



THE LEADING FASHION & LIFESTYLE  
BRAND FOR MEN

MEDIA PACK 2018



# THE GQ PORTFOLIO



TABLET



MOBILE



SUPPLEMENTS



MAGAZINE



GQ.CO.UK



VIDEO



SOCIAL



GROOMING AWARDS



MEN OF THE YEAR AWARDS



FOOD & DRINK AWARDS



# BRAND GQ: HIGHLY ACCLAIMED, CROSS-PLATFORM CONTENT

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Winner of 68 major awards, British GQ is the only brand in Britain dedicated to bringing together the very best in men's fashion, style, investigative journalism, comment, lifestyle and entertainment.

GQ is the go-to brand for discerning, affluent men, delivering award-winning content across multiple platforms: in print, digital, online and social.

# BRAND GROWTH

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BRITISH GQ GLOBAL REACH

**4.1 MILLION**

GROSS REACH PRINT + ONLINE + SOCIAL

ONLINE UNIQUE USERS

**2.4 MILLION**

SOCIAL FOLLOWERS

**1.3 MILLION**

+21% YOY

Source: Google Analytics Jan-Mar 18, Social Media Figures as of 1 April 2018, PAMCo Jan - Dec 17



# THE MARKET LEADER

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CIRCULATION

**115k**

83% HIGHER THAN ESQUIRE

READERSHIP

**365k**

REACHING OVER 2 TIMES AS MANY READERS AS ESQUIRE

MEN'S MAGAZINE ADVERTISING SHARE

**47%**

THE LARGEST IN THE MEN'S LIFESTYLE MARKET

Source: ABC Jul-Dec 2017, (PAMCo Jan - Dec 17), Nielsen AdDynamix Feb 17- Jan 18



# AWARDS

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## 68

MAJOR AWARDS

## 2017

WRITER OF THE YEAR - STUART MCGURK (PPA)  
BEST NATIVE CAMPAIGN OF THE YEAR (CNI)

## 2016

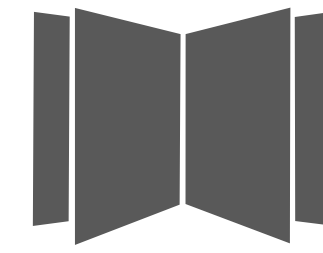
EDITOR OF THE YEAR - DYLAN JONES (BSME)  
LONG FORM/FIRST PLACE/ PEOPLE'S CHOICE (LOVIE)  
VIDEO TEAM OF THE YEAR (DIGIDAY EUROPE)  
BRAND ENTERTAINMENT OF THE YEAR - SERIES (SHOTS AWARDS)

## 2015

MEN'S LIFESTYLE MAGAZINE OF THE YEAR (DMA)



# AUDIENCE PROFILES



MAGAZINE



ONLINE

AVERAGE AGE

34

36

AVERAGE HHI

£103K

£86K

ABC1

80%

67%

AB

41%

37%

LONDON/SE

49%

51%

Source: NRS June 16-July 17, ComScore Jan-Jun 2017 please note data is UK desktop only, Income figures from GQ State of Men Survey 2017

# LUXURY INFLUENCERS

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## INFLUENCERS

85% of readers are passionate about **sharing** their knowledge and 47% regularly write blogs/reviews online

97% of readers and 83% of GQ.co.uk users have influenced others to **purchase their recommendations**

89% of readers have **researched** products and 88% have **bought** or plan to buy products they've seen in GQ

## STYLE INVESTORS

92% of readers own **designer fashion** and 87% of GQ.co.uk users agree 'Fashion & grooming are an **integral** part of my lifestyle'

Collectively, the GQ audience have spent **£800 million** on fashion in the last 12 months.

## VANGUARD

GQ's online audience are 40% more likely to be '**High Net Worth City Workers**' who are 64% more likely to be **early adopters** of technology.

Source: The GQ Portfolio Survey 2015 (based on regular GQ readers), Hitwise (based on 4 rolling week data ending 16th September 2017), The GQ Style Survey 2015



# GQ: FASHION

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GQ IS THE ONLY MEN'S MAGAZINE THAT TAKES FASHION SERIOUSLY.

GQ has the **most accoladed and influential fashion team** in the industry

GQ produces **25%** more fashion pages than the closest competitor every year (NMR)

And **6** inspiring fashion supplements every year

GQ owns the majority share of **fashion advertising** in the UK men's lifestyle market (57% - NMR)

**GQ.co.uk** produces new fashion content everyday, breaking the latest news and exclusive stories in fashion

GQ has been instrumental to the success of **London Collections: Men**

GQ launched the **GQ Designer Menswear Fund** in collaboration with the British Fashion Council in 2013 to celebrate emerging UK menswear talent

GQ has hosted **10** reader events in the last year and over **50** industry dinners in the last 5 years

Source: NMR Sept 2016-Aug 2017 (lifestyle titles: GQ, Esquire & Men's Health)

# GQ: GROOMING

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Style and Grooming Editor **Jessica Punter** is GQ's grooming expert and covers more exclusive grooming stories than any other title

Now in its eighth year, GQ pioneered the male **Grooming Awards**, a great accolade for winning brands

The expert and celebrity judging panel review over **1,000** products. The panel has previously included Jack Guinness, Nicholas Grimshaw, Dr Sebagh, Jason Atherton and Dr Michael Prager

GQ produces **30%** more grooming pages than the closest competitor every year (NMR)

Dedicated **Grooming channel** on GQ.co.uk

**GQ.co.uk** Grooming Gallery stories consistently drive high traffic numbers

GQ created its very first **GQ Power Pack** in December 2015: eight carefully curated products from some of our favourite brands

Source: NMR Sept 2016-Aug 2017 (lifestyle titles: GQ, Esquire & Men's Health)



# GQ: WATCHES

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GQ launched the **first** magazine-based watch guide over **ten** years ago

