



Spain's Prestige Men's Lifestyle Magazine  
Monthly published between 18<sup>th</sup> and 20<sup>th</sup> of each month  
Cover Price: € 3.50

**MARKET POSITION:**

**GQ** covers an obvious niche in the market being a different and unique title in its genre. It has existed in English in the US since 1957 and was launched recently in Spain as the latest Condé Nast publication. It is one of the most intelligent and fun masculine magazines. It has a highly educated audience (50% + have a University level qualification) and the median readers' age range is 20-34.\*

\*SOURCE: Publisher

		<b>GQ</b>	Man
Circulation	(OJD 2008)	<b>37,216</b>	21,419
Readership	(EGM 2 <sup>nd</sup> Cum 08)	<b>n/a</b>	102,900

**EDITORIAL PROFILE:**

**GQ** is lower on readership but higher on style than Man magazine. Its editorial is more intelligent and focused on the ambitious, alert man who wants to be stylish and informed. This is backed up by the fact that 77% of its readers devote over an hour to reading it. (Publisher)

It is split into sections on style, news, body and fitness, 'magazine' with interviews and major articles, fashion and GQ World. It covers the top fashion houses and events, the top fashion icons, and offers intelligent advice for the new man.

**TECHNICAL SPECIFICATIONS:**

Please contact us

**COPY DEADLINE:**

6 weeks prior to issue date  
please contact us for issue dates

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