

L'UTOPIA

— MAGAZINE —

MEDIA KIT 2025

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.



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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	41.8%
Male	58.2%

AGE BREAKDOWN

18-24	28%
25-34	44%
35-44	19%
45-54	6%
55+	2%
Not specified	1%
Average Age	32
Average Household Net Income	\$ 15,000

DEMOGRAPHIC

India	67%
USA	15%
UK	3%
Canada	2%

DISTRIBUTION

Controlled Verified Distribution	100%
Publication Frequency	Bimonthly
Circulation	14,000+
Readership	454,992+
Rate Base	2,000+
Cover Price	\$ 3.46
Annual Print Subscription Price	\$ 23

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

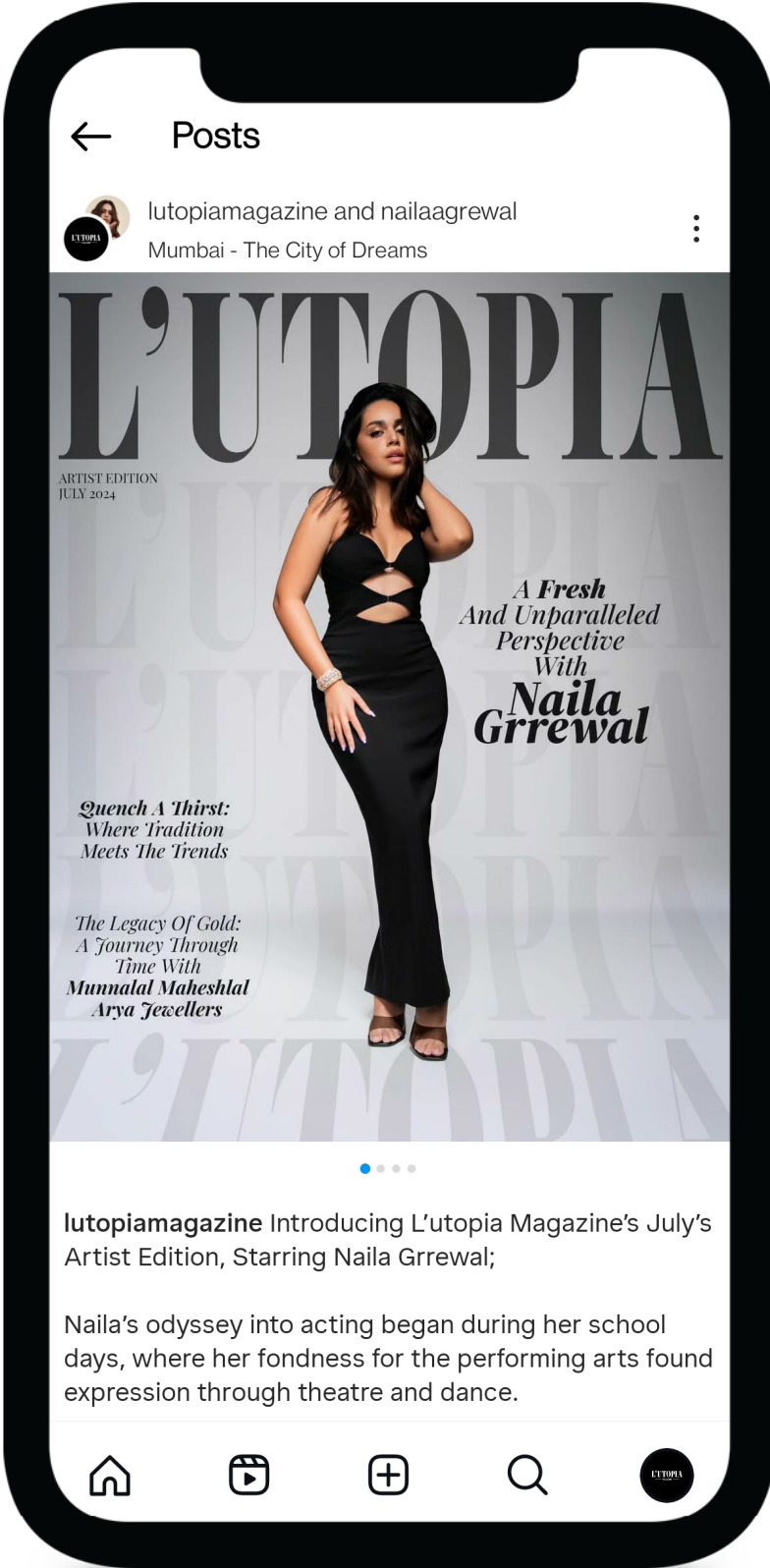
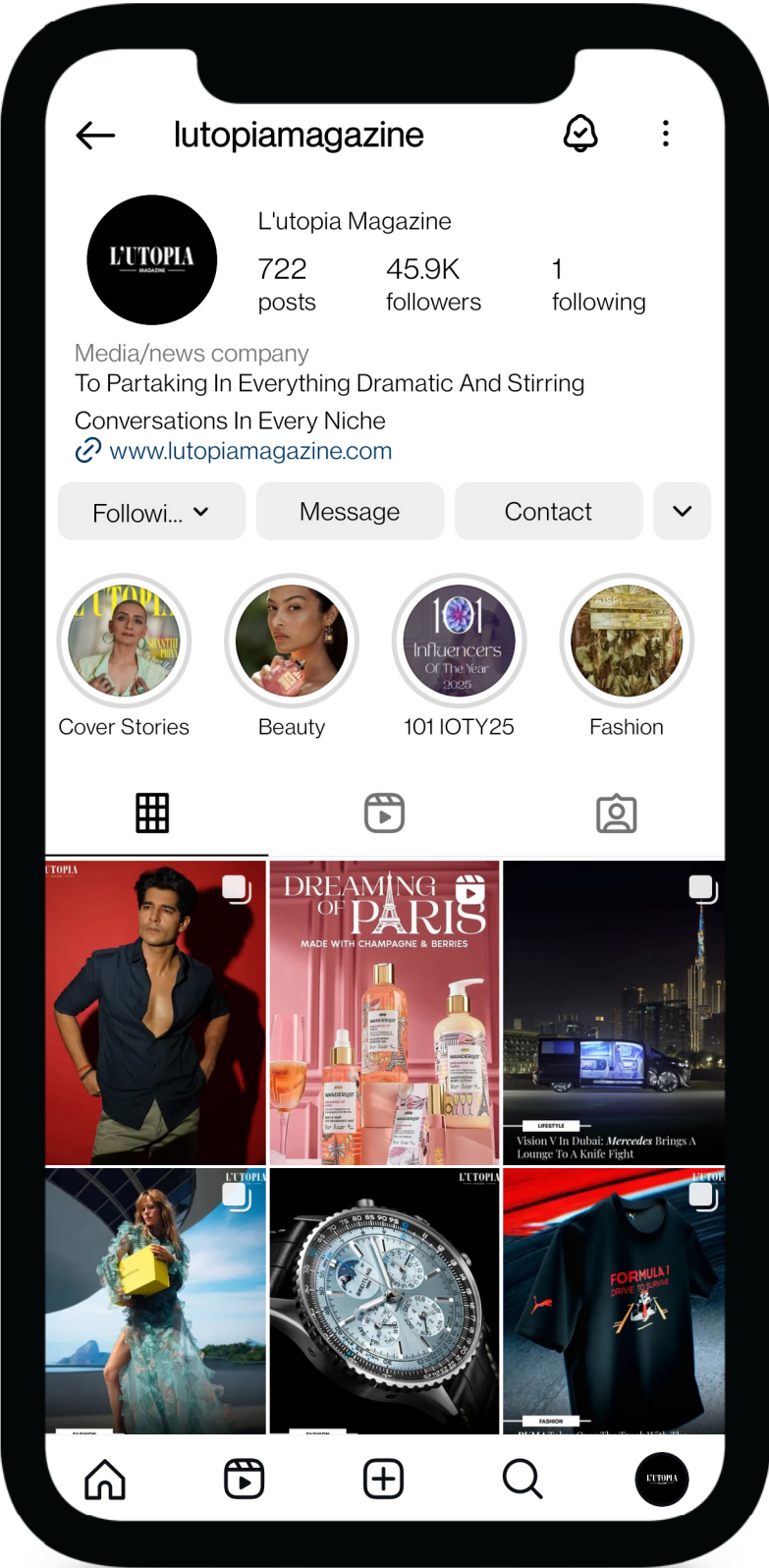
Maryam Zolghadr

