

Gentleman's Journal

Sponsored Article Campaigns



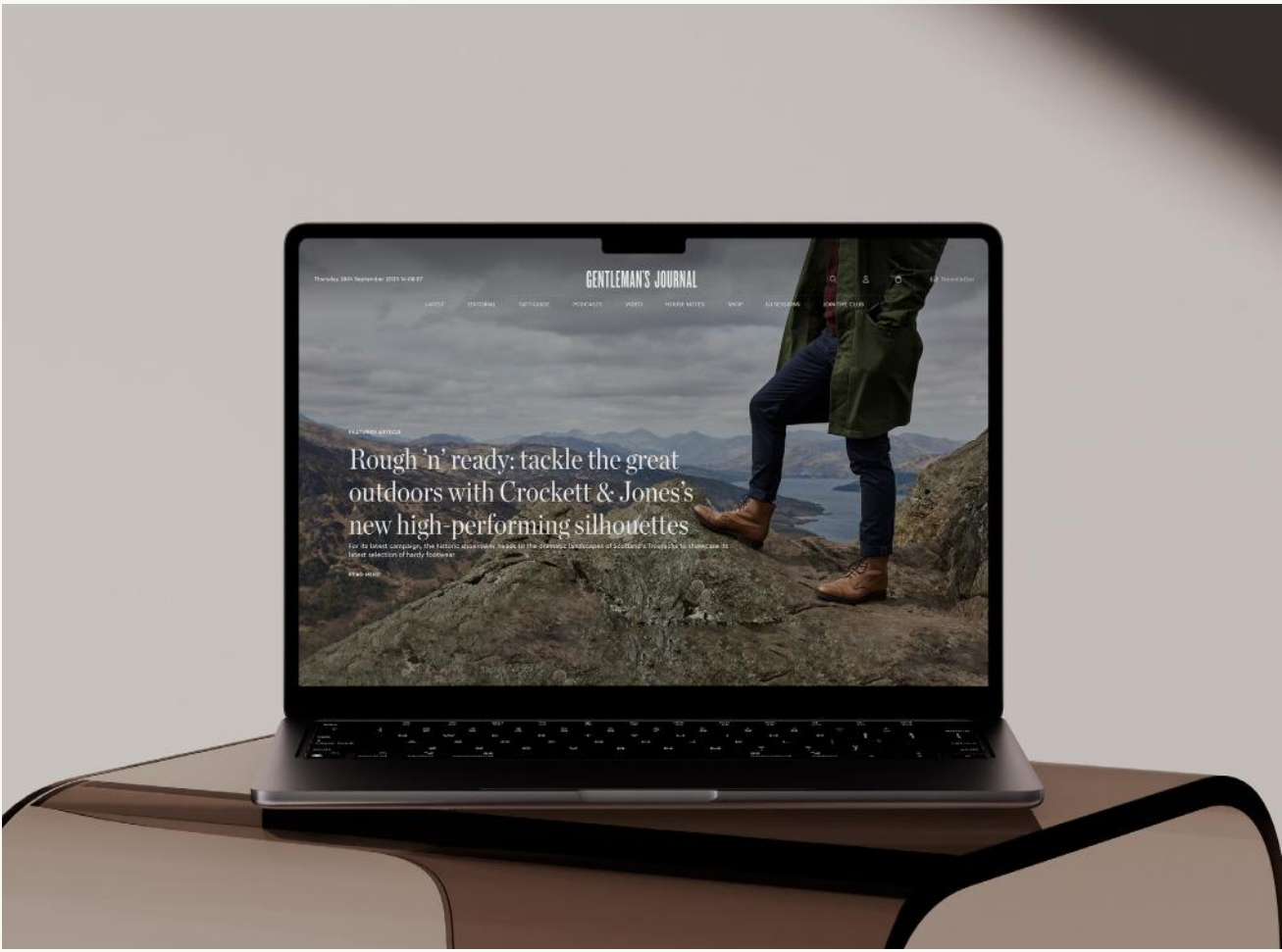
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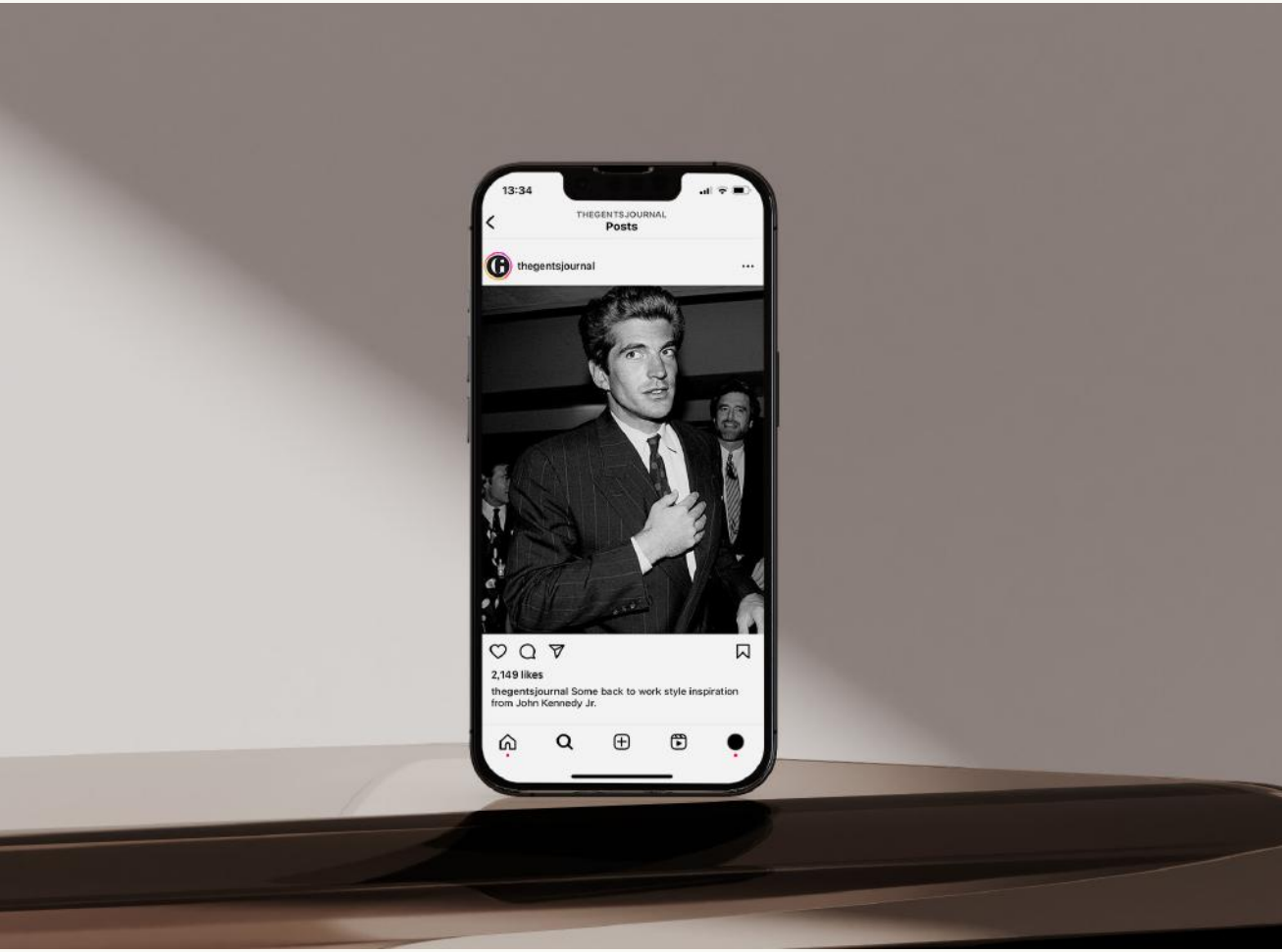


Introduction

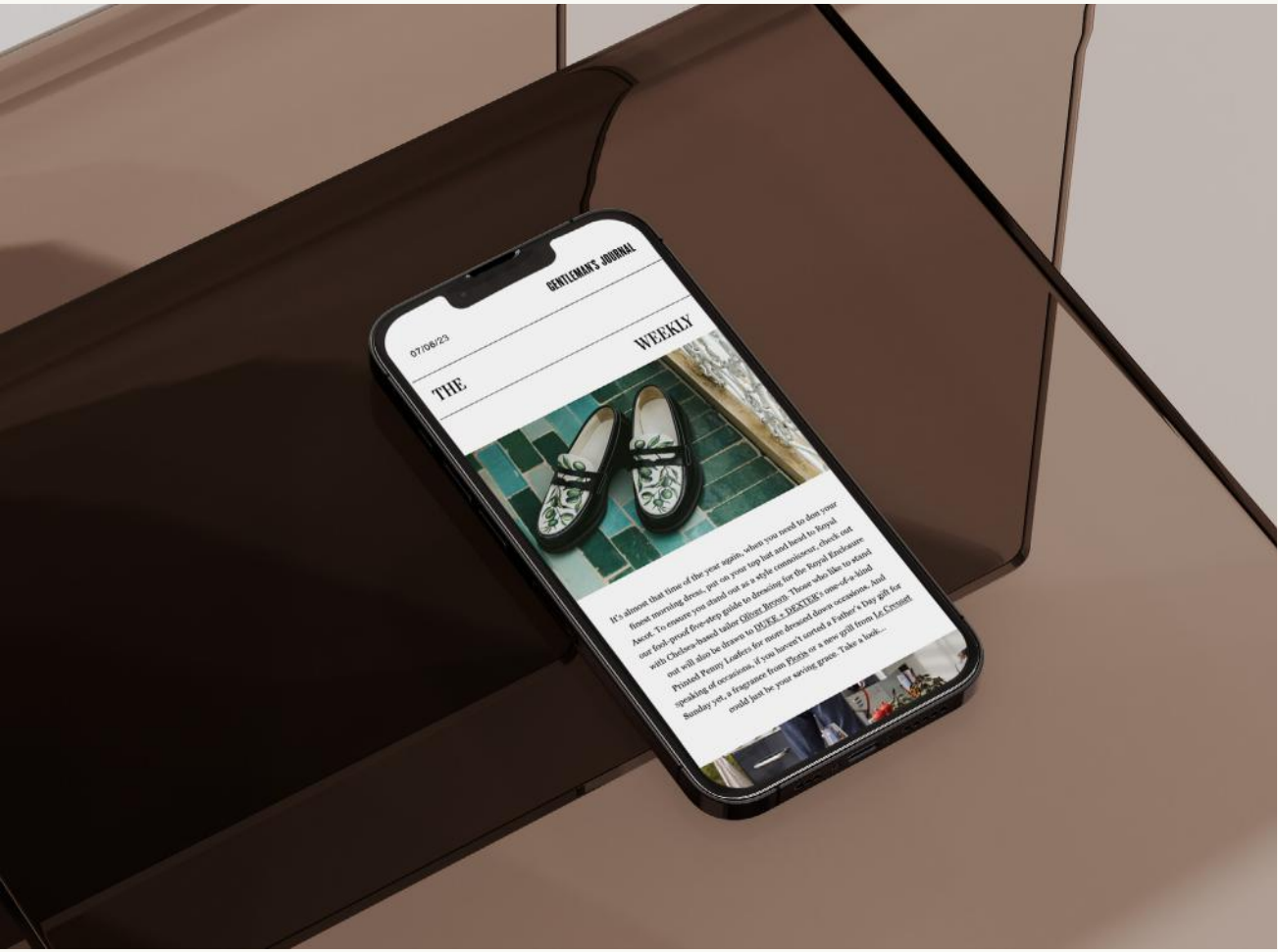
Over the last twelve years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world. Today Gentleman's Journal is the premier lifestyle publication for the modern gentleman - a curated handbook of the finer things in the world and a quiet manifesto on 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, grooming, design, watches, wine, politics, business, private travel, cars, yachts, property, technology, and art.



