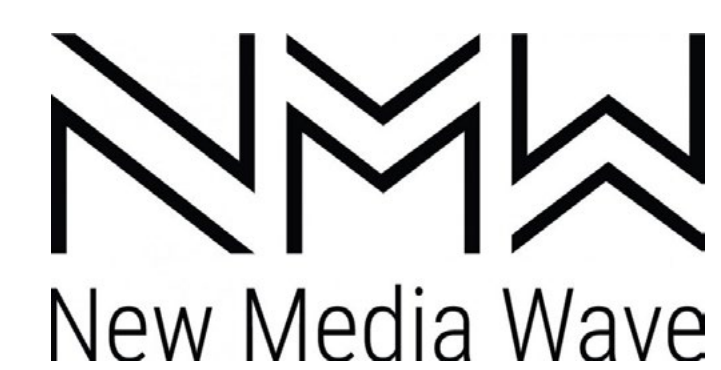




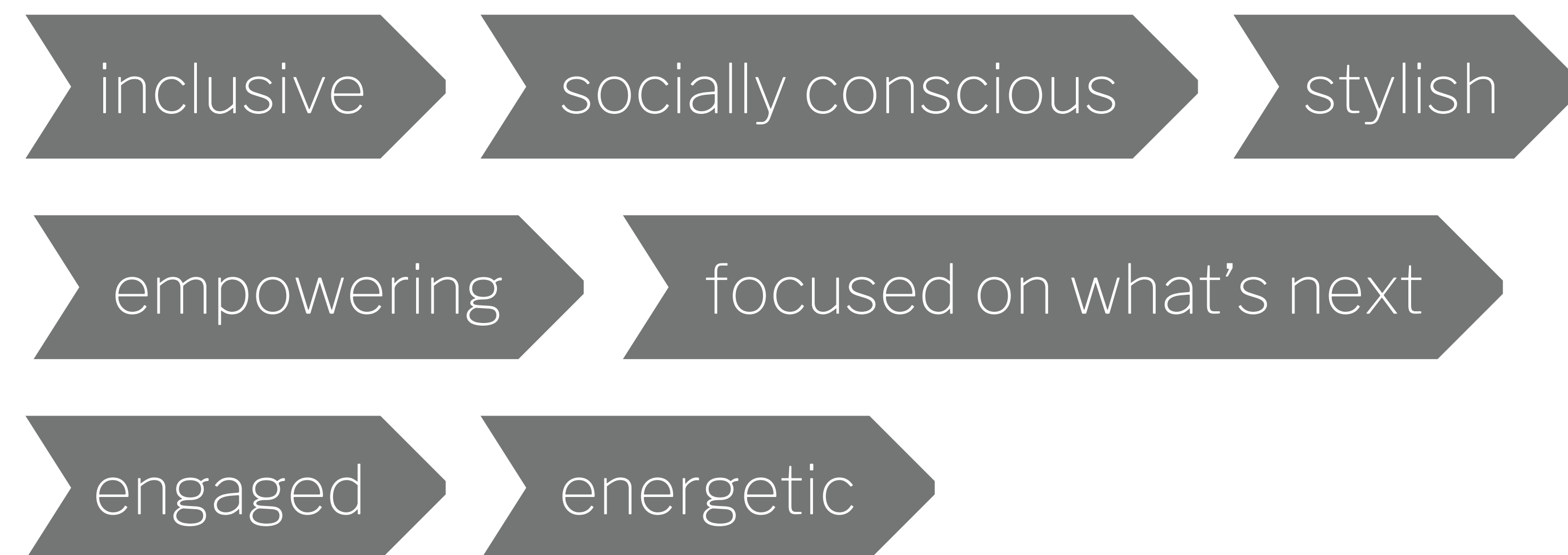
MEDIA KIT



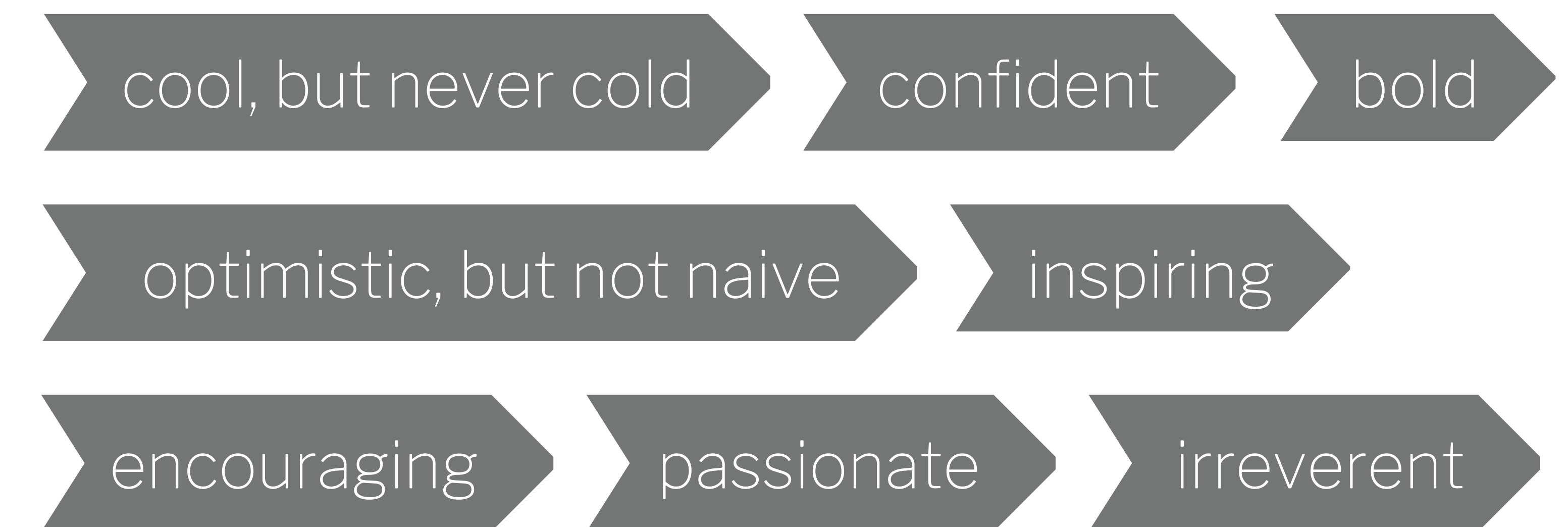


the global arbiter of cool for anyone
who sees the world through the lens
of taste and style

Attributes



Personality





“

To be GQ is to be progressive. Modern. Cutting edge. To fight for equality among all races, sexes, identities and orientations. To demand respect for your own individuality and to grant that same respect to everyone else.

Will Welch, Global Editorial Director, GQ



Anchored by award-winning journalism, photography and design.

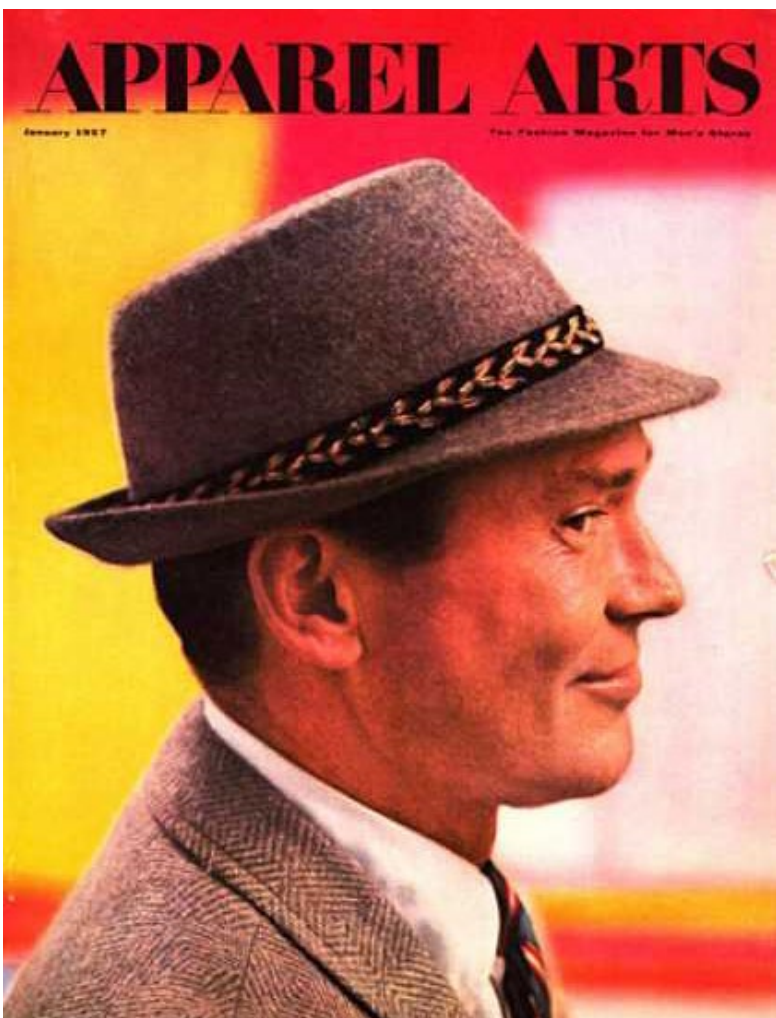
GQ leads the conversation around modern masculinity and creates culture-shaping moments.

