

GENTLEMAN'S JOURNAL

# MEDIA PACK

2025

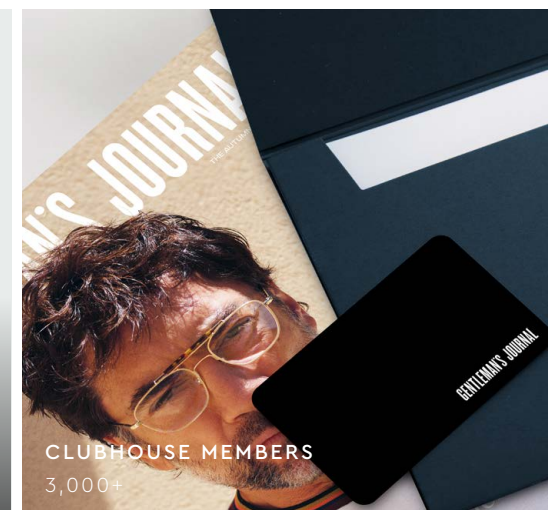
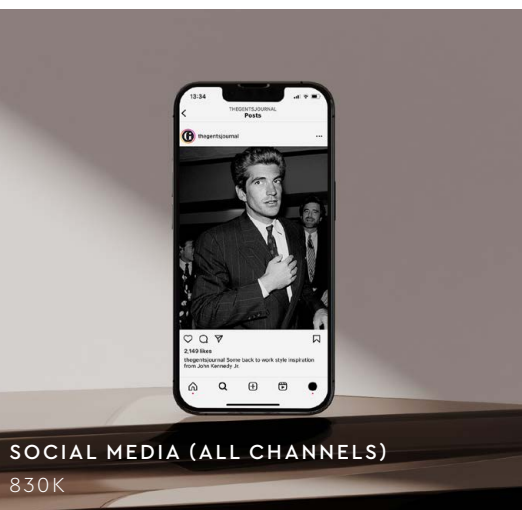
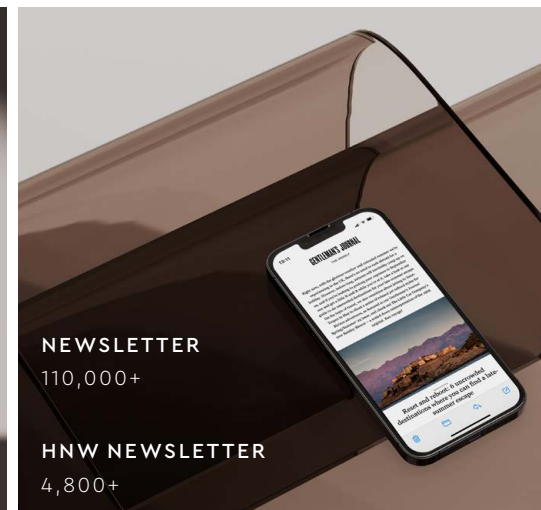
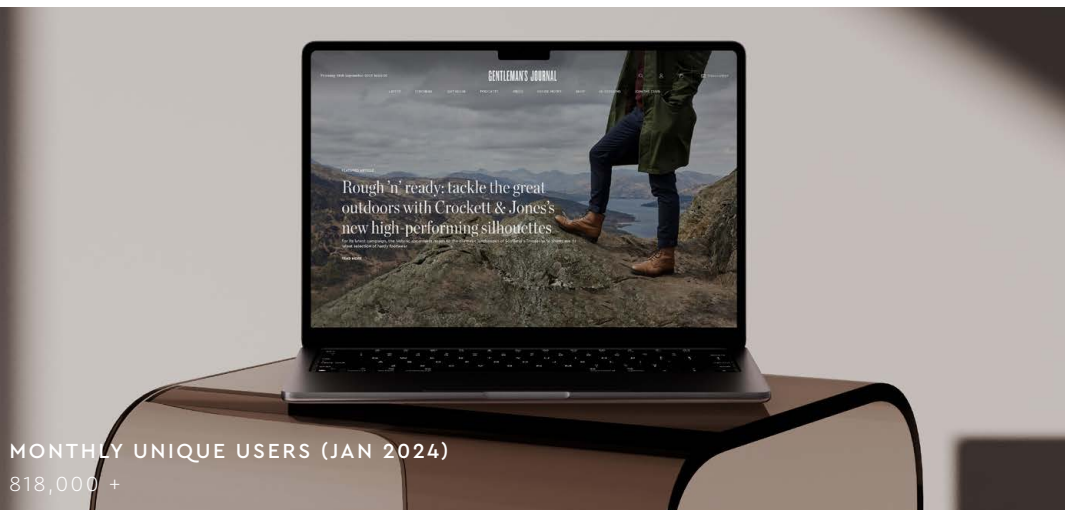
THEGENTLEMANSJOURNAL.COM

# Introduction

*Over the last twelve years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world.*

Today, Gentleman's Journal is the premier lifestyle publication for the modern gentleman – a curated handbook of the finer things in the world, and a quiet manifesto on how to live a richer life.

More than this, though, Gentleman's Journal is its very own kind of club – one whose members are united by diverse shared interests, real ambition, and a natural curiosity. As such, our readers have shared passions in style, design, watches, wine, politics, business, private travel, cars, yachts, property, technology and art.





# What makes us different



# Brands that trust us

Church's

  
VACHERON CONSTANTIN

  
CHANEL

  
TUDOR

*allbirds*

RICHARD MILLE

  
PATEK PHILIPPE  
GENEVE

  
BLANCPAIN

  
PRINCESS

HACKETT  
LONDON

RANGE ROVER

Dior

  
Polestar

  
CROCKETT  
& JONES  
NORTHAMPTON ENGLAND

  
BELSTAFF

  
BREITLING  
1884

*Chopard*

Asprey  
LONDON

  
MAISON FONDÉE EN 1770  
LOUIS ROEDERER  
CHAMPAGNE

LUCA FALONI

  
TOD'S

*Paul Smith*

 Knight  
Frank

CECIL WRIGHT  
FANATICAL ABOUT YACHTS

IWC  
SCHAFFHAUSEN



  
FENDI

  
OMEGA

*Brioni*  
ROMA

THE  
MACALLAN

# Digital-first

For a title that started as an online publication first, we are very much a digital-first title. By this we don't mean having the largest audience, but the fact we focus on engagement and bringing maximum value to our readers.

Today, we work across all our digital platforms to ensure clients get maximum value. Here, we outline just some of the ways in which we do this.

