



The Ultimate Men's Lifestyle Platform

**Media Kit - 2022**

# Highly Motivated Audience, Ready to Buy



The majority of our audience is made up of uniquely talented, ambitious men. They are originators and innovators who take action towards success. This is great for advertisers, as our motivated, proactive readers respond well to products and services they believe will drive them to success.

## Growing Lucrative Audience

40k+ website visitors per month

11.5k+ Facebook fan base

18k Instagram followers

## Worldwide Geographic Catchment

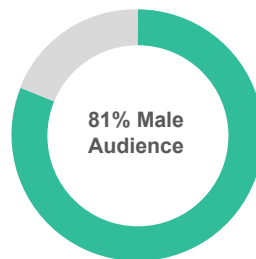
Americas 72%

Asia 15%

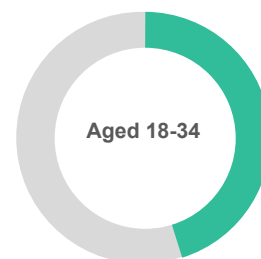
Europe 7%

Oceania 6%

## Predominantly Male Audience



## Millennial Age Group With Steady Incomes



Source: Google Analytics



# Social Media Reach

Social Followers, March 2022



**12,276**  
Followers



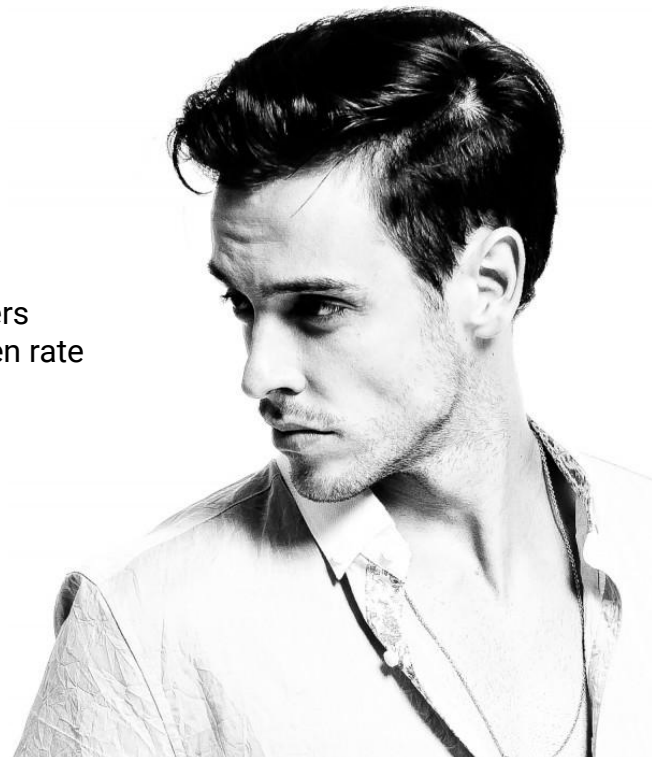
**1,226**  
Subscribers



**18,400**  
Followers



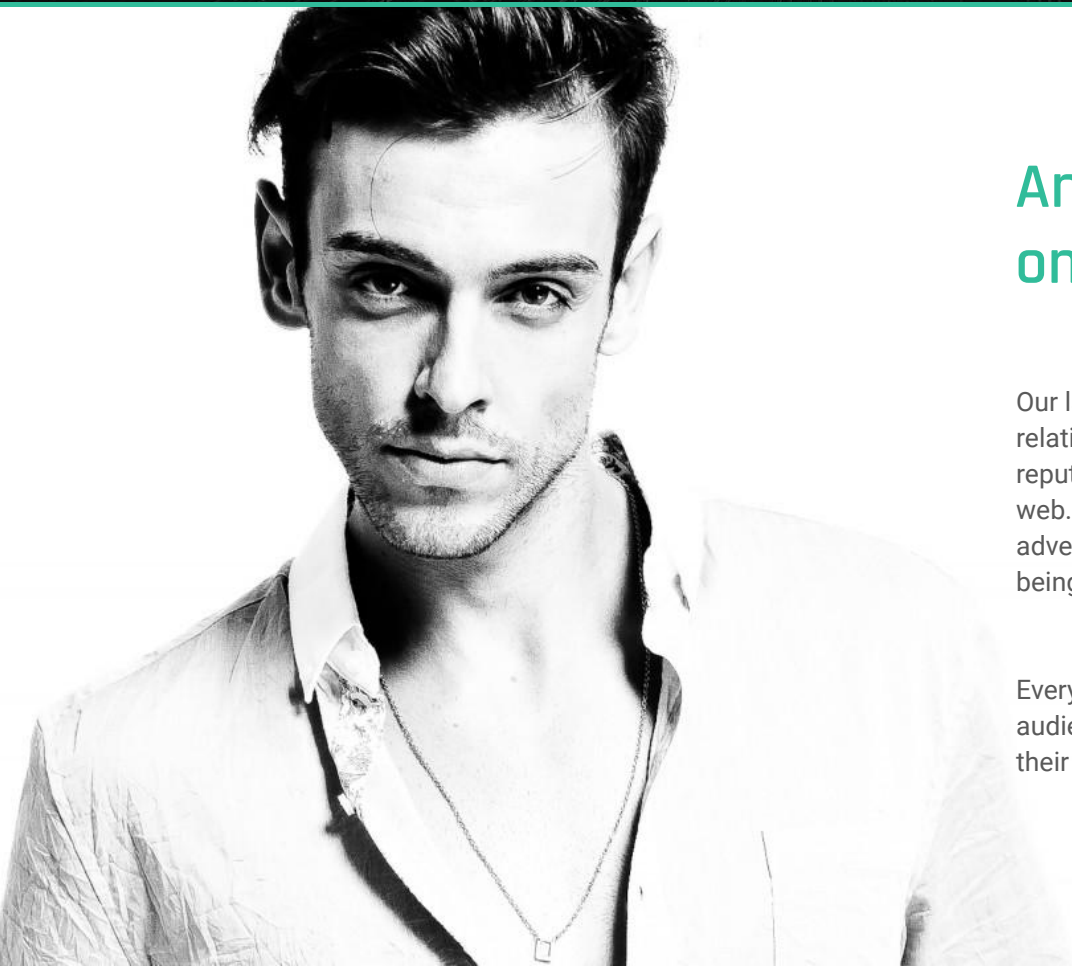
**5,500**  
EDM Subscribers  
With a 15% open rate





Position your brand  
in front of thousands of  
targeted buyers in  
your niche.

Sell more,  
with less effort!



## An Authoritative Voice on Men's Interests

Our large presence on many different websites relating to men increases our brand awareness and reputation for quality men's content throughout the web. When people trust us, they trust our advertisers, too. Your reputation will benefit from being associated with us, and result in more sales.

Every time we post an article, we are growing our audience of loyal readers, who are eager to improve their lifestyles and enjoy our advertisers' products.



# Our Editorial Team



Let our expert editorial team sell your brand through their words. Their unique experiences, trusted advice and compelling writing styles make them strong influences on our audience. Men trust Mark Greene and Terrence Kennedy to lead the way on the subjects and products that matter to them most. The words of our talented editorial team will have men rushing to the virtual checkout!



## **MARK GREENE**

### **EDITOR**

A lifestyle and fashion writer with a keen eye for the most unique, exclusive styles, steeped in a rich feel of quality and influence.

In the bustling hub of Chicago, IL, Mark studiously observes modern fashion and trends and shows his readers stand how to stand apart with strong, handsome fashion statements.



## **TERRENCE KENNEDY**

### **EDITOR**

is a daring adventurer on a journey to self-discovery. He is a traveller, extreme sports aficionado, observant wanderer, DIY-know-how, ultimate outsider and documentarist of culture, sex, dating, relationships, fashion, style, and gentleman's etiquette.