The GQ Watch & Jewellery Guide is GQ's **biggest supplement**

**Bill Prince** (GQ Deputy Editor) is heralded as 1 of the best watch journalists in the industry

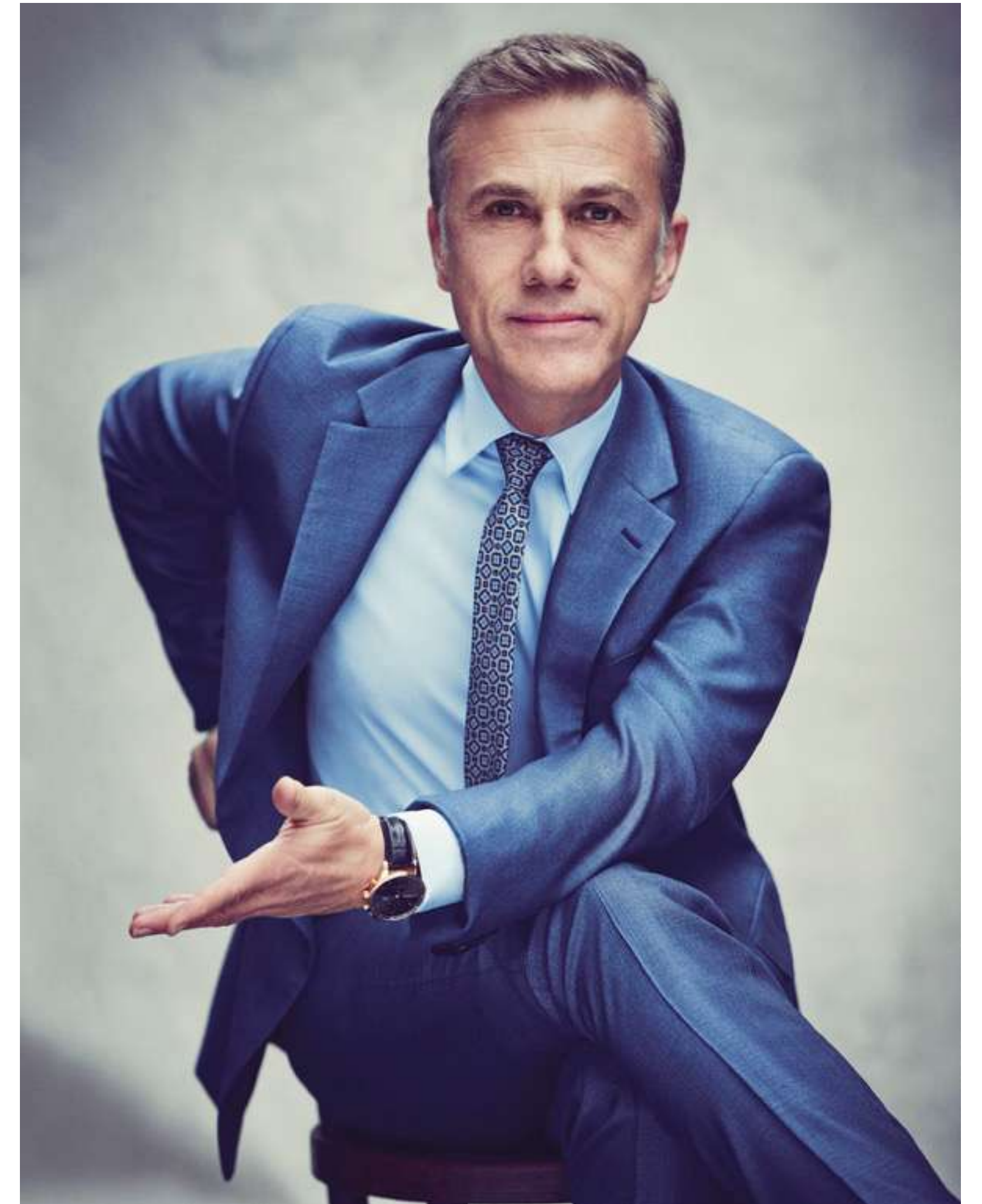
GQ features over **100** watches every year

Due to the success of The Watch & Jewellery Guide, GQ now also produces a mid-year **watch report** in the June issue

GQ owns the **majority** share of watch advertising in the UK men's lifestyle market (51% - NMR)

Dedicated **Watch channel** on GQ.co.uk, generates 26.5 million global page views, more than any other feature

GQ host the **key social event** of the world's biggest watch fair, Baselworld.



Source: The GQ PortfolioSurvey 2015 , NMR Sept 2016-Aug 2017 (lifestyle titles: GQ, Esquire & Men's Health)

# GQ: TECHNOLOGY

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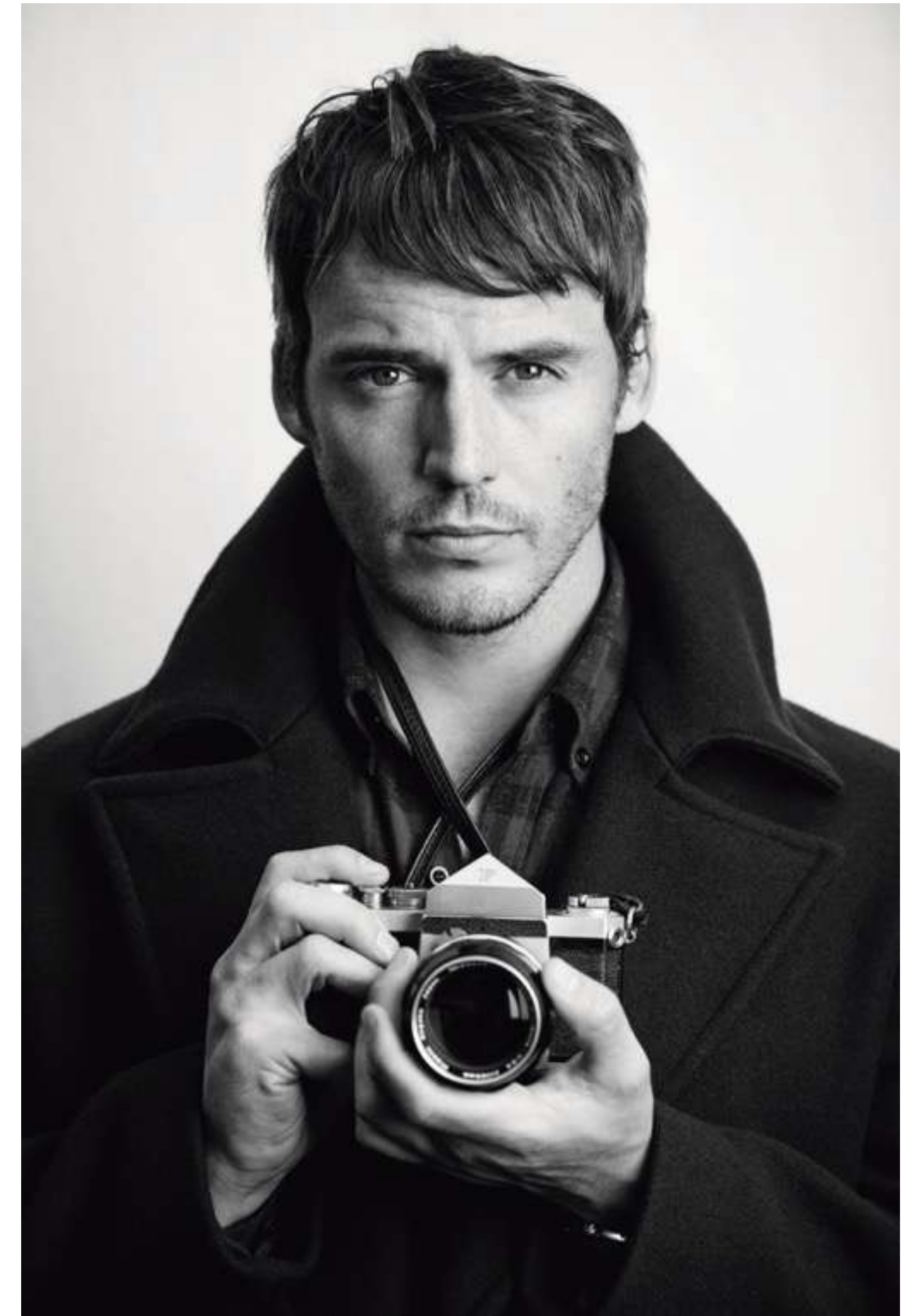
**Stuart McGurk** (Senior Commissioning Editor) and **Charlie Burton** (Commissioning Editor) are GQ's technology experts

The team trial over **100** gadgets every year

Our creative solutions team have designed **bespoke** content for: Samsung, Nikon, Vertu, Beats By Dre, Canon, Fuji, Hewlett Packard, HTC, Nintendo, Xbox, Samsung TV

**69%** of GQ readers agree, 'it is important that I use the **best technology** in my professional life'

**83%** of GQ.co.uk users agree, 'I love hearing about **new innovations** in technology'



Source: The GQ Portfolio Survey 2015





# GQ: MOTORING

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GQ dedicates **352%** more editorial pages to **motoring** than our closest competitor every year

**Paul Henderson** is our Motoring Editor and team expert

**250** cars have been tested in the last 5 years

**The GQ Car Awards** have been running for the last 6 years

**71%** of GQ readers agree, 'I am passionate about cars and driving'

**73%** of the GQ audience have friends who have **bought** or **investigated** further, cars based on their recommendations

GQ owns the **majority** share of motoring advertising in the UK men's lifestyle market (55% - NMR)

In the last year, Mercedes, Jaguar, Bentley, BMW, Audi and Land Rover have sponsored GQ supplements, editorial sections and events

