

AUSTRALIA FHM

FOR HIM MAGAZINE

MEDIA KIT 2025/27



WWW.FHMAUSTRALIA.COM



[@FHM_AUSTRALIA](https://www.instagram.com/FHM_AUSTRALIA)



[YOUTUBE.COM/TBC](https://www.youtube.com/TBC)

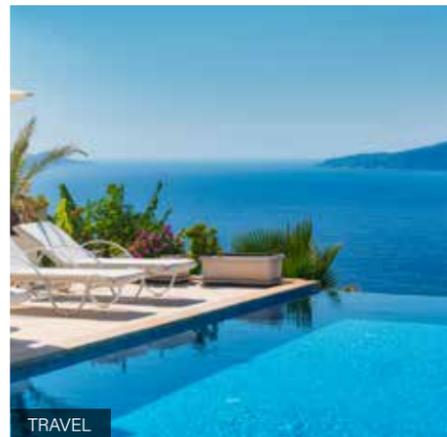
THE ULTIMATE LIFESTYLE GUIDE FOR YOUNG MEN WHO WANT TO ACHIEVE EVERYTHING.



CELEBRITY EXCLUSIVES



AUTOMOTIVE



TRAVEL



FASHION AND GROOMING



ENTERTAINMENT



SPORTS

A GLOBAL BRAND,
GARNERED
BILLIONS MEDIA IMPRESSIONS,
PROVING ITS
IMMENSE POWER
TO ATTRACT
ATTENTION.

The Evolution of *FHM*

FHM is the largest men's magazine brand in the world. First launched as a magazine in the United Kingdom in 1985, *FHM* now boasts brand extensions in print, online, mobile, broadcast, events, social media and more. Since *FHM* hit its stride in the US and www.FHM.com launched, the brand has become a force to be reckoned with. *FHM's* 360° programs and global franchises such as HOTTEST 100, Best Stuff of the Year and the *FHM* Party during Super Bowl weekend are grand reflections of *FHM's* growing and long-lasting influence in today's media world.

Today, with international editions in European and Asian countries and an extensive following in the United States, *FHM* continues to reach guys globally and creatively. *FHM* knows what guys like and *FHM* talks in the same way guys talk to each other. With men 18-34, we know the way they live, the way they work, the way they think and the way they play. *FHM* provides content and the appropriate channels for which this content is distributed — all while keeping in mind the needs of the audience we serve. *FHM* believes the content it serves should always evolve and adapt to the needs of our audience.

Who is the *FHM* Reader?

We reach more than half a million Australian men aged 18-34 years old across our platforms including print, digital, social and events. These men are alpha males: peer-group leaders who are confident, successful and voracious consumers of products and services. Their friends turn to them for advice on which car to buy, who's the hottest starlet right now and how to manage their portfolios. With a high median household income and a median age of 30, *FHM* readers are wealthy, young, and look to our brand for social cues and entertainment. For unparalleled exposure to young men 18-34, *FHM* is second to none.

FHM READERS BY THE NUMBERS

MORE LIKELY TO BE A BIG SPENDER **74.9%**

DO NOT READ ANY OTHER MEN'S LIFESTYLE MAGAZINES **72.4%**

IF THEY HEAR OF A NEW ALCOHOLIC DRINK THEY WILL TRY IT **83.1%**

BUY AND WEAR CLOTHES THAT WILL RECIEVE ATTENTION **72.3%**

WILL BUY A PRODUCT BECAUSE OF THE BRAND **81.1%**

WILL GO OUT OF THEIR WAY TO LEARN ABOUT NEW TECHNOLOGY **69%**

THINK IT'S IMPORTANT TO LOOK FASHIONABLE **72.5%**

CONSIDER THEMSELVES A LEADER MORE THAN A FOLLOWER **86.2%**

*RESULTS ACCORDING TO AN OCTOBER 2016 SURVEY OF 1016 FHM READERS

Our Mission

Men today crave information that can keep up with their increasingly demanding and exciting lives. They want to consume content with an irreverent voice that will make them laugh and maybe even teach them something new. In a crowded field, *FHM* stands out because it's classy, funny, bold, useful, sexy and slick. *FHM* arms guys with the tools to live a better life and have more fun doing it. *FHM* is a guy's go-to guide for everything from the coolest new gadgets to the most beautiful women in the world; from sports to the best films, music, events, broadcast, social networking sites and beyond.

