

FHM

IT'S A GUY THING

THE MARKET

It's sexy, it's funny, it's useful - and it began life as a fashion trade magazine in the United Kingdom called *For Him Magazine*.

FHM, South Africa's premier men's lifestyle magazine brand, targets the LSM 10 male between 20 and 35 - and very well, too, considering its turnover for the past financial year was 46.3 million rand, and there's every indication it will maintain a growth rate of around six percent and a stable market share.

Published by UpperCase Media (UCM), the glossy magazine offers something for every reader, from its ever-popular FHM calendar - always shot in an exotic location with 12 new models every year - to information men can use to get more out of life and improve their relationships.

FHM currently owns about 40 percent of its market and stands out on the shelves with spectacular packaging and merchandising initiatives for special editions. With fashion, motoring, entertainment and sport on the menu, FHM produces the goods for a selective urban market with major aspirations. It really is a guy thing.

ACHIEVEMENTS

With its upbeat - and usually irreverent - style, it's little wonder that FHM is often called to the podium at award ceremonies. Some achievements include:

- 2009**
- UCM: Media Owner Sales Team (MOST) Award for Excellence in Media Sales and Marketing: Magazines
- 2008**
- FHM: named "Coolest Male Magazine" in the Sunday Times Generation Next Youth Brands Survey; FHM's "It's a guy thing" also named one of South Africa's top ten brand slogans, across all products and services
- 2007**

- FHM: named second "Coolest Magazine" in the Sunday Times Generation Next Youth Brand Survey, behind heat; FHM's "It's a guy thing" also named one of South Africa's top ten brand slogans, across all products and services
- 2006**
- UCM: AdVantage AdMag Gold Award for Best Publisher of the Year.
- FHM: AdVantage AdMag Gold Award for Best Male Magazine of the Year
- 2005**
- FHM: AdVantage AdMag Award for Best Men's Magazine
- FHM Advertising Director Michael Bester: Media24 Excellence Award for Sales Manager of the Year

- FHM Fashion Director Chris Viljoen: MPA Mondri Award for Fashion
- 2004**
- FHM: AdVantage AdMag Award for Best Magazine
- FHM Collections: Sappi Pica Award for Best Supplement
- FHM Fashion Director Chris Viljoen: MPA Mondri Award for Fashion
- 2003**
- FHM Advertising Sales Team: Media Owner Marketing Award (MOMA) for Excellence in Media Sales and Marketing: Magazines
- FHM Reviews Team: MPA Mondri Award for Reviews
- 2002**
- FHM Advertising Sales Team: MOMA for Excellence in Media Sales and Marketing: Magazines
- FHM Fashion Director Chris Viljoen: SA Fashion Week Fashion Editor of the Year
- 2001**
- UCM: AdVantage AdMag Award for Best Publisher of the Year
- FHM: AdVantage AdMag Award for Best Male Magazine of the Year
- FHM: Sappi Pica Award for Best Design



FHM is the first magazine in South Africa to publish in 3D: the magazine's 10th birthday issue - the December 2009 issue, which went on sale in October - hit the shelves in retro cool 3D, along with free 3D glasses.

This brand was also the first men's lifestyle magazine in South Africa to inform and entertain its readers with interesting and popular content from all over the world. FHM is the first men's lifestyle magazine to record a song played on commercial radio, downloadable from fhm.co.za. (All proceeds from *High Maintenance* goes to Powa.)



HISTORY

FHM was launched at the end of 1999 by Louis Eksteen and Kim Browne, who created a new media company, UCM, in a joint venture between Media24 and Bauer Media.

Starting with a staff complement of 12, the company later launched South Africa's only glossy weekly magazine, *heat*. Some 60 UCM staff members now produce a variety of media products under the FHM and *heat* brands in print, and via UCM Digital.

With no offices or furniture to start off with, UCM raided the Media24 furniture dump. A handyman put some tables and chairs together and with these - plus a mouldy old couch and a small spare office - the launch pad of both UCM and FHM was set. Many a night was spent sleeping on the "smelly" couch and many staffers still believe the new, shiny and clean black leather couch bought years later has just never been as comfortable as the old one.

