

# MAN

Spain's Leading Young Men's Lifestyle Magazine  
Issued 27<sup>th</sup> of the previous month

## **MARKET POSITION:**

**Man** has built a strong reputation in the male magazine sector, increasing its market position and circulation every year to become the undisputed leader in this market.

It targets the young male, and 74% of its readers are in the 20-44 age bracket. 90% of its readership are men, and 75% are readers from A and B social classes.\*

\* Source: EGM 2<sup>nd</sup> CUM 2010

	<b>Man</b>	GQ
Circulation (EGM 2ND Cum 10)	<b>21 419</b>	37,216
Readership (EGM 2ND Cum 10)	<b>102 900</b>	n/a

## **EDITORIAL PROFILE:**

As the leading men's style magazine, evidently **Man** has wide interest coverage. It is full of quality photography of top models, famous people and well-known business-people. Equally it covers art, books, music, cinema, motoring, fashion, as well as beauty, and has a top model feature every month with a poster and photo shoots. **Man** magazine is an excellent vehicle for reaching a high fashion consumer market.

## **TECHNICAL SPECIFICATIONS:**

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