

A muscular man in a black tank top and shorts is performing a bent-over dumbbell row in a gym. He is wearing white earbuds and has a focused expression. The background shows various gym equipment and bright lighting.

# Men's Health®

THE ULTIMATE HEALTH &

WELLNESS BRAND FOR THE

MODERN MAN

HEARST

“

Men's Health is an essential guide for gents who want to prevail in every area of their lives, from physical fitness to mental wellbeing, success at work to happiness at home. Men's Health is the originator and champion of service journalism: everything we create is designed to inform, benefit, empower and enrich. Men's Health provides the tools our readers need to make the aspirational accessible.

”



Toby Wiseman  
Editor-in-Chief



BRAND

OVERVIEW

## Men's Health

Men's Health is a lifestyle manual for modern men who drive to succeed in every area of their lives.

From functional fitness to mental wellbeing, science to shopping, nutrition to technology, it provides the tools men need to make the aspirational accessible.

Our readers are smart, active and emotionally intelligent. Their definition of success values happiness and equanimity as highly as physical and material gain. Through our magazine's pages, online activity and events, we help modern men realise brand new goals.

HEARST

# BRAND ECOSYSTEM

## DIGITAL

Men's Health delivers the best health and fitness advice for Men online. From solutions to inspiration, advice and instruction. We are always thought-provoking and engaging. Our trusted, tested advice leads in a cluttered market of fads and fake news.

## PRINT

Iconic, trusted, engaging and market leading. Our magazine delivers all the essentials for the modern man. Ground-breaking features and the best advice from one of the most trusted brands in media.

## SOCIAL

With 2 million social followers, Men's Health reaches an engaged audience across key platforms.

## LICENSING & ACCREDITATION

As one of the most trusted brands in media, our endorsement carries huge weight with consumers. From gym equipment to mattresses, we can deliver sales.

## MEMBERSHIP

We launched Men's Health Squad in 2021, giving members access to world class trainers, exclusive content, community, tips and inspiration at their fingertips.

## ECOMMERCE

Men's Health is a highly trusted source of advice and combined with our data and insight that translates into sales for our partners. We saw a 13.6% increase in average e-commerce order value in 2022 YOY.