FHM remains a unique brand in a highly competitive set. While almost nobody tipped it to succeed, its inimitable, fun character made it a much talked-about, loved and truly South African brand that overtook the competition to become the number one men's lifestyle media brand. It also became one of the most profitable monthly magazines in the country.

Some ten years later, it's a brand recognised across the country and trusted to continue bringing hot topics, hot fashions and hot models to thousands of affluent, aspirant men.

THE PRODUCT

FHM provides South African guys with sexy, funny and valuable information and entertainment, delivered in a irreverent, tongue-in-cheek manner across print and digital platforms.

The brand pioneered a variety of magazine packaging innovations, including specially manufactured foil bags for special editions such as FHM's 100 Sexiest issues. Added value from FHM also comes in the form of its website, a mobisite, a reader campaign to vote for the world's 100 sexiest women and South Africa's biggest model search, among other innovative products.

Its many fans have come to expect the brand's irreverence: the little non-literal picture captions in FHM rarely have anything to do with the actual picture, take an incredible amount of time to write - and have become the most popular element of the magazine.

FHM has much interaction with its readers, both online and via its print platform. The editorial team says the most popular pictures sent in by FHM readers are of their own injuries and are known in FHM circles as "gross pics". Competitions encourage reader participation, and the most valuable prize that can be won by an FHM fan is the opportunity to go on an FHM shoot. Priceless.



RECENT DEVELOPMENTS

m.fhm.co.za, the official FHM web site formatted for mobile phones, is showing great progress.

The FHM Guy Awards - where FHM fans vote for their favourite products and brands - are becoming very popular; chosen brands also feel honoured enough to use their FHM status in their own marketing efforts.

FHM produced an hour-long special documentary movie for M-Net HD about the FHM Calendar 2010.

PROMOTION

The FHM message is carried on TV, radio, outdoor and advertising trade media, as well as online. The brand also produces all its own commercials through UCM Creative Solutions.

FHM pioneered high-definition (HD) video via YouTube HD, and all FHM videos produced since July 2009 are in HD. So popular are they that the FHM Channel on YouTube has already reached the one million mark in total downloads.

The brand is very active in social-networking media such as Facebook and Twitter. In addition, special direct-marketing activities are aimed at new and current subscribers to the printed magazine, along with weekly e-mail newsletters to its online community database.

All special issues - such as FHM 100 Sexiest and the annual FHM Style and Grooming Awards - are coupled with hugely popular parties and events for fans and advertisers. FHM posters are always extremely popular and are regularly stolen.

The brand's payoff line: "FHM: It's a guy thing" is regularly voted in the top ten coolest brand slogans across all brands (not just media) in the Sunday Times Generation Next survey.

BRAND VALUES

This is a brand that is all about sexiness, edginess and usefulness. Its brand values include:

- Quality
- Coolness
- Humour
- Market relevance

The brand is committed to giving fans the newest, greatest content they don't get anywhere else, all packaged in such a way that an FHM fan will be respected by his peers - and seen as a "really cool guy" in a fun way, without any hint of "poncy-ness".

To ensure a consistently good read and high-quality product, the FHM publishers personally sign off on all creative elements, especially each issue's cover and all branding elements used.



THINGS YOU DIDN'T KNOW ABOUT FHM

- FHM is one of South Africa's most profitable monthly magazines
- FHM South Africa is considered one of the top three editions among the brand's 33 editions around the world
- FHM's deputy editor Alyn Adams is a renowned stand-up comedian
- FHM's original managing editor, Melinda Shaw, was *heat's* launch editor and is now its editor in chief
- The FHM Pumas, the FHM staff seven-a-side corporate soccer team, sponsored by Puma, has been on an unlikely winning streak in 2009
- FHM's second issue featured an "almost life size" drop-down cover of Jennifer Lopez, and this scarce issue is now a collector's item
- The most valuable prize an FHM fan can win is the opportunity to go on an FHM shoot
- FHM has launched an online shop called FHM Guy Stuff: It's a buy thing!