
THE MAN BLUEPRINT

LUXURY MEN'S LIFESTYLE BLOG



SAM CRAWFORD

Sam Crawford is the founder and editor of The Man Blueprint. After obtaining a first class degree in Sports psychology and a personal training certification, he wanted to promote fitness knowledge to a mass audience. After realising people responded well to his other interests - luxury style and fine culture, he took the blog in the this direction and now writes predominantly about luxury menswear, travel and culture with some fitness content every couple of weeks.

THE BLOG

The Man Blueprint was founded in April 2017 and has enjoyed a rapid rise to prominence within the luxury lifestyle niche.

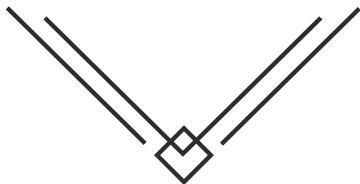
Having now worked with multiple high profile designer brands, tourist boards and events management companies, the blog is looking to expand upon its global presence in order to become the very best in the industry.

The blog is focused predominantly on style, wellbeing and culture. This has taken the publication around the globe in a short space of time and has struck a chord with readers who have highlighted that the unique writing angle, personal style and content have filled a void that the industry had been crying out for.



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AUDIENCE PROFILE

- 80% male
- 25-45 years old
- High income
- Luxury-orientated
- UK & Europe based

REACH

- 11.5k Monthly Readers
- 30k Monthly Blog Reach
- 6k weekly Instagram reach
- 250 likes per Instagram post
- 1,500 daily Instagram story views



PARTNERSHIPS

- Bvlgari
- Canali
- Clive Christian
- De Bonne Facture
- Santillo 1970

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