



GENTLEMEN'S QUARTERLY

MEDIA

KIT

2020

MEXICO & LATIN AMERICA

INDEX GQ

INTRO

CONDÉ NAST
MORE THAN 100 YEARS OF HISTORY AND PRESENCE IN 28 MARKETS

Condé Nast is the most important publishing group in the world in terms of advertising revenue, with a portfolio of brands including Vogue, ELLE, Teen, and GQ. With high circulation figures, Condé Nast has become an essential brand for advertisers, reaching more than 200 million people each month across its various brands in 28 markets.

Our passion for content, our commitment to our readers, and our focus on digital have made us a leading brand in the industry. We are proud to be a part of the Condé Nast family, and we are committed to providing the best content to our readers.

Source: Advertising Age, February 2019, p. 104

AD GLAMOUR GQ VOGUE

AUDIENCE

GQ MULTIPLATFORM

AUDIENCE

UNIQUE USERS: 2,334,025
FOLLOWERS: 2,453,000
READERS: 1,286,553
TOTAL: 6,053,578

LEADERSHIP: 41%*
ADVERTISING SHARE IN MALE MAGAZINES

Source: Google Analytics, February 2020. *Based on advertising revenue in the male magazine category in the US market. Q1 2020. Excludes digital-only content and non-subscribers. From January to December 2019. Excludes advertising revenue from other Condé Nast brands.

EDITORIAL CALENDAR 2020

GQ EDITORIAL CALENDAR 2020

FEBRUARY Start the year by looking your best

MARCH New Year's resolutions

APRIL Spring special

MAY Get ready for the summer

JUNE Everything for the modern father

JULY The vacation's best

AUGUST Get ready for the fall

SEPTEMBER Season's accessories

OCTOBER A year's best of GQ

NOVEMBER Get ready for the end of the year

DEC '20 - JAN '21 The end of the year

SUPPLEMENTS

GQ SUPPLEMENTS

MOTORS

Style

JULY

APRIL - SEPTEMBER

SUBSCRIBERS

83% OF OUR GQ SUBSCRIBERS ARE MEN

CONTROLLED CIRCULATION:

- Medical offices: 30.82%
- Veterinary: 26.82%
- Hotels: 12.31%
- Beauty salons: 7.89%
- Artists: 5.98%
- Restaurants: 4.89%
- Sports clubs: 3.72%
- Barbershops: 2.98%
- Executive clubs: 2.09%
- Boutiques: 1.72%
- Hospitals: 1.62%
- Business schools: 1.57%
- Universities: 0.80%
- Couriers: 0.21%
- Furniture stores: 0.17%

COMPOSITION OF BULK COPIES SOLD:

- Boutiques: 53%
- Clubs: 18%
- Beauty salons: 18%
- Artists: 2%
- Sports: 2%
- Others: 0%

EVENTS

EVENTS

HOMBRES DEL AÑO 2018

HOMBRES DEL AÑO 2019

The annual event that recognizes men and women who, through their different fields of action, change the course of the world.

CONTACT

AD GLAMOUR GQ VOGUE

LET US TELL YOUR STORY!
You want to know more?
Coffee is on us. ☕

CONDÉ NAST
MÉXICO Y LATINOAMÉRICA

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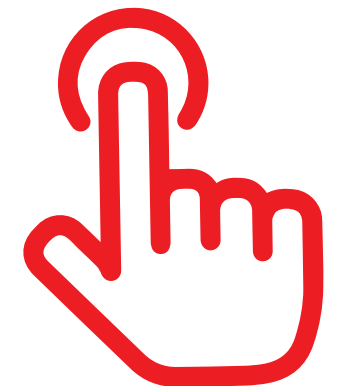




Photo: Ben Lamberty.

CONDÉ NAST

MORE THAN **100 YEARS** OF HISTORY
AND PRESENCE IN **28 MARKETS**

Condé Nast is the most important publishing group in the world. Its portfolio of brands in Mexico and Latin America include: Architectural Digest, Glamour, GQ and Vogue.

With a high standard of quality, Condé Nast has become an opinion leader to its audience, reaching more than 270 million consumers, and having 26% more influential power than Google and Facebook in the purchase intention.

Our goal is to connect readers looking for inspiration with products and brand experiences via high level authentic and influential content. Excellence, innovation, exclusivity and passion mark our values.

Source: Media Post, 2018. Think with Google, 2018. Condé Nast, 2018.

AD **GLAMOUR** **GQ** **VOGUE**
ARCHITECTURAL DIGEST

CONDÉ NAST

MÉXICO Y LATINOAMÉRICA



THE 1ST PUBLISHER
OF LIFESTYLE BY

COMSCORE WITH 3,827,000 AUDIENCE



THE POWER OF PURCHASE IS PRINT & DIGITAL

Magazines are an important force of reference for audiences, especially for their ability to intervene in the consumers' purchasing decisions. Studies indicate that the consideration phase is the stage in the purchase cycle where people invest the most time.



