

FUSED MAGAZINE

MEDIA KIT



2024/2025
FUSEDMAGAZINE.CO.UK



"a publication that truly understands the intersection of travel and design"

- @FUSEDMAGAZINE

“With its sharp editorial voice and breathtaking design, Fused Magazine is the epitome of contemporary luxury.”



WHERE LUXURY MEETS CREATIVITY

INFORMATION

CONNECTING BRANDS WITH THE GLOBAL CREATIVE JETSETTER

Fused Magazine occupies a unique space in the world of modern luxury travel, targeting the discerning explorer, the creative jetsetter, and those who define contemporary luxury. In this document, you'll discover how partnering with Fused Magazine can connect your brand with a global audience of design-savvy consumers, early adopters, and creative class travellers.

WHY FUSED MAGAZINE?

BRIDGING CULTURES THROUGH AWARD-WINNING CONTENT

Fused Magazine has built an unparalleled international reputation by seamlessly blending cutting-edge cultural content with award-winning visual design. Our influence extends across the globe, with readers on every continent, making us a truly global publication. Our most engaged audience is found in the UK, but we also have a strong presence in major cultural hubs like Hong Kong, the US, the Netherlands, Germany, Japan, Australia, and Taiwan.



YOUR GATEWAY TO THE GLOBAL CREATIVE CLASS

In today's crowded media landscape, reaching the right audience is more challenging than ever. Fused Magazine provides an unparalleled opportunity to connect with a niche, yet global, audience of tastemakers.

These are individuals who are not only culturally curious but also active consumers in the worlds of fashion, music, arts, and travel.

They are the influencers who shape opinions and dictate trends—making them the ideal demographic for brands looking to engage with the next generation of luxury travellers.

@fusedmagazine

ELEVATING MODERN LUXURY TRAVEL

At Fused, our editorial focus is dedicated to the vibrant and thriving contemporary creative class travel market. We cater to the discerning explorer who seeks out unique experiences and destinations that blend luxury with creativity.

Our readers turn to us for inspiration on the most exciting hotels, resorts, and travel destinations across the globe—places that offer more than just luxury, but a story, a design ethos, and a unique cultural experience.

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CREATIVE CLASS TRAVEL

Our collaborations with leading international hotels and resorts allow us to craft vibrant and engaging editorial content that resonates with our readers. Through review stays, we offer comprehensive coverage that highlights the unique offerings of each property. This coverage extends across our print and online platforms, including social media, ensuring that your brand reaches a highly engaged, global audience.

GLOBAL DESIGN DESTINATIONS MADE LOCAL

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ADVERTISING

Position Your Brand Alongside the Zeitgeist



"Collaborating with Fused has been a game-changer for our brand. Their ability to reach a global, design-savvy audience has introduced our properties to travellers who value both luxury and creativity in their experiences."

FUSED READERS

Advertising with Fused Magazine means more than just placing an ad—it means positioning your brand alongside the most exciting names in contemporary culture. Our competitive advertising packages are tailored to meet your needs across both print and digital formats. Whether in our beautifully designed magazine or on our dynamic website, your brand will sit next to content that resonates with our discerning, culturally savvy readers.

MEET THE CREATIVE CLASS

Our readers are global tastemakers—worldly, informed, and fiercely loyal. They are active consumers with a deep interest in fashion, music, arts, and travel. They work as designers, creative directors, musicians, photographers, entrepreneurs, marketing managers, journalists, and editors—professionals who are not only influential in their fields but also in the broader cultural landscape.

DEMOGRAPHICS

- Gender: 54% Male / 46% Female
- Age Range: 25-55
- Profile: Informed, fiercely loyal, global tastemakers who are culturally curious and active consumers in the worlds of fashion, music, arts, and travel.

Collaborate with Fused Magazine and position your brand at the intersection of creativity and luxury.

ADVERTISING RATES

PRINT DISPLAY ADS

- Back Cover: £5000
- Inside Front Cover: £3500
- Inside Back Cover: £3350
- Double-Page Spread (DPS): £4700
- Full Page: £2500
- Half Page: £1880

ONLINE PRESENCE

fusedmagazine.co.uk attracts 90k unique visitors per month, each seeking our unique content on travel, creativity, and culture. We offer bespoke online advertising packages, including features, display ads, social media, and emailer support, designed to meet your brand's specific goals.

