



GENTLEMEN'S QUARTERLY

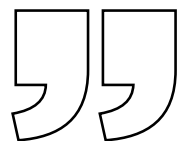
MEDIA KIT | 2019

EDITOR'S LETTER



GQ Brazil is a platform for producing content, events, relationships and media in all its channels. With a focus on the male universe, a guide - made by a team of hybrids professional designed to navigate the current complex scenario and lead one of the world's largest publications - which deals with themes that are relevant to contemporary man in all areas of life . Our mission is to be a unique place for a rich, intelligent and unusual dive in what is best in style in Brazil and in the world.

Dudi Machado, Content Director of GQ Brazil



GQ IS THE WORLD'S LARGEST MALE PUBLISHING BRAND

Present in Brazil since 2011, it has among its collaborators the most renowned professionals in styling, photography, make-up art and journalism in the country and the planet, such as **Annie Leibovitz, Tony Kelly, Agnès Bonet, Paul Merritt, Bob Wolfenson and Giovanni Bianco.**

This team produces what is most relevant in the universe of men's fashion and also in lifestyle, culture, behavior, sports, power and society.



READERS PROFILE

GQ talks to the diversity of male passions.

ASPIRATIONAL AND TANGIBLE CONTENTS divide space in GQ, which, this way, it extends its reach among people from different profiles, but connected by the same lifestyle.



519 M MONTHLY READERS

40,8% ARE AGED 18-34,
THE **MILLENNIALS**

76,8% UPPER AND MIDDLE CLASSES



CIRCULATION (PRINTED + DIGITAL):

