

Esquire

MAN AT
HIS BEST

MEDIA KIT

masculine • intelligent • style • modern • inventive • curious • sophisticated

MISSION STATEMENT

As the only general-interest lifestyle magazine for affluent men, Esquire addresses the diversity of men's interests with intelligence, wit, and style. In contrast to the narrowly focused men's niche titles, Esquire understands that sophisticated men with limited leisure time can benefit from a single source about the best of their world.

While other men's magazines are written for highly aspirational readers, Esquire is geared toward men who have arrived. What they want is a primer on how to lead a richer, better, fuller, and more meaningful life.

**ESQUIRE
DEFINES,
REFLECTS, &
INFLUENCES
WHAT IT MEANS
TO BE A MAN IN
CONTEMPORARY
CULTURE**



28

International
Editions

15

Languages

46

Countries



ABOUT THE MAGAZINE

As the leading men's lifestyle magazine, Esquire is defined by its range. The magazine speaks to the multi-faceted, successful man who is culturally plugged in. Esquire's unique blend of intelligent service, stories with substance, and ability to entertain and inspire make it a relevant source and must-read for tastemakers and influencers. Award winning editorial is Esquire's hallmark. This continues to sustain the magazine's vitality and reinforce its leadership position.

Esquire appeared, for the first time, in October 1933. It was conceived at the darkest moment of the Depression and was born at the dawn of the New Deal.

Esquire addresses the diversity of men's interests with intelligence, wit and style. In contrast to narrowly focused men's niche titles, Esquire understands that sophisticated men with limited leisure time can benefit from a single source about the best of their world.

While other men's magazines are written for highly aspirational readers, Esquire is geared toward men who have arrived, they dress for themselves; have both the means and the knowledge to invest; can order with confidence in a fine restaurant; have a healthy respect and admiration for women; take vacations that enrich their lives and recharge their energy; and have mastered many of life's basics.

COUNTRY	CIRCULATION	READERSHIP	LAUNCH DATE	COVER PRICE
BULGARIA	22,000	90,000	2014	\$3.55
CENTRAL AMERICA	169,050	169,050	2008	\$3.50
CHINA	N/A	1,056,900	1996	\$3.22
COLOMBIA	81,700	81,700	2012	\$5.13
CZECH REPUBLIC	12,000	12,000	1996	\$3.00
GREECE	7,000	70,000	2002	\$5.85
HONG KONG	40,000	140,000	2014	\$5.13
INDONESIA	65,000	390,000	2007	\$4.50
KAZAKHSTAN	19,682	19,682	2005	\$3.18
KOREA	N/A	286,000	1995	\$6.00
MALAYSIA	25,000	125,000	2011	\$6.43
MEXICO	100,000	300,000	2008	\$2.80
MIDDLE EAST	15,000	63,000	2009	\$5.44
NETHERLANDS	29,596	29,596	1990	\$7.02
PHILIPPINES	15,000	75,000	2011	\$4.65
POLAND	30,000	30,000	2015	\$3.33
PUERTO RICO	105,000	105,000	2008	\$3.50
ROMANIA	3,200	3,200	2007	\$5.68
RUSSIA	70,000	379,000	2005	\$2.60
SERBIA	12,000	40,000	2013	\$1.92
SINGAPORE	28,000	140,000	2012	\$5.90
SPAIN	60,000	175,000	2007	\$4.04
TAIWAN	50,000	100,000	2005	\$2.58
THAILAND	100,000	400,000	1995	\$2.70
TURKEY	10,870	10,870	1993	\$3.74
UK	58,538	122,000	1991	\$6.46
US	746,556	4,038,868	1933	\$4.99
VIETNAM	20,000	100,000	2013	\$1.60



