

MAXIM

BRAND KIT 2018



MAXIM

MAXIM creates an unparalleled luxury experience that's part fantasy, part aspirational and part attainable. MAXIM embodies the life of an exceptional man.



REIMAGINED BY A WORLD CLASS TEAM

SARDAR BIGLARI

Is the Editor-In-Chief and visionary behind the reinvented Maxim brand. He is the Founder, Chairman, & CEO of Biglari Holdings Inc., the parent company of Maxim, Inc.

GILLES BENSIMON

Is the Special Creative Director at Maxim and the Head Photographer for Maxim Magazine. Mr. Bensimon previously served as the International Creative Director and Head Photographer of Elle Magazine and Elle international editions.

GUILLAUME BRUNEAU

Is the Art & Design Director of Maxim Magazine. He previously served as the Art Director of Elle Magazine, New York Times Men's Fashion, Mademoiselle, Glamour Paris, and Vogue Hommes.

MITCH MOXLEY

Is Maxim's Executive Editor. He has written for *The New York Times Magazine*, *The Atlantic*, and *GQ*, and his work has been featured in the Best American Travel Writing anthology.

CHRIS WILSON

Is an acclaimed content creator who's editorial experience spans Maxim Media, The Daily, Playboy and The New York Post among others. This is his second time working for the Maxim brand.

ALESSANDRA AMBROSIO

Is the Special Lifestyle Editor at Maxim. She is a world-renowned supermodel and style icon, having graced 70 magazine covers and worked as a brand ambassador for Victoria's Secret, Dolce & Gabbana, Moschino, Christian Dior and other leading brands.

NICK CANNON

Is the Entertainment Advisor at Maxim. Nick is a globally renown rapper, actor, comedian, entrepreneur, record producer and television personality. Nick Cannon is involved with Maxim's partnerships and event programming.

DAN CARNEY

Dan leads Maxim's coverage of all things automotive, including reviews, industry analysis and commentary. Dan is a well-known auto expert and has authored numerous books on sports cars. Dan aims to remind Maxim readers why we love cars.

GLOBAL INFLUENCE



"Last night was so fun. Thank you again @maximmag for this opportunity, u guys are awesome!" – Hailey Baldwin



"Maxim is kinda like the modern Playboy." – Noel Lee



"You know, it looks like a different magazine. It looks like the paper stock is thicker, and the whole thing seems more substantial. It looks more current, not all, "Hey, let's give you hot ass, boners, and beer," but it still has a good sexy edge to it." - Matthew McConaughey



"Thank you to @maximmag for naming me No1 hottest woman 2016 Shot by the wonderful @gilles_bensimon in Joshua Tree (ps: I want to share this with all the women around the world because we are all Number 1)" – Stella Maxwell



"[It] is a huge honor. It's a great title to have for a year and you can have some fun with it" -Rosie Huntington Whitely



"I was very pleased with the way Maxim represented me—they put the focus on what I've done with what I have, not just on what I have. I received several messages from Maxim readers that told me how much they enjoyed the story. Well done, Maxim! Peace, Love & Happiness." - John Paul DeJoria



"I've been working closely with Sardar and his team over the last few months to develop new and interesting stories that put Maxim at the forefront of luxury lifestyle. I'm genuinely thrilled that I will now begin contributing to the magazine. We have lots of great things planned, and I'm excited to get to work!"- Alessandra Ambrosio



"Check out my new @maximmag cover by @gilles_bensimon. It has been a dream to shoot with this legend." – Hannah Jeter



"My first USA cover. So excited. Thank you so much @maximmag and @gilles_bensimon LOVE IT. On newsstands next week" – Sara Sampaio



WOW. What an honor and dream come true for us. Feel so lucky to get to share this with you my sis Bella Hadid" (Retweeting Maxim's Victoria Secret Fashion Show story) – Gigi Hadid



"Cool, #Maxim. Thanks for this great piece." – Ethan Peck



"Dear Maxim, thank you for your recent article about our Venom GT. Our company has received a very nice response from your readers as a result of your very kind coverage. Maxim readers are influencers in their own right and we appreciate your help in presenting the Venom GT to them in a very cool way." – John Hennessey

