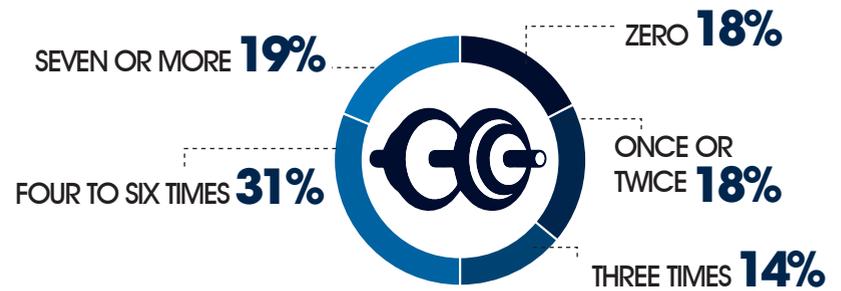
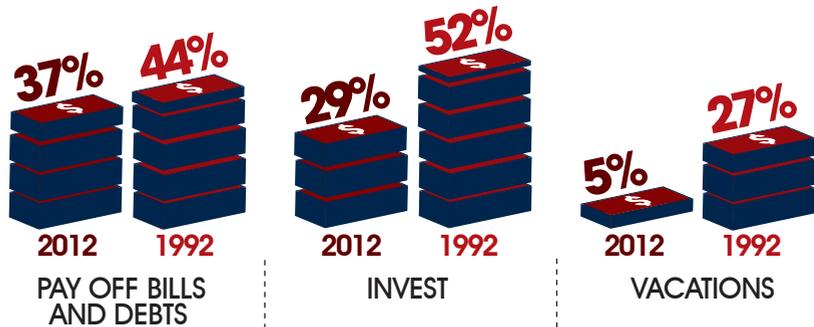


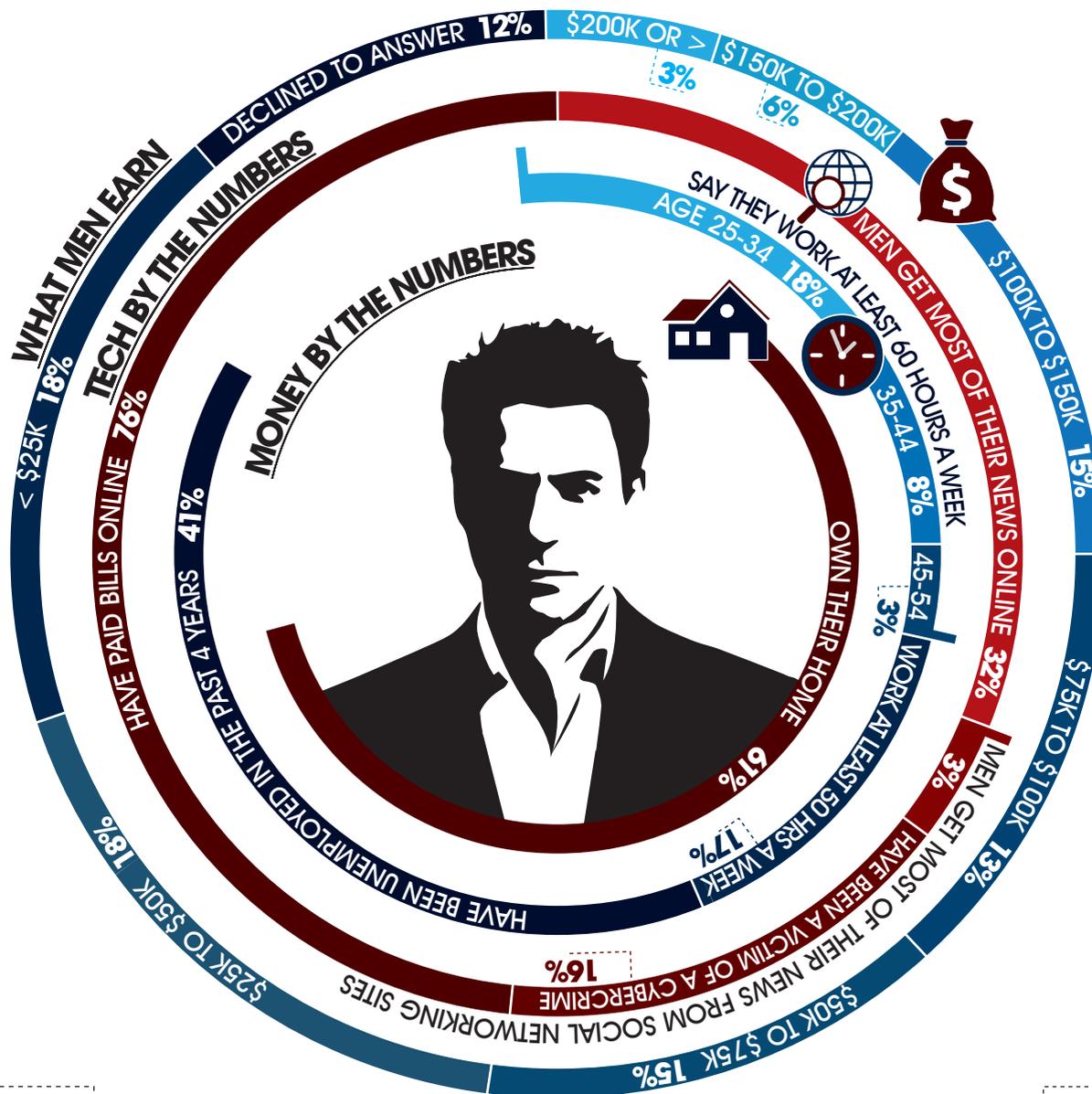


THE PLAYBOY STATE OF MAN

Celebrating its **60th anniversary** of great marketing to men, Playboy is looking at just who those men are and how best to reach them now. The State of Man is a definitive study of modern men, measuring everything from their spending habits to sexual preferences, creating a complete portrait of the modern **21st century** man and how he compares with his past counterparts. Here are some highlights.



FAST CASH
WE ASKED MEN TO IMAGINE THEY WON \$50,000. WHAT WOULD THEY DO WITH THE MONEY?



HEALTH CHECK
HOW MANY TIMES DO YOU WORK OUT EACH WEEK?

WORLD VIEW: END DAYS
WHAT IS THE GREATEST THREAT TO HUMANITY?

TIME IS ON OUR SIDE
AVERAGE TIME SPENT DAILY:

