



# MR. SKIN

THE STORY BEHIND THE BRAND



# PHOEBE CATES, 51 MINUTES IN, FAST TIMES AT RIDGEMONT HIGH

THE IDEA WAS TO CREATE A WEBSITE THAT ARCHIVED FEMALE NUDE SCENES FROM MOVIES & TELEVISION



**ON AUGUST 10, 1999, JIM MCBRIDE  
LAUNCHED MRSKIN.COM**

MR. SKIN'S FIRST PAYING CUSTOMER JOINED FROM CINCINNATI, 5 MINUTES AFTER IT WENT LIVE



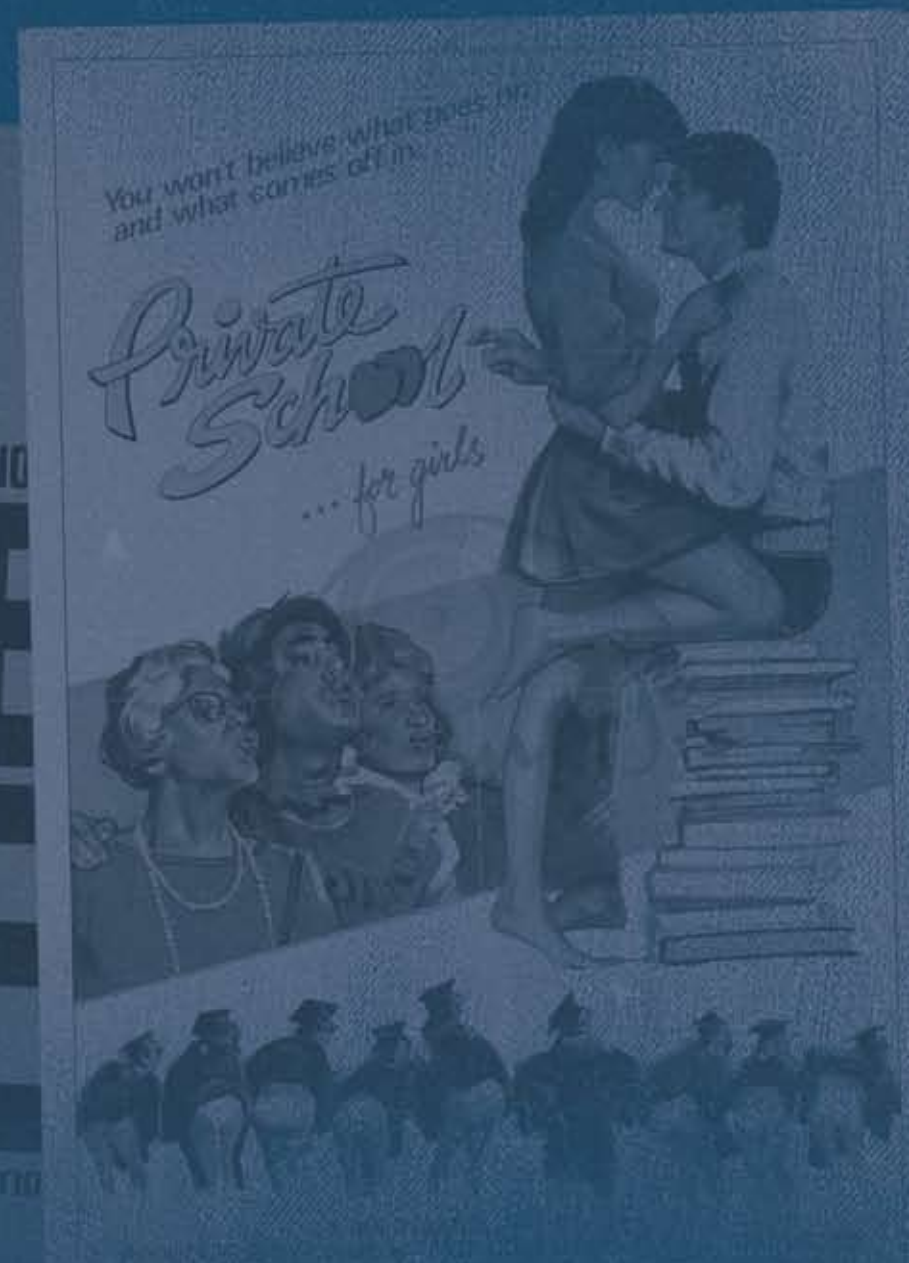
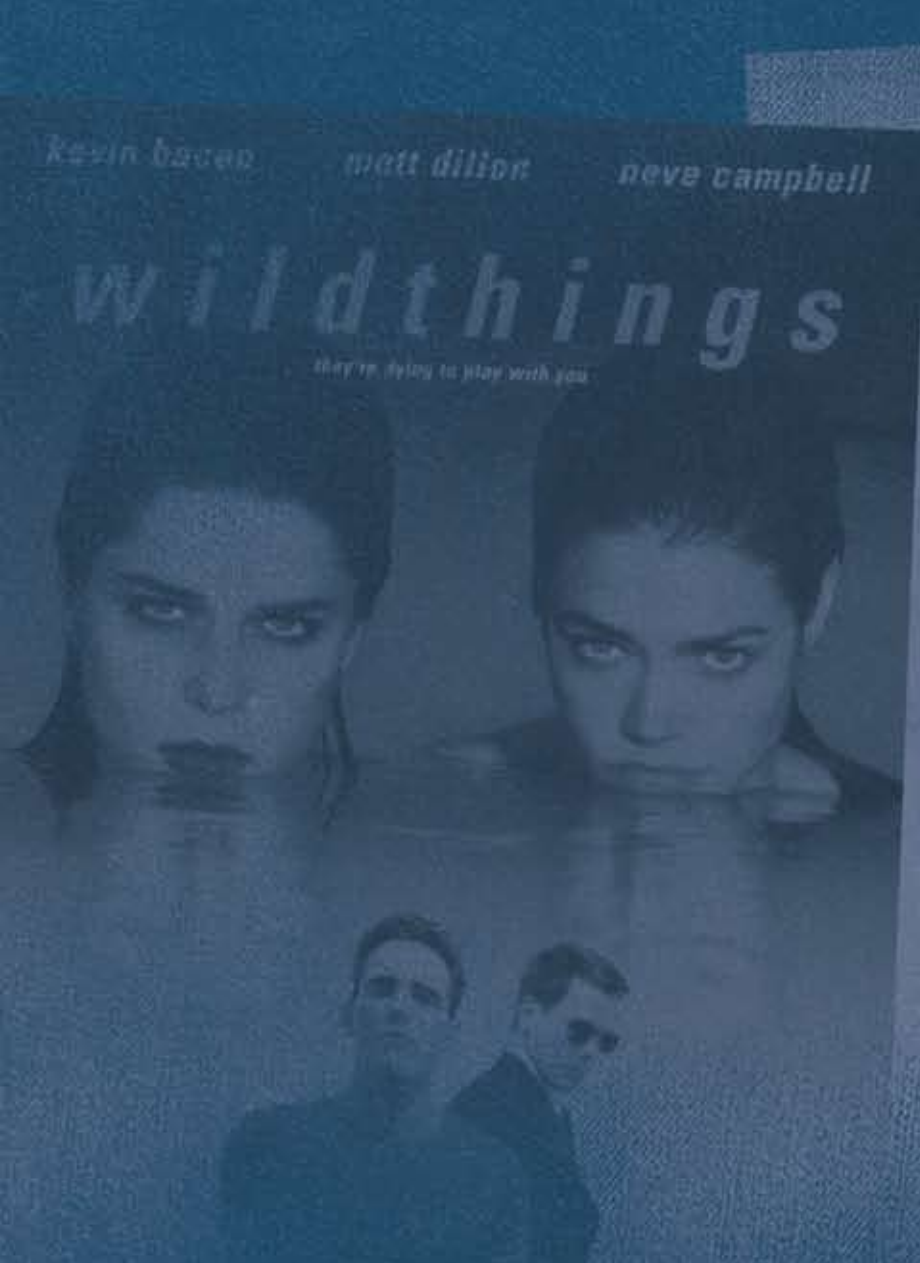
# THE WEBSITE WAS A HUGE SUCCESS, AND THE DATABASE KEPT GROWING