Source: The GQ Motoring Survey 2015 , NMR January-December 2015 (lifestyle titles: GQ, Esquire & Men's Health)

# GQ: FOOD & DRINK

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Deputy Editor **Bill Prince** and Food Editor **Paul Henderson** are GQ's food and drink experts

The team reviews over **100** restaurants and bars every year

GQ published two food and drink books in 2013: '**GQ Eats**' & '**GQ Drinks**'

GQ dedicates **23%** more editorial pages to food and drink than the closest competitor

And owns the **largest share** in food and drink advertising in the UK men's lifestyle market (48% - NMR)

GQ launched the **Food & Drink Awards** in 2015, in association with Veuve Clicquot

At the awards, 2015 Lifetime Achievement Winner **Jeremy King** commented, '**I have never been in a room with such a high calibre of people in the food and drink industry**'

**41%** of GQ readers are Michelin diners and **90%** of GQ.co.uk users are passionate about dining out

Source: NMR Sept 2016-Aug 2017 (lifestyle titles: GQ, Esquire & Men's Health), The GQ Food & Drink Survey 2015



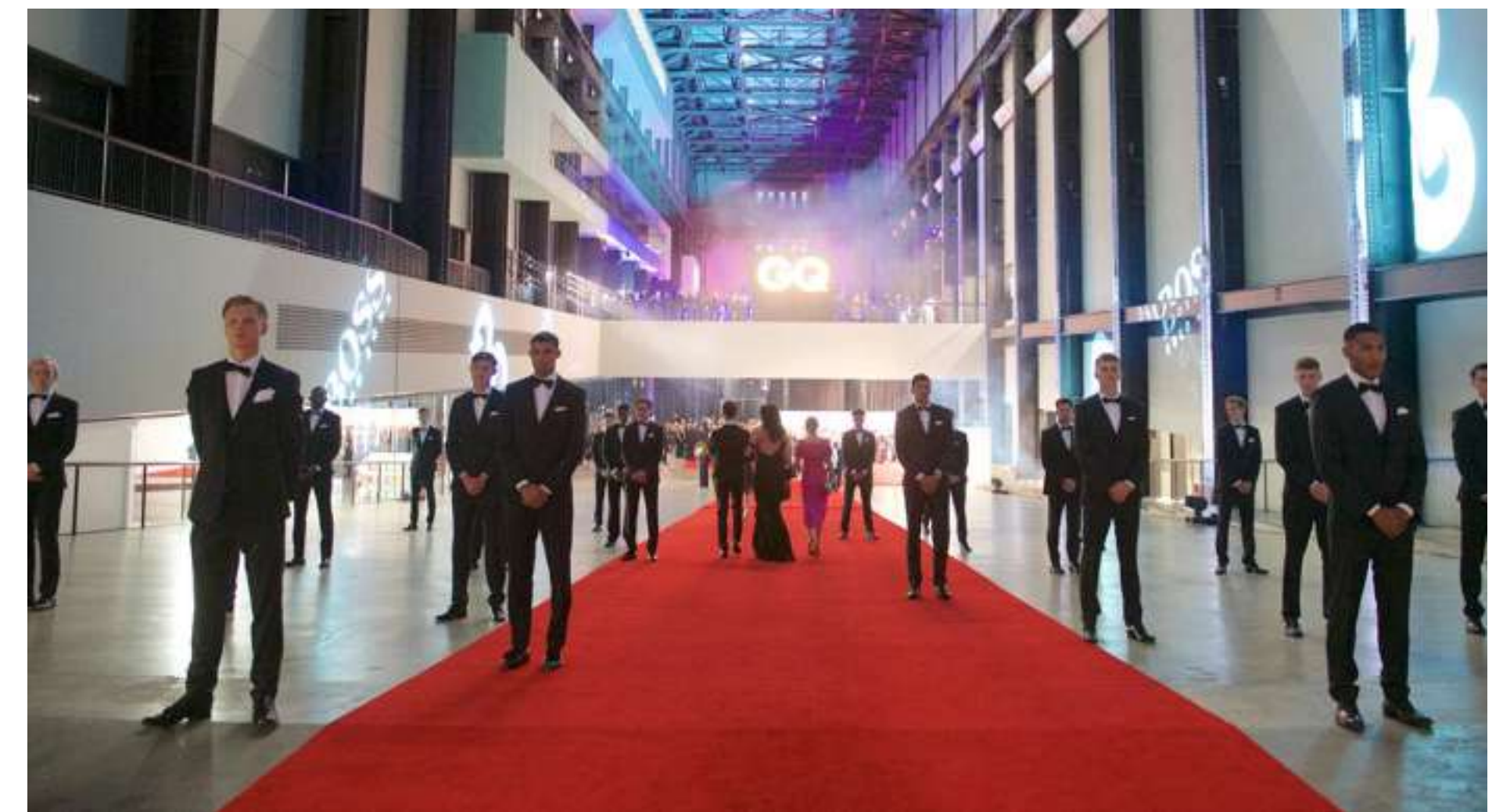
# GQ EVENTS: PUTTING ON A SHOW

GQ's ability to stage multiple expertly crafted live events is unsurpassed.

Whether its the annual **GQ Men Of The Year Awards**, attracting the highest calibre of international and home-grown celebrity talent, our **Food & Drink Awards**, or our **Grooming Awards**, GQ continues to dominate the conversation, set the agenda and host the coolest parties ever.

GQ also hosts many successful reader events, for example, an experiential in-store event with Hugo Boss and Lewis Hamilton and our annual collaboration with Carnaby Street Style Night.

GQ Men Of The Year Awards is the **biggest** magazine event of the year with the largest media pull; reaching **935 million** and valued at **£8.1 million** in 2015.





