

WE'RE NOT ONLY THE BIGGEST, WE'RE ALSO THE BEST.

AskMen is the greatest site known to men. We know that's a bold claim, but it's the truth. For over 10 years, AskMen has been the largest and most trusted source of men's lifestyle content on the web, earning the loyalty of 15 million readers each month.

AskMen's success is rooted in one simple mission: helping guys become Better Men. Our scope and breadth of content is unmatched, with an archive of over 80,000 timeless articles, on top of dozens of new features being penned weekly by esteemed contributors like Simon Majumdar (*The Guardian* and judge for *The Next Iron Chef*) and Benjamin Clymer (founder of *Hodinkee* and contributor for *Forbes*).

Think of us as the better site for men. For millions of guys, we offer highly relevant advice they trust and share as their own. For advertisers, we provide reach into the largest concentration of men ages 18-34 online, and possess the acumen required to ensure that an advertiser's connection with this audience is meaningful and engaging.



AUDIENCE

ASKMEN IS THE NO. 1 MEN'S LIFESTYLE SITE.

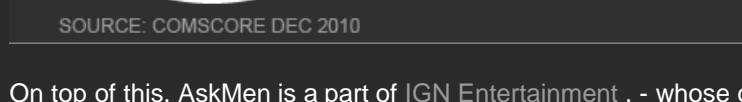
Looking for men who are loyal, purchase-ready and highly influential among their peers? Check, check and check.

AskMen holds the No. 1 position for the male online lifestyle category - whether you're in the U.S., the UK or any English-speaking market in between - pulling in over 140 million page views per month. That makes for a lot of traffic, but our audience is surprisingly refined nonetheless. Nearly 25% of our influential readers boast an average HHI of \$100,000 or more.

SOURCE: COMSCORE, DEC 2010

What does that mean for you? Not only can we help you reach the most guys online, but we can also ensure that you're targeting the coveted spenders and influencers you're looking for.

REACH



SOURCE: COMSCORE DEC 2010

Let's be honest - size does matter. And that's just one of many reasons why AskMen matters to you.

We have the highest reach in the men's online lifestyle category, with our audience totaling more than those of Maxim.com, MensHealth.com and GQ.com combined.

Our reach doesn't stop with the site. In fact, guys are connecting with AskMen through a variety of platforms, from the *A List Newsletter* with its 2 million subscribers in over 15 international cities to our slick feature on the *Flipboard* app.

On top of this, AskMen is a part of *IGN Entertainment*, - whose original properties together capture 1 in 5 men ages 18-34 online - increasing the reach of both our brand and yours.

NO.1 MEN BETWEEN **21 - 49** | **NO.1** MEN BETWEEN **25 - 34** | **ASKMEN RANKS NO. 1** in reach of Men 21-49 and Men 25-34

SOURCE: COMSCORE MEDIA METRIX, DECEMBER 2010. *AMONGST MEN'S LIFESTYLE SITES ONLY

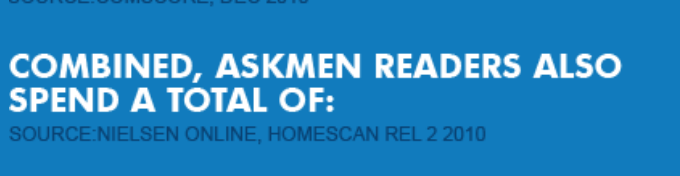
ADVERTISING

"ASKMEN IS THE GO-TO SITE FOR SINGLE GUYS ON THE MAKE."

TIME MAGAZINE, 50 BEST WEBSITES

AskMen can deliver more than just reach for your campaign - we can also ensure that your brand is engaging with the right type of guys. Our readers are the confident, successful and interesting men that brands seek to align with.

Whether he is sipping Scotch, installing a new entertainment system or buying his first car, the AskMen male seeks to become a Better Man in all aspects of his life. And, what's more, he also has a wide social network, across which he tends to share his interests and influence.



