

25 WAYS TO PICK UP MEN



acp
magazines



MEN ARE EVOLVING

Phil Scott
Group Publisher



The jury's in and Australian men still want their media in expertly edited packages. At any given time, ACP has over 50 magazines targeting men on sale at more than 20,000 distribution points around the country. And selling men's magazines remains a growth business for us.

Compared to a decade ago, sales of audited magazines targeting men are up by more than a million copies annually and readers are

"It's clear Australian men still want their media in expertly edited packages"

spending \$43 million more for the right to purchase. It's a fast moving game that throws up a new market leader every several years, a trend dating back to the early 1980s.

The movements we are seeing now – away from men's interest into men's lifestyle, the rise of special interest and weekly frequency, are all further steps in the evolution of blokes' reading habits. Only magazines offer a great tactile experience, one that travels, doesn't run out of batteries, and can be enjoyed

anywhere, any time. Rather like this mini-mag. I hope you enjoy this distilled version of ACP's insights into men. Our Men's Research experts have sharpened our products and I hope they can do the same for your media strategy and creative executions. ACP has invested heavily in research to launch and develop great mastheads for readers and our commercial partners. On that note, thanks for your support. Without it, we couldn't offer the best level of advertising service in

the business. I sincerely hope the battles over rates, early rights, media firsts and non-sign-posted advertorials have been worth it.

And stay tuned, as ACP launches new magazines and hones Australia's favourite brands which now include *Zoo*, *RALPH*, *FHM*, *Men's Style*, *Wheels*, *Motor*, *Street Machine*, *4x4 Australia*, *Motorcycle News*, *Australian Personal Computer*, *Rugby League Week* and many, many more.

Publishing is not for the faint-hearted, but none of us at ACP can think of a more exciting caper. From where we sit, the future of men's magazines looks just fine.

25WAYS TOPICK UPMEN



Travis Godfredson
ACP Research

Sean Adams
The Seed

Trav: Hey, Sean. What do you think of your illustration?

Sean: Could be worse. So, what can readers expect from this booklet?

Trav: It's a 16-page booklet cheat-sheet on how to connect with Australian men; 25 themes based on three major studies conducted over five years – *Connecting with Men* (2004), *How Men Buy* (2006) and *Men through the Ages* (2007) – which cover hundreds of men in thousands of hours of 'blokey consideration time'.

Sean: We've spoken to all kinds of men, including ACP's first-rate editors.

Trav: Time for a beer. My shout.



"Talk to a man about himself and he will listen for hours" – BENJAMIN DISRAELI

EXPERT OPINION

David Chalke, AustraliaScan
Social Commentator



The core threads of decency, patriotism, love of country, hard work, practicality and tolerance are intimately woven together in the fabric of Australian masculinity and emerge as 'mateship', fair go' and 'hard yakka'.

Joining this club is not a matter of draping yourself in the flag or putting 'Proudly Australian Owned' on your label when the product's made in some sweatshop in Ghangzhou and has enough lead in the paint to kill a small dog. Club membership is all about values.

Shared patriotism can be a powerful motivator for Australian men, if it's genuine.

1 AUSSIE AUSSIE AUSSIE...

Australian men love their country and the values it represents
What does it mean to be Australian?

37% Mateship/loyalty

32% Fair go/fairness

23% Honesty/fair dinkum

19% Helping others/giving hand to someone in need

10% Respect/open minded /open to other cultures

Source: ACP Australian Values Survey, n = 1000 on-line sample representative of Australian population, open-ended question – coded by ACP Research



MAN TIP CAN YOUR BRAND WAVE THE AUSTRALIAN FLAG OR THE VALUES IT REPRESENTS

2 BE A FAMILIAR FACE

"If it's been advertised it will warrant a second look from me" ACP MEN'S STUDIES

Men usually have their minds made up before entering a store: they are less likely to be experimental and will default to brands they know and trust.



MAN TIP TRIGGER RECOGNITION WITH DISTINCTIVE VISUALS CONSISTENT OVER TIME



"God bless America. God save the Queen. God defend New Zealand and thank Christ for Australia" – RUSSELL CROWE

3 NEWS JUST TO HAND...



MAN TIP CREATE CHAT ABOUT YOUR BRANDS

ZOO NEWS: When Zoo offered a boob job the press went wild. The magazine sold out and the website registered over a million page impressions in one week

Men love to talk about what's hot. Encourage conversations about your brands with events, awards, innovations and limited editions.

