

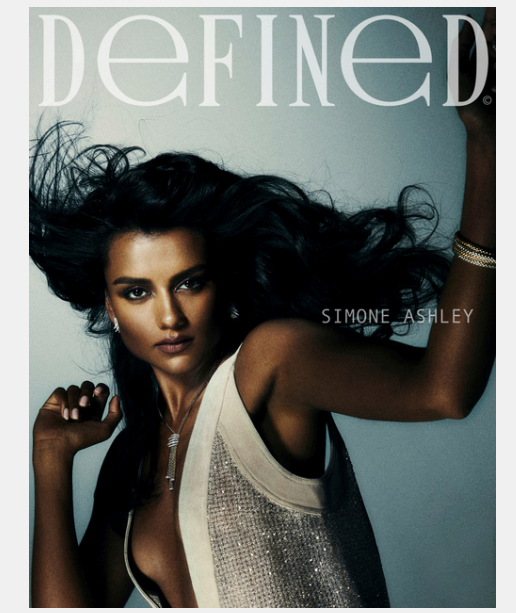
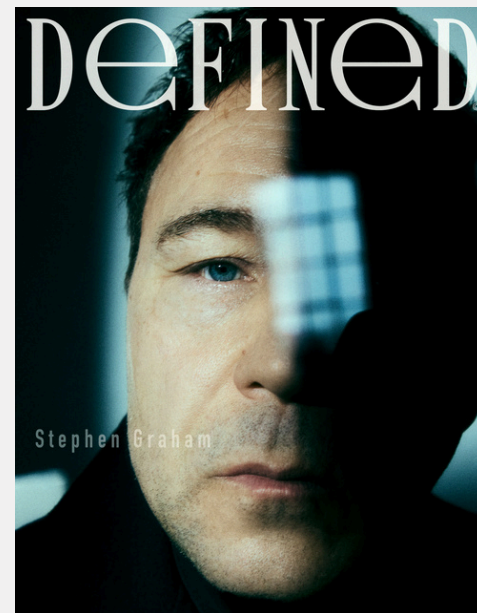
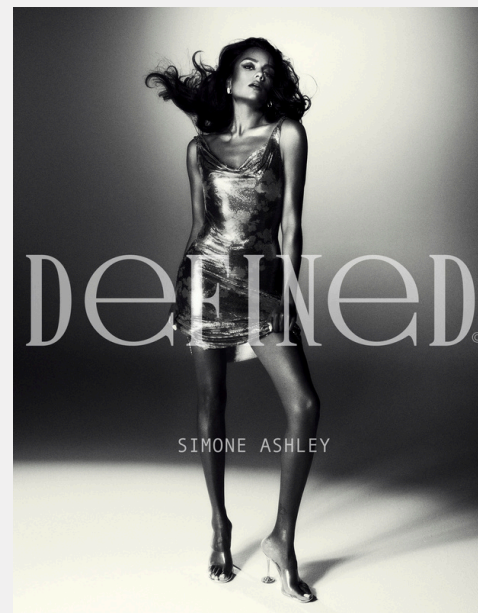
A woman with long dark hair, wearing a black lace dress and a sheer black veil, stands against a light blue brick wall. The word "DEFINED" is overlaid in large white serif font across the center of the image.

DEFINED

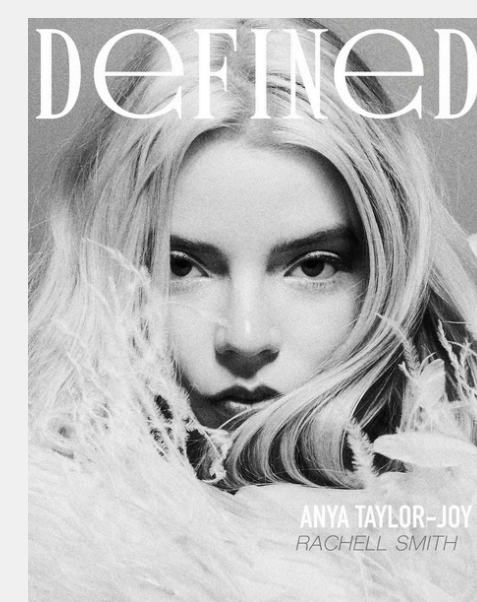
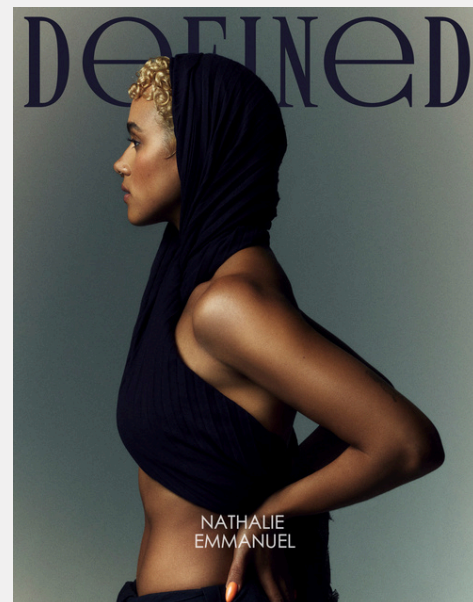
MEDIA PACK
2025

A celebration of artists, culture and entertainment curated by Rachell Smith

DEFINED



CREATIVE FREEDOM. CULTURAL MOMENTS. DEFINING STORIES





WHAT IS DEFINED?