GQ HISTORY



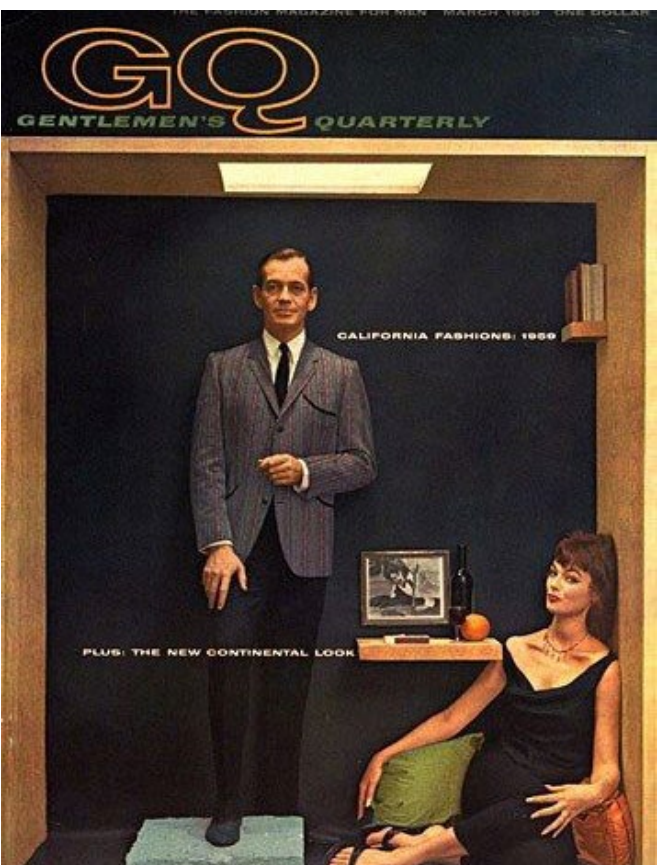
1931

The formation of Apparel Arts fashion magazine brings the industry hope for the end of the Great Depression



1958

The creation of NASA and the EEC heralds a period of prosperity in the West. The magazine changes its title from Apparel Arts to Gentlemen's Quarterly



1967

On the eve of the moral revolution and the Summer of Love, the magazine changes its brand to the masculine, sexy GQ



1979



GQ is acquired by the Condé Nast publishing group and enriches it with culture, politics and lifestyle content

1996

GQ introduces Men of the Year awards



today



GQ is a globally recognized, prestigious brand. The Polish version joins the ranks of 20 global editions. GQ POLAND is becoming a fact

