

A POWERHOUSE BRAND

The **largest** men's lifestyle
magazine brand in **the world**

Men'sHealth

MEDIA KIT

2018



STARTUP
publication

Recode Legacy

MISSION STATEMENT

MEN'S HEALTH is the brand for active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make their lives better through in-depth reporting, covering everything from fashion and grooming to health and nutrition as well as cutting-edge gear, the latest entertainment, timely features, and more.

GLOBAL EXCELLENCE & ACCOLADES

Our mission resonates with consumers and industry professionals alike garnering attention around the world. *Men's Health* is an award-winning publication consistently recognized for global excellence on the editorial, marketing, digital and licensing fronts.

#1 SOURCE OF INFORMATION FOR AND ABOUT MEN

ADWEEK

ASMe

Licensing.biz
Power List
my1000s

min
The Magazine Business

FOLIO:

BRITISH
SOCIETY OF
MAGAZINE
EDITORS

ama
AMERICAN
MAGAZINE
ASSOCIATION

SPD

MISSION STATEMENT

WITH 40 EDITIONS and **23 websites worldwide**, Men's Health is the **world's largest men's lifestyle magazine brand**. From the first international launch in 1995, **Men's Health** has seen unparalleled international success and has established itself as a true global brand – one that delivers for readers, users, and advertisers.

The **Men's Health** brand is all about consumer engagement. Its undeniable credibility derives from superior service journalism.



Men's Health provides a **premium environment** with mass numbers. We are the **leading men's lifestyle magazine** for the **performance-driven man**.

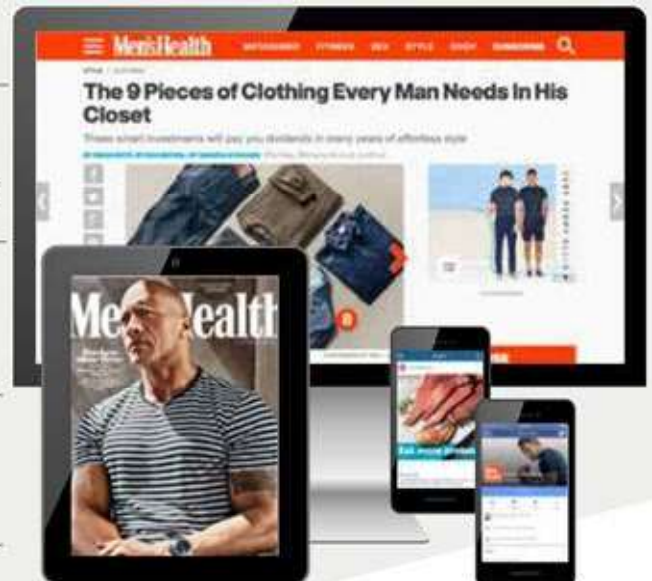
40 INTERNATIONAL EDITIONS **42** COUNTRIES

4M CIRCULATION **25.1M** READERS

23 WEBSITES **23M** UNIQUES

23.1M SOCIAL MEDIA FOOTPRINT

71.2M TOTAL AUDIENCE



CONSUMER PROFILE



MEN'S HEALTH CONSUMERS ARE:

PSYCHOGRAPHICS

- **Tech-savvy** / tech mobile men
- **Natural leaders** / aspirational / influencer
- **Adventure seekers** / risk takers / explorers
- **Driven** and ambitious
- **Trendsetters** & style conscious
- **Health conscious** & seeks fitness

DEMOGRAPHICS

- **Affluent**
- **Professionally employed**
- **Highly educated**

Men's Health's international audience consistently has higher household income levels than local market averages.

30 GLOBAL MEDIAN AGE



EDITORIAL CONTENT PILLARS



**STYLE+
GROOMING**



WORKOUTS



NUTRITION



FITNESS



HEALTH



**SEX+
RELATIONSHIPS**

EDITORIAL CONTENT PILLARS

FITNESS



HEALTH



WORKOUTS



NUTRITION



GROOMING



STYLE



SEX & RELATIONSHIPS



LIFE



EDITORIAL SPECIALS

MEN'S HEALTH editorial specials cover the key topics that help our readers be at the top of their game. From **style** to **grooming** to **nutrition**, these specials are a great platform for brands to communicate their messages in the perfect editorial environment and connect with our global audience.



GUIDE TO STYLE

Bi-annual flip cover specials provide comprehensive bonus coverage on the latest and greatest looks for the seasons. From what's hot in business suits, blazers, jeans, and watches, to skincare and scent, the **Guide to Style** inspires men to find their style sweet spot.

STYLE SUPPLEMENTS

these bonus fashion features showcase the latest looks of the seasons equipping men with expert tips that they need to look and feel their best.



◀ SYNCHRONISED

...the ultimate guide to the men's watch market. Whether *the men's Healthman* is buying his first timepiece, looking to invest, or simply wanting an eagle's eye view of the latest horological trends, **Synchronised** is a definitive rundown of the world's best watch brands.



▲ URBAN ACTIVE

urban active is our biannual supplement dedicated to fashion and sport, aimed at men with active, urban lifestyles.

