

# PERMANENT STYLE

The world leader on bespoke, craft and luxury

## MEDIA PACK 2020



# WHO ARE WE?

Permanent Style is an international community of men passionate about craft and quality.

Founded in 2007 by journalist Simon Crompton, the site has built a fanatical following, founded on its honest and in-depth coverage.

Now a powerful, modern media platform, it seeks out the finest clothing, shoes and accessories, for a deeply engaged audience that wants to dress well and buy smart.

In an age of high volume but low conversion, Permanent Style bucks the trend with its deep trust and engagement - among a million men worldwide.





# PERMANENT STYLE

## About

Around 1.1 million people visit PermanentStyle.com every year. They are regular visitors, frequently share the site with friends, and buy based on its recommendations.

The weekly email has an open rate three times the industry average. Collaborations regularly sell out – including a run of 200 £1000+ coats.

Advertisers take the opportunity to speak to this highly engaged readership with banner ads, video sponsorship and events. But there is no paid-for content, on principle.

Aside from the website, newsletter and social media, PS also publishes books, runs 'PS Presents' pop-up shops on Savile Row, and holds 'Symposium' events – roundtable discussions in front of an audience of 150-200 readers.

**1.1 million**  
Readers a year

**625,000**  
Page views a month

**£139,000**  
Average reader  
income

**200**  
Overcoat collab run  
– sold in two weeks



“The coverage of craft on  
PS is unique.  
I discovered it three years  
ago and immediately read  
the whole archive”

*Reader, Chicago*

# PERMANENT STYLE

## Readership

The Permanent Style readership is international, professional and high spending.

- Average income: £139,000 a year
- Major professions: Law, finance, media, technology
- Most (54%) buy bespoke or MTM tailoring or shirts, rather than ready-made
- Top areas of interest: Food, travel, then watches
- Age range: From 18 to 80, most 33-53
- Large US readership (41%), followed by UK (36%)
- Other major areas: Australia, Sweden, Canada, Hong Kong, Italy, Japan


£139,000  
Average reader  
income

41%  
Readership in  
the US

54%  
Buy bespoke/MTM

89%  
Male vs female



A photograph of a menswear shop in London. In the foreground, a man with a beard is seen from the back, wearing a dark, textured suit jacket. An older man with white hair and glasses, wearing a blue suit and a yellow tie, is adjusting the jacket. In the background, other men are visible, some looking at suits on display. The shop has a classic, elegant atmosphere with wooden paneling and various suits hanging on racks.

“Only three things bring  
us sales: Permanent Style,  
How to Spend It, and  
Country Life”

*Menswear shop, London*



# PERMANENT STYLE

## Channels

Permanent Style started as a blog, and the website is still its primary channel. However, an increasing number of readers keep up to date on Instagram and through alerts.

### *Website*

- 1.1 million+ unique visitors a year
- 625,000+ page views a month

### *Newsletter*

- 21,000 recipients - all sign-ups, no list building
- Up to 41% open rate, 16% clickthrough rate

### *Instagram*

- Instagram: 143,000 followers
- Up to 90,000 reach per post, 3,000 engagement

65%

Repeat visitors

3:50

Average time  
on site

143,000

Instagram followers

41%

Newsletter  
open rate

# EVENTS

Permanent Style regularly holds sponsored and brand events, to give its readership an opportunity to interact with artisans, and with each other.

The best known of these are the pop-up shop on Savile Row, showcasing new brands every season, and the Symposium talks (shown right): in-depth debates which have taken place in cities around the world.

Other events include hosted dinners, collaboration launches and live interviews.







# PERMANENT STYLE

## Advertising

Permanent Style offers fixed-fee display advertising. There is no sponsored content or advertorial.

### Website

- Leaderboard banner: £1700/month
- MPU banners: £1000-£3000/quarter, with position. Reserved slots.
- Mobile site: £1500/quarter

### Newsletters

- Editorial newsletter banners, £400-500/month
- Trunk Show Calendar banner, £500/month

### Bespoke projects

- Books, films and editorial series, £3000+

850%

Top reported ROAS on MPU banners

£0.62

Average reported spend/click on leaderboard

91%

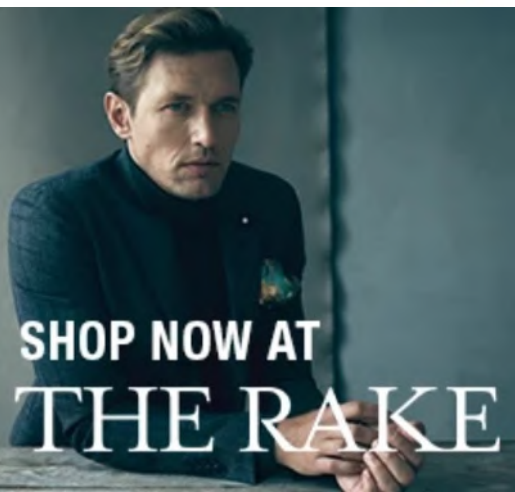
Advertiser renewal rate



**PERMANENT STYLE**  
THE WORLD LEADER ON BESPOKE, CRAFT AND LUXURY

Baseball cap, white jeans and Ivy: Pick and choose

There are five elements I want to talk about in this outfit. Five. And I'll take them all separately - because you can easily change one, or only like one. There's no need to lift an outfit (or, give it the thumbs up/down) as a whole. In £... > [Read more](#)



**SHOP NOW AT  
THE RAKE**



“We’ve been advertising on Permanent Style for five years and it has proved excellent value. It is our window on Simon’s unique community”

*Italian online retailer*



# PERMANENT STYLE

## Shop

Permanent Style sells its own products, designed in collaboration with brands it covers. They are all exclusive and fully stocked. There is no reselling or consignment.

Every product is niche, filling a perceived gap in the market – from a longer pea coat to a modern oxford cloth.

- Regular drops, averaging 10 year
- Intense selling: 200 overcoats sold in 2 weeks in AW19
- Most sales to waiting lists, signed up for new batches
- Returning customer rate of 37.6%
- Top customers average 13 purchases/year
- Products exhibited during bi-annual pop-up shops

37.6%

Returning customer rate

200

£1000 overcoats sold in two weeks, 2019

25+

Purchases by top customers

# CONTACT

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*Quoted data taken from the 2019 Readership Survey, Mailchimp, Shopify and Google Analytics*