# COMMERCIAL OPPORTUNITIES



DISPLAY



BESPOKE SOLUTIONS



EDITORIAL PARTNERSHIPS



ONLINE DISPLAY



DIGITAL SOLUTIONS & NATIVE ADVERTISING



VIDEO

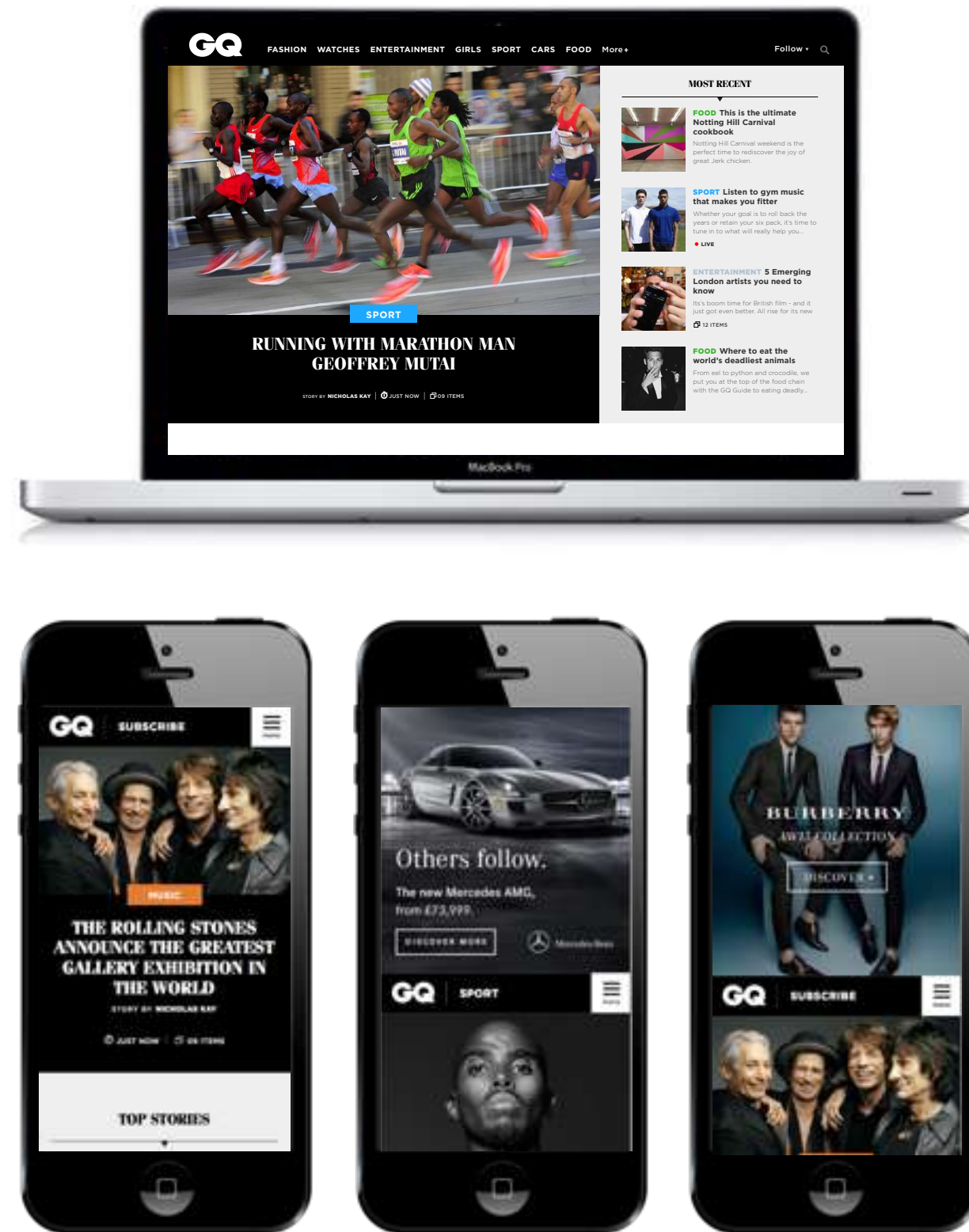


EVENT SPONSORSHIP



# GQ.CO.UK: A MOBILE-FIRST STRATEGY

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The new site has been developed from a 'mobile first' strategy, through to desktop, resulting in a seamless user experience across all devices.

- A Condé Nast first
- New bespoke ad formats have been developed to enhance advertising opportunities
- New site sections enhance user engagement and allow ease of movement around the site and better content discovery
- The homepage will only have advertising as part of a sponsorship, creating a solus, premium environment for luxury brands
- A new publishing platform facilitating 'on the go' journalism
- Infinite scroll on all devices
- Sticky ads and lazy-load ads for better viewability

# CREATIVE SOLUTIONS

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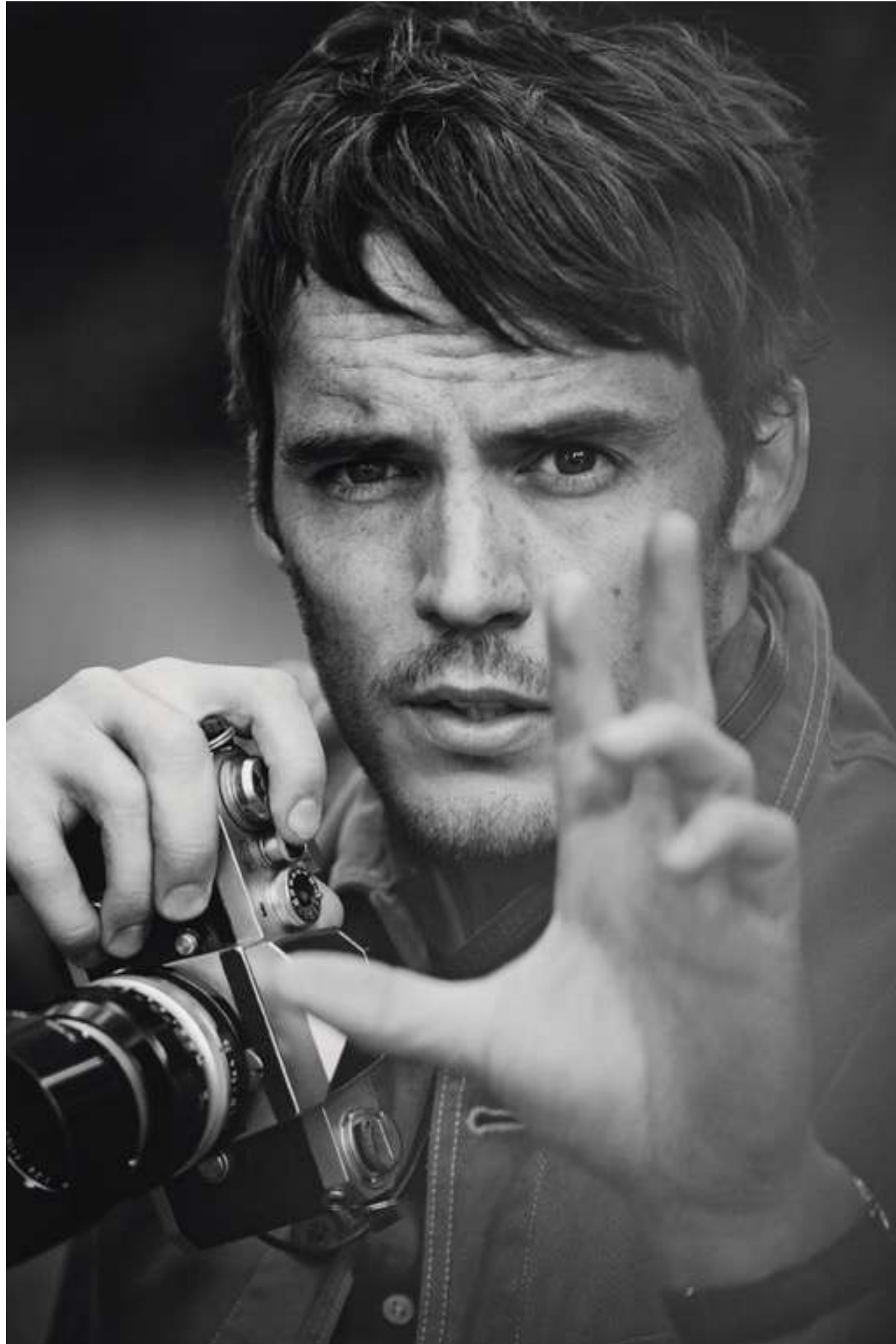


Native and bespoke creative solutions created by the GQ in-house team and hosted on GQ.co.uk.

- Development of bespoke creative solutions to tie in an advertiser with the GQ brand
- Dedicated native strategy with bespoke formats seamlessly integrated with the GQ editorial
- Leveraging our award-winning design and creative teams
- Unique brand amplification and reach
- Total 360 approach to creative solutions: print, digital, tablet, mobile, offline, events.



# GQ VIDEO



GQ.co.uk dedicated channel launched in February 2016

Re-branded YouTube presence and available on other sharable channels

Creating a new home for:

- GQ originated short films, series and documentaries
- GQ archive videos
- Partner collaborations
- GQ video playlist

Working in collaboration with key partners to produce bespoke narrative

#### **Access**

Worlds elite creative talent through our usually very private black book of relationships with collaborators

#### **Create**

British GQ is synonymous with refined taste and is respected for being a symbol of cool sophistication. This attitude will be reflected in talent involved, production value and tone

#### **Build & Drive**

Digital audiences through relevant, engaging and shareable video content.