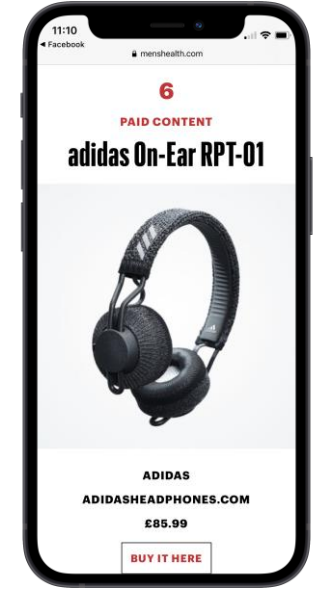
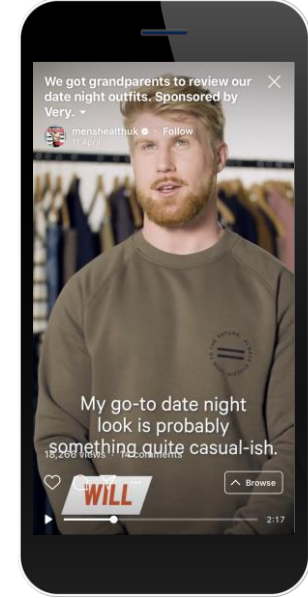
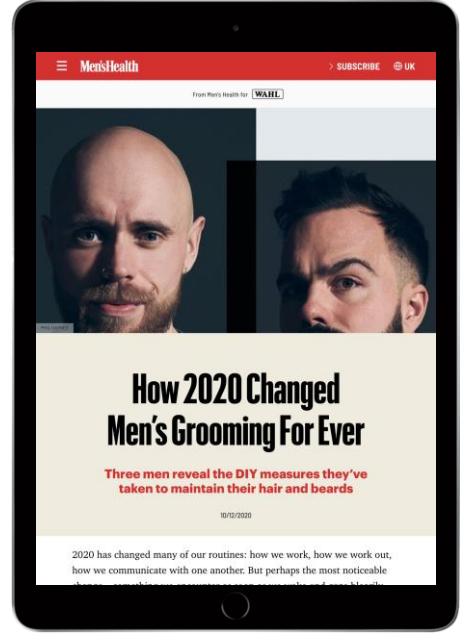
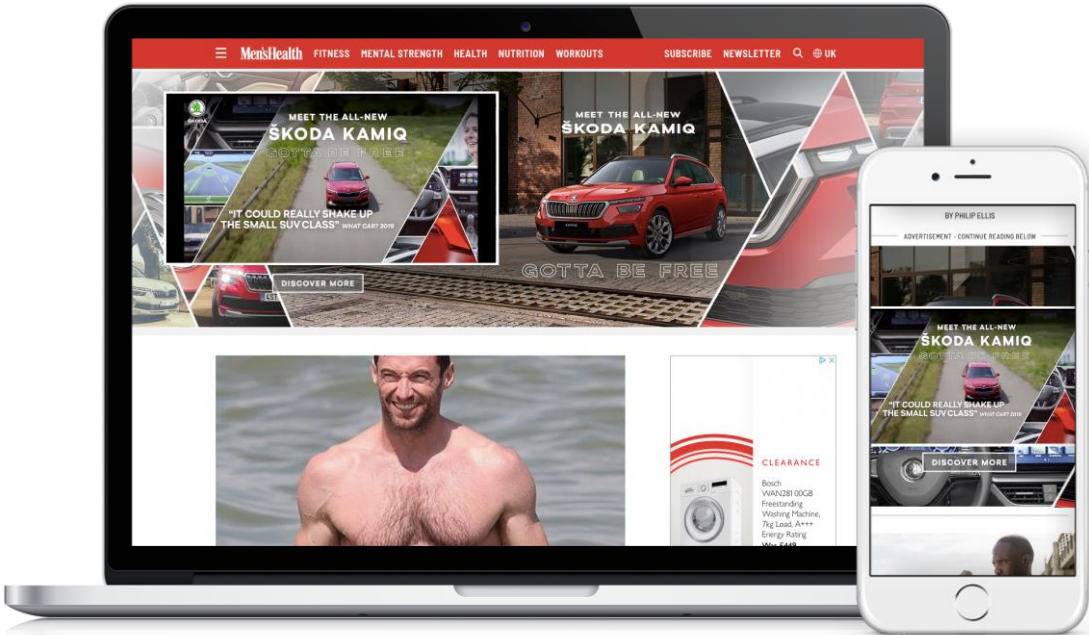
# KEY NUMBERS

1.6m	Unique Users	DIGITAL
5.6m	Page Views	
15-44	Core Age Group	
3.2m	Global Monthly Users (GA)	
33% / 71%	AB / ABC1 profile	SOCIAL
2m	Social Followers	
287.9k	Instagram followers	
1.1m	Facebook followers	
319.3k	Twitter followers	
73,315	Circulation	PRINT
448K	Readership	
27% / 69%	AB / ABC1 profile	



**HEARST**

# SAMPLE DIGITAL AD FORMATS





EDITORIAL HIGHLIGHTS

MENTAL WELLNESS

THE MEN'S HEALTH SQUAD

**HEARST**



## MENTAL WELLNESS

Men's Health are driving to strengthen the mental health of men in the UK, by breaking down barriers and encouraging men to open up and be honest about their how they are feeling mentally.

We are continuing to grow our work of recent years with new initiatives for 2023 as well as championing the issue of the importance of mental health to overall well-being.

Mental Health in Sport: We will talk to a broad range of sportsmen from different disciplines, focusing on the ability of sports to improve mental health.





# MEN'S HEALTH

## SQUAD

Men's Health launched our editorial franchise Men's Health Squad in 2021. A panel of expert Brand Ambassadors featured across content in print and online to help educate and inspire our readers. From training programs to live workouts and one-on-one advice. The squad creates the ultimate health and wellness community for men.

Squad training plans are programmed and designed by the MH Squad team from kick starting your metabolism, to sculpting a bigger, stronger body, all our comprehensive guides are scalable and progressive to enable you to achieve your goal.

**H E A R S T**

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