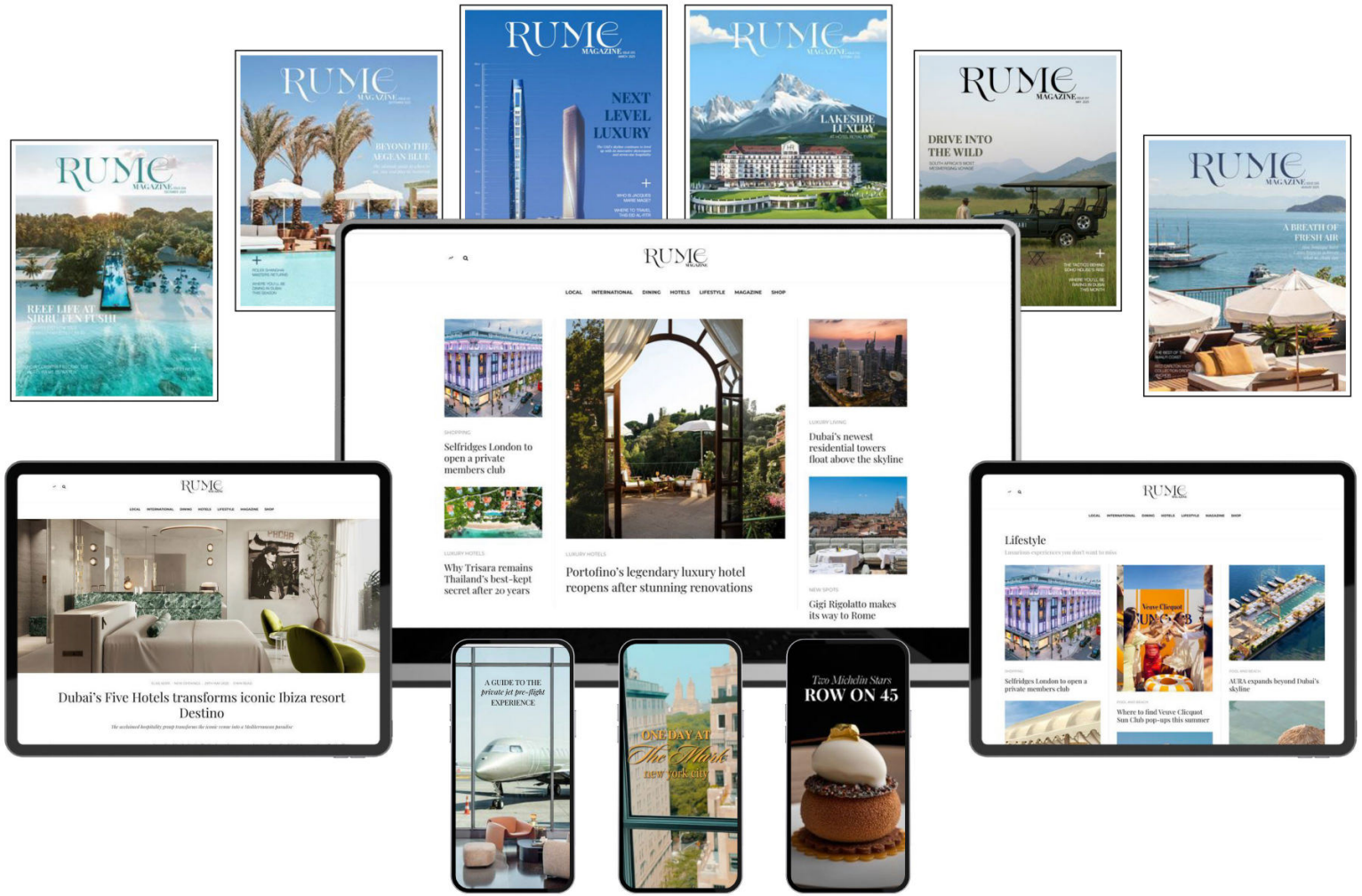
MEDIA KIT 2026

# RUME

MAGAZINE



# *About* RUME




## *Realised Inspiration*

At RUME Magazine, we curate considered stories across luxury travel, culture and lifestyle for readers who value perspective over spectacle.

