Condé Nast is the most important publishing group in the world. Its portfolio of brands in Mexico and Latin America include: Architectural Digest, Glamour, GQ and Vogue.

With a high standard of quality, Condé Nast has become an opinion leader to its audience, reaching more than 270 million consumers, and having 26% more influential power than Google and Facebook in the purchase intention.

Our goal is to connect readers looking for inspiration with products and brand experiences via high level authentic and influential content. Excellence, innovation, exclusivity and passion mark our values.

CONDES NAST
MÉXICO Y LATINOAMÉRICA

THE 1ST PUBLISHER OF LIFESTYLE BY
COMSCORE WITH 3,827,000 AUDIENCE

Magazines are an important force of reference for audiences, especially for their ability to intervene in the consumers’ purchasing decisions. Studies indicate that the consideration phase is the stage in the purchase cycle where people invest the most time.

According to surveys conducted in Mexico, 84% of people read magazines on a regular basis, of which 47% do so to get information and 23% to entertain themselves.

40% of readers spend an average of $51 and $100 MXN per month in magazines, while 42% spend between $101 and $200 MXN in the same period.

69% of readers pay more attention to advertisements when they come from sources they know and trust. After advertising exposure, 34% search for the advertiser’s website and 33% look for more information about the products.

A WORLD OF POSSIBILITIES
With more than 50 years of experience in the global market, GQ is the brand that inspires and helps today’s man to make decisions and be informed about fashion, technology, sex, health, gastronomy and business. Through a unique and innovative design, GQ offers the public, material with the best experts, writers and photographers worldwide becoming that ally that everyone needs to have close at hand.
Having graduated with a Bachelor's degree in Geography and Modern History, and a Master’s degree in European Studies from the University of Wolverhampton, United Kingdom, Urbano has 21 years of experience in the editorial and commercial world. He worked as Vanity Fair’s Editor for Condé Nast Spain and as Deputy Director of Vanity Fair Mexico. In November 2017 he was appointed Editor-in-Chief of GQ Mexico and Latin America.

Urbano’s vast journalistic experience in the group and his passion for fashion, luxury and lifestyle make him a leading spokesperson in the male editorial sector.
MULTIPLATFORM
Readership determined based on circulation audit by ACGM (Agencia Certificadora y Gestora de Medios S.C.) 2019.
*Advertising pages on fashion and lifestyle magazines, from January to December 2016.
Competitive set: Esquire, Gentleman and Life and Style.

AUDIENCE

UNIQUE USERS
2,334,025
FOLLOWERS
2,453,000
READERS
1,266,553
TOTAL 6,053,578

LEADERSHIP
41%*
ADVERTISING
SHARE IN
MALE MAGAZINES

Readership determined based on circulation audit by ACGM (Agencia Certificadora y Gestora de Medios S.C.) 2019.
*Advertising pages on fashion and lifestyle magazines, from January to December 2016.
Competitive set: Esquire, Gentleman and Life and Style.

Photo: Enrique Escandell.
39% 25-34 years old
35% 35-44 years old
27% 45+ years old

70% belong to an A/B demographic
86% own a house

85% believe that FINANCIAL PLANNING is a priority
88% consider having their own STYLE

Source: General Media Survey Executives 2016, Ipsos Mexico.
THE GQ MAN

LIKES TO TRAVEL THE WORLD
92% travel for pleasure or business, and when they do, 96% visit restaurants.

IS CAUTIOUS
91% have some type of insurance paid by him.

All of our readers make use of financial services and have a credit card.

All of our readers have their own car.

When shopping, 67% of readers do it online.

88% of our readers like a good cocktail.

THE READERS LUXURY PURCHASES ARE DIVIDED INTO:
- Accessories (67%)
- Perfumes (85%)
- Footwear (65%)

OUR READERS HOBBIES INCLUDE:
- Going to bars or clubs (72%)
- Eating in restaurants (100%)
- Reading books (97%)
- Exercising (89%)
- Going shopping (100%)

77% of our readers are loyal to brands.