MONTHLY UNIQUE USERS **800,000+**



SOCIAL MEDIA **830,000+**



NEWSLETTER **110,000+**

Readership Stats

VISITORS OVERVIEW

DEMOGRAPHIC
ENTREPRENEURS
INNOVATORS
THRILL SEEKERS
INFLUENCERS

GENDER PERCENTAGE
68% MALE
32% FEMALE

UNIQUE VISITORS

PAGE VIEWS
1.5M+

PER MONTH
818,000+

AVG. DURATION
1:46 MINS

GJ NEWSLETTER

SUBSCRIBERS
110K

OPEN RATE
26-29%

CLICK RATE
1.2-2.4%

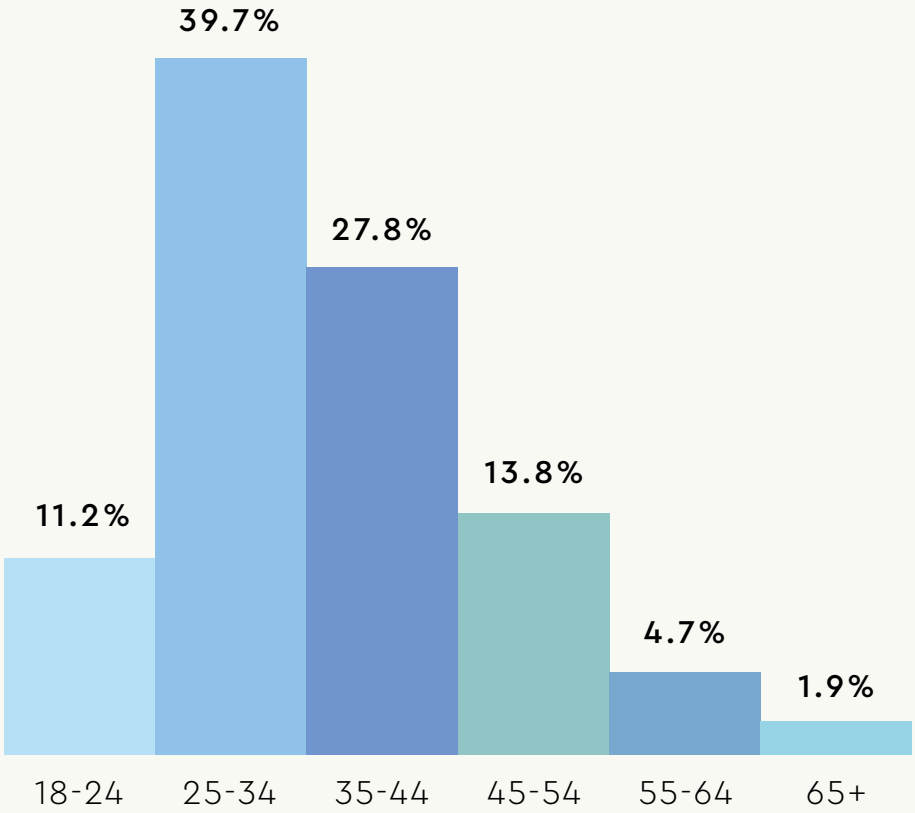
SOCIAL

INSTAGRAM
447K

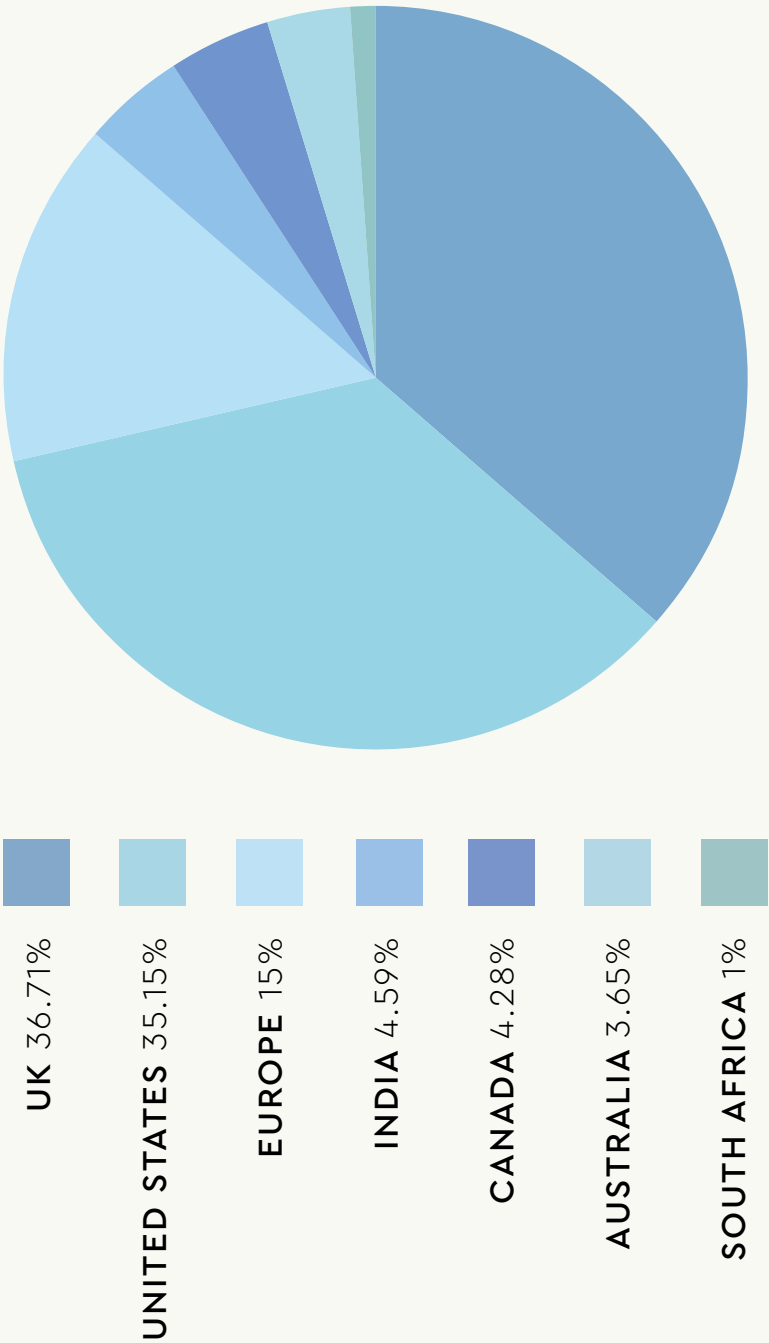
FACEBOOK
366K

TWITTER/X
35K

AGE RANGE



GLOBAL READERSHIP



Brands that trust us



Overview

Engaging digital content lies at the core of the Gentleman's Journal online presence. We're known for producing captivating, authoritative features across a wide range of subjects.

For brands, sponsored articles offer an effective way to connect with our audience and communicate key messages in greater depth.

Our in-house editorial team works across both commercial campaigns and editorial partnerships, ensuring our tone of voice remains consistent across all paid and organic content. This makes our sponsored content process highly collaborative. While brand-led, we provide strategic guidance on which elements are most likely to resonate with our readers and perform best across our channels.

Sponsored articles can take many forms, depending on the story or message a brand wants to share with the Gentleman's Journal audience. Popular formats include:

- Brand narrative / overview
- Q&A
- Product spotlight
- New collection launch
- Event promotion
- Campaign amplification
- Founder profile
- Product or venue review

To maintain consistency across both our channels and the brand's, we typically use existing assets (though we're happy to create new ones upon request). Once the article is written, we provide a preview for final approval before publishing it on the site.

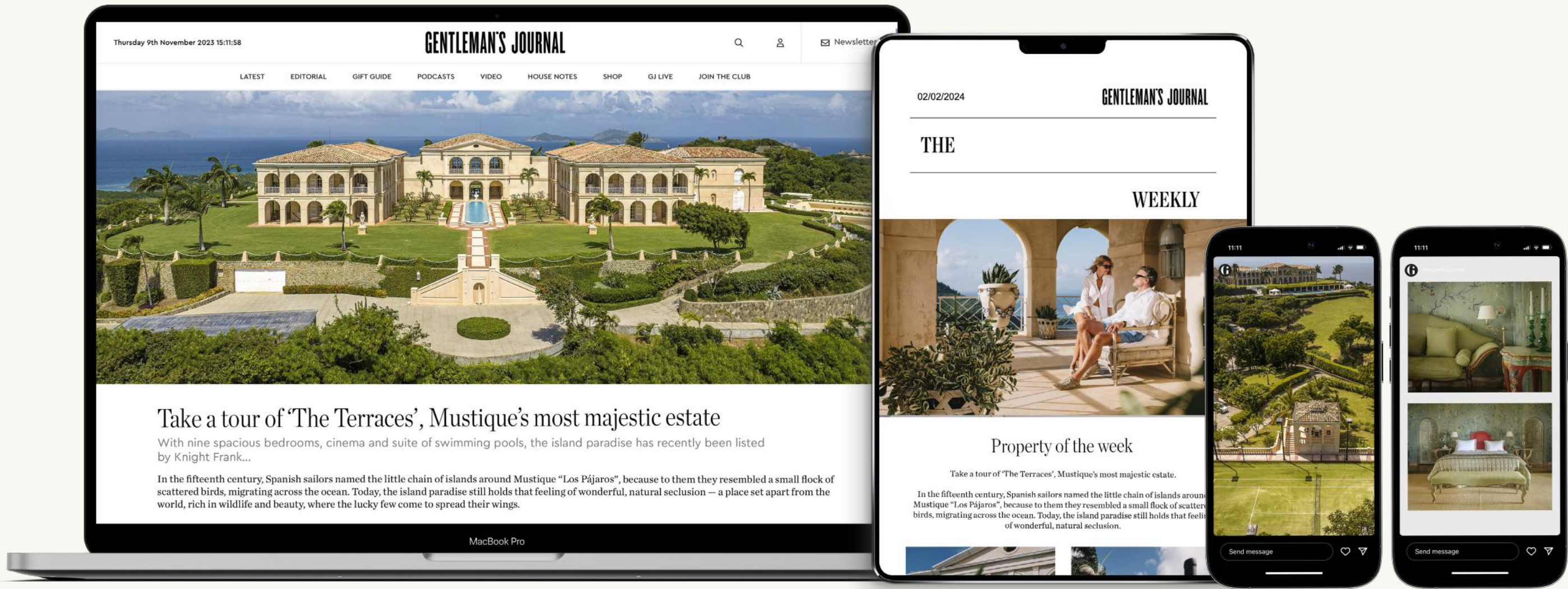


360 Amplification

While the sponsored article forms the core of this type of partnership, the most effective campaigns take a 360-degree approach, leveraging all of our key channels to maximise reach and impact.

This typically includes promotion through our highly popular GJ Weekly Newsletters and our actively engaged social media platforms. Our in-house design team creates bespoke Instagram Stories to highlight the sponsored feature, while imagery from the article is also shared as Instagram and Facebook grid posts to expand reach and drive traffic.

In addition, we often include brand partners in broader editorial content - such as product round-ups, Editor's Picks, or Gift Guides - in the weeks following publication. This extends visibility, reinforces the campaign's message, and ensures sustained brand presence across our platforms.



