

RUM

MEDIA KIT

2026





THE MAGAZINE

RUM is a brand and a point of reference in its own right. We are the leading authority when it comes to style and design. We are pacesetter and interpret contemporary trends in a RUM context.

RUM publishes ten times a year, two of which are international issues.

We are rooted in the Scandinavian way of life while also having a truly international scope. We are first with new tendencies but maintain a distinct focus on the Danish as well as the international design heritage.

We travel the world in search of unique homes with history, personality and style.

We have interviews with prominent designers, established as well as up-and-coming, and carry portraits of true icons and agenda-setting companies.

RUM collaborates with the best and most celebrated photographers, stylists and writers, and the magazine constitutes a carefully curated and unique aesthetic universe. In other words, people make an effort when contributing to RUM, which makes the magazine the natural choice for advertisers aiming to reach a quality-conscious audience with genuine purchasing power.



PHOTOGRAPHY IRINA BOERSMA

TARGET AUDIENCE

Highly educated men and women between the age of 30 and 59 with a modern lifestyle and strong purchasing power.

They live mainly in the bigger cities and are first movers, cultured and passionate about international trends and interior design. Good design is very important to them and they are focused on quality. They willingly pay for good design and reputable brands.

The content have been meticulously composed and curated for an international readership, which makes RUM the perfect platform for lifestyle advertisers.



RUM INTERNATIONAL

Since the first issue of RUM International hit the shelves in April 2016, the magazine has attained massive positive interest and is now available in more than 34 countries. In 2026 we will continue to accommodate the demand and will publish two international issues.

DISTRIBUTION

The initial launch counts full Danish and global distribution of RUM International – afterwards the issue remains available in selected Danish stores and at its full global distribution until the next issue of RUM International is launched.

RUM International is available at selected lifestyle and concept boutiques and magazine outlets.

Australia / Belgium / Brazil / Canada / China / Cyprus / Denmark / Faroe Islands / Finland / France / Germany / Greenland / Holland / Hong Kong / Iceland / Indonesia / Italy / Japan / Jordan / Latvia / Luxembourg / Malaysia / New Zealand / Norway / Poland / Portugal / Singapore / South Korea / Spain / Sweden / Switzerland / Taiwan / UK / USA



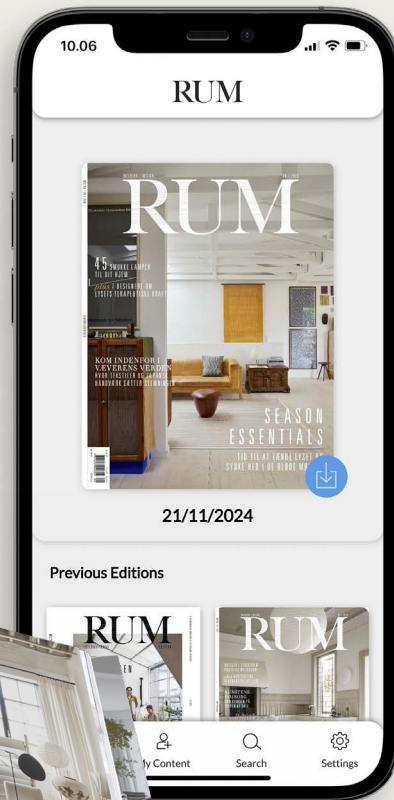
PHOTOGRAPHY LINE THIT KLEIN

INSTAGRAM

In addition to the magazine, RUM has created a high-end international design profile on Instagram with around 204.000 loyal followers. The aesthetics, the high quality and the carefully selected content appeal to design enthusiasts around the world - from Scandinavia to USA and Asia. Our team takes the followers to leading design/art/architecture destinations around the world.

RUMs Instagram is Story House Egmont's largest profile. We focus on creative commercial collaborations in order to attach our partners even closer to the RUM brand.

DOWNLOAD THE APP
RUM INTERNATIONAL



APP

This feature allows RUM fans from all over the world to digitally access the full RUM universe, new issues as well as archive material.

Subscribers

50 % Asia (China mainland)
30% Europe
10% USA
10 % Australia and South America





PHOTOGRAPHY ENOX HOLSECARD

RUM REACH

RUM readership is 53.000

RUM International is estimated to 101.000

Instagram reach 204.000



PHOTOGRAPHY MARIYA PEPELANOVA

THE EDITORIAL TEAM

We are a competent team of creatives who strive to make the best content with a strong and significant aesthetic by carefully curating the best of design, art and architecture. We collaborate with the most talented photographers, stylists and writers, who all contribute to the unique aesthetic universe.

Editor-in-chief Anne Lose
emanl@egmont.com

Editor Mia Hessner Sovinsky
mia@rumid.dk

Art director Laura Terp
emextlha@egmont.com

Design director Sofie Brünner
sofie@rumid.dk



PHOTOGRAPHY ENOK HOLSEBARD

EDITORIAL CALENDAR 2026

01 BED & BATH

Artwork deadline 15 December
Publication date 29 January

02 KITCHEN

Artwork deadline 22 January
Publication date 26 February

03 INTERNATIONAL ISSUE NO. 22* FAMILY AFFAIR

Artwork deadline 23 February
Publication date 26 March

04 OUTDOOR

Artwork deadline 25 March
Publication date 7 May

05 TRAVEL

Artwork deadline 21 May
Publication date 25 June

06 MILAN DESIGN WEEK HIGHLIGHTS

Artwork deadline 25 June
Publication date 30 July

07 KITCHEN & 30 DAYS HIGHLIGHTS

Artwork deadline 7 August
Publication date 3 September

08 INTERNATIONAL ISSUE NO. 23* THE SEA

Artwork deadline 18 September
Publication date 22 October

09 LIGHTING

Artwork deadline 22 October
Publication date 26 November

10 ART & FASHION

Artwork deadline 19 November
Publication date 21 December

*PLEASE NOTE

For RUM International issues we only accept
artwork with English text elements



PRICES AND FORMATS

PRINT

FORMAT	DIMENSION	PRICE DKK
Full page	225 x 298 mm.	41.800
Backcover	225 x 298 mm.	50.200
Double page	450 x 298 mm.	66.900
Half page horizontal	225 x 149 mm.	28.400
Half page vertical	107 x 298 mm.	28.400
Advertorial full page	225 x 298 mm.	50.200
Advertorial double page	450 x 298 mm.	80.300
Gatefold (4 pages)		85.400

INSTAGRAM

FORMAT	PRICE DKK
In feed post/Reel	21.000
Dark Post	12.000
Story	10.500

These prices are exclusive paid boost



ADVERTISING CONTACT

Egmont's ad department
adsales@egmont.com

Gry Sofie Thonbo
gry.thonbo@egmont.com

ART WORK REQUIREMENTS

Double page ad: 450 x 298 mm (+ 5 mm bleed)

Single page ad: 225 x 298 mm (+ 5 mm bleed)

Please provide artwork in CMYK at 300 dpi as a PDF document.
Colour profile: ISO coated v2 300

Please do not send inDesign documents or packaged folders.
All fonts should be embedded or outlined

Upload to:
simplead.egmont.dk

CHECKLIST TO AVOID DELAY:

- Crop marks should always be outside of the bleed area and not over the image.
- If there are two files (for example left and right page of a spread, or first and second spread) clearly mark the position of each in the file name.



PHOTOGRAPHY RENÉE KEMPS, PIA ULIN

RUM

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Denmark

WWW.RUMINTERNATIONAL.COM