DEFINED

DEFINED

DEFINED is a cultural space where art, photography, and storytelling meet. We celebrate talent across film, music, fashion, and art at defining moments in their life and career each shaping culture today.

Through bold portraiture, thoughtful interviews, and our Art Sessions video series, DEFINED offers rare insight into the minds of artists, while creating work that is intimate, visually unforgettable, and rooted in human connection.

We are an alternative to the mainstream, a magazine, a platform, and a community built on creative freedom and collaboration.

Volume 1, our first limited-edition print, launches March 2026.

AUDIENCE

Creative tastemakers driven by self-expression, originality, and culture. 65% women, 35% men, aged 20–45, they are early adopters of fashion, entertainment, and impactful creative stories. Dreamers and digital connectors, they seek inspiration, high-quality visuals, and thought-provoking stories, shaping conversations and influencing the cultural landscape.





ONLINE

WEB

www.definedmagazine.com

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SOCIALS

INSTAGRAM | TIKTOK

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CONTENT FORMATS

Portraiture

Iconic photography that captures artistry and humanity in equal measure.

Written Interviews

Written profile interview conducted by the defined team with accompanying stills.

Art Sessions

Video content recorded at the conclusion of each shoot, showcasing a series in which talent sketches their selected portraits.

Print

Launching in March 2026, our inaugural limited-edition Volume 1 will transform DEFINED into a must-have collectible for culture enthusiasts.



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3 MILLION+
Global Reach

*per talent

Impressions across paid, organic social & Pr campaign.

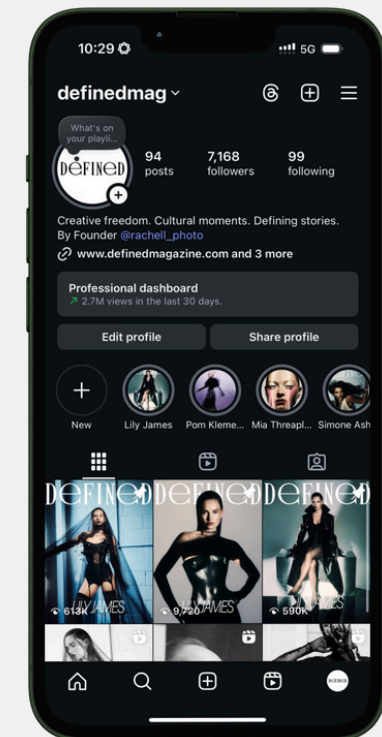
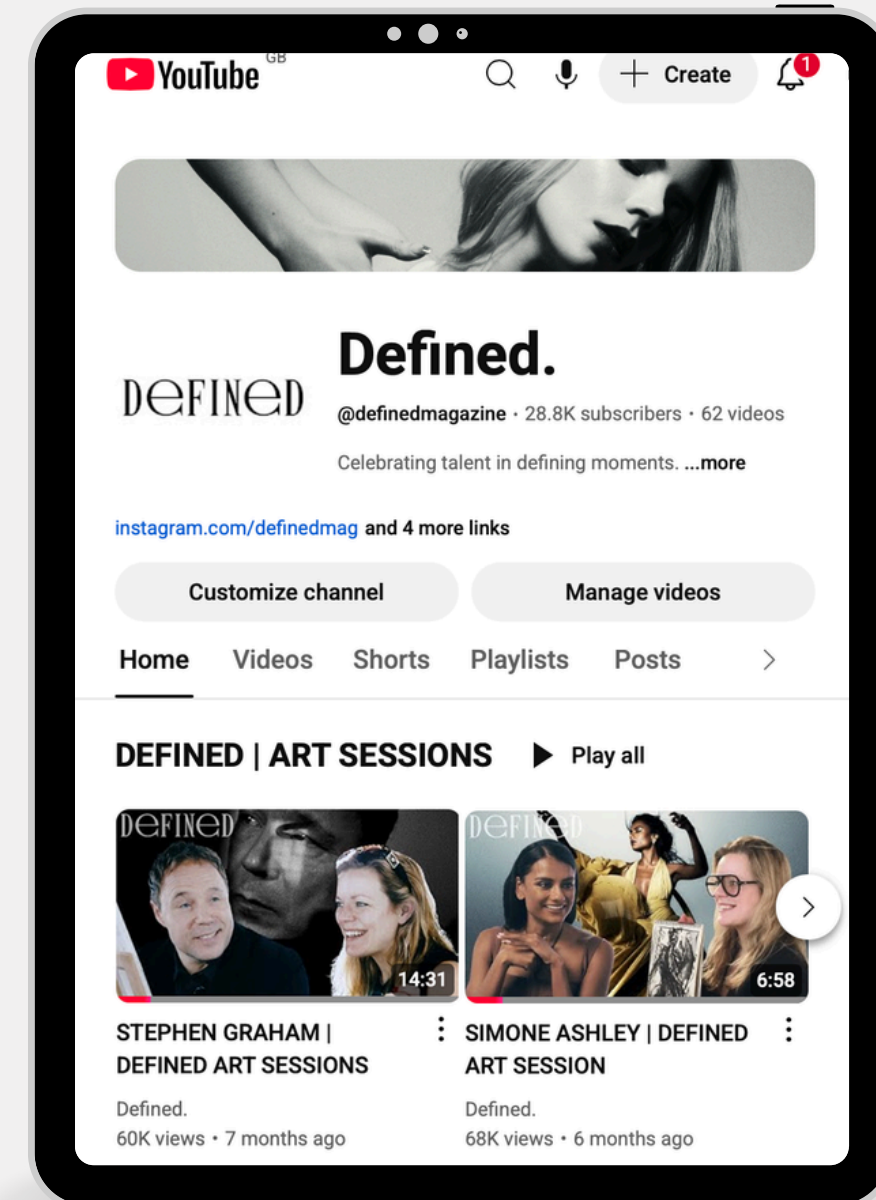