DIGITAL

NEWSLETTER

SOCIAL

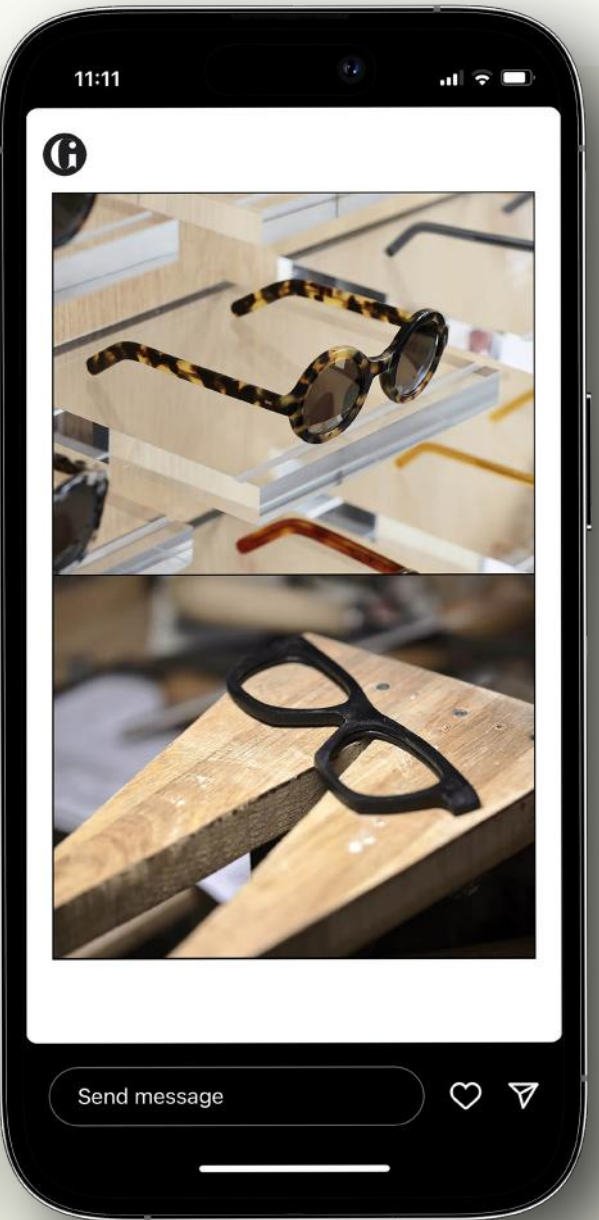
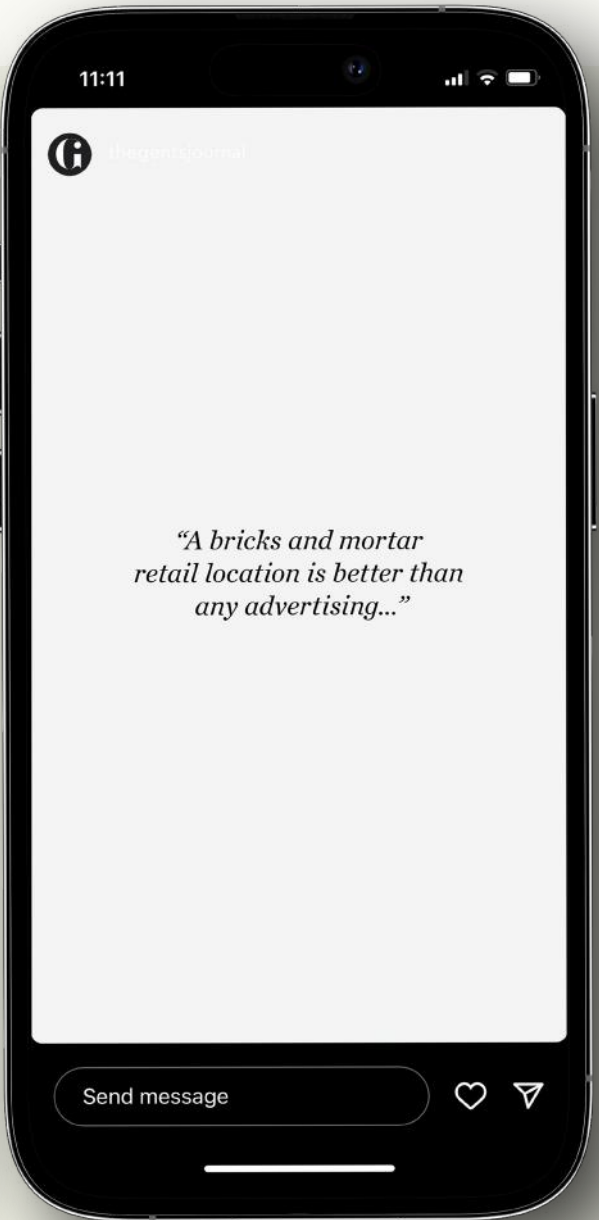
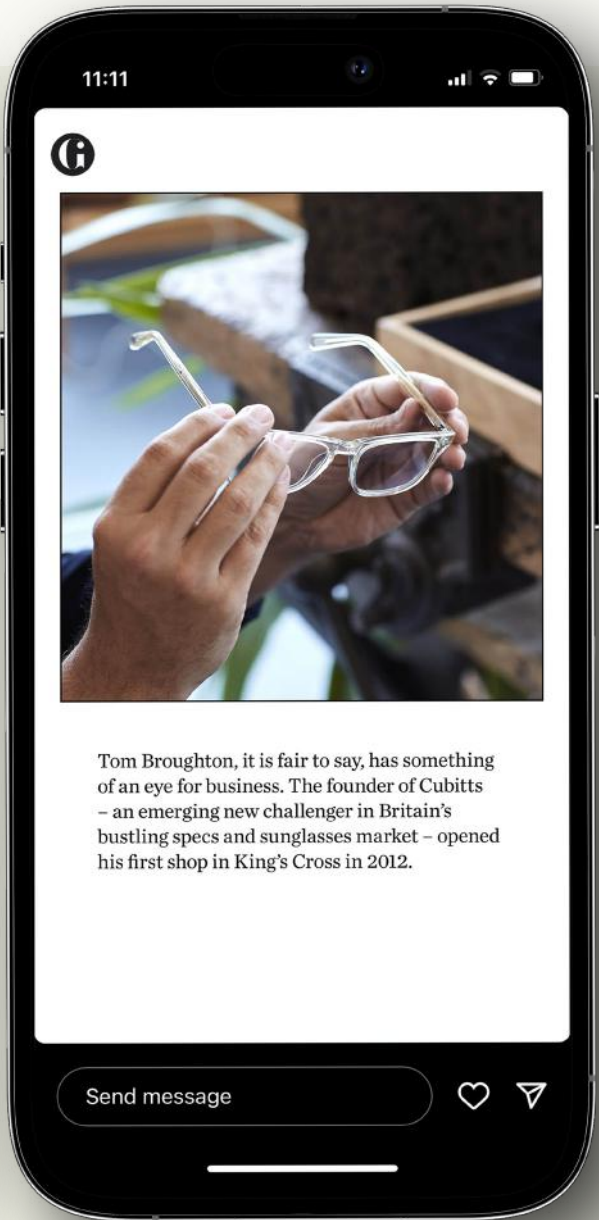
Example Campaigns

Over the next few slides, you'll find examples of recent successful campaigns we've delivered for some of the previously mentioned brands.

These span a variety of sectors, including fashion, automotive, travel, watches, and drinks, yet each was guided by our consistent consultative approach. The results were thoughtfully crafted and curated features, created to captivate readers, drive engagement, and effectively share each brand's story with a wider, interested audience.