## GENTLEMAN'S DIVISION

[Etiquette of Gentleman](#)

## DELUXSHIONIST

[Mastering Basics:  
Men's Fashion Advice](#)

## not another poppie

[Men's Grooming 101](#)

## getfrank.

[The Attraction of Scent](#)



[Guide to Choosing  
Casual Shoes](#)



[Cruelty Free Fashion  
Brands For Men](#)



[7 Ways to Get Over Your  
Attachment to Your Ex-Girl](#)

## SoSuave

[The Truth Behind Ignoring a Girl  
to Attract Her — A Scientific  
Explanation](#)



[7 Ways To Assess Your  
True Fitness Level](#)

## Sharpologist

[Tips and Rituals for 1st  
Time Beard Growers](#)

## Supreme Men

Better Thyselfes

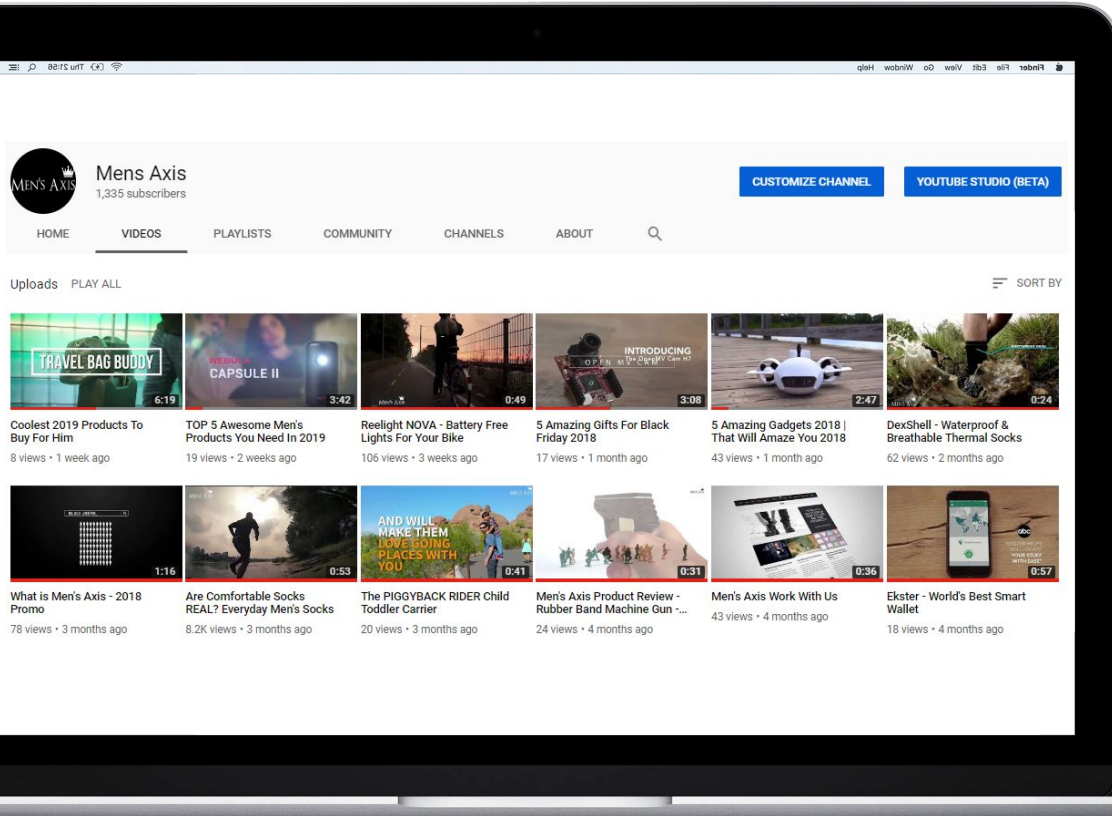
[Oneitis A.k.a That Special Girl,  
How To Cure it?](#)





