



MR HYDE

Media Kit

2018

Why you should work with Mr Hyde

Influencing a generation of men looking for extraordinary things to wear, see, eat and drink. From burgers to books and games to greens, they want **ammo for modern living**. Mr Hyde offers the banter and the warm sarcasm of your truly witty mate: the one who's been there and done it all.



Who is the Mr Hyde subscriber?

95,000

active
subscribers

↑18% YoY

36

average age

83%

live in
urban areas

35%

Mr Hyde
open rate verses
21% industry
average

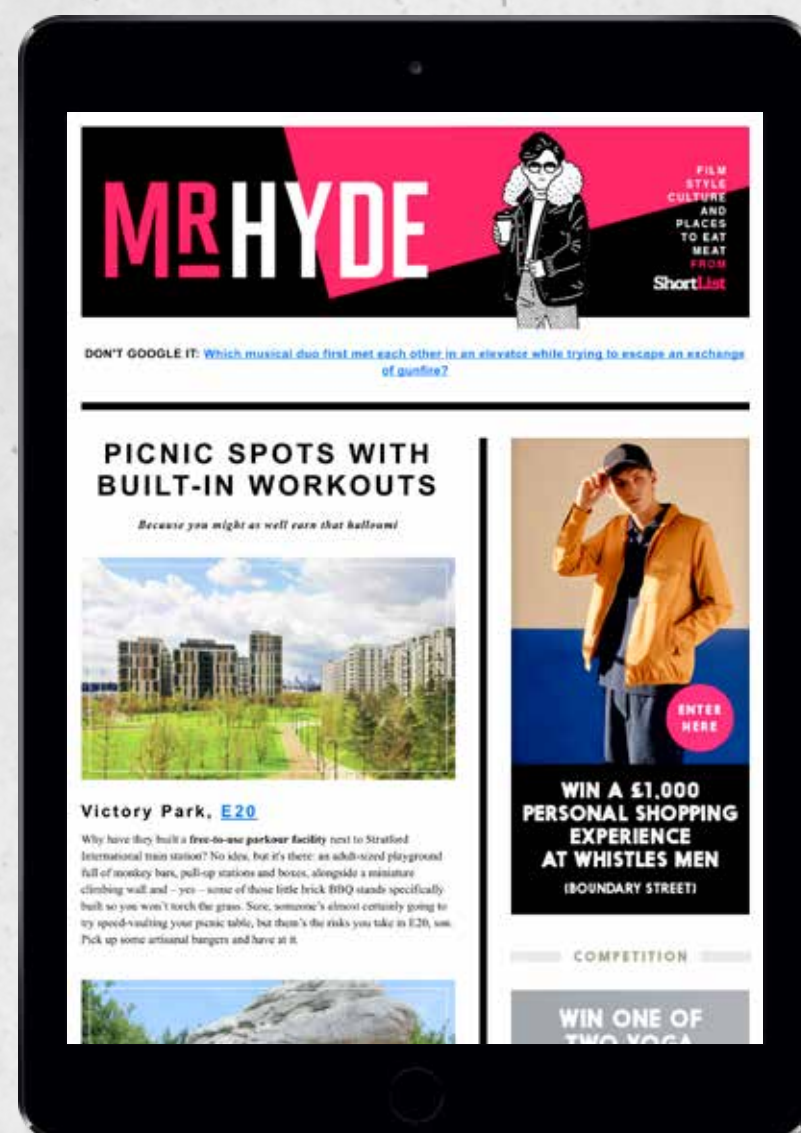
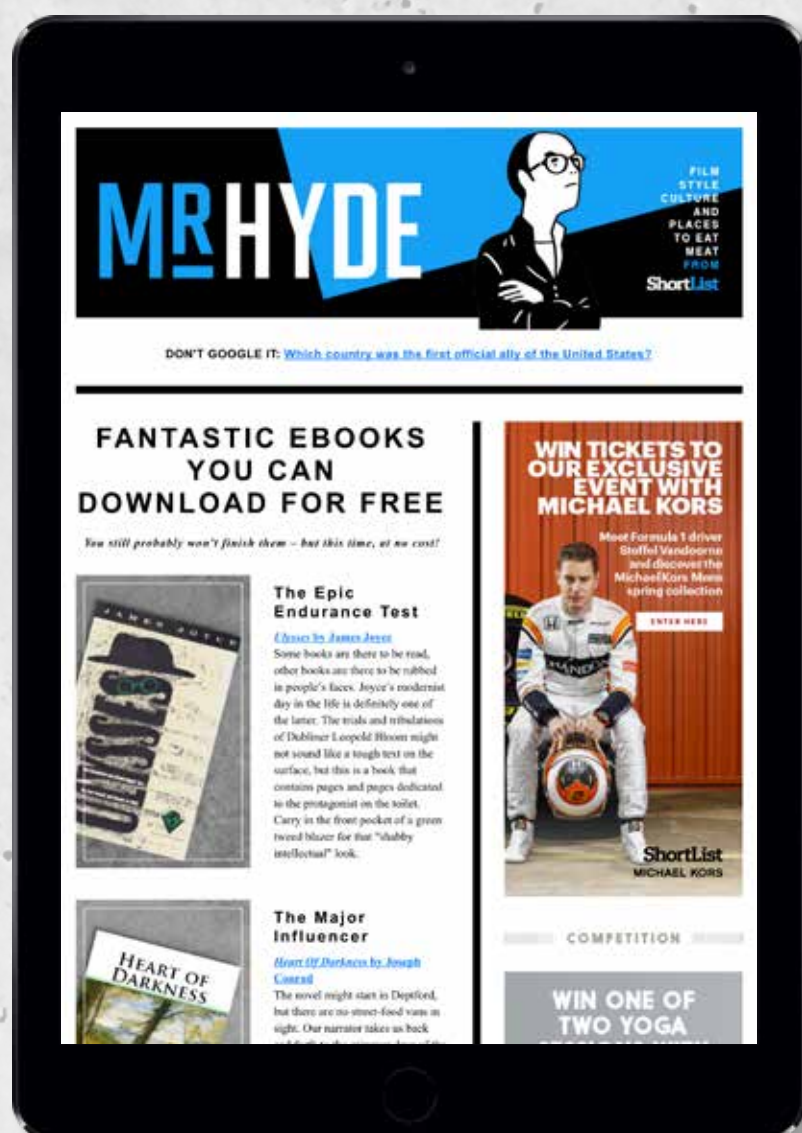
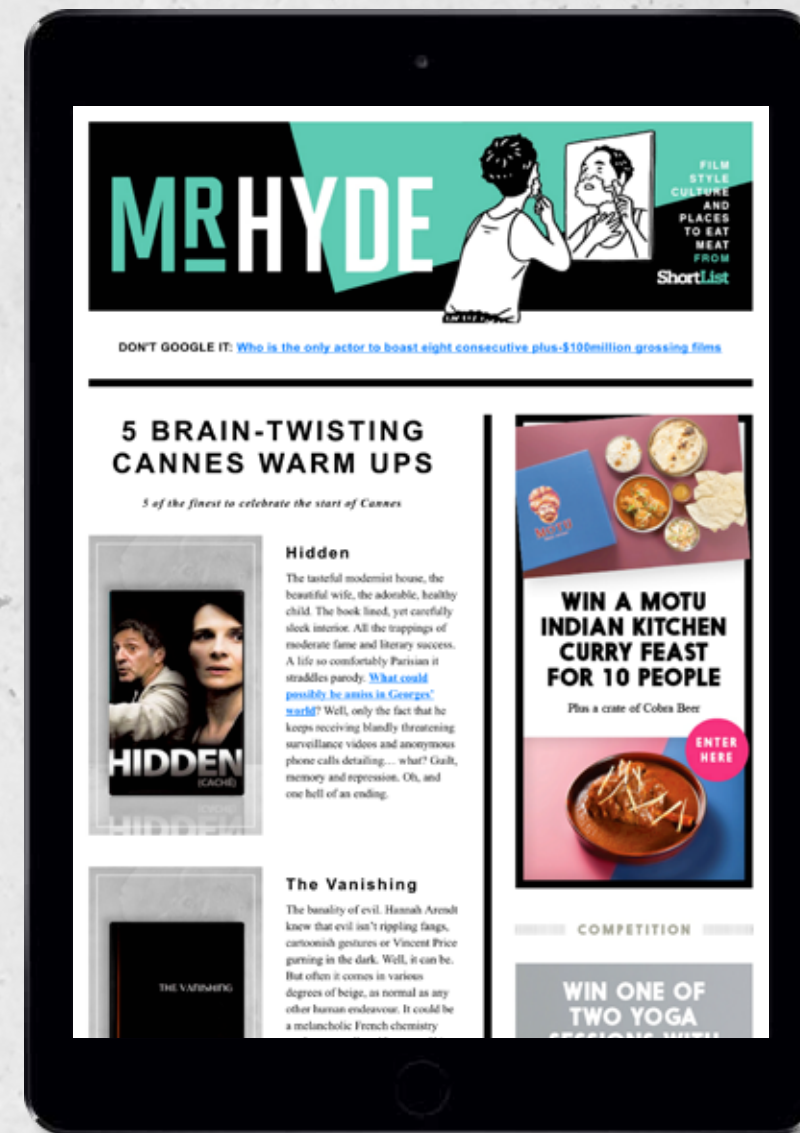
