

POWER OF MEN

Men's Mental Health and Social Well-being

2026 MEDIA PACK



POWER OF MEN:

A National Movement for Men's Mental Health and Social Well-Being



Power of Men Magazine is a **pioneering UK non-profit publication dedicated to men's mental health and wellbeing**, providing readers with practical tools, advice, support and inspiration.

Each issue couples powerful, lived experiences from celebrities, athletes, and business leaders with actionable insights from doctors, therapists, and TEDx speakers. By blending these narrative journeys with intuitive QR codes and direct signposting, the magazine provides a seamless bridge to essential support services.

Covering critical touchpoints, including addiction, PTSD, financial strain, isolation, and grief. The publication operates with a single, urgent **mission: to spark lifesaving conversations, dismantle stigma, and actively reduce male suicide rates across the UK.**



Produced in Partnership

WHY POWER OF MEN?

Men face unique challenges yet often lack access to the right support. Power of Men Magazine is here to bridge that gap, **ensuring every man feels heard and valued**. We recognise the disparity between men's needs and available resources, and we are committed to closing that divide.

As a free, non-profit publication, POM will provide practical tools, expert insights, opportunities and access to vital services, **addressing key issues while removing the stigma surrounding men's struggles**. By tackling stigma around men's issues, we will create a space where success is normalised, challenges are addressed without shame, and men are empowered to build the life they deserve.

WHY POWER OF MEN MAGAZINE?

MEN'S MENTAL HEALTH: THE URGENT NEED FOR SUPPORT.

Men need greater awareness, better access to resources, and a shift in societal attitudes to break the stigma around mental health and encourage them to seek help.

Men's mental health is a growing crisis, with 75% of suicides in England and Wales involving men, making it the leading cause of death for men under 59 (ONS). Despite this, many men struggle to access the support they need.

- 12.5% of men in England suffer from a common mental health disorder (*NHS Digital*).
- Men are **3 times more likely** than women **to become alcohol-dependent** (*Health and Social Care Information Centre*).
- 73% of missing adults and **87% of rough sleepers are men** (*University of York, Crisis*).
- Men are **3 times more likely** to report **frequent drug use**.
- With fewer support networks **Social isolation is higher in men** (friends, family, and the community).
- **Postpartum depression affects 1 in 10 men**, yet it remains widely unrecognised.





ABOUT US

A Trusted and Established Brand

Since 2021, we have been creating powerful content to help improve women's physical, mental, and social well-being. Our flagship magazine, Power of Women, is a well-established and highly respected platform committed to uplifting and empowering women.

Over the past three years, we have built a thriving readership in both print and digital formats, reaching thousands of women seeking inspiration, support, and community. Through compelling storytelling, expert insights, and real-life success stories, we have made a lasting impact on women's lives, supporting them through suicide crises, addiction, menopause, and domestic violence, among many other challenges.

POWER OF WOMEN IS WIDELY ACCESSIBLE IN BOTH PRINT AND DIGITAL EDITIONS AND IS DISTRIBUTED THROUGH TESCO, COSTCO, HOSPITALS, AND OTHER KEY OUTLETS.



POM

IN 2025 WE EXPANDED OUR MISSION WITH THE LAUNCH OF POWER OF MEN MAGAZINE (POM) A NATIONAL PUBLICATION DEDICATED TO MEN'S MENTAL HEALTH AND SOCIAL WELL-BEING.



AUDIENCE REACH:

LOCATIONS: 60 Tesco Extra and Superstore locations across England

READERSHIP: 155,000 print readers and a growing digital audience

AGE DEMOGRAPHIC: 20's up to 80's

POM DISTRIBUTION PARTNER- GOULD BARBER DEMOGRAPHIC:

Customers & distribution Locations for POM Magazine.

- Over **15k customers per week** over the course of a year
- Of these **26% a Children under 16 who bring a parent** into the shop.
- The current locations are growing by 23%

THE STYLISH EXPERIENCE OF GOULD BARBERS

Gould Barbers...

is not just a barber shop, it's a premium grooming destination that blends traditional barbering craftsmanship with modern style. Known for its high-quality service, stylish interiors, and skilled barbers, Gould Barbers has redefined the male grooming experience across the UK.

Each location provides a welcoming and contemporary atmosphere, where men of all ages can relax and enjoy a high-end haircut, beard trim, or shave. With expertly trained barbers, a commitment to top-tier service, and a reputation for excellence, Gould Barbers is the go-to choice for men who care about their appearance and well-being.

By placing Power of Men Magazine in these premium grooming spaces, we ensure that our message reaches men in an environment where they feel comfortable, confident, and open to self-improvement.



ADVERTISING SPONSORSHIP

The following advertising rates are based on a three-month publicity package, providing consistent brand exposure across 47 locations throughout England.

PROMOTION:
5% OFF
 WHEN YOU BOOK
 ADVERTS IN ALL 4
 EDITIONS

ADVERTS

	Standard Price	Premium Price
Double Page	£1595	-
Full Page	£1050	£1250 (inside covers) £1450 (Back Cover)
Vertical Pannel	£495	-
Half Page	£495	-
Sm Classified	£250	-
Product	£250	£350

ADVERTORIAL

	Standard Price
Full Page	£900
Double Page	£1500



OUR TEAM:



**FOUNDER &
EDITOR-IN-CHIEF**

CLAUDINE HOPE

Driven by a mission to ensure no one faces mental health battles alone, Claudine Hope founded Power of Men Magazine as a vital national lifeline. The publication was born out of her own personal resilience following a severe mental breakdown in 2020. Having initially launched Power of Women Magazine, she quickly identified a critical, unmet need for a dedicated platform tailored specifically for men.

Today, she leverages her extensive background in media and social impact to scale the Power of Men movement, aiming to positively impact the lives of one million men. Under her leadership, the magazine has become a trusted hub for expert insights, practical mental fitness strategies, and powerful conversations designed to dismantle the stigma surrounding male vulnerability.

ADDITIONAL SERVICES

If you require assistance with advert creation, our designers will produce an advert or advertorial using the images and information you provide. Please do not hesitate to contact us if you would like to find out more

Half Page: £120

Full Page: £200



**CREATIVE
MANAGER**

BECKY WILLIAMS



**COMMERCIAL
DIRECTOR**

PAUL SANDERSON



**SOCIAL MEDIA
MANAGER**

BEV ROBERTS

CONTENT SUBMISSIONS

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