

# SHIFT SOME TIMBER

Helping ordinary blokes feel like themselves again.

## MEDIA KIT

Brand story • audience • partnerships • media enquiries

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shiftsometimber.co.uk

# What is Shift Some Timber?

Shift Some Timber is a UK men's health, weight-management and wellbeing platform built around a simple idea: give ordinary blokes useful, evidence-aware information without turning health into a lecture.

The brand combines a searchable Knowledge Hub, practical calculators, long-form guides, research resources, a Health MOT, a future members' community called The Tap Room, and a carefully curated shop called The Timber Mill.

The tone is deliberately human. Official guidance comes first; real-life context follows immediately afterwards.

## The founder story

Shift Some Timber grew from Matt's own experience of weight gain, injury, nerve pain, bad knees, reduced activity and the frustration that followed. Family life, work and hundreds of hours volunteering in grassroots football meant his own health gradually slipped down the priority list.

After finding a prescribed GLP-1 treatment that helped enormously - alongside lifestyle change, difficult side effects and plenty of imperfect weeks - Matt has lost around 4½ stone so far.

**The truth is, I didn't wake up one morning overweight. I got there one busy day at a time.**

The brand is built for people who recognise that story: busy men who are not chasing six-packs, but would like to feel healthier, move better and feel more like themselves again.

# Who we're building for

Our audience is centred on ordinary UK men who want practical help with health and weight management. We do not define the audience by perfection, fitness level or a particular treatment choice.

| Core interests                                                                                                                     | Common motivations                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Weight management<br>GLP-1 support<br>Walking & fitness<br>Nutrition<br>Men's health<br>Sleep & recovery<br>Confidence & wellbeing | More energy<br>Less joint strain<br>Improved health markers<br>Feeling better in clothes<br>Keeping up with family<br>Returning to sport<br>Feeling like themselves again |

## A note on audience statistics

Shift Some Timber is still an early-stage platform. We will not invent reach, audience-size or demographic numbers to make a media kit look impressive. Verified traffic, subscriber and community metrics will be added as they become meaningful.

# Partnership opportunities

We're open to partnerships that genuinely benefit the community. Commercial relationships are considered individually and disclosed clearly.

- Brand collaborations
- Independent product-review consideration
- Sponsored Knowledge content (clearly labelled)
- Affiliate partnerships with disclosure
- Exclusive member offers
- Competitions & giveaways
- Community and grassroots-sport campaigns
- Research & survey collaborations
- Workplace wellbeing
- Podcasts, interviews and expert contributions

## Categories we're particularly interested in

|                                          |                               |
|------------------------------------------|-------------------------------|
| Men's health & weight management         | Nutrition & healthy food      |
| Walking, hiking & outdoor kit            | Fitness & recovery            |
| Clothing brands, sportswear & activewear | Footwear & walking shoes      |
| Big & tall menswear                      | Wearables & health technology |
| Sleep & recovery                         | Joint health & mobility       |
| Community sport & grassroots football    | Workplace wellbeing           |

# Our commercial standard

We're incredibly protective of trust. A free product, advertising budget or affiliate commission cannot purchase a positive verdict.

If it's useful, good value and genuinely relevant, we're interested. If it's misleading, exploitative or any old shite, it is not getting a recommendation just because somebody has a budget.

## How product reviews work

|                         |                                                                                     |
|-------------------------|-------------------------------------------------------------------------------------|
| <b>Usefulness</b>       | Does this solve a real problem for the people we serve?                             |
| <b>Quality</b>          | Does it feel well made and fit for its intended purpose?                            |
| <b>Value</b>            | Is the price sensible compared with alternatives?                                   |
| <b>Claims</b>           | Are health, performance and weight-management claims responsible and proportionate? |
| <b>Would we buy it?</b> | The simplest test: would we recommend it to our own family?                         |

## Transparency

Paid partnerships, affiliate relationships and gifted products will be clearly disclosed. We will not invent expert reviewers, audience figures or medical endorsements.

# Media & editorial

We welcome responsible media enquiries about men's engagement with health, lived experience of weight management, GLP-1 treatment as one part of a wider journey, grassroots sport, confidence, practical behaviour change and the challenges ordinary men face when trying to improve their health.

## Available resources

- Founder story: [shiftsometimber.co.uk/about.html](https://shiftsometimber.co.uk/about.html)
- Knowledge Hub: [shiftsometimber.co.uk/explore-knowledge.html](https://shiftsometimber.co.uk/explore-knowledge.html)
- Research: [shiftsometimber.co.uk/research/uk-mens-weight-health-statistics.html](https://shiftsometimber.co.uk/research/uk-mens-weight-health-statistics.html)
- Partnership information: [shiftsometimber.co.uk/partner-with-us.html](https://shiftsometimber.co.uk/partner-with-us.html)
- Product review policy: [shiftsometimber.co.uk/how-we-review-products.html](https://shiftsometimber.co.uk/how-we-review-products.html)
- Editorial standards: [shiftsometimber.co.uk/editorial-standards.html](https://shiftsometimber.co.uk/editorial-standards.html)

## Contact

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Shift Some Timber is currently a pre-launch information and community brand. Website content and founder experience are not individual medical advice. Any future regulated healthcare service will require appropriate clinical governance and qualified healthcare professionals.