

SuburbanMen

American • Men • Inspired



WHO ARE SUBURBAN MEN?

Suburban Men is a unique photo-centric online destination for men. While there are many sites focused on the male audience, the overwhelming majority of these sites are geared to the college-age demographic. We at Suburban Men take a different approach.

We concentrate on the positive aspects of being a man. We are proud that we have received many communications from our followers thanking us for providing them with an alternative to the other men's site. A site that highlights spending time in the great outdoors, sipping a fine whiskey or smoking a smooth cigar. We are proud to be a site that you can share with you with your father or son. And that your wife will dig it too.



252,000

@SuburbanMen



6,476

@SuburbanMen



5,252

@SuburbanMen



2,905

@SuburbanMen



6,685

@SuburbanMen

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Suburban Men has been in operation since 2011. Originally intended as a site for Suburban dads, it morphed over time into something more. Feedback began pouring in from our followers thanking us for providing them with an alternative to the many the sites for men that take a much more sophomoric approach to their content. At Suburban Men, we try every day to show that being a man isn't all bravado and machoism, but treating others with dignity and respect and by showing our sons what being a man truly means.

MONTHLY BLOG STATS

168,000

Unique Visitors

222,000

Sessions

387,000

Pageviews

Demographics

59% Male
41% Female

Location

57% United States
6% Canada
4% United Kingdom

Source

63.2k Pinterest
21.2k direct
20.4k mailing list

Age

23% 45-54
23% 55-64
20% 25-34



Pinterest

Let's talk about Pinterest for a minute. Contrary to popular belief, Pinterest has a massive and highly engaged male audience. For example, Pinterest reported that in 2019 their male audience increased from 14% to 20.5% of their total user base of 291,000,000 active monthly users over the previous 5 years. That means that each month, there are almost 60,000,000 active male users on Pinterest.

Suburban Men's Pinterest statistics bear this out. Almost a quarter of a million followers with an astonishing 68 million impressions and over 3 million engagements. An engagement rate of 4.5% with those types of numbers are almost unheard of. And our growth has been exponential and we are currently growing at between 3,000-5,000 users per week

MONTHLY PINTEREST STATS

252,000

Followers

68,500,000

Impressions

3,000,000

Engagements

4.58%

Engagement Rate

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WORLD-CLASS PHOTOGRAPHY

An important differentiator for Suburban Men is Greg Baugher's skills as a professional photographer and his use of best-in-class photographic equipment. This means your destination, vehicle or adventure will be highlighted with the best possible imagery. The photography is not an afterthought or quickly captured on a phone. Professional equipment and techniques are employed to show your destination, vehicle or products at their best. This adds to your ROI as well as providing you with the opportunity to purchase or license the exceptional imagery for your marketing and social media campaigns.



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BRAND PARTNERSHIPS

Brand relationships are vitally important to the future of Suburban Men. We're not looking for "collabs". Our intent is to build a very strong, mutually-beneficial relationship with a few key brands that reflect our values and beliefs. There has been a lot of change and upheaval in the influencer space over the past few years. Suburban Men has remained steady and true to our mission, to inspire and celebrate men.

Below are just a few of the incredible brands that Suburban Men is proud to have developed relationships with. We are always looking for like-minded companies and products and if you believe your brand would benefit from a relationship with us, drop us a note. We would love to talk to you.



TRAVEL PARTNERSHIPS