SUBSCRIBERS:

**+250%**  
since video launch

TOTAL COMMERCIAL VIEWS:

**1,331,457**

Source: YouTube Analytics 31/10/2016



# GQ MAGAZINE RATES



## PRINT MAGAZINE

SIZE/POSITION	RATE (£)
Page run of paper	15,294
Page facing matter	16,332
Page specified position	18,571
Page first third	19,828
Contents, masthead, contributors	21,303
Inside back cover	22,231
Outside back cover	24,197
DPS run of paper	30,697
DPS specified position	34,685
DPS first third	36,979
Inside front cover DPS	44,571
Inside front cover gatefold	84,718
1 <sup>st</sup> DPS	48,903
2 <sup>nd</sup> DPS	39,874
Opening bank DPS	39,109
Half page run of paper	7,702
Half page specified position	9,231
Half page masthead contributors	10,488
Quarter page run of paper	4,697
<b>PROMOTIONS</b>	
Page	16,792
DPS	33,585
Creative per page	3,000 (net)
<b>INSERTS</b>	
Scent strips	Rate on application
Tip on	Rate on application
Loose single sheet (Machine)	£52 per '000
Loose single sheet (Hand)	£84 per '000



## DIGITAL EDITIONS

FORMAT	TOTAL PRICE (Net) Per Issue, Per Element Cost
<b>STANDARD</b>	
Static*	0
Static with link	£1,000
<b>PREMIUM</b>	
Scrolling ad	4,000
Slide show**	4,000
30 second video	4,000
<b>PREMIUM +</b>	
Photo Explorer	8,000
Photo 360	8,000
60 second video	8,000

\* Must be provided in both landscape and portrait formats.

\*\* Quantity of images available per slide show may vary.



# GQ STYLE RATES



PRINT  
MAGAZINE

SIZE/POSITION	RATE (£)
Page run of paper	9,503
Page facing matter	12,652
Contents, masthead, contributors	15,744
Inside back cover	15,856
Outside back cover	22,267
DPS run of paper	17,487
DPS specified position	23,728
Inside front cover gatefold	74,052
Opening bank DPS	28,564
<b>PROMOTIONS</b>	
Page	11,504
DPS	21,153
Creative per page	3,000 (net)



DIGITAL EDITIONS

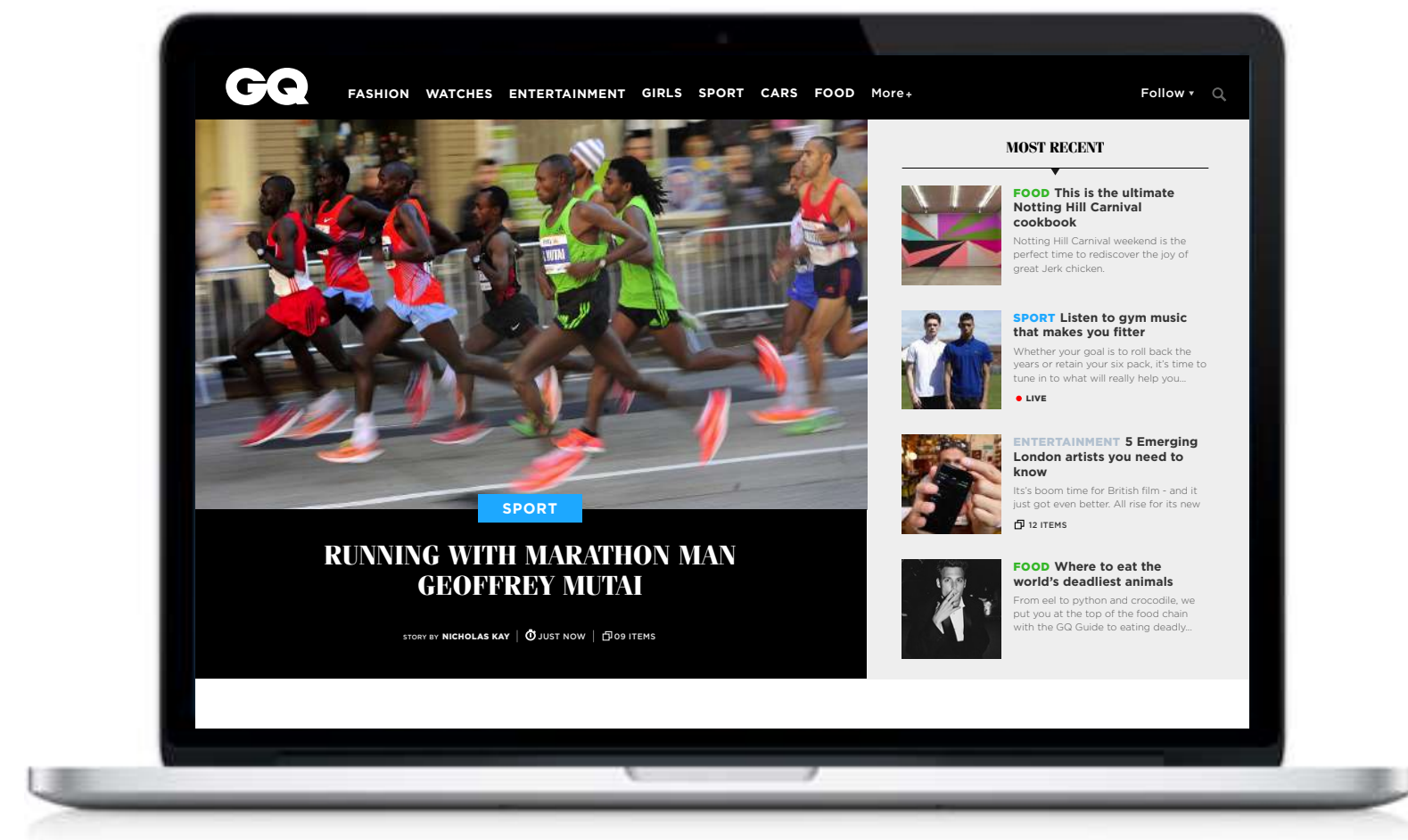
FORMAT	TOTAL PRICE (Net) Per Issue, Per Element Cost
<b>STANDARD</b>	
Static*	0
Static with link	£1,000
<b>PREMIUM</b>	
Scrolling ad	4,000
Slide show**	4,000
30 second video	4,000
<b>PREMIUM +</b>	
Photo Explorer	8,000
Photo 360	8,000
60 second video	8,000

\* Must be provided in both landscape and portrait formats.

\*\* Quantity of images available per slide show may vary.