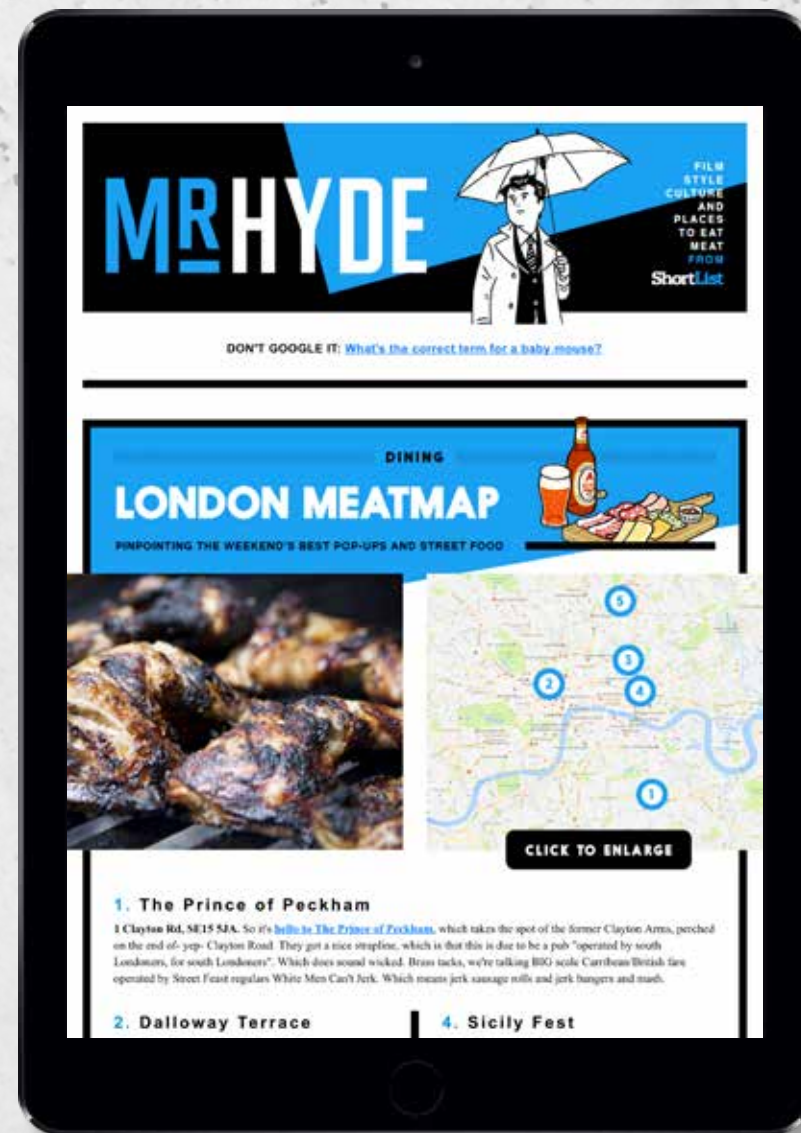
Editorial Vision

Mr Hyde is a curated guide to a cluttered city, and the only way to keep up to date with London life. People are bombarded with an overwhelming amount of options, but we only present them with the ones worth knowing about.

Through Hyde, the reader finds out about places and events he wouldn't otherwise have been aware of. He doesn't have the time or inclination to go looking for the best of London – so we bring it to him. And we can recommend these places because we've been to them ourselves. We only write about places we genuinely enjoyed.