60% are willing to pay for designer clothing.

ALL OF OUR READERS HAVE PURCHASED LUXURY ITEMS, AND 76% CONSIDER THAT THESE ARE SYMBOLS OF STATUS.
GQ PROFILE

SESSIONS AGE / YEARS

44% 25-34
24% 35-44
12% 45-54
8% 55-64

UNIQUE USERS
2,334,025

PAGES VIEWS
7,259,582

SESSIONS
3,537,549

**GQ Multiplatform**

**Maximum Speed:**
42% have searched for CARS with the idea of buying one.

**Gaming is a GQ Man Thing:**
31% of our audience like VIDEO GAMES.

**The GQ Soundtrack:**
49% like a GOOD TUNE.

**Always Connected:**
45% see themselves as TECHNOLOGY fans.

**Exploring the World:**
38% are interested in TRAVELING for the sake of shopping, their favorite spots being NORTH AMERICA, ASIA AND LATIN AMERICA.

**Trend Leaders:**
68% are users who mark TENDENCIES for others, from where to go, what clothes to wear, what wine to drink, where to travel, etc.

**Sportsmen:**
80% are fans of some SPORT, practicing or following them is their passion. The European and local football leagues are the favorites.

**Grooming Fans:**
50% are passionate about PERSONAL CARE and buy all they need to look their best.

**Entertainment Enthusiasts:**
60% are always up to date with the premieres of series, movies, concerts and everything related to the world of ENTERTAINMENT.

Source: Google Analytics Premium y Comscore 2018-2019.
SOCIAL MEDIA

FACEBOOK
1,063,578

INSTAGRAM
326,809

TWITTER
1,050,843

COMPETITION

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>ESQUIRE</td>
<td>504,665</td>
<td>116,841</td>
<td>44,354</td>
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<tr>
<td>GENTLEMAN</td>
<td>50,901</td>
<td>11,363</td>
<td>1,175</td>
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<tr>
<td>LIFE &amp; STYLE</td>
<td>227,226</td>
<td>28,524</td>
<td>24,968</td>
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</tbody>
</table>

Source: Social Media and Comscore 2019.
FEBRUARY
Start the year by looking your best

MARCH
New launches

APRIL
Watch Special

MAY
Getting ready for the Holidays

JUNE
Everything for the modern father

JULY
The vacation’s best trends

AUGUST
Good-bye summer

SEPTEMBER
Season’s accessories

OCTOBER
Amp your closet up (all the tricks to look your best)

NOVEMBER
Cars that exceed expectations

DEC ‘20–JAN ‘21
End of the year
83% of our GQ subscribers are

Composition of bulk copies sold:

Boutiques: 53%
Clinics: 18%
Beauty salons: 18%
Airlines: 3%
Spas: 2%
Others: 6%

Controlled circulation:
Medical offices: 30.82%
VIP airport lounges: 24.82%
Hotels: 12.81%
Beauty salons: 7.49%
Airlines (flights on board): 5.98%
Restaurants: 4.49%
Sports club: 3.72%
Barber Shops: 2.19%
Executive clubs: 2.09%
Boutiques: 1.73%
Hospitals: 1.52%
Bank reception areas: 1.57%
Universities: 0.40%
Corporations: 0.21%
Furniture stores: 0.17%
The supplement that brings together the best in cars, yachts, planes, motorcycles, and more. GQ shows you the options that are creating trends; a unique combination between technology and style.

A biannual publication that presents trends in men’s fashion that go around the world. Clothing, accessories and the best accessories of the season for the GQ man.
The annual event that recognizes men and women who, through their different fields of action, change the world.

Photos: Gabriel Monroy and Israel Esparza.
A n event in the GQ style. We bring together the best of luxury to offer a unique experience in which our guests can enjoy our activities and learn first-hand what is in in the male world.
LET US TELL YOUR STORY!
You want to know more?
Coffee is on us. ☕️