

COOL MATERIAL



Cool Material is a men's product and lifestyle blog featuring all the stuff guys want. Whether it's the newest gadget, an awesome piece of guy-friendly art or the latest style trend, Cool Material is the place to find it. For six years, Cool Material has given men one destination to find all the best stuff out there.

TRAFFIC

1.5 Million
Monthly Unique Visitors

3.4 Million
Monthly Pageviews

22 Million
Monthly Impressions

86%
Male Readers


25-34
Reader Age Group


AUDIENCE

With 3.4 average million page views and 1.5 average million visits a month, Cool Material is on the web's leading men's lifestyle blogs. The site also boasts a strong social media presence with over 145,000 fans on Facebook and over 31,000 followers on Twitter. The average Cool Material reader is 25-34 years old, shops online, and has a strong interest in gadgets and style

SOCIAL

 **145,000**
fb/coolmaterial

 **38,000**
@coolmaterial

 **20,000**
#coolmaterial

AD OPPORTUNITIES

Unit	Size	Rate	Impressions
Billboard	970x250	\$8 CPM	
Film Strip	300x600	\$6 CPM	
Medium Rectangle	300x250	\$4 CPM	
Product Ads	318x200	\$500 / \$925 / \$1750 per month	250k / 500k / 1 million

PAST + CURRENT ADVERTISERS



Casper

VANS

DonJulio.

BIRCHBOX♦

WARBY PARKER
eyewear

TRUNK CLUB
MEN'S OUTFITTERS

Timberland 

SAMSUNG

 DOCKERS®



CONVERSE

 adidas

MeUndies



AD PLACEMENTS

Homepage

BILLBOARD

COOL MATERIAL

HOME | EDITORIAL | ARTS | CULTURE | MUSIC | TV | FILM | BOOKS | GAMES | SCIENCE | HISTORY | SPORTS | TRAVEL | LIFESTYLE | OPINION | ABOUT



Gear Made to Last:
Our 10 Favorite Products With a Lifetime Warranty




Meet the Men of American Whiskey
These are the men who make the best whiskey in America. From classic country staples to craft distilleries, we've got you covered.



Classic Drivers' Picks
If you're looking for a classic car, these are the ones to watch. From muscle cars to convertibles, we've got you covered.



Ministry of Supply Offers the Gift of Comfort and Style This Holiday
Ministry of Supply is a brand that's all about comfort and style. Their clothing is made from high-quality materials and is designed to be both functional and fashionable.



Gray Matter's Oversized Beach Towels
Gray Matter's oversized beach towels are the perfect way to stay cool and comfortable on the beach. They're made from soft, absorbent fabric and come in a variety of colors and patterns.



The Sunday Hangover
If you're looking for a way to cure your Sunday hangover, look no further than this. We've got you covered with a variety of drinks and snacks that will help you feel like a new man.



Cards Against Humanity: Eight Sensible Gifts for Hanukkah
Cards Against Humanity is a board game that's all about humor and wit. It's the perfect gift for anyone who loves a good laugh.


FILM STRIP

Content Page

BILLBOARD


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GoPro Has Announced Three New Cameras

GoPro has announced three new cameras: the GoPro Hero 7 Black, the GoPro Hero 7 Silver, and the GoPro Hero 7 White. The Hero 7 Black is the most advanced of the three, featuring a 12MP sensor and 4K video recording. The Hero 7 Silver is a more affordable option, and the Hero 7 White is the most basic of the three.




