

# MEN'S JOURNAL



**RUGGED  
AND  
REFINED**

# Digital

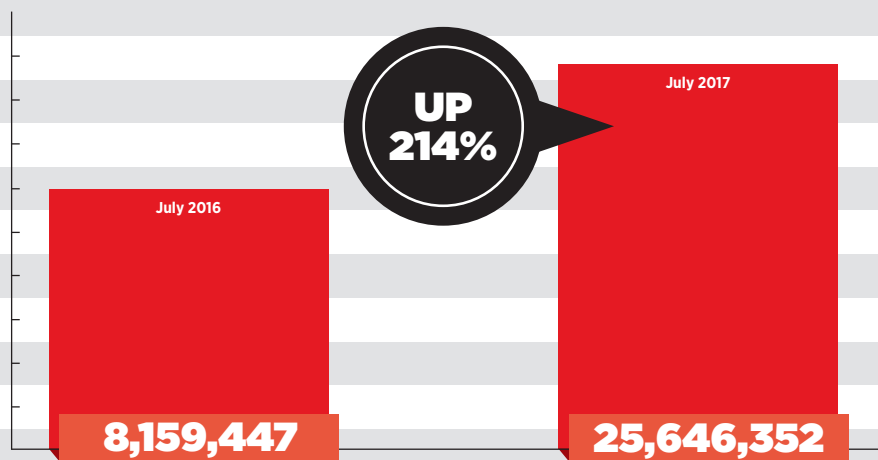
## INTRODUCING THE ALL NEW MENSJOURNAL.COM



A Fresh Look.  
A Responsive Design.  
An Actively Engaged User.



## PAGE VIEWS

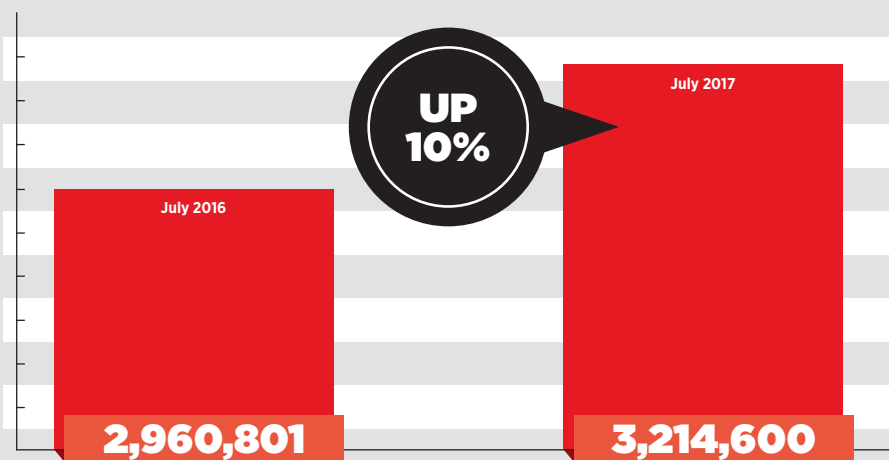


Source: Google Analytics July 2016 through July 2017



# Digital

## TOTAL VISITS



Source: Google Analytics July 2016 through July 2017



## AUDIENCE & TRAFFIC

| CURRENT TRAFFIC            |            |
|----------------------------|------------|
| Unique Visitors / Month    | 2,568,220  |
| Total Visits               | 3,214,600  |
| Total Pages Viewed / Month | 25,646,352 |

| DEMOGRAPHICS            |          |
|-------------------------|----------|
| Male                    | 64%      |
| Median Age              | 38       |
| Median Household Income | \$93,715 |

Source: Google Analytics January 2017  
comScore Media Metrix May-July 2017 Average