## PODCAST:

180,000+ MONTHLY LISTENERS

## NEWSLETTER:

110,000+ SUBSCRIBERS

## MONTHLY UNIQUE USERS:

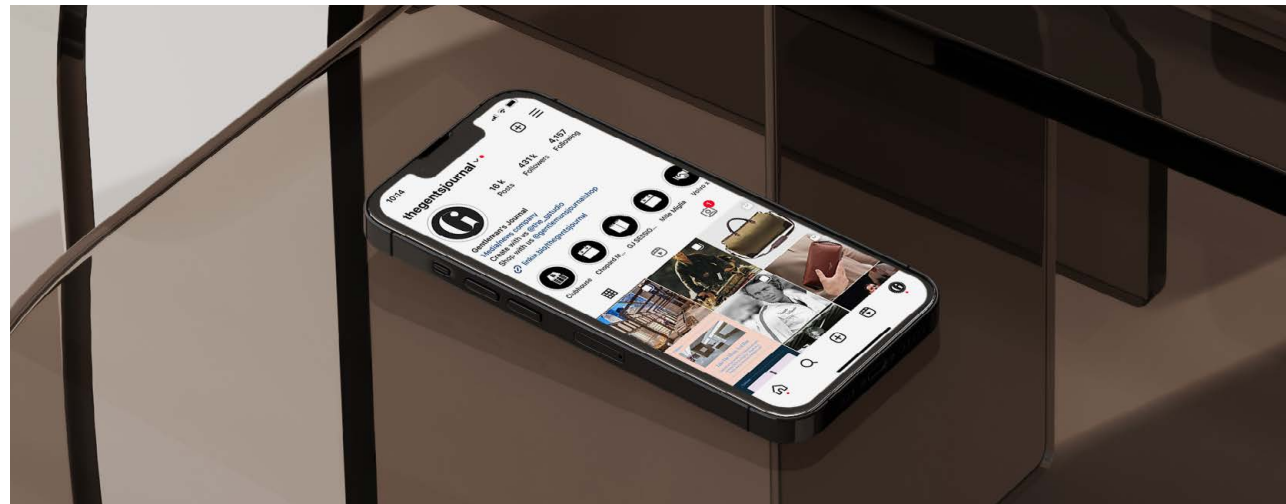
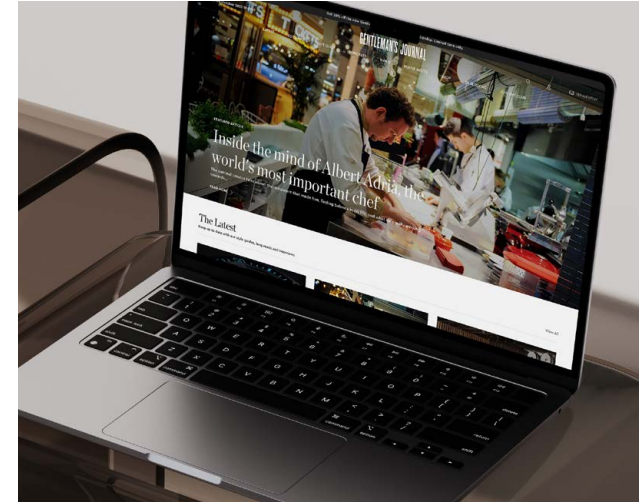
818,000+ (JAN 2023)

## SOCIAL MEDIA:

830K+ FOLLOWERS ACROSS  
ALL CHANNELS

[VIEW WEBSITE](#)

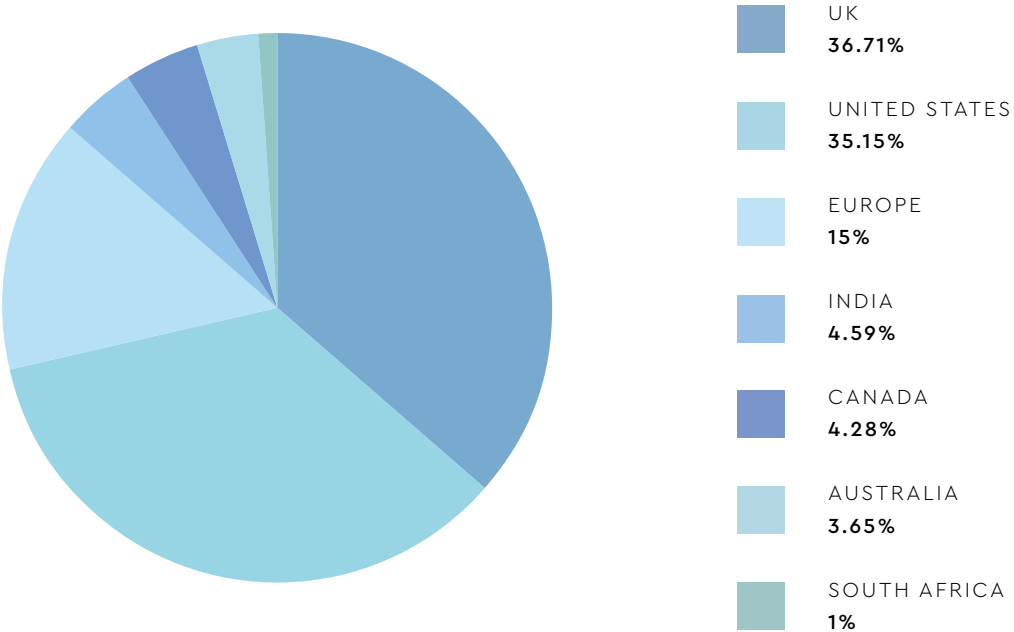
[SHOWREEL](#)



# Digital Stats

GJ NEWSLETTER	UNIQUE VISITORS	VISITORS	
SUBSCRIBERS 110K	PAGE VIEWS 1.5M+	DEMOGRAPHIC	GENDER PERCENTAGE
OPEN RATE 26-29%	PER MONTH 818,000+	ENTREPRENEURS	68% MALE 32% FEMALE
	AVERAGE DURATION 1:46 MINS	INNOVATORS	
		THRILL SEEKERS	
		INFLUENCERS	

## GLOBAL READERSHIP



# Print Stats

RELATIONSHIP STATUS	SALARY RANGE	AGE
MARRIED 47%	£31K - £50K 12%	25 - 34 24%
LONG TERM RELATIONSHIP 27%	£51K - £75K 18%	34 - 44 30%
SINGLE 21%	£76K - £100K 12%	45 - 54 18%
SHORT TERM RELATIONSHIP 4%	£99K - £150K 15%	55+ 23%
	£150K+ 17%	

AUDIENCE HIGHLY VALUE		YEARLY LUXURY SPEND
FINANCE/WEALTH 78%	SPORT 46%	£2,500 - £10,000 47%
FASHION 75%	FILM / TV 44%	£10,000 - £25,000 12%
HEALTH / WELLNESS 74%	SOCIAL EVENTS 40%	OVER £25,000 8%
TRAVEL 71%	POLITICS 34%	
CAREER DEVELOPMENT 66%		

# Our Social

INFLUENCER TO THE INFLUENCERS. JUST A FEW PEOPLE THAT FOLLOW US...