EXPERT OPINION

Paul Merrill
Zoo Editor



From the outset, Zoo's mission was to not just report news, but to be the news. From upsetting most right-thinking people with our Win a Boob Job competition to getting worldwide coverage for our sexy APEC Summit demo girls, Zoo dared to go where we shouldn't have and became the magazine which sets the agenda for young blokes in Australia.

We riled Kyle Sandilands by making him top of our '50 People We Hate' poll, pledged to give \$50,000 to an African charity if Julia Gillard agreed to a cover shoot, reunited the *Big Brother* turkey slappers and declared Kevin Rudd our Un-Australian of the Year (for behaving himself at a strip club). Ground-breaking topical satire, or irresponsible juvenile conduct? Probably. Either way, it has made Zoo by far the most talked about magazine in Australia.



"Zoo is a cack. They're always up to no good. I left a copy of the boob job issue on the coffee table and the missus nearly killed me!" ACP MEN'S STUDIES

"I spent a lot of money on booze, birds and fast cars. The rest I just squandered" – GEORGE BEST

4 THAT'S MY TEAM



Men move in tribes. Their tribes are defined by passions (surfers), car sub-cultures (V8, Ferrari or off-road), sports or locations. Each tribe has its own unique language, heroes and symbols. These cues are their badges of membership – and honour. How do you reflect the values of your tribe?



"IT'S LOVE MATE, PURE AND SIMPLE."



THE SHANNONS' 100 YEARS OF AUSTRALIAN MOTORING. THE SHANNONS' 100 YEARS OF AUSTRALIAN MOTORING. THE SHANNONS' 100 YEARS OF AUSTRALIAN MOTORING.



IT'S TRIBAL: The Shannons ad (left) and editorial (right) rated highly in ACP's Research because they celebrate readers and their passions



EXPERT OPINION

Geoff Seddon
Street Machine Editor



Australian male sub-cultures operate along tribal lines, providing their members with a strong sense of identification and kinship borne of common interest and experience

Special interest magazines are part and parcel of this phenomenon, reinforcing each tribe's values, glorifying its heroes and educating its young folk in important tribal lore. By focusing our content on the members of our community and their achievements, our readers are reassured that their choice of lifestyle is valid and cool, that they are not alone in their passion and that their individual contribution is worthy. We treat our readers with affection and respect, because we are members of the same tribe and because we know that loyalty is a two-way street.

"Guys are like dogs. They keep coming back. Ladies are like cats. Yell at a cat one time... they're gone" – LENNY BRUCE

5 DOES MY GUT LOOK BIG IN THIS



Men are becoming more focused on their appearance and creating the right impression, but are sometimes unsure about how best to achieve it.

Five fashion tips for selling threads to Australian men:

- 1 Use mates and heroes – they need to relate to the images projected
- 2 Build confidence through education – step it out with helpful hints
- 3 Show them the finished look – “mix ‘n’ match” is not our strength
- 4 Show them where to get it and how much it costs – save him time
- 5 Give him something for nothing – make him feel like a winner!



“Clothes shopping is scary. It's too hard to find what you like”

“I dunno what suits me. I like it when they've got the whole look on a mannequin”

ACP MEN'S STUDIES



The perfect cut
A perfect cut is the key to a great suit. It should follow the lines of the body, not hide them. A good tailor will know how to cut a suit to fit a man's body.

The casual suit
A casual suit is a suit that is not too formal. It is a suit that is comfortable and easy to wear. It is a suit that is perfect for a casual occasion.

Knowledge

SAVIL ROW
The Savil Row is a famous street in London. It is known for its high-end clothing stores. It is a street that is full of fashion and style.



Caring for your suit

You've forked out to look dapper, now for the critical care guide.

- > **Listening, Hang it**
If you have just spent \$1500 on a suit, it should be taken care of properly. A good tailor will know how to hang a suit to keep it in good condition.
- > **Maintaining it**
A good suit should be maintained properly. It should be cleaned and pressed regularly. It should be stored in a dry place.
- > **Cleaning it**
A good suit should be cleaned properly. It should be dry cleaned or hand washed. It should be ironed or pressed.

