



GQ

British Media Kit
1H 2022

CONDÉ NAST

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GQ

As the flagship of men's fashion and style in Britain, to be GQ is to be forward-looking, progressive and cutting-edge.

Entering a new era of leadership and influence under Adam Baidawi, GQ explores the powerful and progressive new forces shaping culture, society and commerce in Britain. Building on a 33-year legacy of print excellence across journalism, photography and design, British GQ is today also a digital, social, video and experiential powerhouse – a community where people gather to be inspired and exchange ideas around style, creativity and culture.

As masculinity evolves and men's fashion has moved to the centre of the global pop-culture conversation, GQ's authority has never been broader or stronger.

7.3M

TOTAL REACH

212K

READERSHIP

1.8M

SOCIAL FOLLOWERS

5.3M

DIGITAL UNIQUES

£138K

AVERAGE HHI

61%

ABC1

£7.7K

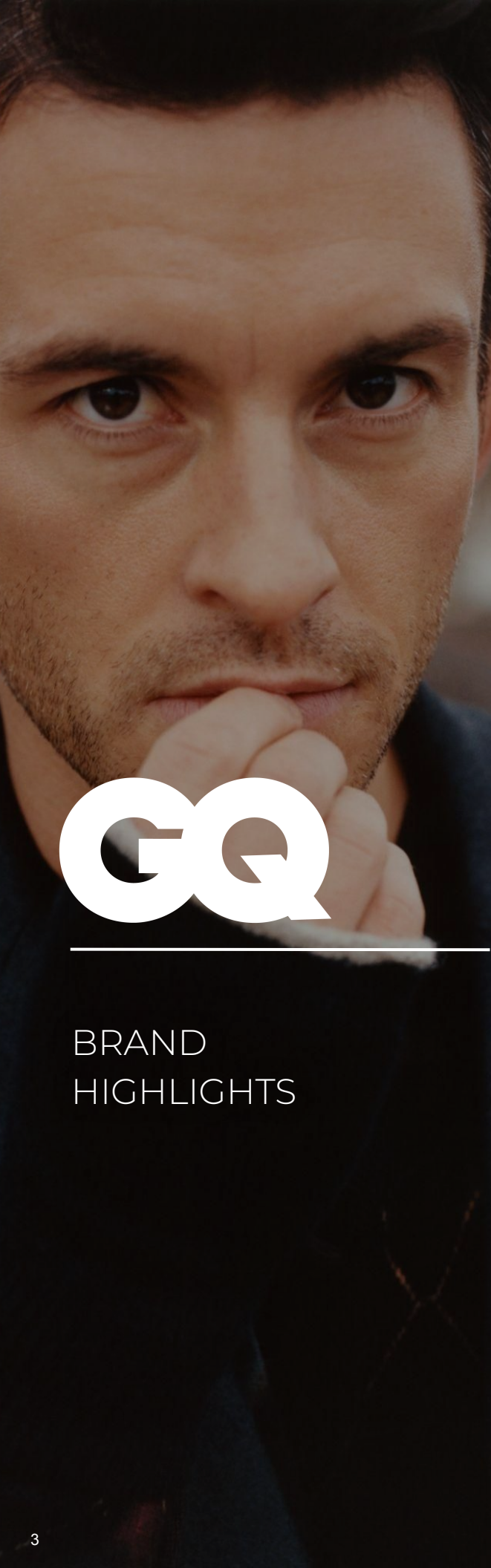
AVERAGE ANNUAL
SPEND ON FASHION

£1.2K

AVERAGE ANNUAL
SPEND ON BEAUTY

Sources: PAMCo 1, 2021; Google Analytics 3 month average (Feb-April 2021); Conde Nast Luxury Survey 2021; TGI GB 2021 November

CONDÉ NAST



BRAND HIGHLIGHTS

GQ HEROES: ISSUE & EVENT From the idyllic setting of Soho Farmhouse in Oxfordshire comes GQ's first flagship event of the year. GQ Heroes is a festival of ideas that brings together gamechangers, creative radicals, deep thinkers and cultural icons for three days of panels and live performances. In 2022, it will again be accompanied by a special July/August issue of British GQ, as well as a powerful array of social, digital and video programming.

