Behaviour and characteristics which were culturally perceived as “masculine” just a few years ago have undergone changes.

They have moved on from a “monolithic”, dominant interpretation of masculinity linked to a biological variable to a whole spectrum of possibilities which are more closed connected with social negotiation.
How does GQ connect with THE NEW MASCULINITY?

1. GQ represents new man through different profiles and realities.
2. GQ widens their horizons with new suggestions.
3. GQ inspires their decisions and will to improve day by day.
4. GQ is a responsible brand looking for today’s man.
5. GQ satisfies the need for information and entertainment with the highest standards of journalism and images.
GQ shares the same brand values in all of its 20 markets.
A consistent brand

We have been in Spain for 25 YEARS and...

We have our own voice and style at GQ España.
We work around universal messages (each month in the magazine and every day on our social and digital media).
The largest quantity of our own productions in the whole sector.
We commit to new models of masculinity.
We bring in new writers and other collaborators.
A lot of fashion, as well as many other subject areas.
Visual aesthetics of the highest quality.
GQ is not gifted to supplement any other publication.

GQ is the only magazine with a non-combined OJD record. 80% of copies are bought at newsagents and through individual subscription.

OJD: 11,000 copies distributed each month.
INNOVATIVE FORMATS:

Current events and news from the GQ point of view, with language and style you will only ever find here

TOPICS OF CONVERSATION

CARS, WATCHES AND DESTINATIONS

Objects and places around the world for eating, drinking and sleeping

FASHION AND STYLE GUIDE

FITNESS AND PERSONAL CARE

MASCULINE PASSIONS

THE FUTURE TODAY

Technology, gadgets, innovation

MEN’S NEW INTERESTS

Fatherhood, mental health, psychology, deep issues which concern and also improve us

Highest productivity on the market:
More than 600 pieces of content each month

0.19% CTR
(Market average: 0.13% – Google AD Manager)

Viewability 68%
(Market average 57% MOAT)

OUR WEBSITE: REVISTAGQ.COM
GQ SOCIAL

GQ’S AUDIENCE INTERACTS MORE THAN THE REST OF THE PUBLIC ON SOCIAL NETWORKS

1. Comments: the GQ audience interacts by making comments 3 times more...

2. Popular publications: the GQ audience liked the publications 9 times more...

3. Adverts which clicked: the GQ audience clicked on adverts on Facebook 20 times more...

...than the whole Facebook audience during the last month

Source: Facebook
We inspire our readers to keep up with the latest trends in men’s fashion through the sector’s most admired influencers and brands.

#ELHOMBREQUEQUEREMOSER

FASHION IS PART OF OUR DNA

We look at the world through fashion glasses:

**STREET STYLE**
We bring a more aspirational interpretation of fashion to contribute to each reader’s real life and style.

**FRESH FASHION**
Our innovative visual language makes fashion an accessible subject, fun and relevant for today’s Spanish men.

**PRACTICAL FASHION**
We make it easy for him in an approachable way, not imposing anything.

**INSPIRATIONAL FASHION**
We inspire our readers to keep up with the latest trends in men’s fashion through the sector’s most admired influencers and brands.
#ELHOMBREQUEQUEREMOSER

## MORE CONTENT

<table>
<thead>
<tr>
<th>CARS</th>
<th>TRAVEL AND GETTING AWAY</th>
<th>TECHNOLOGY</th>
<th>FOOD&amp;DRINK</th>
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</thead>
<tbody>
<tr>
<td>A selection of the latest models of cars and bikes following design, performance and innovation criteria.</td>
<td>From a lifestyle perspective GQ helps you find the most memorable places through experiences.</td>
<td>How to integrate the latest technology in your life, enjoying design and the functionalities it offers you.</td>
<td>GQ knows about the latest things on the culinary scene and shows you how to enjoy them, making experiments and creating at home and out and about.</td>
</tr>
</tbody>
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**GROOMING**
- Taking care of yourself inside and out. How to live the life you aspire to.

**CURRENT AFFAIRS**
- The most striking personalities and voices on the current scene give clues for you to stay up-to-date and take part in the conversation.

**LEISURE/CULTURE**
- Recommendations from the world of music, art, culture, cinema, sports and any other kind of interest which can put the reader at the centre of the here and now.

**WACHES/COMPLIMENTS**
- The best compliments for each occasion. The latest trends for investing in unique, valuable pieces.
Organic traffic is GQ's main source of information, taking into account loyal readers who look for true information in the best context and who do not lose the thread of the conversation.

We connect with audiences interested in current affairs, fashion and beauty as their main areas of reading.

<table>
<thead>
<tr>
<th></th>
<th>MAGAZINE</th>
<th>WEBSITE</th>
<th>SOCIAL NETWORKS</th>
<th>REGISTERED USERS</th>
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<tbody>
<tr>
<td>25-44</td>
<td>70%</td>
<td>63%</td>
<td>64%</td>
<td>51%</td>
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<tr>
<td>URBAN</td>
<td>65%</td>
<td>50%</td>
<td>35%</td>
<td>40%</td>
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Source: Google Analytics
GQ believes that happiness does not come only from professional success, but, rather, from several sources, and we know how to recognise them.

Being a father is one of the roles which has changed over recent years, and GQ gives the keys for fully enjoying this situation.

Taking care of your body and mind are at last pleasures which men can enjoy openly and without complexes.

GQ helps men find all the best things in their lives: leisure, the home, sports, gadgets…

GQ promotes the connection between different audiences looking at what they have in common and maximum involvement with the brand.
Advertising services:
Ad effectiveness studies, audience segmentation and retargeting.

GQ Community,
the exclusive GQ community, with an international scope, its main objective being to strengthen the connection between the reader and GQ.

Commercial opportunities:
Audience intelligence: audience studies, knowledge of targets, brand studies

Produce testing and development: NPD, pricing concept and testing, product sampling, target tests.

75% between 18 and 54.

GQ EXPERIENCES COMMUNITY: WEDNESDAYS WITH FRIENDS

66% PRINT READERS
81% SOCIAL NETWORK FOLLOWERS
71% REVISTAGQ.COM READERS
Collaboration areas with brands

1. Advertising on all GQ platforms
2. Programmed advertising
3. Branded content campaigns
4. Development of made-to-measure content (GQ channels or white label)
5. Made-to-measure experiences
Experiences

GQ’s own events can also be sponsored

GQ JORGE JUAN

GQ COSMETICS AWARDS

GQ MEN OF THE YEAR
WHAT DO WE GUARANTEE OUR CUSTOMERS?

01 CONNECTION WITH A BRAND WHICH IS CONSISTENT NATIONALLY AND INTERNATIONALLY

02 INTEGRATE YOUR MESSAGE WITH THE MOST INSpiring EDITORIAL CONTENT

03 WE ARE A NATURAL CONTEXT FOR LIFESTYLE BRANDS

04 A SEGMENTED READERSHIP, VALUABLE IN CONSUMER TERMS

05 WE BRING AN INNOVATIVE APPROACH TO ALL OUR CHANNELS, CHALLENGING OUR WHOLE READERSHIP
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PERTENECIENTE A: