

Media Kit 2022

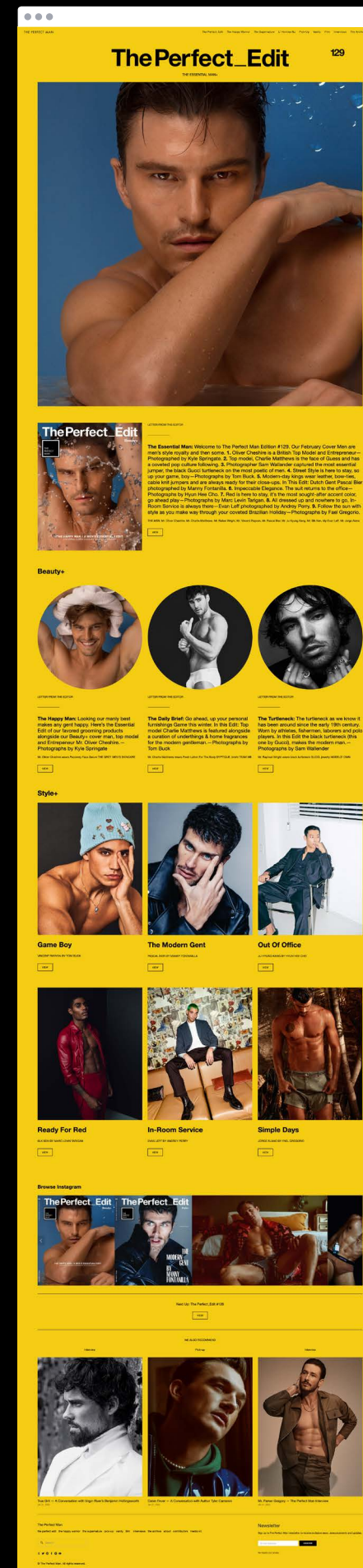
THE
PERFECT
MAN



THE PERFECT MAN IS AN ONLINE PLATFORM FOR MEN WHO STRIVE FOR NOTHING LESS THAN PERFECT. FROM CELEBRATING IMPECCABLE PHYSIQUE TO ENRICHING THE MIND, EXPANDING THE TASTE AND EDUCATING IN STYLE — WE GUIDE OUR READER TO APPRECIATE MEN'S ULTIMATE BEAUTY.

thepfectman.co →

THE SITE



The Perfect_Edit

Curated edits featuring the best in Style, Grooming and Interviews

The Happy Warrior

Curated edits featuring the best in Grooming and Gear

The Supernature

Conversations with exceptional men of fitness accompanied by a photographic feature

L'Homme Nu

Tasty and tasteful photographic, nude, art pictorials

Pick-up

Essential accessories and tools for a perfect look

Vanity

Latest grooming and skincare tips

Film

Creative photographic narratives and studio work

Interviews

Short video features

The Archive

Exceptional men sharing their vision of what it means to strive for perfection



THE READER

THE PERFECT MAN has an international audience of well-rounded influential men, who practice perfection every day.

- FASHION INFLUENCERS
- ARCHITECTS
- COLLECTORS
- CREATIVE DIRECTORS
- DESIGNERS
- LUXURY EXPERTS
- TASTEMAKERS
- WORLD TRAVELERS