Magazine

Readership: 200,000+ (estimated)

Distributed at: Convenience locations, Newslink (train/airports) and newsagents

Online and Social Media

Page Impressions: 1,230,000 ave per month

Unique Browsers: 150,000 – 200,000 per month

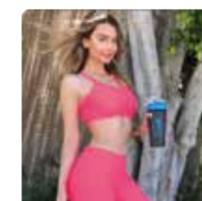
Average Session Time: Five minutes

Facebook Fans: TBA

Instagram followers: 60k+

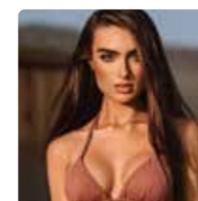
FHM AUSTRALIA AMBASSADORS

SOME OF THE INFLUENCERS WE'VE WORKED WITH TO PROMOTE CLIENTS' BRANDS



Emily Sears

SOCIAL MEDIA REACH:
5.2million +
FHM cover girl, brand ambassador and Australian model living in Los Angeles



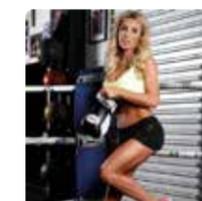
Paris Raine

SOCIAL MEDIA REACH:
310k +
January 2023 *FHM* New Zealand cover girl and high profile Australian model



Renee Somerfield

SOCIAL MEDIA REACH:
1.3million +
FHM cover girl, swimwear designer, brand ambassador and Australian model



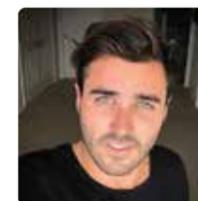
Laura Lydall

SOCIAL MEDIA REACH:
263k +
Australian fitness model, brand ambassador and *FHM* cover girl



Daniel Conn

SOCIAL MEDIA REACH:
326k +
Global Athletic Director, fitness model and celebrity personal trainer



Davey Lloyd

SOCIAL MEDIA REACH:
46.7k +
Former cast member of *The Bachelorette* and brand ambassador



Nick Cummins

SOCIAL MEDIA REACH:
452,000 +
AKA 'The Honey Badger', Australian rugby union player and brand ambassador



Jake Ellis

SOCIAL MEDIA REACH:
71,700 +
Former cast member of *The Bachelorette* and brand ambassador



AUSTRALIA FHM

Page Rates (\$AUD)

	Casual	3x (-5%)	6x (-10%)	9x (-15%)	12x (-20%)
Full page	8,125	7,720	7,310	6,905	6,500
Half page	5,685	5,400	5,115	4,835	4,550
Third-page strip	4,465	4,240	4,020	3,795	3,570
Double-page-spread (DPS)	16,250	15,440	14,625	13,815	13,000
Inside front cover DPS	20,250	19,240	18,225	17,215	16,200
Inside back cover	9,125	8,670	8,215	7,755	7,300
Outside back cover	11,500	10,925	10,350	9,775	9,200
Loose inserts	\$130-\$400/1000 (depending on pg qty) / 8 pg poster \$25,000				

Above prices exclude GST

Specifications (mm)

	Trim (H x W)	Bleed (H x W)	Text (H x W)
Full page	275x210	285x220	255 x190
Double-page-spread (DPS)	275x420	285x430	255x400
Half-page vertical	275x105	285x115	255x85
Half-page horizontal	137x210	147x220	117x190
Third-page vertical	275x70	285x80	255x50

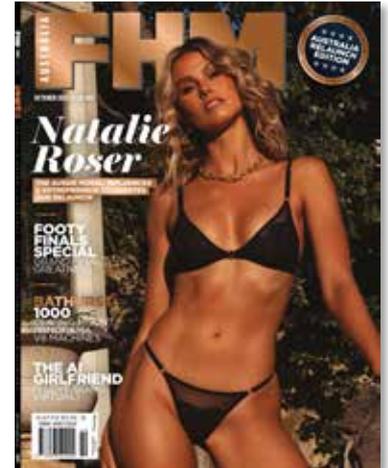
All material to be supplied as high resolution PDF to info@nuclear.com.au or via Quickcut

Online Rates Production Per Week

Homepage takeovers	1,500 if required	7,900
Banners/M-Recs	Negotiated with magazine packages	

Deadlines

Issue	Booking (Fri)	Material (Mon)	On sale (3rd Mon)	Issue	Booking (Fri)	Material (Mon)	On sale (3rd Mon)
Oct 25	5-Sep	8-Sep	22-Sep	Jul 26	29-May	1-Jun	15-Jun
Nov 25	3-Oct	6-Oct	20-Oct	Aug 26	3-Jul	6-Jul	20-Jul
Dec 25	31-Oct	3-Nov	17-Nov	Sep 26	31-Jul	3-Aug	17-Aug
Jan 26	28-Nov	1-Dec	15-Dec	Oct 26	4-Sep	7-Sep	21-Sep
Feb 26	2-Jan	5-Jan	19-Jan	Nov 26	2-Oct	5-Oct	19-Oct
Mar 26	30-Jan	2-Feb	16-Feb	Dec 26	9-Nov	12-Nov	16-Nov
Apr 26	27-Feb	2-Mar	16-Mar	Jan 27	4-Dec	7-Dec	21-Dec
May 26	3-Apr	6-Apr	20-Apr	Feb 27	1-Jan	4-Jan	18-Jan
Jun 26	1-May	4-May	18-May	Mar 27	29-Jan	1-Feb	15-Feb



Contact

Michael Downs
 Mobile: 0403-117-773
 Email: mdowns@nuclear.com.au



The name "FHM" and the logo thereof are registered trademarks of FHM Inc., which trademarks have been licensed in Australia to Nuclear Media.