





# GQ MEN KNOW BEST

## GQ TÜRKİYE

### MORE THAN A MEN'S MAGAZINE

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GQ Turkey has been the magazine that understood and recounted the men's world the best, is the only brand where men can find entertainment, information, power and inspiration all in one.

GQ, published on 6 continents in 10 different languages, sells 2 million 600 thousand copies monthly around the world. 12 million 700 thousand men read GQ every month. GQ Turkey which is the best-selling men's magazine in Turkey published in every 3 months as quarterly. As well as the countries in which it is published, GQ Turkey combines GQ's wordliness with the values and dreams of its local readers.

TÜRKİYE

ONLY GQ  
HAS THE  
POWER TO  
OFFER

80 YEARS OF EXPERIENCE IN  
MEN'S STYLE

SYMBOL OF WISDOM  
AND SUPERIOR GUSTO



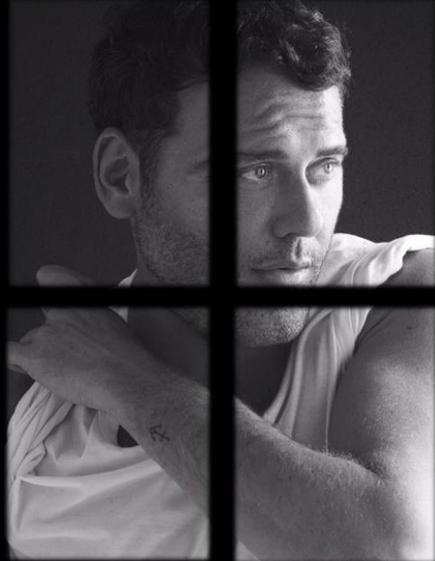
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ONLY GQ HAS THE  
POWER TO OFFER

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POWER TO  
OFFER

BEST WRITERS AND  
PHOTOGRAPHERS

CELEBRITIES OF  
POPULER CULTURE





# THE WORLD'S BEST BRANDS CHOOSE TO ADVERTISE IN GQ

## READERS LIKE TO SPEND MONEY

**GQ READERS** have style.

They like to spend money on products of luxury living and men's toys.

**GQ READERS** are strong and masculine.

78% don't abstain from paying extra to own quality products.

Following fashion is one of the biggest hobbies of 49%

89% of readers from a higher income group bought a skin care product within the last 12 months.

87% percent of readers from a higher income group and 75% percent of all GQ readers buy aftershave and cologne.

82% believe that their cars reflect their personalities.

92% of GQ readers wear watches. 85% of male readers like to use quality products.

98% use GQ's recommendations and comments to improve their lives.



hip

witty

cool

naughty

sophisticated

has gusto

curious

brave

knowledgeable

trustworthy

cultivated

intellectual

luxury lover

inspiring

sincere

prestigious charismatic

fun

trendsetter

versatile

ZZZZ

assertive

authoritative



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GQ MEN OF  
THE YEAR



## GQ MEN OF THE YEAR

Every year, GQ chooses “Men of The Year” in countries which it is published those are the men who we admire, follow and get inspired by.. Men, who we are not jealous but very proud of their achievements on the contrary



GQ  
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# GQ MEN OF THE YEAR

The most prestigious night of the year; GQ Men of the Year is an award ceremony where successful men are awarded about their successes in their own professional areas such as sports, entertainment, music, fashion and art and etc.

GQ MEN OF THE YEAR

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## MAGAZINE READERSHIP

41.598\*

%76

AB SES  
GROUP

%87

AGE FROM  
20 TO 54

%93

MALE

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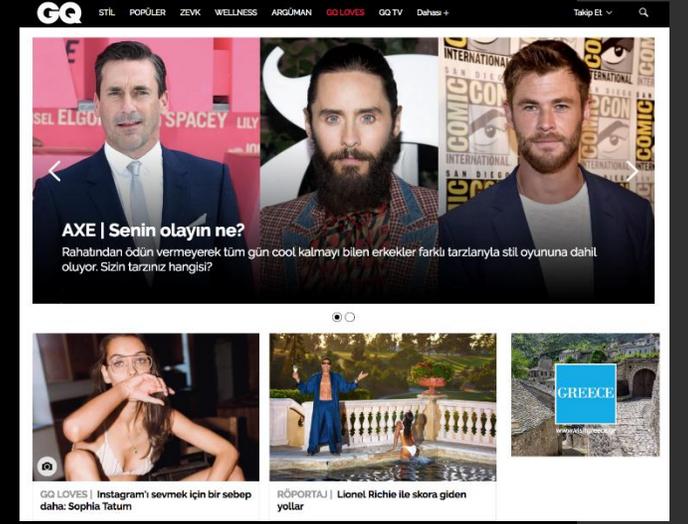
MAGAZİNİN  
READERSHIP



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# DIGITAL\* GQ.COM.TR

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319K followers

SOCIAL MEDIA

TÜRKİYE

# 2018 Editorial Calendar and Deadlines

\*published in every 3 months as quarterly

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2018 EDITORIAL  
CALENDAR  
AND  
DEADLINES

**DECEMBER  
2017**

**MEN OF THE YEAR  
ISSUE**

Reservation deadline:  
27-28 NOVEMBER 2017

**JUNE  
2018**

Reservation deadline:  
28-29 MAY 2018

**DECEMBER  
2018**  
**MEN OF THE YEAR  
ISSUE**

Reservation deadline:  
27-28 NOVEMBER 2017

**MARCH  
2018**  
**FASHION  
ISSUE**

Reservation deadline:  
27-28 FEBRUARY 2018

**SEPTEMBER  
2018**  
**FASHION  
ISSUE**

Reservation deadline:  
27-28 AUGUST 2018

\*published in every 3  
months as quarterly





# CONTACTS

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