# GQ.CO.UK ADVERTISING FORMATS & RATES

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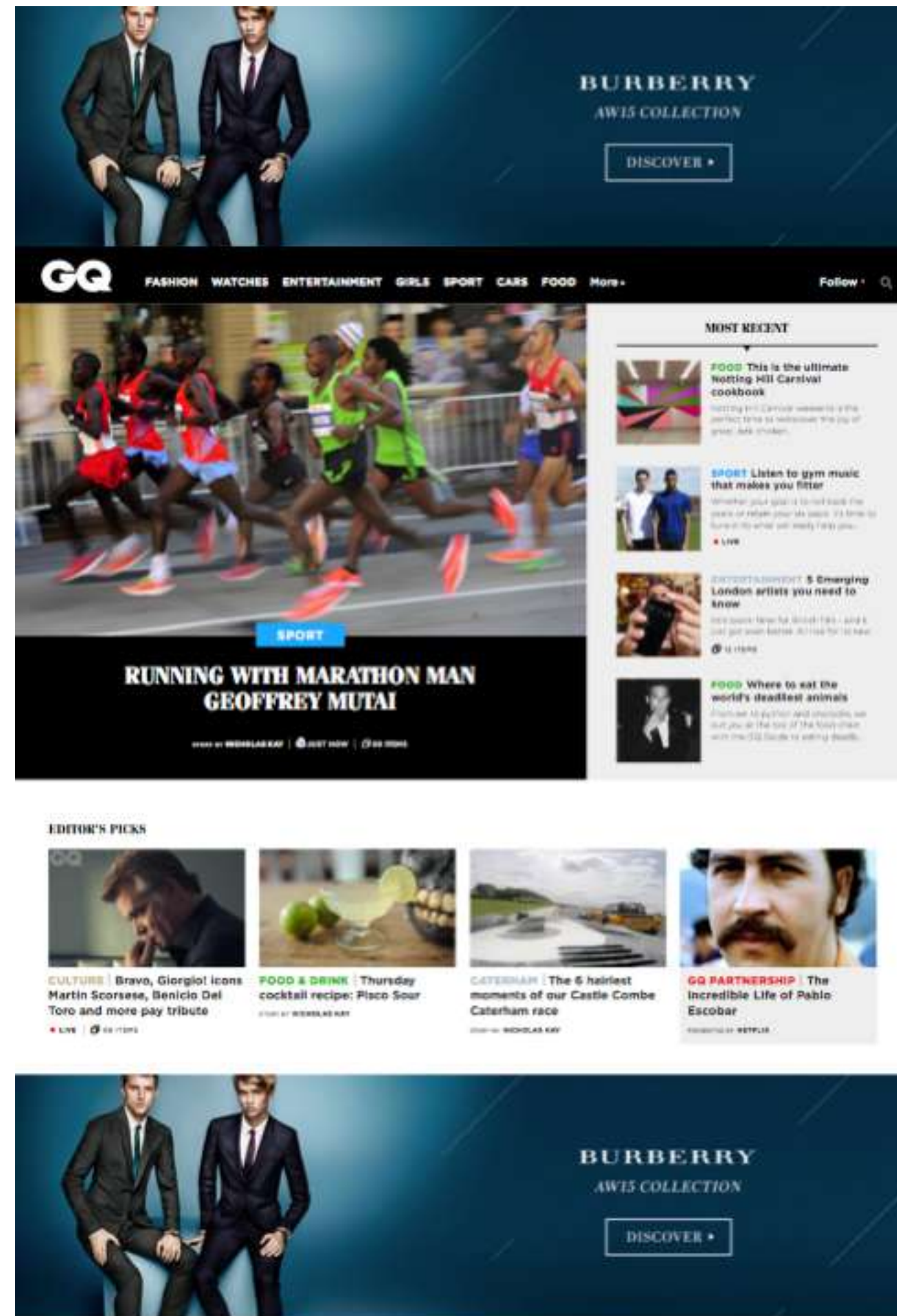


**GQ** BRITISH **.co.uk**





# AD FORMATS: HOMEPAGE

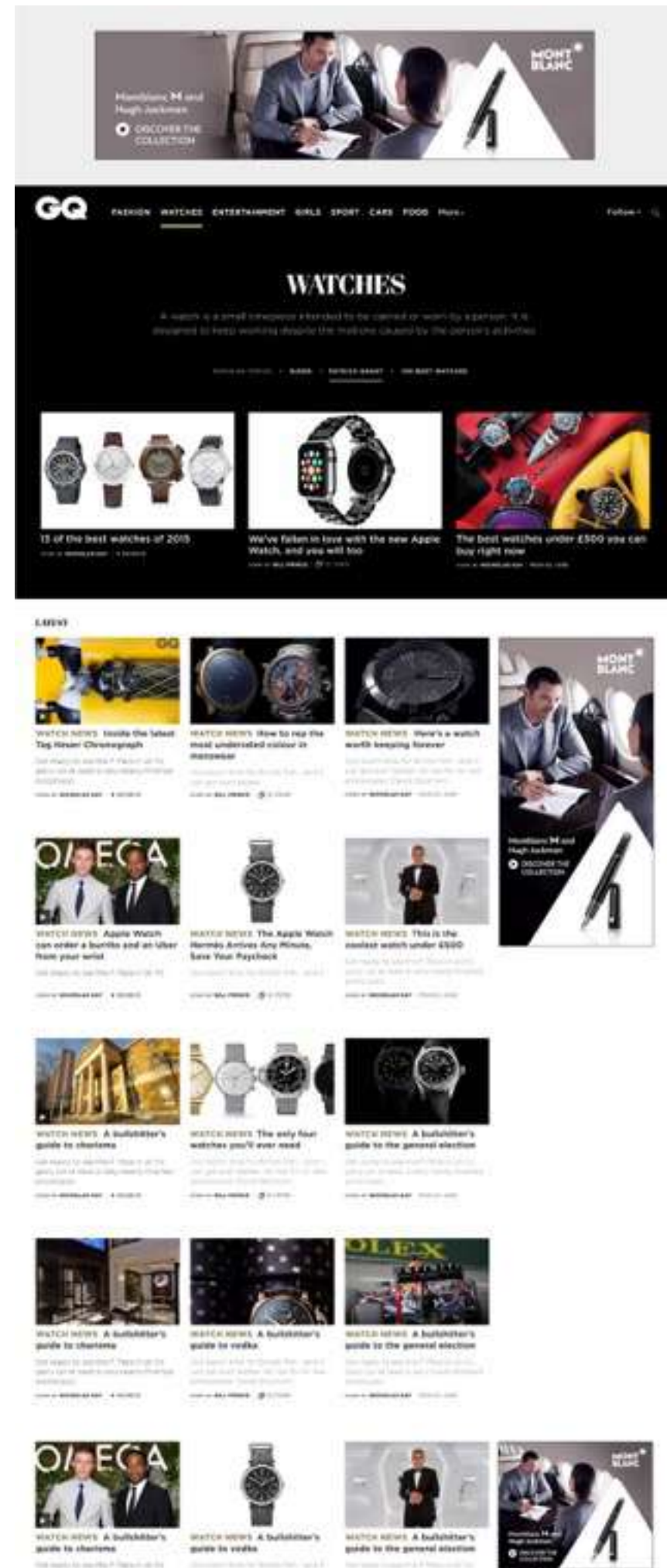


## SUMMARY

- Three responsive home fill (1520x340)
- All Devices



# AD FORMATS: SECTION



## SUMMARY

- Three responsive homefill (1520x340)
- All Devices

## OR

- Billboard 970x250 / Leaderboard 728x90 / Super Leaderboard 970x90 / Pushdown 970x90 (desktop only)
- Doublesky 300x600 / MPU 300x250 (all devices)



# AD FORMATS: ARTICLES



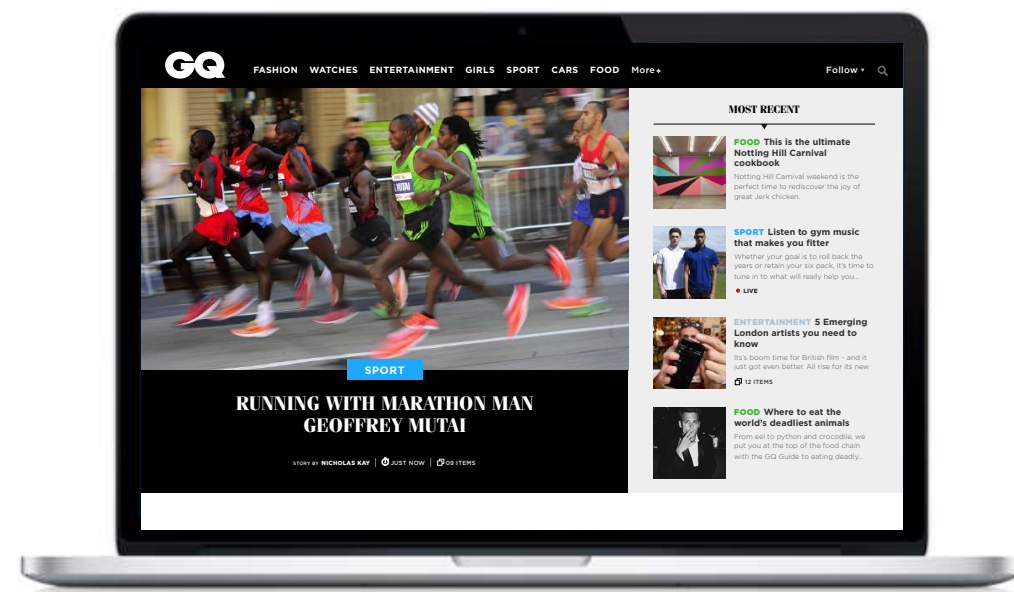
## SUMMARY

- Billboard 970x250 / Leaderboard 728x90 / Super Leaderboard 970x90 (desktop only)
- In-content responsive (size TBC) (mobile only)
- MPU 300x250 (all devices)

