

# menshealth.co.uk

- **Menshealth.co.uk** is the website of choice for today's man. Each month there are over 400,000 users on our site, visiting some 4 million pages between them. This makes us one of the top five biggest UK men's lifestyle sites (importantly we're the number one upmarket website) certified by Hitwise. Our users are affluent professional men 25-44, who spend on average some 20 minutes on the site each visit. They are heavy internet users, and are very comfortable purchasing online.
- **Editorially**, we provide continually updated, expert advice on our range of topics from health, relationships, fitness and nutrition to style, grooming, gear and travel. In addition the site offers users a host of interactive tools, picture galleries, self tests, surveys, competitions, and user forums. There is a thriving online community.
- **MHTV** is our latest evolution, and offers users highly relevant video content. Check it out <http://www.menshealth.co.uk/MH-TV/landing>.
- **For advertisers** menshealth.co.uk offers a whole host of exciting, effective marketing opportunities. Here we'll give you a range of alternative ways you can use menshealth.co.uk by showcasing campaigns that have featured on the site.

If you would like to discuss any digital opportunities, please do not hesitate to contact us.

**Chris Elder | Digital Executive**  
020 7339 4453

The screenshot displays the menshealth.co.uk homepage. At the top, the 'Men's Health' logo is accompanied by the tagline 'The UK's best-selling quality men's magazine - everything you need to live a fuller life'. A navigation bar includes categories like Home, Health, Sex & Relationships, Fitness & Muscle, Nutrition, Weight loss, Down time, Style & Grooming, Wealth, Gear, MHTV, and Discussion Boards. A 'Wednesday' section lists articles on nutrition, health, and down time. A search bar is powered by Google. A login section offers 'Unlimited access' with fields for username and password. A 'CLICK HERE' button is prominent. Below, there are several article teasers: 'Sex & relationships: Crush Converter', 'Nutrition: Top ten immunity boosters', 'Sex & relationships: Summer of love', 'Fitness & muscle: And the winner is...', 'Fitness & muscle: Muscle muesli', and 'Weight loss: The Adonis kebab'. A 'Lates Poll' asks 'Would two girls kissing turn you on?'. On the right, a forum section is visible with a 'CLICK HERE' button. A large banner for 'COMPOSE YOUR MUSIC MIX' by GIVENCHY is featured, along with a 'Men's Health competitions' section for 'Win an HD TV'. A vertical banner on the far right promotes a 'WIN 1 DAY IN A RECORDING STUDIO' contest.

## Home page takeover

- **Client: Givenchy.**

Taking complete ownership of the whole channel on a fixed tenancy basis – sky, banner & MPU (midnight to midnight - £1,000 per day)

Men'sHealth

# Your personal invitation

MH are pleased to introduce you to the most coveted moisturiser in the world, Crème de la Mer's New Moisturizing Gel Cream. Visit the Crème de la Mer counter in stores today and receive an exclusive gift\*

Designed by Dr Max Huber over 12 years and six thousand experiments, the Crème de la Mer range of skincare products has inspired a devoted following. At the heart of **The Moisturizing Gel Cream** is the nutrient-rich Miracle Broth™ that is known for its renewal abilities. Working brilliantly with male skin, soft and soothing to the touch, The Moisturizing Gel Cream deeply hydrates the skin and leaves a comfortable finish. This ultraluxe version of the legendary crème has the power to visibly transform the skin, leaving it hydrated, conditioned and refreshed.

The Moisturizing Gel Cream allows for a moisturising air light feel on the skin; with a restored moisture balance, skin becomes softer, firmer and sensitivities are calmed and soothed.

## Exclusive offer for Men's Health readers

Men's Health readers are exclusively invited to Crème de la Mer counters for a personal consultation with a Crème de la Mer expert where you will also receive a complimentary introduction to the new Moisturising Gel Cream\*.