◀ BEST FASHION

With opulent fashion photography, **BEST FASHION** is an editorial supplement available in select european markets aimed at the modern *men's Healthman*, who tends have more refined fashion needs and experiments with his style.

PARTY SPECIAL

It's the end of the year and you know what it means, Men'sHealth brings you the ultimate party guide Be it finding the best destination to plan your vacation or finding the most happening party in your city, we got it all covered. This Men'sHealth Party Special will make all the readers go wild.



EDITORIAL SPECIALS



GROOMING SPECIAL

Men's Health owns the "well-groomed man", and is the ultimate grooming authority. With the evolving trend of men's focus on the fine details of grooming, the advice that we have been giving our guys for over

25 years is in even higher demand. *Men's Health* editors and experts make their top picks from hundreds of tried and tested products for the annual *Men's Health Grooming Special*. This highly anticipated editorial franchise features the best in male grooming, ranging from hair care and skincare to fragrance and oral care. The coveted award seal is a trusted reference for our readers and an ideal vehicle to reach our grooming-savvy guys.



THE NEW YOU

Trying to navigate through each and every year can be a daunting task, so each year, the *Men's Health* editors compile their *The New You* issue to assist our readers in making the right choices for this New Year. This definitive guide showcases our expert editors' round-up of the best new year resolutions you should take up in this year and how they can benefit the reader.

This annual service-packed feature is not only a reader favorite, but also gets everyone aligned with Men's Health perfect Men lifestyle.



TECH GUIDE

An annual one-stop guide to the newest and most highly-anticipated products from the fast-paced world of technology, the *Men's Health Tech Guide* is coveted by readers. From smartphones to automotive tech, sports gear to personal radio and more, this guide is the essential handbook for a knowledge-hungry audience of gear enthusiasts and early adopters.

A WIDE RANGE OF EDITORIAL TOPICS

Category Breakdown



Fashion & Grooming



Fitness



Relationships



Food & Nutrition



Health



Entertainment & Celebrity



Sports & Recreation



General Interest/culture



Business/Personal Finance



Home & Auto



Travel



Technology



GLOBAL EDITIONS

INDIA

launching in May 2018

AUSTRALIA

menshealthmag.com.au

FREQUENCY: 12X
CIRCULATION: 50,011
READERSHIP: 472,000
UNIQUE VISITORS: 403K
SOCIAL FOOTPRINT: 1.4MM

CHINA

FREQUENCY: 12X
CIRCULATION: 850,000
READERSHIP: 3,000,000
UNIQUE VISITORS: 300K

CROATIA

menshealth.hr

FREQUENCY: 12X
CIRCULATION: 10,000
READERSHIP: 25,000
UNIQUE VISITORS: 30K
SOCIAL FOOTPRINT: 7K

GERMANY

menshealth.de

FREQUENCY: 12X
CIRCULATION: 157,892
READERSHIP: 1,120,000
UNIQUE VISITORS: 879K
SOCIAL FOOTPRINT: 209K

GREECE

menshealth.gr

FREQUENCY: 12X
CIRCULATION: 12,000
UNIQUE VISITORS: 230K
SOCIAL FOOTPRINT: 44K

HUNGARY

menshealth.hu

FREQUENCY: 6X
CIRCULATION: 20,000
UNIQUE VISITORS: 42,700
SOCIAL FOOTPRINT: 27.6K

ITALY

menshealth.it

FREQUENCY: 12X
CIRCULATION: 66,434
READERSHIP: 479,158
UNIQUE VISITORS: 85K
SOCIAL FOOTPRINT: 23.3K

JAPAN+

mensclub.jp/menshealth

KAZAKHSTAN

menshealth.kz
FREQUENCY: 11X
CIRCULATION: 25,000
READERSHIP: 55,000
UNIQUE VISITORS: 65K
SOCIAL FOOTPRINT: 5K

LATIN AMERICA*

menshealthlatam.com
FREQUENCY: 12X
CIRCULATION: 276,100
READERSHIP: 1,188,875
UNIQUE VISITORS: 889,475
SOCIAL FOOTPRINT: 1.7MM

MIDDLE EAST**

FREQUENCY: 12X
SOCIAL FOOTPRINT: 3.7K

NETHERLANDS

menshealth.nl

FREQUENCY: 11X
CIRCULATION: 48,791
READERSHIP: 187,000
UNIQUE VISITORS: 261K
SOCIAL FOOTPRINT: 61.4K

POLAND

menshealth.pl
FREQUENCY: 12X
CIRCULATION: 92,434
READERSHIP: 464,000
UNIQUE VISITORS: 535K
SOCIAL FOOTPRINT: 239K

PORTUGAL

www.menshealth.com.pt

FREQUENCY: 12X
CIRCULATION: 18,774
READERSHIP: 118,000
UNIQUE VISITORS: 101K
SOCIAL FOOTPRINT: 162K

ROMANIA

menshealth.ro
FREQUENCY: 11X
CIRCULATION: 10,000
READERSHIP: 72,125
UNIQUE VISITORS: 44K
SOCIAL FOOTPRINT: 36K

RUSSIA

mhealth.ru
FREQUENCY: 11X
CIRCULATION: 150,000
READERSHIP: 1,437,000
UNIQUE VISITORS: 600K
SOCIAL FOOTPRINT: 1M



*Latin America: Argentina, Chile, Colombia, Dominican Republic, Ecuador, Mexico, Peru, Puerto Rico, Venezuela