As an independent publication, we explore the world through a refined editorial lens, spotlighting meaningful destinations, thoughtful design and cultural depth.

From Dubai and the Middle East to lesser-known corners of the globe, RUME offers a calm, contemporary take on modern luxury.

# *Behind the Pages*

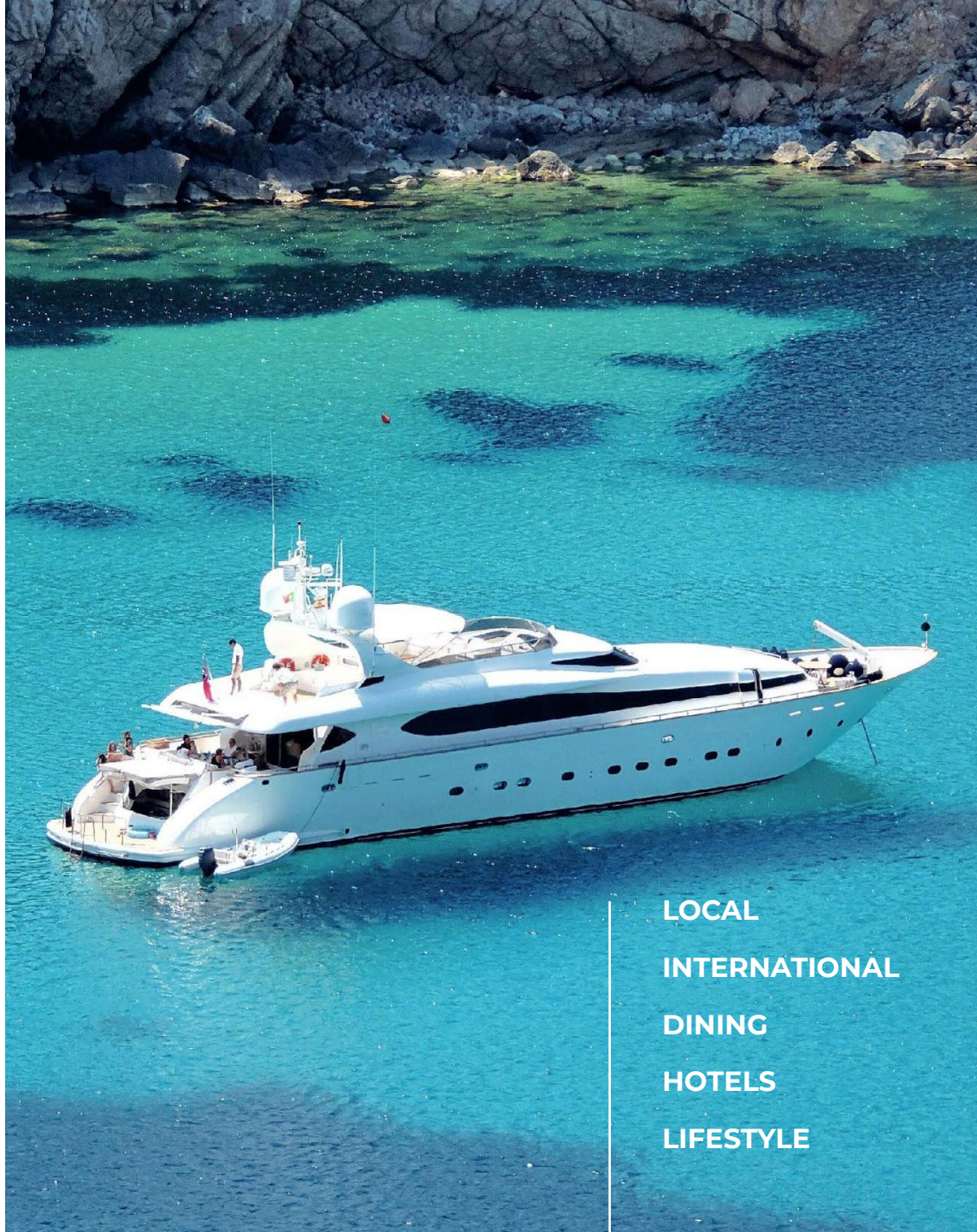
RUME Magazine is a vibrant publication dedicated to cross-cultural dialogue and amplifying underrepresented narratives. By celebrating creativity, bold storytelling, and social impact, RUME Magazine provides an inclusive platform for innovative voices across culture, travel, art, design, and entrepreneurship.