GLOBAL REACH



print
11.5 M
readers

Twitter/X
5,6 M
followers

Facebook
9,6 M
followers

TikTok
5,1 M
followers

Instagram
13,5 M
followers

web
147,4 M
unique
views

video
2,8 B
plays

YouTube
12,2 M
subscribers

GQ guarantees reaching
a highly-engaged
global audience
across all platforms

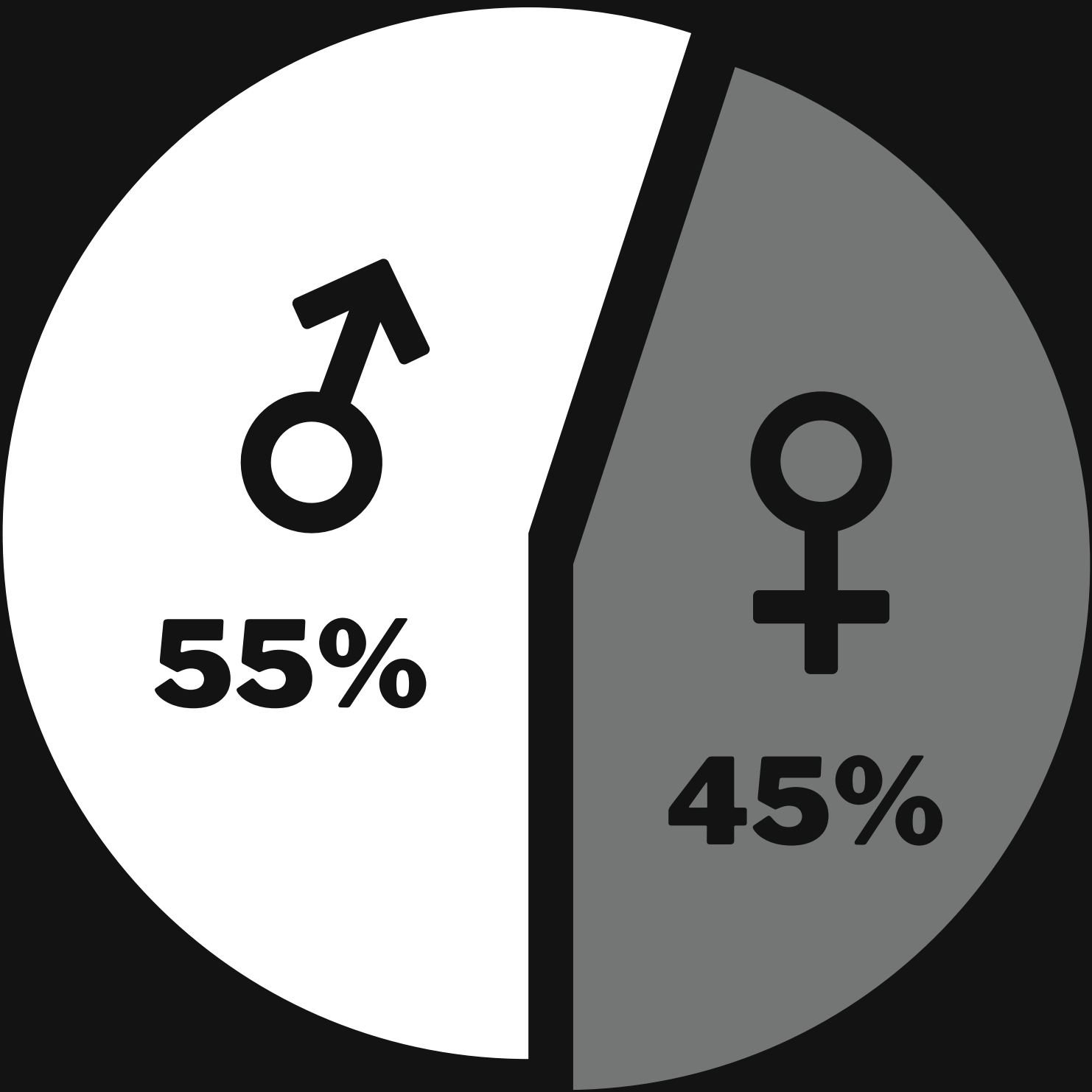


GLOBAL OVERVIEW

GQ is the world’s leading men’s magazine. Dedicated to bringing its multi-platform audiences the very best in investigative journalism, fashion, comment, lifestyle, entertainment and events



Demographics



Affinity categories

shopping enthusiasts	47%	technophiles	36%
health & fitness buffs	42%	outdoor enthusiasts	34%
shutterbugs	39%	social media enthusiasts	34%
home decor enthusiasts	39%	avid news readers	33%



21 WORLD EDITIONS





GQ

POLAND

Website launch and the premiere
of the first issue
November 2025

CONDÉ NAST × 
New Media Wave





For years, I dreamed that GQ would have a Polish edition. Not just because it's the best men's magazine in the world – everyone knows that – but because, in the global community of cultures from the West, the Far East, and the Middle East, GQ is a symbol of belonging to the world's fastest-growing regions. That symbolism has been part of GQ's DNA since the Great Depression, when, against all the pessimists, the publishers of Apparel Arts set out to become a herald of coming prosperity.

Olivier Janiak, GQ Poland Editor-in-Chief

Thirty years ago, the presence of Western brands in our then-gray, empty shops became a sign that Poland belonged to the modern world. Today, as the 20th largest economy in the world, an active NATO member, and in a year when one of our own has flown into space, the launch of GQ Poland feels not just timely – it feels essential. I dedicated several years of work to making this dream come true. And today is that day. This journey is just beginning – and you can be a part of it with us.