19.570

56% SINGLES

44% SUBSCRIPTIONS

MAGAZINE



**GQ
MEN
OF
THE
YEAR
2018**

EVENTS

DIGITAL



**GQ
BRASIL
360-DREGREE
BRAND**

**SOCIAL
MEDIA**



**SPECIAL
PROJECTS**



GQ READER



72% ARE INTERESTED IN
TRAVELING ABROAD

60,6% THINK ABOUT STARTING
THEIR **OWN BUSINESS**

45,8% PRACTICE **SPORTS**
OR EXERCISES WEEKLY

65,6% WOULD RATHER PAY MORE
FOR GOOD-QUALITY **TOILETRIES**



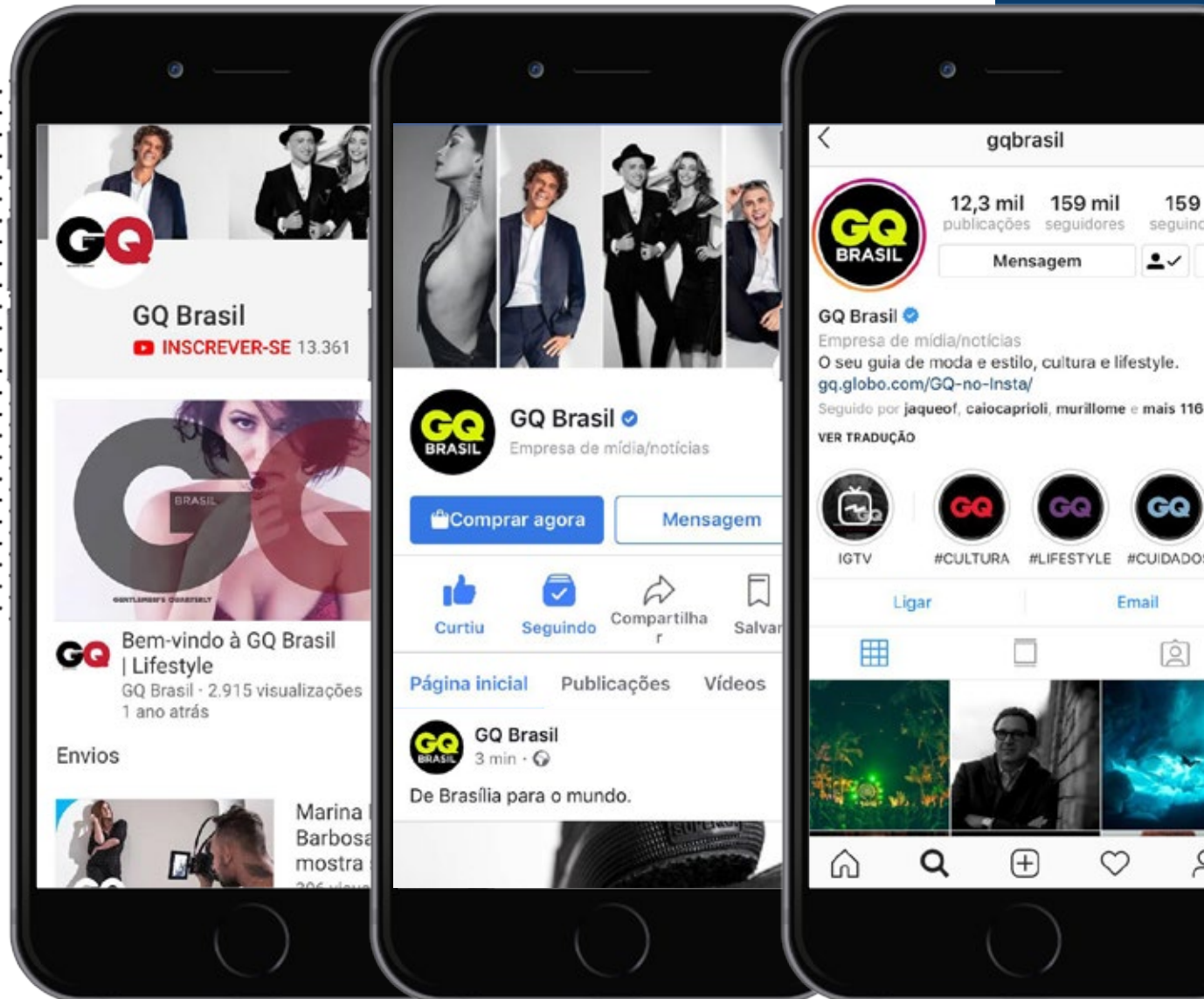
67,9% PREFER BRANDS THAT
SUPPORT SOCIAL **SOCIAL** OR
CULTURAL PROJECTS

55,6% PREFER TO BUY
ORGANIC FOOD

60,8% ARE LOOKING FOR NEW
IDEAS TO **IMPROVE THEIR HOUSES**

DIGITAL AUDIENCE

+
@ **157 MIL** FOLLOWERS
f **156 MIL** FOLLOWERS
▶ **13 MIL** SUBSCRIBERS



WEBSITE



+
BANNER IMPRESSIONS
+20 MILLION MONTHLIES

+
PAGEVIEWS
6.116.476

+
UNIQUE VISITORS
3.250.251

+
HEAVY USERS
(PEOPLE WHO VISITED
THE SITE MORE THAN
10X A MONTH)
30.020

+
VIEWABILITY
51%

GQ EVENTS

MEN OF THE YEAR

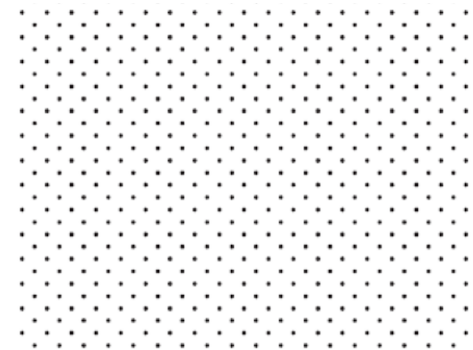
The **WORLD'S LARGEST MEN'S AWARD**, in its eighth edition in Brazil, elects the most important men and women of the year with an incredible party that counts on the presence of the top personalities and influencers in the country.