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Product Ad




Product Ad



Product Ad



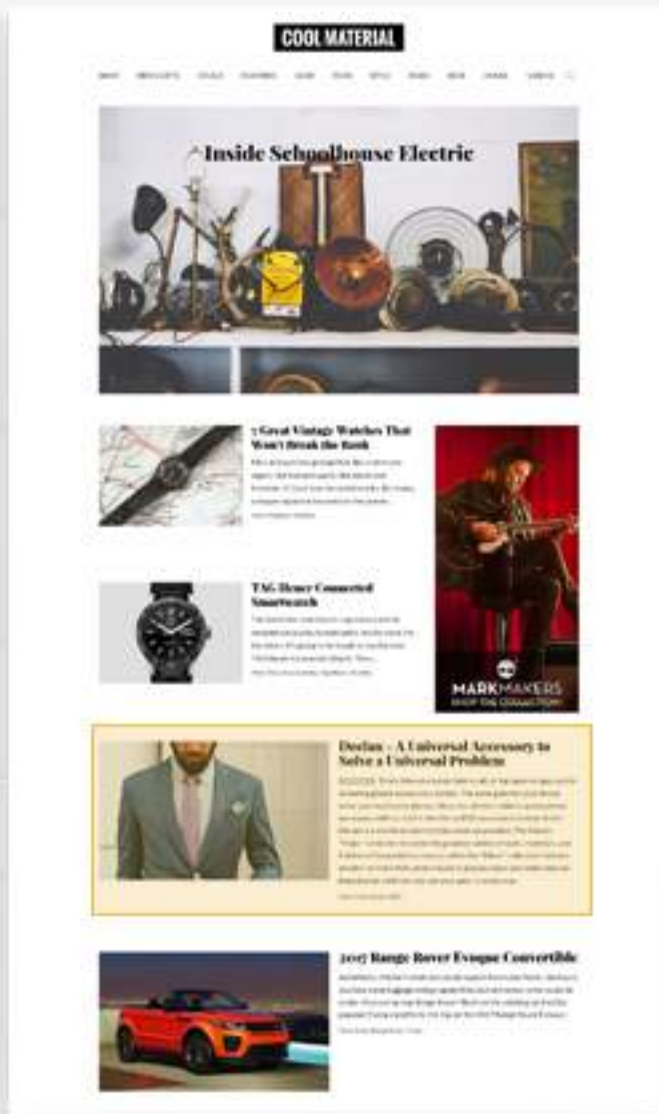
Product Ad



Product Ad

FILM STRIP

INFEEED AD

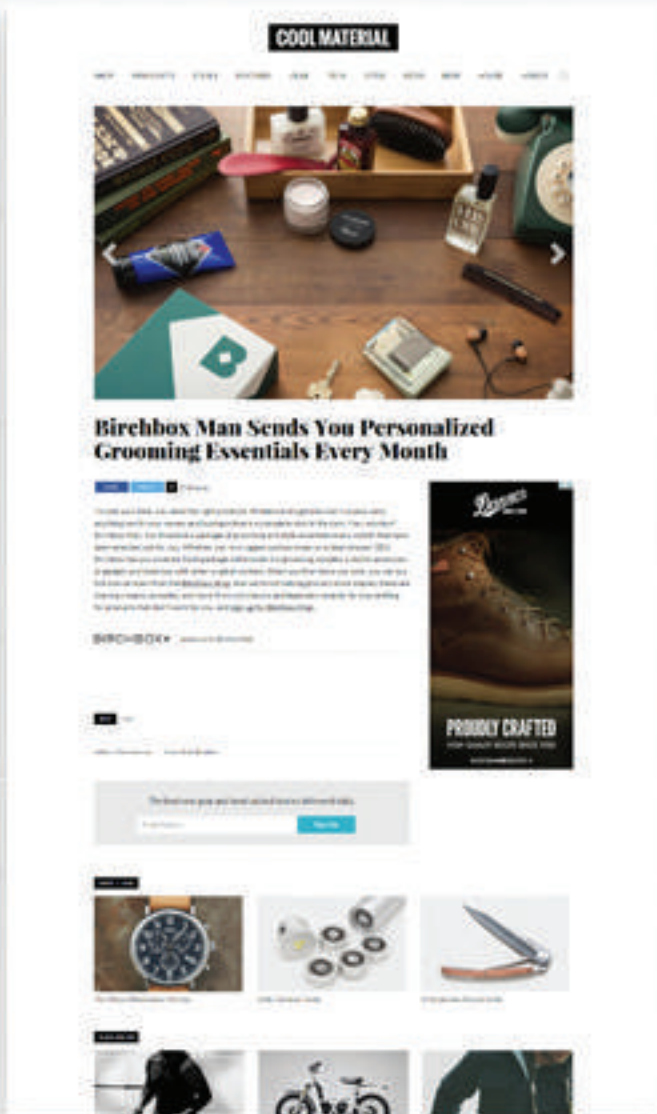


- Lives in the #3 spot on the home, category and archive pages for 1 full week, Monday through Sunday.
- Title, image, and copy link directly to advertiser site.
- CM writes copy to align with voice. Wordcount limited to roughly 100 words.
- Clearly labeled as 'Sponsored'.
- Promoted to the following:
 - Facebook (145k) • Twitter (38k) • RSS (15k)
 - Newsletter (64k)

