

Menswear Musings

MEDIA KIT



ABOUT

Menswear Musings is a trusted resource of style advice, brand reviews and inspiration for the man who wants to refine his style and upgrade his look without chasing trends or dressing like an old man. The site focuses primarily on the ready-to-wear market from makers who are available to purchase online. It promotes a contemporary take on style that's rooted in the classics without being fusty, with tailored clothing as its keystone, and a full range of other styles building out the rest. The site covers most categories of men's clothing beyond tailoring, including casual wear, footwear, accessories and watches.

ABOUT THE AUTHOR

Mitchell Moss works in the creative field focusing on design, writing, editing and photography. He loves the transformational power and craftsmanship of tailored clothing. He started Menswear Musings as a way to share that passion. He lives in the Nashville, Tennessee, area.



AUDIENCE

menswearmusings.com

10,000 visitors & 25,000 pageviews per month

Male, primarily between the ages of 25-54

Mainly North American (70%) with a secondary market in the United Kingdom (13%)

SOCIAL INFLUENCE

@menswearmusings

Menswear Musings focuses on menswear and related lifestyle content, mostly on Instagram.

15,000+ followers on Instagram, accrued organically

Male, primarily between the ages of 25-44

Mainly in North America with a secondary contingent in Europe

(You won't find posts about hot button social or political issues on my feed or stories—leave that to your aunt's Facebook news feed.)

PRODUCT REVIEWS

BESNARD
LA HAYE

BECKETT SIMONON

SPIER & MACKAY
Handmade

PROLOGUE



NATALINO

CAVOUR



RATIO CLOTHING

THE
ANTHOLOGY



RING JACKET



Menswear Musings writes honest reviews of makers at a variety of price points. If you're a maker who'd like to have your brand considered for a review by the site, reach out to mitch@menswearmusings.com.

Terms of a review: I don't ask for free products in exchange for a positive review. If I receive a product that I'm not excited about in terms of its quality, fit on me or some other aspect of the product, I simply won't publish anything at all (and I will send the product back).

However I will do "sponsored posts" for the right product (see next page).



SPONSORED POSTS

Many brands don't necessarily need or want another "review" of their product out there, they just want to reach a new audience with their marketing. For those brands, whose product fits within my overall style, I'm open to doing sponsored posts.

If you're interested in sponsoring a post on menswearmusings.com or on [@menswearmusings](https://www.instagram.com/menswearmusings) on Instagram, contact mitch@menswearmusings.com.



ADVERTISING

Menswear Musings runs static, graphic banner ads from brands whose style and image align with those of the site.

If you're interested in running an ad, reach out to mitch@menswearmusings.com.



COLLABORATIONS

If you're interested in doing a collaboration with Menswear Musings, such as a capsule collection from your brand's latest drop, or having Mitchell write a guest post on your site, or some other feature idea, reach out to mitch@menswearmusings.com.

