The UK’s most successful men’s biannual brand, GQ Style is the essential guide all stylish men have for the season. And has been for over ten years.
GQ Style is a forward thinking, thought provoking, luxurious title for the fashionable, discerning man.
Bringing an environment that predicts and shapes upcoming trends and cultural shifts
Published in March and September, and continually online, GQ Style attracts a concentrated audience of key taste-makers and opinion formers, with the power to influence the male masses.
INTERNATIONAL READERSHIP

1.7 MILLION

UK
Brazil
China
France
Germany
Korea
South Africa
Russia
## Affluent Discerning Audience

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<tr>
<th>Metric</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Average HHI</td>
<td>£112,389</td>
<td>Source: The GQ Style Readership Survey 2015, The GQ Portfolio Survey 2018</td>
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<tr>
<td>Male</td>
<td>99%</td>
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<tr>
<td>ABC1</td>
<td>90%</td>
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<tr>
<td>AB</td>
<td>73%</td>
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<tr>
<td>London/SE</td>
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<tr>
<td>Average Age</td>
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<tr>
<td>86% of GQ Style readers keep their copies for future reference</td>
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</table>
FASHION FORWARD

91% say ‘it is important for me to look well dressed’

90% of readers say ‘I have a strong sense of personal style’

88% of readers agree ‘I am really interested in the latest fashion trends’

At least 150 editorial pages are dedicated to fashion coverage per issue.

Source: GQ Portfolio Survey 2018; spend figure based on projected readership
GQ Style readers have collectively spent a total of £720 Million on fashion in the last 12 months. 93% of this spending was on own designer fashion.

Source: GQ Portfolio Survey 2018; spend figure based on projected readership.
GQ Style readers have collectively spent a total of £83 Million on grooming products in the last 12 months.

78% of readers invest in grooming treatments at least once a month.

Sources: The GQ Style Readership Survey 2015
GQ Portfolio Survey 2018; spend figure based on projected readership
IMPECCABLY GROOMED

92% of readers say “it is important for me to look well groomed”

62% of readers say “I can’t resist expensive aftershave”

87% “of readers say “I don’t feel well dressed unless I’m well groomed”

55% of readers say “I’m always on the look out for new grooming launches"

At least 10 editorial pages are dedicated to our award winning grooming coverage per issue

Source: GQ Portfolio Survey 2018; spend figure based on projected readership
DISCERNING TIME KEEPERS

84% of readers say ‘My watch is part of my overall style’

76% of readers say ‘The brand of watch I wear is important to me’

75% of readers say ‘I have different watches that I wear depending on my outfit’

45% of readers say they are planning to buy a new watch in the next 12 months

Source: GQ Portfolio Survey 2018
KEY POINTS OF REFERENCE

85% of readers say ‘I have researched something after seeing it in GQ style

79% of readers say ‘I have bought or plan to buy something after seeing it in GQ Style

77% of readers say ‘I have recommended something after seeing it in GQ Style

76% of readers say ‘I use GQ Style as my fashion guide’

Source: GQ Portfolio Survey 2018
High spending power magnified by their influencer status
HIGHLY INFLUENTIAL

74% of readers have influenced their friends or family to investigate products, brands or services

90% of readers have influenced their friends or family to purchase products, brands or services

91% of readers have influenced their friends and family to investigate further products, brands or services based on their recommendation

Source: CA Technology Survey 2018; GQ Portfolio Survey 2018
44% of readers convey their knowledge and opinions through social media

86% share content with friends - via social media, text etc.

89% agree ‘I often refer to the internet before making a purchase

1/3 of readers review products online through blogging or contributing to websites

36% of readers have uploaded personal video content to video sharing websites

Source: CN Technology Survey 2018
In association with

A few good men

Photography
Philippe Vogelenzang

Styling
Luke Day

This page: Augusta wears black tech travel cotton polo shirt, red and black side stripe track pants and black and navy cotton jacquard hip bag, all by MICHAEL KORS; military belt from VINTAGE SHOWROOM

Opposite: Augusta wears heather grey cable knit wool sweater by MICHAEL KORS;

Top: Louis wears khaki camo intarsia sweater by MICHAEL KORS

Bottom: Noah wears heather chunky tweed sweater by MICHAEL KORS

Louis wears husk bonded utility jacket and husk slim button-down cotton shirt, black and khaki camo scuba track pants, black tie, Brooklyn Sport backpack, all by MICHAEL KORS; hat and belt from THE VINTAGE SHOWROOM

Noah wears red performance scuba track pants, black and khaki Brooklyn Sport backpack, two-tone Sport canvas backpack, leopard print hip bag, red and black Lucas leather trainers, all by MICHAEL KORS

Pietro wears white solid terry cotton track pants, black Greyson pebble leather cross body and black and navy cotton jacquard hip bag, all by MICHAEL KORS; string vest and dog tag necklace stylist's own

Groomer
Nicola Harrwell using Boy de Chanel and Chanel Le Lift Sérum

Models Louis R and Noah Landes at IMG, Augusta Alexander at Wiener Models and Pietro Boselli at Premier Model Management

Photo assistant
Jorin Koersn

Stylist's assistant
Emily Tighe and Emma Townsend

Grooming assistant
Dylan Price

Production
KO Collective

Production assistant
Brooke O'Hare

Casting director
Paul Isaac

Location
Spring Studios London

MICHAEL KORS
Flannels bursts onto London’s fashion scene with the opening of its new flagship store on Oxford Street. Jump in with its ten most iconic brands.