**Middle East: Bahrain, Jordan, KSA, Lebanon, Oman, Qatar, Kuwait, UAE

• Digital Only Edition

continued on following page

GLOBAL EDITIONS

continued from previous page

SERBIA

menshealth.rs

FREQUENCY: 12X
CIRCULATION: 12,333
READERSHIP: 73,868
UNIQUE VISITORS: 175K
SOCIAL FOOTPRINT: 41K

SINGAPORE

menshealth.com.sg

FREQUENCY: 12X
CIRCULATION: 30,000
READERSHIP: 62,000
UNIQUE VISITORS: 161K
SOCIAL FOOTPRINT: 49K

SOUTH AFRICA

mh.co.za

FREQUENCY: 12X
CIRCULATION: 32,512
READERSHIP: 1,020,000
UNIQUE VISITORS: 86.5K
SOCIAL FOOTPRINT: 644K

SPAIN

menshealth.es

FREQUENCY: 11X
CIRCULATION: 29,845
READERSHIP: 287,370
UNIQUE VISITORS: 1.3MM
SOCIAL FOOTPRINT: 830K

TURKEY

menshealth.com.tr

FREQUENCY: 12X
CIRCULATION: 35,000
READERSHIP: 252,439
UNIQUE VISITORS: 173K
SOCIAL FOOTPRINT: 85K

UNITED KINGDOM

menshealth.co.uk

FREQUENCY: 11X
CIRCULATION: 180,082
READERSHIP: 1,158,000
UNIQUE VISITORS: 562K
SOCIAL FOOTPRINT: 1.3MM

UNITED STATES

menshealth.com

FREQUENCY: 10X
CIRCULATION: 1,839,433
READERSHIP: 13,267,000
UNIQUE VISITORS: 14.8MM
SOCIAL FOOTPRINT: 13.9MM

WEST AFRICA: GHANA+

pulse.com.gh/mens-health

WEST AFRICA: NIGERIA+

pulse.ng/mens-health

Digital Only Edition

INDIA RATECARD

MAGAZINE SPECIFICATION

Cover Gate	400 X 276.225 +3mm bleed all side
Full Page	203.2 X 276.225mm +3mm bleed all side
Full Page Non Bleed	193.2 X 266.225mm
Double Spread	406.4 X 276.225 +3mm bleed all side
Half Page Horizontal	203.2 X 138.112mm +3mm bleed all side
Half Page Vertical	276.225 x 101.6mm +3mm bleed all side

2018 PRINT RATES

Page Size/Placement	Rates (INR)
Single Page inside the well	4,50,000
Single Page after well	3,50,000
Opening Double Spread Page	10,80,000
Regular Double spread Page inside the well	8,80,000
Inside covers	6,50,000
Back cover	8,75,000
Gate fold on cover	14,00,000
Art card Both sides with tab	9,00,000

*Rates are gross

IN GOOD COMPANY

GLOBAL ADVERTISERS

AUTO

Audi
BMW
Fiat
Harley Davidson
Land Rover
Lexus
Mercedes Benz
Mini
Peugeot
Renault

FOOD & BEVERAGE

Barilla
Coca-cola
Dannon Oikos
Gatorade
Heineken
Josh Cellars
Mars
Nestlé
Oscar Mayer

GROOMING

American Crew
Biotherm Homme
Clarins
Colgate-palmolive
COTY
Degree
Dior Homme
Gillette
Johnson & Johnson
Lab Series
L'Oréal
Nivea
Paco Rabanne
Polo Red
Prada Fragrance
Procter & Gamble
Unilever

HEALTH & FITNESS

Cocoavia
Espn
Fitness Concepts
Herbalife
Isopure
Planet Fitness
Pure Protein
Vitafusion

STYLE & FASHION

2xu Compression
Adidas
Aigner
ALDO
Asics
Bally
Brooks Brothers
Camel Active
Calvin Klein
Chaps
Diesel
Dockers
Dolce & Gabbana
Dr. Martin
GANT
Giorgio Armani
G-star Raw
H&m
Hugo Boss
Kenneth Cole
Lacoste
Levi's
Longine
LVMH
Marks & Spencer
Michael Kors
Nike
Orlebar Brown
Polo Ralph Lauren
PUMA

Reebok
Timberland
Tommy Hilfiger
Under Armour
UNIQLO
US Polo ASSN

TECH & GEAR

Apple
Bose
Braun
Canon
Garmin
Gopro
Hewlett-packard
Nikon
Panasonic
Philips
Samsung
SONY
Toshiba
Virgin Mobile

WATCHES & ACCESSORIES

Breitling
Fossil
GUCCI Watches
Luxottica
Mont Blanc
Richemont
Rolex

Other

Citibank
E*trade
HBO
Symantec
Universal

