FHM is the biggest and best mainstream men’s lifestyle title in the UK, delivering to an otherwise hard-to-reach audience of modern twentysomething men.

FHM’s editorial continues to evolve to meet the needs of young men but continues to cover its core brand values: funny, sexy, useful and daring.

All of this echoes the proud mantra, “It’s great to be a man”, which resonates across all FHM content, across all FHM platforms.
Males aged between **20-35** with a core readership aged **27-32**. It's important for them to look good and to put family and friends first. They thrive on adventures, improving their knowledge and themselves as people. FHM readers are driven and aspire to make something of their lives (whether at work or at home). They need to be entertained, but can see through hopeless bravado in an instance. They're confident and know how to talk to women. They live for their social lives, whether it's bars, clubs or pubs and can confidently hold an informed conversation about music, film, fashion, football, F1, boxing, UFC, rugby, gadgets and cars - they can even get by on cricket and darts. When they're with their mates, they have a very good laugh, have lots of in-jokes and love a wind-up. But they have a serious side, too and make sure they keep abreast of world events – they never miss Question Time (or Match Of The Day!), but also never missing Question Time either. The FHM reader craves stimulation and excitement - it's what makes him feel alive.

**THE READER PROFILE:**

- **ABC1** - 60%
- **Mean age** - 30
- **In employment** - 70%
IT’S GREAT TO BE A MAN

FHM's key pillar may sound a simple philosophy, but it’s one that the brand has lived, breathed and celebrated for years. The magazine, through its core values of funny, sexy, daring and useful aims to root every page in our readers' lives and takes pride in the brilliance that masculinity encompasses in 2015. Be it epic adventures, delicious food, craft beers, the best trainers, eye-opening tales of bravery, beautiful and empowered women and truly inspirational men, this quality of betterment is what sets it apart from the competition.

UPGRADE

Part of celebrating masculinity is, of course, recognising that its readers strive to be even better men themselves. It gives support and knowledge to readers that in turn gives them the confidence to improve their lives and feel even greater about themselves. The FHM brand is the ultimate wingman to its audience.

ENTERTAINMENT

The brand's role as a trusted entertainment filter further grounds FHM as the must-read man bible of the month. It sorts the wheat from the chaff, telling the audience exactly what they should be doing, seeing, buying, reading, eating and drinking at that specific moment. It's a place where they can find a cast of loved celebrity characters, male and female, that they can look up to.

FHM MAN FOOD

The multimedia FHM Man Food print, video and social franchise has become the brand's most successful, with thousands of highly engaged readers actively making and Instagramming their creations with the #FHMManFood hashtag. Furthermore, the brand has been at the forefront of the multimillion pound craft beer movement, championing the men and women that do away with mass-produced alcohol in favour of unrivalled quality.
MULTI PLATFORM OFFERING

SOCIAL MEDIA
With a social media following of 152.6k, 126k Instagram fans, an ever-growing YouTube channel and a Facebook audience of 3.1m followers with up to 39.6m reach, the FHM brand officially reaches more users than any other men’s magazine in the UK.

FHM.COM
FHM.com is the biggest and best lifestyle website for modern British men. We react to topical news with a witty, unique take, covering the biggest entertainment and tech releases as well as the funniest virals. These sit alongside style, health, fitness and sex tips but all content has our key pillars of funny, sexy, daring and useful always in mind. FHM.com is the home of the phenomenally successful and highly engaging #FHMManFood franchise, classy and sexy cover star videos, inspirational adventure features and ultimate how-to guides. First and foremost, it aims to tackle the issues affecting men today.

PROFILE:
83% Male
56% ABC1
Age: 25-34
GROOMING AWARDS
Grooming is an important styling area for FHM and with the UK market in this specific area worth over £1 billion per annum, we give it the attention it fully deserves. Every autumn FHM asks its readers to vote on the grooming products they can’t live without. The FHM Grooming Awards results are published in the December issue, but all of the winners are invited to an exclusive FHM event to celebrate their award. The awards are so prestigious that many of the winners choose to use our exclusive award winner logo in their marketing campaigns, knowing this endorsement will help them generate incremental sales.

100 SEXIEST
After celebrating its 20th anniversary in 2014, FHM’s 100 Sexiest was back in 2015 with a new twist. Two of the world’s biggest lifestyle brands joined forces to create one enormous cross-channel campaign and hotly contested public vote – FHM’s 100 Sexiest and heat’s Hottest Hunks. This collaboration got the nation talking, commenting, sharing and voting as Britain tried to decide who are the hottest men and women on the planet.

COLLECTIONS
FHM Collections is the bi-annual fashion supplement brought to you by the UK’s biggest and best mainstream lifestyle male brand. Our fashion editorial is second to none and unique within the men’s market, making the Spring/Summer and Autumn/Winter specials an unmissable opportunity both editorially and commercially.