



## FREE MEN'S WORLD - THE ADVENTURE MAGAZINE

### WHY FREE MEN'S WORLD?

- ✓ FREE MEN'S WORLD the Adventure Magazine is unique and pioneering - No other title in the established men's market pursues the will to freedom so consistently.
- ✓ Activation and motivation - Each issue will inspire its readers to seek experience, adventure and the joy of discovery.
- ✓ FREE MEN'S WORLD is designed for men who are always one step ahead of the others. They have the commitment, passion and high level of motivation to seize what they want and to make it reality.

### USP

"Feeling the sense of freedom. Experiencing adventure. Mastering challenges. Making dreams come true, living life with passion. That is what FREE MEN'S WORLD stands for, featuring exceptional reportage on people, adventures, discoveries, personal health, equipment, trends and the active lifestyle. By men who love freedom." Lutz Carstens, Editor-in-chief

### KEYFACTS

Frequency: 4 x/year

Day of publication: Thursday

Copyprice: 5.80 €

Basic rate (1/1 page 4c): 18,990 €<sup>1.)</sup>

Sold circulation: 100,000<sup>2.)</sup>

Editor-in-chief: Lutz Carstens

Source: <sup>1)</sup> Prices valid from 01.01.2017., <sup>2)</sup> Printed circulation = Publisher's statement