



British Media Kit
1H 2023

CONDÉ NAST



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.

6.3M

TOTAL REACH

212K

READERSHIP

2.4M

SOCIAL FOLLOWERS

3.7M

DIGITAL UNIQUES

£138K

AVERAGE HHI

50%

ABC1

£7.7K

AVERAGE ANNUAL
SPEND ON FASHION

£1.2K

AVERAGE ANNUAL
SPEND ON BEAUTY

Sources: PAMCo 1 2021; Shareablee Oct 2022; TGI Oct 2022; Conde Nast Luxury Survey 2021; Google Analytics (monthly average Aug-Oct 22)

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GQ

BRAND HIGHLIGHTS

GQ HEROES: ISSUE & EVENT 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 2023, 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. In 2022, the event coincided with other GQ markets, making Men of the Year a truly global moment. MOTY 2023 will be bigger than ever, uniting our IRL and 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 launched in the UK, joining local series like Action Replay to create our most dynamic lineup of video ever. That video programming also hit all of British GQ's social channels, where audiences have grown more than 30% in the past year to top 2 million.

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ON SALE DATE	DISPLAY BOOKING DEADLINE	COPY DEADLINE	INSERTS DUE
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FEBRUARY 2023

31 JAN 23	14 DEC 22	16 DEC 22	6 JAN 23
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MARCH 2023

28 FEB 23	24 JAN 23	26 JAN 23	3 FEB 23
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APRIL/MAY 2023

11 APR 23	6 MAR 23	7 MAR 23	15 MAR 23
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JUNE/JULY/AUGUST 2023

13 JUN 23	8 MAY 23	10 MAY 23	18 MAY 23
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SEPTEMBER 2023

29 AUG 23	24 JUL 23	26 JUL 23	3 AUG 23
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OCTOBER 2023

26 SEP 23	22 AUG 23	24 AUG 23	1 SEP 23
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NOVEMBER 2023

31 OCT 23	26 SEP 23	28 SEP 23	6 OCT 23
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DECEMBER/JANUARY 2024

28 NOV 23	24 OCT 23	26 OCT 23	3 NOV 23
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PRODUCTION
SCHEDULE

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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

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GQ

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	18 CPM
25 CPM	29 CPM
3,500	

SPONSORSHIP RATES

Homepage takeover	6,000/week
Fashion	52,000/week
	7,430/day
Watches	14,000/week
Grooming	19,000/week
Fitness	6,600/week
Lifestyle	25,300/week
Cars	2,220/week
Culture	36,000/week
Apple News	2,918/week

EMAIL

Solus email	150 CPM
Sponsored newsletter	50 CPM

BRANDED CONTENT

Native article	from	25,000
Social only	from	15,000
Video	from	100,000

CONTACT

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