Ginta

Julien Guirado

INSTAGRAM (L'UTOPIA)

Content Interactions	44,205
Reach	4,478,010
Visits	44,205
Link Clicks	10,840



LUTOPIAMAGAZINE.COM

Average Monthly
Uniques

2,600

Average Monthly Views

650,000

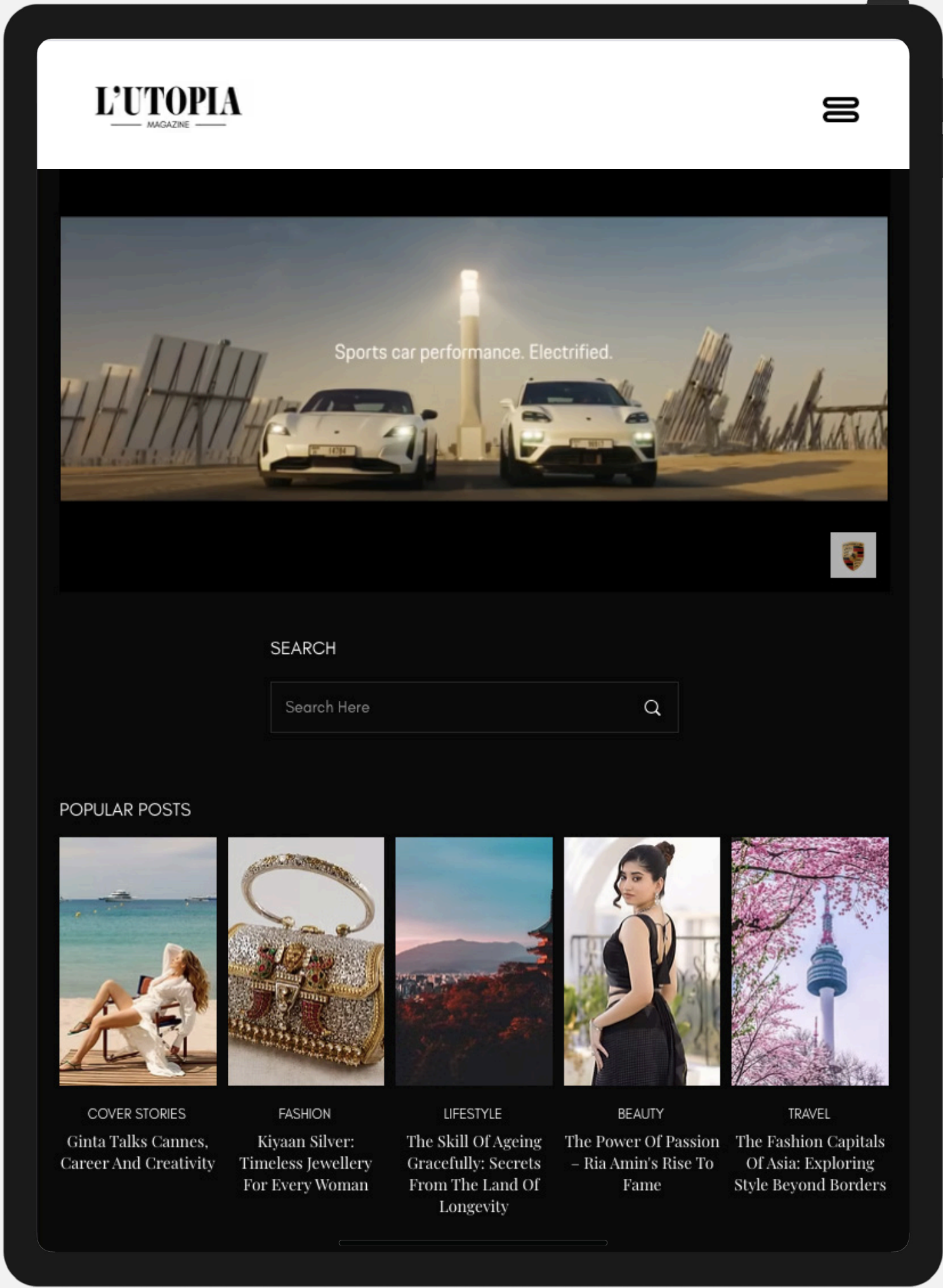
Average Time On Site

41 Seconds

NEWSLETTER

Subscribers and VIP
Mailing List

14,000



2025 EDITORIAL CALENDAR



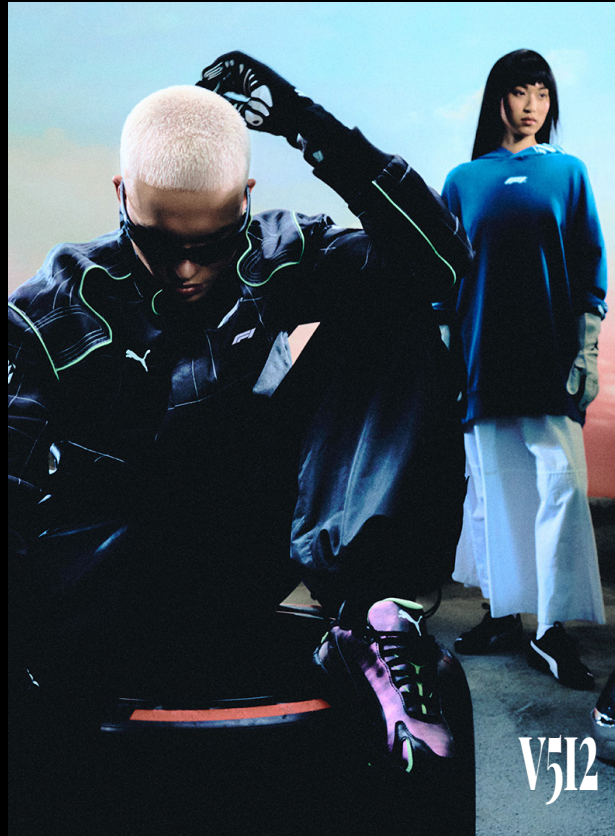
V511

V511 DYNAMIC DUOS SUMMER 2025

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 2025
Space Close: March 31st, 2025
Final Ad Materials: April 15th, 2025

Digital or Print On Sale: May 1st, 2025



V512

V512 THE LEADING LADY ISSUE FALL PREVIEW 2025

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 2025
Space Close: May 31st, 2025
Final Ad Materials: June 15th, 2025

Digital or Print On Sale: July 1st, 2025



V514

V514 THE FASHION ISSUE FALL 2025

For Fall 2025, 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 2025
Space Close: July 31st, 2025
Final Ad Materials: Aug 15th, 2025

Digital or Print On Sale: September 1st, 2025



V515

V515 THE MUSIC ISSUE WINTER 2025

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 2025
Space Close: September 30th, 2025
Final Ad Materials: October 15th, 2025

Digital or Print On Sale: November 1st, 2025



V516

V516 STARS ON THE RISE ISSUE SPRING PREVIEW 2025

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 2025
Space Close: November 30th, 2025
Final Ad Materials: December 15th, 2025

Digital or Print On Sale: January 1st, 2026



V517

V517 THE BEFORE AND AFTER ISSUE SPRING 2025

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 2025
Space Close: January 31st, 2026
Final Ad Materials: February 14th, 2026

Digital or Print On Sale: March 1st, 2026



V513 YEARLY ISSUE

101 INFLUENCERS OF THE YEAR 2025

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 2025
Space Close: June 30th, 2025
Final Ad Materials: July 15th, 2025
Digital or Print On Sale: August 1st, 2025

