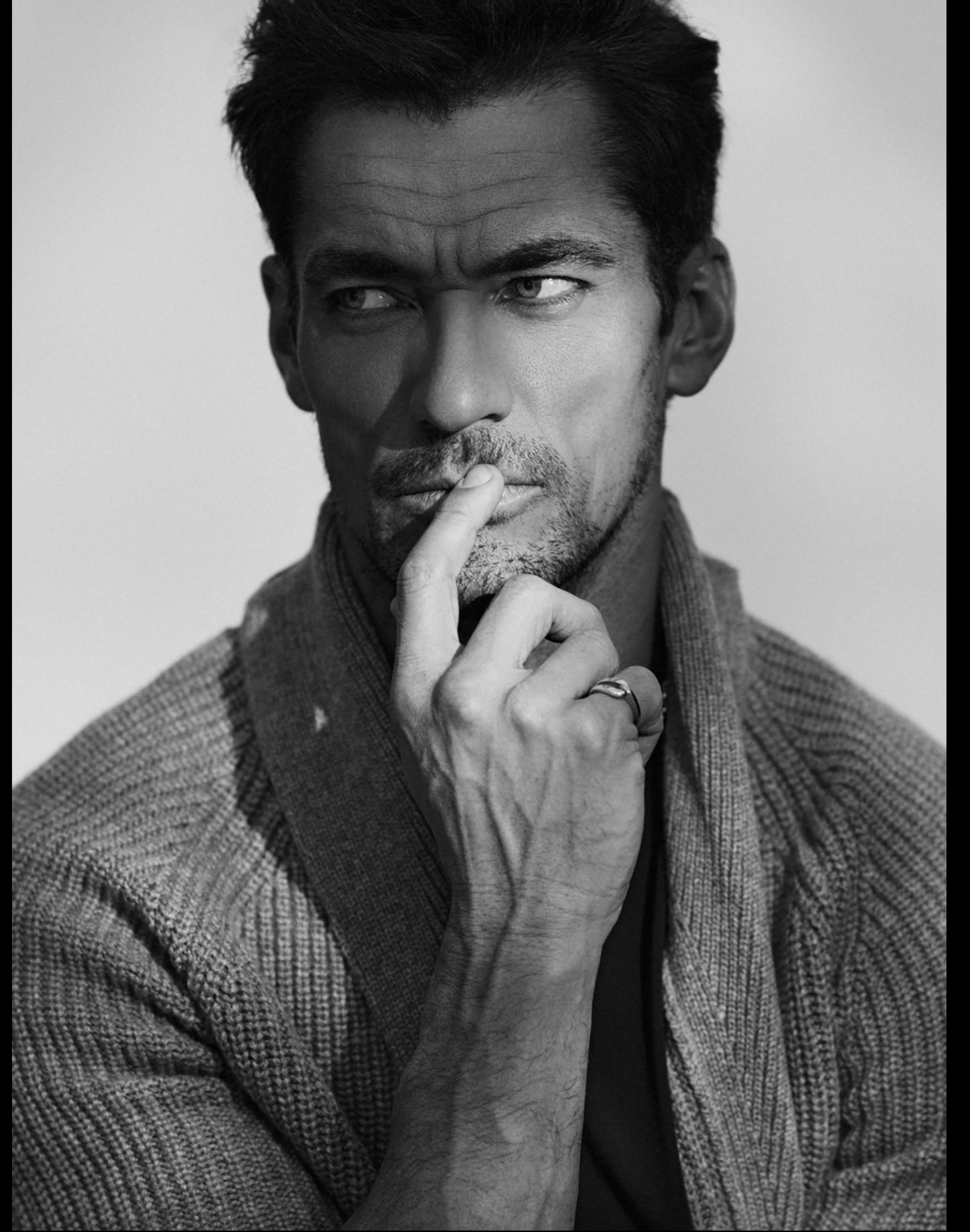


THE
RAKISH
GENT
2024





The Rakish Gent is an independently produced, thriving print and online luxury men's fashion and lifestyle magazine featuring news, expertly created editorial photography, lifestyle & grooming advice as well as in-depth features on the most high profile individuals in the industry. An independent magazine; incredible advertorial & editorial work and creating unique and carefully curated content is central to what we do. The focus since day one has been to be progressive and forward-thinking, with a witty and conversational approach to fashion writing and news.

Our content is intelligent, friendly, timely, engaging and never patronising. We shoot large scale editorial images and video content that has presented brands that we love, whether they be new or established, in a way that allows fashion brands and advertisers to really engage with target audiences. In 2024, The Rakish Gent is a digital, social, print and video publishing powerhouse.

Innovative and influential, The Rakish Gent is a refreshing and approachable, modern men's magazine that is designed for men that appreciate singular style and intelligent journalism and profiles of extraordinary individuals, told with wit and flair.