## OR

- Billboard 970x250 / Leaderboard 728x90 / Super Leaderboard 970x90 (desktop only)
- Two Doublesky 300x600 / MPU 300x250 (all devices)
- Optional Gallery Interstitial 1000x600 (desktop only)

# GQ.CO.UK RATES



WEBSITE

POSITION	SIZE	RATE (£)
Leaderboard	728x90	16 cpm
MPU	300x250	27 cpm
Double-Skyscraper	300x600	45 cpm
In-Content Ad	Max. 420x160 (expanding to 1000x200)	45 cpm
Gallery Interstitial	Max. 1,000x600	75 cpm
Billboard	970x250	45 cpm
Homepage & Section Sponsorship	-	POA
Solus Email	-	90 cpm
Sponsored Newsletter	-	30 cpm



# SCHEDULE

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ISSUE	ON SALE DATE	COPY DEADLINE	INSERTS DUE	TABLET COPY DEADLINE	PRIME SITE DEADLINE
Mar 2018	08 Feb 18	3 Jan 18	15 Jan 18	10 Jan 18	08 Dec 17
Apr 2018	8 Mar 18	31 Jan 18	12 Feb 18	07 Feb 18	05 Jan 18
May 2018	5 Apr 18	28 Feb 18	08 Mar 18	05 Mar 18	07 Feb 18
Jun 2018	3 May 18	28 Mar 18	09 Apr 18	04 Apr 18	07 Mar 18
Jul 2018	31 May 18	25 Apr 18	03 May 18	01 May 18	04 Apr 18
Aug 2018	5 Jul 18	30 May 18	11 June 18	06 June 18	02 May 18
Sep 2018	2 Aug 18	27 June 18	09 July 18	04 July 18	06 Jun 18
Oct 2018	6 Sep 18	1 Aug 18	10 Aug 18	07 Aug 18	04 Jul 18
Nov 2018	4 Oct 18	29 Aug 18	10 Sept 18	05 Sept 18	08 Aug 18
Dec 2018	1 Nov 18	26 Sept 18	08 Oct 18	03 Oct 18	05 Sept 18
Jan/Feb 2019	6 Dec 18	31 Oct 18	12 Nov 18	07 Nov 18	03 Oct 18



ISSUE	ON SALE DATE	COPY DEADLINE	INSERTS DUE	TABLET COPY DEADLINE	PRIME SITE DEADLINE
S/S 18	15 MAR	05 FEB	26 FEB	05 FEB	05 JAN
A/W 18	20 SEPT	13 AUG	03 SEP	13 AUG	13 JUL



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# TERMS & CONDITIONS

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The Condé Nast Publications Limited : Advertising Terms & Conditions

## 1. DEFINITIONS

- (a) the "Advertiser" means the person or entity booking advertising space in a CNP Publication with CNP, whether an advertising agency, brand owner or whomsoever.
- (b) "Advertising Copy" means the advertising and promotional content (including any Sales Promotions as defined below) requested by the Advertiser to be published by CNP in one or more CNP Publications.
- (c) "CNP" means The Condé Nast Publications Limited of Vogue House, Hanover Square, London W1S 1JU.
- (d) "CNP Publication" means any of the magazine titles published by CNP from time-to-time.
- (e) "Digital Versions" means any CNP Publication as made available in an electronic format compatible with one or more handheld or tablet end-user devices (such as, without limitation, Kindles and iPads).
- (f) "Premium" and "Premium Plus" advertising options means in relation to "Premium" including but not limited to scrolling advertisements, slide shows and 30 second videos and "Premium Plus" including but not limited to photo explorer, photo 360 and 60 second video.
- (g) "Production Work" means any and all artwork, sketches, layouts, mock-ups, graphics, photography, processing or other work, work product, services and service product that the Advertiser may request CNP to perform or provide from time-to-time.
- (h) the "Publication Date" means, in relation to each version of a CNP Publication (print, Digital and PDF) the date(s) on which the relevant version comes on sale in the United Kingdom.
- (i) "PDF Versions" means any CNP Publication as made available in a "static format" digital magazine issue (e.g. on Zinio, LeKiosk etc.).
- (j) "Press Date" means CNP's various deadline(s) for receipt of any Advertiser's Advertising Copy, as the same may be notified by CNP to the Advertiser in respect of each instance of publication of such Advertising Copy in a conventional, print-media CNP Publication, a Digital Version or a PDF Version.
- (k) "Rates" means CNP's costs and charges for the publication of Advertising Copy in CNP Publications, as evidenced in the CNP Rate Card in force at the relevant time, but not including any additional fees and costs for any Production Work as described in Section 2(b) below which shall be payable in addition to the Rates.
- (l) "Rate Card" means the table of CNP's Rates for the publication of Advertising Copy in CNP Publications, as updated by CNP from time-to-time, the current version of which is at: <http://www.condenastinternational.com/media-kits-rate-cards/>.
- (m) "Sales Promotions" means as defined in Section 8 of the CAP 'UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing'.
- (n) "Technical Specifications" means CNP's technical requirements for Advertising Copy provided by or on behalf of Advertisers from time-to-time, the current version of which is at [www.condenast.co.uk/displayadverts](http://www.condenast.co.uk/displayadverts), plus the specific technical specifications applicable to Advertising Copy destined for publication in Digital Versions, the current version of which is at [www.a-handler.co.uk/condenast](http://www.a-handler.co.uk/condenast) (these specific digital specifications being referred to as the 'Tablet Advertising Material Specifications').

## 2. RATES & COSTS

- (a) Rates are quoted in the Rate Card exclusive of VAT and may be increased at any time upon 3 months' written notice, "written notice" for these purposes to include notice posted on this web page as part of these Terms & Conditions.
- (b) In addition to the Rates, if the Advertiser requires any Production Work to be performed by CNP, it shall pay CNP for the same at the cost quoted by CNP at the time of request, plus any applicable VAT or other sales tax at the prevailing rate.
- (c) All rights, including all copyright, in any Production Work performed by CNP shall vest in CNP and the Advertiser may use the same solely for the limited purpose of publishing the associated Advertising Copy in the relevant CNP Publications pursuant and subject to these Terms and Conditions. Where an Advertiser wishes to receive an assignment of rights in any Production Work then the same shall be subject to the written agreement of CNP (which it may grant or withhold in its absolute discretion and which may include the agreement of any further terms).
- (d) Advertising Copy for Digital Editions will be displayed in portrait orientation viewable via the horizontal scroll bar. Advertising Copy which requires reformatting will be deemed to be Production Work and subject to an additional fee as set out in Section 2(b) above. Any custom Advertising Copy produced by CNP will also constitute 'Production Work' and hence will incur additional fees as set out in Section 2(b) above. Advertising Copy supplied by the Advertiser to the Table Advertising Material Specifications (see Section 4(ii)(a) below) will not generally require any Production Work from CNP and hence should not generally incur extra fees.
- (e) Premium and Premium Plus options are approved on an individual case by case basis by CNP in its discretion and are subject to extra fees.