BAROMETER OF TOP FASHION TALENT

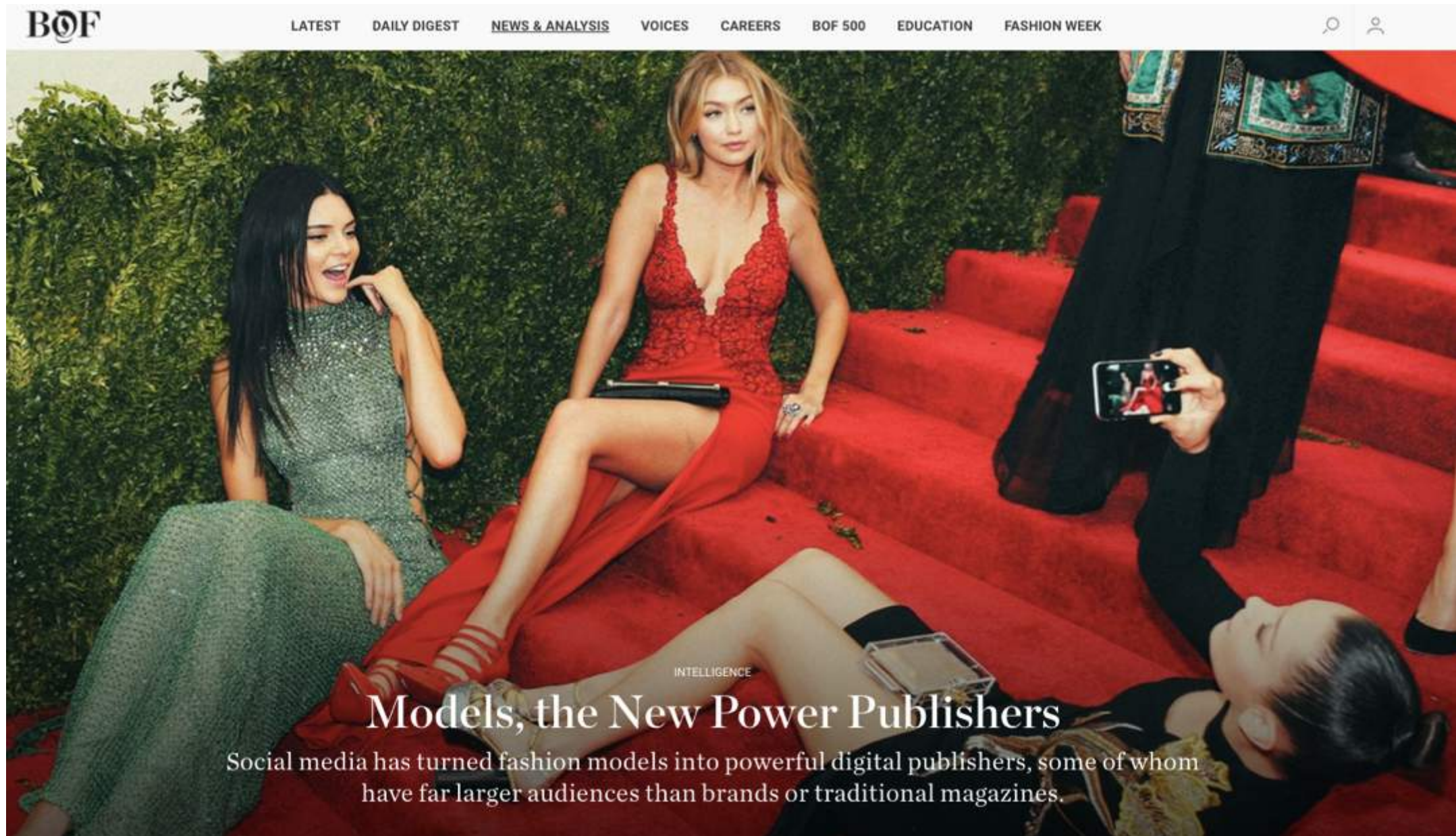
On December 6, 2016, Maxim and specifically the Maxim Hot 100 issue played a starring role on Victoria's Secret Fashion Show telecast that reached over 800 million people in over 190 countries around the globe.



"I was looking through the Maxim Hot 100 list, every angel was on it." - Josephine Skriver, Model

"Stella Maxwell was named the world's most beautiful woman by Maxim magazine, which is a major deal." - Monica Mitro, EVP of Public Relations at Victoria's Secret

AMPLIFYING THE VOICE OF TODAY'S INFLUENCERS



REDESIGNED FOR TODAY'S MAXIM MAN



WHO ENJOYS THE FINE & FUN THINGS IN LIFE



INCLUDING WORLD CLASS TRAVEL & ADVENTURE



SPIRITS & ENTERTAINMENT



THE LATEST GADGETS, GEAR & AUTOS



HE HAS A SOLID SENSE OF PERSONAL STYLE



HE'S INSPIRED BY SUCCESS



HE APPRECIATES THE MOST BEAUTIFUL WOMEN IN THE WORLD



PHOTOGRAPHED WITH SOPHISTICATION BY GILLES BENSIMON



ONLY MAXIM FUELS HIS DRIVE TO LIVE LIFE TO THE FULLEST



THE MAXIM EXPERIENCE IS MULTI-CHANNEL



A LUXURIOUS VISUAL EXPERIENCE IN PRINT

World-class
photography

200# Cover
60# Body
Paper Stock

7x frequency
1,750,000
annual reach

250k
Rate Base



EDIT CALENDAR

Every issue of Maxim magazine is rooted in a destination. Reaching over 2 million mobile active men on a monthly basis, Maxim today embodies the life of an adventure seeking man.