Our approach merges the tactile allure of print – featuring meticulously crafted long-form pieces, immersive travel narratives, and in-depth reviews – with the immediacy of our online platform, where up-to-date articles, interactive galleries, and exclusive interviews deepen engagement.

This integrated experience ensures readers can savour visual storytelling in print while continuing the dialogue digitally, strengthening a global community of curious, creative, and socially conscious readers.



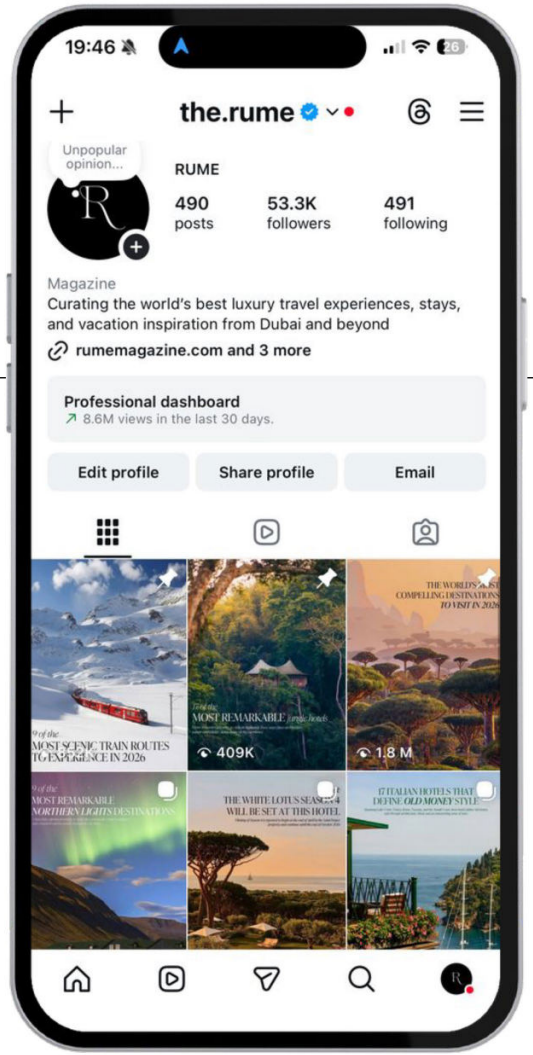




# Instagram Analytics

**8.6M**
MONTHLY VIEWS

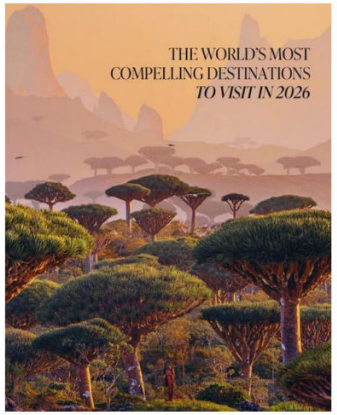
**2.8M**
MONTHLY ACCOUNTS REACHED



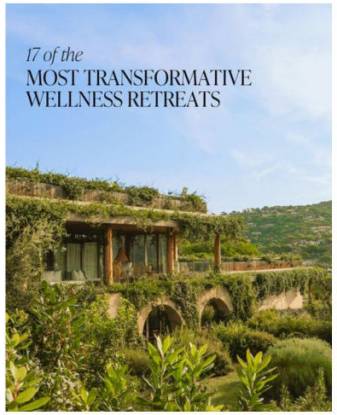

**53K**
FOLLOWERS

**522K**
MONTHLY INTERACTIONS

Top performing recent content




**1.8M views**
55K likes
47K shares
48K saves




**789K views**
20K likes
20K shares
28K saves




**685K views**
13K likes
11K shares
18K saves

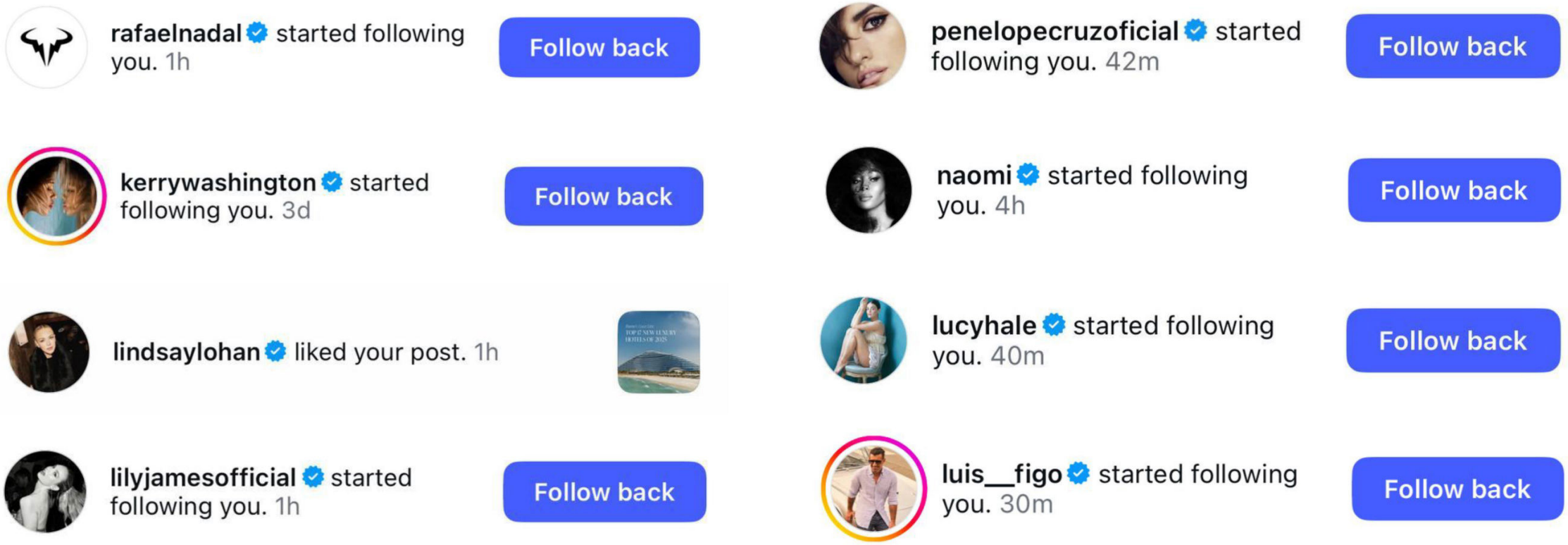



**817K views**
19K likes
17K shares
22K saves

# Global Recognition

Through thoughtful storytelling and a distinct visual identity, RUME has naturally connected with influential figures across creative, sporting and cultural spheres, reinforcing its position within a globally engaged and culturally aware audience.