TRAFFIC SOON REACHED INTO THE MILLIONS, AND MEMBERSHIPS WERE IN THE TENS OF THOUSANDS



# IN 2007, MR. SKIN WAS FEATURED IN THE MOVIE “KNOCKED UP”

THE INCLUSION IN A MAINSTREAM AMERICAN FILM SOON MADE MR. SKIN A HOUSEHOLD NAME



# TODAY, MR. SKIN IS A RECOGNIZABLE FACET OF COUNTER-CULTURE

PASSED DOWN FROM THE PORKY'S GENERATION TO THE YOUTH OF TODAY, MR. SKIN IS ALWAYS GROWING

# MR. SKIN

POPULARITY IS IN THE NUMBERS



OVER THE PAST YEAR, MR. SKIN'S TRAFFIC HAS REACHED AN ALL-TIME HIGH

**141,052,107** VISITS

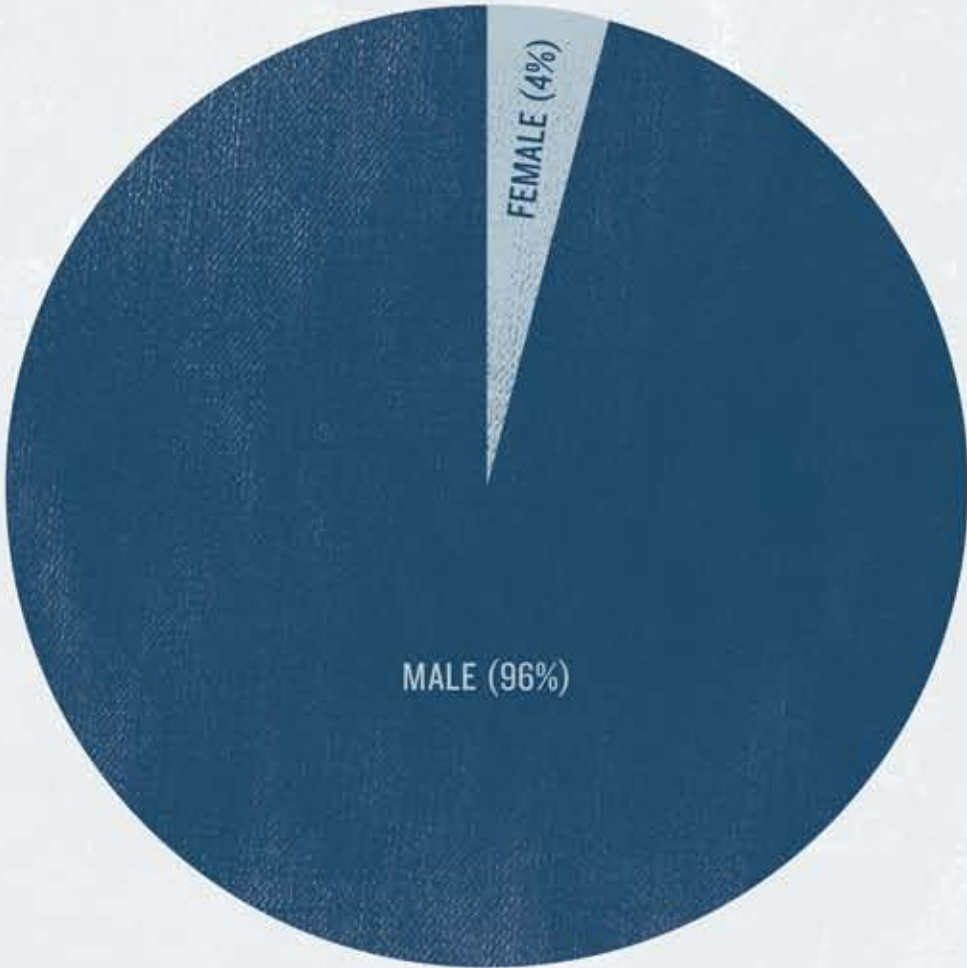
**80,850,623** UNIQUE VISITS

**476,001,875** PAGE VIEWS

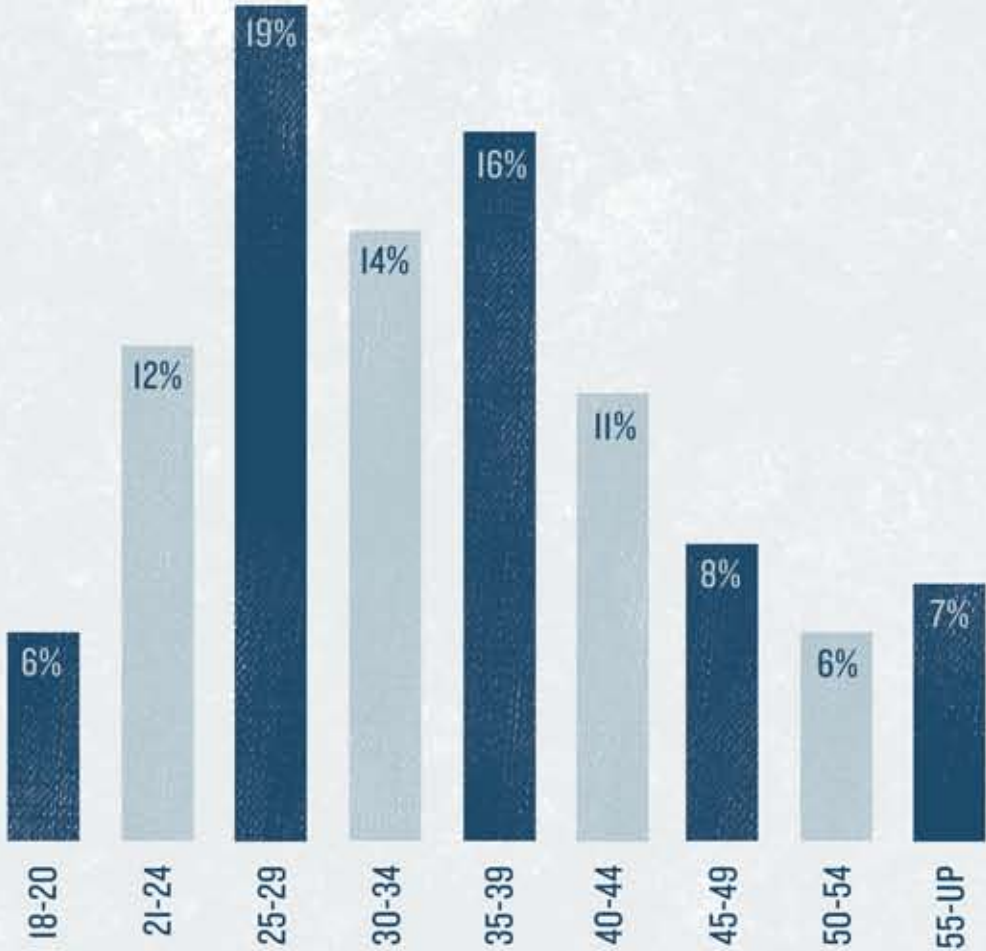
MRSKIN.COM TRAFFIC STATISTICS MAY 1, 2012 - MAY 1, 2013