68%
US Readers

35
Average Age

\$250K
Average HHI

60%
Work in fashion

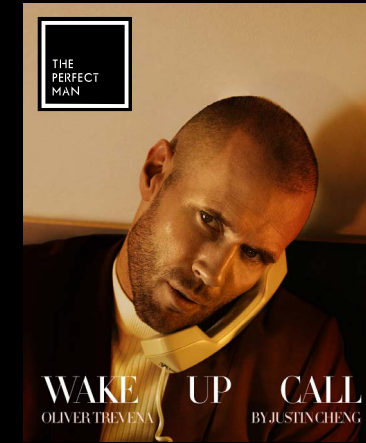
70%
Travel x2/year

90%
Live in a large city

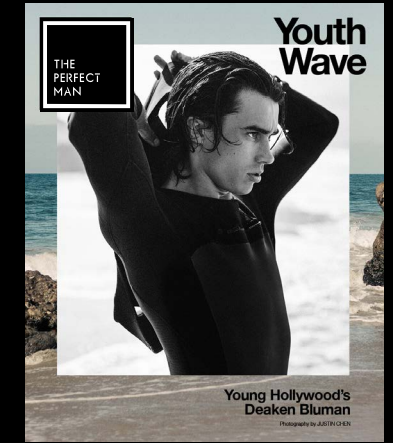
DIGITAL COVER FEATURES



NEIL JACKSON
Interview →



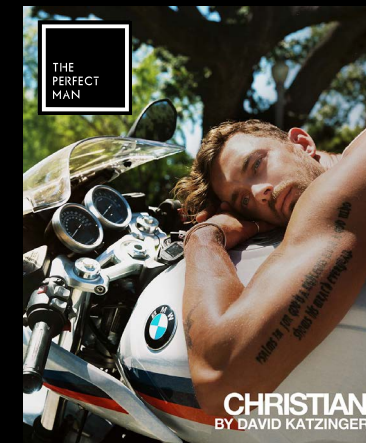
OLIVER TREVENA
Interview →



DEAKEN BLUMAN
Interview →



ANDREAS GIESEN
Interview →



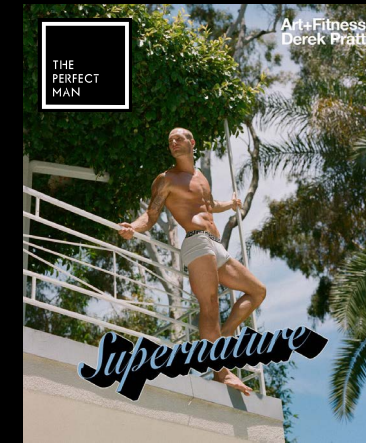
CHRISTIAN HOGUE
Editorial Feature →



FALL STYLE 2020
Editorial Feature →



SKI 2019
Editorial Feature →



THE SUPERNATURE
Derek Pratt Interview →



THE HAPPY WARRIOR
Grooming + Gear Edit →

CHRISTIAN JUUL NIELSEN / AKNVAS FOUNDER &
CREATIVE DIRECTOR AT HERVE LEGER



DIGITAL COMMUNITY

35,000+ Monthly web views
5,700 Subscribers to email newsletter
21K+ Instagram Followers

KHIRY / FINE JEWELRY



THE SKINCARE EDIT /
JESSE UNTACHT-OAKNER



68% United States
10% Russia
6% Peru
3% Germany
3% UK
2% Spain
2% Netherlands
2% Canada
2% France
1% Turkey
1% Australia



ADVERTISING

THE PERFECT MAN

The Perfect Edit | The Happy Woman | The Superstar | L'Homme No. | Pick-Up | Vanity | Film | Interviews | The Archive | About

The Perfect_Edit 128

MOST COVETED MAN

RON DORFF
PARIS-TECHNOLOGY

ADVERTISING

Gentleman Player 2022. Gentleman Player is the new theme for Spring/Summer 22. It takes its inspiration from iconic silhouettes of the early 80s of Pauling, Muskova, Rocco Giamis and Wimbleton. Upgraded and revisited in organic cotton, cotton capri and cotton silk for one urban wear. The collection incorporates fresh, vivid colors like Karm Blue, Grassy Green and Rising Red in addition to the classic Ron Dorff colors: white, navy, heather grey and black.

RON DORFF
PARIS-TECHNOLOGY

ADVERTISING

COOL POOL

Next Up: The Perfect_Edit #127

WE ALSO RECOMMEND

Interview | Pick-up | Interview

Tyler Cameron — A Conversation with Virgin River's Benjamin Holtzworth
Cabin Fever — A Conversation with Author Tyler Cameron
Mr. Parker Gregory — The Perfect Man Interview

HOMEPAGE

Top Banner
\$1,000 / week

Middle Banner
\$700 / week

Bottom Video Ad
\$1,000 / week

Min. placement duration is 4 weeks.

Special rates available for all 3 placements on the home page.

All prices in US dollars.




ADVERTISING

THE PERFECT MAN


The Perfect_Edit The Happy Warrior The Supernature L' Homme Nu Pick-Up Vanity Film Interviews The Archive About

N. Peal X 007

SEARCH





ADVERTISING



RON DORFF

N. PEAL X 007

Exclusive cashmere knitwear brand N. Peal's partnership with 007 continues in James Bond's latest on-screen adventure "No Time to Die" with a uniquely created military style sweater in navy. Modelling its design on British Military Commando sweaters, N. Peal developed this piece of knitwear with No Time To Die costume designer Suttirat Anne Larlarb.




— Sidebar Banner
Located inside story pages
\$600 / week

THE PERFECT MAN

The Perfect_Edit The Happy Warrior The Supernature L' Homme Nu Pick-Up Vanity Film Interviews The Archive About


The Men

SEARCH




ACTOR

TRUE GRIT— Benjamin Hollingsworth is a household face and body for his "bad boy" role in Netflix's *Virgin River*.
A few push-ups and clothing changes revealed Mr. Hollingsworth's thoughts on style, his fears and how similar and how different he is in real life to his character Dan Brady.
Read More →




TOP MODEL

MR. PARKER GREGORY— The iconic Parker Gregory tells it all on a beautiful cool yet sunny day in New York City.
Mr. Gregory is a lover of western country style, motorcycle, comic books—and oh yes! He's an avid conversationalist.
Read More →



ACTOR AND SUPERMODEL

AT HOME WITH CLINT MAURO— Clint Mauro a strapping Italian-American that took the fashion industry by storm.
A poolside conversation, numerous push-ups and swimsuit changes revealed a lot about the man.
Read More →

