

# *Menswear Musings*

MEDIA KIT

2024



Photo by Robin Svenson

# 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 Cincinnati, Ohio, area.



# AUDIENCE

*menswearmusings.com*

- 10,000-12,000 visitors &  $\approx$ 30,000 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.

- 30,000+ followers on Instagram, accrued organically  
(see reach & engagement figures on next page)
- 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.*)



# ENGAGEMENT

*menswearmusings.com*

- 50-80% engagement rate on most posts for any given period (as defined by GA4)
- $\approx 17\%$  click rate on recommended products, brands, etc. (recent sample period showed  $\approx 11,500$  outbound clicks to vendor pages stemming from  $\approx 65,000$  page views in the same period. Unique visitors during this period were  $\approx 29,000$ .)

INSTAGRAM *@menswearmusings*

*Reach*

- $\approx 100,000$  average monthly reach
- Top 5 posts reach between 10,000-100,000 each

*Engagement (likes, saves, etc.)*

- $\approx 5,000$  average monthly engagement
- Top 5 posts get between 500-2,500 each

# 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 me at [mitch@menswearmusings.com](mailto: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 do sponsored partnerships for the brands looking to advertise to my audience (see next page).

# PARTNERSHIPS



Mounri Raji for Atelier Munro



MM x Proper Cloth



MM x Lorier



Keng Pereira for Atelier Munro



MM x Sartoria di Lusso



Mounri Raji for Atelier Munro

# PARTNERSHIP CASE STUDY

**Here's a brand partnership case study from 2023-24:**

Amsterdam-based brand Atelier Munro partnered with me to be a brand ambassador in 2023. I curated a handful of looks from their upcoming seasonal collections, and we embarked on a three-city global photo and video shoot.

The result was a multi-media campaign launched in two installments—Fall/Winter 2023 and Spring/Summer 2024—with video, social and print components, as well as in-person activations both in the U.S. and in Italy during the bi-annual Pitti Uomo tradeshow.

See the first video and interview here: [ateliermunro.com/portrait/mitchell-moss](https://ateliermunro.com/portrait/mitchell-moss)

I wrote eight seasonal style tips, which were printed in a limited-run booklet with photos from the campaign, and is available in their retail stores. The tips were published online with the second part of the campaign shoot here: [ateliermunro.com/portrait/insights-to-empower-your-style](https://ateliermunro.com/portrait/insights-to-empower-your-style)

We hosted a dinner at Coco Lezzone in Florence, during the June 2023 Pitti Uomo tradeshow, and a breakfast to celebrate the launch of the campaigns at la Ménagère in January 2024.

If you're interested in partnering with me, reach out to me at [mitch@menswearmusings.com](mailto:mitch@menswearmusings.com).

ATELIER  
**MUNRO**  
Amsterdam



MM x Proper Cloth

# OTHER PARTNERSHIP OPTIONS

Partnerships with Menswear Musings can also be a sponsored post on Instagram and/or on menswearmusings.com, which stays pinned on the feed/website, promoting your brand's product for a week. [See current rates here.](#)

## Here's an example from 2023:

A custom-shirt company paid for a 2-week sponsorship on Instagram, with two carousels of photos published one week apart (more detail on the schedule of sponsored posts at the link above). The brand created a specific 10% discount code for new customers converted by MM, which is active year-round.

- Carousel 1 reached  $\approx$ 18,000 accounts and engaged 640 in the first month
- Carousel 2 reached  $\approx$ 75,000 accounts and engaged 1,975 in the first month

Combined, the posts resulted in the brand acquiring 7 new customers in the first month, and an additional 7 the month after that.

Besides the initial 2-post sponsorship, MM frequently tags this brand on regular posts and recommends them, resulting in new customer conversions most months. The brand shares affiliate revenue from each new customer with MM.

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