



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)

**Digital Magazine
Awards**
Nominee
(2015)

UK Blog Awards
Highly Commended
(2015)

Vuelio Awards
Finalist
(2015)

Page Rank 5 Website

 130k+ followers

 80k+ followers

 10k+ Pinterest Fans

 35k+ 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

Social Media reach: **200k**

App downloads: **1000**

TOP 5 MARKETS



53%



16%



2%



2%

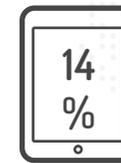


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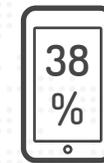
VIEWED ON



48%



14%



38%

DISTRIBUTION

200k+ READERS PER MONTH

Average age: 32

60 features per month



80%



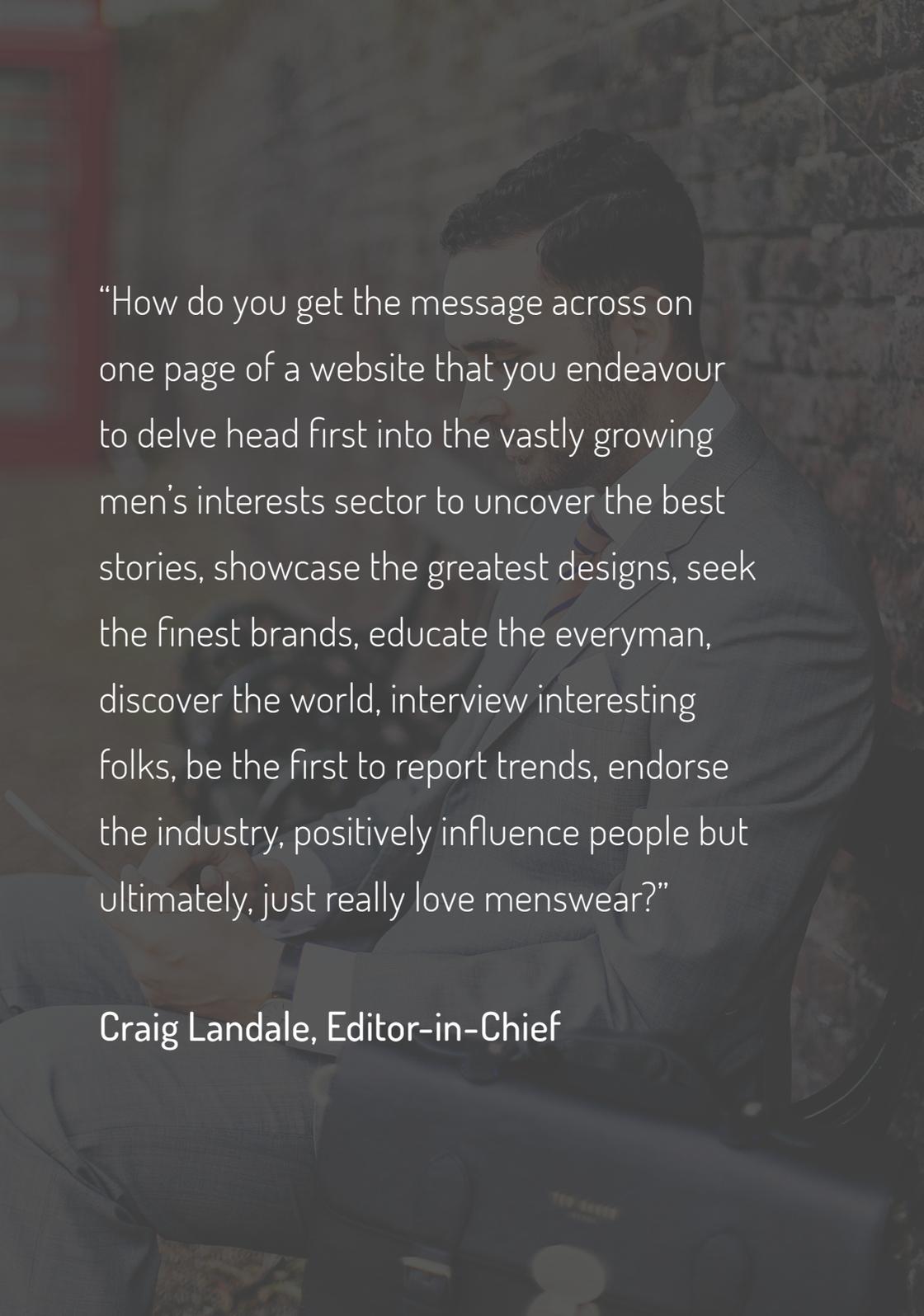
20%

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, Rick Edwards, Henry Holland, Peter Werth, Simon Carter, Calum Best, Paul Weller and 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.

A man in a dark suit and tie is seated at a table, looking down at a laptop screen. The background is a textured wall. The image is dimly lit and serves as a background for the quote.

“How do you get the message across on one page of a website that you endeavour to delve head first into the vastly growing men's interests sector to uncover the best stories, showcase the greatest designs, seek the finest brands, educate the everyman, discover the world, interview interesting folks, be the first to report trends, endorse the industry, positively influence people but ultimately, just really love menswear?”

Craig Landale, Editor-in-Chief

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 collect opt in email addresses. We receive 1k entrants on average.

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.

*prices available on request

PRESS

MWS 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 awarded highly commended for 'Fashion & Retail' in the UK Blog Awards, nominated for best 'Magazine Website' in the Digital Magazine Awards and best 'Fashion Blog' in the Vuelio awards.



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