Cubitts

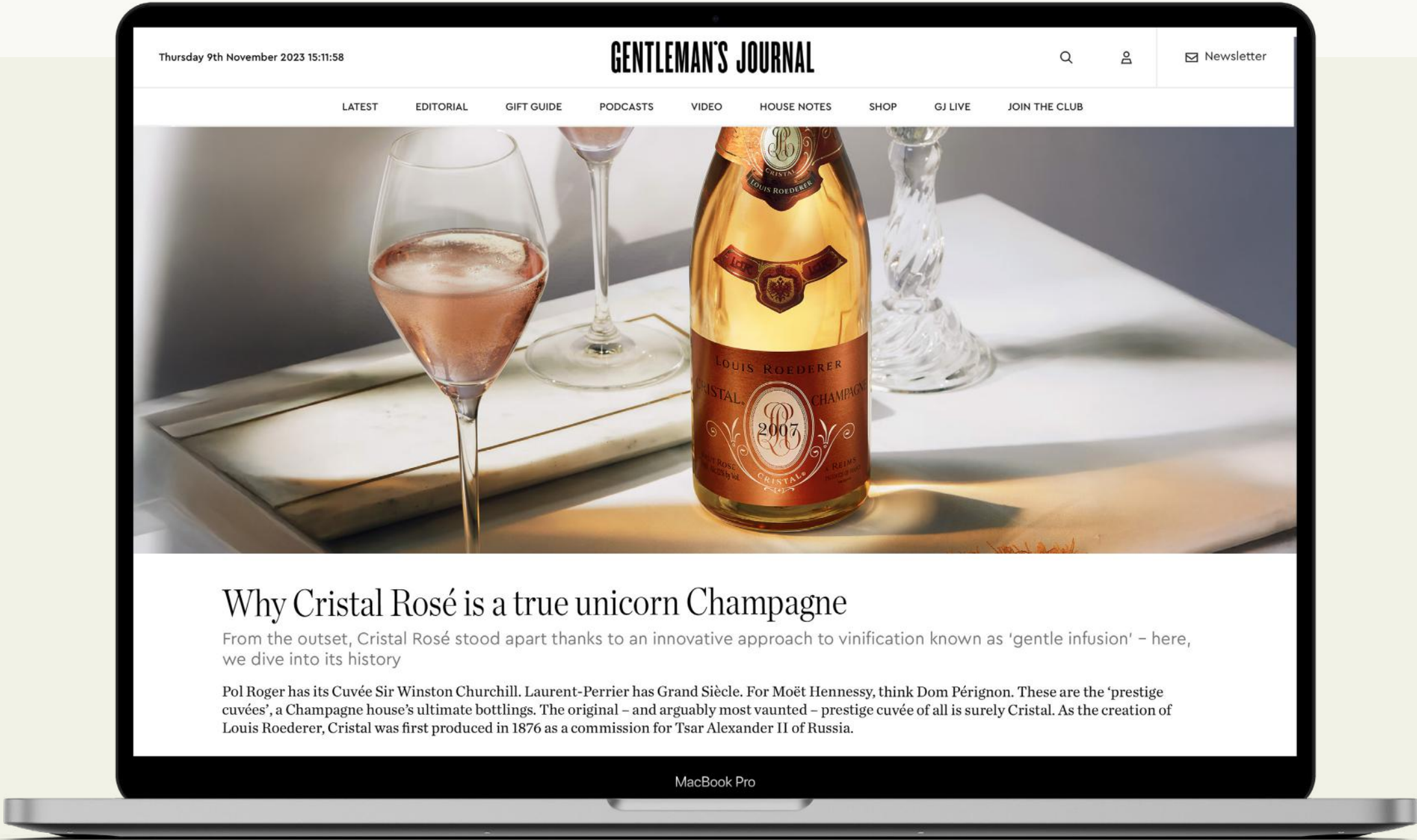
Interview with founder Tom Broughton



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Louis Roederer

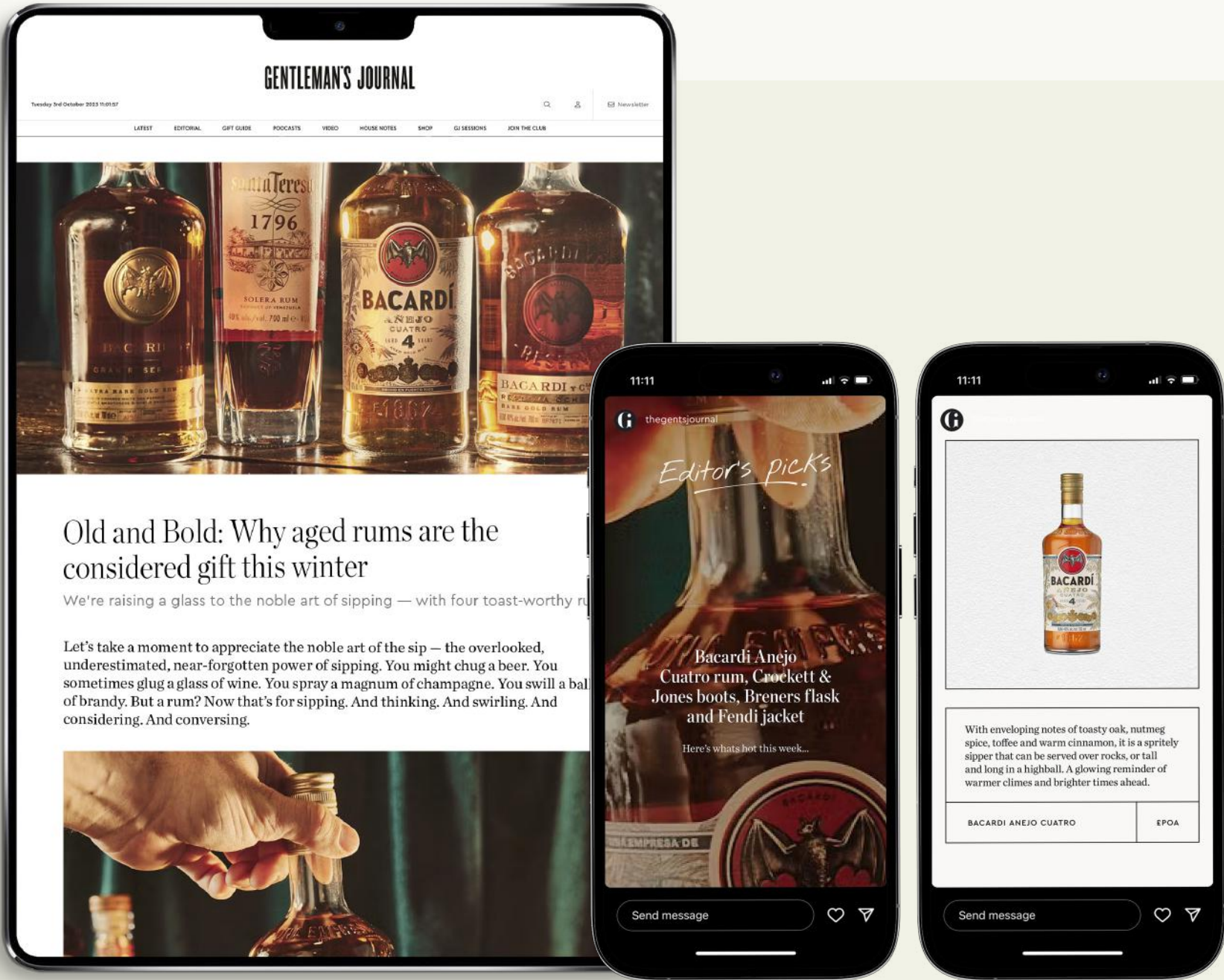
Cristal Rose feature



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Barcardi

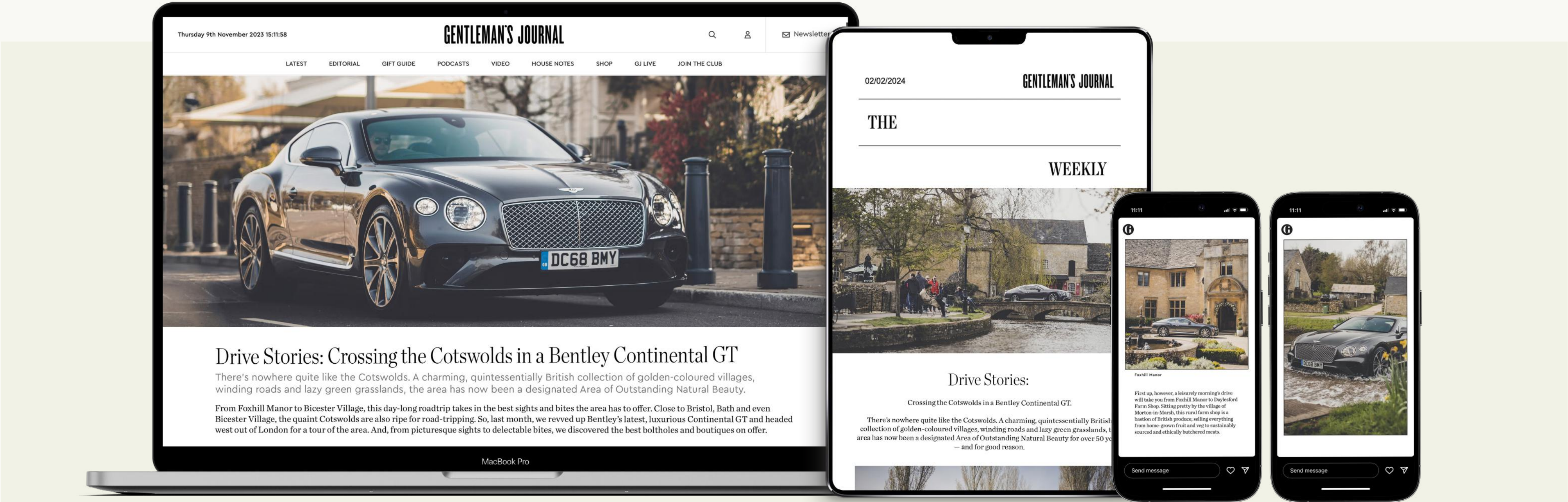
Aged rums deep-dive



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Bicester Village x Bentley

Crossing the Cotswolds drive story



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Luca Faloni

English Riviera clothing campaign

Thursday 3rd April 2025 14:42:39

GENTLEMAN'S JOURNAL

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Style >


Luca Faloni: the Italian brand takes on the English Riviera

Luca Faloni has become one of the most-loved brands by men in the world

Words: Zak Maoui


In association with: LUCA FALONI

Luca Faloni is the Italian designer whose clothes are classic in design, but has a wide-reaching appeal. Over the course of the past few years, it's growth has been impressive, and some of the most stylish men now consider it their go-to label for sleek separates. Prince William wears the polo shirts and




Navy Blue Silk
£250

LUCA FALONI




Sand linen trousers
£250

LUCA FALONI




Cream Elba Polo
£165

LUCA FALONI




Elegant brown trousers
£250


LUCA FALONI





Luca Faloni striped Nocciola brown Versilia shirt, £150, [lucafaloni.com](#) and hazelnut brown Lipari linen trousers, £250, [lucafaloni.com](#)





Luca Faloni, black linen jersey t-shirt, £120, [lucafaloni.com](#) and black Lipari linen trousers, £170, [lucafaloni.com](#)













Payne's Grey Versilia shirt, £150, [lucafaloni.com](#) and light blue denim jeans, £150, [lucafaloni.com](#)




Portofino white linen shirt, [lucafaloni.com](#)




Payne's Grey Versilia shirt
£150

LUCA FALONI



Light blue denim jeans
£150

LUCA FALONI



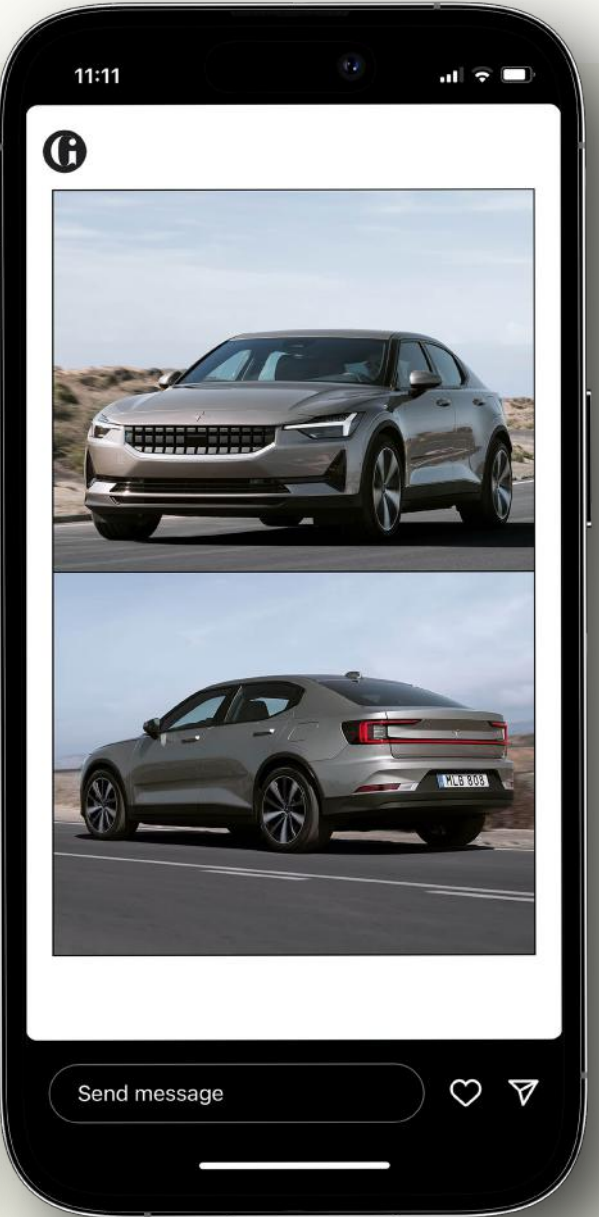
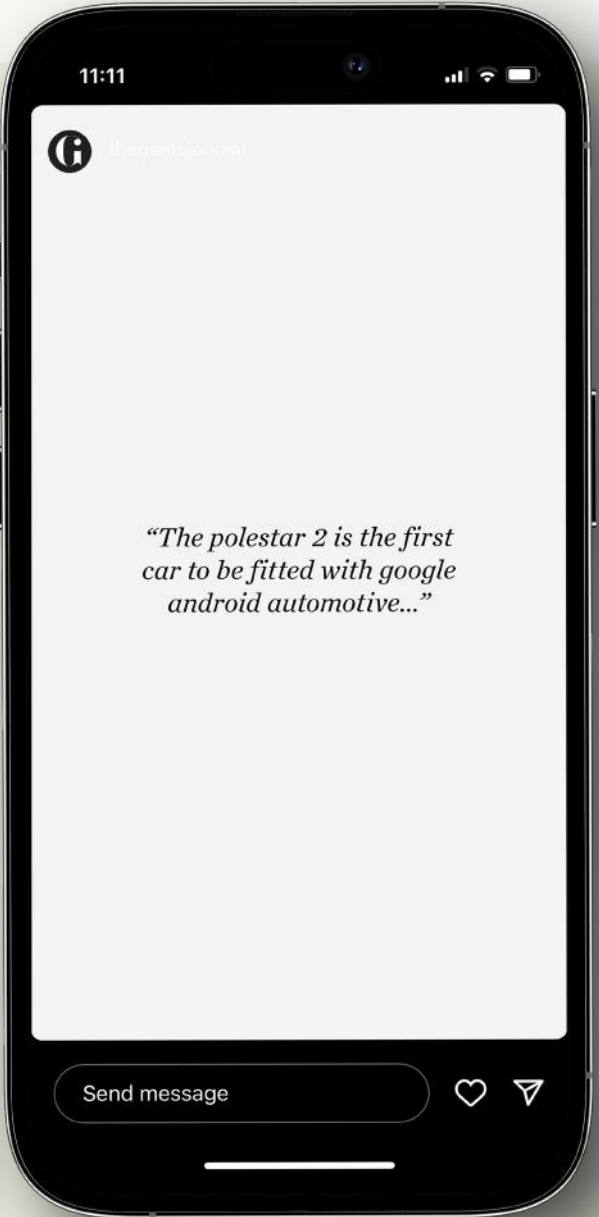
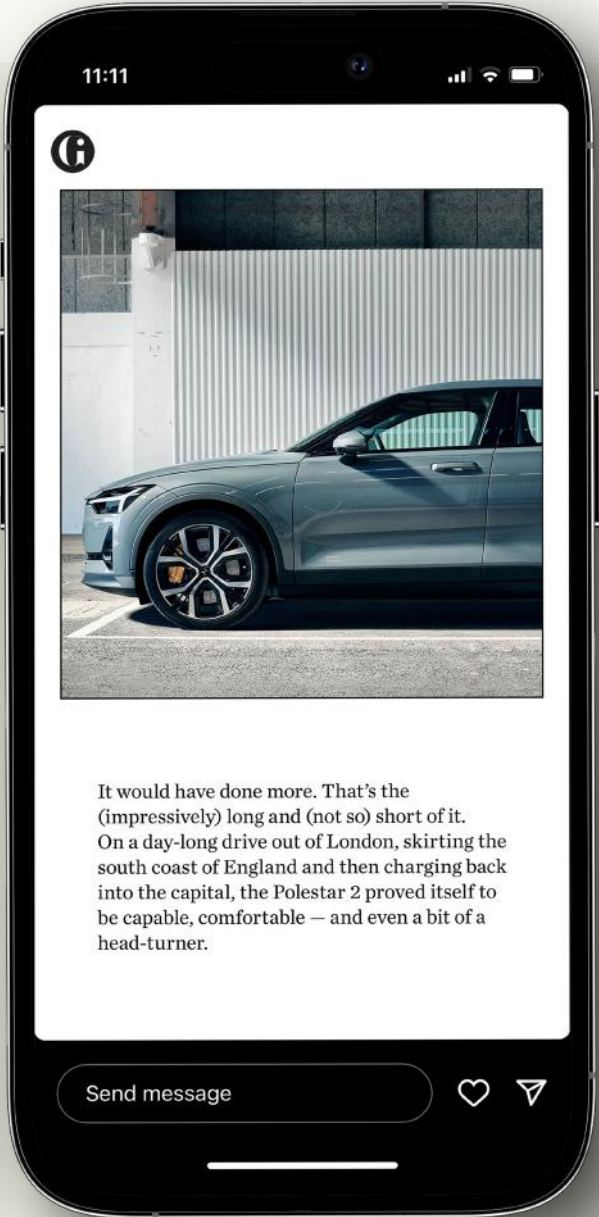
White linen shirt
£170