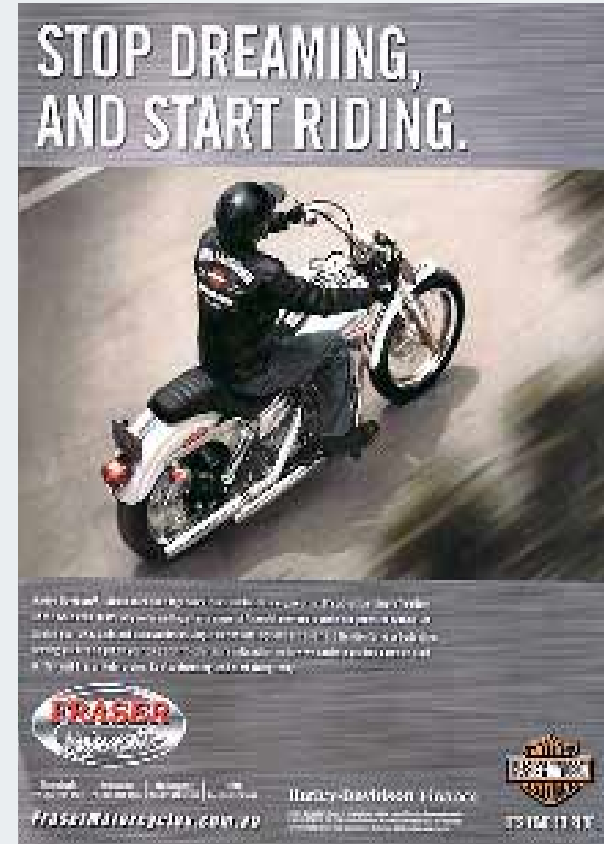
Gaberdine? Silk? Bin liner?

When it comes to cleaning a suit, there are three main options: Gaberdine, Silk, and Bin liner. Each option has its own pros and cons. It is important to choose the right option for your suit.

Essentials

PHN.COM.AU

6 WHAT ABOUT ME?



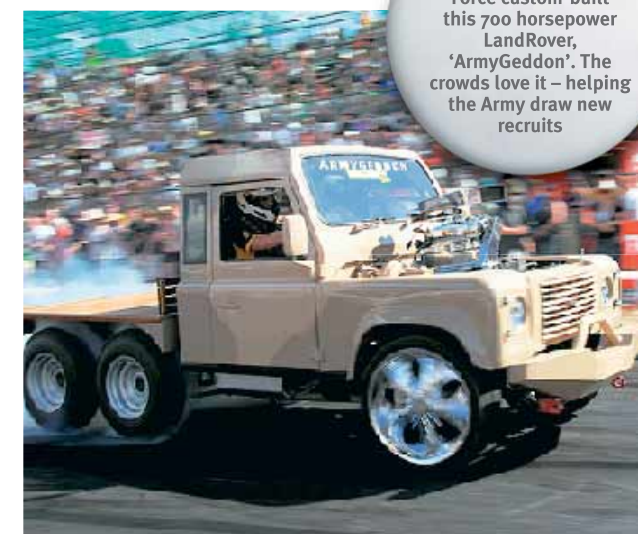
After many years working hard and raising a family, men past their 40s reach a stage in life when they start devoting more time to themselves and their interests.

MAN TIP OFFER BRAND EXPERIENCES, PROVIDE LEARNING OPPORTUNITIES AND PROMOTE NEW PASSIONS



7 SELL THE DREAM

What is the ultimate innovation your brand could sponsor?



LOOK AT ME: The Australian Defence Force custom-built this 700 horsepower Land Rover, 'ArmyGeddon'. The crowds love it – helping the Army draw new recruits

8 PROMOTE A HEALTHY LIFESTYLE

Men are aware of the importance of their well being but lack the conviction to do something about it. Make the solution easily accessible.

9 MINE'S BIGGER THAN YOURS

Men are forever impressed with new ideas and innovations. Great ideas may come from new technology or trends. What upgrades can you offer to make men re-evaluate your brand?

EXPERT OPINION

Ged Bulmer
Wheels Editor



Car magazine buyers love early mail and *Wheels* magazine always delivers with scoop photos, computer-generated images, product leaks, and in-depth info the car companies would much rather we didn't have. Combined with rigorous accuracy, *Wheels* is still the magazine that car enthusiasts can't afford not to read.