GQ HYPE GQ Hype spotlights the stars who are moving culture forward: The actors, musicians, athletes, designers and innovators who are changing the way we think, live and experience. Each week, Hype will be promoted across the full range of GQ's channels featuring an in-depth profile of a star who's peaking now.

MEN OF THE YEAR In 2021, the iconic British GQ Men of the Year Awards reached a truly global audience, with more than 3,200 news articles generating over 9.8 billion views. This November, the event will coincide with other GQ markets as Men of the Year creates a truly global moment around the world. MOTY 2022 will be bigger than ever, uniting our IRL & digital successes with live red carpet coverage, multiple cover stars, high-profile video content, and massive social coverage.

TENTPOLE VIDEO AND SOCIAL SERIES British GQ's video series drew more than 45 million views in 2021 – with viewers watching more than 10 million hours of content. In 2022, globally-renowned GQ franchises including Actually Me, 10 Essentials and Iconic Characters launch in the UK, joining local series like Action Replay to create our most dynamic lineup of video, ever. That video programming will also hit all of British GQ's social channels, where audiences have grown more than 30% in the past year to top 2 million.



PRODUCTION
SCHEDULE

ON SALE DATE	BOOKING DEADLINE	COPY DEADLINE	INSERTS DUE
FEBRUARY 2022			
25 JAN 22	26 NOV 21	9 DEC 21	21 DEC 21
MARCH 2022			
1 MAR 22	14 JAN 22	27 JAN 22	7 FEB 22
APRIL 2022			
5 APR 22	18 FEB 22	3 MAR 22	14 MAR 22
MAY 2022			
3 MAY 22	14 MAR 22	28 MAR 22	6 APR 22
JUNE 2022			
31 MAY 22	14 APR 22	28 APR 22	9 MAY 22
JULY / AUGUST 2022			
28 JUN 22	13 MAY 22	26 MAY 22	6 JUN 22
SEPTEMBER 2022			
23 AUG 22	8 JUL 22	21 JUL 22	1 AUG 22
OCTOBER 2022			
27 SEP 22	12 APR 22	25 AUG 22	5 SEP 22
NOVEMBER 2022			
25 OCT 22	9 SEP 22	22 SEP 22	3 OCT 22
DECEMBER / JANUARY 2023			
29 NOV 22	14 OCT 22	27 OCT 22	7 NOV 22



GQ

PRINT RATE CARD

PRINT RATES

SIZE/POSITION	RATE (£)
Page run of paper	15,294
Page facing matter	16,332
Page specified position	18,571
Page first third	19,828
Contents / masthead	21,303
Inside back cover	22,231
Outside back cover	24,197
DPS run of paper	30,697
DPS specified position	34,685
DPS first third	36,979
Inside front cover gatefold	84,718
1st DPS	48,903
2nd DPS	39,874
Opening bank DPS	39,109
Half page run of paper	7,702
Half page specified position	9,231
Half page masthead	10,488
Quarter page run of paper	4,697

PROMOTIONS

Page	16,792
DPS	33,585
Creative per page	3,000 (net)

INSERTS

Scent strips	Rate on application
Tip on	Rate on application
Loose single sheet (Machine)	£52 per '000
Loose single sheet (Machine)	£84 per '000



DIGITAL RATE
CARD

DIGITAL RATES

STANDARD ADS

Billboard	970x250
Doublesky	300x600
Leaderboard	728x90
MPU	300x250

Minimum spend per campaign

RATE (£)

Jan/Aug	Sep/Dec
44 CPM	50 CPM
44 CPM	50 CPM
16 CPM 1	8 CPM
25 CPM	29 CPM
3,500	

SPONSORSHIP RATES

Homepage takeover	8,500/week
Fashion	44,000/week
Watches	13,300/week
Grooming & Fitness	20,000/week
Lifestyle	37,000/week
Cars	42,000/week
Culture	19,500/week
Hype Splash & Key Hype articles	1,000/week
Apple News	2,918/week

EMAIL

Solus email	150 CPM
Social only	50 CPM

BRANDED CONTENT

Native article	from	20,000
Social only	from	15,000
Video	from	100,000

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