The message is never delivered in a smug, preachy way – it's always informed, but always witty. And always to the point, never laboring through unnecessary details. So it feels like hearing a recommendation from a really well-informed friend.

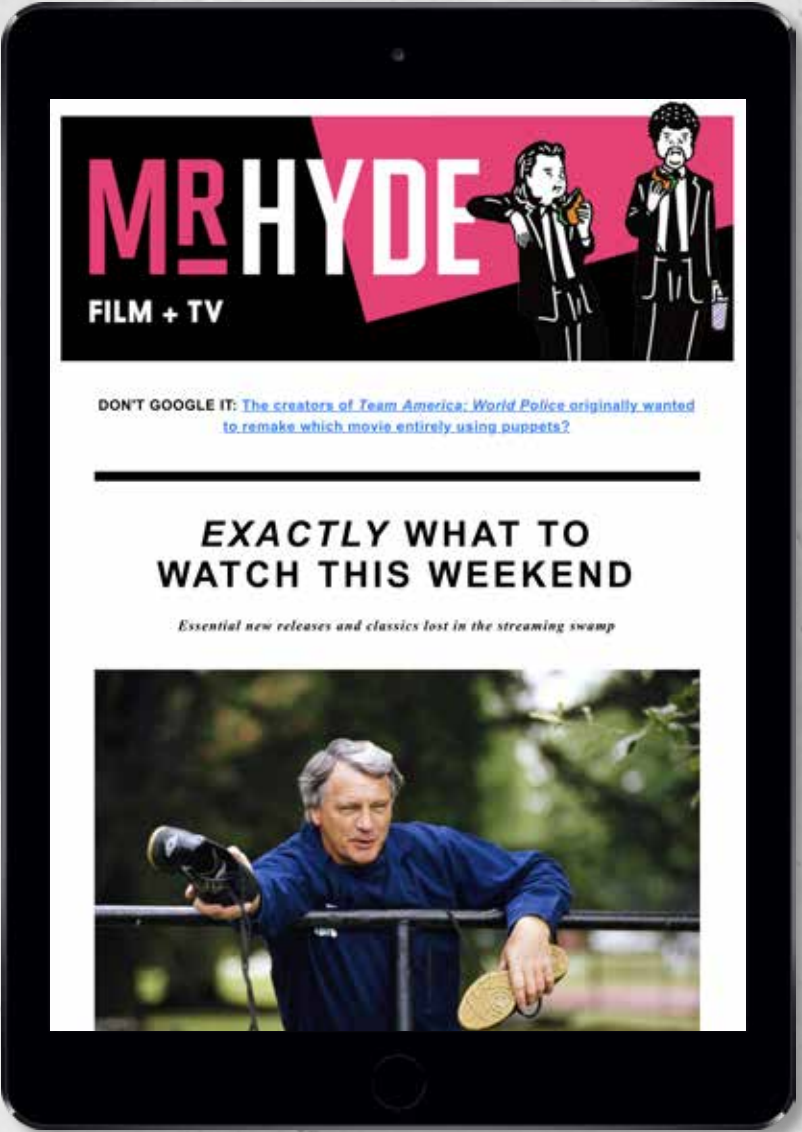