Photography: Kosmas Pavlos
Styling: Luke Day

Hyper

Burberry
Vincent wears orange Farrow cotton hoodie, orange Foster cotton joggers, red mini monogram print bum bag and red monogram print backpack, all by Burberry at FLANNELS.

Gucci
Tyler wears blue GG velour track top and blue GG velour jogging bottoms, both by Gucci at FLANNELS.

Versace
Tyler wears blue printed silk shirt, blue Medusa wool knit jumper, black logo cotton track pants, black Chain Reaction trainers, all by Versace at FLANNELS.

Valentino
Jason wears black and white Vltn all-over hooded cotton sweatshirt, black and white logo track pants, Vltn open Rockstud leather trainers, all by Valentino at FLANNELS.

Off-White
Michael wears bleach logo denim cotton jacket, bleach logo denim cotton jeans, black and green Vulcan trainers, all by Off-White at FLANNELS.

Balmain
Jason wears marine signature knit cardigan, blue logo tape denim shirt, blue rib slim denim jeans, all by Balmain at FLANNELS.

Prada
Deano wears multicoloured Frankenstein short-sleeve cotton shirt, black pinstripe wool trousers, black cloudbust thunder trainers, black skate belt, all by Prada at FLANNELS.
SOMETHING IN THE JEANS

In association with Mr Armani's latest reimagines denim, taking inspiration from iconic campaigns and Emporio Armani archives.

Photography Ben Walker  Styling Luke Skip

Victor wears blue double-breasted washed-denim trench coat with belt, blue patch pocket washed-denim cotton jeans and brown silk neckerchief, all by EMPORIO ARMANI.

Justin wears grey logo denim jacket and grey logo denim jeans, both by EMPORIO ARMANI.

Victor wears blue wide-leg washed-denim trousers, blue lens sunglasses and slip-on logo sneakers, all by EMPORIO ARMANI.

Justin wears white wide-leg denim jumpsuit and black high-top nubuck trainers, both by EMPORIO ARMANI.

Victor wears blue wide-leg washed-denim trousers, clear lens sunglasses and black high-top nubuck trainers, all by EMPORIO ARMANI.

Grooming Lee Machin at Caren Models
Victor Perr at Wiener Models and Justin Petzschke at Select
Assistant Adam Kaniowski, Dan Douglas and Robert Self
Stylist's assistant Emily Tighe
Casting director Paul Isaac
Groomer assistant Rino Riccio
Production Gabi Besevic-Simpson at CLM
Lighting GAS Production
Location Lock Studios
EVENTS

GQ Style x Browns LFWM Party
EVENTS

Haig Club & 18Montrose
EVENTS

10 Year Anniversary Party
EVENTS

Tiffany & Co.
“GQ Style, the UK's most successful men's biannual magazine brand, has always been regarded as the intelligent guide for stylish gentlemen. As Editor I look forward to continuing its legacy: championing it and moving it forward. By building on the last ten years of publishing and taking it into its 10 year anniversary issue and beyond, I want to produce the most handsome and relevant men's publication, with the help of my remarkable team.”

LUKE DAY
EDITOR


"Luke has produced a slick and luxurious magazine during his tenure as Fashion Director, and his promotion to Editor is very well deserved. Luke's creativity knows no limits, and with an unrivalled eye for all things sartorial I've no doubt he will continue to take the leading fashion biannual to new and exciting places as it celebrates its tenth anniversary."

Dylan Jones, Editor-in-Chief

Nick Sargent is the Publishing Director of British GQ and GQ Style

Prior to joining GQ Nick was the Group Commercial Director of the Wired Media Group, and continues this role alongside his role at GQ

“Sargent is currently Commercial Director of WIRED Media Group and joined Condé Nast in 2015 from The Economist Group, where he was Head of Client Sales UK and Energy Specialist EMEA, prior to which he was International Account Manager of The Economist newspaper. Previous roles have included positions at Time Out, The Guardian and The Observer."

Nicholas Coleridge, President of Condé Nast International and Managing Director of Condé Nast Britain
**ELGAR JOHNSON: FASHION DIRECTOR**

Elgar Johnson was previously Fashion Director at Man About Town. With a background in modelling, Elgar began his styling career assisting Simon Foxton before joining i-D magazine, where over four years he became Senior Fashion Editor. Elgar consults for London design talent Christopher Raeburn and Astrid Andersen.

"No one understands or represents matters sartorial for the 21st century man better than GQ Style. The addition of Elgar to the team further reinforces our market-leading position, and will ensure we mark our tenth anniversary with suitable style."

Dylan Jones, Editor-in-Chief

**GARY ARMSTRONG: SENIOR FASHION EDITOR**

Gary Armstrong joined the GQ Style in September 2013 as Junior Fashion Editor; before being promoted to Fashion Editor in May 2014. Gary was previously fashion assistant at AnOther Man where he worked under Bryan McMahon for three years. Prior to this he was the assistant to Leith Clark, Editor In Chief at Lula magazine. Gary also contributes to Dazed and Confused and Wonderland.

"Gary Armstrong has proven himself to be a worthy Fashion Editor, with a strong viewpoint and a great skill set. GQ Style now has the most dynamic fashion team in the men's biannual market."

Luke Day
Editor
Access

Worlds elite creative talent through our usually very private black book of relationships with collaborators.

Create

Creative video content created in collaboration with the expertise of the most revered editors in the world

Build & Drive

Digital audiences through relevant, engaging and shareable video content.

Condé Nast Video approaches content based on the categories and themes that matter to our luxury consumer audiences to create the following:

- Short Films
- Documentaries
- Original series

With the following considerations in mind:

- Storytelling
- Cultural insight
- Formats
- Entertainment
- Education
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