Working with The Rakish Gent is the perfect way to get your message across to a vastly growing readership interested in knowing about the latest trends, the best brands in the world as well the best places to travel, eat and sleep. We boast a highly engaged and niche readership that are passionate about looking, feeling and living well. We deliver that content via a regularly updated website, luxury print magazine, tabloid style print publication Paper and art & photography publication Portraits.

THE RAKISH GENT



The Rakish Gent has a fiercely loyal international audience of intelligent, fashion conscious men aged between 21-55 that are culturally curious and active in the worlds of fashion, music and the arts. They typically look for imagery that is aspirational yet attainable, and are interested in quality and luxury. A large percentage work in highly paid jobs and we offer them guidance in ways in which they can indulge and enjoy their fashion and lifestyle purchases. Working with The Rakish Gent is the perfect way for you to get your products and services seen by this key, increasingly expanding demographic. Across online, the range of print publications, social media and newsletters, The Rakish Gent connects its readers with advertising partners through influential and inspiring content across different lifestyle categories. Readers are sophisticated, keenly interested in the world around them and are united by a love of entertaining and enlightening culture.



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PHOTOGRAPHY
Dean Ryan McDaid

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HAIR
Nick Jones

THROB



120K

Page views monthly

15K

Subscribers

65,250

Unique page views monthly

64%

Male readers

2:30"

Average Dwell Time

47%

AB

150K

Social following

£138K

Average HHI



33%

Readers aged 35-44

55%

UK International reach

£1K+

Average annual spend on grooming

15%

Readers aged 18-24

28%

Readers aged 25-34

£7K+

Average annual spend on fashion

13%

Italy International reach

36%

Female readers

76%

ABC1

12.5%

USA International reach

PAGES & CONTENT



Featuring large-scale advertorial and editorial content, intelligent journalism and singular design, The Rakish Gent's website and print pages sit hand in hand, with the digital offering being able to provide a daily feed of news, shopping galleries and interviews with interesting men

ADVERTORIAL

Our advertorial work is the most unique feature of working with The Rakish Gent. We create bespoke editorial content for brands and work with some of the best male modelling agencies in the world to ensure that each editorial story is one that can be used by a brand, presenting a vision of The Rakish Gent version of your lookbook/collection. Editorials are typically shot on location, with a full creative team and assets include large-scale editorial shoots including bespoke video content. We pride ourselves on collaborative relationships that create aspirational and influential curated content. (POA)

STYLE & GROOMING

Within our Style pages, we feature in-depth articles on new & emerging brands, and new season offerings from familiar brands. Whether we write up our thoughts on your lookbook, or a complete summary of who you are and what we do, a Style feature is a great way to get noticed by our readers. On The Rakish Gent we cover grooming in a number of ways – in depth features on grooming collections with a detailed breakdown of products. We can write an article focused on your brand, whether a new collection, an interview or a focus on your new season collection and undertake grooming reviews. We are also keen to collaborate with brands to create unique capsule collections. products, guidance on key new launches and how to use products, as well as one on features on single products.

LIFESTYLE

We have found that there are many men that want guidance on how to get the most of their time away from work. We give readers advice on where to go (hotels all over the world/ new bars and restaurants) what to read and listen to (reviews of new literature and music) and some of the best exhibitions in the country.

FEATURES & SPOTLIGHT

We consider our readers to be intelligent and always wanting to know more about the fashion industry and those that work within in. We profile some of the key players and brands in the industry within our Features & Spotlight articles.

ADVERTORIAL





E-NEWSLETTERS

Reach our audience through e-newsletters, in which the Editor spotlights a round-up of recent content.

BRAND PARTNERSHIPS

Through brand partnerships, The Rakish Gent offers a range of creative digital solutions including:

- . Content Partnerships
- . Advertorial
- . Bespoke format reviews
- . Interviews
- . Guides
- . Newsletters

CREATIVE PRODUCTION

- . Video & Photo Production
- . Podcast
- . Social: Strategy, Curation Execution
- . Giveaway: Competition
- . Offers, Exclusive Access

THE RAKISH GENT PRINT MAGAZINE

With its fourth annual issue released in Summer 2023, the print magazine is a bold evolution of the advertorial work we create combined with intelligent & unique writing. Issue 1 featured model Michael Yerger shot in Los Angeles in Ron Dorff and our second print issue was created in collaboration with Orlebar Brown, focusing on the anticipated joy as the world prepared to come out of lockdown. The 200 page Issue 3 featured 54 creatives, 20 individual features and collaborations with brands including Ferrari, Parajumpers, the Rosewood Hotel and many more. Issue 4 was the biggest and boldest issue to date, featuring an in-depth interview and editorial with male supermodel David Gandy.

