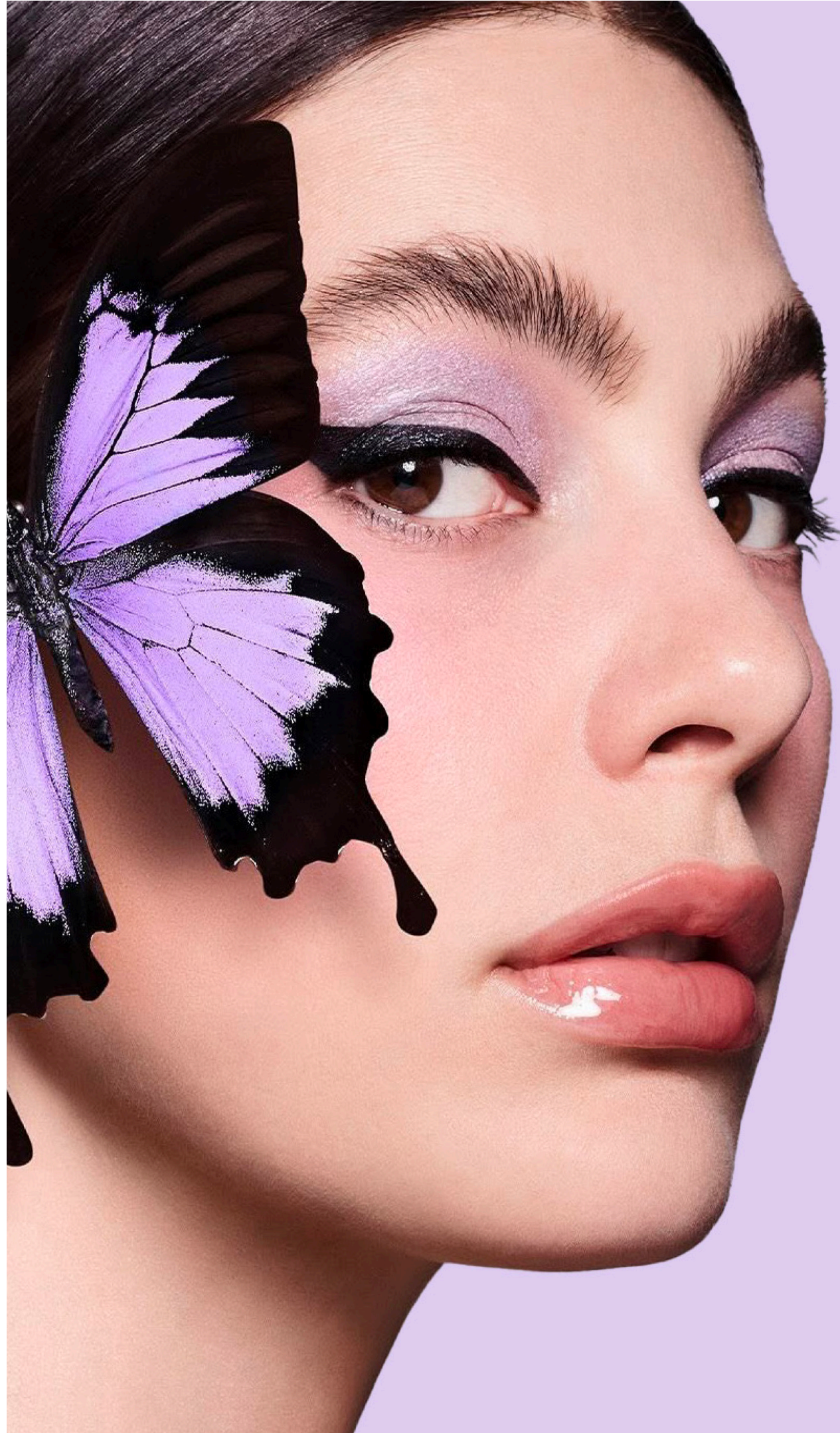
INDUSTRY NEWS

CURRENT EVENTS AND TRENDS

And other lifestyle-related topics.

In essence, the lifestyle section aims to provide readers with a “different perspective on life,” fostering a connection with the creative industries and offering content that can inspire and inform.