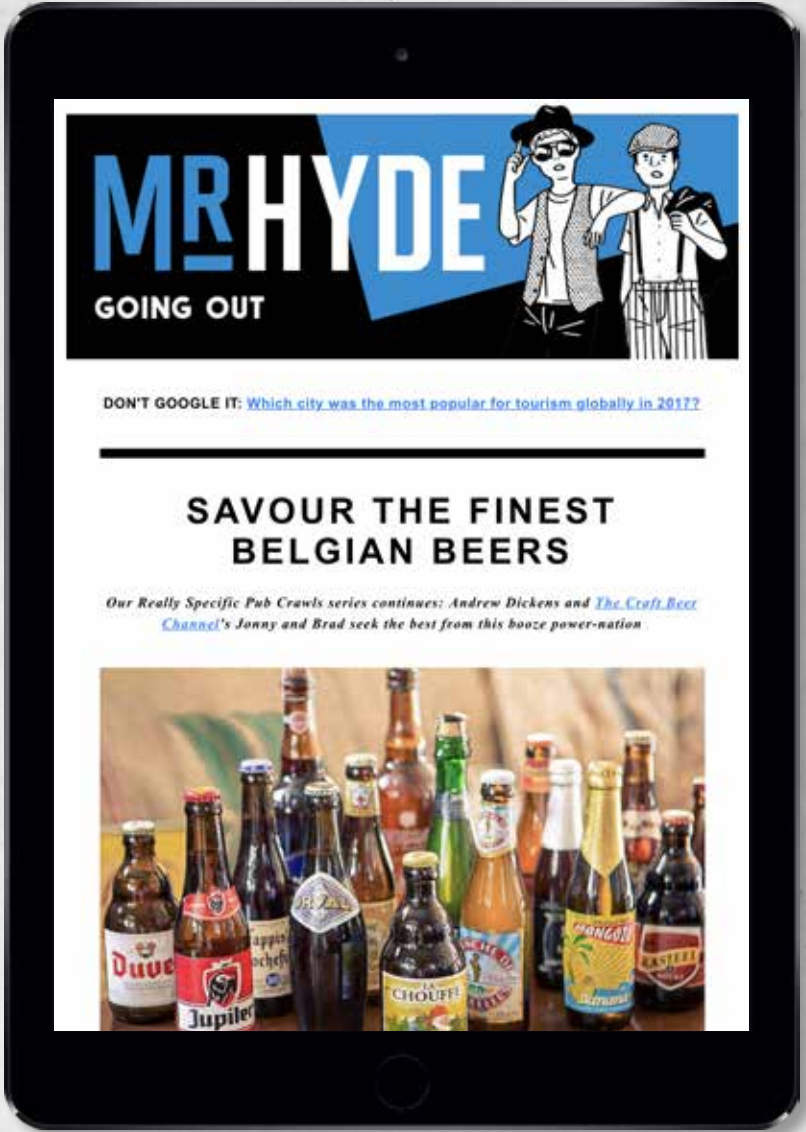
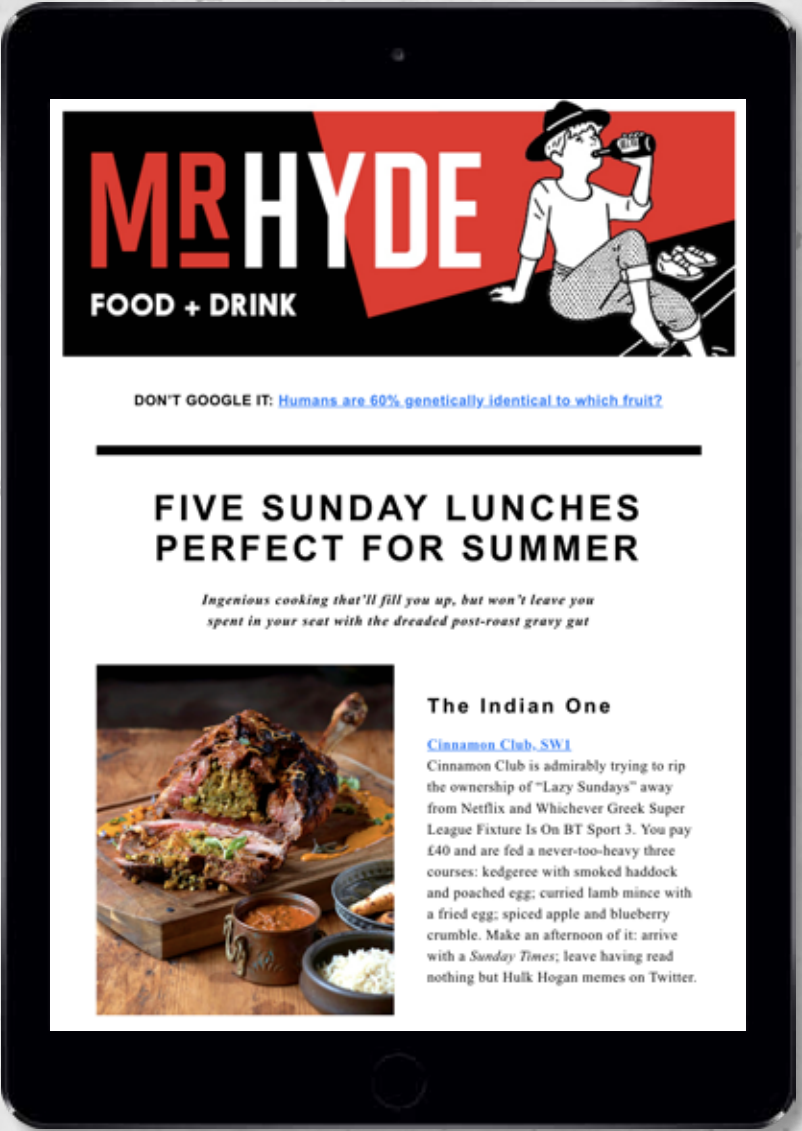
All in all, it provides the solution to the dilemma that all cosmopolitan men face in London right now: they want to stay across all the cultural life, but don't know where to start. Mr Hyde is that place.