**TED GUSHUE**  
FOLLOWERS 115K

**TOM STRAKER**  
FOLLOWERS 2.6M

**BEN FRANCIS**  
FOLLOWERS 567K

**TGE**  
FOLLOWERS 251K

**DAVID GANDY**  
FOLLOWERS 1M

**LIFE OF RILEY**  
FOLLOWERS 424K

**ALESSANDRO SQUARZI**  
FOLLOWERS 367K

**JOHANNES HUEBL**  
FOLLOWERS 1M

**SCHOONER SCORER**  
FOLLOWERS 322K

**FRANCIS BOURGEOIS**  
FOLLOWERS 2.4M

**GENTLEMENSGRAM**  
FOLLOWERS 1.5M

**GENTLEMAN JUNGLE**  
FOLLOWERS 522K

**Q MIKE**  
FOLLOWERS 383K

**ONLY CLASSY**  
FOLLOWERS 1.5M

*“On average **7million** people view our instagram page every 30 days.”*

*“On average we ave **237k** Interactions every 30 days”*

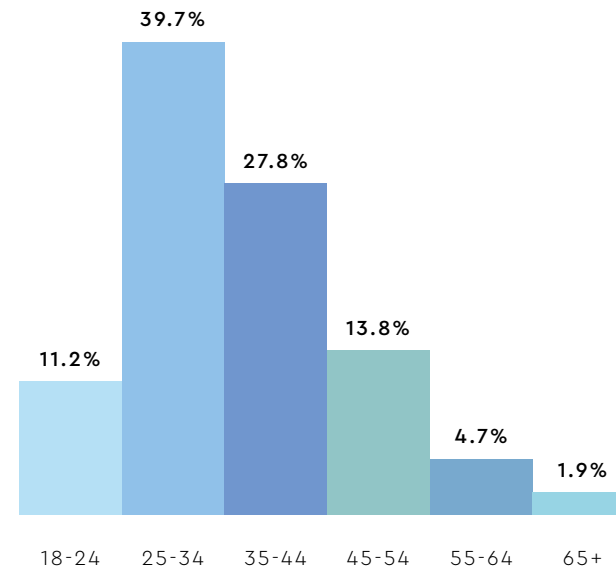
SOCIAL

**447K**  
INSTAGRAM

**366K**  
FACEBOOK

**35K**  
TWITTER

SOCIAL DEMOGRAPHIC AGE RANGE



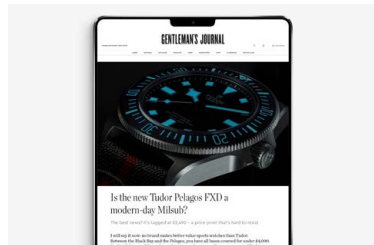
# Online Articles

The dedicated editorial team at Gentleman's Journal produces exciting premium content across a multitude of topics. From headline-grabbing interviews to bespoke native content and branded advertorials, our writers are proficient in capturing brand voice and aims.

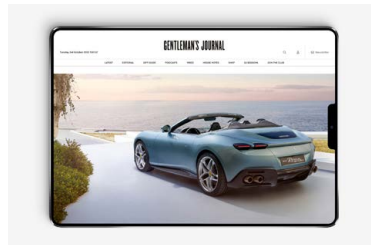
These features and articles range from visual, image-led pieces to in-depth editorial content.

ONLINE VIEWS PER ARTICLE  
5,000 — 12,000

[VIEW WEBSITE](#)



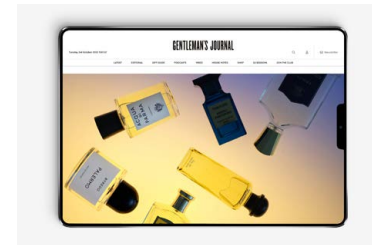
WATCHES



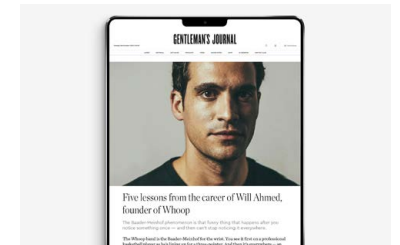
CARS



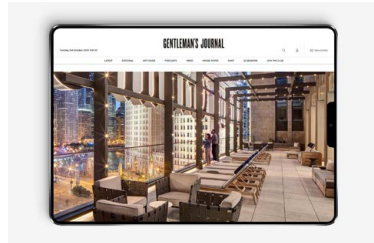
STYLE



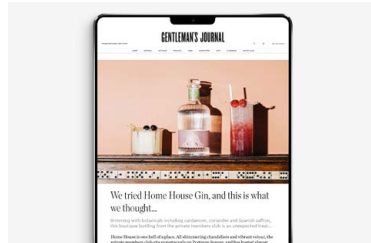
GROOMING



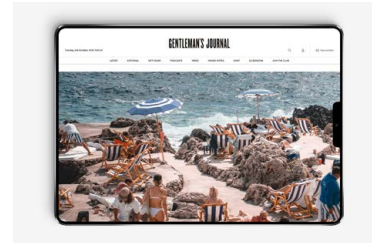
ENTREPRENEURSHIP



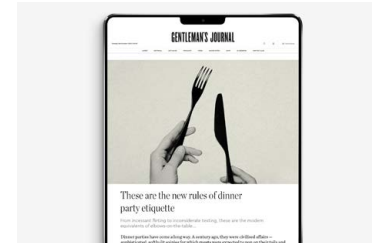
PROPERTY



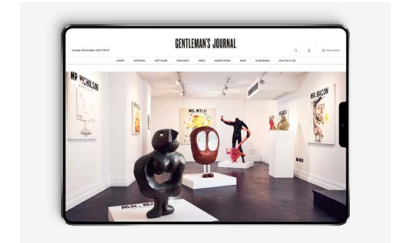
FOOD



TRAVEL



ETIQUETTE



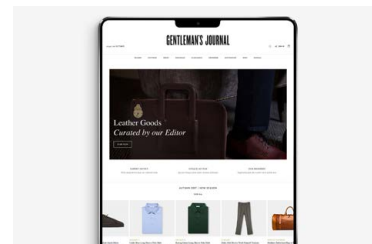
CULTURE



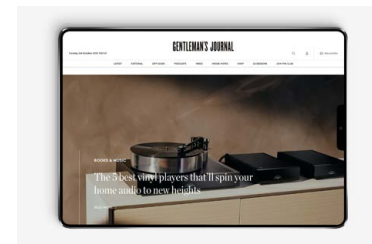
CLUBHOUSE



HOUSE NOTES



GJ SHOP



GIFT GUIDE



GJ SESSIONS



# Newsletters

The Gentleman's Journal weekly e-newsletter provides insight and inspiration in equal measure – an insight into the world's most exclusive style, business, luxury and lifestyle. With ever-improving open rates and CTRs, the latest Gentleman's Journal newsletter designs are proving a lasting success with our affluent audience. Focused design improvements have seen our newsletter dwell times increase, giving your advertisements a great opportunity to be seen.