GQ POLAND in six words

timelessness

sensitivity

quality

openness

responsibility

commitment

READER

- Target group:

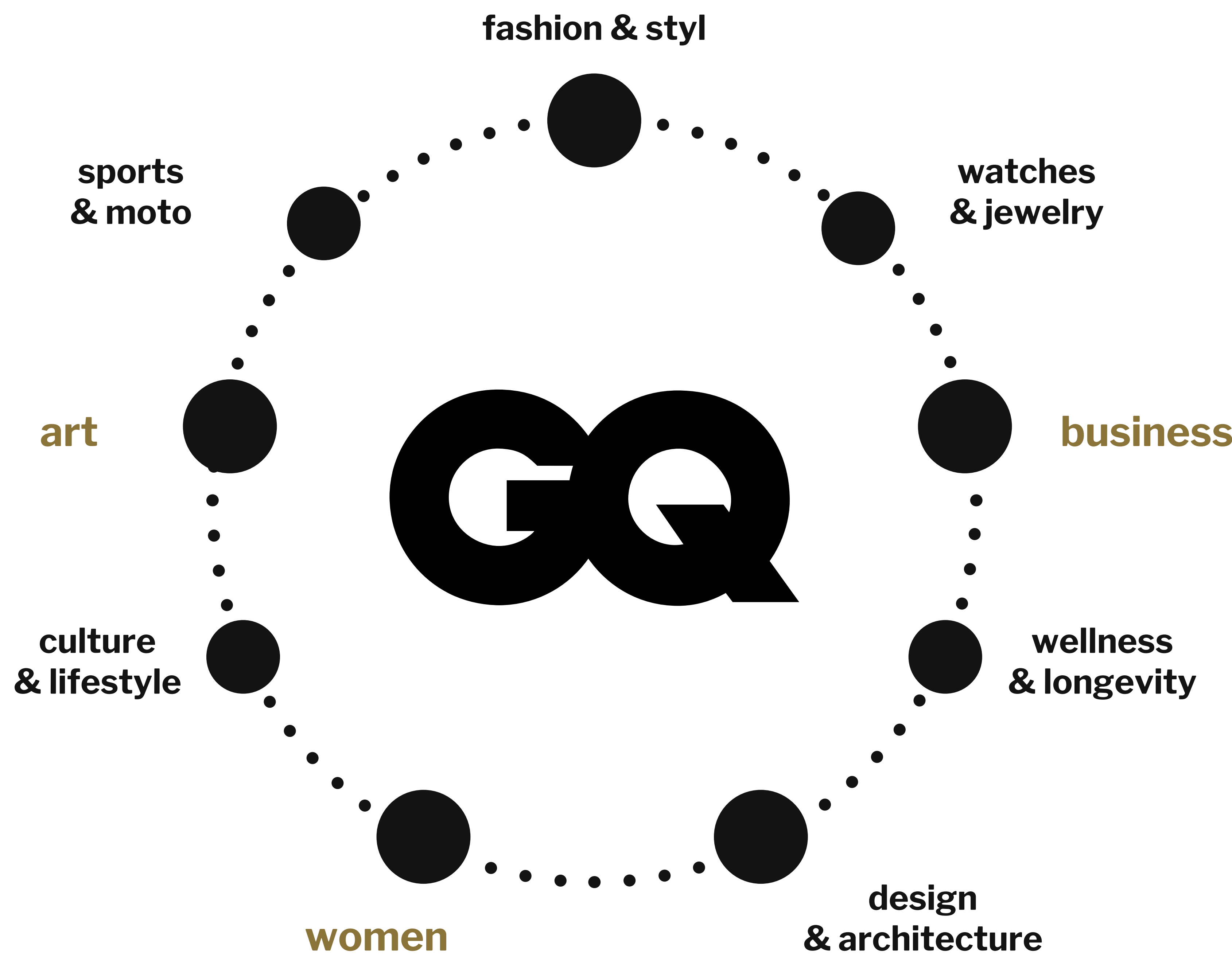
- aspirational, well-educated, and increasingly affluent men and women aged 30+, focused on a balanced and fulfilling life in which they have time for personal development and enjoying the capital they have accumulated – social capital included
- interests: business, style, fashion, beauty, politics, sports, art, interior design, and culture

- Engaging the younger generation:

- content that explores values and relationships
- involving young readers through a user-friendly interface that allows them to explore the connections between history and its reflections in fashion, music and literary culture, major outdoor festivals, and intimate yet significant cultural events
- special editions dedicated to the younger generation, with regular sections created for young people, by young people



CONTENT AREAS



A 360° BRAND EXPERIENCE



print - magazine
6 regular issues per year + special editions

digital
website
and social media

+

GQ Podcasts

GQ Radio

GQ YouTube



**editorial team
and office**

(based in Warsaw's
Praga district)

+

GQ Coffee Bar

GQ Gallery

events, meetings, and special projects

DIGITAL STRATEGY

We don't just want to participate in discussions on important topics, but above all, we want to initiate them.