LUCA FALONI

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Polestar

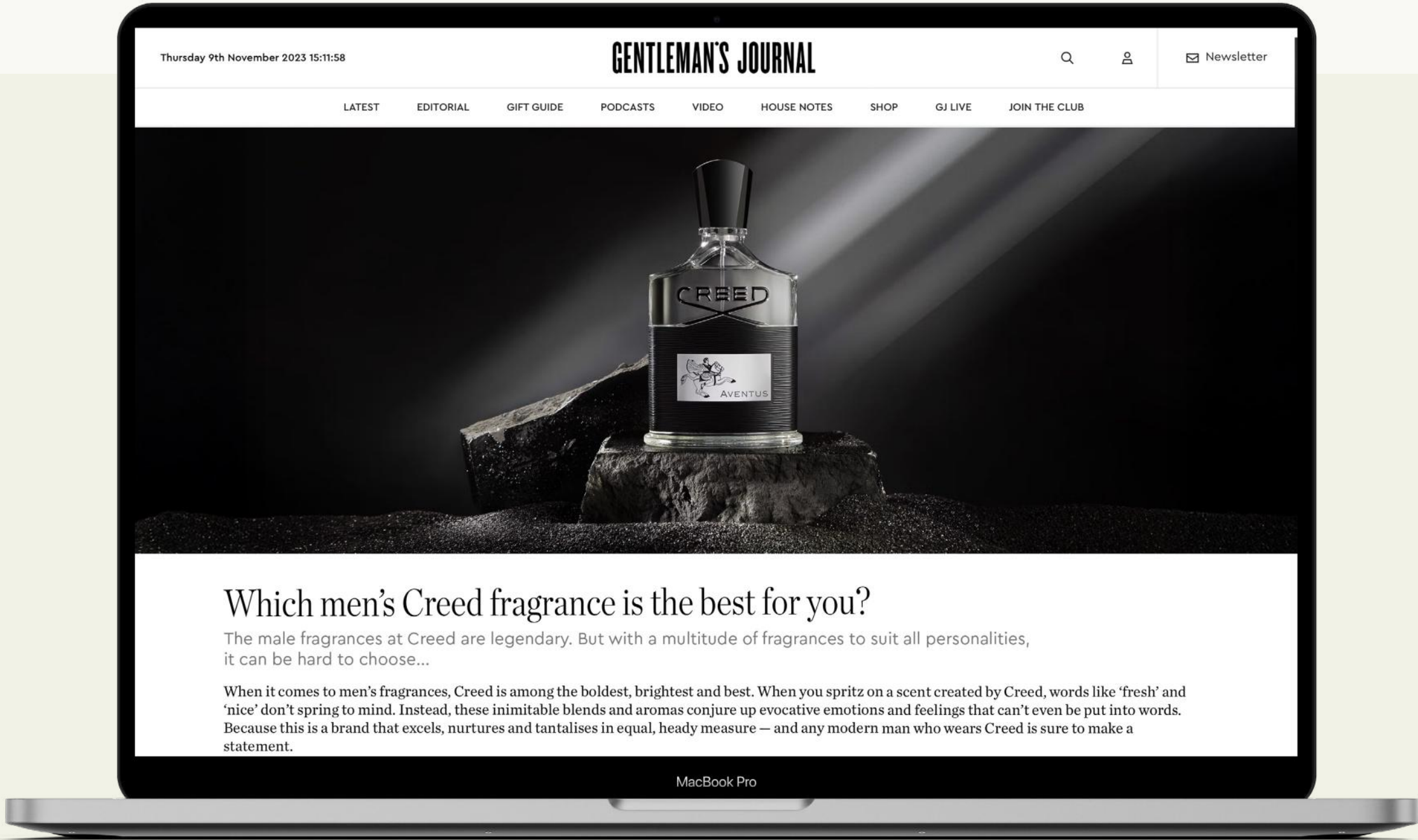
Road testing the Polestar 2



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Creed

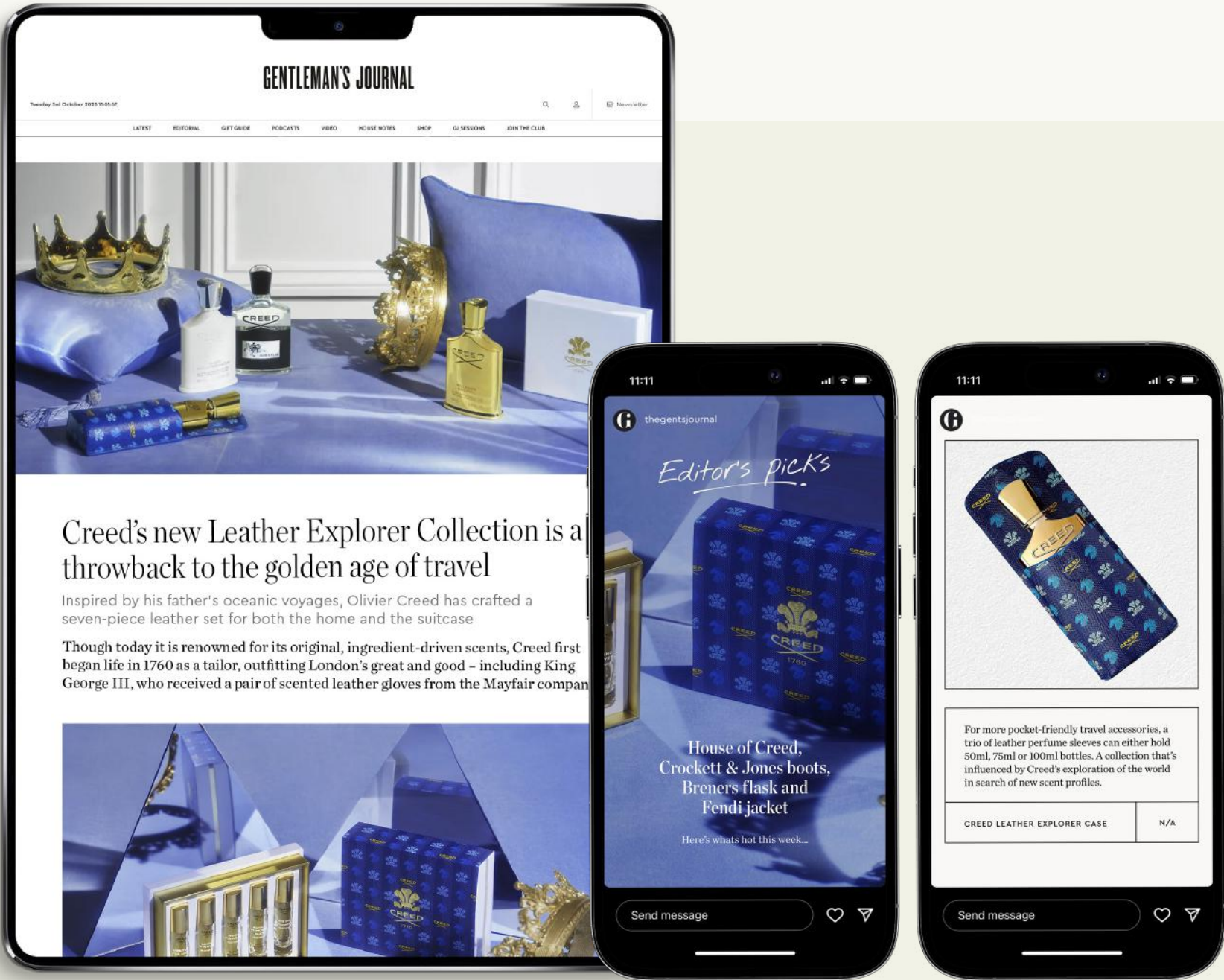
Fragrance roundup



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Creed

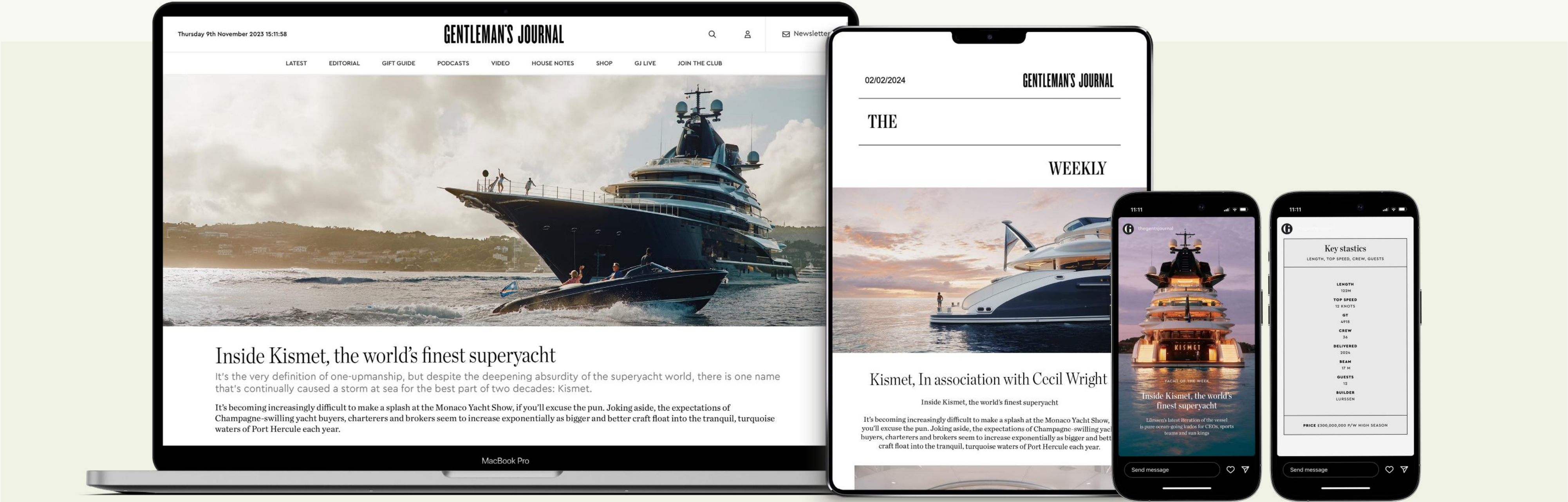
Leather Explorer collection review



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Cecil Wright

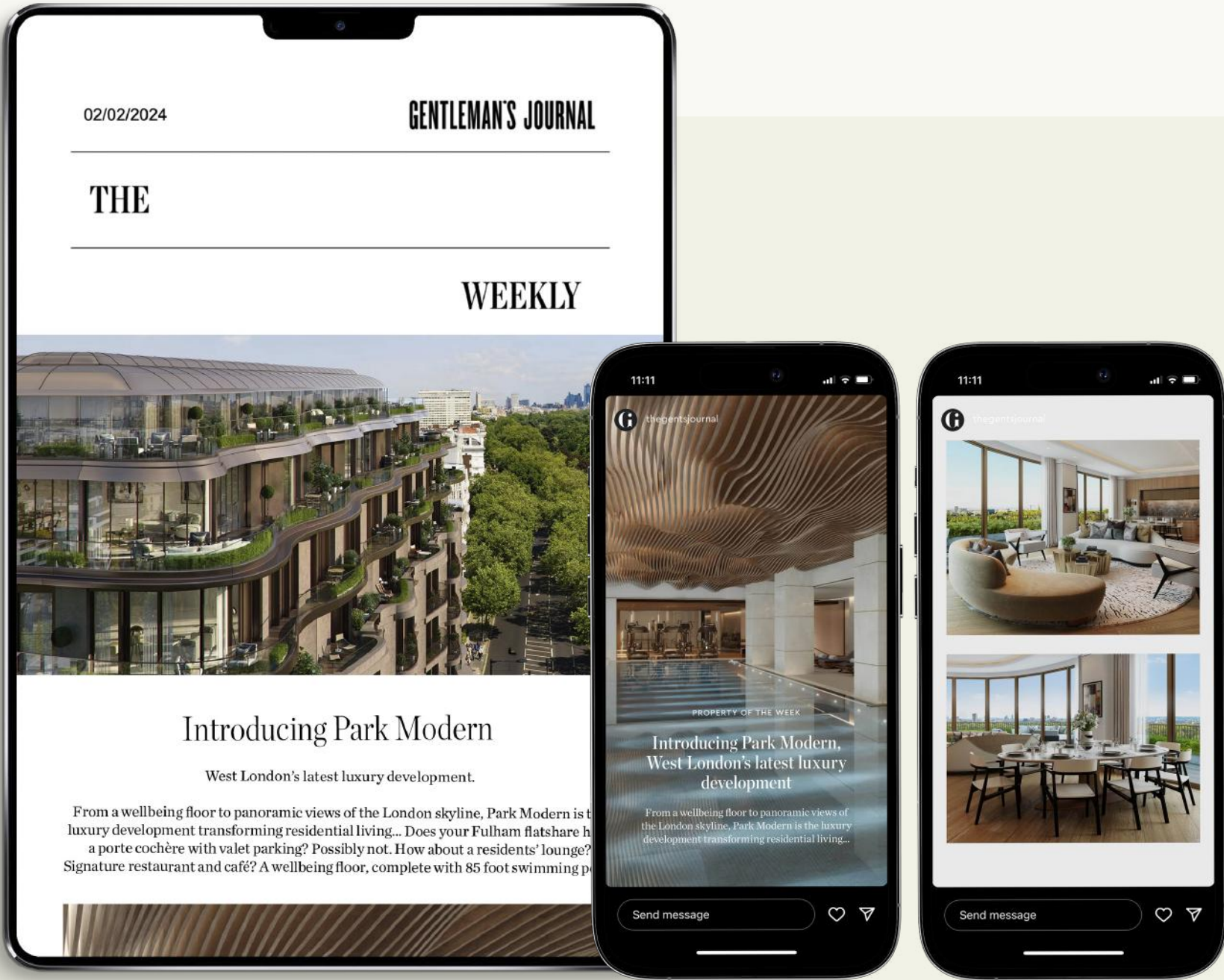
Superyacht Kismet review



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Knightfrank

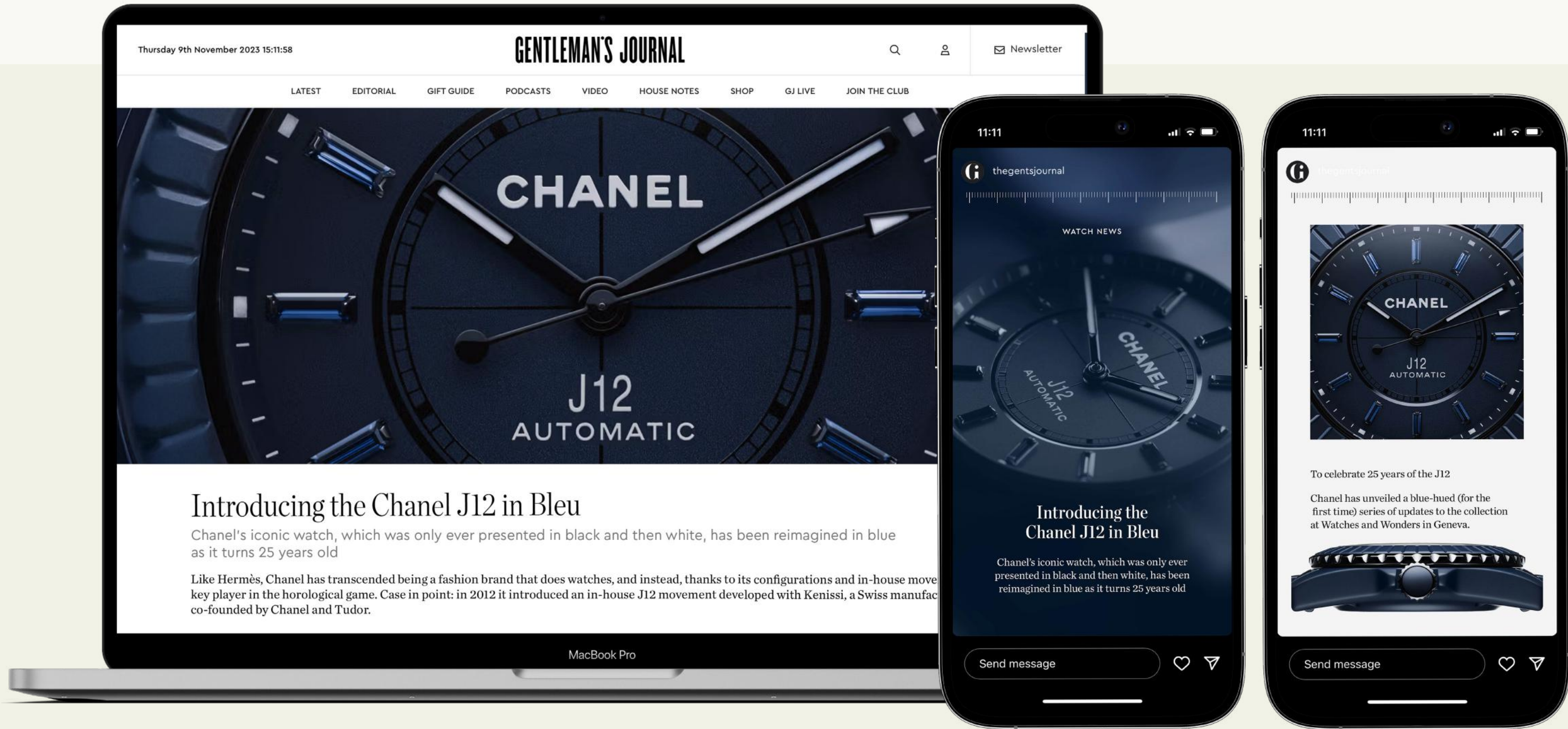
Park Modern property review



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Chanel

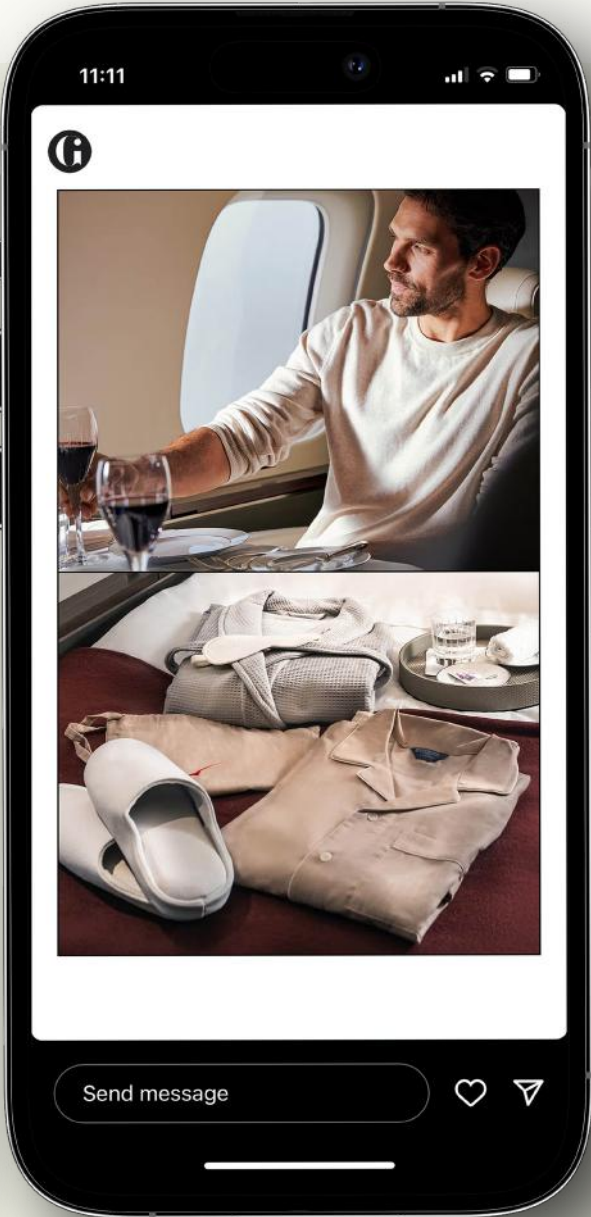
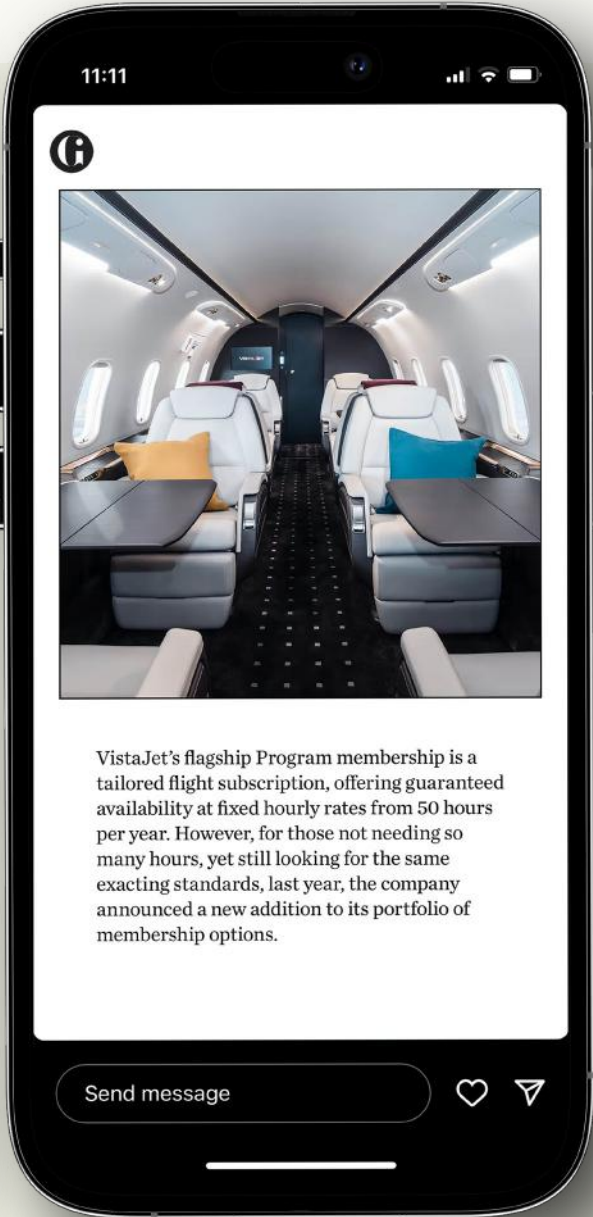
J12 in Bleu watch review



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Vista Jet

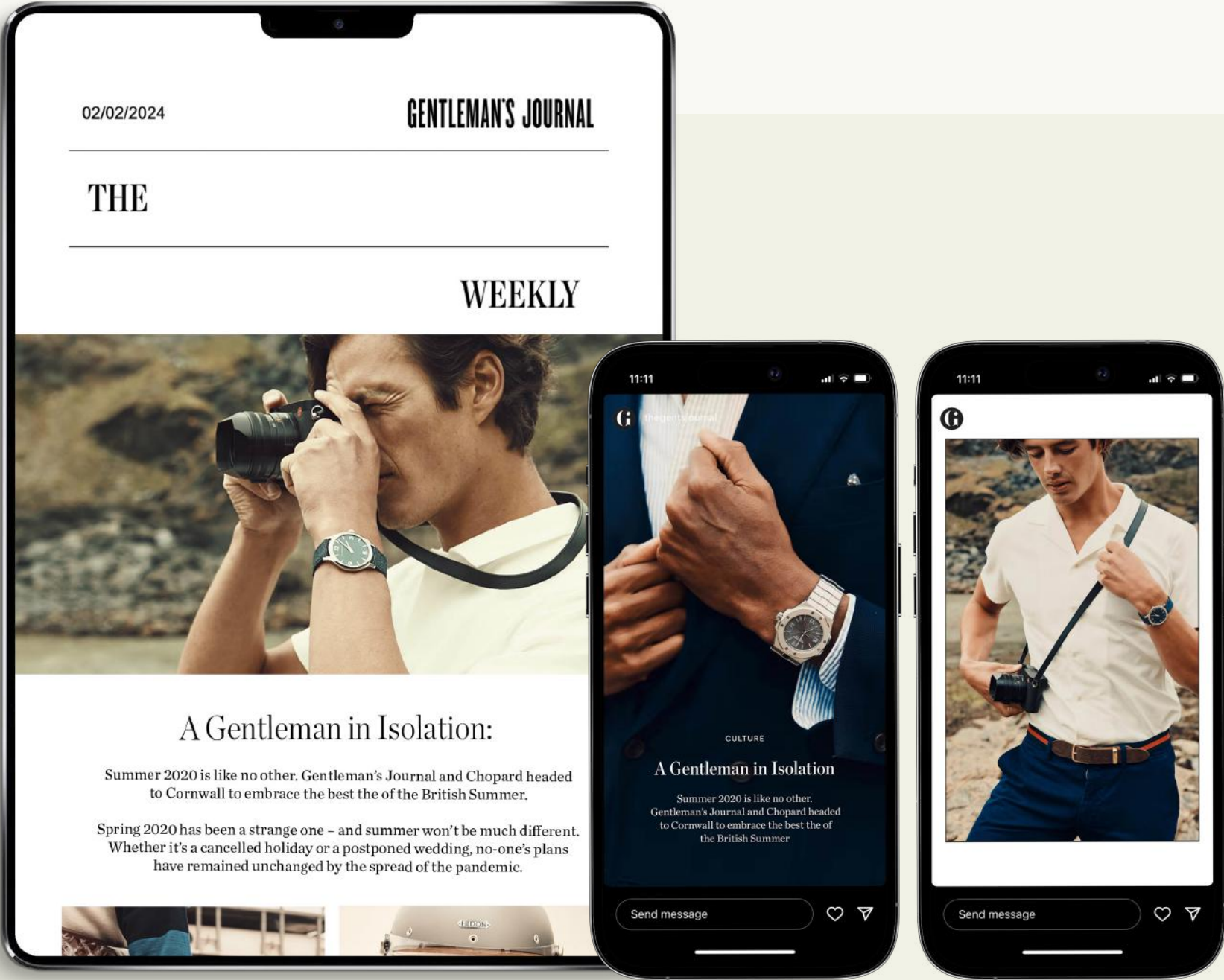
Introducing the VJ25 membership



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Chopard

Chopard photoshoot in Cornwall



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Ineos

Ineos Grenadier review

Thursday 3rd April 2025 14:42:39

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Cars > Gear >

Everything we know about the INEOS Grenadier