2018 Ratebase: 250,000

JANUARY / FEBRUARY | LONDON

COMMITMENT: 12.1.17 | MATERIALS DUE: 12.4.17 | ON SALE: 1.9.18

MARCH / APRIL | BRAZIL

COMMITMENT: 1.9.18 | MATERIALS DUE: 1.15.18 | ON SALE: 2.20.18

MAY / JUNE | BAHAMAS

COMMITMENT: 3.8.18 | MATERIALS DUE: 3.12.18 | ON SALE: 4.17.18

HOT 100 | HOT 100

COMMITMENT: 4.12.18 | MATERIALS DUE: 4.16.18 | ON SALE: 5.22.18

JULY / AUGUST | FRENCH RIVERA

COMMITMENT: 5.10.18 | MATERIALS DUE: 5.14.18 | ON SALE: 6.19.18

SEPTEMBER / OCTOBER | VEGAS

COMMITMENT: 7.12.18 | MATERIALS DUE: 7.16.18 | ON SALE: 8.21.18

NOVEMBER / DECEMBER | MIAMI

COMMITMENT: 9.13.18 | MATERIALS DUE: 9.17.18 | ON SALE: 10.23.18



REACHING AN AFFLUENT AUDIENCE IN PRINT

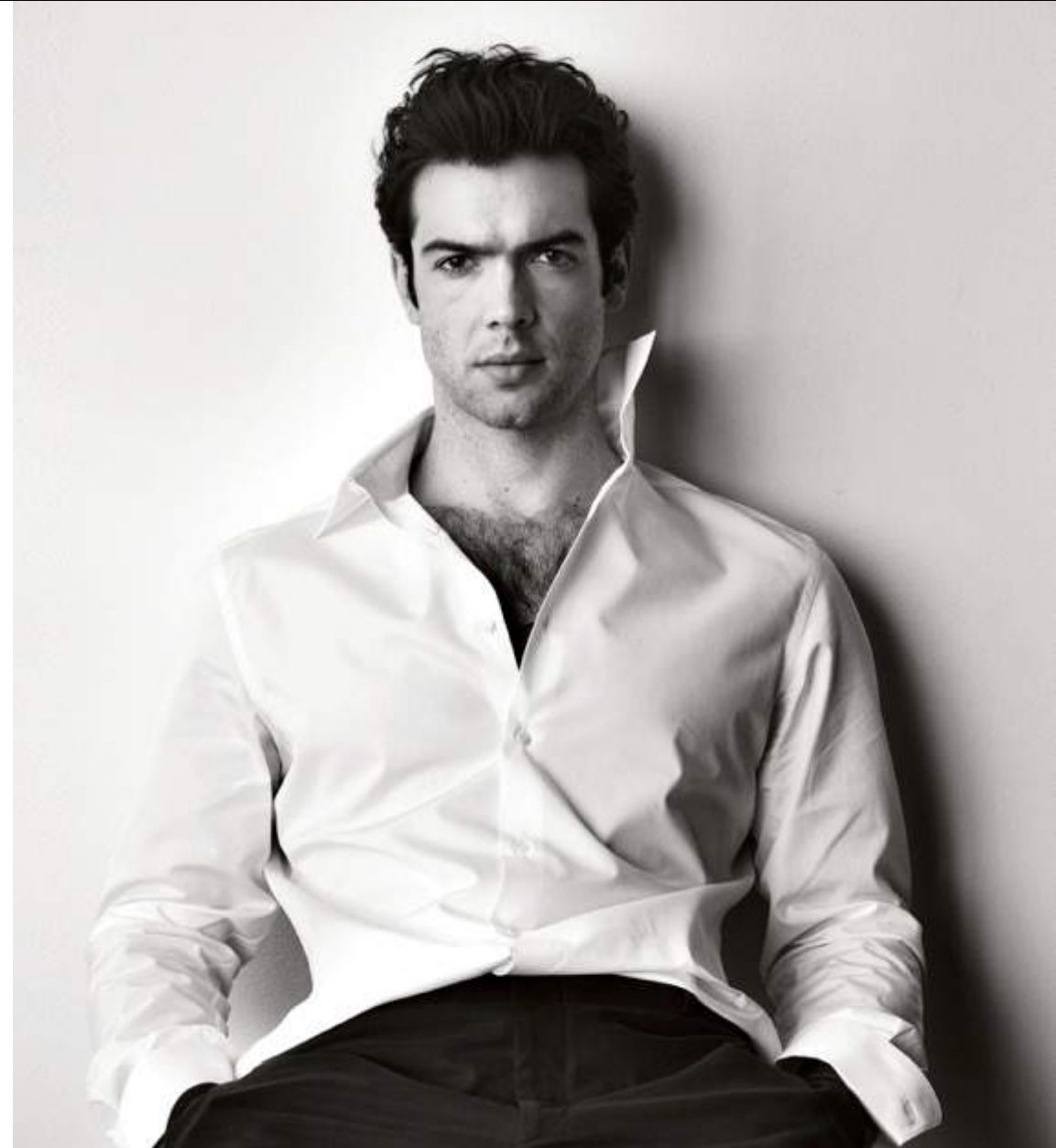
Average Age:	48
Average HHI:	\$90,006
Average NW:	\$724,830

Age 25-54:	63%
Age 25-44:	37%
Average Income:	\$87,977
Average Net Worth:	\$451,443

35-49:	36%
Average Income:	\$94,084
Average Net Worth:	\$628,306

51%:	Maxim Readers 50+ with Average NW of \$1M +
15%:	Maxim Millionaires

Source: Wealth Engine customer analytics September 2017 (MAXIM Paid Subscription Matched File Analysis)



PRINT READER STATS

- 63%: Maxim readers who are Married
- 74%: Maxim readers who Own a Home
- 33%: Maxim readers with Average Home Value over \$500k
- 18%: Maxim readers who Own 2+ Homes
- 44%: Maxim readers who are Personal Financial Investors
- 30%: Maxim readers intend on purchasing a new automobile
- 36%: Maxim readers who drive an SUV