**Simply quote Men's Health at your local Crème de la Mer counter and receive a 3.5ml The Moisturizing Gel Cream\* introduction after your skincare consultation.**

For further information on Crème de la Mer and for stockist details visit [www.cremedelamer.co.uk](http://www.cremedelamer.co.uk)

Alternatively, [click here to buy online](#)

\* Offer available only with your skincare consultation at counter.  
One per customer, while stocks last.  
Offer not available at [cremedelamer.co.uk](http://cremedelamer.co.uk)



## Bespoke newsletter

- **Client: Crème de la Mer.**  
We design these in house in conjunction with the client. This is sent to our growing database of more than 58,000. This really works well when used to offer our users exclusive offers or competitions, and means your brand can have a deeper conversation about your product.

# Men'sHealth



Receive your complimentary 14 day supply of Clarins Men best sellers, worth £10\*

Visit the Clarins counter today for a quick Skin Check and receive your complimentary 14 day supply of bestsellers, worth £10\*

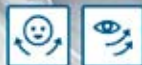
- Smooth Shave Foaming Gel 50ml
- Moisture Balm 12ml

Available at major department stores from October 2008. For participating stores please call 0800 0363558.

One collection per customer while stocks last. \*Based on ml value of standard size product.

## CLARINS MEN

Long live men's



**Puffiness, dark circles, rough skin.** The super-active formula in Clarins Men restores vitality as it soothes and calms.

**Invisible, non-oily and with energizing Bison Grass extract,** it's refreshing boost for tired-looking skin.

[www.clarins.co.uk](http://www.clarins.co.uk)  
the UK leader in luxury skin care.

**ClarinsMen Moisture Balm\***  
A light, protective balm that helps the skin feel comfortable, fresh and smooth.

**ClarinsMen Undereye Serum**  
An anti-depressant for the eyes. Refreshing and oil-free, it helps reduce puffiness and dark circles while smoothing fine lines.



Dermatologist tested. \*Also available as a gel.

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# Men'sHealth

## THINK YOU'RE FIT? LET LAND ROVER AND MEN'S HEALTH SURVIVAL OF THE FITTEST DECIDE

Men'sHealth  
**SURVIVAL OF the FITTEST**  
Presented by LAND ROVER



On October 11th, the **MH Survival Of The Fittest** event promises to challenge even the fittest of competitors. You're going to need some help to survive it. Luckily Land Rover and Men's Health have some toughening tips to get you through it.

**1 Take The Challenge**  
Land Rover has joined this year's Men's Health Survival Of The Fittest - creating an ideal combination. When it comes to handling the rigours and challenges created by the great outdoors - whilst constantly pushing the boundaries - Land Rover epitomises the very spirit of the Men's Health Survival Of The Fittest.  
[Click here to find out how](#)

**2 Train To Survive**  
You must split your training into strength and core work - to conquer the event's 10 obstacles - and also build up your weekly run distance to develop your stamina and survive the 10k course.  
[Click here for more tips](#)

**3 Fuel Your Fitness**  
You will need a nutrition plan, paying particular attention to the right balance of high carb, low fat snacks such as bagels, bananas and porridge oats whilst including rice, potatoes and pulses in your main meals.  
[Click here for more advice](#)

**4 Get Kitted Out**  
Be prepared for changing temperatures and terrain. Arm yourself with trail or fell racing cross-country shoes - for stability on uneven surfaces - along with breathable base layers.  
[Click here for more](#)

**5 Clean Inside Infor**  
Each week one of the challenge obstacles you will face in the will be revealed to you - only checking our website at [menshealth.co.uk/mhsurv](http://menshealth.co.uk/mhsurv) get a head-start on the comp

**6 Forget Easy Rides**  
Land Rover wants this event mentally and physically challenge its competitors to the max - prepared for ordeals involve Land Rover Postman's Walk the Land Rover Water Raps

**7 Take Your Place**  
Pace is crucial to securing your place in the Men's Health Survival Of The Fittest. Entry slots are up fast so get yours in now - [menshealth.co.uk/mhsurv](http://menshealth.co.uk/mhsurv) and for more information on leaders in combating rigour of strength and endurance visit [landrover.co.uk](http://landrover.co.uk)

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# Men'sHealth



## BOOST YOUR BUSINESS

Are you a **NOMAD** (No Office, Mobile And Driven) in the making? Are you building your own online business or making a bid to go it alone and escape the drudgery of the office? Tell us the story of your business start-up and you could win up to £5,000 to boost your business' chance of success.

