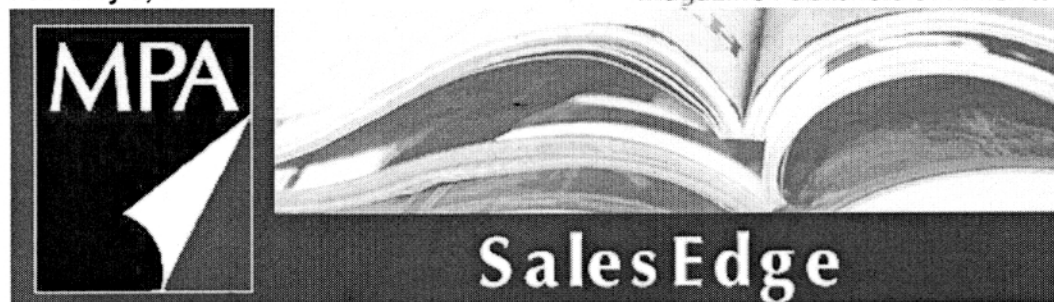


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Magazine Publishers of America



Magazine Advertisers: Keeping Clear Eyes on All the Guys

With the advent of the "metrosexual," the market for men's grooming is undergoing a major facelift. And what media do these young men with money frequently use? Magazines—among heavy media users, men who spend \$100+ on either cologne or health and beauty aids are more likely to turn to magazines than TV, according to the latest MRI data.

Meet the Metrosexual...

"The typical metrosexual is a young man with money to spend, living in or within easy reach of a metropolis—because that is where all the best shops, clubs, gyms, and hairdressers are," says Mark Simpson, author of *Male Impersonators: Men Performing Masculinity*, where he first coined the term.¹ According to Euro RSCG WorldWide's study "The Future of Men: USA," American men are embracing their feminine sides. "[Metrosexuals] do what they want, buy what they want, enjoy what they want—regardless of whether some people might consider these things unmanly."

The Scent of a Man

In Euro RSCG Worldwide's study, more than half of men age 21 to 29 feel more attractive and more virile when they wear aftershave or fragrance. More than 40% of these young male adults feel more confident as a result of wearing fragrance. This phenomenon isn't limited to the younger men polled either—nearly four out of ten 30- to 39-year-olds and one-third of 40- to 48-year-olds feel similarly! Grooming is becoming an integral part of a man's self-identity, like it always has been for women.

Men and Fragrance Percentage That Agree w/ Statement

Men by Age			
	21-29	30-39	40-48
I feel more attractive, more virile, sexier when I wear aftershave or male fragrance	55%	45%	35%
Wearing an aftershave or male fragrance makes me feel more confident	44%	38%	30%
My scent says a lot about who I am – strong and masculine	42%	37%	31%

Source: EURO RSCG study "The Future of Men: USA," June 2003¹