

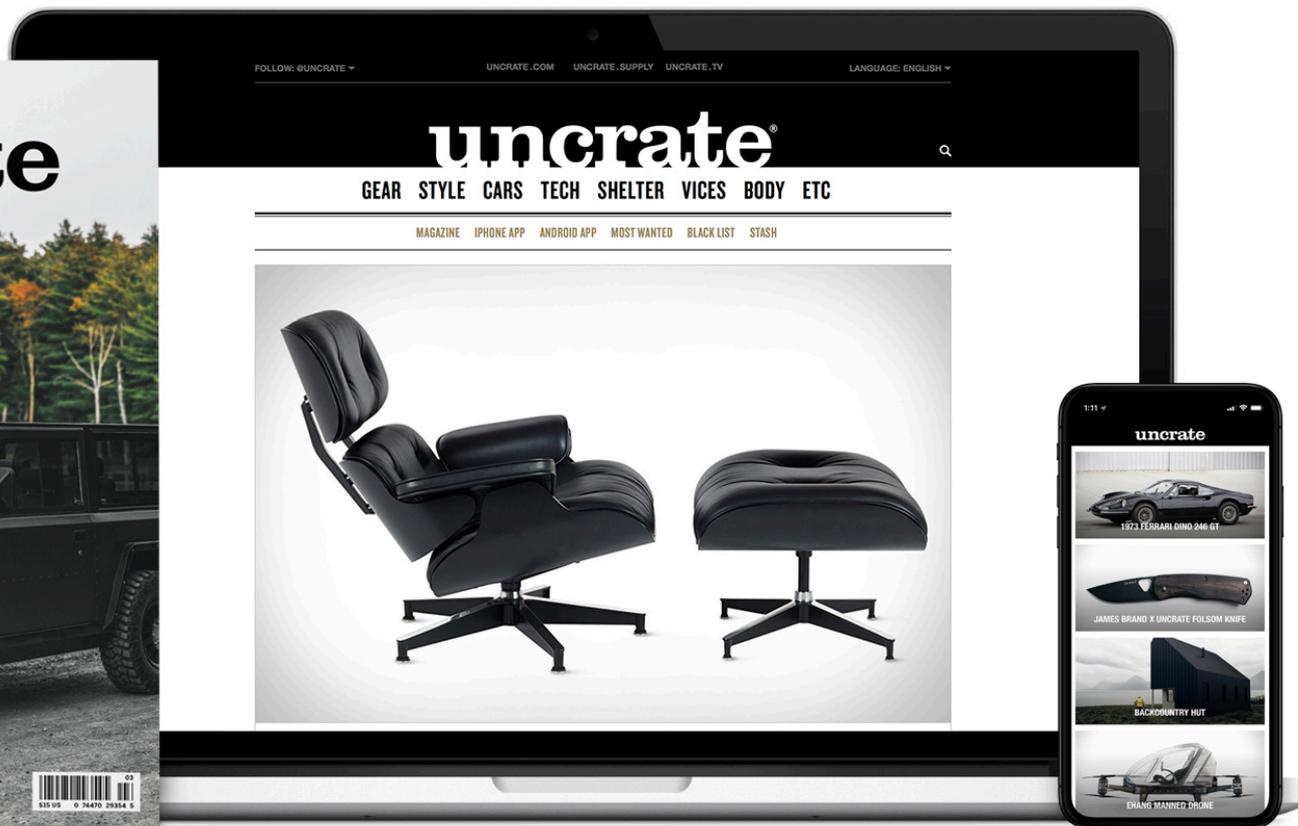
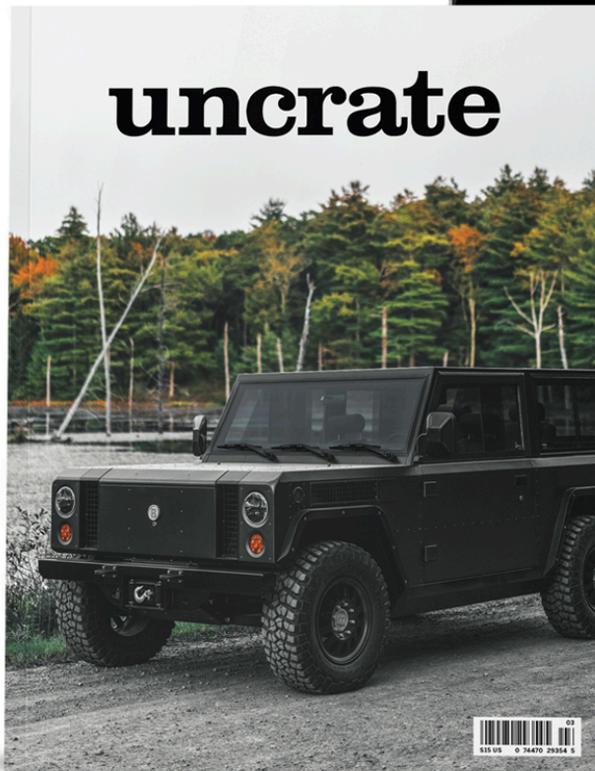
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THE WORLD'S LEADING GEAR & STYLE PUBLICATION FOR MEN.

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.



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UNCRATE HOUSEHOLD INCOME VS. MEN'S LIFESTYLE COMPETITORS

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

	AVERAGE HHI	AVERAGE AGE
UNCRATE	\$135,077	37
MEN'S JOURNAL	\$124,071	40.7
HYPEBEAST	\$120,510	34.4
COMPLEX	\$115,203	35.6
GQ	\$114,330	43.8
MAXIM	\$109,934	42.1
PLAYBOY	\$106,838	40.5
ESQUIRE	\$103,206	38.9



THE UNCRATE READER

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.

RECENT UNCRATE ADVERTISERS

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SHINOLA



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