3 has teamed up with Men's Health and Cosmopolitan to find up-and-coming internet entrepreneurs who will benefit from 3's fantastic phone and internet packages - perfect for NOMADs everywhere.

Fill us in on your budding business, even if it's only at the great idea stage. If your idea is a winner you will appear in a future issue of Men's Health, and receive the following fantastic prize:

- 3 handset and free one-year contract
- Laptop complete with one year's 3 mobile broadband
- £5,000 to invest in your business

[CLICK HERE TO ENTER](#)

AWARD WINNING ENTREPRENEUR WILL GOODE INSISTS THAT RELIABILITY, FLEXIBILITY AND BEING ABLE TO MAKE THE RIGHT CONNECTIONS ANYWHERE IN THE WORLD ARE KEY TO HIS SUCCESS. READ MORE ABOUT WILL'S BUSINESS IN THE OCTOBER ISSUE. ON SALE NOW.

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What's the most important feature of your diet?

- Maximising protein
- Controlling carb intake
- Vitamins and minerals
- Eating as little fat as possible

**Men's Health TV Adventure**



Related TV

-  Red Bull Rising: Maldives II
-  Red Bull Rising: Maldives
-  Red Bull Rising: Maldives freesurf

Sponsor message. 00:00  
PAUSE MENU

Dior

## Rider Profile: Wiggoly Dantas

Profile of Brazilian sensation Wiggoly Dantas

For more action sports videos go to Mpore.TV including exclusive event highlights, full-length movies, trick tips and so much more

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www.quattro.co.uk/quattro

Pre-roll:

- Client: Christian Dior.

You are here: Home > Style & grooming > Perfect grooming > Upgrade your skin

### Style & grooming

- Skin upgrade
- Your wardrobe sorted!
- Learn from style gurus
- Must-have accessories
- What she wants
- Perfect grooming**
- Scents for success
- Get great hair
- Got a problem?

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- Talk to forum members
- Win 100s of freebies

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the UK's leading



MH PROMOTION

## Upgrade your skin

With Lab Series Skincare for Men

Take your grooming routine to the next level with three top Lab Series products recommended by *Men's Health*.

At *Men's Health* we like our grooming products to be easy to understand, simple to use and formulated to meet the unique needs of men's skin. But above all else, we like them to deliver results. So we're proud to partner with Lab Series Skincare for Men, a global leader and authority in men's skincare, to present this special Skin Upgrade set.

**Multi - Action Face Wash 100ml**  
Foaming cream cleanser washes away dirt and grime for a brighter, healthier-looking appearance.

**Razor Burn Relief Ultra 100ml**  
Soothing lotion delivers instant and lasting relief from shave irritation.

### Discussion Boards: Latest

its cleavage day on thursday i couldnt wait  
I'm adopting a soapy theme for my  
Posted by Jonny Trou... 10 Mar 2008 11:05AM

FB Workout  
I am looking at doing a FB Workout 3 times a  
Posted by The-Doc 10 Mar 2008 11:02AM

Supplements - Maximuscle/PHD etc  
Thanks for that, so I do take that as don't  
Posted by WillNewbie 10 Mar 2008 11:01AM

Im in love with Peanut Butter  
I got the meridian crunchy one from H&B at  
Posted by Simon1127 10 Mar 2008 11:01AM

its cleavage day on thursday i couldnt wait

Posted by Hobbes 10 Mar 2008 10:59AM

Please select board

## UPGRADE YOUR SKIN



To learn more and purchase online, click here.

MEN'S HEALTH PRESENTS...