COLLABORATION OPPORTUNITIES

RESORTS | HOTELS | DESTINATIONS

Fused Magazine is your gateway to the world's most discerning travellers. With 90k unique website visits per month, 30,000 social media followers, and 80,000 readers per issue of our print magazine, your brand can reach a highly targeted and engaged audience. We invite you to join us in creating vibrant collaborations that capture the essence of modern luxury travel and resonate with the creative class.



EXAMPLE COVERAGE



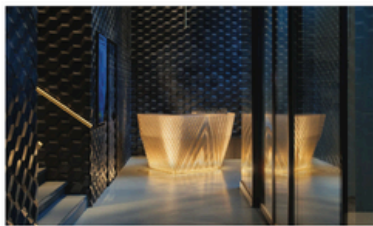
ONE@TOKYO

The area of Oshiage in Tokyo already has a lot going for it, with an appealing combination of the modern, in the form of the magnificent Tokyo Skytree (one of the world's tallest towers at 634 meters), and traditional downtown Shitamachi streets.

Now, One@Tokyo, a striking art hotel designed by Kengo Kuma, is another good reason to visit the district. The architect has used his signature style of natural wood inside and out to create a contemporary downtown atmosphere within the hotel. Conceived as an 'art exhibit' it's certainly an aesthetically pleasing place to stay and has breath-taking views of the Skytree from its roof terrace.



W AMSTERDAM



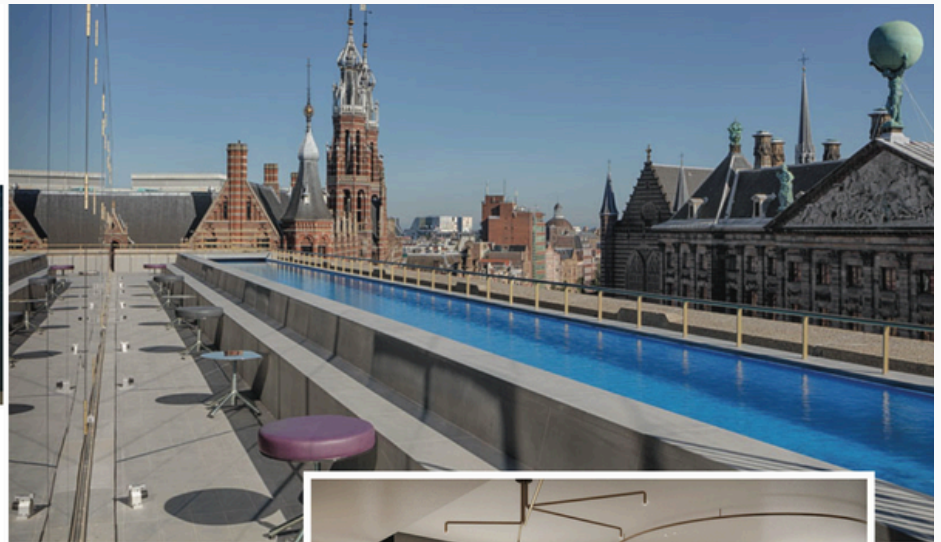
wamsterdam.com

We've never too interested in outdoor pools in city centre hotels but if you are urged to take a dip then W's rooftop offer is probably one of the best places to go. With views over the Dutch rooftops, you may as well just relax and order a cocktail while you are there.

Split into two halves, (directly across a road from each other) one-half is (especially for Amsterdam) an unassuming block that hides a stylish interior of black and gold with a good smattering of honeycomb hexagon shapes. Opposite, inside the much grander old bank are part stylish store, spa (with vault doors still in use) and the rest of the hotel's rooms.

Everything at W is stylish but at the Amsterdam offer, there is also a more friendly casualness. The rooms are large with wide windows, obligatory bare concrete floor and ceilings and a good selection of soft fluoro furnishings just to help brighten up the grey.

A must visit is *Mr Porter* for breakfast - it's a health freak's dream. A colourful display of freshly prepared vegetables, herring, salmon and veg juices leave you more than prepared for whatever Amsterdam has to throw at you. A straight line from *Central Station*, W is right in the heart of the city and is perfect for fashionistas and art-loving explorers.





