TAM
THE ADULT MAN

MEDIA KIT

www.theadultman.com
partner@theadultman.com

ABOUT

The Adult Man is a rapidly growing authority website in the male lifestyle niche.

We engage our audience through detailed how-to guides, reviews, buying guides, and listicles. We write in a conversational tone and always back up our claims with links to high-quality sources. Our content ranks very well.

Our posts are targeted to guys seeking advice on fashion, style, hair, grooming, dating, relationships, travel, self-development, general lifestyle, DIY, and similarly related content. We are always transparent and honest with our readers.

Our audience is primarily "answer-seeking" due to the nature of the keywords we target and our social media marketing methods.

As a result, our readers have a high buying intent and are inclined to positively engage with advertising material.

The result? Fantastic ROI for your business!

OUR VISITORS

75% MALE

62% AGED 18 TO 34

70% FROM THE U.S.

60% VIA ORGANIC SEARCH

Live traffic statistics for the past 45 days are available on our advertise page.

79,000+
MONTHLY UNIQUE VISITORS

110,000+
MONTHLY PAGE VIEWS

14,000+
SOCIAL MEDIA FOLLOWERS

9K+ FOLLOWERS

4K+ FOLLOWERS

800+ FOLLOWERS

FACEBOOK/THEADULTMAN | PINTEREST/THEADULTMAN | TWITTER : @THEADULTMAN

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ADVERTISING & SPONSORSHIP

There are several advertising & sponsorship opportunities available throughout the site. We like to tailor each opportunity on an individual basis as it means you get the most value out of your spend. Please contact partner@theadultman.com to discuss further.

BANNER ADVERTISING

We have several banner spots available on the site. We manage these privately and via third party providers. Check out our advertise page for current information.

PRODUCT REVIEWS, UNBOXINGS, & FEATURES

This is the holy grail when it comes to placement on our site. We will produce a detailed review/unboxing/feature of your product or service. We will thoroughly test your product in detail to verify any claims made in your sales copy. You are only buying our time in producing the content, not our opinion.

This means that if we think your product isn't as good as you claim, we'll let our readers know (although we'll usually get in touch with you before we publish). We are very selective about the products featured on our site. We will always be transparent with our audience and mark these posts explicitly as "Sponsored". All links will be Nofollow.

COMPETITIONS & GIVEAWAYS

Competitions and giveaways are a great way to drive sales quickly and build trust and engagement with your demographic. We will manage and promote a competition or giveaway for your product or service on our site. This bundles exceptionally well with our previous option for a review/unboxing/feature.

READY TO TAKE ACTION?

Send us an email to partner@theadultman.com and we'll get back to you promptly.