Daily content themes

Introducing the Mr Hyde preference centres

Content themes for each day that subscribers choose to receive. Brands can continue to engage our highly influential Met Set audience throughout the week or on contextually relevant days.

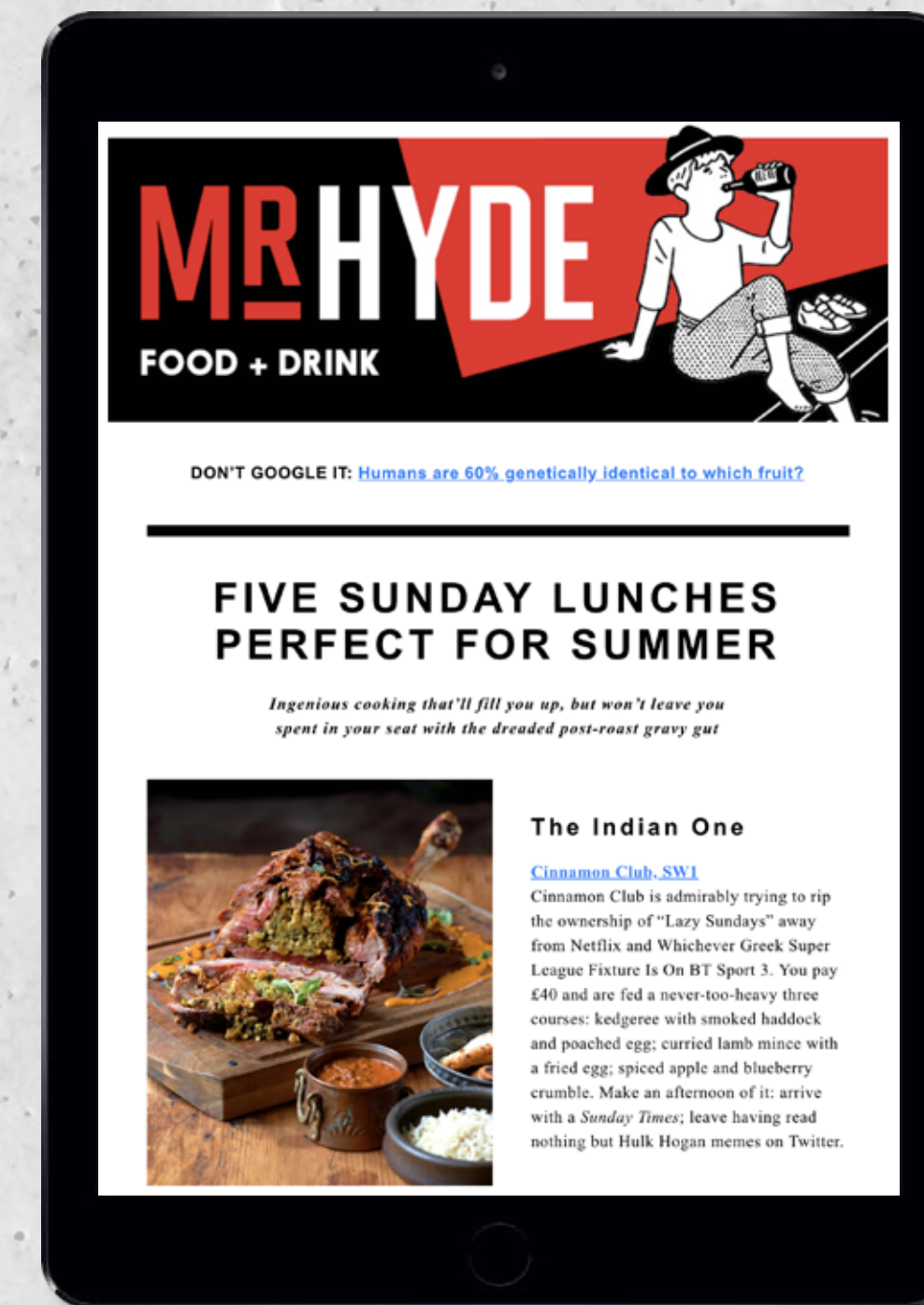


Style & Grooming and Food & Drink



Mon: Style and Grooming

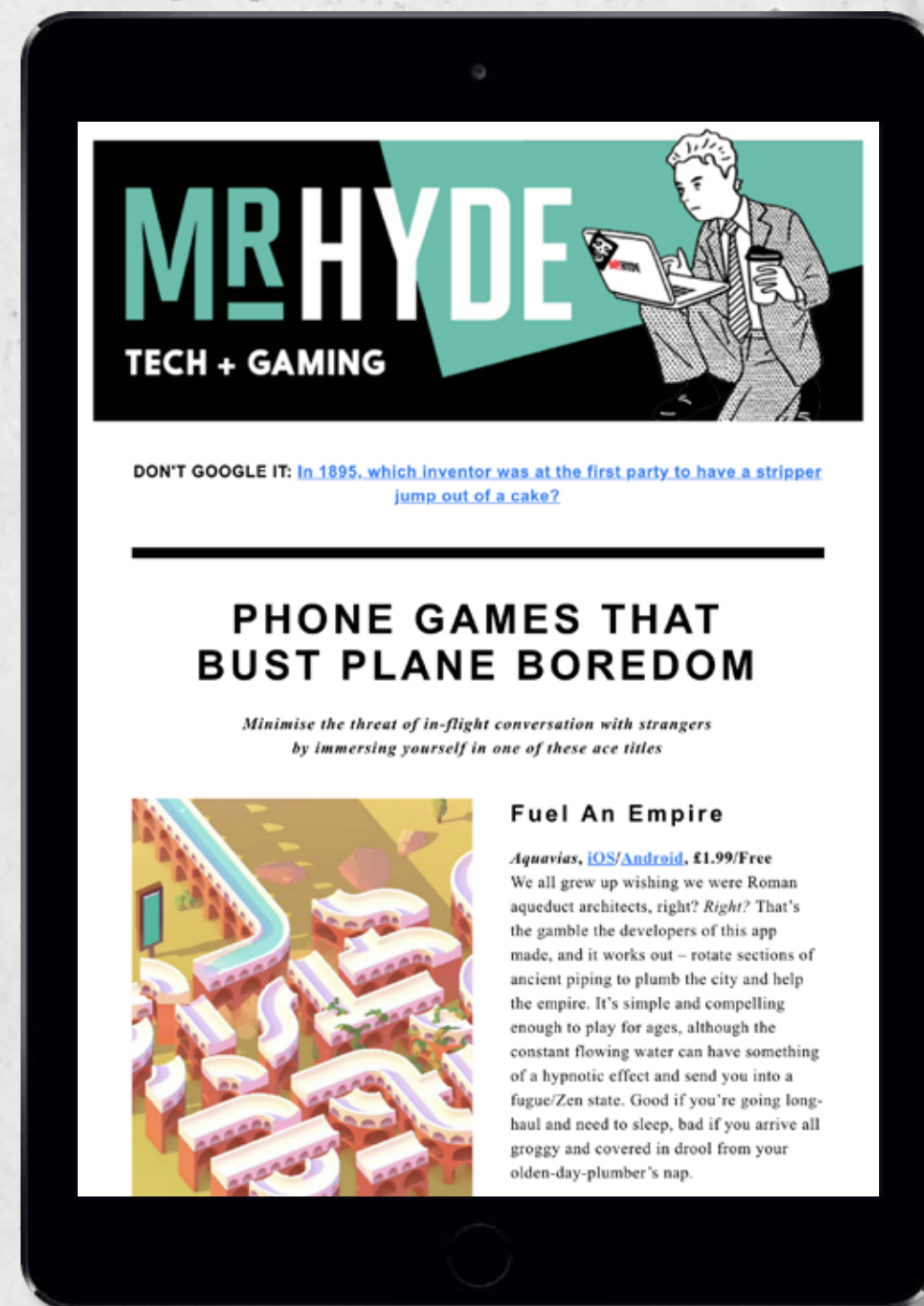
For those who are committed to looking good without taking it too seriously. Your introduction to trends that you can actually see yourself wearing, the key pieces that define that trend, and exactly how to fit them into your look. Fashion you can genuinely relate to.