Paper: 170gsm Uncoated

Format: 280mm x 210mm

Price: £20

Schedule: Issue 5 (Spring 2024)

Issue 6 (Autumn 2024)

THE RAKISH GENT



Rakish



ISSUE NO. THREE

Paper

THE RAKISH GENT PORTRAITS MAGAZINE

Launched in 2022, the third print publication from The Rakish Gent is a unique and exciting new project. Featuring ten male models shot individually and as a collective, on the theme of Gods & Men, each future issue will bear the same hallmarks in a different setting. Inspired by fashion and photography zines of the early Nineties, Portraits is a way for The Rakish Gent to beautifully celebrate photography, style and male models within a bespoke, luxury publication.

Paper: 170gsm
Format: 148mm x 210mm
Price: £10
Schedule: Issue 2 (April 2023)
Issue 3 (September 2023)

RAKISH GENT PAPER

A unique and exciting print publication, Rakish Paper is a bold and unique publication, presented in a tabloid format, with a changing theme for each issue. Designed to always be surprising and different, each issue has featured in-depth interviews and beautifully shot photography with talented and renowned individuals including musicians Miles Kane, Olly Murs & Maverick Sabre and actors Ben Aldridge, Harry Collett and Sean Teale.

Paper: 55gsm
Format: 280 x 430mm
Price: £7
Schedule: Issue 6 (February 2024)
Issue 7 (July 2024)

RAKISH GENT SPORTING CLUB

Alongside the online magazine and the three print publications, The Rakish Gent launched an apparel collection in 2021, Sporting Club. The initial collection of sweatshirts was followed by the second drop of a hoodie and short set and T-shirt with signature logo. In January 2024 a full gym kit including baseball cap with embroidered logo will be released.

Schedule

Drop 003 (January 2024)

Drop 004 (July 2024)

MAISON RAKISH

The Rakish Gent is pleased to announce the launch of Maison Rakish - a new luxury home fragrance brand offering soy wax candles handcrafted in London. The candles use 100% soy wax and premium fragrance oils to ensure a clean burn and a long-lasting scent that will fill your home.

The first offering from the new brand is a stunning French Pear & Freesia scent which is a crisp, fresh, fruity and floral combination of notes. The scent boasts notes of pear, followed by soft florals of freesia and rose with a deep base of patchouli, sheer musk and amber.

Presented in a classic clear glass jar and modern & minimalist box, the average burn time for the 30cl candles is 40 hours.



SHOWREEL

The Rakish Gent showreel is a portfolio of our bespoke work creating fashion film and exclusive behind the scenes videography.

Since the inception of The Rakish Gent, we have collaborated closely with our clients to make short films and interview content that intelligently fulfils a brief and at the same time, stays true to the aesthetics of the magazine. Listening closely to requisite brand and campaign guidelines, we work on concepts, storyboards and casting to generate stimulating and memorable video content.

THE RAKISH GENT





RATE CARD

IFC Single page	£7,300
IFC Double page spread	£14,500
1st DPS	£13,600
1st bank DPS	£11,700
DPS named site	£10,600
DPS 1st 3rd	£10,000
DPS front half	£9,600
Outside back cover	£15.050
Single page facing masthead	£7,400
Single page specified position	£7,000
Single page first half	£6,000
Single page run of magazine	£5,900