COMBINED, ASKMEN READERS ALSO SPEND A TOTAL OF:

SOURCE: NIELSEN ONLINE, HOMESCAN REL 2 2010

\$355 MILLION on Snack foods annually

\$296 MILLION on Alcoholic beverages annually

\$107 MILLION on Hair Care products annually

OUR READERS BY THE NUMBERS:

SOURCE: NIELSEN ONLINE, @PLAN REL 3 2010

- 2.8x** more likely than the online average to purchase a tablet computer in the last year
- 2.4x** more likely to stream movies from their computers
- 2.2x** more likely to make an online purchase using their smart phones
- 2.0x** more likely to provide frequent advice on electronics
- 2.0x** more likely than the online average to purchase men's clothing, shoes and accessories online

INNOVATING IN THE AD SPACE

We have 10 years of understanding guys and helping advertisers like you to do the same. Today, AskMen continues to lead the pack in pioneering new ways to connect brands with that highly sought-after male audience. Our creative team of brand builders is so good that folks from *Ad Age*, *Media Week* and *Times Magazine* have talked about it too.

Some of our happy clients include: Gillette, Porsche, Universal Pictures, Calvin Klein, Ubisoft, AT&T, GM, Google, Microsoft, P&G, Pepsi, Sony, T-Mobile, Yahoo!, and many more.

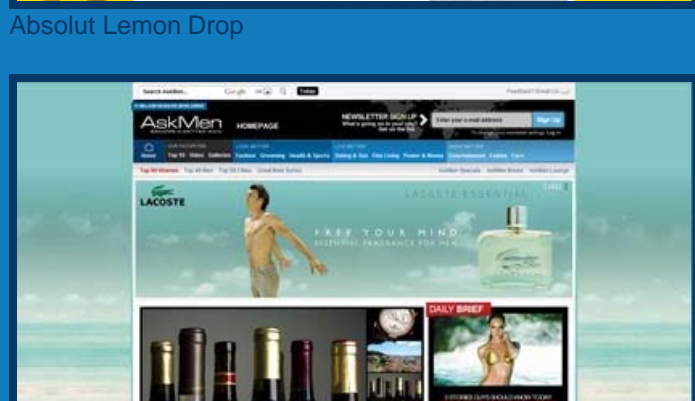
Looking for more? Some of our recent work can be found below.



Cadillac CTS Coupe



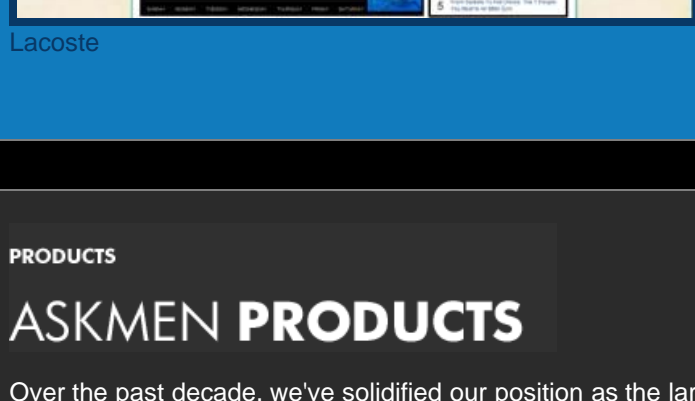
SCEA Gran Turismo 5



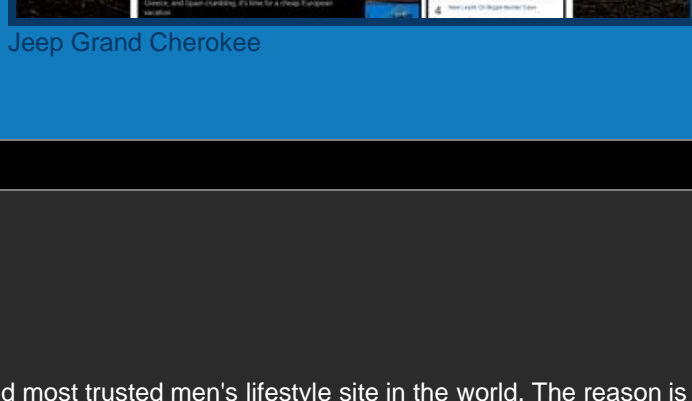
Absolut Lemon Drop



Apple & HBO



Lacoste



Jeep Grand Cherokee

PRODUCTS

ASKMEN PRODUCTS

Over the past decade, we've solidified our position as the largest and most trusted men's lifestyle site in the world. The reason is simple: AskMen lives and breathes the mission of making guysâ€™ lives better.