Top Markets: NY, CA, TX, FL

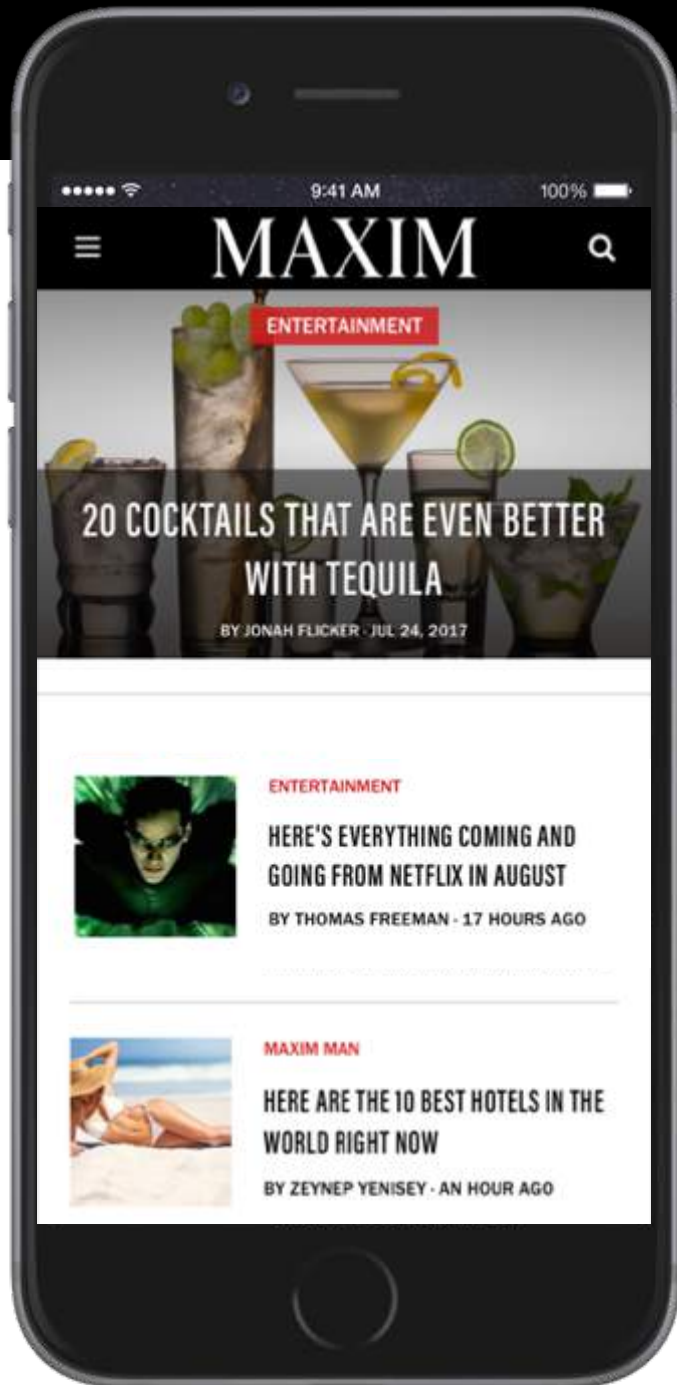
Maxim readers are most interested in golf, football and basketball.

Top interests of Maxim readers include outdoor activities, food & wine, travel, electronics, apparel and computers/technology,

Source: Wealth Engine customer analytics September 2017 (MAXIM Paid Subscription File Analysis)



MAXIM.COM IS HIS MOBILE RESOURCE



8.1M

MONTHLY UNIQUES

80%

MOBILE TRAFFIC

\$112,050

INCOME

31.5

MEDIAN AGE

DELIVERING 20+ STORIES DAILY ON MAXIM.COM

NEWS

THE ALL-NEW ASTON MARTIN VANQUISH ZAGATO STATION WAGON IS THE WORLD'S MOST PRACTICAL SUPERCAR

Even James Bond needs groceries.

DAN CARNEY · A DAY AGO

482
SHARES



Aston Martin

We knew it was coming, but Aston Martin has completed the Vanquish Zagato quartet of limited-edition, custom-bodied Vanquish variants with a new long roof shooting brake—essentially a two-door station wagon—iteration of this scarlet beauty.



ENTERTAINMENT

CELEBRITY CHEF MARCUS SAMUELSSON'S 6 TIPS FOR PAIRING SCOTCH WITH FOOD

Because even when you're drinking Scotch, you need to eat well.

JARED PAUL STERN · AUG 30, 2016

362
SHARES



Glenmorangie

James Beard award-winning chef [Marcus Samuelsson](#) of Aquavit and Red Rooster Harlem fame has collaborated with single malt whiskey brand [Glenmorangie](#) on a year-long "Dishes & Drams" program pairing his renowned cuisine with various kinds of [Scotch](#).

CONNECTED ACROSS KEY SOCIAL PLATFORMS



3,054,990



684,000



467,000



216,904

DELIVERING MASSIVE ENTERTAINMENT PLATFORMS

MAXIM TENTPOLE EVENTS:

Every year Maxim hosts some of the most talked about events in the country. Our parties draw hundreds of VIP attendees, celebrities, athletes, press and more. Averaging over **2 billion press impressions**, these events are can't miss opportunities for brands to reach savvy, affluent and influential consumers.

Signature Maxim Events:

- Super Bowl, Feb 2018
- MAXIM Hot 100, June 2018
- Halloween, Oct 2018

PAST MAXIM EVENT ATTENDEES INCLUDE:

Aaron Colton, Justin Bieber, Brandon Marshall, Chace Crawford, DK Khaled, Fergie, Floyd Mayweather, Travis Scott, Chris Pine, Stella Maxwell, Iggy Azalea, Miley Cyrus, Johnny Manziel, Karrueche Tran, Kendrick Lamar, Chris Pratt, Anna Faris, Wiz Khalifa and many more.



AND SMALLER SCALE EVENTS



- 2018 Issue Parties hosted by cover models in key markets
- WhiskyX Official Media Partner 2018
- Indian Motorcycle Summer X Games Event Partner
- Additional 2018 events in development with key partners

MIXING IN INFLUENCERS



Adam Ferrara

Adam Ferrara is an American actor and comedian known for playing the role of Chief "Needles" Nelson on the critically acclaimed FX series Rescue Me. He is currently a co-host on the U.S. version of Top Gear and played NYPD Sgt.