With Sir Jim Ratcliffe the mastermind behind this all new all-purpose 4x4, could the Ineos Grenadier be the new dark horse of the SUV market?

Words: **Jonathan Wells**

In association with: **INEOS GRENADIER**

There is a breed of workhorse, massively built and economical to keep, called the Suffolk Punch. It's a no-nonsense, well-muscled, incredibly helpful horse — used mostly for farm or draught work. But its talents don't end in the fields. Thanks to handsome features and energetic



Back in 2016, when the Land Rover Defender ceased production, Sir Jim — who, with over £20 billion in the coffers, is Britain's richest man — decided he wasn't ready to let go of the Great British icon. He asked Jaguar Land Rover if they would sell him the Defender's designs or tooling so he could continue production. They declined.

But, with the might of his petrochemical empire behind him, Sir Jim wasn't going to be dissuaded. Instead, he headed to the pub (where all good ideas are born, naturally) and hashed out plans to build a rugged, all-purpose 4x4 of his own. That pub's name? The Grenadier, in Belgravia.



There are bump strips on the doors. There's a rear easy-loading door. A ladder aids access to the roof. Exterior wiring offers power to auxiliary lamps or work beacons. Roof bars are built-in. There's even high-strength steel in the bodywork, backing up that focus on 'strength over speed'.



