

A man with curly hair, wearing a light blue button-down shirt and a long green overcoat, is captured in a dynamic pose against a bright blue sky with scattered white clouds. He is looking down and slightly to his left, with his arms extended outwards. The green coat is open, revealing the shirt underneath. The overall mood is one of style and movement.

# Esquire

STYLE AND SUBSTANCE

HEARST

“

British Esquire is the most stylish and substantial men's luxury media brand on the market. Made to the most exacting standards for a style-obsessed audience — worldly, literate, affluent, urbane — Esquire offers world-class journalism from an unrivalled team of award-winning contributors: deep reporting and lavish visual storytelling on our core themes of men's style, culture and luxury. Esquire celebrates the most inspiring voices in music, literature, film, performance and the visual arts; the most ground-breaking designers of products and technology; the most exclusive and adventurous places to eat, drink and explore.

Esquire continues to push the boundaries of coverage of men's fashion and grooming.

”



Alex Bilmes

Editor-in-Chief



## BRAND OVERVIEW

### **Style and Substance**

Esquire provides the consumer with a handsome and intelligent guide to the best in men's luxury style and culture. It offers a one-stop shop for cash-rich, time-poor men (and some women) who need a cool, clued-up friend (Esquire) to tell them what to watch, wear, read, eat, drink and drive.

It is tightly focused and proudly niche, with the ability to connect with the world's most influential and hardest-to-reach consumers: intelligent, cultured, discerning men with money to spend on elevated men's style and culture.

Being a reader of Esquire makes a man a member of an exclusive club of style and culture obsessives.

# BRAND ECOSYSTEM

## DIGITAL

With its mix of news, engaging long-form articles and premium video content, **esquire.com/uk** delivers quality men's editorial to the reader wherever they are.



## LICENSING

Tried and tested, Esquire's grooming boxes are filled with the most luxurious body, skin and haircare products.



## PRINT

Each issue of Esquire showcases the best in style, culture and luxury and celebrates the most inspiring voices.



## EXPERIENTIAL

Esquire is brought to life during its consumer events such as *Esquire Evenings*.



## SOCIAL

With 902.5k social followers, Esquire reaches its audience wherever they are online.



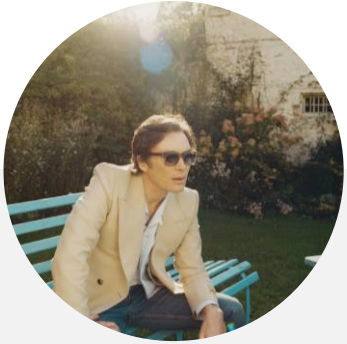
## ECOMMERCE

Esquire's influential status and our extensive data capabilities make a perfect environment for brands to sell their products to a highly engaged and affluent audience.





# BRAND PILLARS



## STYLE & FASHION

Esquire offers contemporary style and fashion, in words and pictures, for people who actually exist, and who have a genuine interest in dressing well, as well as the funds to do so.



## ART & CULTURE

Esquire's coverage of entertainment goes deeper than the social feeds and weekend supplements; Esquire engages with the crucial voices of our time, ignoring the obvious and the overexposed in favour of the innovators and agenda setters.



## DESIGN & TECHNOLOGY

Esquire readers are deeply invested in both the quality and aesthetics of everything they own and buy. Esquire celebrates the best in Design & Tech with substantial coverage of the makers and rule-breakers in all fields.



## FOOD & DRINK

From the grand dining rooms of the new temples to gastronomy to cutting edge street food, Esquire celebrates the people and places that define eating out – and drinking in – in the 21<sup>st</sup> century.



