



U.S. Media Kit
2H 2025

CONDÉ NAST



Brand Mission

GQ is the flagship of men's fashion and style. For over 60 years, GQ has been home to the most elevated and respected photography, design, reporting and writing in the men's space. Today, GQ is also a digital, social, video and experiential powerhouse—a community where readers gather to be inspired and exchange ideas around style, creativity and culture. As masculinity evolves and men's fashion has moved to the center of the global pop-culture conversation, GQ's authority has never been broader or stronger.

"What does it mean to be 'GQ'? Of course it means that you're stylish. But beyond that, to be GQ is to be progressive. Modern. Cutting edge. It's as much about how you think as how you dress. That's why, as society and masculinity continue to evolve, we are using our platform to lead the way forward. To be 'GQ' is to fight for equality among all races, sexes, identities and orientations. It means to believe in and practice sustainability. To be 'GQ' is to demand respect for your own individuality—and to grant that same respect to everyone else."

WILL WELCH, EDITOR IN CHIEF

\$10.3B

FASHION SPENDING

9:10

GQ CONSUMERS AGREE
GQ IS THE AUTHORITY ON
MEN'S FASHION/STYLE

1.5X

FASHION
INFLUENTIALS

1.4X

DIVERSE ADULTS

5.7M

PRINT READERS

8.6M

AVG. MONTHLY
DIGITAL UNIQUES

19.8M

SOCIAL FOLLOWERS

100M

AVG. MONTHLY
VIDEO VIEWS

MRI-Simmons Fall 2024; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok; Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24); MRI-Simmons September 2024

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Brand Highlights

FASHION WEEKS | JAN/FEB + JUNE & SEPTEMBER

GQ arrives in style to the menswear European shows and NYFW with on-site social coverage, digital recap stories, and a VIP party with the biggest celebs and industry tastemakers.

GLOBAL STYLE ISSUE | SEPTEMBER

GQ's September Issue will celebrate the the most stylish people around the world from A-list actors to designers and more, plus a spotlight on the design talents pushing fashion forward today.

FASHION WEEK TAILGATE | SEPTEMBER

GQ celebrates the start of the football season and New York Fashion Week and the as only it can: with an exclusive tailgate that fuses the camaraderie of a watch party and the buzz of a fashion week together to turn the traditional tailgate on its ear.

HOW TO BE A MAN ISSUE | OCTOBER

A deep dive into the state of and the diversity of thinking about masculinity today. GQ will discuss the topic and its nuances through features and highlights with talent at the top of their games in the worlds of culture, business, politics, sports and entertainment, with the goal to inspire readers in their own lives.

GROOMING AWARDS | OCTOBER

Our annual GQ Recommends Grooming Awards return this fall featuring every editor -vetted essential across categories, from body care to beauty, cologne to skin care, hair, shaving, oral care and more.

THE MOST STYLISH PEOPLE IN THE WORLD ISSUE | NOVEMBER

Celebrating the talent across the globe and across mediums who best exemplify what personal style means in 2025.

HOLIDAY | OCTOBER - DECEMBER

Wall to wall gift guides for every reader and recipient live across GQ's Recommends channels, including brand new content on site and social as well as refreshes of our fan-favorite guides.

GQ MEN OF THE YEAR | NOVEMBER - DECEMBER

GQ's Men of the Year honors the global personalities whose culture-shifting contributions defined this year's high points. The annual tentpole salutes their success across GQ's editorial landscape with multiple cover stars, blockbuster cross-platform content and at a star-studded, live-streamed red carpet event in Los Angeles. This year: a celebration of MOTY's 30th anniversary!

LOOKING AHEAD...

GQ BOWL | FEBRUARY

Leveraging GQ's authority in Fashion and Sports, GQ will drop into the Bay Area during Super Bowl weekend to host a dynamic livestream of a world renowned designer's fashion show. Star athletes and celebrities will walk the runway and sit front row, with a musical performance. Tunnel style arrivals and a red carpet with interviews, plus a VIP after party and surrounding activations leading into the big game, will complete this unique cultural moment

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A full-page photograph of Brad Pitt standing outdoors, leaning against a wall. He is wearing a light purple double-breasted suit, a light pink shirt, and large black-rimmed glasses. The lighting is warm, suggesting sunset or sunrise.

2025 PRINT EDITORIAL CALENDAR

FEBRUARY: SPORTS & DESIGN

CLOSE DATE: 11/18/24

ON SALE DATE: 1/28/25

MARCH: THE SPRING FASHION ISSUE

CLOSE DATE: 12/16/24

ON SALE DATE: 2/25/25

APRIL/MAY ISSUE

CLOSE DATE: 2/3/25

ON SALE DATE: 4/8/25

THE SUMMER ISSUE: MONEY + SUCCESS

CLOSE DATE: 4/3/25

ON SALE DATE: 6/10/25

SEPTEMBER: THE CULTURE OF STYLE

CLOSE DATE: 6/23/25

ON SALE DATE: 8/26/25

OCTOBER ISSUE: HOW TO BE A MAN

CLOSE DATE: 7/18/25

ON SALE DATE: 9/23/25

NOVEMBER: THE MOST STYLISH PEOPLE ALIVE

CLOSE DATE: 8/22/25

ON SALE DATE: 10/28/25

DECEMBER/JANUARY:

MEN OF THE YEAR - 30TH ANNIVERSARY

CLOSE DATE: 9/26/25

ON SALE DATE: 11/25/25

*All editorial plans and dates are subject to change
Space commitment and materials due on issue close

The GQ logo, consisting of the letters 'G' and 'Q' in a stylized, bold, white font, set against the background of the Brad Pitt photo.

GQ

*Production Schedule
and Rate Cards*

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