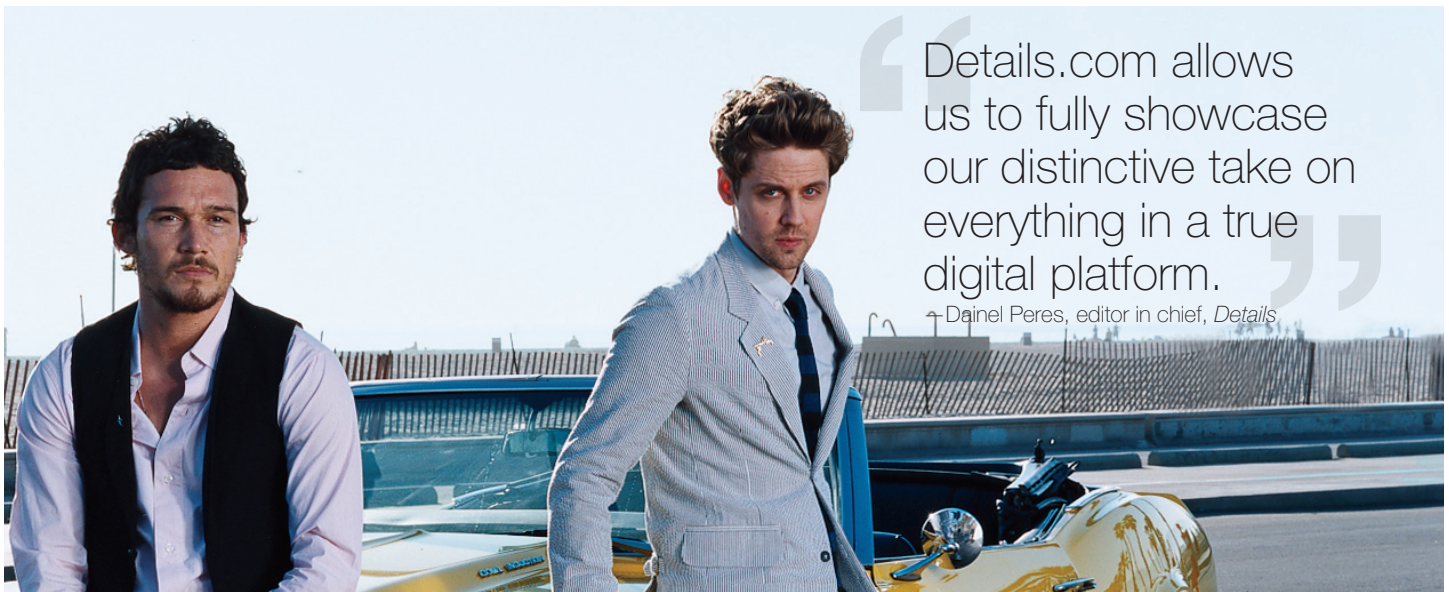


## DETAILS: Modern Man



“Details.com allows us to fully showcase our distinctive take on everything in a true digital platform.”

—Dainel Peres, editor in chief, *Details*

### DOWNTOWN IS A STATE OF MIND.

With thought-provoking humor, a wicked sense of style and stunning visual language, DETAILS.com speaks to a new generation of urban, educated and affluent men. The site, like the magazine, sets the trends and uncovers the stories that keep the modern man a step ahead of the crowd. Always unexpected, never stale, the site draws in influential innovators with its unique take on life from the maverick's perspective including: culture + trends, style + advice, celebrities + entertainment, sex + relationships.

### AT A GLANCE

#### ■ Average Monthly Traffic

Uniques	419,000
Page Views	3.5 million

Source: Omniture, January 2010

#### ■ Passionate Community

“[The] Robert Pattinson DETAILS article is the best interview of him ever! Love the shoot!”

—DETAILS User

“Fabulous article [‘The Rise of the Hot Jewish Girl.’] Good to know we’re all the rage...”