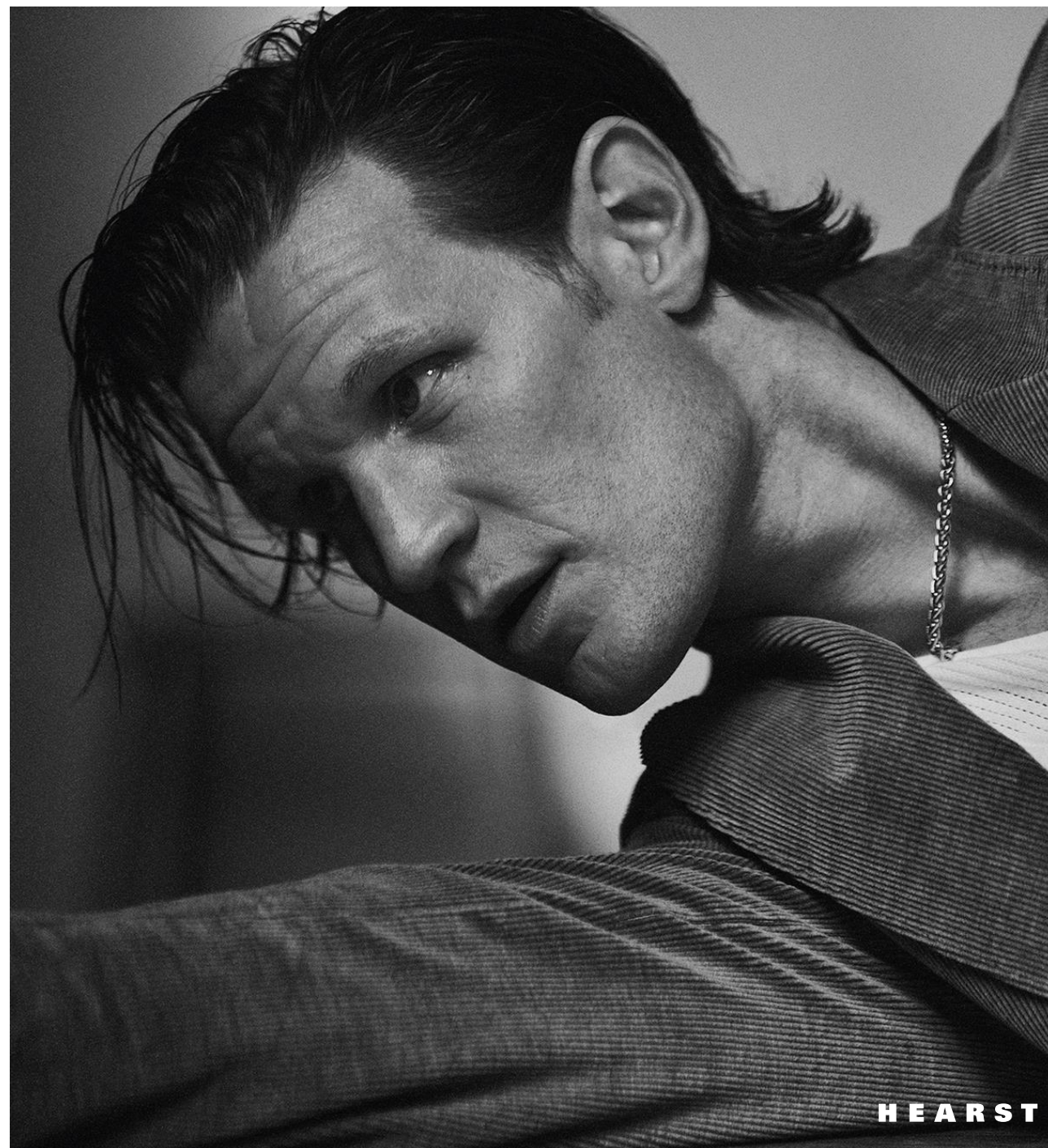
## TRAVEL & ADVENTURE

Hip, cultured and cosmopolitan, Esquire readers are people of the world. Esquire delivers the very best in travel including off-the-beaten-track recommendations, local knowledge and insider guides.

# KEY NUMBERS

1.4M	Global Monthly Users (GA)	DIGITAL
2.7M	Page Views (GA)	
35-44	Core Age Group	
36% / 75%	AB / ABC1 Profile	
902.5K	Social Followers	SOCIAL
323.7K	Instagram Followers	
402K	Facebook Followers	
102.7K	Twitter Followers	
45K	Circulation	PRINT
98K	Readership	
27% / 55%	AB / ABC1 Profile	

**PRINT SOURCES:** Publisher Statement: Esquire distributes 45K editions per issue, of which approximately half are paid circulation, and the majority of those on subscription. This is complimented by the annual Big Watch Book that distributes 10,000 copies each October. / PAMCo JAN 2022 - DEC 2022 (Nov '22 Ipsos Iris data) **SOCIAL SOURCES:** Hearst Social Media Tracking May 2023 **DIGITAL SOURCES:** GOOGLE ANALYTICS (GLOBAL Unique Users on UK Sites) April 2023 / ABC numbers – PAMCo (Nov'22 Ipsos iris data)







## EDITORIAL HIGHLIGHTS

### THE BIG WATCH BOOK

A fresh, informed and approachable look at the world of fine watches, offering deep reporting on the history of watchmaking as well as news on the latest products.

Printed on outside luxury paper and drawing on the best writers and photographers in the business, *The Big Watch Book* is designed to be enjoyed by aficionados and those new to the subject alike.



**H E A R S T**

HEARST.CO.UK