Social Network Influence

f	262.1K Followers	638 Likes	348 Comments	17 Shares
t	118.4K Followers	15 Likes	2 Comments	2 Shares
i	102.9K Followers	1.5K Likes	23 Comments	- Shares

Audience Interests

- Automotive
- Cars
- Nascar

Geographic Reach



Age Groups



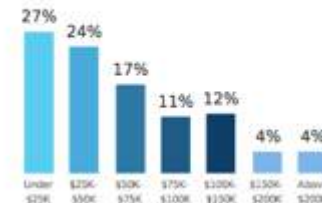
12-18: 0%	19-25: 14%
26-32: 26%	33-39: 36%
40-46: 21%	>47: 1%

Ethnicity

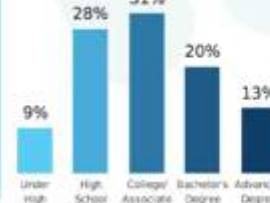


Asian/Pacific Islander: 4%	Hispanic: 30%
African Descent: 13%	Caucasian: 49%
Indian: 3%	

Household Income (US Only)



Education Level (US Only)



Influence



IMPRESSIONS: 22,394



IMPRESSIONS: 20,263



IMPRESSIONS: 17,479



INITIATING SOCIAL CONVERSATIONS



maximmag

Following

maximmag His and hers. Tap the link in our bio to explore the @BrunoMagliOfficial FW17 collection. #BrunoMagli #ad

vsmermaid First

vsmermaid Maaaaaaaxxiimmmmm ☐👍❤️

maximmagazineuk Love that look of the girls with guy in the tuxedo ☐

mamalemusx3 Vote for @alemusss link on her bio 💙💙💙thank you!!!!

konstantin.yegorov 🙌🙌🙌🙌🙌🙌



12,483 views

OCTOBER 6

Add a comment...



maximmag



Liked by gilles_bensimon, scottwlehmman and 1,328 others

maximmag We went full-throttle at the OKC Mile, America's wildest, dirtiest Flat Track motorcycle race. Tap the link in bio for more. | 📸: @indianmotorcycle #OKCMile #motorcycle #flattrack #racing

View all 7 comments

rodemory So awesome

JULY 6

CREATING CUSTOM CONTENT ON MAXIM.COM

SPORTS

WE WENT FULL-THROTTLE AT A FLAT TRACK MOTORCYCLE RACE, THE RAWEST SPORT ON TWO WHEELS

Welcome to the OKC Mile, America's wildest, dirtiest bike race.

TIM STRUBY · JUL 5, 2017

1.9K SHARES [f](#) [t](#) [G+](#) [p](#)

Presented by Indian Motorcycle



Indian's Brad "The Butler" Baker takes a turn at 90 MPH. (Photo: Barry Hathaway/ Indian Motorcycle)

It's a blistering hot Saturday afternoon — hovering around triple digits — and thousands of fans are streaming into Remington Park, a horseracing track and casino in Oklahoma City.

But the only horses here today are of the two-wheeled, motorized variety, as the American Flat Track Series has rolled into town for the eighth race of the season, the OKC Mile.

The oldest form of motorcycle racing in the U.S., Flat Track is neither the high-



STYLE

HOW THIS BESPOKE SUIT STARTUP BECAME ONE OF AMERICA'S FASTEST-GROWING COMPANIES

Knot Standard is changing the fashion game, one custom suit at a time.

THOMAS FREEMAN · NOV 11, 2016

1.5K SHARES [f](#) [t](#) [G+](#) [p](#)



(Photos: Courtesy of Knot Standard)

A *bespoke suit* is a must for any man of status, but not all of us are so keen to make the schlep over to London's Savile Row. What's more, the experience of hunting for a great custom suit, blazer or tuxedo can be confusing and daunting to tailoring novices.

But a relatively new company, Knot Standard (founded in 2010), speaks to the average suit shopper more on his level, allowing him to customize a suit with with an impressive range of fabrics and styles and an array of button, pocket, lapel and stitching options, all available entirely online.



MAXIM MAN

MAKING HISTORY IN HAWAII WITH JIM BEAM

Jim Beam Fans showed us how they make history and were awarded with bold and unforgettable adventures in Alaska, New York City, and Hawaii.

MAXIM STAFF · NOV 23, 2015

[f](#) [t](#) [G+](#) [p](#)