## THE WEEKLY GJ NEWSLETTER

Sponsorship of the weekly email newsletter includes a brand article in the top position of the email, ownership of the MPU and sponsorship of social media.

## BRAND SOLUS

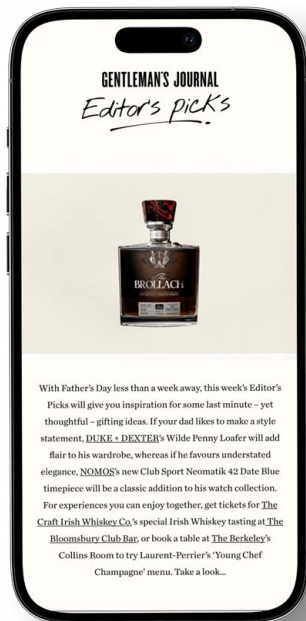
The entire email contains a single brand article, ownership of the MPU and sponsorship of social media, ensuring maximum exposure for your brand.

DATABASE SIZE 110K+

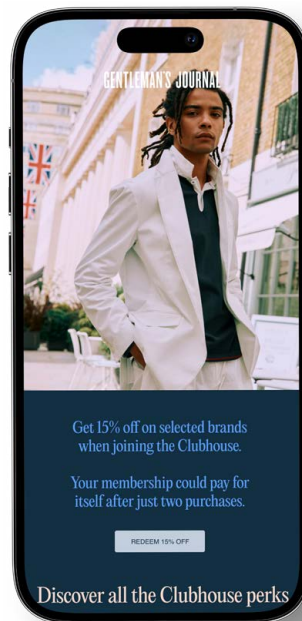
AVERAGE OPEN RATE 29%



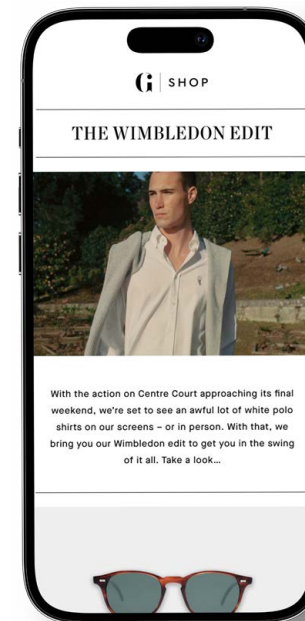
THE WEEKLY



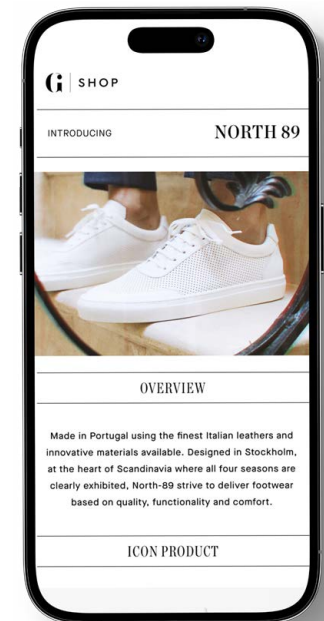
EDITOR'S PICKS



CLUBHOUSE WEEKLY



GJ SHOP



NEW TO THE SHOP

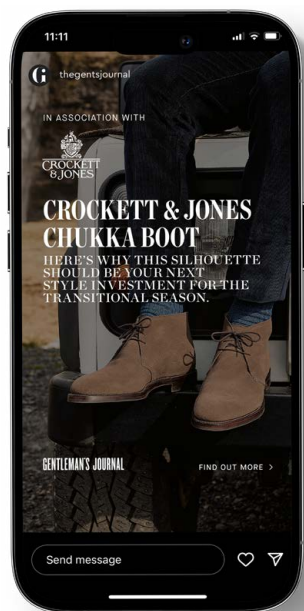
# Digital Opportunities

From its conception in 2012, Gentleman's Journal's online presence has grown to sit among the likes of Hearst and Condé Nast.

We pride ourselves on our editorial value, building creative content for maximum impact and reach, showcased alongside all of our dedicated digital advertising spots.

## IMPORTANT INFORMATION

These can be provided as 3rd Party Tags, static images and/or gif images but file size needs to be sub 0.5mb per asset. If providing static assets it is also preferable to provide a version of each asset at 2x the resolution for retina devices to ensure the creative remains detailed on all devices. Please also provide the destination URL for the campaign with any tracking parameters you may require.



## DIGITAL RATE CARD

### CHANNEL

### COST

### SPONSORED ARTICLE

£4,500

### DISPLAY ADVERTISING

£45 PCM

### IG POST

£2,000

### IG STORY

£2,000

### SPONSORED NEWSLETTER

£3,000

### SOLUS NEWSLETTER

£4,000

## DISPLAY NETWORK SPECS

WE SUPPORT THE FOLLOWING  
UNIT SIZES IN PIXELS

970 X 250

728 X 210

728 X 90

300 X 600

300 X 250

1000 X 500

WHERE STATIC IMAGES ARE PROVIDED EACH CREATIVE  
SHOULD ALSO BE SUPPLIED AS X2 THE BASE SIZE TO  
SUPPORT RETINA/HIGH RESOLUTION DISPLAYS