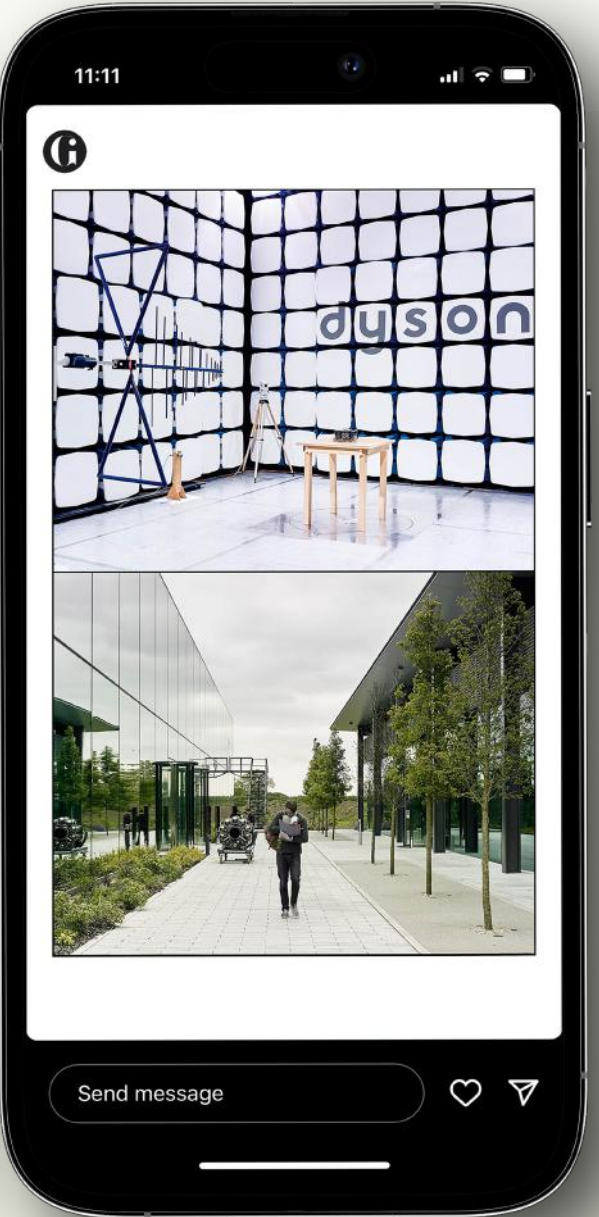
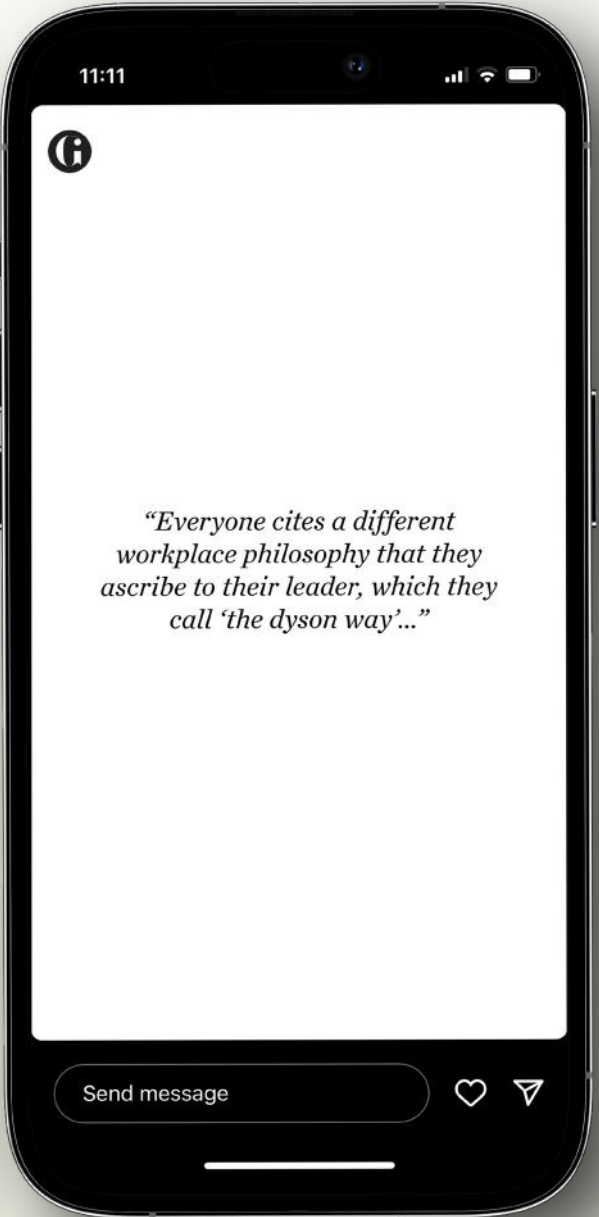
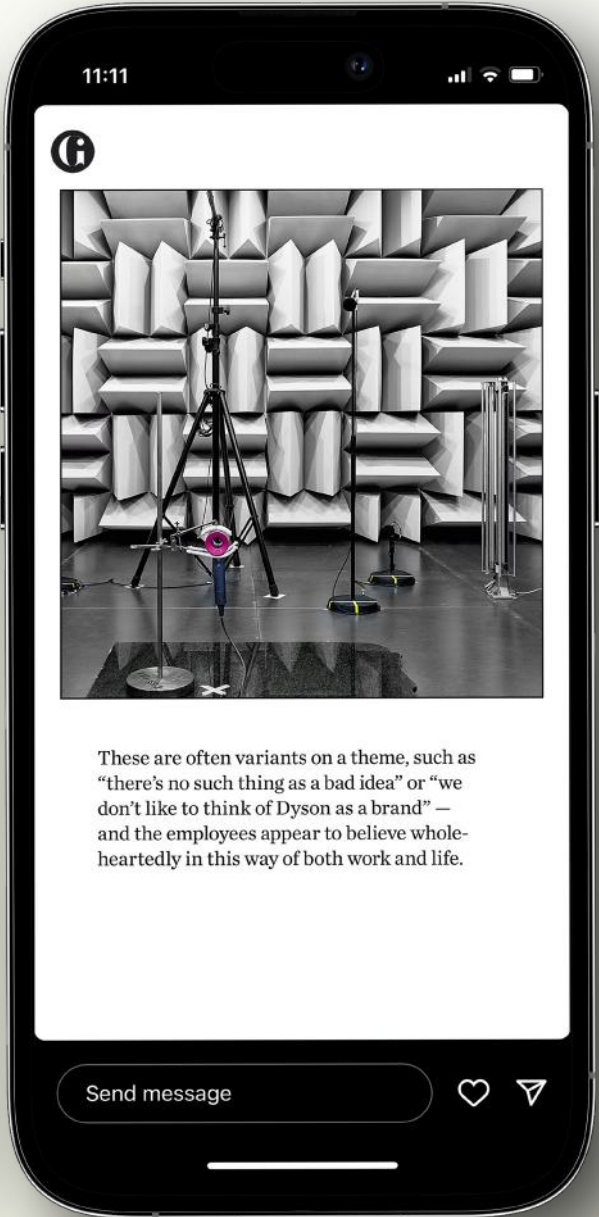
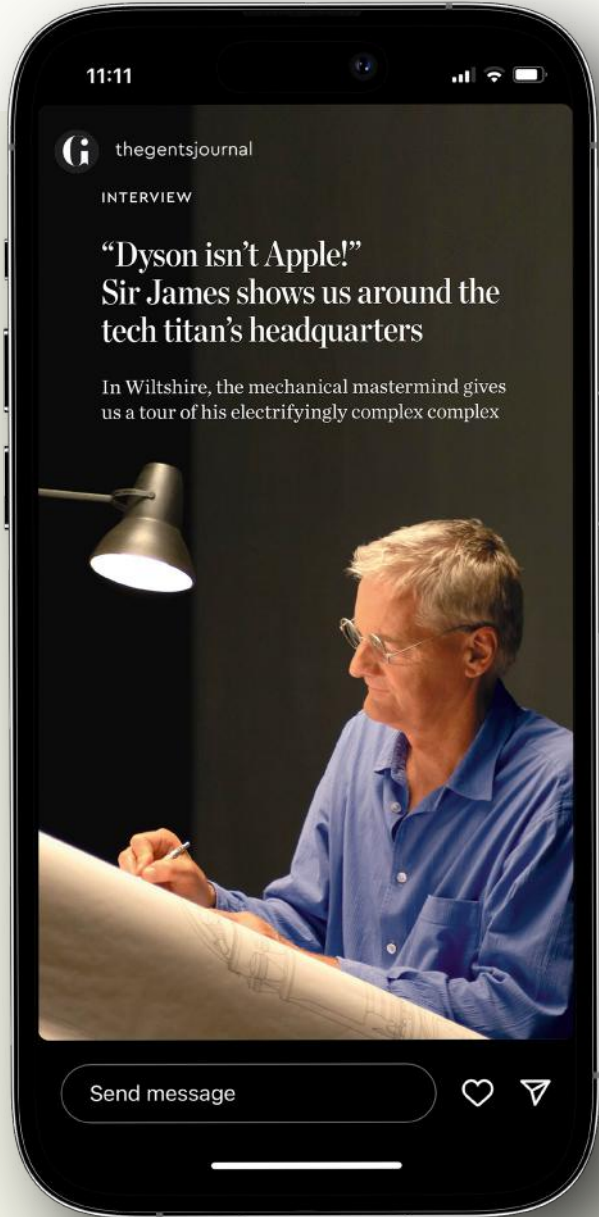
It's a similarly serviceable story under the reinforced bonnet. Ineos has opted for a modular 3.0-litre straight six engine from BMW, with eight-speed gearbox. It's a set-up that drives home the brand's unerring focus on off-road performance, and will offer an impressive towing capacity of 3.5 tonnes.

The one thing we're not sure of just yet is the price. "Not cheap" but "competitive" is all we've heard from Ineos. But, when the Grenadier goes on sale in early 2022, it's bound to be popular. With most modern carmakers prioritising comfort and luxury over practicality, there's a huge market champing at the bit for a workhorse like this.