**Media**

# 1. Professional Video Content - Price \$12,500



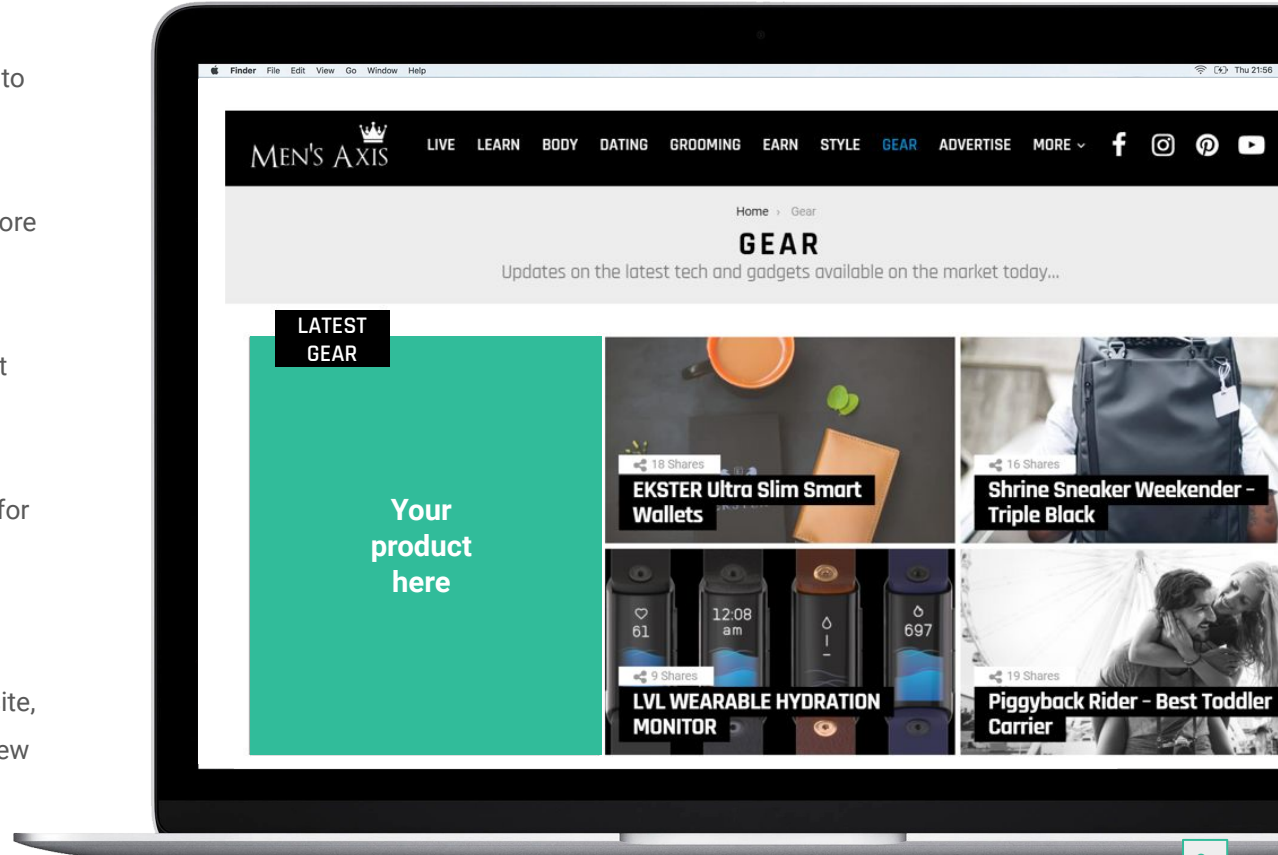
Recreate existing video content/moments  
with our editors

- Product unboxing - highly engaging and professional review.
- Building more brand awareness will help generate more sales
- High authority and influence
- Highly engaged and creative content
- Increases brand reputability with Men's Axis Branding.