970X250 = 1940X500

728X90 = 1456X180

728X210 = 1456X420

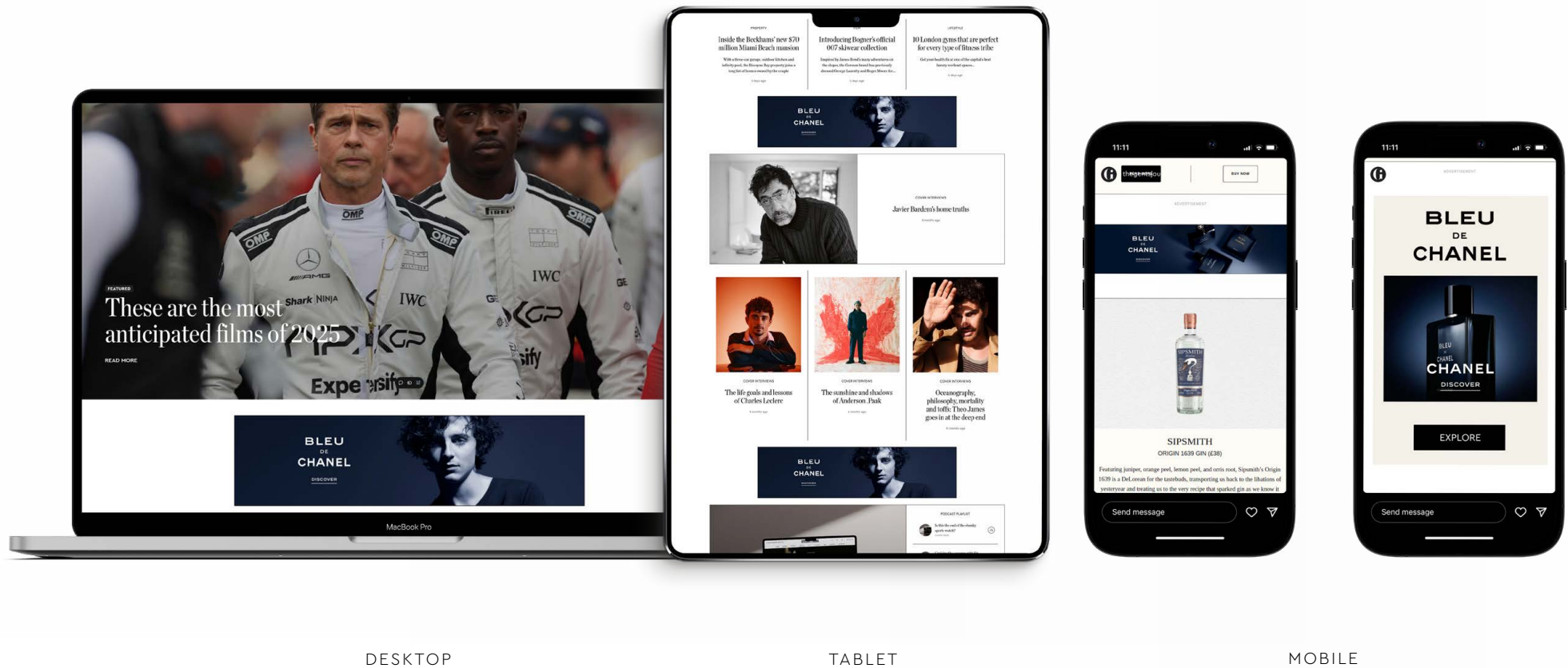
300X600 = 600X1200

300X250 = 600X500

FILE FORMAT: JPG / PNG / GIF

FILE SIZE: > 250KB

# Digital Creatives



# Podcasts

The Gentleman's Journal Podcast is now entering its fifth year of production — and we don't intend to let the anniversary pass us by. In 2025, our established interview series will be bigger, better, and more dynamic than ever before — with an exciting roster of household-name founders, ingenious entrepreneurs and legendary raconteurs joining us for candid discussions about their lives and careers.

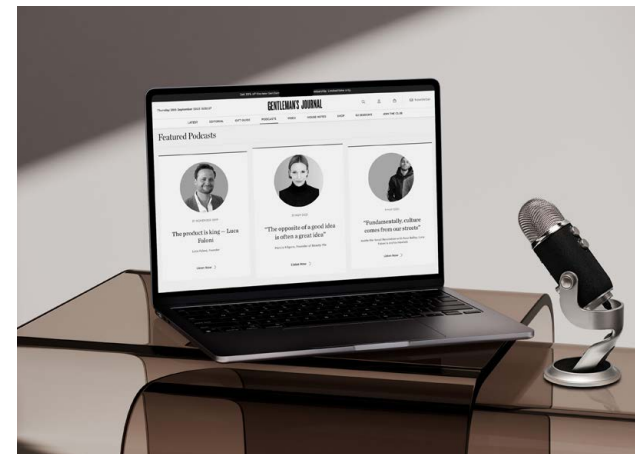
It'll be a bit like eavesdropping on the world's most interesting power lunches — only you don't have to get a reservation and there's no bill at the end.

New episodes released every fortnight.



**JOSEPH BULLMORE**  
PODCAST HOST

[VIEW ALL](#)



**LOUIS THEROUX**  
DOCUMENTARY MAKER



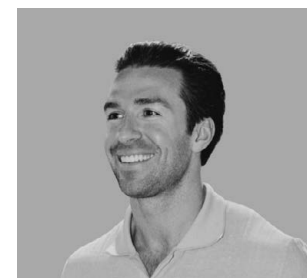
**MARO ITOJE**  
ENGLAND RUGBY STAR



**REGGIE YATES**  
DOCUMENTARY MAKER



**TOM STRAKER**  
CHEF



**MICHAEL MURRAY**  
CEO OF FRASERS GROUP



**NICK WOODMAN**  
FOUNDER OF GOPRO



**BEN FRANCIS**  
FOUNDER OF GYMSHARK



**LABRINTH**  
SINGER



**TIM BROWN**  
FOUNDER OF ALLBIRDS



**PAUL SMITH**  
DESIGNER



**GILES COREN**  
RESTAURANT CRITIC



**GEORGE EZRA**  
SINGER



# Our Print Offering

We are still big believers in print, so much so that we added two extra issues for 2024, going from bi-annual to quarterly. On top of this, we added a whole new product to target travel consumers.

We believe that print is still the best format to target a HNW demographic, and this has been what our Bookazine product has become known for. This is exclusively for the newsstands, subscribers and HNWs.

We then have GJ, a 75-page travel edition of Gentleman's Journal. We see it as the Bookazine's brother. This still includes all the great content that you would expect from Gentleman's Journal – only here, we have a strong focus on quick reads and product features for the on-the-go traveler.

CIRCULATION PER ISSUE

52,300



BOOKAZINE DISTRIBUTION 9,900

GJ DISTRIBUTION 42,400

# The Content Mix



## PORTFOLIO

Our curated take on the 15 or so things we really care about this season — from the best hotels to the finest wines; the most interesting art pieces to the most covetable watches.