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Dyson

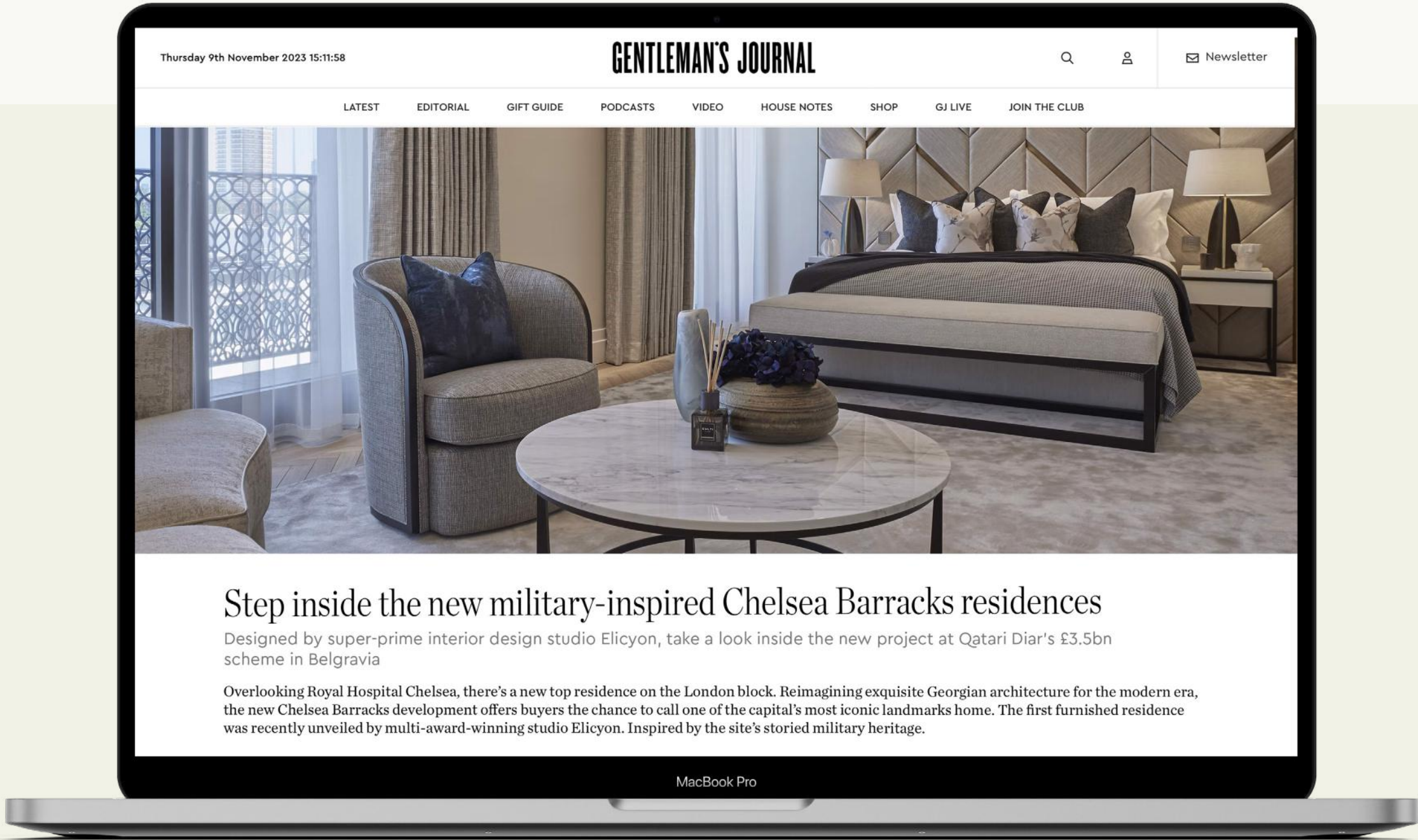
Interview with James Dyson



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Chelsea Barracks

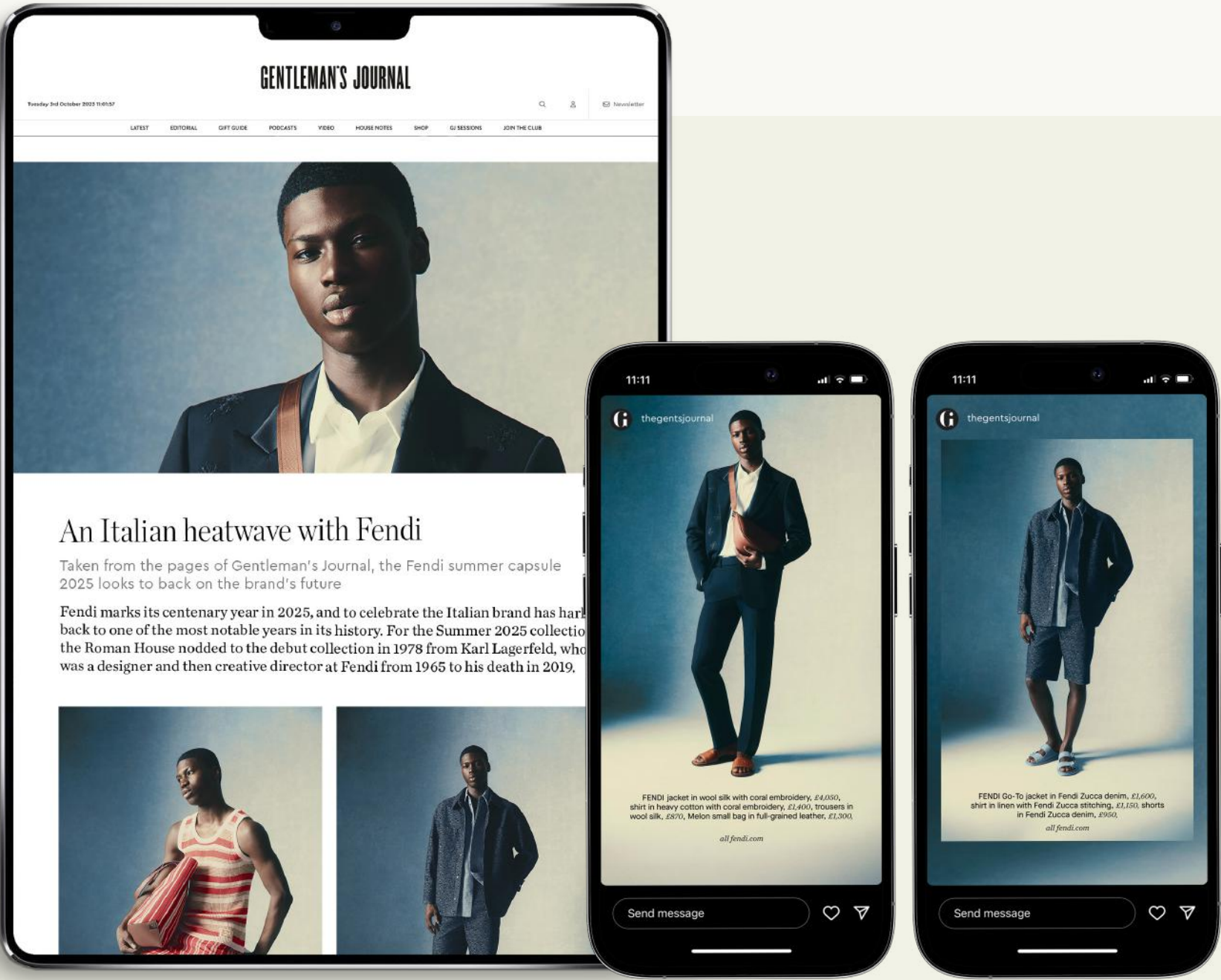
Chelsea Barracks Residences review



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Fendi

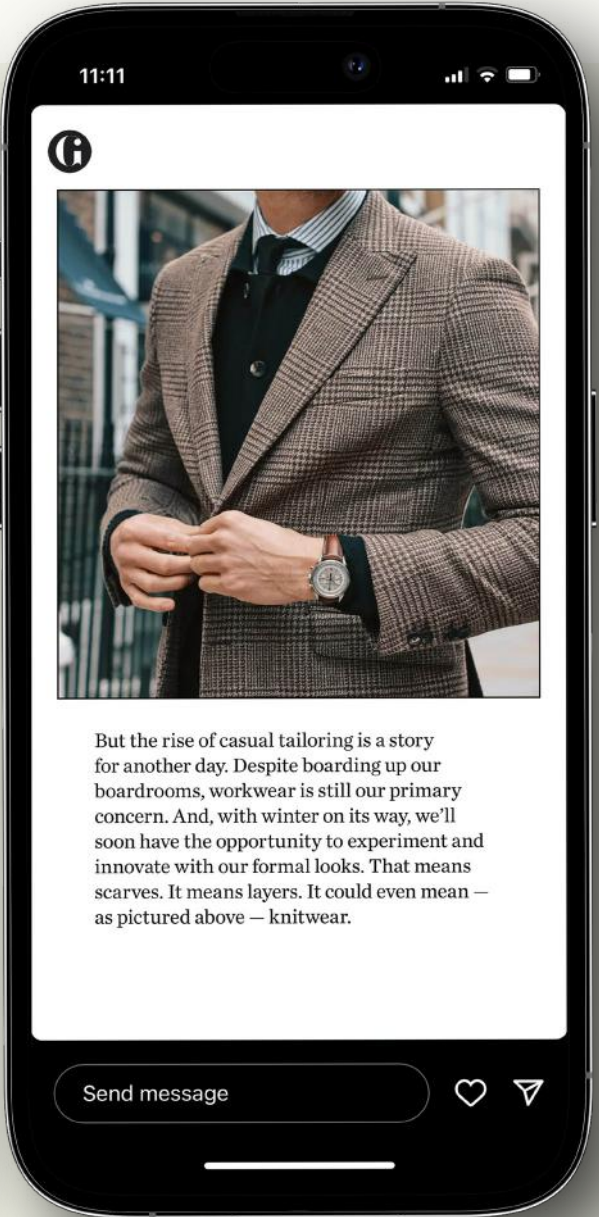
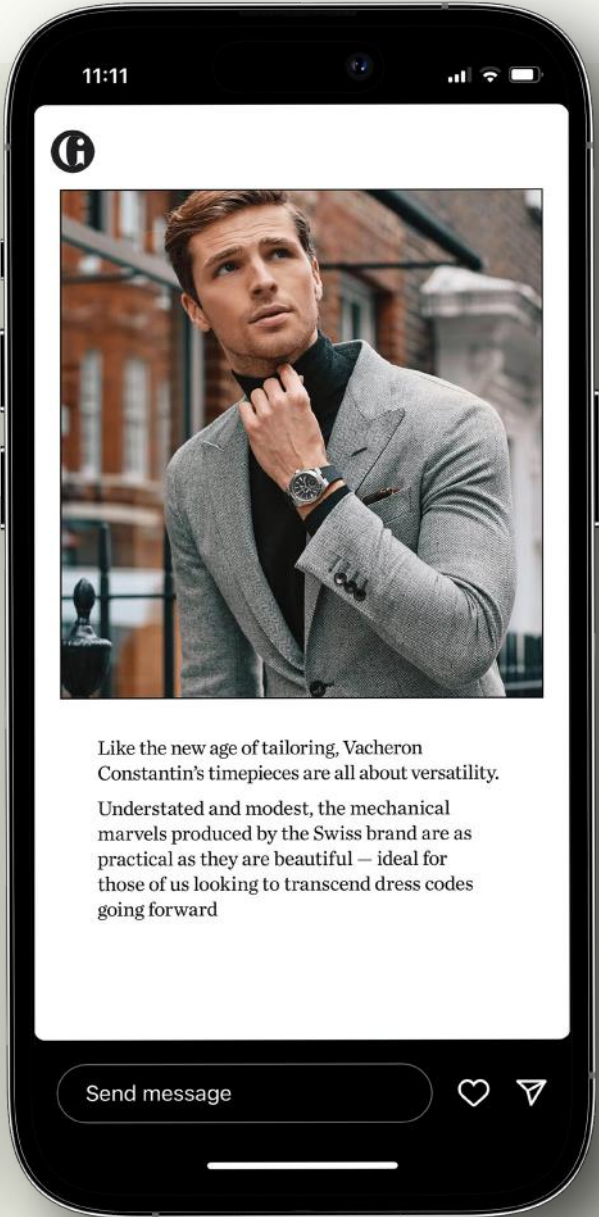
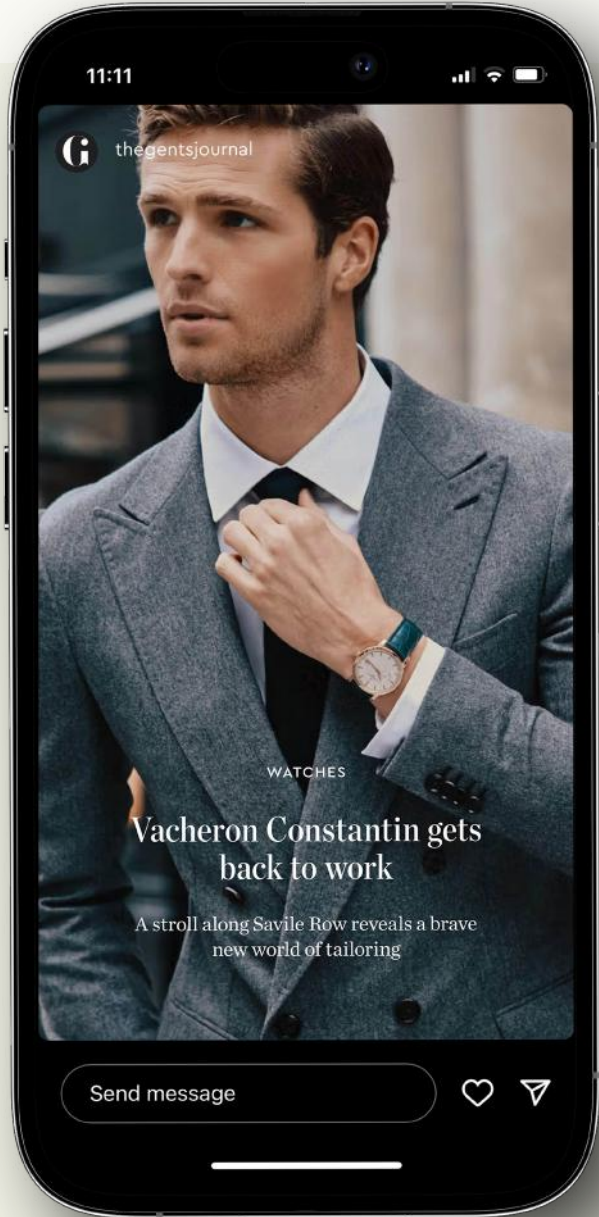
Summer 2025 clothing campaign



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Vacheron Constantin

Saville Row x Vacheron roundup



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Suggested Deliverables



The structure and deliverables of each partnership are often shaped by the brand's specific goals, and we're always happy to adapt. (For example, if boosting Instagram presence is a priority, we can include additional social media assets or tailored formats). That said, the following campaign structure has consistently delivered strong results for recent partners:

GENTLEMAN'S JOURNAL – SPONSORED ARTICLE CAMPAIGN

- 1x Online Sponsored Article
- 1x Inclusion in GJ Weekly Newsletter
- 2x Social Media Posts (Instagram, Facebook, X)
- 1x Bespoke Instagram Story
- 2x Editor's Picks Feature Inclusions
- 2x Editor's Picks Newsletter Inclusions
- 1x One-Week Digital Takeover (Newsletter banners + Instagram Story ads)

This format makes full use of our core platforms and is typically deployed over a 2–3 week period.

Many brands choose to scale this into a sponsored article series, using a similar structure but with expanded deliverables and a longer campaign duration. For broader partnerships involving multiple features, the Gentleman's Journal team provides a detailed production schedule to ensure seamless execution and optimal timing across all elements.

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