Cost: \$2,500 / Nov - Dec: \$3,500



SPONSORED POST



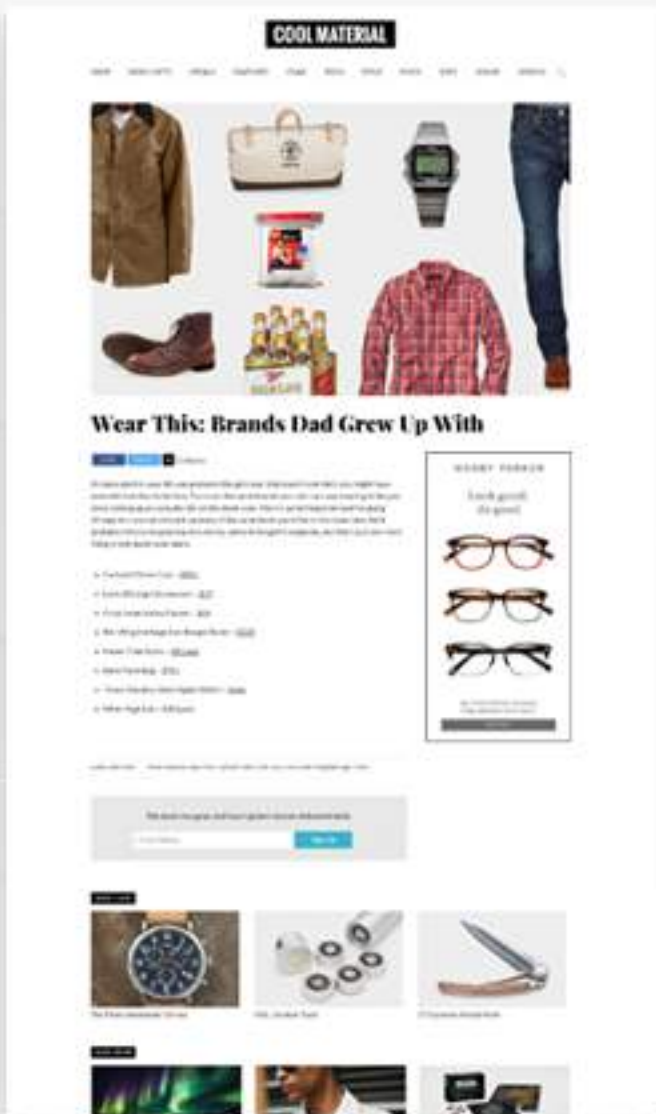
- Post lives on the homepage for at least 2-3 days.
- CM writes copy to align with voice, word-count limited to roughly 150 words.
- Clearly labeled as 'Sponsored'.
- Advertiser is given logo attribution if desired.
- Promoted to the following:
 - Facebook (126k) • Twitter (33k) • RSS (15k)
 - Newsletter (64k)
- Post lives on Cool Material forever.

Cost: \$1,500 / Nov - Dec: \$2,200

Impressions: 250,000 / Clicks 1,500 - 3,000



WEAR THIS



- Targeted towards clothing brands
- Lives on homepage for 2 days.
- Logo Attribution
- Advertiser selects 4-5 items, CM completes the outfit w/ non-competitor products.
- Ideal for brands to show multiple items
- Promoted to the following:
 - Facebook (145k) • Twitter (38k) • RSS (15k)
 - Newsletter (64k)
- Clearly labeled as 'Sponsored'.

Cost: \$1,500 / Nov - Dec: \$2,000



Want to work together? Contact us: ads@coolmaterial.com