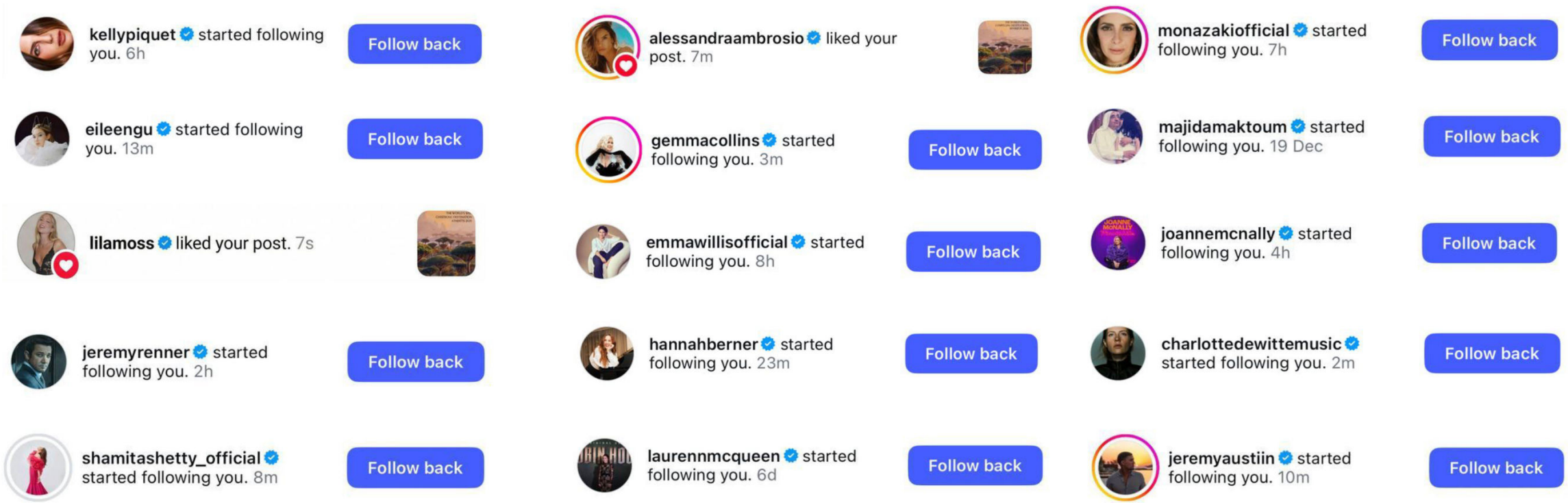
## Recent follows and engagement



# Global Recognition cont.

Through thoughtful storytelling and a distinct visual identity, RUME has naturally connected with influential figures across creative, sporting and cultural spheres, reinforcing its position within a globally engaged and culturally aware audience.

