



# The MALESTROM

**Support our sustainability and growth -  
with our next exciting adventure:**

## Advertising

The online men's culture and lifestyle magazine that's getting itself noticed in all the right places. UK-based, international in outlook. From home grown culture to far-flung adventure, we've either found it or we're tracking it down.

After a three-year adventure creating an exciting online space for top quality journalism aimed at a predominantly male audience, The MALESTROM is now embarking on a new chapter to bring our readers closer to the companies and brands that have a natural affinity with our quality-first editorial.



*"Advertising is an important new step in making us sustainable and in helping us achieve our audience development ambitions, and we're now looking for like-minded companies and brands to invest in creating a presence alongside our audience-grabbing editorial."*

**James Johnson, co-founder**

*"After three years of The MALESTROM and almost a thousand interviews and features, the team are more driven than ever to continue to provide unique, insightful and free to view content that our readers achieve more and inspires them every day. With continued growth levels we aim to be one of the leading media platforms for men in the UK by 2022."*

**James Abram, co-founder**

**Founded in 2016, by James Johnson and James Abram, UK-based The MALESTROM has already established itself as an original and innovative space for inquisitive readers to engage in a wide range of high-quality articles, interviews and features.**

Read predominantly by men (over 81%), The MALESTROM is a continuous archived magazine designed to appeal to an audience which has high expectations of itself and the experiences (physical, cultural, intellectual) that it seeks.

With a strong focus on the great outdoors, The MALESTROM is forging ahead as the go-to read for people who are inspired by curiosity, conquering the unknown and exploring the undiscovered.

**Available free with no pay wall**, this captivating online platform continues to achieve above-average levels of visitor stickability with average on-site dwelling time c2.7 mins. Current monthly average unique users is 130k. Over 20% of UK-readership is London-based. The majority of readers (67.47%) are aged 25-44, with a further 11.71% in the 45-54 range.

Demographics based on data collected since August 2016:

### **UK Locations Breakdown**

England: 88.85%

Scotland: 6.55%

Wales: 2.96%

NI: 1.31

Internationally, our largest audience, at 37%, is the US & Canada.

With a focus on quality over quantity, The MALESTROM's editorial team produce around 40 long-read articles a month covering a range of topics, based around detailed interviews with leading names in their field.

While there's a strong leaning towards the great outdoors, content is balanced with articles that range from in-depth features on sport and summer festivals to vegan cooking, photography and reviews of films and lifestyle products.

Varied, thought-provoking and incisive, The MALESTROM offers its readers a rich diet of rigorously researched content based on front row interviews with its subjects.

As many of its interviewed personalities have close affiliations with a range of leading and emerging brands (watches, apparel, cars), advertising on this platform gives your business the chance to engage with an audience that is characteristically:

- **Empowered with disposable income**
- **Cosmopolitan and international in its outlook**
- **Ambitious, high achieving and goal-driven**
- **Career-focused**
- **Brand-literate**

### **Quality editorial with reach, impact and stickability**

With an editorial team that has earned its stripes working within media outlets at the highest level in primetime TV and 24-hour news, it remains highly connected to a network of contacts, thereby ensuring that the originality and topicality of content will be sustained.

The MALESTROM also boasts in house photography and design team who are able to conceive and create eye-catching bespoke campaigns and style shoots, such as the example here: <https://themalestrom.com/style/sustainable-fj%20%93llr%20%93ven-aldo-kane/>

**These recent top four interviews have attracted outstanding audience attention and on-screen stickability.**

**Ed Stafford** – TV Adventurer on Discovery Channel/Channel

URL: <https://themalestrom.com/film-tv/adventurer-ed-stafford-interview/>

Page Views: 260k

Ave time on page: 2m 07s

**Levison Wood** – TV Adventurer and author

URL: <https://themalestrom.com/interviews/british-explorer-author-levison-wood-arabia/>

Page Views: 125k

Ave time on page: 2m 07m

**Ashley Walters** – Musician and Actor

URL: <https://themalestrom.com/film-tv/ashley-walters-modern-day-icon/>

Page Views: 75K

Ave time on page: 2m 59s

**Steve Parke** - Prince's official photographer

URL: <https://themalestrom.com/interviews/picturing-prince-steve-parke-exhibition/>

Page Views: 72K

Ave time on page: 4m 47s

## Here's what they're saying about us



**“We’ve worked with the team at The MALESTROM for several years and it is always a pleasure to collaborate with them. They are incredibly helpful and always go the extra mile to support brands and create content that is fresh, engaging and beautifully photographed.”**

*Skookum Marketing Solutions, PR agency for Scandi outdoor brand Fjällräven*

*'The MALESTROM is a very professional, thought- provoking and well-structured outdoor lifestyle website which we have had the pleasure of working with on a number of occasions. The reviews have been concise & Interesting, with great photography and knowledgeable comments on the products. We wouldn't hesitate to recommend this website to anyone looking for great coverage and easy to deal with journalists who clearly understand the specialist markets and we will certainly be continuing to work with them going forward.'*

- Real PR, who represent outdoor brands Sprayway/Oboz/Trekmates/Bridgedale.

**Invest in presenting your brand to an audience that expects the very best in everything, including top quality journalism.**

**And help us grow an online platform that has a growing audience hungry for more of the same.**

Visit us at: <https://themalestrom.com/>

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