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

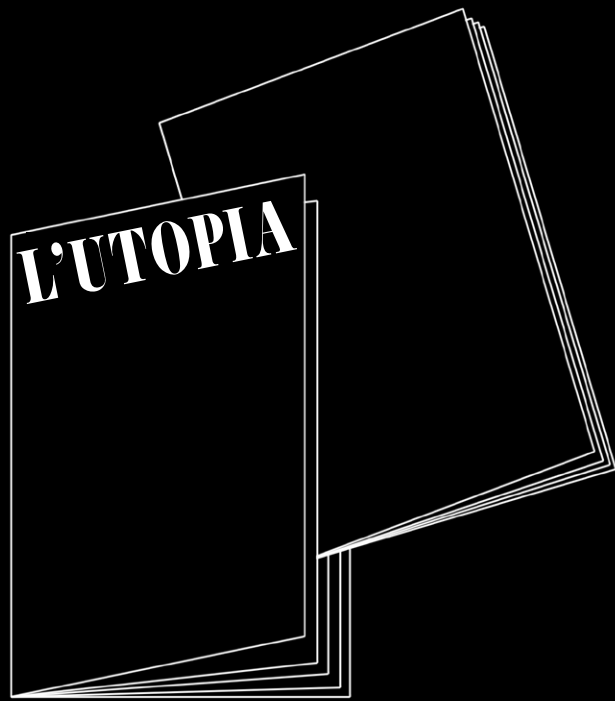
Please send all ads by directly emailing your files or the links to download your files.

Send all emails to: press@lutupiamagazine.com

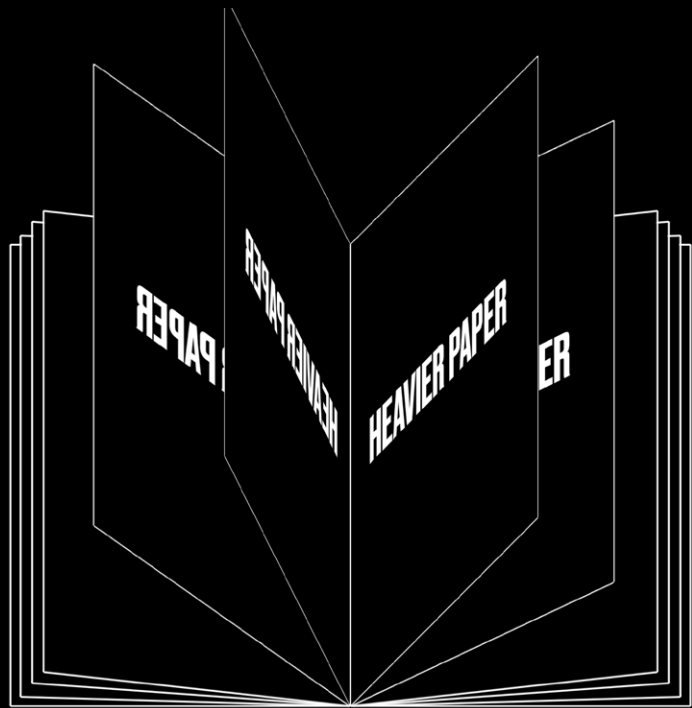
Please forward SWOP standard proof to:

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

PRINT SPECIFICATIONS



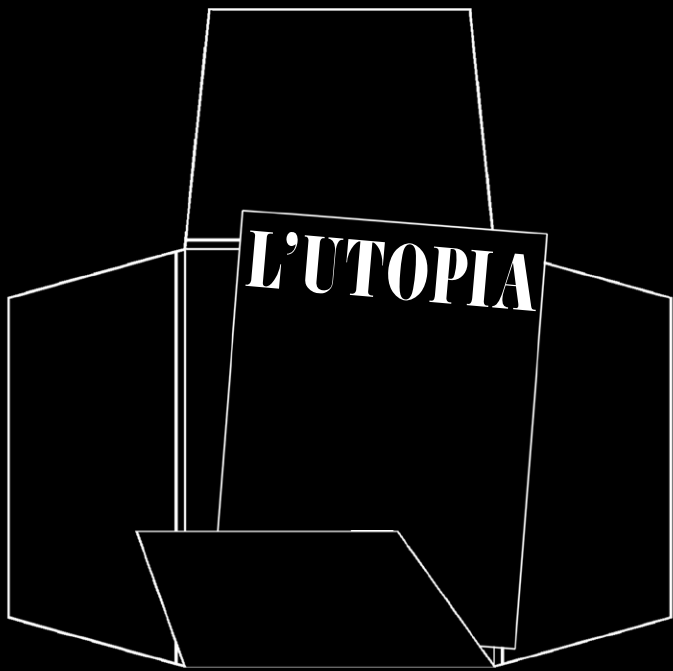
Cover



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.