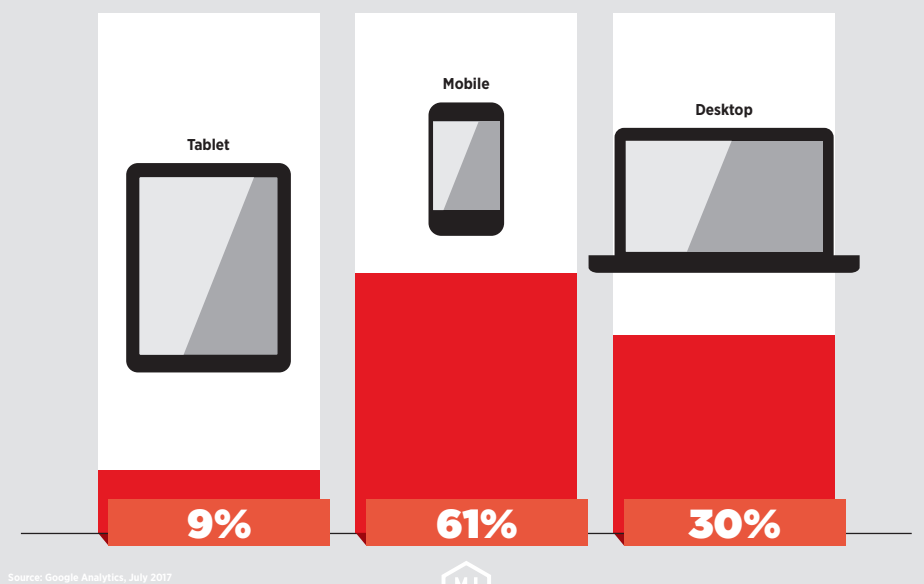
## Digital

# MEN'S JOURNAL ADVENTURE TEAM

Men's Journal will scale our premium branded content across the social landscape through the Men's Journal Adventure Team — A network of social influencers who live and share the Men's Journal lifestyle with their followers. Gear, Fitness, Travel and Adventure will serve as the channels that organize the Adventure Team. These influencers will organically promote our partner's content to active and engaged men across the world.



## VISITS BY DEVICE





# Online Editorial Calendar

## JANUARY

*Health + Fitness*

### Cold Weather Adventures

- Back country Skiing
- Home Theater Must-Haves
- Top Tech from CES Trade show
- Ski Getaways
- Olympic Workout



## FEBRUARY

*Winter Escapes*

### The Most Remote—But Accessible—Beach Towns

- Fitness Overhaul
- Midlife Crisis Package
- Fun To Drive Autos



## MARCH

*Gear Essentials*

### Breakthrough Essentials Every Man Should Own

- Wardrobe Must-Haves
- Training For Extreme Games
- New California Wines



## APRIL

*Food & Drink Focus*

### The Recipes Every Man Should Master

- How To Choose The Right Dog
- New California Wines
- Lawn & Garden Tools



## MAY

*Adventure Travel*

### For Beginners To The Seasoned Pro

- 25 Most Adventurous Men
- Scandinavian Travel
- Adventure Essentials



## JUNE

*Summer Road Trips*

### The Most Exciting And Scenic Routes For A Weekend Or Week Long Trip

- Father's Day Gift Guide
- Backyard Essentials
- Fitness/Watch Trackers



## JULY

*The Perfect Summer*

### A Guide For Living Your Best Summer Ever

- 25 Best Beers In The World
- Weekend Getaways
- Bbq Essentials



## AUGUST

*Summer Grilling*

### The Ultimate Grilling Guide For Adventurous Men

- Labor Day Destinations
- Hiking Trails
- Running & Fitness Gear



## SEPTEMBER

*Fall Gear Guide*

### A Preview Of The Newest Gear, Apparel and Accessories

- Fall Wardrobe
- Tailgate Grilling Tools
- Late Summer Adventures



## OCTOBER

*Craft Beer*

### The Newest Beers, Brewers And Trends In Suds

- Home Cooking Recipes
- Home And Indoor Tech
- Oktoberfest Tips

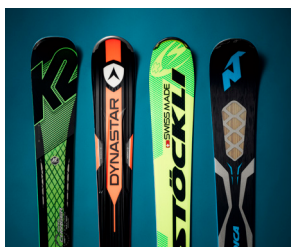


## NOVEMBER

*Winter Preview*

### The Best Destinations And Gear To Rule The Winter

- Best Ski And Snow Gear
- Thanksgiving Tips From Top Chefs
- Great Winter Escapes