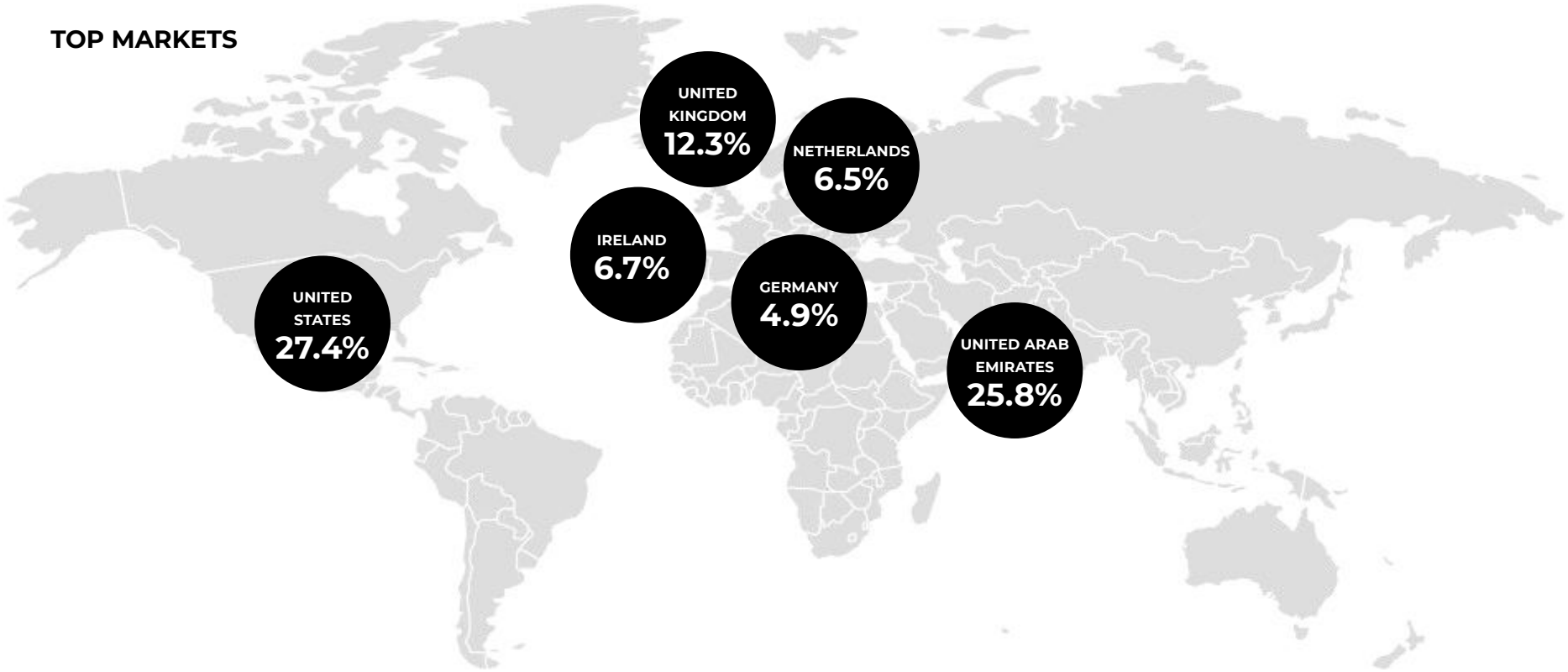
## Recent follows and engagement



# Readership Insights

RUME Magazine connects with a globally minded, culturally curious readership that values innovation, social impact, and authentic storytelling. These readers aren't confined by geography – they span diverse backgrounds, professions, and interests but share a common desire to expand their horizons and engage deeply with the world around them.