# MR. SKIN REACHES A PRIME DEMOGRAPHIC: MALES BETWEEN THE AGES OF 21-40

GENDER OF VISITORS



AGE OF VISITORS / % OF TOTAL VISITORS



MRSKIN.COM DEMOGRAPHIC STATISTICS MAY 1, 2012 - MAY 1, 2013

MR. SKIN ALSO REACHES A MASSIVE RADIO AUDIENCE EACH MONTH

**HOWARD STERN** 10 MILLION LISTENERS

**THE BOB & TOM SHOW** 7 MILLION LISTENERS

**PETROS & MONEY** 5 MILLION LISTENERS

**KEVIN & BEAN** 6 MILLION LISTENERS

**TOUCHER & RICH** 5 MILLION LISTENERS

JIM MCBRIDE IS FEATURED ON HUNDREDS OF RADIO SHOWS EACH MONTH TO PROMOTE [MRSKIN.COM](http://MRSKIN.COM)

# MR. SKIN

A HUGE POP CULTURE PRESENCE

MR. SKIN HAS BEEN FEATURED IN MOVIES, TELEVISION AND RADIO FOR THE PAST 15 YEARS



### HOWARD STERN (2000-2013)

Throughout the years, Mr. Skin has been a featured guest on Howard Stern's radio show. Several segments with Jim McBride have captivated Howard's massive audience.

### VH1 ALL ACCESS (2003)

In 2003, Jim McBride was featured in a segment on VH1 All Access - Totally Naked.



### ATTACK OF THE SHOW (2007)

In 2007, G4's Attack of the Show came to the Mr. Skin offices. They featured an interview with Mr. Skin as well as a visual tour around Skin Headquarters.

### KNOCKED UP (2007)

Mr. Skin played an important role in the plot of one of the more mainstream films of the 21st century. To this day, Knocked Up is where Mr. Skin is most recognized from.

### PEOPLE'S CHOICE AWARDS (2012)

At the 2012 People's Choice Awards, Host George Lopez mentioned Mr. Skin. The award show resulted in a surge in Mr. Skin traffic.



### DENISE RICHARDS (2008)

On Denise Richards' reality show, a segment featured her browsing the website, including her own biography page.



SOME OF THE BIGGEST PRINT PUBLICATIONS IN THE WORLD HAVE ALSO FEATURED MR. SKIN

The New York Times

REUTERS 

MAXIM

CHICAGO

SUN-TIMES

Chicago Tribune



PLAYBOY

USA TODAY

NEW YORK POST



**“I NO LONGER HAVE TO WASTE VALUABLE  
TIME WITH PLOT. MORE THAN JUST A TIME  
SAVER, MR. SKIN MAY HAVE SAVED MY LIFE”**

- JIMMY KIMMEL



**“MR. SKIN IS A GENIUS”**

- HOWARD STERN



MRSKIN.COM HAS BECOME A WIDELY REFERENCED MAINSTAY OF CONTEMPORARY POP CULTURE AND ONE OF THE MOST SUCCESSFUL INTERNET CONTENT BRANDS IN THE WORLD. MR. SKIN BRINGS OUT THE TEENAGER IN ALL OF US AND HARKENS BACK TO A LESS COMPLICATED, MORE PLAYFUL TIME WHEN A LITTLE BIT OF NAUGHTY FUN PRODUCED LAUGHTER AND CAMARADERIE AMONG FRIENDS.

**THE BRAND HAS BECOME A RITE OF  
PASSAGE FOR A GENERATION.**