69% of readers pay more attention to advertisements when they come from sources they know and trust. After advertising exposure, **34%** search for the advertiser's website and **33%** look for more information about the products.

According to surveys conducted in Mexico, **84%** of people read magazines on a regular basis, of which **47%** do so to get information and 23% to entertain themselves.

40% of readers spend an average of \$51 and \$100 MXN per month in magazines, while **42%** spend between \$101 and \$200 MXN in the same period.

Source: Q Factor, 2015. Condé Nast, 2018. Merca 2.0, 2017.

A WORLD OF POSSIBILITIES

COMMUNICATION

Magazines | Supplements
Photography | Communities

DIGITAL

Social Media | Video
Websites | Data

EXPERIENCES

Events | White label
Branded Content
Customer Experiences



UNIVERSE GQ



Photo: Manuel Zúñiga.

THE FASHION AND LIFESTYLE FOR THE CONTEMPORARY MAN

With more than 50 years of experience in the global market, GQ is the brand that inspires and helps today's man to make decisions and be informed about fashion, technology, sex, health, gastronomy and business. Through a unique and innovative design, GQ offers the public, material with the best experts, writers and photographers worldwide becoming that ally that everyone needs to have close at hand.

DIRECTING THE GQ MAN

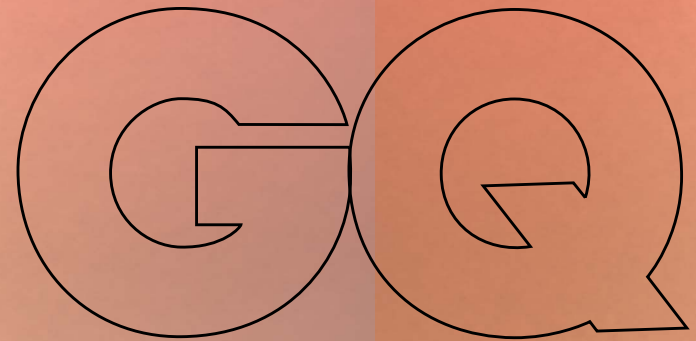
Having graduated with a Bachelor's degree in Geography and Modern History, and a Master's degree in European Studies from the University of Wolverhampton, United Kingdom, Urbano has 21 years of experience in the editorial and commercial world. He worked as Vanity Fair's Editor for Condé Nast Spain and as Deputy Director of Vanity Fair Mexico. In November 2017 he was appointed Editor-in-Chief of GQ Mexico and Latin America.

Urbano's vast journalistic experience in the group and his passion for fashion, luxury and lifestyle make him a leading spokesperson in the male editorial sector.

URBANO HIDALGO



AUDIENCIA




UNIQUE USERS
2,334,025


FOLLOWERS
2,453,000


READERS
1,266,553

TOTAL 6,053,578

LEADERSHIP
41%*
ADVERTISING
SHARE IN
MALE MAGAZINES



Source: Google Analytics Premium 2019 + social network monitoring during June 2019.
Readership determined based on circulation audit by ACGM (Agencia Certificadora y Gestora de Medios S.C.) 2019.
*Advertising pages on fashion and lifestyle magazines, from January to December 2016.
Competitive set: Esquire, Gentleman and Life and Style.

GQ PROFILE

Photo: Nino Muñoz

39% 25-34 years old
35% 35-44 years old
27% 45+ years old

70% belong to an **A/B** demographic
86% own a house

85% believe that **FINANCIAL PLANNING** is a priority
88% consider having their own **STYLE**



Photo: Ricardo Ramos.

THE GQ MAN

LIKES TO TRAVEL THE WORLD

92% travel for pleasure or business, and when they do, **96%** visit restaurants.

IS CAUTIOUS

91% have some type of insurance paid by him.

All of our readers make use of financial services and have a **credit card**.

All of our readers have their **own car**.

When shopping, **67% of readers do it online**.

88% of our readers like a **good cocktail**.

THE READERS LUXURY PURCHASES ARE DIVIDED INTO:

Accessories (**67%**)
Perfumes (**85%**)
Footwear (**65%**)

OUR READERS HOBBIES INCLUDE:

Going to bars or clubs (**72%**)
Eating in restaurants (**100%**)
Reading books (**97%**)
Exercising (**89%**)
Going shopping (**100%**)

77%

of our readers are **loyal to brands**.

60%

are willing to pay for **designer clothing**.

ALL OF OUR READERS HAVE PURCHASED LUXURY ITEMS, AND **76%** CONSIDER THAT THESE ARE SYMBOLS OF STATUS.

