

A man with curly hair, wearing a teal suit and white sneakers, stands on a blue tennis court. A large red 'MMH' logo is overlaid on the left side of the image. The background shows a tennis court with a blue surface and a black net, with a glass-enclosed building in the distance.

# MMH

**MEDIA KIT 2024**  
**REFINING THE**  
**MODERN MAN**



# **MISSION STATEMENT**

*Man of the Hour* is the quintessential reference for emerging generations of men. From society to mores, entertainment to style, the magazine takes a contemporary approach to life that appeals to a diverse readership. By encompassing an infusion of traditional and modern perspectives with sophisticated well-balanced editorial content and insightful commentary, the magazine intrigues, identifies with and informs its audience by exemplifying the image of today's male—establishing both tradition and trend.

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## ***EDITOR'S NOTE***

As the old saying goes, “the more things change, the more things stay the same.” Men of the 20th century were held up to be suave, intelligent, strong, competent, fashionable, and, above all, enterprising. Today’s gentlemen continue to embody the best of those qualities. They have also expanded and redefined the gentlemen of the 21st century.

At ***Man of the Hour***, we believe that the key to understanding the modern gentlemen lies in the complication of men that covers topics across the content spectrum. From culture and lifestyle to entertainment and fashion, we strive to guide, educate, and inspire emerging generations of men without judgment or reservations. We pride ourselves in our willingness to ask than answer, to provide topics of discussion that need not have a defined viewpoint.

***Man of the Hour*** is concerned with the wellbeing and sustenance of the modern gentlemen. We present content that enhances their individual and collective needs to ensure their success.

***Man of the Hour*** encourages our audience to refine their perspectives and to think and speak for themselves. One of our audience’s defining characteristics is their burgeoning sense of independence and entrepreneurial spirit. ***Man of the Hour*** caters to the highly educated gentleman who contemplates complex problems and changes the world around them through innovative solutions. We pride ourselves in representing this demographic with enthusiasm and confidence, giving everyone the opportunity to seek what they like and to define themselves accordingly.

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# ***GENTLEMAN PROFILE***

**TARGET DEMOGRAPHIC:**

**25-34**

**SINGLE:**

**67%**

**MEDIAN AGE:**

**30**

**ATTENDED COLLEGE:**

**90%**

**MEDIAN INCOME:**

**\$71,400**

**MEDIAN HIGH EARNER INCOME:**

**\$182,578**

**EMPLOYMENT  
STATUS**

**PROFFESIONAL**

**47%**

**MANAGERIAL**

**53%**



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# **METROPOLITAN AREA**

*Man of the Hour* readers are a metropolitan generation. 59.5% of our readers currently live in an urban environment vs 40.5% living in the suburbs.

Here are the top 10 domestic metro markets for the *Man of the Hour* reader.





## ***ETHNIC BREAKDOWN***

**AFRICAN AMERICAN/BLACK:**

**27%**

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**ASIAN AMERICAN AND PACIFIC ISLANDER:**

**30%**

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**CAUCASIAN/WHITE:**

**27%**

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**NON-WHITE HISPANIC/LATINO:**

**16%**

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# GLOBAL REACH

42.4%  
United States

4.05%  
Germany

9.2%  
United Kingdom

3.23%  
Philippines

7.81%  
India

3.15%  
Netherlands

6.5%  
Canada

3.07%  
Ireland

6.37%  
Australia

3.03%  
France

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## **METRO MARKET**

*Man of the Hour* is an international brand connecting with like-minded readers across the globe. Here are our top ten international markets.

**Bengaluru,  
Berlin,  
Brisbane,  
Delhi,  
London,**

**Melbourne,  
Montreal,  
Mumbai,  
Toronto,  
Sydney**

# ***USAGE***

**30%**

**Desktop**

**68%**

**Mobile**

**2%**

**Tablet**

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**CONTENT INTERACTION  
TRAFFIC**

<b>Style</b>	<b>Magazine</b>
64.15%	59.2%
<b>Entertainment</b>	<b>Lifestyle</b>
62.64%	44.09%

**TRAFFIC SOURCE**

<b>Organic Search</b>	<b>Referral</b>
67.6%	1.06%
<b>Direct</b>	<b>Social</b>
31.1%	1.20%

**AVERAGE MINUTES  
SPENT PER VISIT** 2.13

**READER  
ANALYTICS**

*Man of the Hour* readers have diverse content interests across the digital media platform.





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## ***MEDIUM***

### ***DIGITAL***

With an average of 42 feature articles a month, our digital platform is the hub for content covering the latest in culture, style, and global trends.

### ***PRINT***

Our annual print edition is the focal point for in-depth stories and insightful features that enhance the lifestyle and erudition of the gentleman.

### ***TOTAL DOWNLOADS:***

**23,809**

# SPENDING

*Man of the Hour* readers spend \$35,000 on average in a year. 61% of *Man of the Hour* readers make purchases online and 39% do so at brick-and-mortar stores but spend more per trip.

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## **STYLE**

The **Man of the Hour** reader is conscious about how he looks. From head to toe, our reader is looking to present the best image of himself. Yet, the Man of the Hour reader does not care just about the garments and accessories he wears, he is also focused on keeping himself well-groomed at all-times.