Tues: Food and Drink

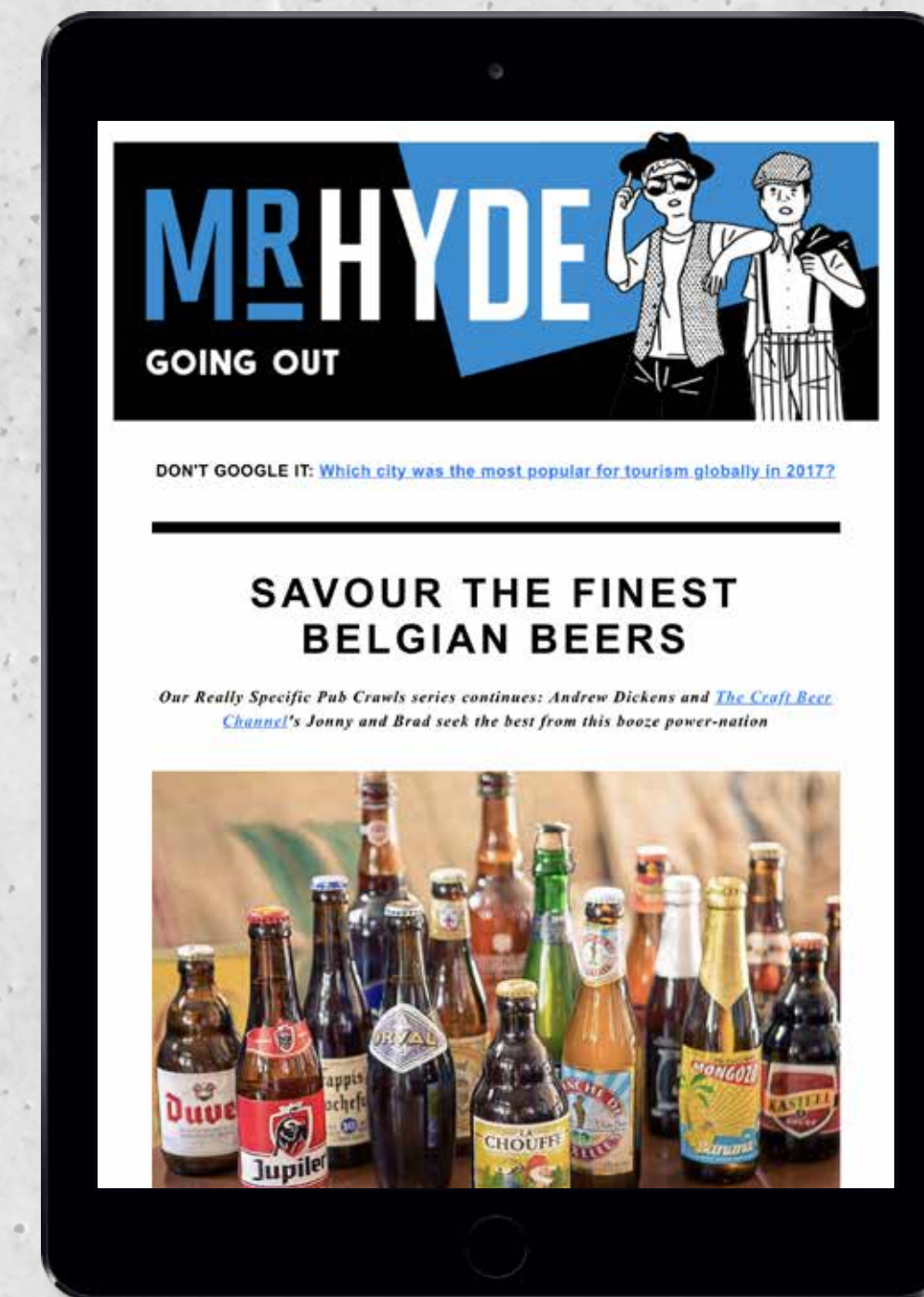
An exhaustive list of the week's new openings, special events and offers. Celebrating the most inventive cooking and calling out the opportunistic pop-ups. Improved, more detailed, food reviews that'll make you feel like you were there. You won't need to look anywhere else for inspiration that's easily matched to your needs

Tech & Gaming and Going Out



Weds: Tech and Gaming

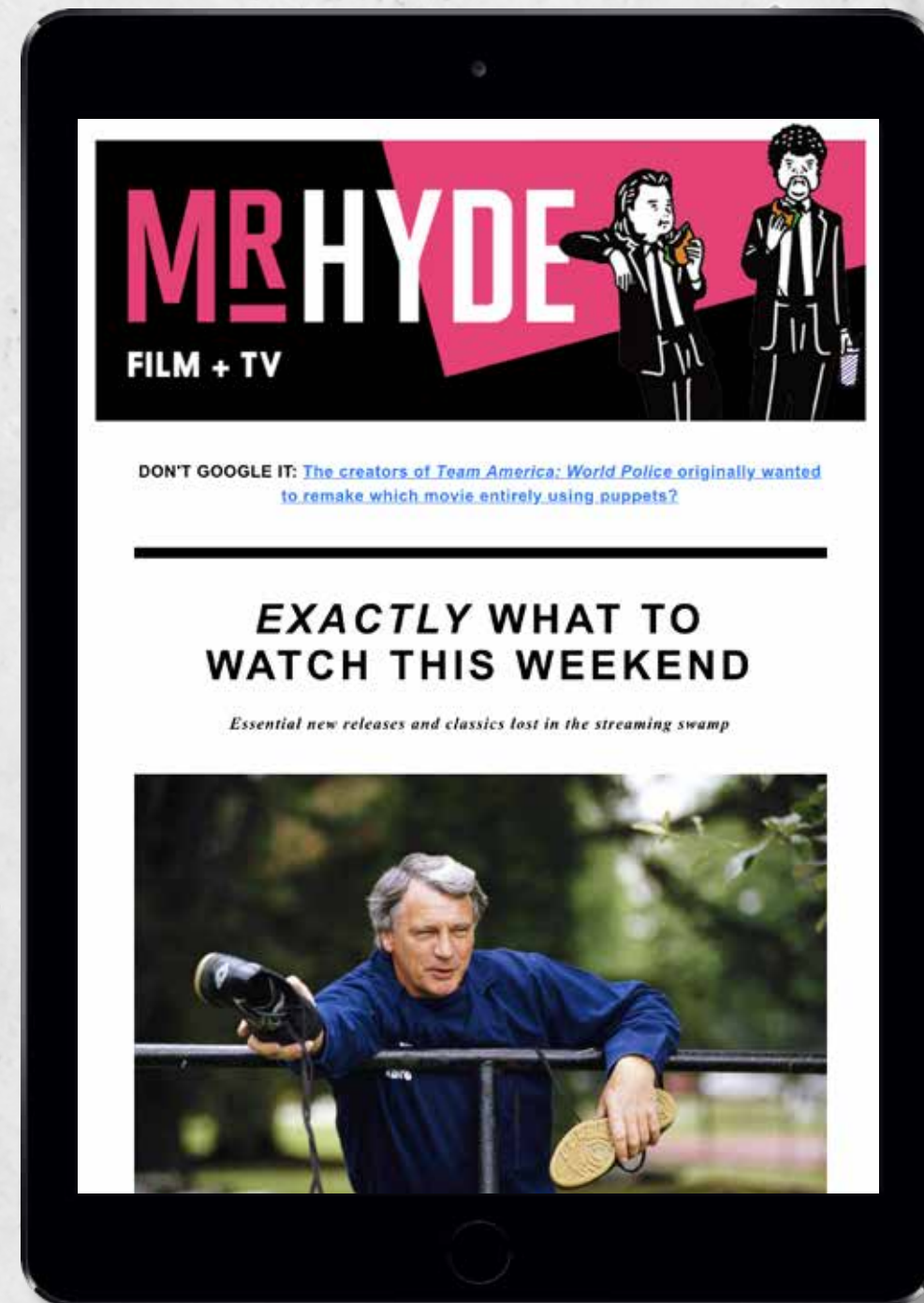
New products that'll make your life easier in ways you didn't realise were possible, whether for home, work or the gym. Gaming taken as seriously as anything that keeps you from a £100 night out should be.