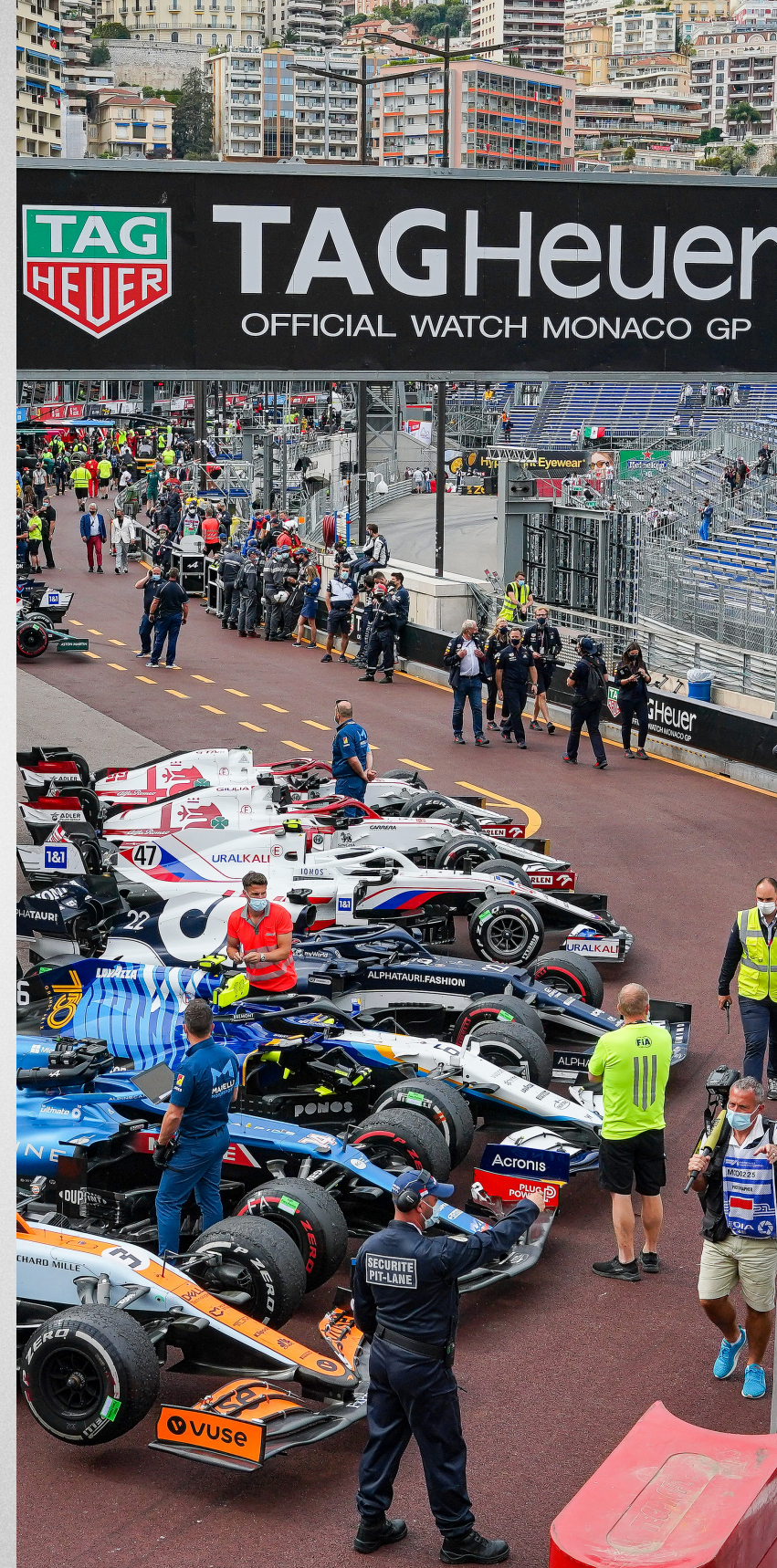
L'utopia Magazine positions itself as a platform for creative professionals and seeks to provide a unique perspective on these subjects, aiming to empower readers and foster a connection with the creative industries.