## HOUSE NOTES

A collection of thoughts, recommendations, recipes, stories and essays from the Gentleman's Journal Clubhouse, our new House Notes section is like the community message board at the most fascinating members club imaginable.



## FEATURES

High access, colourful, and brilliantly reported stories from the most interesting and powerful places, people, businesses and institutions in the world. Plus candid interviews with the figures and faces we're curious about — from the worlds of acting, music, sport and beyond.



## STYLE

Looks, accessories, designers, craftsmen and faces we love — all curated, shot and presented with the discerning eye that our readers expect.



## INTERVIEWS

Our gorgeous uncoated section that dives deep into an area of interest with informed writing and unexpected ideas.



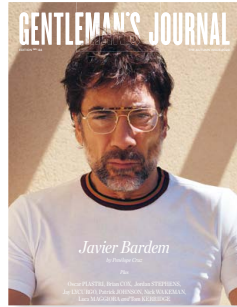
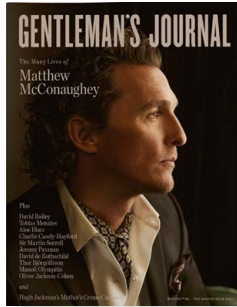
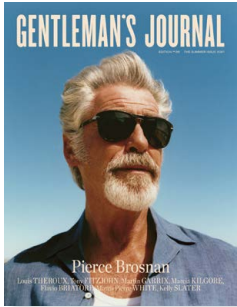
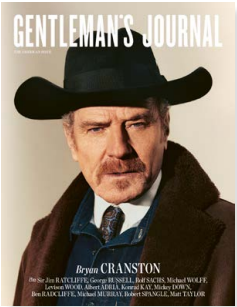
## SOCIETY

The informed inside track on the movers-and-shakers, string-pullers, party-goers and scandal-stokers of London and beyond, as well as the establishments that they populate.

# Production Schedule & Rate Card

PRINT RATE CARD	
CHANNEL	COST
PREMIUM POSITION OUTSIDE BACK COVER	£19,500
PREMIUM POSITION INSIDE FRONT COVER	£18,000
PREMIUM POSITION ADVANCED SINGLES	£12,200
STANDARD POSITION DOUBLE PAGE SPREAD RUN	£15,300
STANDARD POSITION SINGLE PAGE RUN	£9,400
ADVERTORIALS ADVERTORIAL	POA
ADVERTORIALS INSERTS AND WRAPS	POA

PRODUCTION SCHEDULE			
ISSUE	EDITORIAL DELIVERY DATE	ADVERT DELIVERY DATE	ISSUE RELEASE DATE
<b>SPRING</b> SPORTS ISSUE, WATCHES, GROOMING, BEST HOTEL, TRAVEL	28TH FEBRUARY	14TH MARCH	1ST APRIL
<b>GENTLEMAN'S JOURNAL YACHTS</b>	31ST JANUARY	7TH FEBRUARY	5TH MARCH
<b>SUMMER</b> FILM, CARS, ENTREPRENEURSHIP, GEAR	9TH MAY	23RD MAY	12TH JUNE
<b>GENTLEMAN'S JOURNAL SPORTSMAN</b>	6TH JUNE	27TH JUNE	23RD JULY
<b>AUTUMN</b> FASHION SPECIAL, ART SPECIAL	30TH JULY	8TH AUGUST	28TH AUGUST
<b>WINTER</b> FOOD & DRINK, ENTERTAINING, TRAVEL, TAILORING, GIFT GUIDE	19TH SEPTEMBER	3RD OCTOBER	23RD OCTOBER





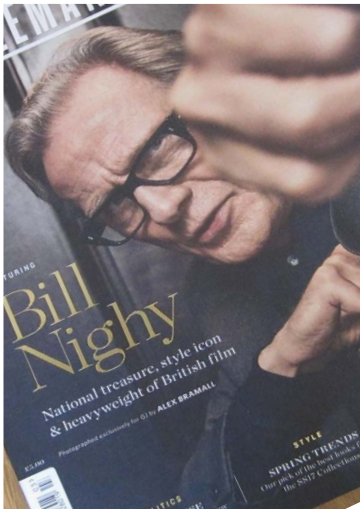
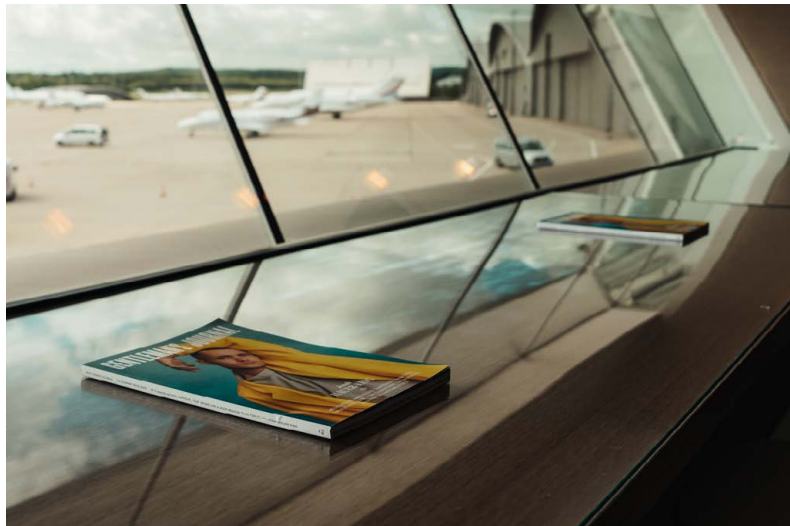
# The Bookazine Distribution

We call it a Bookazine, as we like to think of it as a cross between a coffee table book and a magazine. Each issue is jam-packed with exclusive features and interviews to keep you entertained in the months ahead.

With each issue we may tweak that distribution to take advantage of an opportunity where we feel we can target HNWIs. This is all done to offer maximum benefit to the advertiser.

A full distribution report shall be presented after each issue comes out.

PLATFORMS	FIGURE
SUBSCRIBERS	3,600+
HNW & TASTEMAKERS	2,300+
NEWSSTAND	4,000
TOTAL PRINT RUN	9,900
GEO SPLIT - UK 64%, US 21%, EUROPE 8% ROW 5%	
A full breakdown is available on request	





# GJ Distribution

With a circulation of over 40,000 GJ aims to guarantee reach for advertisers to the travel consumer. Working on monthly distribution drops across airports, Eurostar, hotels and luxury retail.

Part of GJ Distribution also goes to our most engaged readership, all of whom have all subscribed, filling detailed questionnaires about their lifestyle habits.