**TOP MARKETS**




## *Demographics*

AGE

**30-65**

**YEARS OLD**

**GENDER**

**64%** **FEMALE**

**36%** **MALE**

**INTERESTS**

**LUXURY TRAVEL**

**BUSINESS**

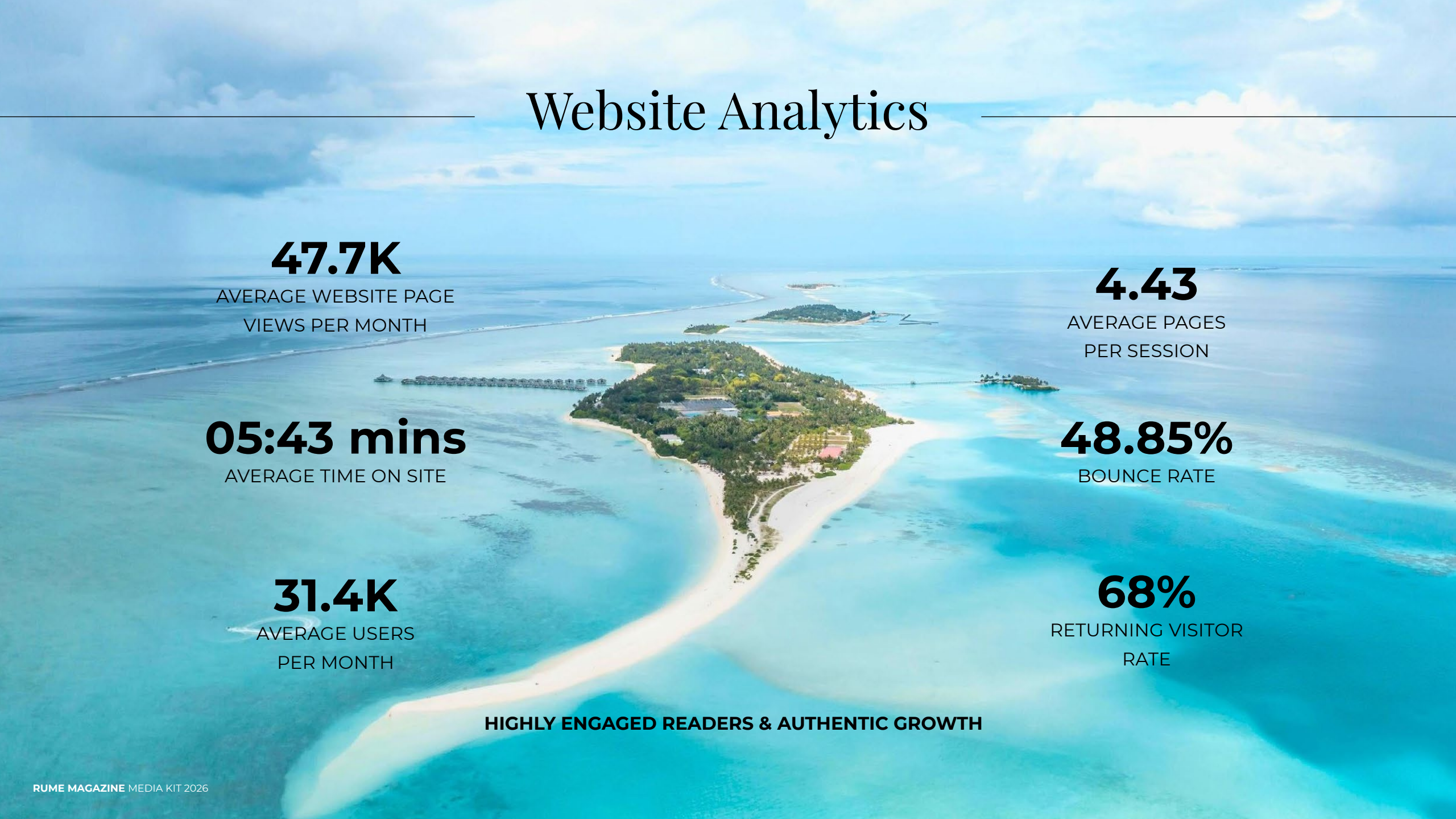
**ART AND DESIGN**

**GASTRONOMY**

**PRESTIGE SPORTS**

**TECHNOLOGY**

# Website Analytics



**47.7K**
AVERAGE WEBSITE PAGE VIEWS PER MONTH

**4.43**
AVERAGE PAGES PER SESSION

**05:43 mins**
AVERAGE TIME ON SITE

**48.85%**
BOUNCE RATE