# TERMS & CONDITIONS

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## 3. ORDERS

(a) Agents must disclose the name of their principals and nature of the advertised goods, services, Sales Promotions and Advertising Copy at time of booking. Any incomplete or misleading disclosure or failure fully to disclose, or any non-compliance of any matter with applicable regulation, entitles CNP to reject or cancel the order.

(b) The CNP Rate Card is not an offer to contract. A contract between CNP and the Advertiser (and CNP's obligation to publish any Advertising Copy on these Terms & Conditions) arises only upon and subject to CNP's written acceptance of the Advertiser's order and additionally, in the case of financial advertising, the compliance of the relevant Advertising Copy with the Financial Services and Markets Act 2000.

(c) Cancellations cannot be accepted from Advertisers within 2 months of the Publication Date of the conventional, print-media CNP Publication. Orders for Advertising Copy comprising covers and Sales Promotions are non-cancellable.

(d) Orders for next to or facing editorial positions can only be accepted subject to availability at the time of going to press.

(e) It is the Advertiser's responsibility to notify CNP within 7 days of receipt of CNP's written acceptance of the Advertiser's order for the publication of its Advertising Copy if the booking details set out in CNP's acceptance confirmation are incorrect.

(f) Advertisers are required to specify, in their orders, which CNP Publications (and which digital versions) they wish their Advertising Copy to appear in. Where a CNP Publication is published in both Digital and PDF Versions, CNP will, unless notified otherwise by the Advertiser, publish the Advertising Copy in all of the Digital Versions and PDF Versions of the relevant CNP Publication, to all of the compatible end-user devices. The Advertiser may, if it so specifies in its order to CNP, elect not to have its Advertising Copy published in the PDF Version of the relevant CNP Publication, but in this regard the Advertiser acknowledges that this 'opt-out' will be universal in respect of all PDF Versions across all end-user devices.

## 4. COPY ARTWORK AND MATERIALS

### (i) Print Advertising Copy

(a) All Advertising Copy (which must be in the form of PDF files and digital proofs) provided by or on behalf of the Advertiser to CNP must comply with CNP's Technical Specifications. CNP may reject for publication any Advertising Copy which is not compliant with the Technical Specifications.

(b) The technical compliance of Advertising Copy provided by the Advertiser to CNP for publication in Digital Versions remains the responsibility of the Advertiser. CNP accepts no responsibility and shall have no liability to the Advertiser for any of the consequences (including the state of the resulting published Advertising Copy) where any materials provided to CNP do not comply with the Technical Specifications.

(c) If the Advertiser does not provide a PDF file and digital proof of the relevant Advertising Copy by the Press Date CNP is entitled (but not obliged) to re-publish any previous Advertising Copy previously published in the relevant CNP Publication.

(d) CNP shall be under no obligation to review or make corrections to any pre- or post-publication Advertising Copy.

### (ii) Tablet Advertising Copy

(a) Advertising Copy intended for publication in Digital Versions must comply with the 'Tablet Advertising Material Specifications' section of the Technical Specifications. PDF Versions do not require compliance with any technical specifications other than the general Technical Specifications. CNP may reject for publication any Advertising Copy which is not compliant with the Tablet Advertising Material Specifications.

(b) Advertisers may email CNP at [tabletadvertising@condenast.co.uk](mailto:tabletadvertising@condenast.co.uk) for full details of CNP's technical requirements for Digital Versions and information about the Technical Specifications.

(c) The technical compliance of Advertising Copy provided by the Advertiser to CNP for publication in Digital Versions remains the responsibility of the Advertiser. CNP accepts no responsibility and shall have no liability to the Advertiser for any of the consequences (including the state of the published Advertising Copy) where any materials provided to CNP do not comply with the 'Tablet Advertising Material Specifications' element of the Technical Specifications.

(d) If the Advertiser does not provide Advertising Copy compliant with this Section 4(ii) by the notified Press Date for the Digital Version CNP is entitled (but not obliged) to re-publish any previous Advertising Copy previously published in the relevant Digital Version.

(e) For the avoidance of doubt, any links embedded in any Advertising Copy for any Digital Version will only be enabled when the relevant end-user device is connected to the Web via WiFi or 3G.



# TERMS & CONDITIONS

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(iii) General

(a) All Advertising Copy supplied by the Advertiser will be held by CNP at the owner's risk and should be insured against loss or damage and backup copies retained by the owner. Advertising Copy will be deleted and destroyed by CNP after 6 months of CNP's receipt of the same unless collected from CNP by the Advertiser. None of the Advertising Copy shall be deemed to have any value other than the cost of the materials.

## 5. PAYMENT

(a) Payment shall be made within 30 days of the date of CNP's invoice.

(b) If payment is not made in full within 30 days of the date of CNP's invoice the Advertiser shall pay interest under The Late Payment of Commercial Debts (Interest) Act 1998, at 8% above Bank of England base rate.

(c) New Advertisers will be required to pay in advance for the first three insertions of Advertising Copy.

## 6. GENERAL

(a) The Advertiser accepts that the Advertiser is a principal in law and accordingly warrants that all Advertising Copy (and its constituent parts) when submitted to CNP for production and upon publication shall: (i) be neither defamatory nor obscene, and shall comply in all respects with the requirements of the British Code of Advertising Practice and other relevant industry codes, and (ii) comply with and not contravene the requirements of (a) any Act of Parliament, statutory instrument, code of practice or regulation promulgated thereunder including any law of the European Community for the time being in force or applicable in the United Kingdom and (b) any acts, decrees, regulations or authorities in those markets in which the advertisement (and in particular comparative advertising) may be accessed: (iii) in the case of financial advertising comply with the Financial Services and Markets Act 2000 and other relevant statutes and regulations issued pursuant to statute or by any regulatory body: (iv) not breach any contract or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or entity or render CNP liable to any proceedings or liabilities whatsoever, wheresoever.

(b) Notwithstanding anything to the contrary set out herein, CNP is entitled at its absolute discretion to reject or exclude any Advertising Copy submitted for publication notwithstanding: (i) CNP's previous acceptance of the relevant Advertiser's order; and (ii) whether or not the relevant Advertising Copy has been previously accepted for publication or published previously.

(c) The Advertiser will indemnify CNP fully in respect of any costs, claims, damages, losses or liabilities of any sort suffered or incurred by CNP arising directly or indirectly from the production or publication of any Advertising Copy which is in breach of any of the warranties set out in Section 6(a) above.

(d) Any complaint concerning the production or publication of any Advertising Copy must be notified in writing to CNP within 4 weeks of the relevant Publication Date.

(e) CNP will exercise reasonable care in preparing and publishing Advertising Copy but if any Advertising Copy is not published in accordance with the booking confirmation issued by CNP due to the act or omission of CNP, CNP's maximum liability shall be limited to the amount of any payment made for the relevant Advertising Copy. CNP shall not be liable in any manner to the Advertiser for any error, misprint or omission which does not materially detract from the look or meaning of any Advertising Copy nor shall CNP be liable to the Advertiser for any such error, misprint or omission to the extent attributable to the Advertiser's non-compliance with these Terms and Conditions. CNP may (subject to Section 6(b) above) at the Advertiser's request carry further or corrective Advertising Copy of a similar type and standard to the Advertising Copy which has not been published in accordance with the booking confirmation issued by CNP which shall be the Advertiser's sole and exclusive remedy.

(f) The Advertiser may not recharge a client for advertising space at an increased rate without CNP's written consent.

(g) For Advertising Copy including a Sales Promotion or a special offer the Advertiser must provide all details when placing its order.

(h) CNP and the Advertiser warrant that they will observe their respective obligations under the Data Protection Act 1998 arising in connection with these Terms and Conditions.

(i) These Terms and Conditions shall be construed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English Courts.

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