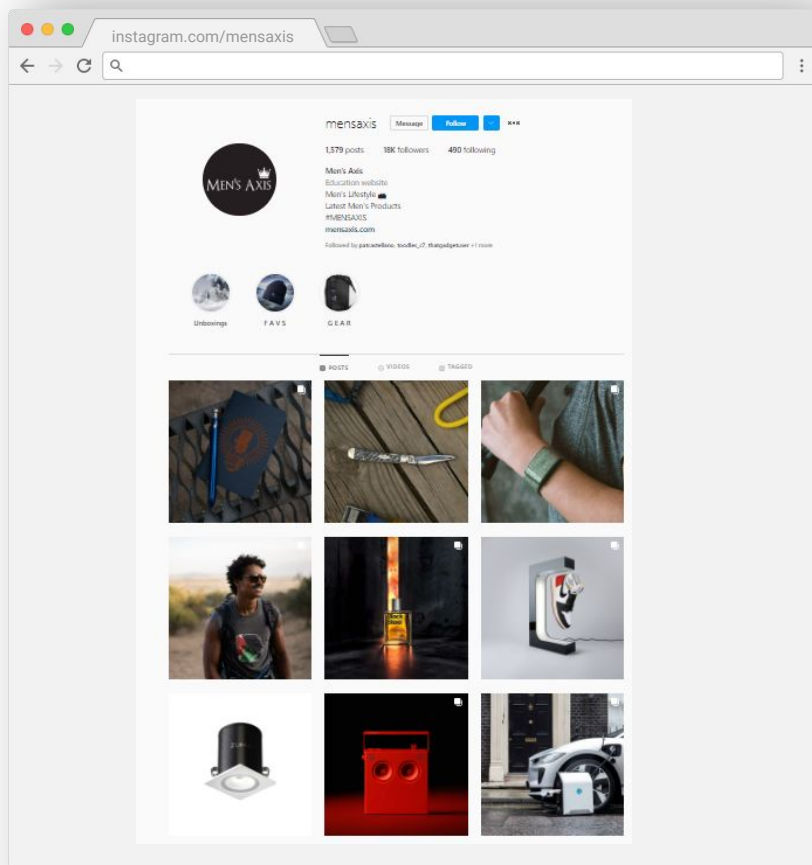
## 2. Lifetime Gear Post - Price \$8,250



- Send us your product and we will add you to our gear section;
- Send direct traffic back to your website/store
- Reach a 90% male audience. Get your products seen by the people who are most likely to buy them;
- Persuasive copy (200-500 words) written for you to effectively convert readers into customers, while saving you the work;
- Gear posts are permanently available on site, for lifetime views and chances to sell to new customers.



### 3. Instagram Social Media Promotion - Price \$6,500




- Growing 18K+ Follower Audience;
- Building more brand awareness will help generate more sales
- High authority and influence
- Highly engaged and creative content
- Increases brand reputability with Men's Axis Branding.



# Social Media Promotion - Instagram






**mensaxis** Following ▾ ...


983 posts 21.5k followers 1,680 following

Men's Axis  
Men's Lifestyle 📱  
Latest Men's Gadgets  
#MENSAXIS  
[www.mensaxis.com](http://www.mensaxis.com)

