



MENSWEAR  
**STYLE**

“Menswear Style provided a lovely set of images exactly to our brief of a gentleman on his travels – they epitomised Mulberry’s timeless style and looked fantastic on our Journal. Images were delivered promptly and to a very high standard”



“Harrods.com has worked on several projects with Menswear Style, always to great success. It is a pleasure to get their steer on men’s style and we’re sure we will be working with him again in the future.”



**Fashion Monitor Journalism Awards**  
Finalist  
(2013 & 2014)

**UK Blog Awards**  
Finalist  
(2015)

**Page Rank 5 Website**

 130k+ followers

 50k+ followers

 5k+ Pinterest Fans

 25k+ Instagram Fans

## OUR READERSHIP

Our readers are creative, affluent and savvy design-conscious consumers, who like to experience the high life. A large percentage work in high pay jobs within the creative and professional industries. If your company aims to target this very demographic then **Menswear Style** is the perfect way to get your products and services noticed by them.

161 countries viewing

Monthly newsletter: **10k**

Social Media reach: **200k**

Europe: **61%**

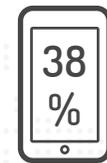
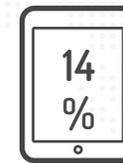
Americas: **24%**

Asia: **12%**

## TOP 10 MARKETS

UK, US, India, Canada, Germany, France, Australia, Italy, Netherlands, Spain

## VIEWED ON



## DISTRIBUTION

100k+ READERS PER MONTH

Average age: **30**

60 features per month



## ABOUT US

Launched in April 2012 **MenswearStyle.co.uk** is an independent daily online men's fashion, grooming and lifestyle magazine which has quickly grown to be one of the leading digital publications in the UK. Focused on Fashion, Style, Advice, Lifestyle and Grooming, we put editorial and advertising at the heart, creating a clean and easy to use design-led website.

We aim to bring you the latest collections and trend alerts from not only well-known fashion labels, but also up-and-coming brands. We cover a wide range of men's topics from grooming and cars to health & fitness and exclusive interviews with individuals such as Patrick Cox, James Anderson, Pierre Niney, Henry Holland, Peter Werth, Simon Carter and Paul Weller, Matt Richardson all interviewed this year.

**Menswear Style** aims to replace the traditional magazine in a more engaging format through; extra imagery, comments, easy shopping of mentioned products and related video content – giving the reader more interaction with the features and enabling the advertiser to engage with their target audience.

## BRANDS WE WORK WITH

Harrods

LACOSTE

MULBERRY

next

REISS

THE  
WATCH  
GALLERY.

T·M·Jewin

TOPMAN

UNI  
QLO

# ADVERTISING RATES

## BANNER ADVERTISING

We have various static banner positions available across all pages of our website in a selection of sizes.

## WEBSITE DIRECTORY

This will give you a permanent link to your website on our directory page. Our website has a Google PageRank of 5.

## SPONSORED COMPETITIONS

We can host and promote branded competitions on our website and also promote it via our social pages. An average twitter comp receives over 1.5k Retweets and an email data collection can achieve up to 4k email addresses.

## BRAND FOCUSED ARTICLES

This is an article focused on your brand whether it is a new collection, news or an interview with a buyer/designer. It can be as simple as publishing a press release or a unique collaboration.

## SOCIAL POSTS

We can promote your products via our social media channels such as Facebook, Instagram and Twitter.

## MEDIA PARTNERSHIPS

A full brand media partnership is a yearly contract whereby we will provide full advertising support and attend all your events and press trips when available.

# PRESS

Menswear Style is regularly featured in global press and in both 2013 and 2014 our editor-in-chief Craig Landale was a finalist for Online Fashion Journalist of the Year. In 2015 we were nominated for 'Fashion & Retail' in the UK Blog Awards.

BRITISH  
FASHION  
COUNCIL



DETAILS / NETWORK



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