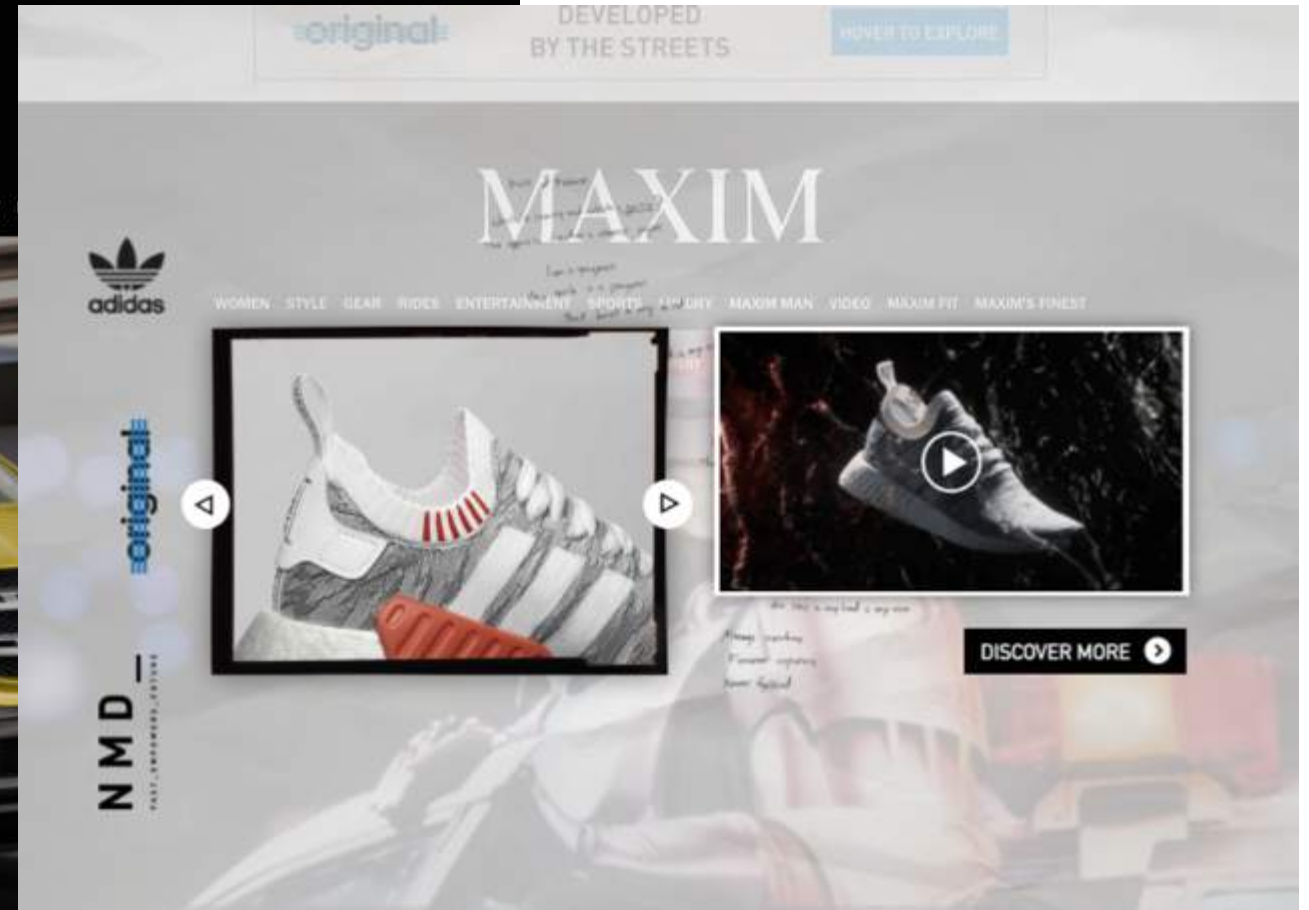
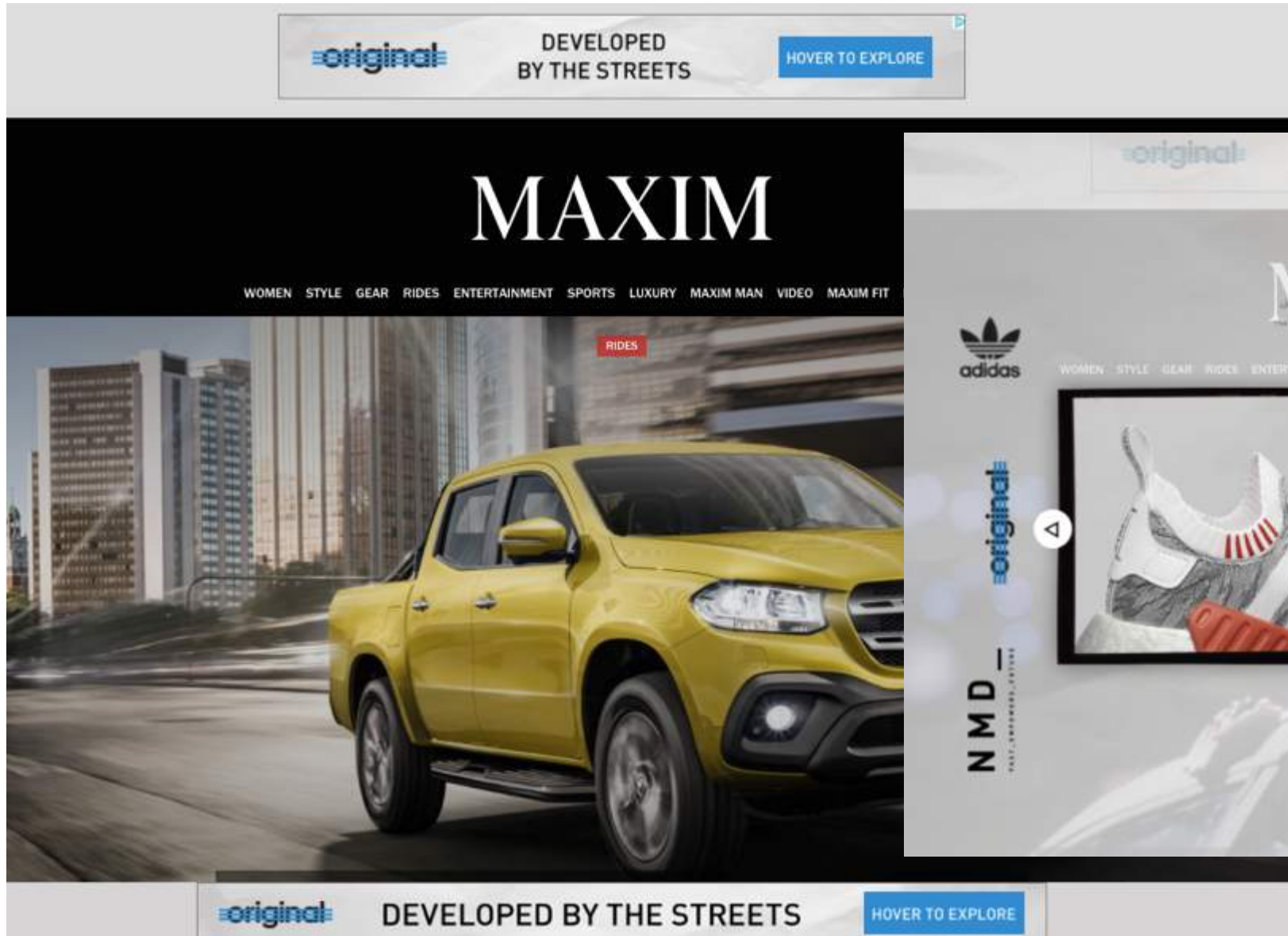