+
BROADCAST ON THE
GNT CHANNEL

16 CATEGORIES

+500 K
VIEWERS



GQ EVENTS



**LIST OF THE 25 MOST
ELEGANT MEN IN BRAZIL**



LIST OF CHEFS



**LIST OF DESIGNERS
AND ARCHITECTS**



GQ VOICES



CUSTOMIZED SOLUTIONS

The EGCN team is directly involved in the creation and production of custom label solutions. **EVENTS, BRANDED CONTENT AND NATIVE ADVERTISING** are among the partnership options available. With the look and **SPECIALIZED CURATORSHIP**, the proposals are developed individually to meet the needs of each partner



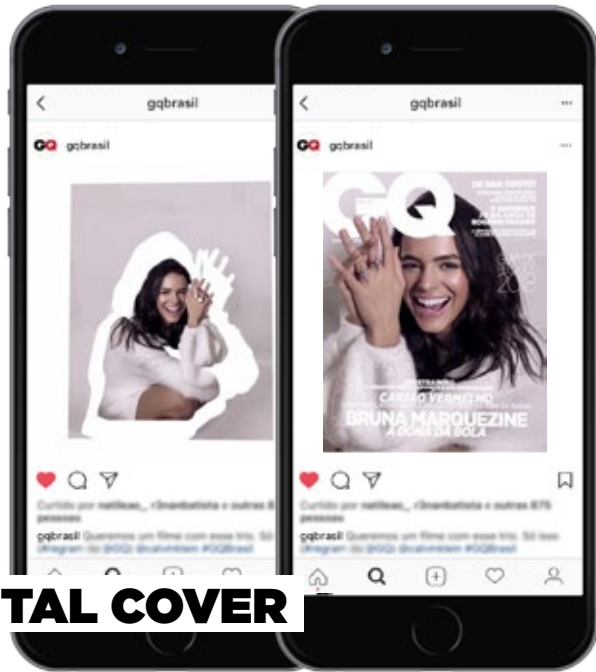
CHANDON EDITORIAL



**VIVARA
PATERNITY
VIDEO**

MOVADO VIDEO

CUSTOMIZED SOLUTIONS



DIGITAL COVER



LEVI'S EDITORIAL

GIORGIO ARMANI



VIDEOS

GQ STYLE

The publication is the **GQ STYLE BIBLE**. Bringing the best of fashion - names, macro trends and labels - to keep an eye out. It is the **DEFINITIVE GUIDE TO CONTEMPORARY MAN'S STYLE**. With a **SEMIANNUAL** periodicity, Style keeps up with the summer and winter seasons (in Brazil and in the world).



2 EDITIONS PER YEAR
WITH **BRAND** EXCLUSIVITY



EDITORIAL CALENDAR

EDIÇÃO	TEMA
DECEMBER / JANUARY	MOTY
FEBRUARY	SPECIAL BOYS FROM RIO
MARCH	BODY ISSUE
APRIL	ART SPECIAL (WITH A GUEST EDITOR)
MAY	BIRTHDAY ISSUE
JUNE / JULY	ESCAPE AND TRAVEL + WATCHES SPECIAL
AUGUST	PATERNITY SPECIAL
SEPTEMBER	LIST OF CHEFS - THE GASTRONOMY RISING STARS
OCTOBER	LIST OF THE 25 MOST ELEGANT IN BRAZIL
NOVEMBER	MUSIC SPECIAL + JEANS SPECIAL