—DETAILS User

“Excellent article [‘Johnny Weir vs. Evan Lysacek’] with fab photos and Weirisms!”

—DETAILS User

#### ■ Demographics

Male	85%
Average Age	35
Average HHI	\$95,647

Source: Strategy Group, Aug. 2008

#### ■ The Urban Influencer

##### Tech-Savvy Spenders

Shops online for men's apparel	348
The Internet exposes me to new products/svcs	260
Views the Internet as a shopping time-saver	208
Cumulative spend of \$3000+ on home electronics	159
New technology junkie	139

##### Social Leaders

5+ Public activities per year	180
Frequent social butterfly	139

Source: 2009 Netratings MEGAPANEL 09-09/S09; MediaMetrix March 2009

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or [Josh\\_Stinchcomb@condenast.com](mailto:Josh_Stinchcomb@condenast.com)

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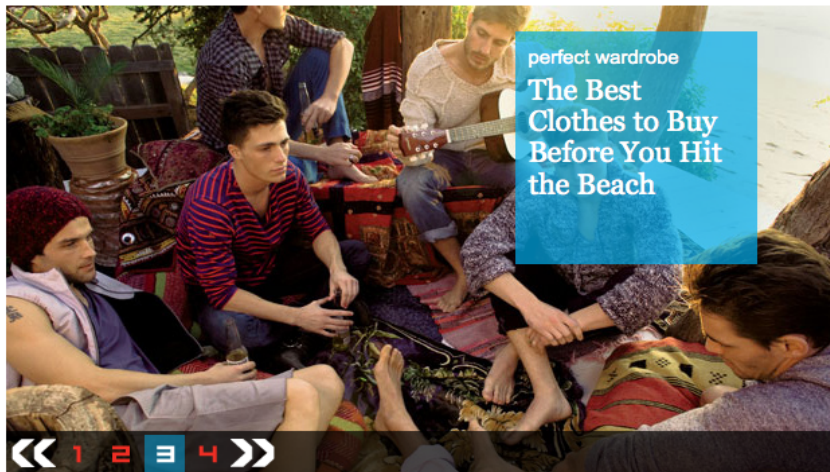
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CELEBRITIES + ENTERTAINMENT

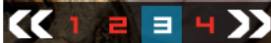
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## THE DAILY DETAILS

### Style News

**The Missing Links: The Best of the Web for February 19, 2010**

FRIDAY, 2/19/2010 AT 12:26PM [read more >](#)

### Weird News

**The One Where Monty Python Visits Minnesota Churches**

FRIDAY, 2/19/2010 AT 10:18AM [read more >](#)

### Design

**The Modern Chandelier**

THURSDAY, 2/18/2010 AT 4:07PM [read more >](#)

### Politics

**A Banner Day in Platte County: Celebrating Hate in a Wyoming High School**

THURSDAY, 2/18/2010 AT 10:22AM [read more >](#)

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### critical eye

**The Story Behind How Evan Lysacek Won Olympic Gold.**

- CHECK OUT MORE PHOTOS OF THE OLYMPIC RIVALS IN OUR PHOTO GALLERY
- O-FACE OR OLYMPIC FACE?
- INSIDE THE CUT THROAT WORLD OF SYNCHRONIZED SWIMMING

### EDITOR'S PICKS



#### video

**NSFW: Robert Pattinson Video**

Check out our steamy video of the *Twilight* megastar.



#### critical eye

**Details' 10th-Anniversary Caption Contest**



MOST VIEWED MOST EMAILED MOST COMMENTED

1. Are You Raising a Douchebag?
2. NSFW: Robert Pattinson Video
3. Channing Tatum is Proud of His Package
4. The Boy Who Grew Up to Be Charles Manson's Son
5. Johnny Weir vs. Evan Lysacek
6. So the Woman You Love Has the Hots for a Vampire. What Does That Say About You?
7. The Rise of the Hot Jewish Girl
8. The 7 deadly fashion, style, and grooming choices that could be the last mistakes you ever make

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