



MEDIA KIT

2026





About us

Fashion Drift is a South India-based fashion and lifestyle magazine that showcases designers, brands, and creative entrepreneurs through editorial features, interviews, and digital promotion.

Our platform helps emerging and established brands gain visibility among fashion enthusiasts, entrepreneurs, and style-conscious consumers.

Through our magazine and digital platforms, we create opportunities for brands to tell their story and reach a targeted fashion audience.

Format

Digital

Category

Fashion

Frequency

Quarterly

Pages

80 Pages






Our Audience

Affluent, fashion and style conscious men and women aged 25-40. We define our audience as stylish, influential and luxury consumers who are young enough to be interested in fashion and latest trends but old enough to be able to afford the items featured.



A man with a beard and glasses, wearing a red and black striped suit, stands in a garden. A sign on a post to his left reads "celebrity". The background shows green foliage and a building. A large white fabric is draped over the top right of the image.

celebrity

A large white daisy flower with a yellow center is positioned in the top right corner of the page.

Readers Interest

80% of the readers are female.

65% of the readers are part time or full time workers and financially independent.

62% purchase from online brands.

40% own a luxury label.

50% users are entrepreneurs or freelancers.

Editor's Note



Fashion Drift was created with a simple vision — to celebrate fashion, creativity, and the stories behind the people who shape the industry.

Over the years, the platform has grown into a space where designers, entrepreneurs, artists, and brands can share their journeys and showcase their work to a wider audience. Through our magazine and digital platforms, we aim to highlight innovation, style, and individuality while connecting brands with a fashion-forward community.

At Fashion Drift, we believe every brand has a story worth telling — and our pages are dedicated to bringing those stories to life.

