

Esquire

Russian's Prestige Monthly Men's Lifestyle Magazine

MARKET POSITION:

Esquire is one of the most intelligent and fun masculine magazines. It has a highly educated audience and the average reader's age is 25+. It is a magazine for successful and enterprising men and 50 % of them are managers or company owners with high income. Its editorial is more intelligent and focused on the ambitious, alert man who wants to be stylish and informed.

		Esquire
Circulation	(NRS Russia May-October 2009)	135,000
Readership	(TNS Russia 2009)	247,043

EDITORIAL PROFILE:

Esquire is a magazine aimed to help its readers to reach their own opinion on the most significant events or phenomena in culture, business, sports, politics and fashion. Each issue opens a debate on the role of the men in modern society with the contribution of the world's prominent actors, writers, businessmen or politicians. The particularity of **Esquire** remains in this open-minded, daring treatment of various topics and in its wide ranging content that make each issue a surprising issue which readers are impatient to receive.

TECHNICAL SPECIFICATIONS:

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