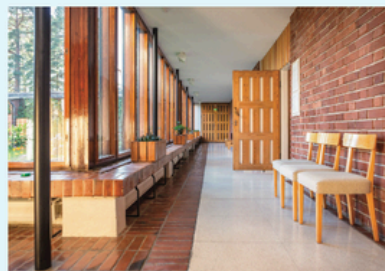
The father of Modernism, Finnish Architect Alvar Aalto, left a legacy of around 400 architectural projects in his home country, the highlights of which can be seen on a scenic excursion of southern Finland.

As a designer, Aalto was innovative and radical. During the course of his lifetime, his Modernist style, constantly changed and evolved, culminating in experimentation with materials and variant styles. In later years he borrowed shapes, colours and textures from the Finnish landscape and believed that by embracing the natural world, it was possible to create a more humane society.

His tendency for functionalism often had elements of humanism, in particular, a softening of corners and a liberal use of wood amongst other natural materials to create a more organic approach to modern architecture as well as furniture and glass design. Aalto's organic approach set Finland apart from its contemporaries in the early modernist movement, blending form and function to create sensuous and liveable spaces for the modern world that still resonate today.

His legacy can be seen throughout Finland and although Finnish architecture has changed with the times, the deep connection to nature remains at its core.

FINNISH MODERNISM



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EXAMPLE COVERAGE

Located 280km north of Helsinki and easily reachable by train, the architect's hometown of Jyväskylä has more Aalto buildings than any other city in the world.

From classicism to functionalism it was here, in the 1930s, that he continued his exploration of red brick construction, especially on the campus of the University of Jyväskylä and at the *Sigmatulo Town Hall*.

Aalto's most striking use of brickwork presented itself at his personal summer house, the aptly named *Experimental House* on the island of *Manamaki*. The exterior walls are whitewashed and were a testing ground where Aalto experimented with different textures, materials and designs, playing with brick, stone and ceramic mosaics and setting them against various finishes and ornamental plants.

The stunning building was a radical experiment which he called "building without foundations", skipping the concrete substructure and instead building the guest wing on a pre-existing natural rock formation. This wing was also designed to experiment with solar heating, an area where Aalto was way ahead of his time.

Nearby is the *Alvar Aalto Museum*, which the architect completed a decade later. This rectangular, windowless block grabs attention with its vertically-aligned slit work, all in white, which creates a rich texture when it catches the sunlight. The skylights covering the roof provide intense lighting, as well as additional height inside and out.

The museum's permanent exhibition is dedicated to Aalto's buildings and interior design pieces, as well as his personal life. More importantly, the building is a venue for temporary exhibitions, workshops and forums that continue to promote innovation and experimentation in Finnish design and architecture. In all respects, it is a fitting cap on Aalto's long and illustrious career.

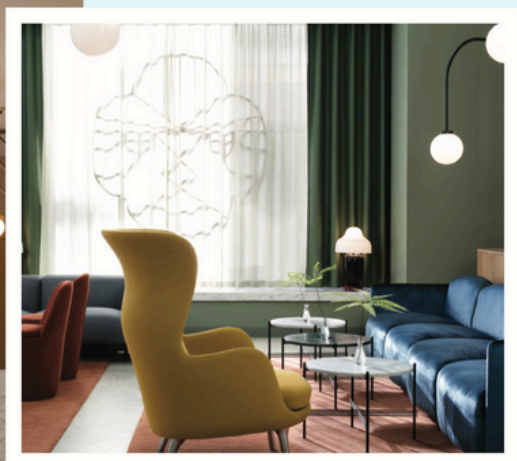
Aalto's work can also be seen in the small city of Seinäjoki with its cluster of buildings all in close walking distance to each other drawing the interest of architecture enthusiasts both nationally and internationally.

As an architectural whole, the Administrative and Cultural Centre in Seinäjoki is unique on a global scale. He designed the administrative and cultural centre of Seinäjoki known as the *Aalto Centre* and in 1951 entered and won an architectural competition in search of an architect to design a church for the small but rapidly evolving market town (it is now the fastest growing city in Finland).



Aalto's plans for the centre of Seinäjoki were based on monumental but easily approachable squares and other open areas between public buildings. When Aalto was young, he admired the antiquated culture, and this is reflected in a forum which was also influenced by the Italian piazza.

The buildings around the Civic Square in Seinäjoki – the Townhall, Library and Seinäjoki theatre – border the square paved with granite paving and cobblestones. According to Aalto's suggestion, the square was designed for conferences and summer meetings, and of course as a meeting place for the citizens of the town. Aalto wished that squares intended for the assembly of people would promote a "new renaissance" for the forming and exchange of opinions through social interaction.