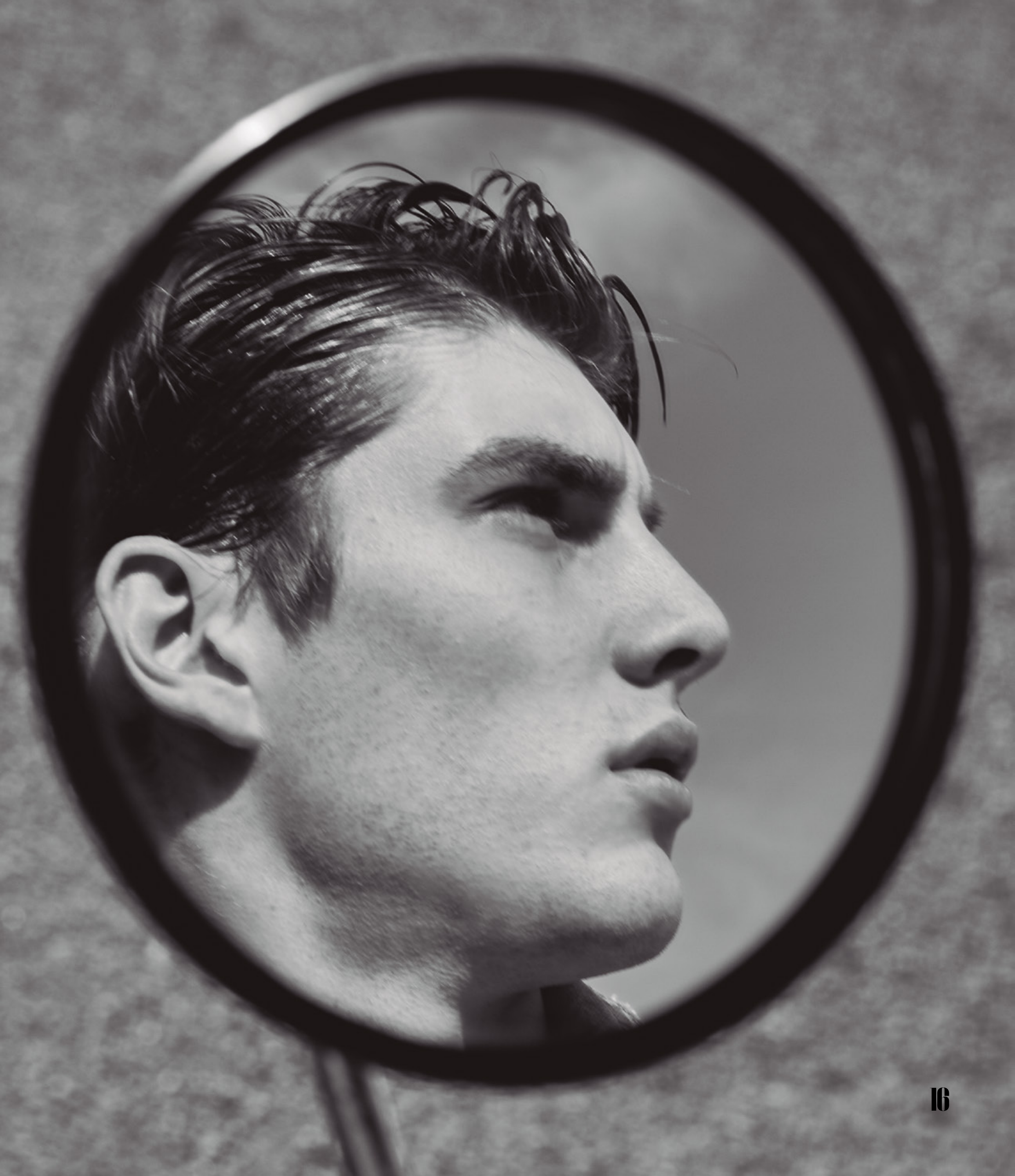
COMING SOON

PRODUCTION SCHEDULE/ CALENDAR

On Sale Date	Booking Deadline	Copy Deadline
Issue 5 - SS24	17 April 2024	1 May 2023
Issue 6 - AW24	4 August 2023	18 August 2023

ALSO COMING SOON

- . Rakish Paper issue 6 (February 2024)
- . Portraits issue 2 (April 2024)
- . Portraits issue 3 (September 2024)
- . Rakish Paper issue 7 (July 2024)
- . Rakish Gent Sporting Club Drop 003 (January 2024)
- . Rakish Gent Sporting Club Drop 004 (June 2024)
- . Launch of Rakish Gent Clubhouse (early 2024)
- . The Rakish Gent podcast (summer 2024)
- . Hardback publication (October 2024)
- . Rakish Gent Grooming Awards (summer 2024)



DISTRIBUTION

The Rakish Gent (Online)
Good News, Berwick St, Soho
Magalleria, Bath
Rococo News, Notting Hill
UNTOM, Manchester
Magculture, London
Pics & Ink
La Biblioteka, Sheffield
Shreeji News, Marylebone
Maks News, London
Print Culture, Glasgow

CIRCULATION

Average
worldwide
circulation:
10,000 copies
(7,000 UK/ 3,000 ROW)

Distribution via WhiteGirc Ltd

WHY WORK WITH THE RAKISH GENT

COMPETITIVE RATES

As an independent media publication The Rakish Gent delivers huge value at highly competitive rates across a variety of print & digital platforms. The publication schedule of our print issues mean a longer exposure than a monthly magazine and the magazine is more likely to be kept and treasured.

MULTIPLE PLATFORMS

Through print, online and social media platforms, The Rakish Gent extends its reach digitally allowing for a deeper dialogue with readers on a regular basis. The use of innovative films are at the forefront of what The Rakish Gent does.

TIGHTLY CONTROLLED DISTRIBUTION

Whilst available on newsstands nationwide, The Rakish Gent's real USP is that it has a strong core following, ensuring your message is reaching a responsive readership.

BEAUTIFUL EDITORIAL & ADVERTORIAL

High-end lifestyle, original shoots, highly regarded journalists and contributors, high-quality paper and production.

SOPHISTICATED & LOYAL AUDIENCE

Our readers engage with and respond to both the print versions of The Rakish Gent and the pages of therakishgent.co.uk.

CONTENT PARTNERSHIPS

Content sponsorship and co-creation of branded content programmes, activated across The Rakish Gent's platforms.

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THANK
YOU

THE
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GENT