In this climate-conscious age, *Wheels* remains the expert source for information on alternate energy sources such as bio fuel, hydrogen and plug-in hybrids. But car lovers don't just want to know the merits or otherwise of a particular car, they want to know how it compares with all others in that category.

It's here that *Wheels* continues to set the standard, with consistent innovation of its large-scale performance-based testing, plus *Wheels* Car of the Year, the nation's most coveted annual new-car award.

It's a formula that keeps *Wheels* at the very front of the grid for Australian motoring enthusiasts.



UP-SPEC MEN: Key cover words include 'new', 'improved', 'bigger', 'ultimate', 'best', 'more', '#1', 'extra', 'revealed', 'bonus', 'first', 'exclusive' and 'many many more'.



"The other day I found grape flavoured Fanta. I thought, that's gold!"

ACP MEN'S STUDIES



EXPERT OPINION

Santi Pintado
RALPH Editor



Tangible prizes are great but these days it's about the experience. Whether downing shots on a Cuervo Nation or an Access All Areas pass to the Big Day Out, readers want the moment. They want bragging rights. This is best explained by the winner of our RALPH Awards competition: "Wow! What a night and what a great line-up – Merrick and Rosso as the hosts, Scribe, Sakio Bika and so many RALPH hotties. I was in average blokes' heaven. Screw the Logies, bugger the Oscars, go RALPH!"

10 VIP FOR A DAY

Make men feel special through 'money can't buy' experiences. Instead of prizes, give them bragging rights though access to elite events, product-test days, signed limited-editions, high profile and respected product ambassadors.



YOU COULD WIN EXCLUSIVE TICKETS

11 HELP HIM MAKE HIS MARK ON THE WORLD

Men are always looking to prove themselves to their colleagues, family and friends. How can you help men make a mark and celebrate their achievements?



A JOB WELL DONE:
Wheels Young Designer of the Year award



12 GET TO THE BLOODY POINT!

Men don't shop, they buy. Here are six steps to help him get to your product faster.

- 1 **Better trained sales staff:** Get to the bottom of his problem
- 2 **Step-by-step guides:** So he doesn't get lost
- 3 **Websites:** For back-up information
- 4 **Phone numbers:** To buy it now!
- 5 **Maps:** For the big picture
- 6 **Availability of sales literature:** So he doesn't have to speak to anyone

"Before I buy anything I research it completely so that when I walk in-store, I know they won't rip me off"

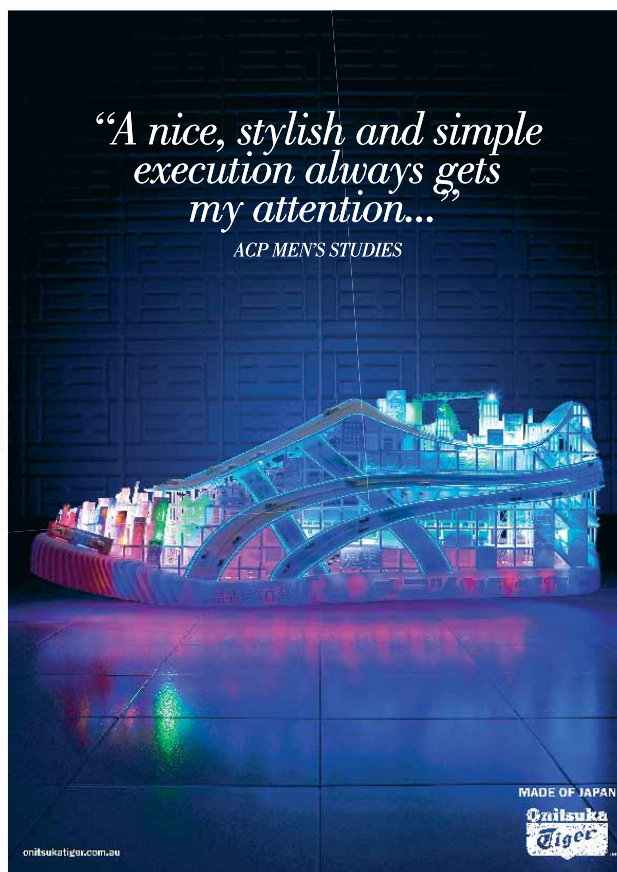
ACP MEN'S STUDIES



CUSTOMISED REPRINTS: Mazda reprinted this independent Wheels road-test and distributed it to its current and potential buyers

"A nice, stylish and simple execution always gets my attention..."