BEAUTY



L'UTOPIA
MAGAZINE
Editor's
CHOICE

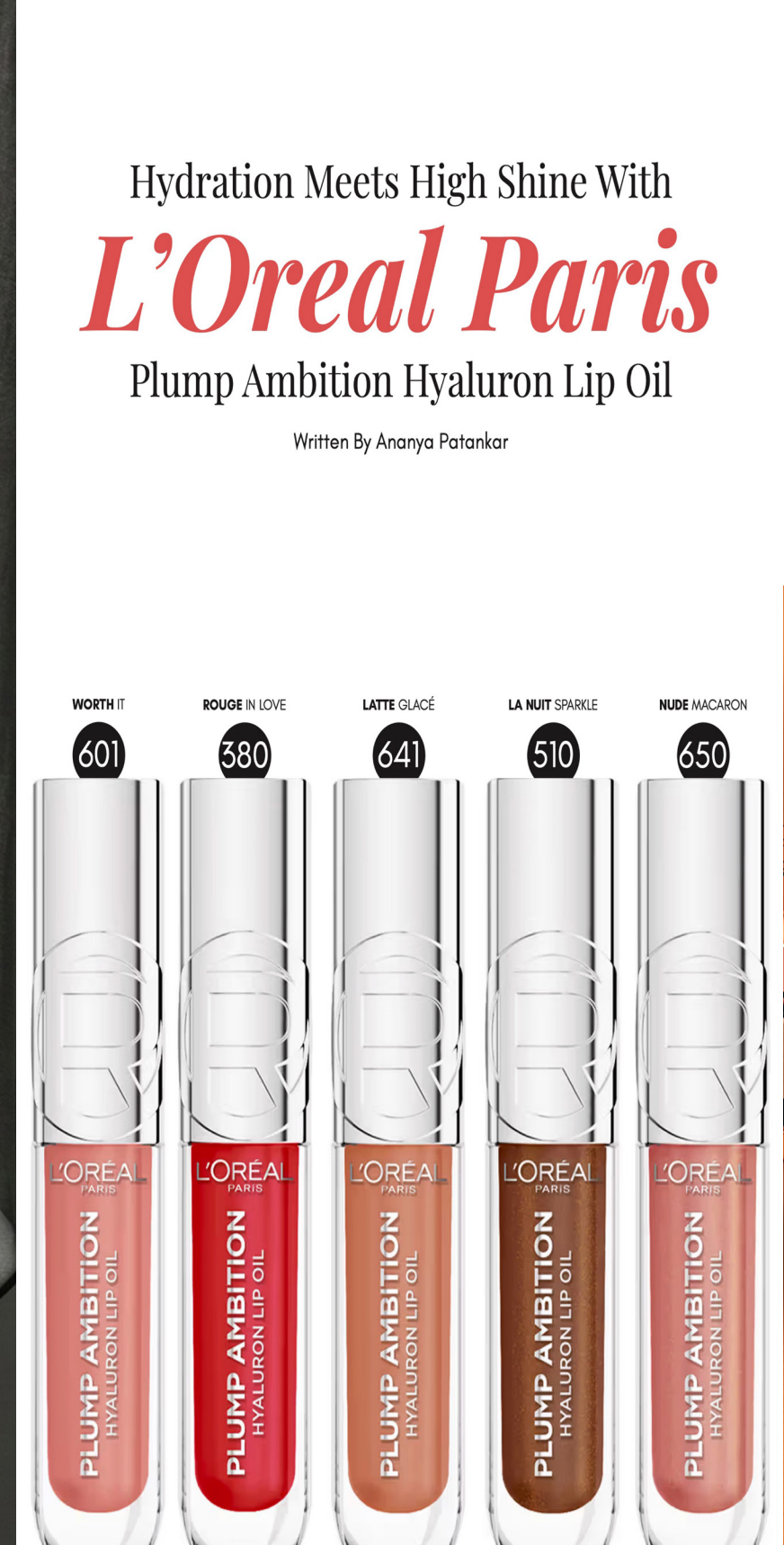


NARS Cosmetics
Light Reflecting™ Hydrating Primer

46,00 €

[NARS Cosmetics](#) ↗





**SKINCARE
ROUTINES**

**MAKEUP TRENDS
AND TIPS**

**INTERVIEWS WITH
BEAUTY PROFESSIONALS**

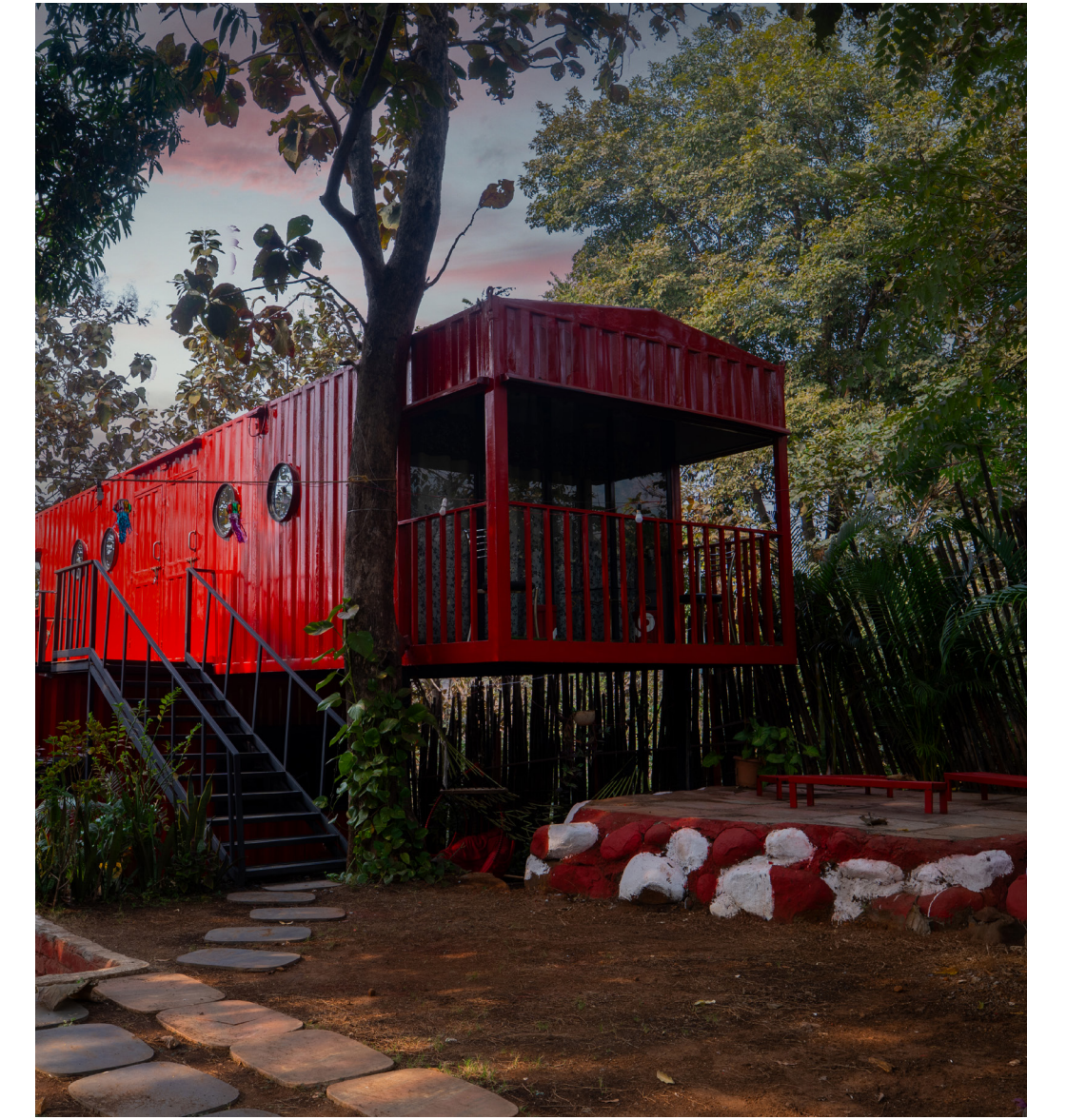
**HAIR CARE
AND STYLING**

**PRODUCT
REVIEWS**

And other beauty-related topics.

Essentially, the beauty section serves as a resource for readers to stay updated on beauty trends, discover new products, and gain insights from experts and enthusiasts in the beauty world.

TRAVEL



TRAVEL TRENDS AND INSIGHTS

UNIQUE TRAVEL EXPERIENCES



DESTINATION FEATURES

LUXURY AND BOUTIQUE TRAVEL

And other travel-related topics.

L'utopia Magazine aims to offer a different perspective on travel, moving beyond just destination guides to incorporate elements that align with their broader focus on creativity and lifestyle. Designed to inspire readers with diverse travel ideas and information, often presented with a creative and discerning eye, reflecting the magazine's overall aesthetic and mission.

SIGNATURE & CUSTOM EVENTS

L'UTOPIA MAGAZINE CELEBRATES DESIGNERS COLLECTIONS IN DUBAI FASHION WEEK



DINA MELWANI
COUTURE





L'UTOPIA MAGAZINE

X

AiSPi





L'UTOPIA
MAGAZINE
IN
CANNES
FILM
FESTIVAL



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LUTOPIAMAGAZINE.COM

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L'UTOPIA

— MAGAZINE —

THANK YOU