We pride ourselves on having a relentless team, whose expertise lies in creating original content that speaks to, and ultimately shapes, the male identity.

Life is all about "firsts." From first dates to first jobs to first-borns, we've been there with our readers every step of the way, Influential Men on the rooftop of a NYC skyscraper? We are masters at creating custom experiences that guys actually want to go to, all the while staying true to your brand. Curious to see what a memorable AM signature event is like? Here's a *sneak peek*.

AskMen has expanded to ensure it connects with every critical touch point of our readers' lives. Whenever and wherever guys need us, AskMen is never more than a click away - and we can work with you to make sure that your brand is right there for them too.

VIDEO

Year over year, AskMen Video has seen its unique video-viewer figures almost triple and video-this counts skyrocket by the content that guys want to watch and share - from simple how-tos to AM Originals with leading experts to a curated selection of the best entertainment across the web.

Off-channel, you can also find AskMen Video integrated alongside our 80,000 articles and through major partners like *YouTube*.

MOBILE

More than 10% of our readers access AskMen content through their phones. And now you can ensure that your brand is right alongside millions of guys while they're on the go. Outside of a mobile-optimized site, AskMen is also developing tap-worthy apps that complement and support the daily habits of our readers. If you want to be a part of that customized experience, just *get in touch with us*.

A.LIST CITY GUIDES

Every week, AskMen mails out its weekly National Newsletter - as well as A. List City Guides. Currently in 15 international cities (and counting), we bring the latest news from the worlds of nightlife, fashion, dining, dating, and entertainment to over 2 million subscribers.

ASKMEN FRANCHISE FEATURES

Consisting of the *Top 99 Most Desirable Women*, the *Top 29 Best Cities To Live In*, the *Great Male Survey* and the *Top 49 Most Influential Men*, our annual tent-pole events are an opportunity to engage not only with our readers, but also with the media around us.

Collectively, our editorial specials delivered over 3.6 billion media impressions in 2010 alone, attracting attention from the likes of *CNN*, *The Today Show*, *Conan O'Brien*, and *Yahoo!*. Did we also mention that we helped *Emmanuelle Chriqui* become the second-most-searched trend on Google?

ASKMEN SIGNATURE EVENTS

A *scavenger race* through the streets of San Francisco for the launch of Grand Turismo 5? A private party for 500 of our closest AskMen friends on the rooftop of a NYC skyscraper? We are masters at creating custom experiences that guys actually want to go to, all the while staying true to your brand. Curious to see what a memorable AM signature event is like? Here's a *sneak peek*.

PRESS

"ASKMEN HAS QUIETLY BUILT A LARGE AUDIENCE BY TAKING A BROAD APPROACH... THE RESULT IS SURVIVAL IN A MEDIA UNIVERSE WHERE FEW ONLINE-ONLY MAGAZINES HAVE LASTED."

ADWEEK MAGAZINE

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ASKMEN EXPERTS

AskMen knows guys. Our editors are so tuned in to how the male mind works that they're regularly featured on TV, in print and online. If you are looking for an authority on male lifestyle issues, we have a team of experts who can speak on a number of topics, from dating to finances to health.

What's more, AskMen has research on men's lifestyle trends that you can use. In fact, our data on men's behavior has been referenced by the likes of *Mashable*, *The Daily Beast* and even the *Harvard Business Review*. We have surveyed our audience both on a large scale through our annual *Great Male Survey* - an Ipsos Reid-endorsed project that had over 87,000 respondents in 2010 - and on a more customized level with smaller polls.

LATEST PRESS RELEASES

AskMen and SCVNGR Bring Gran Turismo® 5 Live To The Streets Of San Francisco

Jon Stewart Claims #1 Spot on AskMen's Top 49 Most Influential Men of 2010

Great Male Survey 2010: AskMen and Cosmopolitan.com Unveil Exclusive Survey Results on Gender Differences

New York's Revival - City Selected As 2010's Best Place For Men To Live

Entourage's Emmanuelle Chriqui Named Most Desirable Woman of 2010 According to AskMen Poll

FEATURED PRESS

USA Today | Emarketer | NYT Bits Blog

The Wall Street Journal | Jezebel | AllThingsD

Huffington Post | Yahoo! OMG | C-Net

CONTACT

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