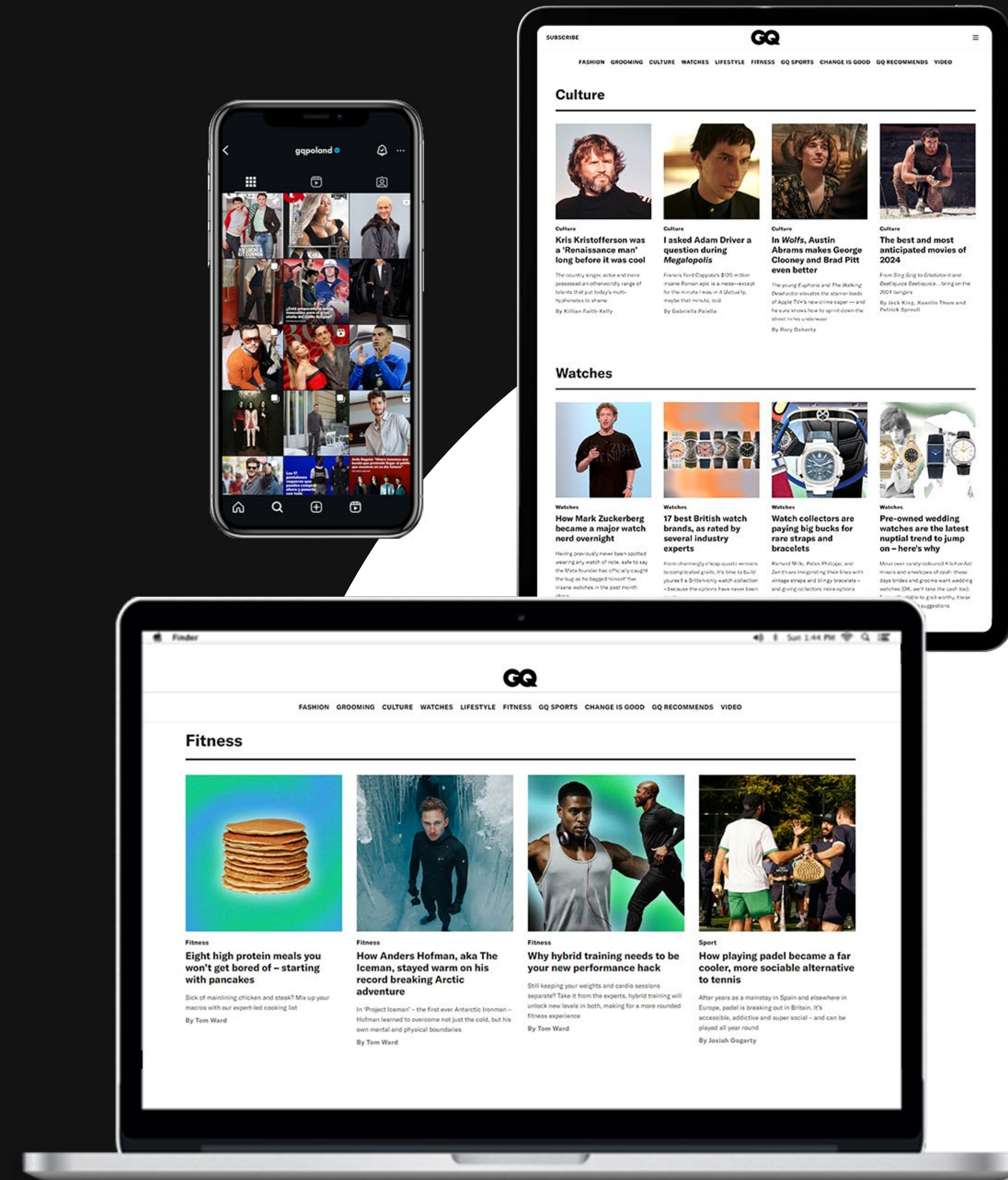
We focus on magazine-quality content. Ambitious, inspiring, yet timely and closely connected to the everyday lives of readers across Poland.