ACP MEN'S STUDIES



13 VISUAL STYLE

Men respond to the visual. They appreciate good-looking things that carry great design or are beautifully or cleverly packaged.

"You cannot teach a man anything; you can only help him discover it in himself" – GALILEO GALILEI

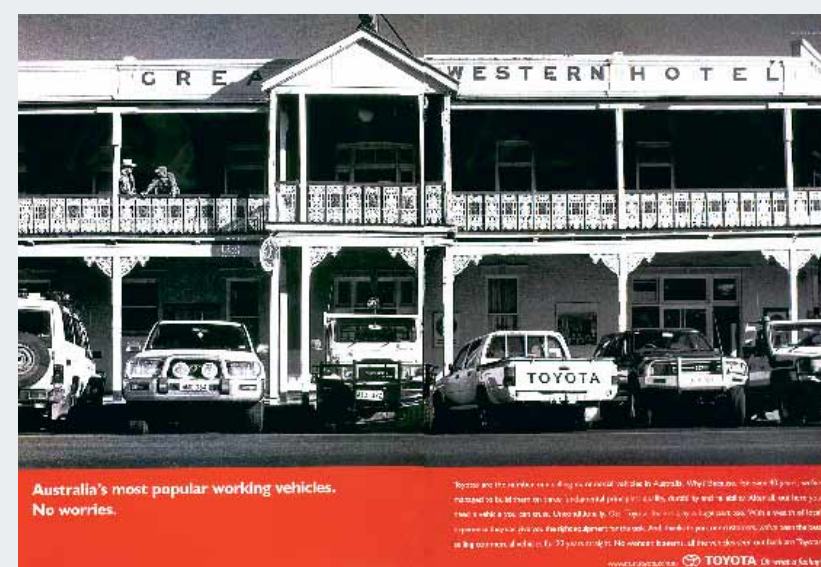
15 MEN LIKE TO TOUCH

Men trust their own judgments – even more so as they grow older and more experienced. The best way of selling them your benefits is to get your product into their hands.

Suggestions:

- 1 Product testing days or events
- 2 Free trials
- 3 Display rooms
- 4 Scent strips
- 5 Gifts with purchase
- 6 Intercept stands at airports or shows
- 7 Prize winning opportunities

MAN TIP MEN WON'T NECESSARILY BE LOOKING FOR YOUR PRODUCT – YOU MAY HAVE TO FIND THEM



14 KEEP IT REAL

Be true to your brand and men will respect you for it.

EXPERT OPINION

David Chalke, AustraliaScan Social Commentator

The secret of life is honesty and fair dealing. If you can fake that, you've got it made," quipped Groucho Marx. Sadly, too many marketers don't understand that this was supposed to be a joke.

Aussie men are a practical and sceptical mob who smell bullshit a mile off and place greater emphasis on 'facts' than women do when making a purchase. They are heavily 'evidence based' and enjoy logical information gathering. They want to know why, how, when, where and what for? They respect experts but are cynical of wannabes and tryhards. Don't snow them, give them the evidence and use credible experts. Men's brands need sincerity. If they do the job, but not prettily, OK. If they do the job and look great, better. If they look the biz, but fall down at the first hurdle, forget it.