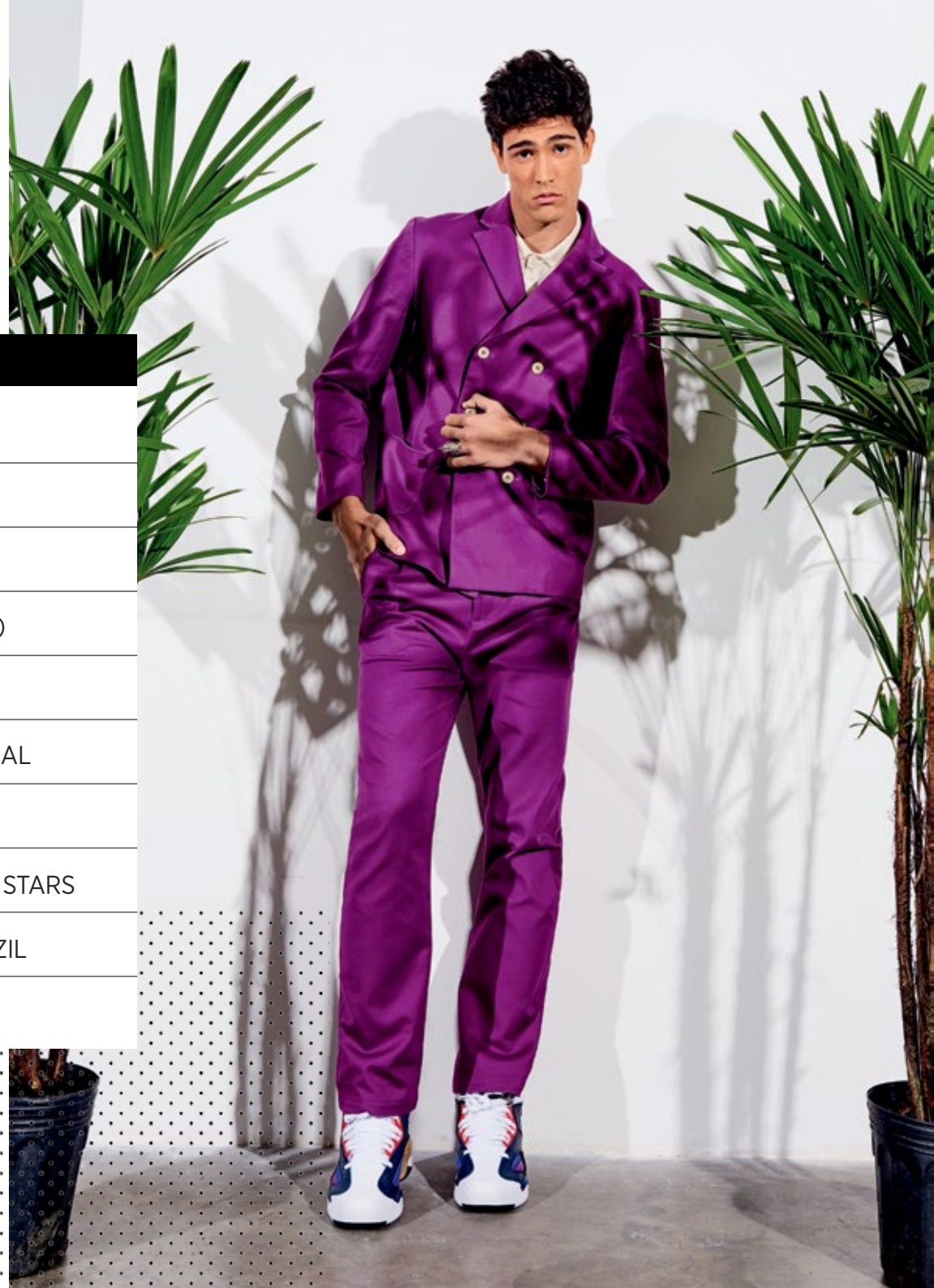
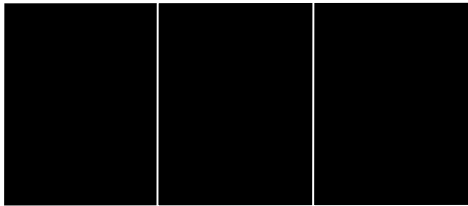
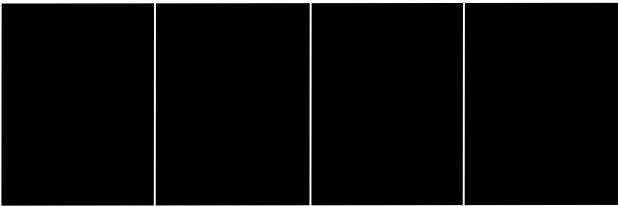