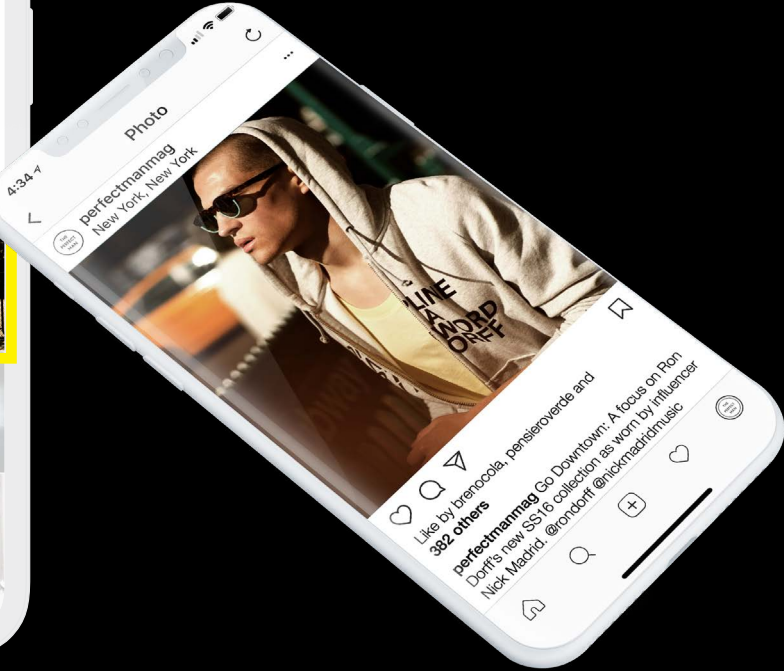
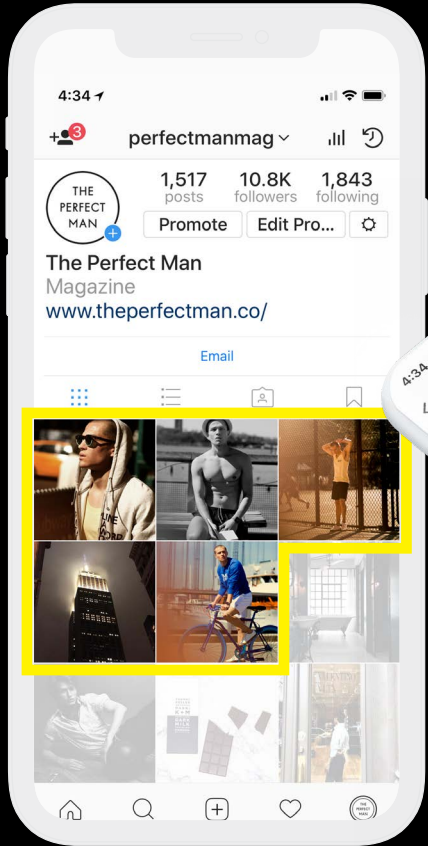


THE GREY
PETER MANNING

— Features Banner
Located inside Interview
section — below top gents
\$1,000 / week

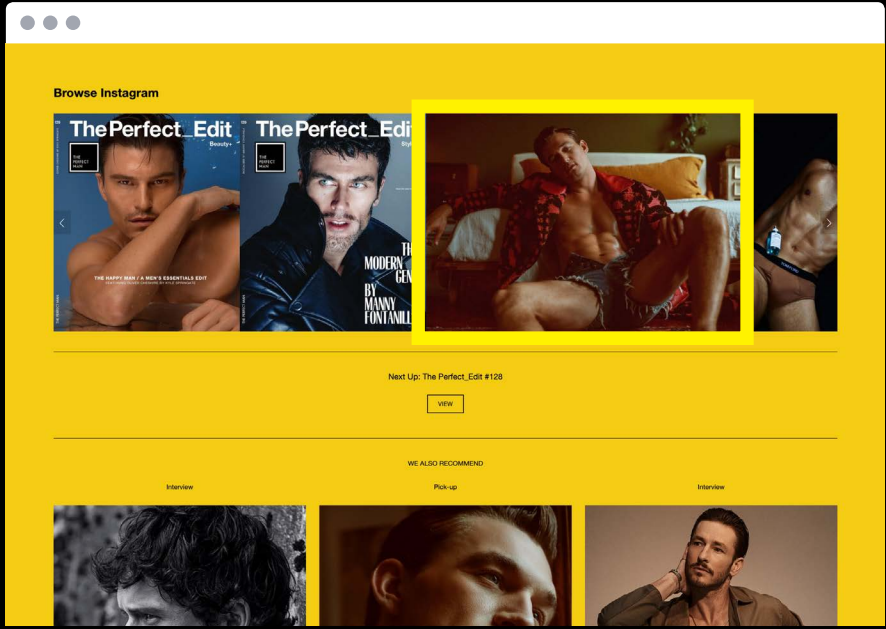


INSTAGRAM ADVERTISING



Instagram Promo Post
\$250 / post
\$800 / 4 posts

Instagram feed as shown in the home page footer





CONTACT INFORMATION

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Hovig Garabedian / advertising@thepfectman.co

SOCIAL

To stay in touch with The Perfect Man, readers can get up close and personal on

INSTAGRAM, TUMBLR, FACEBOOK and TWITTER pages.

thepfectman.co →