### Advertorial area:

- **Client: Lab Series.**  
You own both the content plus the surrounding ad formats. We can house a number of articles within this area, or even different formats, all dependent on what you are trying to achieve.

## Competition:

Great for creating hype and encouraging user interest in your brand Potentially promoted in three key areas

The screenshot shows the Men's Health website home page. At the top, there's a navigation bar and a '100% PURE COLA' banner for Red Bull. A large, stylized '3' logo is prominent on the left. Below it, a 'Win with 3' promotion is featured, encouraging users to enter a competition. The page also includes a 'Free stuff' section, a 'Do you have an existing internet bank account?' form, and a 'Be the first to know!' section for a new product. A red circle with the number '1' is overlaid on the bottom right of the page.

The screenshot shows the Men's Health website home page. At the top, there's a navigation bar and a 'FROM HOME: SPORT' banner. A large, stylized '3' logo is prominent on the right. Below it, a 'Win business technology' promotion is featured, encouraging users to enter a competition. The page also includes a 'Dior' advertisement, a 'Men's Health competitions' section, and a 'Win business technology' section. A red circle with the number '2' is overlaid on the bottom right of the page.

The screenshot shows an email newsletter from Men's Health. The header features the 'ideas for living' logo and a large '3' logo. The main content includes a 'MH presents...' section with a 'Splash out' article, a 'Lite your fire' article, and an 'It's a racket' article. There are also 'Question time?' and 'This week's tips from MH readers' sections. A red circle with the number '3' is overlaid on the bottom right of the page.

- 1 Article within the Competitions category in 'Down time'.
- Featuring 300 word blurb about your brand plus high res image.
- Opportunity for data capture.
- 2 Your competition article will be promoted on rotation in our 'Competition box'.

- This is hosted on our Home page and will drive users from our most premium page
- 3 Additionally we recommend you promote the competition on our e-newsletter which we send out every Tuesday. There is an additional cost involved for this.

- We know our users respond particularly well to a competition. It can be used individually for campaigns with a limited budget, or also play an integral part in larger campaigns to add real user value.
- All prizes must be supplied by you, the client.

Inspired To Run: 400 Ways To Be Inspired!

http://www.inspiretorun.co.uk/

Facebook | Home | Engagement Rings | Tiffany | Nicholas James | http://aman\_arsell.com/ | dwell - Gia | metal shade | the perch | Tim Don | Are you

**INSPIREDTORUN.co.uk** **RUNNERS**  
**Men'sHealth**  
**Zest**

**RbK**

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### 400 Ways To Be Inspired!

Isn't running amazing! This site was launched to showcase your real-life stories of inspiration — and they've been a brilliant breath of fresh air. From taking up running to lose weight, to regaining long-lost self-confidence, to overcoming eating disorders and drug addiction... it's all here.

Then there are stories of brilliant, life-enhancing runs on beautiful days, tales of clawing back from devastating injury or illness (if you think you have problems getting out of bed to train, try it when you've just had both your legs broken in an attack); or overcoming running hurdles to run in memory of a loved one.

Since April, we've been picking monthly highlights to feature in Runner's World, Men's Health and Zest magazines (congratulations to you all), and we're delighted to announce the overall winner of our Reebok prize of £1000 plus a training session with Darren Campbell... [Max, with an incredible story of overcoming drugs. Congratulations!](#)

The £1000 competition has officially ended, but please keep submitting your stories, which are enjoying hundreds of reviews, comments and ratings every day. We'll continue to link to the best stories from RunnersWorld.co.uk, and over the next few months this site will move into a new phase... [Tell us what you'd like to see.](#)

And now you can stand a chance of running the Santiago Half-Marathon next April. Try on a pair of RbK Premier shoes at any participating store and you'll not only be given a manifesto — the key to reams of running intelligence gathered by Reebok over the years — but will also allow you to enter a prize draw for a chance to compete in the 2007 Santiago Half-Marathon. Call 0800 305 050 for details of your nearest stockist or click here <http://www.rbk.com/uk/running> for more details. See [www.rbk.com](http://www.rbk.com) for terms and conditions.