GQ PROFILE

SESSIONS

AGE / YEARS

44%

25-34

24%

35-44

12%

45-54

8%

55-64

GQ.COM



UNIQUE USERS
2,334,025



PAGES VIEWS
7,259,582



SESSIONS
3,537,549

Source: Google Analytics Premium and Comscore 2018-2019.

Photo: Ben Lamberty.



MAXIMUM SPEED:

42%

have searched for **CARS** with the idea of buying one.

GAMING IS A GQ MAN THING:

31%

of our audience like **VIDEO GAMES**.

THE GQ SOUNDTRACK:

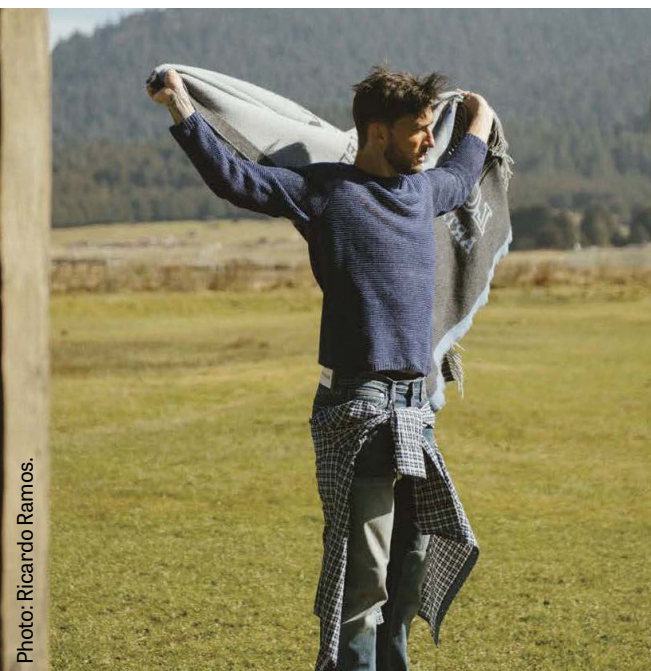
49%

like a **GOOD TUNE**.

ALWAYS CONNECTED:

45%

see themselves as **TECHNOLOGY** fans.



EXPLORING THE WORLD:

38%

are interested in **TRAVELING**

23%

have booked trips for the sake of shopping, their favorite spots being **NORTH AMERICA, ASIA AND LATIN AMERICA**.

TREND LEADERS:

68%

are users who mark **TENDENCIES** for others, from where to go, what clothes to wear, what wine to drink, where to travel, etc.

SPORTSMEN:

80%

are fans of some **SPORT**, practicing or following them is their passion. The European and local football leagues are the favorites.

GROOMING FANS:

50%

are passionate about **PERSONAL CARE** and buy all they need to look their best.

ENTERTAINMENT ENTHUSIASTS:

60%

are always up to date with the premieres of series, movies, concerts and everything related to the world of **ENTERTAINMENT**.

SOCIAL MEDIA



FACEBOOK
1,063,578

INSTAGRAM
326,809

TWITTER
1,050,843



Photos: Ricardo Abrahao.

COMPETITION	f	Instagram	Twitter
ESQUIRE	504,665	116,841	44,354
GENTLEMAN	50,901	11,363	1,175
LIFE & STYLE	227,226	28,524	24,968

Source: Social Media and Comscore 2019.

GQ EDITORIAL CALENDAR 2020

FEBRUARY

Start the year by looking your best

MARCH

New launches

APRIL

Watch Special

+ SUPPLEMENT
GQ STYLE

MAY

Getting ready for the Holidays

JUNE

Everything for the modern father

JULY

The vacation's best trends

+ SUPPLEMENT
GQ MOTORS

AUGUST

Good-bye summer

SEPTEMBER

Season's accessories

+ SUPPLEMENT
GQ STYLE

OCTOBER

Amp your closet up (all the tricks to look your best)

NOVEMBER

Cars that exceed expectations

DEC '20-JAN '21

End of the year

83%

OF OUR GQ
SUBSCRIBERS ARE

COMPOSITION OF BULK COPIES SOLD:

Boutiques: **53%**
Clinics: **18%**
Beauty salons: **18%**
Airlines: **3%**
Spas: **2%**
Others: **6%**



Photo: Ben Lamberty

CONTROLLED CIRCULATION:

Medical offices: **30.82%**
VIP airport lounges: **24.82%**
Hotels: **12.81%**
Beauty salons: **7.49%**
Airlines (flights on board): **5.98%**
Restaurants: **4.49%**
Sports club: **3.72%**
Barber Shops: **2.19%**
Executive clubs: **2.09%**
Boutiques: **1.73%**
Hospitals: **1.52%**
Bank reception areas: **1.57%**
Universities: **0.40%**
Corporations: **0.21%**
Furniture stores: **0.17%**



Photo: Ram Martinez.

