

## The trick is to deliver content to readers when, how and where they want it

**James Tye**  
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Although there will be inevitable declines in the ABCs of the printed titles in the men's sector, I genuinely believe the market is in rude health.

Here at Dennis, we have seen a massive increase in the number of visitors to [www.maximmag.co.uk](http://www.maximmag.co.uk) – total UK traffic now stands at 756,000 monthly uniques, which is over twice the audience the print title had at its peak.

On top of that, our digital men's weekly *Monkey* has an ABCe of 245,000 and we are to announce a significant rise shortly. What's clear from this is that men want more

entertainment and more information.

Perhaps fewer men now want this delivered in the form of a printed magazine. And it is certainly true that more men want video content to be part of their entertainment mix – hence the success of *Monkey* – but there is still a massive appetite for great content.

Our mission at Dennis is to deliver content to readers when they want it, how they want it and where they want it. All that you are seeing is us reacting to that.

That said, *Maxim* is still a core part of our brand mix. Michael Donlevy and his team have just completed a head-to-toe redesign of the magazine and, personally, I think it



**Tye: the market is in rude health**

looks fantastic. Sure, the circulation might drop in the next ABC period, but most of this can be attributed to the loss of 16,000 export sales as a result of our new licensing agreement. In fact, the UK news-stand

figure for *Maxim* will be roughly stable period on period.

We are increasingly using the website and pure digital magazines, like *Monkey*, to attract and keep readers. This is the future for the men's market in the UK. I also suspect our advertisers would far rather we react to the changing reading habits of our consumers than just bolster our ABCs with flattering promotions, overseas sales and bulks.

Perhaps when I next read an article in *Media Week* it will focus on how innovative, vibrant and growing the "lads" sector is in the UK. Or maybe it'll just be raking over the same old ground about declining print ABCs. I live in hope.