

Our Manifesto

'The Everyman', is designed to discuss a variety of issues which are currently effecting men. This could be issues such as body dysmorphia to various problems such as discussing the expectations of a 'macho image' in 2019. The idea of 'The Everyman', is to encourage conversation as 80% of magazine readers believe that men's health issues are not discussed to an appropriate level in any current male publication. Furthermore, the objective of 'The Everyman' is to ensure men feel the most confident, and this is usually associated with one's appearance. Therefore, grooming and lifestyle advice will proactively be addressed towards the male audience.

Discussion.
Grooming.
Lifestyle.
Fashion.



Olly Alexander, for Paper Magazine, 2018.



Stormzy, for GQ, July 2017.



The Locksmith



THE EVERYMAN READER

Average Age
23

Average House
Hold Income
60K+

ABC1
73%

AB
62%

Living in a
'Centralised
Location'
84%

The publication is targeted towards young professionals or those who have just moved to a new city and therefore have recently interacted with the magazine. Spending habits for this consumer usually include a combination of designer brands and high-street such as Gucci, Balenciaga, Topman and ASOS. With an occasional investment into designer jewellery and accessories. Recent holiday destinations include; Barcelona, Ibiza and the South of France. He, is unlikely to interact with advertisements via TV due to a busy work schedule and an evening workout; meaning most exposure to adverts is via social media. Furthermore, this individual is likely wanting to explore the new city and interact with a new crowd.

DW
Daniel Wellington

PULL&BEAR

TOM FORD

ASOS



TESTIMONIALS & CREATIVE PARTNERSHIPS

At 'The Everyman', we work with a variation of brands to ensure our audience is exposed to brands which interest their needs. This is supported through facts such as 60% of people believe men need more skincare advice, therefore 'The Everyman' can find brands to help find your perfect skin-care regime.

- Working with high-street to designer so our audience have a range of choice.
- 'The Everyman', only works with ethically aware brands.
- Only working with brands that positively reflect 'The Everyman's' objectives.
- Maximising the best services from each brand exclusively to benefit our readers.

EVENT: (ESTEE LAUDER X THE EVERYMAN)



X3 Digital Mockups

In order to actively represent our creative partnerships, 'The Everyman' and the Estée Lauder companies, will form a collaboration in which 'pop-up' stores are allocated to particular cities. There will be live demonstrations and tutorials from influencers and artists, who would show men which Clinique, Tom Ford or MAC skincare products would be best suited to their skin. With any purchased item a free tote bag and new issue of 'The Everyman', will be complimentary provided.

'77% of individuals believe there is negative connotations with a man taking pride in their appearance.'

THE EVERYMAN SCHEDULE

Issue	On-Sale Date	Copy Deadline	Digital Deadline	Editorial Schedule
September 2019	30 th August 2019	5 th July 2019	7 th July 2019	First issue based on body dysmorphia and understanding our target audience and their needs.
December 2019	29 th November 2019	11 th October 2019	15 th October 2019	Equality to all, looking into LGBT+ rights and 'breaking the stigma' campaign.
April 2020	28 th March 2020	15 th February 2020	21 st February 2020	Mental health talks from Stormzy and the importance to speak out regarding emotions. Digital content will be required.
July 2020	28 th June 2020	3 rd May 2020	9 th May 2020	Understanding social pressure and the impact placed on a young male audience. J Hus - as a cover star 'After prison release.'
September 2020	31 st August 2020	9 th July 2020	13 th July 2020	Cover Star: Carl Cunard, talking about the negative abuse he has faced since becoming an Instagram influencer.
December 2020	30 th November 2020	18 th October 2020	21 st October 2020	Discussions with the 'New Mayor of London' and the impacts of unemployment during seasonal times.

At 'The Everyman', a sample schedule is provided so advertisers, there is no miscommunication as to when the content is required by. To keep readers and advertisers informed an idea of editorial notes are included, this is to engage brands to actively work with intended cover-stars and campaigns.

'54% of females claimed they would briefly look through an issue of The Everyman.'

THE EVERYMAN RATECARD

Advert Location:	Cost:
1 st Double Page Spread	£25,000
Inside Back Cover	£15,000
Inside Back Cover	£12,500
Inside Front Cover/Gatefold	£10,000
Bar Door	£55,000
Standard 4 Page Gatefold	£45,000
Full Page Advert	£6,000
4 Column	£4,000
1/2 Page Advert	£3,000
Vertical Homepage	£2,500 per day
Lifestyle, Grooming, Discussions, Fashion and Trends	£1,500 per day
The Everyman newsletter via email (100,000 subscribers)	

'57% of readers do not believe there are enough Men's Magazines.' How can your brand make an impact on 'The Everyman' audience?