MOTORS

JULY

The supplement that brings together the best in cars, yachts, planes, motorcycles, and more. GQ shows you the options that are creating trends; a unique combination between technology and style.

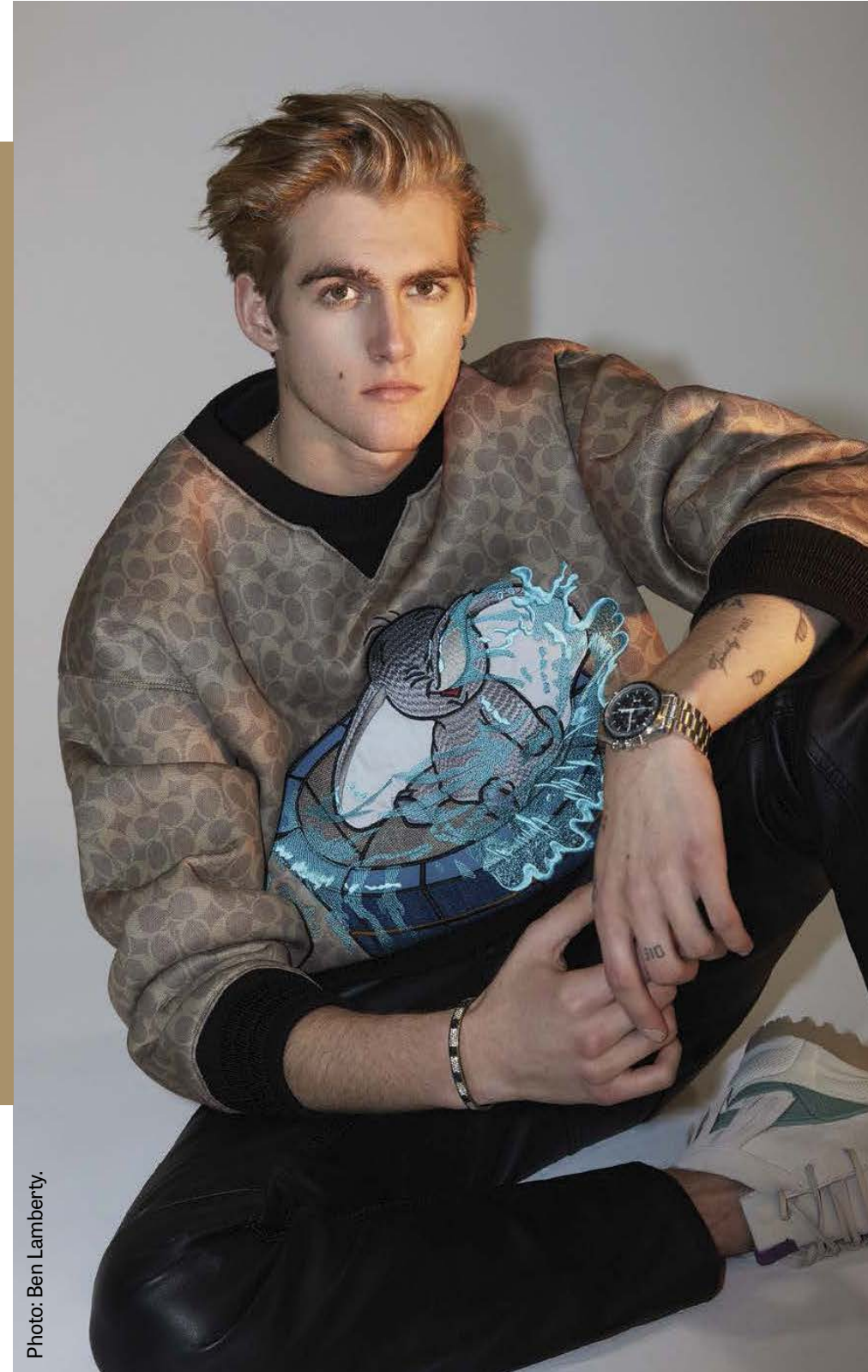


Photo: Ben Lamberty.

Style

APRIL
SEPTEMBER

A biannual publication that presents trends in men's fashion that go around the world. Clothing, accessories and the best accessories of the season for the GQ man.

NOVEMBER



HOMBRES DEL AÑO

The annual event that recognizes men and women who, through their different fields of action, change the world.

Photos: Gabriel Monroy and Israel Esparza.

GQ CAVE

An event in the GQ style. We bring together the best of luxury to offer a unique experience in which our guests can enjoy our activities and learn first-hand what is in in the male world.



Photos: César Durione.

AD ARCHITECTURAL DIGEST **GLAMOUR** **GQ** **VOGUE**

LET US TELL YOUR STORY!

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