



**Look Sharp, Live Smart**

GQ is the flagship of men's fashion and style in America. For over 60 years, GQ has been the home to the most elevated and respected photography, design, reporting and writing in the men's space. Today, GQ is also a community where readers gather to be inspired and exchange ideas around style, creativity and culture.



**2020 CONTENT CALENDAR**

January	--
February	Wellness
March	How to Shop
April	Spring Style
May	The Good Life
June/July	Sport & Adventure
August	What's Next
September	The Unstoppable Menswear Movement
October	Art & Design
November	The Grooming Awards
December	Men of the Year

Source: MRI/ComScore2019

**GQ**

Rate Base	925,000
Subscriber Base	94.8%
Median Age	37
<b>Age Breakdown</b>	
18-24	17%
25-34	30%
35-54	38%
55+	16%
Avg. Household Income	\$102,980

**OUR SUBSCRIBERS**

**\$12.9 Billion** spent on fashion

**2X** as likely to be fashion super influentials

**Nearly 2 times** as likely to be affluent millennial men

**\$40 Billion** spent on technology