TABLE OF FORMATS AND PRICE PRINT

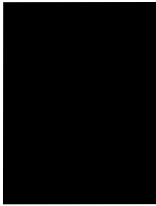
FORMATO	MEDIDAS	PREÇO (NACIONAL)
1 undetermined page	17.1 x 22.4 cm	\$ 22.711,50
Double Page	17.1 x 22.4 cm	\$ 45.423,00
3 th cover	17.1 x 22.4 cm	\$ 30.870,00
4 th cover	17.1 x 22.4 cm	\$ 31.255,88
2 nd cover + page 3	34.2 x 22.4 cm	\$ 33.075,00
Cover folder	51.3 x 22.4 cm	\$ 65.709,00
Cover double folder	68.4 x 22.4 cm	\$ 101.705,63
1 PROMO undetermined page	17.1 x 22.4 cm	\$ 28.389,38
PROMO double page undertermined	41.6 x 27.5 cm	\$ 56.723,63



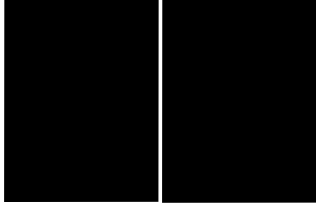
Folder de capa
60.9 x 27.5 cm



Folder de capa duplo
80.2 x 27.5 cm



Simples
20.8 X 27.5 cm



Dupla
41.6 X 27.5 cm

TABLE OF PRICES 2019

CPM			WEBSITE
			Vehicle
DEVICE	FORMAT	SIZE	CPM
FORMATO IAB			\$ 24,65
Desktop	Rectangle	300x250	
Desktop	Super Banner	728x90	
Desktop	Super Leaderboard	970x90	
Mobile	Rectangle	300x250	
Mobile	Full Banner	320x50	
Desktop	Billboard	970x250	\$ 27,40
Desktop	Half Page	300x600	
FORMATO RICH MEDIA			\$ 32,35
Desktop	Rectangle Video	300x250	
Desktop	Half Page Video	300x600	
Desktop	Billboard Video	970x250	
Desktop	Rectangle Pushdown	300x250 300x600	
Desktop	Super Leaderboard Pushdown	970x90 970x400	
Desktop	Flip	300x250	
FORMATO VÍDEO			\$ 44,65
Desktop	Video Pre-Roll	1280x720 5mbps .mp4	
Desktop	Inscreen	On request	
Desktop	Outstream	On request	
Mobile	Outstream	On request	

TABLE OF PRICES 2019

DAILY RATES			WEBSITE
Delivery			ROS
DEVICE	FORMAT	SIZE	DAILY RATES
Desktop	Rectangle (with or without video)	300x250	\$ 12.320,45
Desktop	Super Banner	728x90	
Desktop	Super Leaderboard	970x90	
Desktop	Billboard (with or without video)	970x250	\$ 15.400,55
Desktop	Half Page (with or without video)	300x600	\$ 15.400,55
Desktop	Welcome Ad (frequency 1)*	1060x400	\$ 24.640,90
Mobile	Rectangle	300x250	\$ 15.400,55
Mobile	Full Banner	320x50	\$ 7.700,30
Desktop	BG	On Request	\$ 18.480,70
Desktop	Rectangle Pushdown	300x250 300x600	
Desktop	Super Leaderboard Pushdown	970x90 970x520	
Desktop	Flip	300x250	
Desktop	Super Banner + BG + Rectangle	728X90 + 1440X1100 + 300X250	\$ 24.640,90
Desktop	3-day sponsorship: channel “Celebrities” Glamour or channel “Fashion” Vogue	728X90 + 1440X1100 + 300X250	\$ 24.640,90
Desktop	3-day sponsorship: other channels	728X90 + 1440X1100 + 300X250	\$ 12.320,45