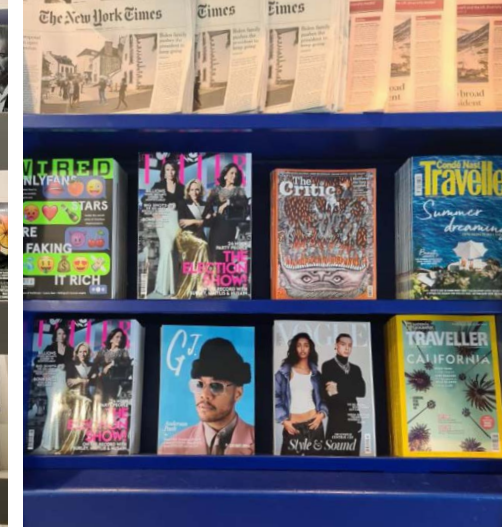
Lastly, we have also created a number of exclusive brand partnerships with a number of companies that serve a highly affluent consumer.

A full distribution report shall be presented after each issue comes out.

Please see some of our exclusive brand partners below...



le @collectionist



PLATFORMS	FIGURE
PREMIUM PLACEMENT	20,000
BRAND PARTNERSHIPS	2,400
SUBSCRIBERS	18,000
TOTAL CIRCULATION	42,400
GEO SPLIT - UK 20K, US 15K, ROW 7K	
A full distribution list is available on request	



# Events

“ Gentleman's Journal events are a great opportunity for brands and the GJ community to come together and collaborate. Over the years we have built up a reputation for delivering some key standout events both in the UK and globally. These are also great opportunities for brands to capture and distribute great content.

Working closely with the GStudio team, we are able to record and document all aspects of the event, the assets from which can be shared across multiple social platforms. By doing this we are able to create additional exposure for the brand and increase awareness. Professional photographers are on hand throughout to capture every moment, and key talent with high followings are invited to share the day on their social platforms, thus creating an excellent opportunity for brands to gain exposure and awareness.”



# Key Gentleman's Journal Events

Across the year we have three standout events that form the basis of our yearly calendar. Each year these continue to grow in stature. Please see an overview below.



## GENTLEMAN'S JOURNAL LIVE

In 2023 Gentleman's Journal hosted its first Gentleman's Journal Live, a two day event where we gather the best minds in entrepreneurship, hospitality, tech, investment and retail. In the evenings we hosted a VIP drinks as well as VIP dinner. The event was strictly invitation-only, aimed at industry professionals, HNWIs, and CEO's. In 2025 we aim to continue to build on the success of previous events, creating one of the leading entrepreneurial events in London.



## GENTLEMANS JOURNAL BIG SUMMER WEEKEND

Gentleman's Journal Big Summer Weekend is one of our key events held in the Oxfordshire countryside. This August weekend will cover an array of different elements, both relaxing and invigorating, culminating in what we believe will be the perfect escapist weekend. We will be gathering an impressive group of talent in the Oxfordshire countryside to enjoy Blenheim Palace, Estelle Manor and Wilderness Festival.



## GENTLEMAN'S JOURNAL RALLY

Gentleman's Journal plans to host the ultimate Mediterranean Rally, using breathtaking routes to explore the rich offerings of the region in the most stylish and timeless fashion. Embarking on this journey will be the finest entrepreneurial minds, and the weekend will be structured to maximise both time and enjoyment. The celebration will start in the UK and proceed to Turin. From there, they will follow the Route Napoleon to Monaco, and on to Aix-en-Provence. The final leg of the rally will take guests toward St. Tropez.



# Bespoke Events

Over the years Gentleman's Journal has worked with brands to create beautiful bespoke events. From intimate HNWI dinners to full scale brand relaunches, our team have the expertise to deliver all the full event production services.

Previous clients have included the likes of Audemars Piguet, IWC, Polestar, Luca Faloni, Vacheron Constantin, Gieves & Hawkes, Church's and Chopard.





# The Gentleman's Journal Awards

Set up in 2024, throughout the year we host a number of awards both in print and digitally. These have become respected due the experts we engage with. 2025 is set to a standout year with each award having their own physical event. At the same time we will be further increasing the judging panel.



## DRINKS AWARDS *September*

In this ever-saturated industry, a spot of pruning is required to sort the contenders from the pretenders – so, every year we call upon the leading figures in hospitality and drinks to imbibe and rate their favourite wines and spirits on the market, from rosés to rums. Our latest edition took place in August, 2024, at The Berkeley hotel and featured the likes of wine editor Guy Woodward and restaurateur Dom Hamdy.



## CAR AWARDS *November*

Every year, the automotive arms race appears to crank up a notch – and these days, some of the best-known marques have battled between themselves to produce the finest, fastest and most capable cars ever created. To assess the designs that represent the peak of the combustion engine to innovative new models that take technology to the next level, and everything in between, we consult our expert panel to select the best of the best from a bumper period in the industry's history.



## GROOMING AWARDS *February*

In 2025, the business of men's grooming is predicted to teeter close to a whopping £50bn in value. And since our inception, we've always been pretty down with applying a bit of skincare, smudging eye cream into our crow's feet and indulging in the latest slicks and elixirs. Every spring, we test-drive the biggest launches of the past 12 months in order to give our readers a better idea of what is currently making men tick and causing the industry to have such a boom time.

# GStudio

“GStudio is a full-service, integrated creative agency and production house. We create strategically led campaigns across print, digital and film. Promoting brands through online destinations, via curated editorial content and innovative digital experiences, all with the aim of driving consumer engagement and awareness.”



## *Chopard*

### CHOPARD A GENTLEMAN IN ISOLATION

Rising to overcome the challenges of a Summer-long lockdown and international travel restrictions, Gentleman's Journal teamed up with renowned fine watch brand Chopard to celebrate a socially distanced holiday in Cornwall, one of the UK's most breathtaking coastal locations. Inspired by the sporting heritage of these iconic timepieces, the team took to the road and then to the bracing surf of the Atlantic. The end result was an uplifting film and shoot edit, amplified across all channels, that showed the very best of the 'staycation season' in 2020.



### CECIL WRIGHT

#### KISMET

We were asked by renowned superyacht broker Cecil Wright & Partners to produce a film for one of the most anticipated superyachts of 2024, KISMET. Built by Lürssen Yachts she measured an impressive 122m. She was designed by @nuvolarilenard and @reymondlangtondesign and has some stunning lines. She's the very definition of one-upmanship and literally has it all.