### Share Your Story

Click here to add your inspirational story to our growing collection

[GO](#)

**FREE ONLINE TRAINING COACH**

CLICK HERE



### Top Stories

Inspiration by category	Newly added	Top rated	Editor's picks
<a href="#">Beginning running (183)</a> <a href="#">Racing success (51)</a> <a href="#">One great run (32)</a> <a href="#">Weight loss (25)</a> <a href="#">Other stories (117)</a> <a href="#">See all stories</a>	<a href="#">From Landman to Ironman</a> <a href="#">I'm not backing out now!</a> <a href="#">Running to prove a point</a> <a href="#">Wanted to be a runner... that's me at last!</a> <a href="#">Fast don't fail me now</a>	<a href="#">Wings on our Trainers</a> <a href="#">Jasmine</a> <a href="#">Look at that idiot!</a> <a href="#">Oh for the Open Road</a> <a href="#">Ahmed's Story</a>	<a href="#">Attack of the Couch's</a> <a href="#">Runners Who Run</a> <a href="#">Just a day</a> <a href="#">Confessions of a running addict!</a> <a href="#">WALK BEFORE YOU RUN</a>

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Inspired To Run: A different kind of ecstasy

http://www.inspiretorun.co.uk/2006/05/15/a-different-kind-of-ecstasy/

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**INSPIREDTORUN.co.uk** **RUNNERS**  
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### Beginning Running

View by: [Latest](#) | [Rating](#) | [Author](#)

**A different kind of ecstasy** Rating (73) ★★★★★

Rate this story (1-5)

by **Max**

Why do I run?

When I was 14 I took my first line of cocaine and started smoking marijuana. At 15 I carried on taking those and added acid and a smack-head boyfriend into the equation. At 16 I thought I'd add ecstasy to the list. The list increased including a lump of crack once for a Christmas pressy in 1991. Nice.

I don't come from a broken/abused background. I had (and still have) no excuse, it was escapism and I love the feeling I got from being 'out of it'. I loved the euphoria.

I ended up using drugs for 17 years. Crack, speed, marijuana, magic mushrooms, ketamine (a horse tranquilizer) cocaine, acid, temazepam, doxan — these are the ones I can remember. My friends and I used to have a saying "it's only a drug problem if you can't afford them". I cringe at my own crassness for that saying. I no longer get angry. I overdosed on more than one occasion. Did that stop me? No! You would have thought your brother and sister turning up on your doorstep at 11pm on Christmas Eve to take your son away to live with mum while you get yourself sorted would have worked. I spent nine months partying like I'd not partied in a long time.

I nearly lost my life. I lost the first couple of years of being a mum. I lost my friends, I lost myself — look around you now and you will see some of the things I lost.

There is nothing that anyone could have said to have stopped me. It had to come from me. And it did. One day something inside me did a 180 degree turn. There was no major catastrophe — granted the feelings of repulsion within had grown to mammoth proportions and I couldn't look in the mirror. But I knew I had to stop. I hated myself.

I took myself on a surfing holiday for two weeks; within 24 hours I had hooked up with some guys who had a steady supply of coke. I got home ironically still determined to sort myself out. I cut off ties with my drug-taking friends for nearly a year. I got angry, I got remorseful, I got tired, I made excuses, I lied...but I stopped.

How does this relate to my running?

I discovered food instead. It became my new mate. So I found myself at the end of 2004 over 16 stone, no drug problem, but hugely overweight. I decided to start running, and I went out and bought myself a pair of running shoes. I broke my leg the next week rollerblading! So much for my plans.

The plaster came off in August 2005; the trainers were still like new. I didn't know where to start, so I scoured the web with the same enthusiasm I used to use when sourcing my weekend drug supply. I came across the Nike Run London website and saw they had a 10k in October. When you signed up

### More Top Stories

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Top rated

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**WIN THE CHANCE TO RUN CHILE**