We want to surprise through format and a unique approach to topics, and promote the best journalism and top authors in their fields.

Our goal is to create materials that you want to share with your friends.

Development and audience reach strategy:

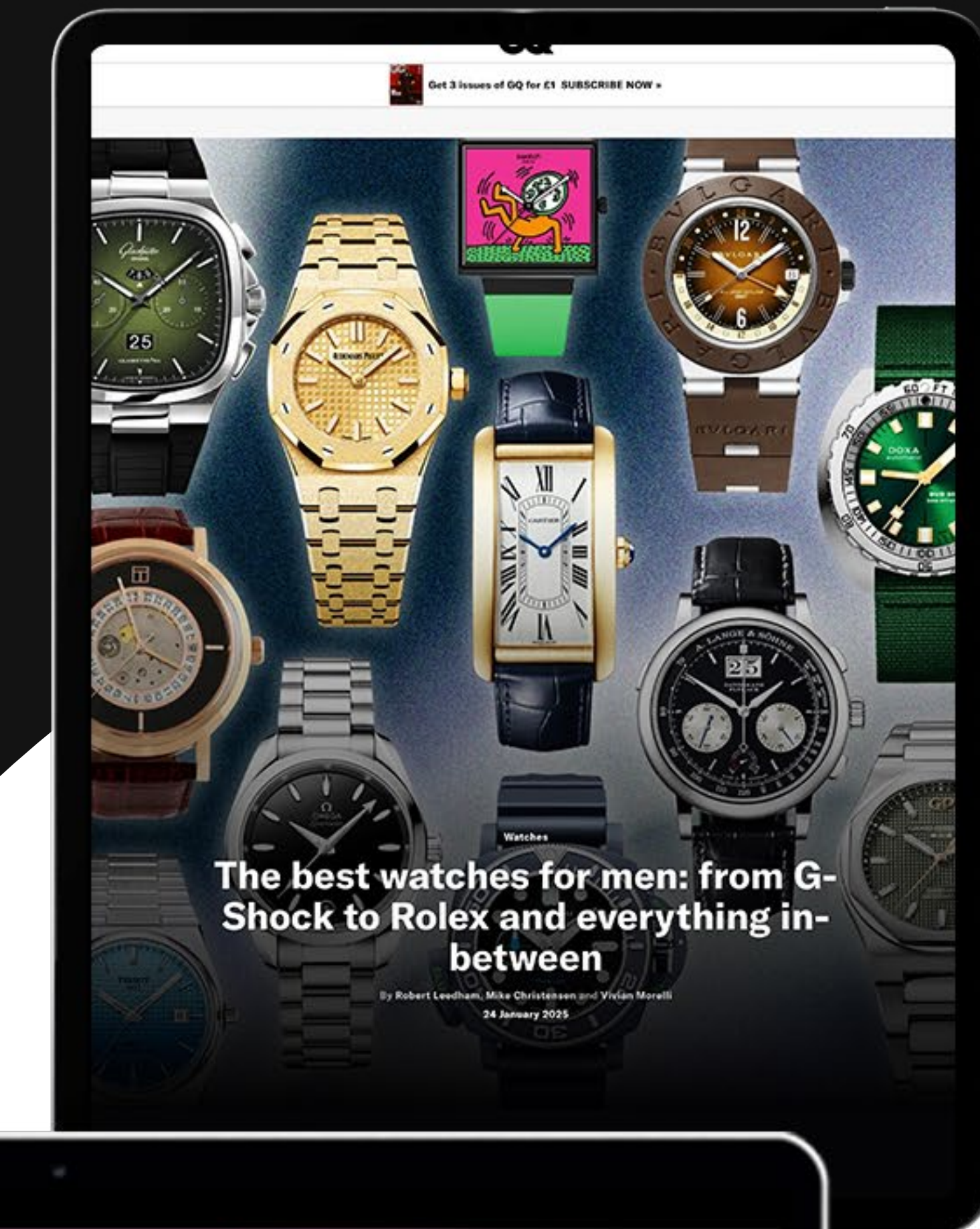
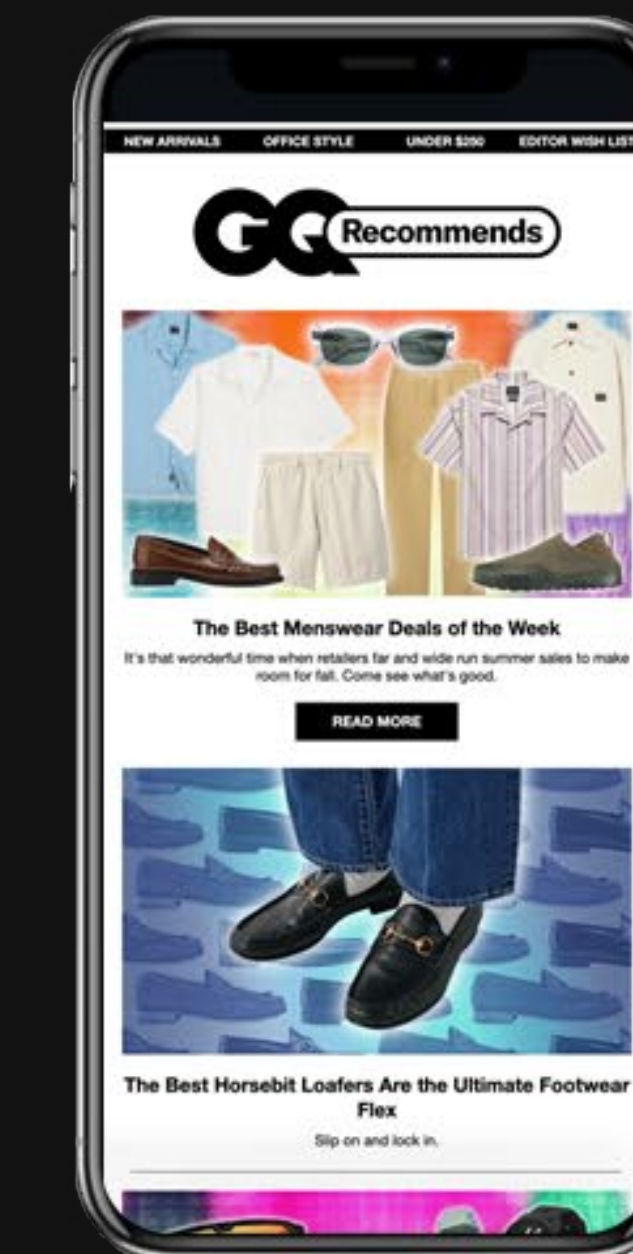
- from the very beginning, building a community on social media platforms such as Instagram, Facebook, YouTube, and TikTok
- diversifying traffic sources, focusing on multiple channels
- developing audience through both online and offline activities
- connecting with readers throughout Poland via specially dedicated editorial cycles