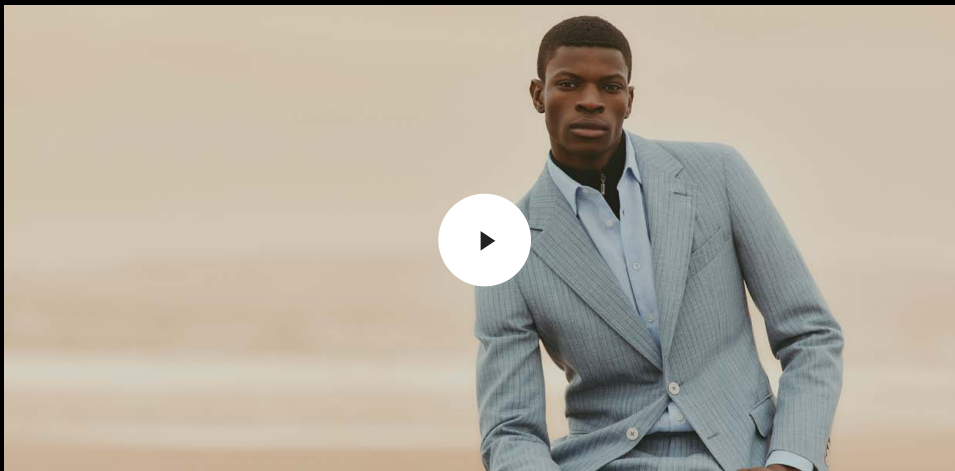
The campaign itself was multifaceted, producing multiple films for external and internal use, editing for multiple platforms. As well as this we also shot two still campaigns, one lifestyle and one more product focused.

# GStudio *Case studies*

[VIEW WEBSITE](#)

## KNIGHT FRANK LIFESTYLE

The first in a 5-part series of lifestyle-focused films. We partnered with leading property consultancy Knight Frank to produce a short film that encapsulates the wonders of Tuscan Italy against the backdrop of the beautiful Villa Brusceto, part of the private estate of Castello Di Reschio, Knight Frank.



## GIEVES & HAWKES CAMPAIGN

GStudio's campaign aimed to reestablish Gieves & Hawkes as one of Britain's premier luxury brands, emphasising its British heritage while inspiring a sense of escapism and connection with nature. By showcasing the collection's quality and design, we aimed to engage our audience and evoke a feeling of self-discovery and serenity. Through stunning imagery and cinematic cuts, the campaign culminated in a drone shot above the character, showcasing the vastness of nature alongside the Gieves and Hawkes logo, marking the Spring/Summer 24 collection.

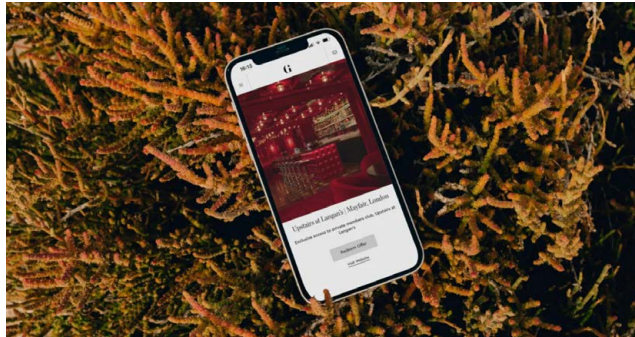


*Gentleman's Journal*

# Clubhouse

“ A special kind of private club where members receive offers and experiences from handpicked, premium brands, as well as receiving invites to exclusive events and the magazine delivered directly to their door. ”

# The Clubhouse



## BRAND OFFERS

Clubhouse members receive offers, benefits and access to exclusive clubs, restaurants, bars, gyms, hotels and other handpicked brands. New partners and perks added monthly.



## BOOKAZINE

Clubhouse members receive four copies of our Bookazine a year. One in April, June, September and November. We call it a Bookazine, as we like to think of it as a cross between a coffee table book and a magazine. Each issue is jam-packed with exclusive features and interviews.



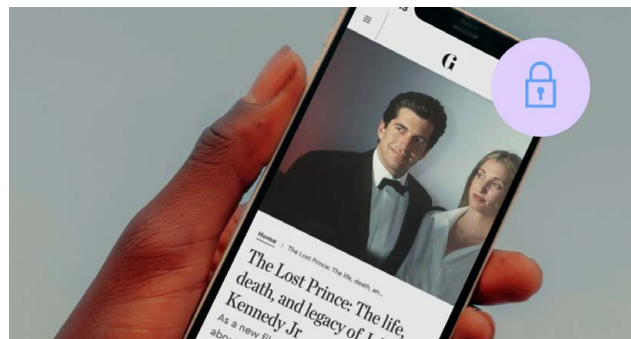
## MEMBER BENEFITS

Clubhouse members receive 15% off selected brands on the Gentleman's Journal Shop. This means that their membership could pay for itself after just two purchases. They will also receive first access to exclusive product collaborations between Gentleman's Journal and shop partners.



## EVENTS

Throughout the year, Clubhouse members will receive invites to a variety of events in some of the most exclusive locations. From after-work drinks to seasonal parties, business-focused panel talks to brand partner launches, our Clubhouse events are a chance to mingle with other members.



## PAYWALL CONTENT

Clubhouse members will receive access to member-only online features, with password-protected content, all available through our online Clubhouse portal. Furthermore, each Sunday we release our Clubhouse Newsletter, with member-only features and offers.



## MEMBER CARD

When Clubhouse members join the Clubhouse they will receive their own membership card to redeem all the perks.

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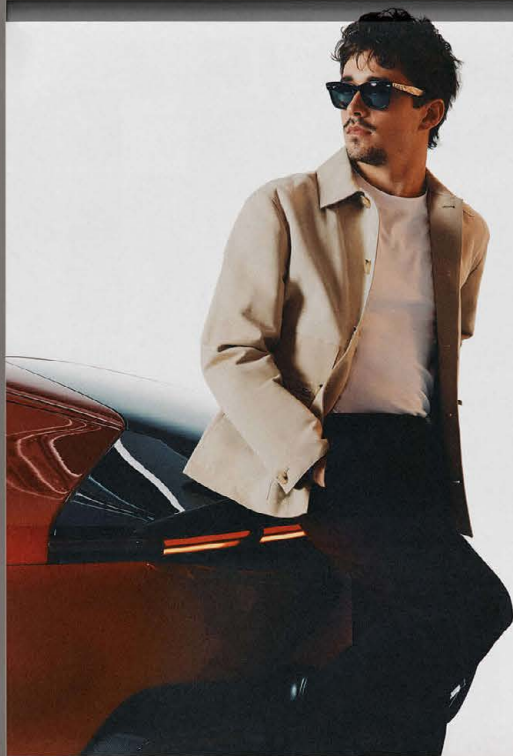
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*Thank you*

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