Thurs: Going Out

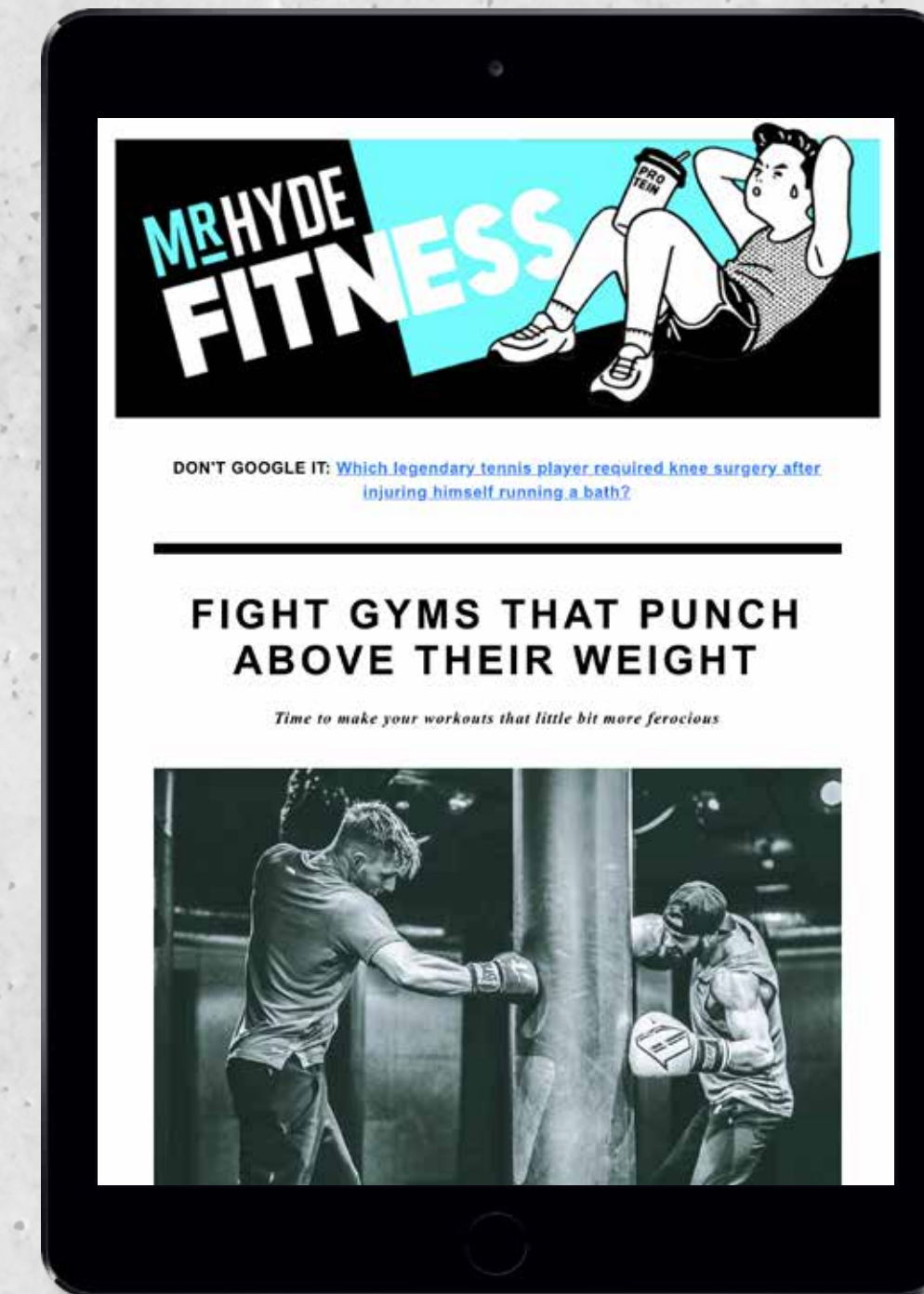
You don't have the time to wade through the frankly terrifying amount of weekend options that have sprung up in London. We know this. Let us bring you the only parts you need to know about, in a digestible, easily applied way. Meeting a mate for one drink? Third date? Here's precisely what to do, clearly labelled.

Film & TV and Fitness



Fri: Film & TV

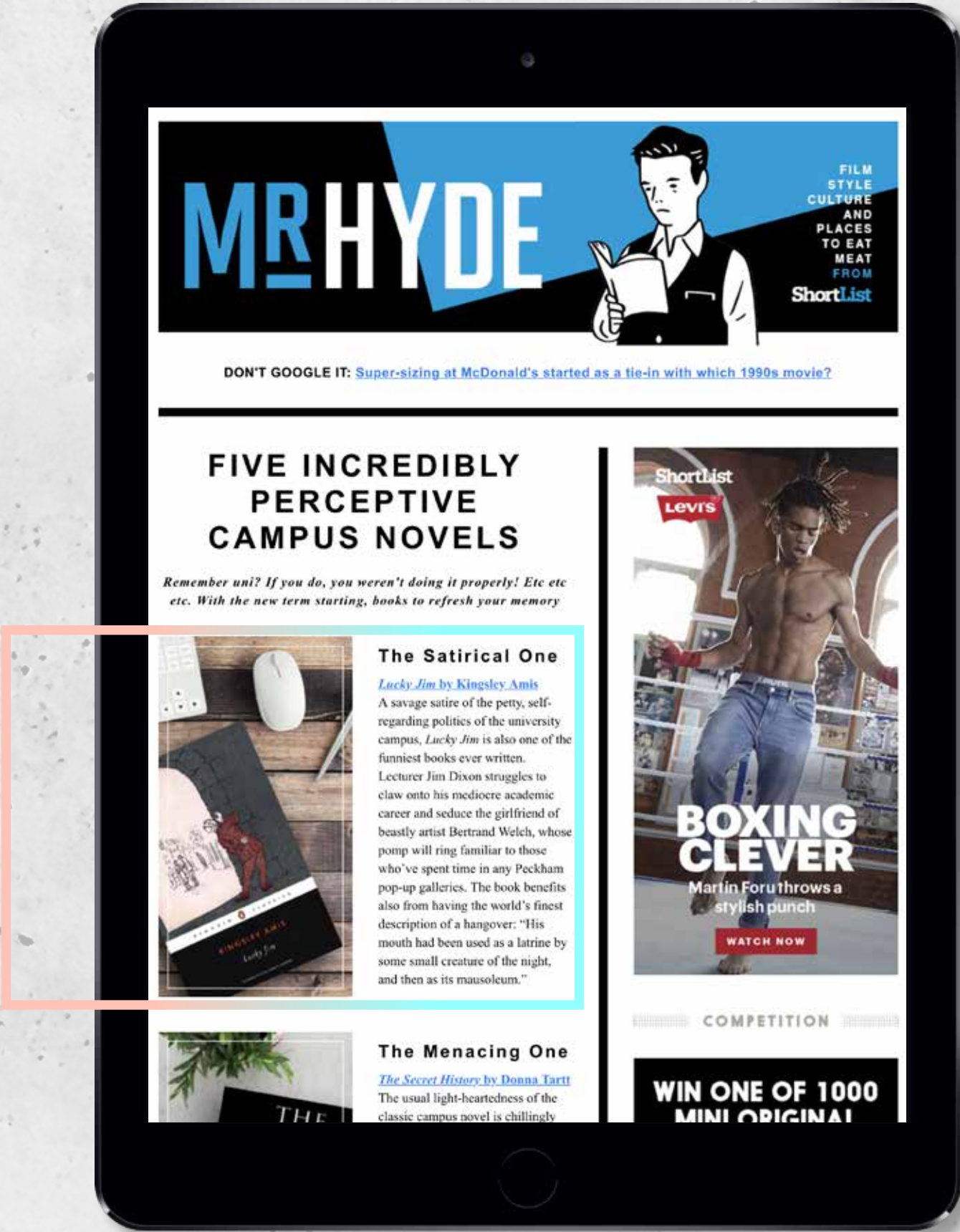
Pulling the gems out of the gigantic streaming swamp to make every night in both edifying and something to be proud of. Plus the invaluable Commute Distracter franchise, unearthing truly fascinating material each week to completely take your mind off the cramped hell of the morning train ride.



