

#5 Magazine

In 2009 Anorak were invited to create a brand ID and content strategy around Manchester United and England footballer Rio Ferdinand. #5 Magazine was born and launched to gain critical acclaim and an audience to match that of any comparable established brand in the market.

With Rio Ferdinand as Editor-In-Chief, #5 is the world's first digital lifestyle magazine. Published online bi-monthly to iPhone, Android and Desktop applications, #5 delivers icons and up-and-coming stars of music, film, sport and TV, without forgetting the latest in fashion, technology and the world in general.