BARCELÓ TORRE DE MADRID

Any trip should start with a stylish base so a check-in at the Barceló Torre de Madrid on the Plaza de Espana is an obvious choice.

Light floods the iconic hotel as soon as you enter the lobby and notice you are being greeted by an enormous sculpture of a zebra-striped bear, tipping his large brass top hat to you - a surreal and pleasing nod to the coat of arms of the city of Madrid.

With interiors designed by *Jaime Hayon*, you might feel like you've landed in the most stylish *MADE* showroom with added *Oliver Bonas* rose gold accessories, striking jewel emerald green sofas, blush pink chairs, sapphire blue walls and mustard yellows rugs all jettisoned together in a vibrant splash of beautiful colour.

EXAMPLE COVERAGE

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UZBEKISTAN: THE COUNTRY MADE FOR INSTAGRAM

What makes the perfect Instagram location? Thousands of influencers are no doubt pontificating on that very question as we speak, but quality sites, vibrant colours, and the ability to get there before anyone else will certainly feature high on the list.

The Central Asian Republic of Uzbekistan is no doubt a wild card suggestion, but if you're looking for stunning backdrops where you can pose to your heart's content, you'd have to go a long way to beat it. You won't find tropical beaches or swanky hotels, but the glittering UNESCO sites of the Silk Road - not to mention the fantastic Soviet architecture, some jaw-dropping landscapes, and thriving local culture - are just begging to be snapped for the 'gram.

Here is Fused's round-up of the sights that confirm Uzbekistan is a country just made for Instagram.

The Registan
Samarkand's Registan is the poster child for Uzbekistan's tourism industry. Three medieval madrasahs surround the city's central square, and each one is more exquisitely decorated than the last. Whether you're inspired by the star-dial facade of the Ulugh Madrasah, built by one of the greatest astronomers of the Islamic world; the orthodoxy-challenging *Shir Doh Madrasah* with its tigers and pre-Islamic sun gods; or the magnificent gilded mosque of the *Tilla Kori Madrasah*, every surface, every angle, is exquisite.

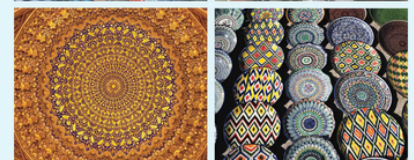
Bukhara's Old Town
The century of Bukhara is your oyster; the Old Town is an open-air museum. From the Ark fortress to the Bab Haaq Mosque, the soaring mud-brick minaret of the Pul Kalyan to the scenic pool at the centre of Jami Haq, Bukhara's scenic locations are uncountable.

Tashkent Metro
Built in the 1970s, every station is a work of public art: the Soviets believed in bringing culture to the masses.

Photographing the streets was banned for security reasons until summer 2018, but the restrictions have now been lifted. From the mosque inspired *Aldar Navoi* to the mosques of *Panador* and the fantastic space-themed *Kosmonaut*, choose your backdrops carefully and start shooting an Instagram story.

Sitorai Mekhri Khosa
Every princess needs a palace; every Instagrammer needs one, too. *Sitorai Mekhri Khosa* is just outside Bukhara, and it was the summer palace of Bukhara's last Emir. Here, he combined architectural influences from imperial Russia with traditional Bukharan styles, creating a remarkable complex that encapsulates the meeting of different cultures and eras. The main courtyard is dominated by two buildings: the turquoise wooden verandas of historic Uzbekistan, and the white stucco Russian palace. Wandering the grounds you'll also find the harem, orchards, and reflection pools. There are some pretty epic painted ceilings and stained glass indoors.

Aldar Yurt Camp
The Silk Road was not just about cities; it was also about the journeys in between. Is there anything more evocative than a camel traversing desert sands? The Aldar Yurt Camp is in the *Nisiansh-Yulqun-Bayqun* Reserve. Here, you can indulge your inner nomad, sleeping in a felt yurt or beneath the stars. The two-humped Bactrian camels are comfortable, if somewhat grumpy, steeds, and there's a certain magic to sitting, eating, and singing around the campfire.