Followed by nick\_atsalis, toodles\_c7, dimitri\_hionidis + 6 more









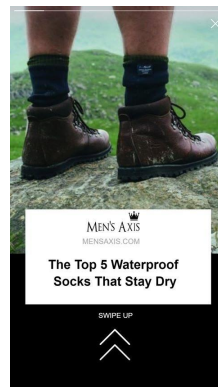
FAVS



GEAR

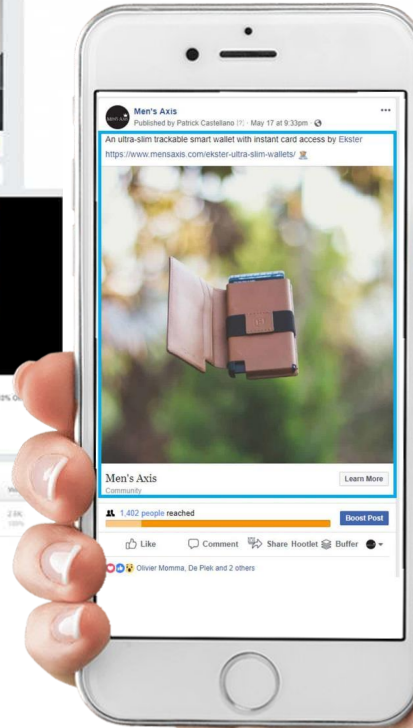
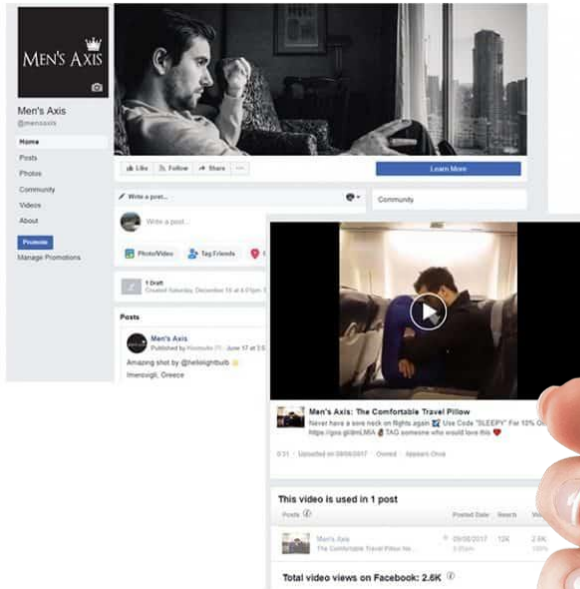
POSTS TAGGED







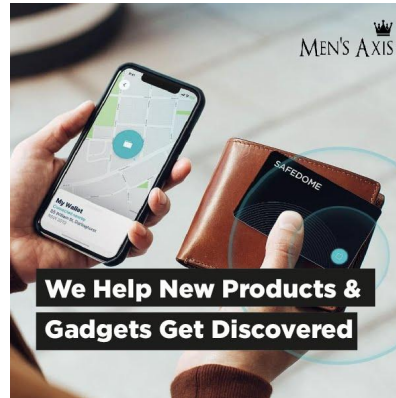
## 4. Facebook Social Media Promotion - Price \$5,550



- Promote your product to 12,000+ potential customers
- Attract and engage thousands of men who love our product recommendations;
- Your post could be shared, getting you even more views and sales!

Engaging, Facebook-optimized posts featuring your products!

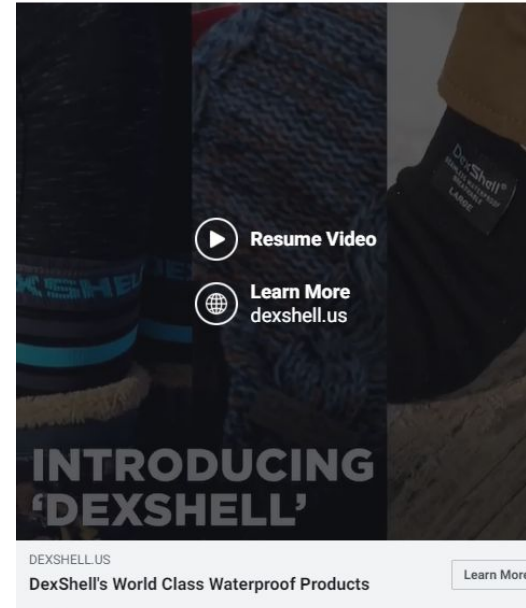
# Social Media Promotion - Facebook



 **Men's Axis**  
Sponsored · 

The best in class waterproof socks, gloves, and hats for outdoor recreation activities!

👉 Visit: <https://www.dexshell.us/>



 Beverly Acton, Joe Mullen and 10 others

4 Shares 39K Views



## Elevate and Promote Your Brand

Take advantage of our rapidly growing audience of targeted, engaged and motivated potential customers, so you can make more sales!





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2022