There is an importance on the quality of the brands the **Man of the Hour** reader uses, from casual to formalwear and the heritage these brands represent.

The **Man of the Hour** reader is looking to make the most of his money as a savvy shopper with the will and the means to invest in these brands.

The **Man of the Hour** reader spends \$1,500 annually on garments and accessories.

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A close-up photograph of a man with a dark beard and mustache getting a haircut. A barber, wearing black gloves, is using a pair of silver scissors to trim the man's hair. The man is looking slightly to the right. The background is a plain, light-colored wall. The man is wearing a black barber cape with some white text on it, including "THE SHAVE" and "THE CHINA SWEET".

# **GROOMING**

The ***Man of the Hour*** reader maintains a skin and hair care regime that assure they are well-groomed and look their best for every occasion.

The ***Man of the Hour*** reader spends \$300 annually on grooming products and \$400 grooming services.

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# FOOD

**Man of the Hour** readers are making healthier choices in the types of food they consume. This feeds not only into their personal cuisine, allowing the **Man of the Hour** reader to experiment with contemporary sustainable ingredients and engage a diverse range of restaurants.

The health-conscious **Man of the Hour** reader spends \$2,242 annually at food markets. The **Man of the Hour** reader has a broad food palate and spends \$2,088 annually dining out.



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## ***DRINK***

Variety plays an important part in what the ***Man of the Hour*** reader is choosing to consume. Here, the heritage of a brand is just as important as the taste. From locally sourced craft beers and highly specialized hard ciders to wines aged to perfection superior vineyards and intricately distilled liquors, the ***Man of the Hour*** reader prizes quality brands with exquisite taste at any price point.

The ***Man of the Hour*** reader spends \$1,500 annually on wines and spirit.

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# TECHNOLOGY

*Man of the Hour* readers live in an age defined by technology. They are the first to consider new and emerging technologies.

*Man of the Hour* readers value the authenticity of technology brands and look for a personal interaction that will lead them to engage and endorse these brands building loyal partnerships for the future.

**80%** of *Man of the Hour* readers feel that new technology makes them more connected and are least willing to cut back on a technology upgrade

**88.5%** of *Man of the Hour* readers define technology usage integral to their daily lives.

*Man of the Hour* readers spend \$3,000 bi-yearly on technology.



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**DEVICE PURCHASES:**

**Smartphone**

**74%**

**Game Console**

**44%**

**Laptop**

**58.3%**

**TV Streaming Stick**

**14%**

**Desktop**

**6%**

**Smart Watch**

**33%**

**Tablet**

**16.38%**

**Virtual Reality Headset**

**38.9**

**Smart TV**

**30%**

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# ENTERTAINMENT

**Man of the Hour** readers are film and television enthusiasts. They have discerning tastes in the media they consume.

## FILM

Our readers watch films and documentaries that can range from a source of entertainment and escapism to keeping them informed and educated of the world around them.

**39%** of **Man of the Hour** readers regularly view movies in the theater.

**61%** of **Man of the Hour** readers stream films online via video on demand services.

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## **TELEVISION & STREAMING**

Our readers' television viewing habits cover a wide array of scripted and unscripted content within the realms of dramas, dramedies, sitcoms, and reality-based series.

**35%** of *Man of the Hour* readers view linear TV content.

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**7%** of *Man of the Hour* readers view content live via real-time linear TV.

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**93%** of *Man of the Hour* readers stream content via non-linear digital media platforms.

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**98%** of *Man of the Hour* readers stream content via mobile devices.

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# **SOUND**

*Man of the Hour* readers have a diverse musical and podcast taste influenced by the society around them.

**70%** of *Man of the Hour* readers listen to music and podcasts via streaming services.

**55%** of *Man of the Hour* readers subscribe to streaming services for music and podcasts on demand.



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## **HEALTH**

Health is one of the top priorities that feeds into every aspect of the *Man of the Hour* readers' lifestyle. *Man of the Hour* readers are more interested in exploring and investing in the ways to achieve a healthier clearer lifestyle.

35% of *Man of the Hour* readers have a gym membership and 51% partake in fitness courses. The *Man of the Hour* reader spends \$1860 annually on fitness-related products and services

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# URBANITY

## **MORES**

The *Man of the Hour* reader is an ever-evolving gentleman. He adapts to the world around him and is multifaceted in his cultural explorations.

## **MASTERFUL**

Career-minded, the *Man of the Hour* reader is consistent in the pursuit of knowledge and advanced skill set to be successful in his professional domain.

## **WELLNESS**

The *Man of the Hour* reader strives to be of sound mind. He understands that his mental wellbeing is as important as other aspects of his life

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# CONTACT

*Man of The Hour* is dedicated to collaborating with our clients in developing custom programs which highlight their brand objectives.

If you have an interest in collaborating on a project with *Man of The Hour*, then submit a detailed summary of your plan along with your contact information and we will get back to you once it has been reviewed.

For more information, please contact our Public Relations Representative via our contact form.



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**manofthehourmag.com**  
**anpublishing.com**