HOTEL BOCAGE HUA HIN

hotelbocage.com



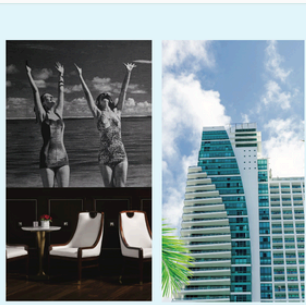
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The sound of jazz permeates the six rooms at Bocage which recently opened on the top of Hua Hin, Thailand's newest hip hangout 'Somprasit'.

The industrial design (think concrete floors, raw walls and super clean palettes) of this ultra-boutique hotel is so minimal you can't help but appreciate the simplicity and style that really makes it stand out from others. Looking out at your own garden space, and then on to the sea - the green lawn and blue waves are a complete contrast to the monochrome scheme indoors.

Somprasit is full of cute affirmations and completely insta-ready for posing socialites. The beach club, *Mango*, acts as your sunbathing and pool hangout and is free for customers to use. Once you have got used to the people posing (which happens all day) you can chill out and enjoy some cocktails.

The complex is filled with eateries, lifestyle stores and bars and if you are looking for atmosphere and to rub shoulders with cool Bangkokians then head there for a weekend - if you can get a room of course.



THE DIPLOMAT

Just a couple of miles from Miami's South Beach, along the Stratis of Florida, the bustling Diplomat is a towering hotel sitting directly on the beach.

While huge in size (1,000 guest rooms and suites), fine-dining and superb personal customer service are the order of the day. For a 48-hour stop-over, travelling between Miami to Fort Lauderdale, you couldn't wish for a better place to eat, drink and relax.

The rooms, refurbished in 2017, are light and airy, large and roomy. There are refreshing ocean views, with natural wood furnishings, crisp white bedding backed by distressed headboards and nautical touches that speak the location.

The guest rooms depict two separate design schemes: *Sunset* and *Seaside*.

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Sunrise rooms are modern, vibrant and refreshing with earthy tones that provide a soothing, calm atmosphere accented with blue ocean colours. Sunset rooms present a more subtle, modern and organic design scheme with views overlooking the famous South Florida West bottom, giving guests a front-seat view to stunning sunsets.

Food at The Diplomat is very important with a host of celebrity US chefs taking charge of the kitchens. Expect excellent offerings from *Claf' Crêperie*, *Restaurant Pizzeria* and *Coastal* American restaurant that has a seriously fine seafood menu.

Restaurateur and Chef *Muhammad Siddiqui* award-winning Japanese-inspired restaurant, *Momoko* is a dark



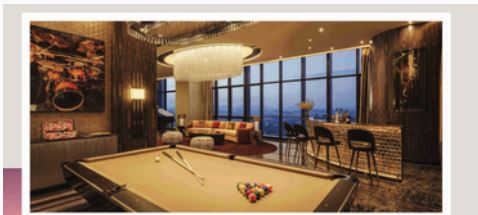
and secluded spot with a sun dish tasting menu and a great cocktail selection - as well as private Karaoke rooms.

For a touch of serenity *Diplomat Spa* + *Palazzo* is perfect. The spa terrace overlooks the ocean and the relaxation area features a wall of rain and private chaise longues - ideal while waiting for a treatment. From leading massages and cleansing facials to emerging body treatments, this serene oceanfront retreat will deliver the ultimate in personalised pampering.

When the sun is out it's time to head to the pool and booking a cabana takes sun worship to a whole new level. Situated right next to the pool, cabanas include a fridge, sofas, TV, loungers and water service.

The Diplomat certainly does vacationing in true style.

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HARD ROCK HOTEL SHENZHEN

hardrockhotels.com/shenzhen

If you are looking for a place to stay where you can indulge your inner rockstar then head to the Hard Rock Hotel Shenzhen. The debut Hard Rock Hotel in mainland China, situated in the *Mississ Hall* resort area of the city, combines modern Chinese architecture with cutting-edge Hard Rock energy and signature service.

Tapping into the trend of experiential travel, Hard Rock Hotel allows guests access to 'Sound of your Stay' - the brand's signature music amenity programme that allows guests to channel their inner star. Whether that's setting the mood with a complimentary in-room record player, or making power chords on a Fender guitar during a jam session, guests have access to a curated selection of vinyl records, a choice of over 20 fender guitars (we went for the Fender *Protonic* but to channel *Peter Dinklage* - badly) as well as individually designed soundtracks from local artists and musicians.