## DECEMBER

*Gear Of The Year*

### Our Annual List Celebrates The Best As Selected By The Men's Journal Gear Lab

- Holiday Gift Guide
- Winter Style
- Holiday Cocktails That Impress



Editorial themes subject to change

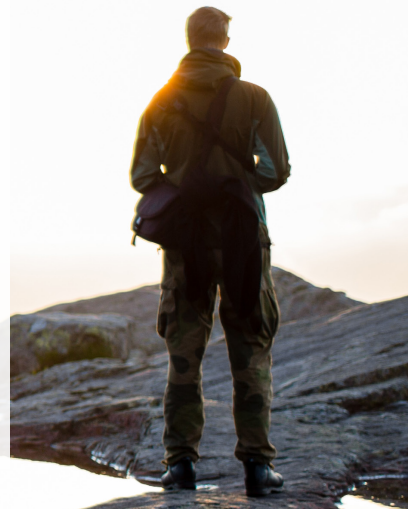
FOR ADVERTISING SOLUTIONS, CONTACT YOUR MJ SALES REPRESENTATIVE OR CHIEF REVENUE OFFICER, JAY GALLAGHER AT 212.484.1799 | Visit our media kit at: [mensjournal.com/mediakit](http://mensjournal.com/mediakit)

# Active Lifestyle Network

Through a strategic partnership with Men's Fitness, Men's Journal can dramatically increase reach, and target the right consumers across demographic, psychographic, and geographic audiences.

**MONTHLY UNIQUE VISITORS 15 MILLION +**

|                        |          |
|------------------------|----------|
| <b>Median Age</b>      | 33.7     |
| <b>Median HHI</b>      | \$99,093 |
| <b>Age 21+</b>         | 91.1     |
| <b>Persons: 18-34</b>  | 53.8     |
| <b>Persons: 25-49</b>  | 62.5     |
| <b>Male/Female</b>     | 58/42    |
| <b>HHI: \$60K+</b>     | 75.2     |
| <b>HHI: \$75K+</b>     | 67.2     |
| <b>HHI: \$100,000+</b> | 42.1     |
| <b>Single</b>          | 23.2     |
| <b>Married</b>         | 53.5     |



**MEN'S JOURNAL**



# Marketing Capabilities

Men's Journal provides custom integrated marketing strategies for partners that address their specific priorities and are designed to:

▼ **Maximize awareness, excitement and trial among target consumers**

▼ **Leverage the unique editorial perspective of Men's Journal in supporting our partners goals and objectives**

▼ **Provide tangible, measurable results with creativity, originality and efficiency.**

## CAPABILITIES INCLUDE:

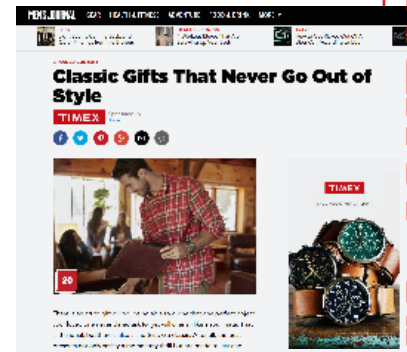
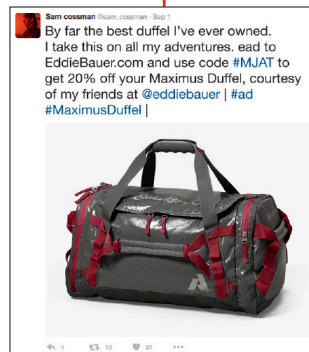
VIDEO  
PRODUCTION

EVENTS

INFLUENCER  
TALENT

NATIVE  
& BRANDED  
CONTENT

CUSTOM  
PRINT



MEN'S JOURNAL

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