





GQ MEN KNOW BEST

GQ TÜRKİYE

MORE THAN A MEN'S MAGAZINE

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



TÜRKİYE

ONLY GQ HAS THE 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

assertive

authoritative



ZEZE

TÜRKİYE

TÜRKİYE

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 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

TÜRKİYE





MAGAZINE READERSHIP

41.598*

%76

AB SES
GROUP

%87

AGE FROM
20 TO 54

%93

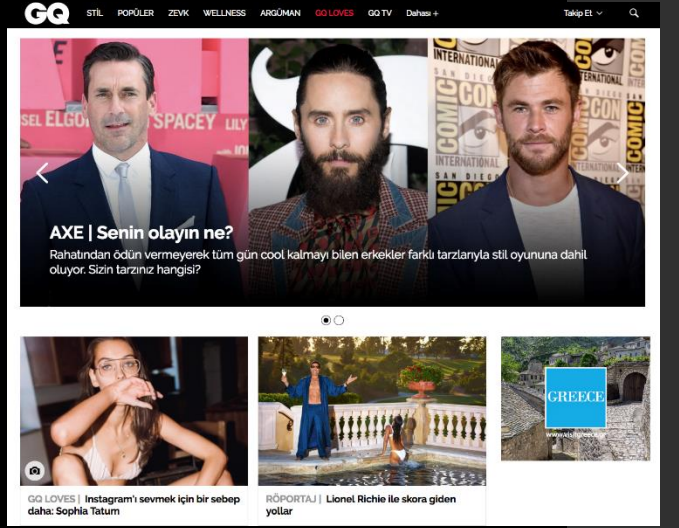
MALE

TÜRKİYE

MAGAZINE
READERSHIP

TÜRKİYE

GQ.COM.TR



DIGITAL*
GQ.COM.TR

163.905
Unique Users

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64K followers

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10K followers



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112K followers

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81K followers



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319K followers

SOCIAL MEDIA

TÜRKİYE

2018 Editorial Calendar and Deadlines

*published in every 3 months as quarterly

TÜRKİYE

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





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