The 22-story hotel features 258 rooms, a Body Rock fitness centre, a Hard Rock Cafe, an entertainment lobby lounge and a rooftop pool. Inspired by music and rock 'n' roll legends with five-star facilities, Hard Rock guests can enjoy VIP status with the Rock *Ready List*, staying in the hotel's all-out amazing Rock *Royal* accommodation on the top level of the hotel.

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CHICAGO SUDS IN THE CITY

The Windy City is a beer town. When they're not making beer, many of Chicago's breweries are also serving it in their taprooms and brewpubs, where visitors can investigate new brewing styles and flavours and learn about their offerings.

Chicago has deep roots in brewing, dating all the way back to 1833. Today, the craft beer scene is booming, as more microbreweries and brewpubs open their doors for sunny sippers that seasoned barflies and curious newcomers alike can enjoy. Here's our guide to the best...

DOVETAIL BREWERY
Founders Hagen and Hill are and brew beer. After meeting in Germany, while studying for their *Master Brewer* certifications from the *International Brewing Course*, they bonded over their mutual interest in continental European beer styles. The two formed a friendship that has resulted in an authentic German-style brewery dedicated to old world brewing methods complete with a 'bitter grant' a 100-year-old piece of brewing equipment that Bill and Hagen acquired from a farm outside of Munich.

As Dovetail puts it, "We brew like monks (minus the vows)... Quality ingredients, common tools, and thousands of years of tradition ensure each product meets our highest standards."

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HALF ACRE
Half Acre Beer Co., a subunit on the Chicago scene, is a prime example of how American craft brewers continue to produce their own unique take on classic beer styles without losing the heritage on which they were built. With their second facility on the north side of Chicago (which includes a restaurant, taproom and beer garden) they are serving up classic American micro-styles.

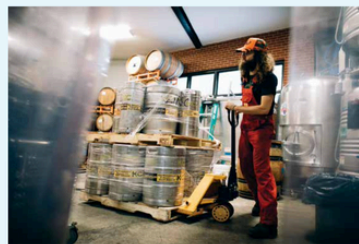
SPITFUL
It's tiny but mighty. Spitful Brewing prides itself on being a nano brewery which hand-delivers a few kegs a time to local bars and restaurants. What started with a spirited incident as kids playing hockey on the pond, turned into a lifelong friendship for Brad Hagen and James Kline. With a passion for beer and a desire to start their own business, Spitful launched in 2012 with *GT 500*, setting the scene for the aggressive flavours and attitudes of Spitful's beers.

METROPOLITAN BREWING
Serving up German-style lagers since 2009, Metropolitan Brewing is located in a converted warehouse in the *Ramsey* neighbourhood. Its popular beers - such as *Ozymandias* and *Kowalski* - are named with a nod to the industrial history of Chicago.



EXAMPLE COVERAGE

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MOTOR ROW BREWING

Motor Row takes its name from the historic *Motor/Record Row* of Chicago. At the turn of the last century, the *Motor Row* neighbourhood was famous as the home of more than 100 different makes of cars that were sold on this historic stretch of *Madison Avenue*. Later, *Record Row* in the 1930s and 40s was home to the World famous *Chess Board*. Take a trip to the neighbourhood to try one of the wonderful craft beers and enjoy a part of Chicago blues and boogie history.

LUCKY DOOR PATIO & TAP

Lucky Door, a friendly hole in the wall bar and patio with unique local beer offerings is just a baseball's throw away from *Brigade Stadium*. Across the street is the new *Hotel Zurich*, part of a development which includes a slew of contemporary eateries such as *Melrose*, *Five Taw Bakery* or *Tip, Tap, Sip and Sizzle Daily*.

The beer specials rotate with right to ten unique brews on draft at a time, offering a spotlight on the incredible beer culture across Chicago.

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LAGUNTAS BREWING COMPANY

California's finest brewing Company opened a brewery, distribution center and TapRoom just west of the hip *Palmer* neighbourhood in 2014. Upon opening, Laguntas Chicago instantly became the largest brewery in Illinois, boasting a 300-seat taproom, with free tours every day.

SIN & SUDS BEER TOURS

Follow in the footsteps of *Al Capone* and explore Chicago's Loop and South Loop neighbourhoods located right downtown. Sample delicious beer, learn how well beer pairs with Chicago's sinful history - including gambling, saloons, prohibition and other fun and nefarious activities in the 1800s and 1900s.



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Photo
by Rupert Cresswell



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