

“ Ideas for men  
who are curious  
about the world.”  
—Jim Nelson, editor in chief, GQ



## FOR THE 21ST CENTURY MAN

GQ.com is THE online authority on men and the only website that speaks to all sides of the male equation with original, intelligent coverage of fashion, entertainment, politics, women, cars, gear, and more. GQ.com is simply sharper and smarter. It gives the 21st century man the access, the tools and how-tos to enhance his life via blogs, video, slideshows and features.

GQ continues to push the envelope of elegance and innovation each month even beyond the site. Its groundbreaking iPhone app released in December 2009 and re-issued monthly is the first-ever ABC-approved mobile magazine replica.

## AT A GLANCE

### ■ Average Monthly Traffic

Uniques	<b>2 million</b>
Page Views	<b>68.4 million</b>

Source: Omniture, January 2010

### ■ Passionate Community

“What I’ve been looking for in fashion, entertainment and lifestyle.”  
—GQ User

“One of my female friends read [‘How to Dump Her Like a Man’] and loved it so much she posted it on Facebook and tagged all of her male friends to set them straight.”  
—GQ User

“This is a great story [‘The Return of Hair-Raising Style’.] Love the images used to illustrate.”  
—GQ User

### ■ Demographics

Male	<b>96%</b>
Average Age	<b>33</b>
Average HHI	<b>\$82,000</b>

Source: Internal Study - Strategy Group, June 2008

### ■ The “Gentleman” Consumer: Stylish, Affluent, Influential

Shops online for men’s apparel	<b>348</b>
Spent \$1,000+ on total clothing past year	<b>182</b>
Frequent Fitness Active	<b>188</b>
Men’s Skincare User	<b>137</b>
Spent \$3,000+ on home electronics	<b>159</b>
Spent \$30,000+ on any vehicle	<b>152</b>
5+ Public activities in the past year	<b>180</b>

Source: Nielsen/Netratings MEGAPANEL 09-09/S09



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How to bring the best of the Web to your living room's flat-screen—where it belongs



### Style



## This Spring's Must-Have Accessories

Grab hold of these punchy, can't-miss items for the months ahead [more >](#)

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WHAT A MAN NEEDS TO KNOW TODAY  
**The Q**

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Tommy Ton shoots the style moves of New York's men-about-town [more >](#)



## The Inside Story with Ana Marie Cox

Our woman in Washington kicks off her new series of weekly podcasts with DNC chair Tim Kaine



## GQ Swimsuit Review

A sexy look back at the women we've taken to the beach [more >](#)



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By the time winter burns out, you're ready to ditch the...

Monday, 2/22/2010 At 1:26PM | [more >](#)

## Backyard Conversation

Serge Gainsbourg and Jane Birkin, 1971.....

Monday, 2/22/2010 At 11:29AM | [more >](#)

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