

INTERNATIONAL EDITION

RUM



*premiere
issue*

By popular demand the danish design and interiors magazine RUM is now published as a high-end English language magazine.
RUM/International is published annually in an exclusive bookazine edition of 264 pages. It appeals to design aficionados and professionals, and is deeply rooted in the Scandinavian lifestyle, but with an international scope.



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 rooted in the SCANDINAVIAN way of life, but have a truly international scope. We are first with new TRENDS and 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 works with the best and most celebrated PHOTOGRAPHERS, STYLISTS and WRITERS, and the magazine constitutes a 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.

RUM
INTERNATIONAL

TARGET AUDIENCE

CONSUMERS and PROFESSIONALS,
EDUCATED men and women with a modern lifestyle
and strong PURCHASING POWER.

They are FIRST MOVERS, CULTURED and
PASSIONATE about international trends
and INTERIOR DESIGN.

PUBLISHED ANNUALLY IN ENGLISH
CIRCULATION 25.000

RUM/International will be available at selected
lifestyle and concept boutiques and magazine outlets in New York,
London, Tokyo, and elsewhere.
Distributed through Pineapple Media, covering 20 countries.

Also available online at www.ruminternational.com



Right now RUM experiences substantial growth. The Nordic way of life and a focus on the Scandinavian design traditions have in recent years made readers and advertisers all over the world look toward Denmark, which has made a significant positive impact on our readership and advertisement portfolio.

As we want to accommodate the increasing demand for an international edition of the magazine, we are launching an English-language high-end version of RUM magazine with a worldwide circulation.

The contents have been meticulously composed and curated with an international readership in view, which makes RUM/International the perfect platform for lifestyle advertisers.

RUM was created eight years ago by Editor-in-chief Mette Barfod, who has utilized her lifelong passion for design to push the magazine into the upper echelons of international design publications, attracting lots of attention along the way.

CONTACT OUR ADVERTISING DEPARTMENT
dennis.christiansen@egmont.com

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