



rain

MEDIA KIT

fashion. art. entertainment.



About

"Where Trends Begin" - Rain Magazine, established in 2016 by Mark Benjamin, is a trendsetting publication rooted at the crossroads of fashion, music, culture, and art. Based in New York City, Rain offers a globally-minded exploration, featuring exclusive interviews with notable celebrities, artists, musicians, and fashion designers.

The magazine is known for its unique fashion editorials and comprehensive coverage of haute couture and ready-to-wear fashion weeks. Rain Magazine is not only an authority in forecasting the next big trends but also a carbon-neutral entity, emphasizing its commitment to environmental responsibility.

The Website

Rain Magazine offers a dynamic platform for advertisers to engage with a cultured audience at the heart of fashion, music, art, and culture. We provide diverse advertising solutions, from precision-targeted banner ads to custom editorial content and strategic social media campaigns. Leveraging our exclusive interviews and influential trend coverage, advertisers gain access to a discerning, trend-savvy demographic. Additionally, our dedication to carbon neutrality resonates with brands committed to sustainability, offering a unique alignment with contemporary social values.



150K

*monthly
visitors*

62K

*unique monthly
visitors*

6K

*new monthly
followers*



Statistics & Demographics

18K

INSTAGRAM
FOLLOWERS

3K

SUBSCRIBER
AUDIENCE

150K

UNIQUE WEB
VISITS/MONTH

Audience

Rain Magazine's readership is a diverse and global community, with a strong presence in the cultural epicenters of the United States, United Kingdom, and Canada, among others. Our insights reveal an audience deeply engaged with fashion, music, and culture, predominantly ranging from young adults to middle-aged individuals, balanced across genders. They are avid news readers and entertainment enthusiasts, reflective of a high-caliber demographic that values quality editorial content and is fluent in multiple languages, including a significant proportion of English and Spanish speakers.



65%

female

35%

male

68%

age 18-30

32%

age 30-40



Advertising & Partnership Opportunities

- **Sponsored Content:** Engage our readers with thoughtfully crafted articles and interactive activations.
- **Social Media Engagement:** Amplify your message with our curated social media posts.
- **Branded Video Content:** Connect with our audience through compelling video narratives.
- **Editorial & Event Partnerships:** Collaborate on editorial initiatives and high-profile event engagements.
- **Custom 360 Activations:** Create a fully integrated campaign tailored to your brand's needs.
- **On-site Advertising:** Choose from a variety of ad placements available on our platform (refer to the rate card for detailed pricing).
- **Tailored Partnerships:** We offer bespoke collaborations designed to create a deep impact and resonance with our audience.

Rates

WEBSITE

<i>Sponsored Article</i>	<i>\$250</i>
<i>Branded Video</i>	<i>\$550</i>
<i>Editorial Partnership</i>	<i>Inquire</i>
<i>Custom 360 Activation</i>	<i>Inquire</i>
<i>On-site Advertising (CPM)</i>	
• <i>Banner</i>	<i>\$30</i>
• <i>Sidebar</i>	<i>\$25</i>
• <i>Square</i>	<i>\$20</i>
<i>Instagram Post</i>	<i>\$350</i>

Contact

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SOCIAL

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