P. Shyamala Gowri
Founder & Editor-in-chief
Fashion Drift

What we have



People Featured 2022 - 25



Ashok Selvan



Namitha Marimuthu



Santhosh Prathap



Carva



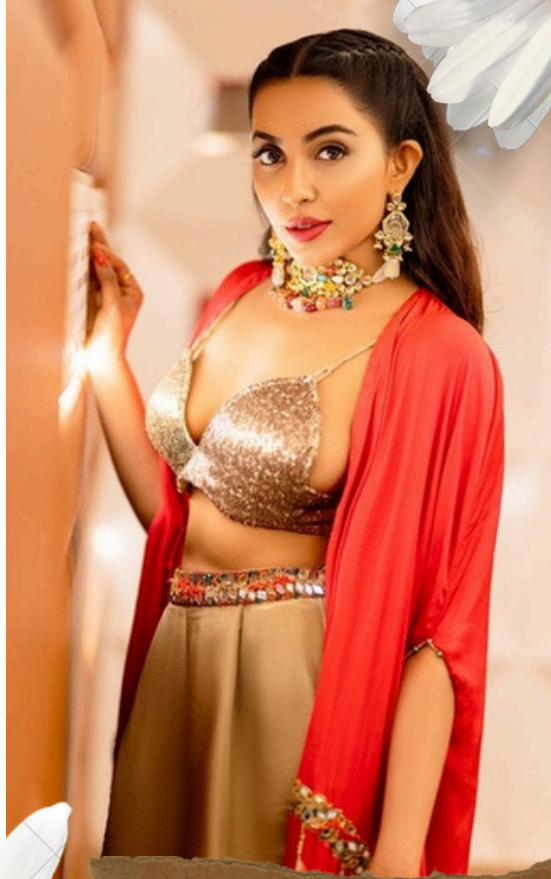
People
Featured
2022 - 25



Tammie Smith



Carva



Parvathi Nair



Mythreyi Ramakrishnan



People
Featured
2022 - 25



L. Ramachandran



Vijay Sethupathy



Kavya Shetty



Carva



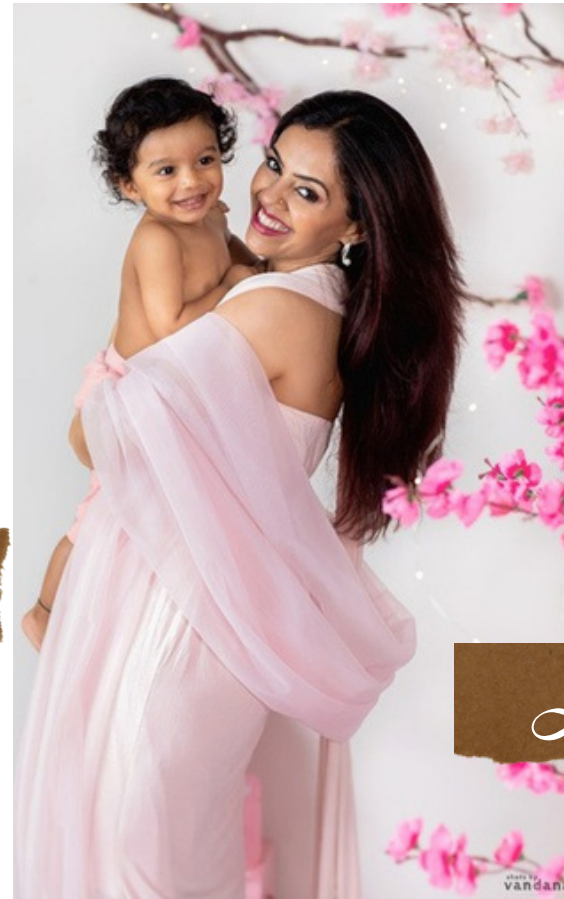
Priya Prince



Anuj Sharma



People Featured 2022 - 25



Anitha





People Featured 2022 - 26



Kaveri Lalchand



Sruthika Arjun



Rohit Bose



Carva

Digital Presence

Fashion Drift has successfully completed 4 years. We are all set for a new year with new ideas and new contents to keep you updated in every way possible. It's your one stop solution for all the fashion updates.

127K

Digital Readers

63%

Women Readers

21k+

Instagram followers

25-40

Primary Age Group



Why Brands Work with Us

Why Partner With Fashion Drift

- Targeted fashion audience
- Feature alongside celebrities and industry personalities
- Editorial storytelling for your brand
- Exposure through magazine + digital platforms
- Cost-effective brand visibility



Fashion Drift's

Next Stride

Fashion Drift is taking its next big step in reaching various parts of the country this year. We are aiming at reaching 50k followers in instagram and 30k readers per edition.





Exclusive Rates



Cover Feature.
Inside Cover.
4 Page Feature
2 Page Feature

₹1,00,000
₹50,000
₹50,000
₹25,000



Fashion Drift Collaboration Packages

Designer Spotlight Package
(Best for emerging designers & boutique brands) - **Rs. 15,000/-**

What they get

- 1-page editorial feature in Fashion Drift magazine
- Brand story / designer interview
- 1 Instagram post on Fashion Drift page
- 1 Instagram story with brand tag
- Brand mention in digital magazine edition

Best for:

New brands looking to introduce their label to a fashion audience and build credibility through editorial coverage.

Brand Feature Package
(Most popular package for growing brands) - **Rs. 30,000**

What they get

- 2-page editorial feature in Fashion Drift magazine
- Professional brand story / interview article
- 1 Instagram carousel feature
- 1 Instagram reel feature
- 2 Instagram story promotions with brand tag
- Brand visibility in digital magazine circulation

Best for:

brands looking for both magazine visibility and social media promotion to increase brand awareness.

Fashion Drift Collaboration Packages

Premium Cover Feature Package **(High visibility package) - Rs. 75,000/-**

What they get

- Magazine cover placement
- 4-page exclusive editorial feature
- Founder / designer interview
- Dedicated Instagram reel feature
- Dedicated Instagram post feature
- Instagram live conversation / interview
- Social media promotions across Fashion Drift channels

Best for:

Established designers, celebrity stylists, luxury brands.

Optional Add-On Promotions

Brands can add additional visibility through:

- Sponsored blog feature
- Website advertisement banner
- Additional Instagram promotions
- Event or fashion show coverage
- Product listing in Fashion Drift digital edition

“Limited features are accepted per edition to maintain exclusivity.”**

Instagram Promotions

- Instagram reel promotion – ₹5,000
- Additional magazine page – ₹10,000
- Website banner – ₹5,000
- Sponsored blog feature – ₹3,000
- Product listing - ₹1,000 per product

**"Featured brands will receive high-resolution magazine pages that can be used for framing, portfolio presentation, or brand promotion."



Take a note on dimensions

Magazine Ads (PDF format)
Single Insert Ad.
Double Insert Ad.

Width*Height
21cm * 27cm
42 cm * 27cm

Instagram Post
Square Post.
Vertical Post.

1000*1000 px
1080 * 1350 px

Instagram Videos (Mp4 format)
Square Post Video (< 1 min)
Reels Video (<1 min)

1080*1080px
1080*1920px

* Note:

Booking the Ad earlier helps with the optimum placement
Publication had the right to reject the Ad that doesn't suit the aesthetic looks





Stay in
Touch



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