THE WORLD'S LEADING GEAR & STYLE PUBLICATION FOR MEN.

Founded in 2005, Uncrate is the original buyer’s guide for men, both online and in print. Widely known for uncovering the best men’s gear, automobiles, and apparel, Uncrate reaches a large, influential audience of discerning men not found together anywhere else. Our readers visit multiple times per day to find out about the latest and greatest products, videos, and destinations for men, allowing select brands the opportunity to reach a receptive group of powerful purchasers and tastemakers.

1.2 MILLION  MONTHLY UNIQUE VISITORS  94%  MALE AUDIENCE
8 MILLION  MONTHLY PAGE VIEWS  $135,077  AVERAGE HHI
108,000  INSTAGRAM FOLLOWERS  34%  HHI OVER $100,000
235,000  FACEBOOK FOLLOWERS  37  AVERAGE AGE
100,000  TWITTER FOLLOWERS  75%  AGES 25-54
500,000  APP DOWNLOADS  79%  COLLEGE GRADS
320,000  EMAIL & RSS SUBSCRIBERS  78%  RETURNING VISITORS

SOURCES: COMSCORE, QUANTCAST, AND GOOGLE ANALYTICS.
WE DO NOT BUY ANY TRAFFIC. OUR VISITORS ARE 100% REPEAT OR ORGANIC.
TWITTER AND FACEBOOK STATS COMBINE ALL UNCRATE ACCOUNTS.
According to Comscore metrics, Uncrate.com ranks number one among all men’s lifestyle publications in terms of average household income, making Uncrate the clear leader in readership wealth and affluence. Additionally, Uncrate’s average age remains low at 37 years, making the Uncrate audience not only wealthy, but also young.

**UNCRATE #1 / HHI CATEGORY. SOURCE: COMSCORE / Q1 2018**

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<th>Publication</th>
<th>Average HHI</th>
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Successful, healthful, and hopeful, the average Uncrate reader is in his mid-to-late 30's and strives to live a carefully curated life full of well-designed and meaningful objects. He’s creative, a world traveler, and works hard so that he can enjoy the finer things in life. He lives in New York, Los Angeles, or Chicago, and loves to have a story behind every purchase he makes.
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