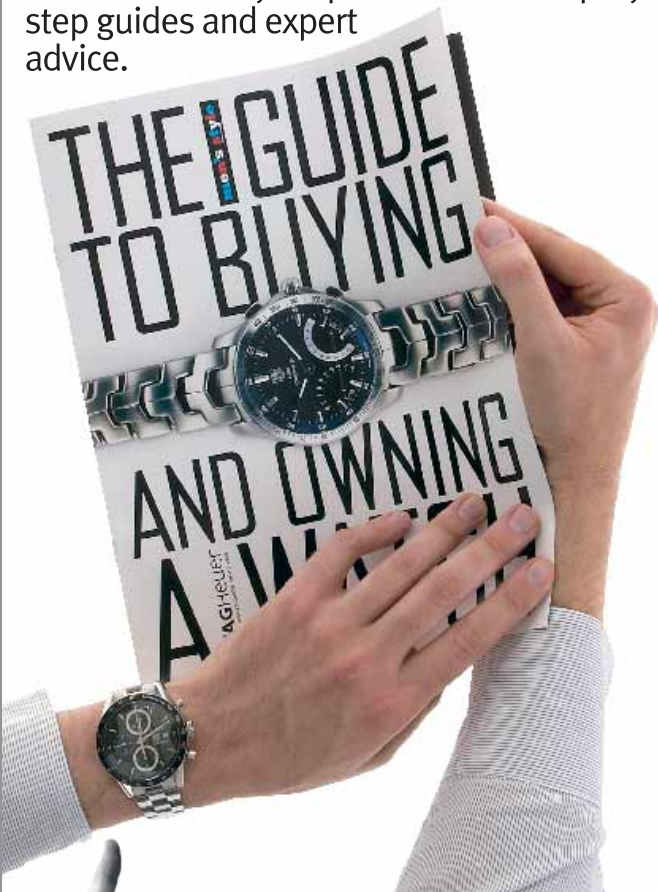


MAN TIP DON'T BAFFLE THEM WITH BULLSHIT. EDUCATE THEM WITH EVIDENCE

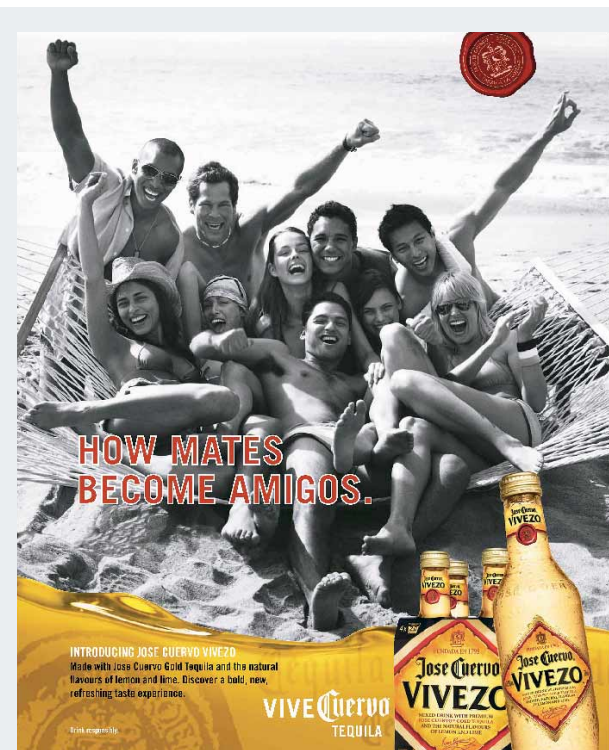
"If you've got them by the balls, their hearts and minds will follow" – JOHN WAYNE

16 SHOW MEN 'HOW-TO-GO-AND-DO'

Despite what they say, most men can do with a little tuition. Show men how to get the most out of your products with step-by-step guides and expert advice.



MAN TIP GET GENUINELY INVOLVED – HELP MEN GET THE MOST OUT OF YOUR PRODUCTS



17 MATE I LOVE YOU.. MATE



Aussie men love their mates and times spent sharing a joke and drink. Celebrate the good times by providing occasions or simply capture the mood in your executions.



"On the one hand, we'll never experience childbirth. On the other hand, we can open all our own jars" – BRUCE WILLIS

18 LIFE'S TOO SHORT TO DRINK BAD COFFEE



Men are looking for better quality products which portray a better image about themselves. Indicators of a quality product can include brand heritage, good packaging and strong advertising presence. How would men describe the quality of your product or service?

GREAT VALUE = GOOD QUALITY + RIGHT PRICE + SOMETHING FOR NOTHING



19 HAVE WE GOT A DEAL FOR YOU

Men like to feel like they've snared a bargain. But this doesn't have to mean the cheapest price. How can you add value without devaluing your offer?

"It's a challenge to get a bargain. You do your research to find the best quality for the best price"

ACP MEN'S STUDIES



20 CELEBRATE SHARED FAMILY TIME

As men grow older their priorities shift from mates and work to a greater emphasis on kids and family.

COPY THAT TOUCHED MEN'S HEARTS: "I found my wife with another man... Me", and, "You never actually own a Patek Philippe – you merely look after it for the next generation"

MAN TIP HOW CAN YOUR BRAND ACKNOWLEDGE AND CELEBRATE FAMILIES AND PARTNERS?



"By the time you're eighty years old you've learned everything. You only have to remember it" – GEORGE BURNS