Sponsored by Jim Beam® Devil's Cut®

Jim Beam fans showed us how they #MakeHistory and the winners were rewarded with a Hawaiian Excursion, Devil's Cut Style. The itinerary included a hike on the Pihai Trail, traveling through the Bamboo Forest, and at the top, view of the unbelievable 400-foot Waimoku Falls. The next adventure was a remarkable glider ride over the Hana coast. After both edgy and adventurous activities, the winners enjoyed a relaxing picnic with picturesque views at Hamoa Beach. A Jim Beam cocktail session was held before their private dinner to learn more about the history of the Devil's Cut bourbon and how it's extracted from inside barrel wood to provide that true Kentucky taste. The private dinner at their Travaasa Hana Resort bungalow showcased authentic Hawaiian Hula dancers and musicians, truly capturing the spirit and history of Hawaii to end an unforgettable trip. Check out this clip to see their full excursion.



AND HIGH IMPACT DIGITAL PROGRAMS



TARGETED DISPLAY CAMPAIGNS

Digital Campaigns:

- Reach a prequalified consumer who best fits brand target consumer
- Brand units locked on native content pages
- Targeting attributes can include*:
 - Men
 - Age 25-44
 - Geo: National (US only)
 - Interest in style
 - Business owner/entrepreneur/artist
 - Interest in design
 - Interest in international travel
 - Will work with client/agency to select best Live ramp data attributes for ad serving

*Attributes confirmed by client and Maxim team.

Bushmills Irish Whiskey. Licensed to distill since 1608.

ANSWER THE CALL

Visit drinkaware.ie





MAXIM

WOMEN STYLE GEAR RIDES ENTERTAINMENT SPORTS LUXURY MAXIM MAN VIDEO MAXIM FIT



11 AMAZING THINGS YOU ABSOLUTELY MUST EXPERIENCE IN MEXICO

The hottest beaches, coolest hotels and best food & drink that'll make your next trip South of the Border truly epic.

MAXIM STAFF · MAY 3, 2017

1.2K SHARES    

1. Book a room at a beautiful beachside resort in Los Cabos

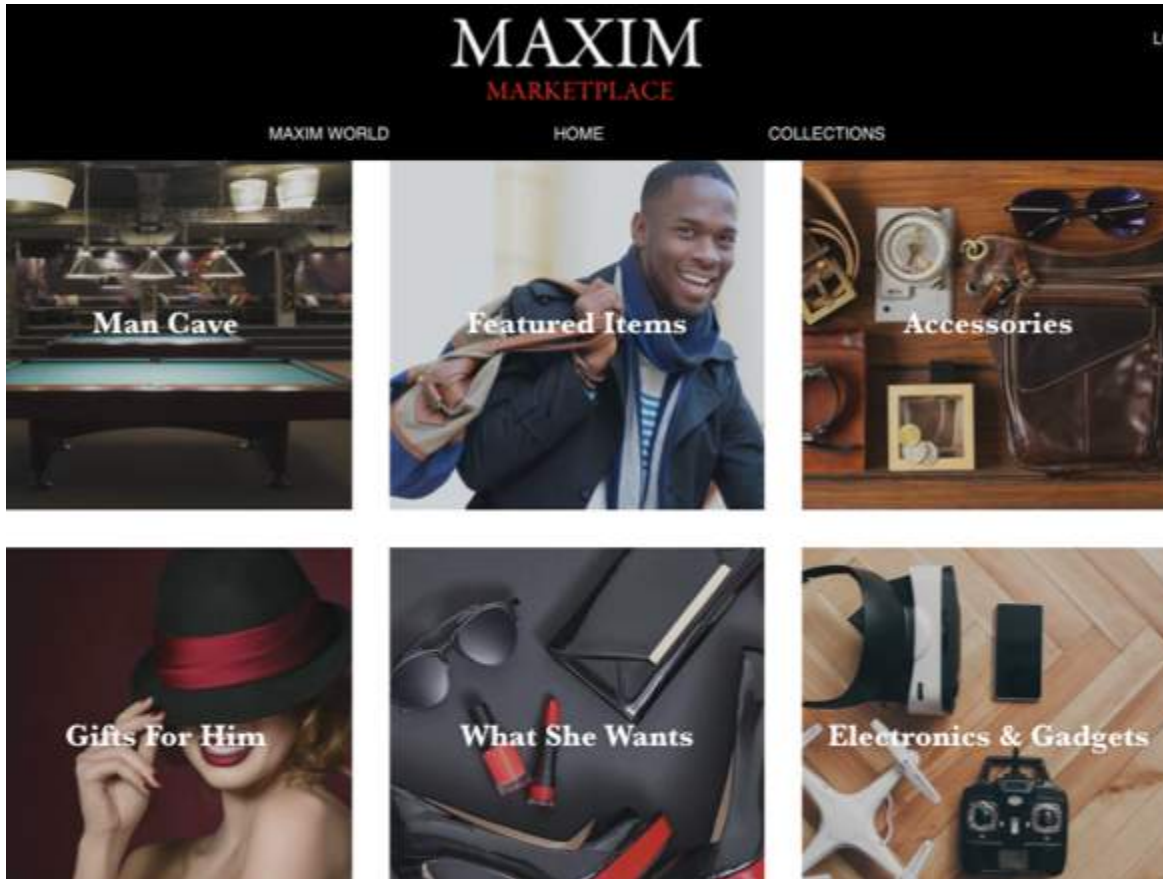


ME Cabo, a luxury all-inclusive hotel with a beach club, bar and international restaurant, is just over a mile from downtown Cabo. (Photo courtesy of Meliá Hotels International)