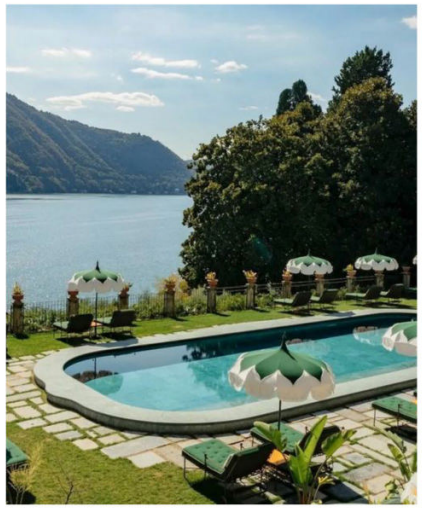
**31.4K**
AVERAGE USERS PER MONTH

**68%**
RETURNING VISITOR RATE

**HIGHLY ENGAGED READERS & AUTHENTIC GROWTH**

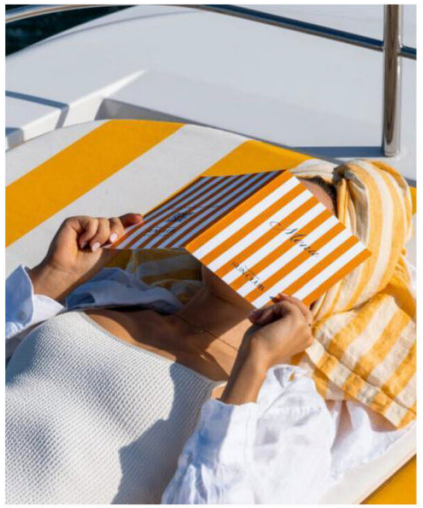
# *RUME Magazine Pillars*

## Travel & Exploration



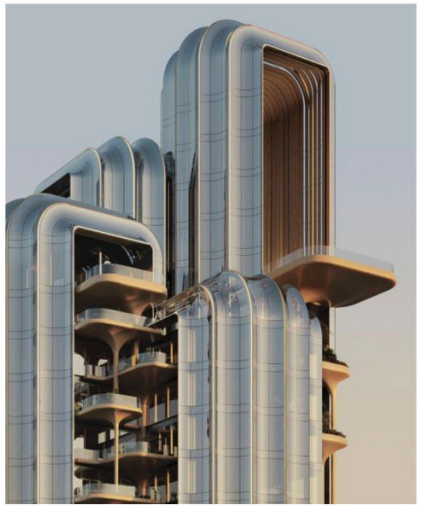
Uncovering the world's most captivating destinations to inspire immersive journeys, cultural connections, and boundary-pushing experiences for affluent, globally minded readers.