Sat: Fitness

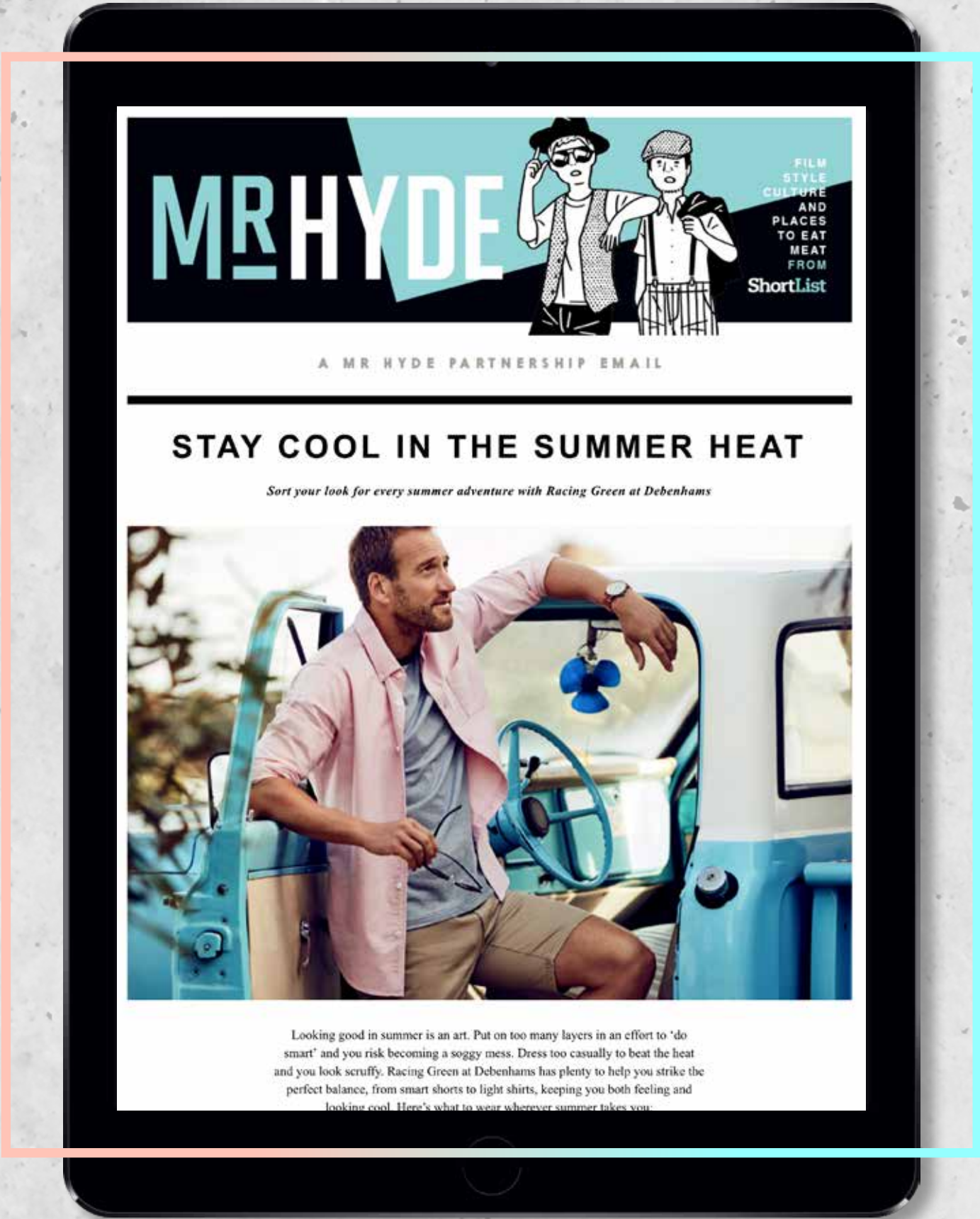
Simple, highly effective workouts from experts, tailored specially to one part of the body. Clearly visualised with moving images so you can throw yourself in straight away and ensure best form. We'll give classes and kit a rigorous examination. No elitism; no guilt about cheat days.

Commercial Opportunities



Mr Hyde Advanced

A range of products
from in-situ
to partnership



Mr Hyde Partnership email

Commercial Opportunities

Content

Total Investment

includes production

Editorial Sponsorship (100% SOV)

£27,260

+ Listicle/ Feature

£7,750

Advance Feature

£10,970

Partnership Email

£13,960

Competiton/ Offer

£3,300

Display (assets to be provided)

Single display unit

£2,800

Display takeover (Ad 1, Ad2, Ad 3)

£8,400



Contact

Contact **mrhydesales@shortlist.com** should you wish to discuss each option in more detail. Our team are here to listen.