BESPOKE MARKETING

Each cover story is supported by a targeted advertising and marketing campaign, reaching a curated audience of luxury fashion, music, art, and entertainment insiders as well as culture-conscious consumers.

Talent, brands, and distributors can specify demographics to ensure the project connects with the right audience.

Campaigns roll out over a defined period, continuing until engagement targets are met.



DEFINED

IN THE PRESS

PEOPLE MAGAZINE

INSTYLE

ENTERTAINMENT WEEKLY

THE NEWS.COM

THE DAILY MAIL

THE DAILY BEAST

TIMES OF INDIA

CBR

HARPER'S BAZAAR

ENTERTAINMENT TONIGHT

DAILY MIRROR

THE SUN

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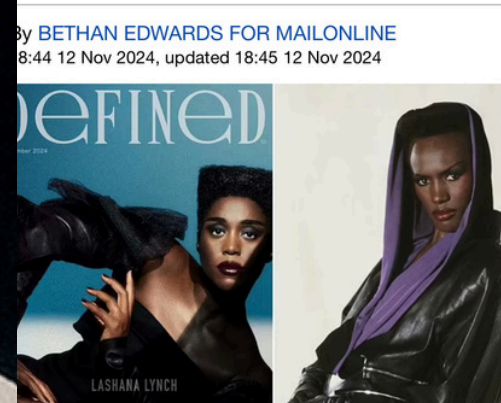
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STATS

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3.1 M views

30 day average

YOUTUBE

@definedmagazine

30K Subscribers

TIKTOK

@definedmag

46.7k Likes

MAILING LIST

Mailing List Reach:

10K+ subscribers

CAMPAIGN RESULTS

STEPHEN GRAHAM

February, 2025

TikTok - 466.8K views
Instagram - 1.3M views
YouTube - 60k views
Multiple accounts shared



LILY JAMES

September, 2025

Press - The Daily Mail,
The Daily Telegraph, US
Weekly, New York Post.
Combined views - 1.6M+



MIA THREAPLEON

May, 2025

Press - Harper's Bazaar,
People, Instyle, Ent
Weekly, The Daily Mail
Combined views - 110k



DEFINED

RACHELL SMITH



Founder & EIC

Rachell is a British photographer known for her creative portraiture of actors, musicians and cultural figures, exploring new ways to capture the artistic process. Her subjects include Stephen Graham, Cate Blanchett and Twiggy, whose portrait sits in the National Portrait Gallery's collection. She is also the Global Ambassador for the mental health charity Body & Soul and a committed advocate for chronic illness charities, including NASS.





Partnership Opportunities

We work with a small number of partners each year who share our belief in shaping culture through art, creativity, and conversation. Every partnership is tailored to feel integrated, authentic, and timeless - placing your brand at the heart of real cultural moments. and timed with major releases for maximum impact.

For more information please contact Rebecca:
contact@definedmagazine.com



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CONTACT

contact@definedmagazine.com



DEFINED

We don't follow trends. We define the moment.