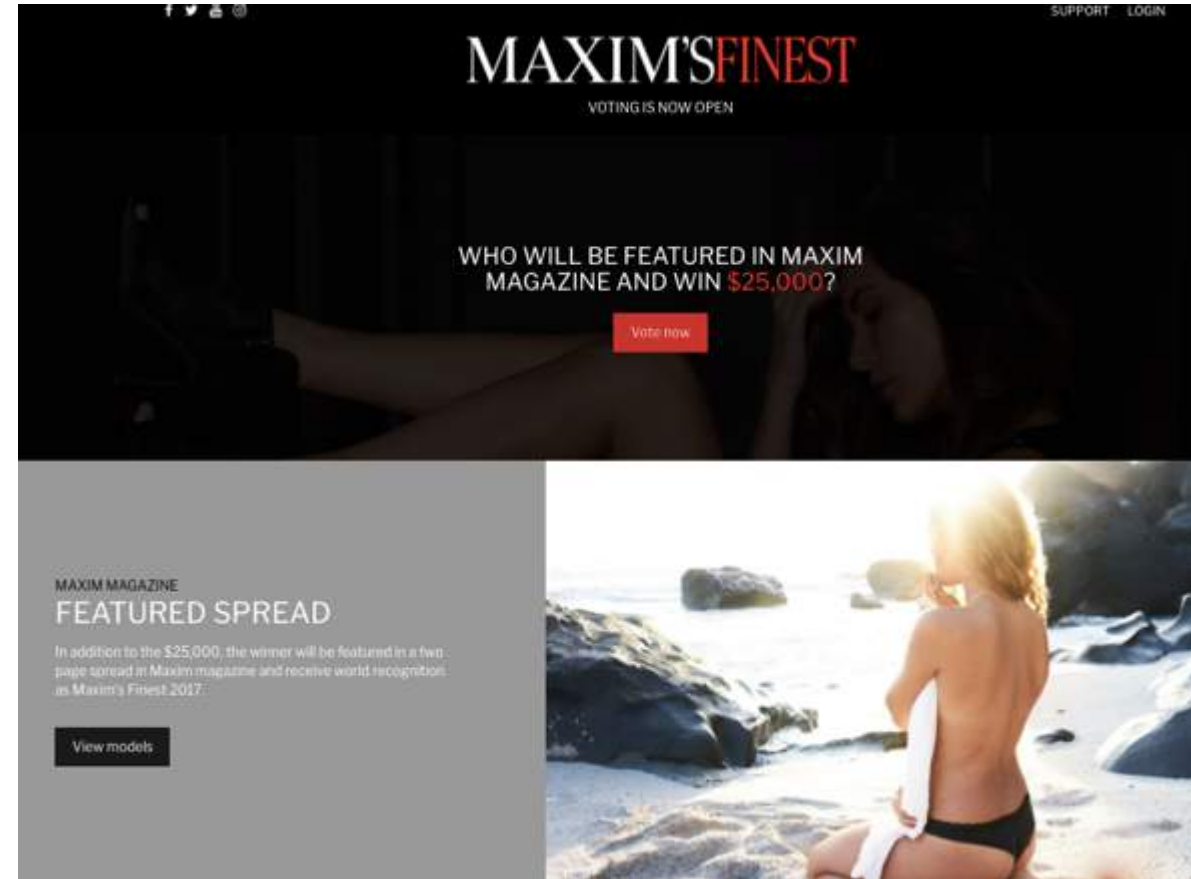
BLACK BUSH
BUSHMILLS
GIFT A BOTTLE TODAY
Bushmills Black Bush™ Irish Whiskey combines a high wisdom of craft whiskey matured in Oloroso Sherry casks, with a smooth, peach-infused grain whiskey. Best enjoyed neat, or over ice.

ROBUST LICENSING AND BRAND EXTENSIONS

Maxim Marketplace launching Q4 2017
<https://maximmarketplace.com>



Maxim's Finest Model Content
<https://maximsfinest.com>



MAXIM'S ADVENTUROUS CUSTOMER BASE



2018 RATE CARD

DIGITAL

Homepage Roadblock:	\$30 CPM
Channel Roadblock:	\$20 CPM
Targeted Display ROS:	\$10-16 CPM
Native Content Feature:	\$15-25k Flat Rate
Email Newsletter Sponsorship:	\$10k Flat Rate
Dedicated Email Blast:	\$10k Flat Rate
Sponsored Facebook Post:	\$10k Flat Rate
Sponsored Instagram Post:	\$10k Flat Rate
Sponsored Twitter Post:	\$10k Flat Rate

PRINT (250,000 RATEBASE)

FP4C	\$55,000
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EVENT ACTIVATIONS

Event activations are priced on a case by case basis. Minimum investment for an Maxim event experience is \$50,000.

Integrated multi-channel programs can be created at client request or based on specific budget.