## Culture & Creativity



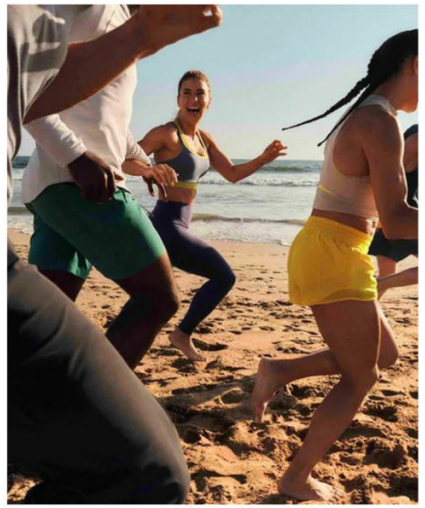
Celebrating the visionaries shaping art, design, fashion, and brand. Our coverage highlights both emerging talents and established icons, exploring how they influence local scenes and global culture.

## High-End Real Estate



Spotlighting forward-thinking developments, impeccable interiors and ultra-luxury living. Expect features on cutting-edge technologies, responsible business models, and visionary projects that reshape the industry.

## Luxury & Well-Being



From high-end hospitality and elite sporting events to holistic retreats, we curate lifestyle stories that balance indulgence with personal growth. Our affluent readership seeks experiences that nourish both body and spirit.

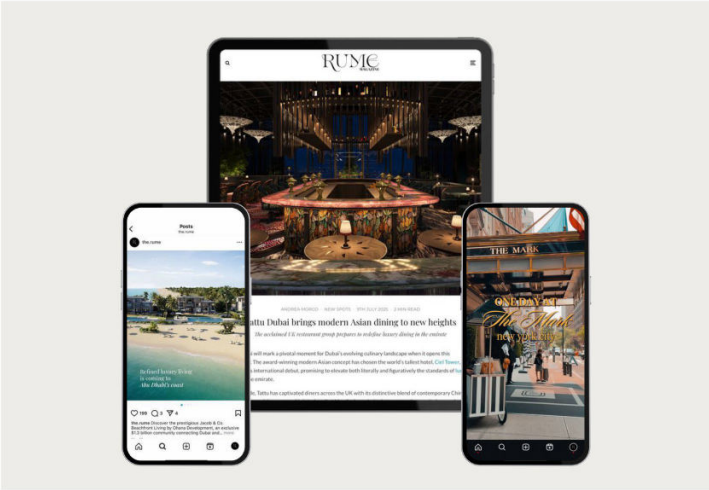
## Epicurean Adventures



Delving into global gastronomy – from Michelin-starred dining and luxury tasting menus to authentic street food and farm-to-table movements. We celebrate culinary innovation, local food cultures, and the people revolutionising how we eat and drink.

# Special Projects

Explore our curated advertising packages designed to help brands connect with an audience passionate about luxury travel and lifestyle. Selected collaborations and editorial partnerships are developed on a limited basis.




## CONTENT CREATION

*Commission editorially led content tailored to your brand*

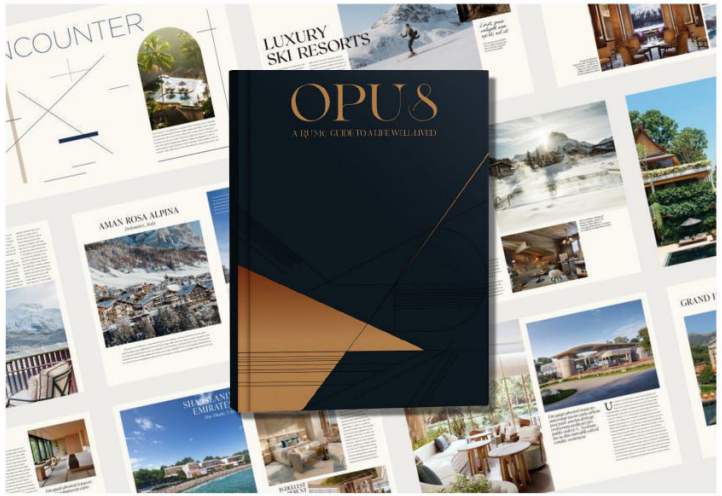
– Written features and copywriting
– Short- and long-form video production
– Graphic design and creative direction




## BESPOKE MAGAZINE

*Branded publications produced in print* and/or digital format

– Custom editorial content
– Full layout and design
– Monthly or one-off editions




## CUSTOM COFFEE TABLE BOOK

*High-quality printed books designed around your brief*

– Long-form editorial features
– Photography and visual curation
– Print-ready file delivery or full production

**Timelines, team involvement and pricing tailored per project scope*