DIGITAL STRATEGY

Partnership opportunities for Advertisers:

- ○ an effective, user-friendly advertising network that meets agreed advertising objectives
- ○ modern and convenient technological solutions
- ○ long-term or temporary partnerships tied to a selected section, podcast, or series within the website or social media
- ○ standard sponsored content in the form of articles, videos, posts, and product placements
- ○ presence in a newsletter of a quality not yet available on the Polish market
- ○ custom projects covering all or selected channels
- ○ engagement of the GQ editorial team in creating content for partners
- ○ affiliate marketing
- ○ tailor-made projects adjusted to the expectations and goals of partners



PUBLISHING SCHEDULE

issue number	material delivery	on sale date
launch issue	30.10.2025	27.11.2025
01/2026	21.01.2026	11.02.2026
02/2026	18.03.2026	8.04.2026
03/2026	20.05.2026	3.06.2026
extra issue	4.06.2026	25.06.2026
04/2026	30.07.2026	20.08.2026
05/2026	16.09.2026	7.10.2026
extra issue	28.10.2026	18.11.2026
06/2026	18.11.2026	9.12.2026



PRINT RATE CARD

size and position	price (PLN net)
opening spread	580 000
spread	480 000
2nd cover	480 000
3rd cover	280 000
4th cover	480 000
right-hand page	280 000
left-hand page	180 000

surcharges	price (PLN net)
ad's preparation for the Client	+ 20%
the first ad in the magazine's section	+ 20%
ad next to the selected editorial page	+ 20%
second advertiser	+ 15%

In addition to the rate listed above, non-standard forms of advertising are available for individual calculation.



CONTACT



ADVERTISING DEPARTMENT

Zbigniew Kokot	zbigniew.kokot@gq.pl tel. 600 909 441
Katarzyna Ryciak	katarzyna.ryciak@gq.pl tel. 692 440 134
Magdalena Jaworska	magdalena.jaworska@gq.pl tel. 793 797 979