LIFESTYLE

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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



NEXT
BEAUTY 단독 론칭
2024
MUSINSA
BEAUTY
AWARDS

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**

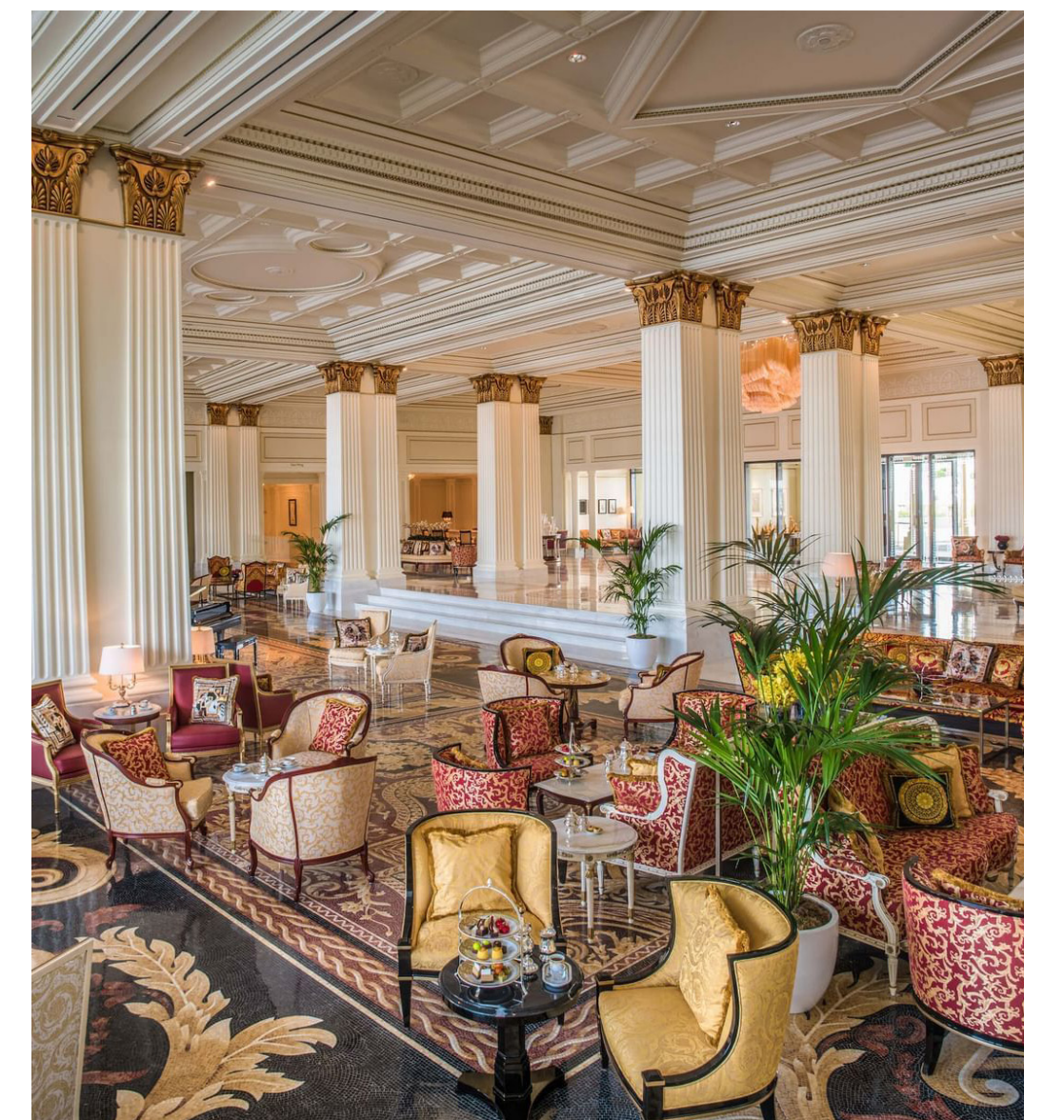
**HAIR CARE
AND STYLING**

**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



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SIGNATURE & CUSTOM EVENTS



L'UTOPIA MAGAZINE X AiSPi





L'UTOPIA MAGAZINE IN CANNES FILM FESTIVAL



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THANK YOU