8,551,866

Readers Worldwide

1,895,192

Worldwide Circulation

25 BRAND EXTENSIONS

BIG BLACK BOOK

BIG WATCH BOOK

BIG DRINKS BOOK

CARS

CHINA
UNITED KINGDOM
INDONESIA
MIDDLE EAST
ROMANIA
SPAIN
HONG KONG
SINGAPORE
MALAYSIA
MIDDLE EAST
CHINA
ROMANIA
SPAIN
LATIN AMERICA (MEXICAN EDITION)
LATIN AMERICA (PAN REGIONAL)
PHILIPPINES
TURKEY
COLOMBIA
UNITED STATES
CZECH REPUBLIC
LATIN AMERICA (MEXICAN EDITION)
LATIN AMERICA (PAN REGIONAL)
LATIN AMERICA (MEXICAN EDITION)
LATIN AMERICA (PAN REGIONAL)
LATIN AMERICA
HONG KONG
CHINA



20

Websites



INTERNATIONAL DIGITAL INFO

	WEBSITE	UNIQUES	PAGE VIEWS
BULGARIA	WWW.ESQUIRE.BG	N/A	N/A
CHINA	WWW.ESQUIRE.COM.CN	1,090,000	26,000,000
COLOMBIA	WWW.ESQUIRE.COM.CO	29,144	42,399
HONG KONG	WWW.ESQUIREHK.COM	67,000	290,000
INDONESIA	WWW.ESQUIRE.CO.ID	12,614	30,269
KAZAKHSTAN	WWW.ESQUIRE.KZ	100,000	250,000
KOREA	WWW.IMAGAZINEKOREA.COM	1,800,000	4,030,000
MALAYSIA	WWW.ESQUIRE.MY	30,000	65,000
MEXICO	WWW.ESQUIRELAT.COM	592,000	8,200,000
MIDDLE EAST	WWW.ESQUIREME.COM	70,000	250,000
NETHERLANDS	WWW.ESQUIRE.NL	51,203	120,473
PHILIPPINES	WWW.ESQUIREMAGAZINE.PH	14,788	28,049
ROMANIA	WWW.ESQUIRE.RO	5,047	9,548
RUSSIA	WWW.ESQUIRE.RU	1,200,000	6,200,000
SINGAPORE	WWW.ESQUIRESINGAPORE.COM	30,000	100,000
SPAIN	WWW.ESQUIRE.ES	676,000	3,000,000
TAIWAN	WWW.ESQUIRE.TW	58,500	100,000
TURKEY	WWW.ESQUIRE.COM.TR	43,333	540,766
UK	WWW.ESQUIRE.CO.UK	520,000	4,200,000
US	WWW.ESQUIRE.COM	4,926,917	18,000,000
VIETNAM	WWW.ESQUIREVIETNAM.COM.VN	9,548	56,805
	TOTAL	11,326,094	71,513,309



Understanding your target reader

FRANCHISES

1 MAHB

Some topics covered in the Man at His Best section are film/TV, celebrity, music, books, drinking, grooming, sex, gadgets, and money; covering at least four of these topics is essential to creating the section. The goal is to not simply inform readers about what is news but to entertain while advising and illuminating. Stories are presented in fresh ways and the section is an enclave for smart, provocative, and funny writing, even in the shortest of pieces.

2 STYLE

Esquire's sense of fashion decorum is legendary. Its tagline—"The best of everything that he can afford"—is exemplified by showing fashion in an intelligent light, as a sommelier of style. Esquire allows readers to get more than just trends but value and impact from their purchases be that cars, clothes, cognac or any other object a man should have.

4 A WOMAN WE LOVE

Esquire features many of the most beautiful women in the world. But in a non-sleazy way that reflects the fact that the sexiest part of the female anatomy is her brain. Through Esquire's 'Joke from a Beautiful Woman' and 'Woman We Love' readers are shown ladies in a way other magazines don't. An Esquire woman is as special as an Esquire man.

3 WHAT I'VE LEARNED

An Esquire-branded two-page story on someone famous—an actor, musician, politician, mogul, etc. One page is text and the other is a full-page image and the text is written not as a narrative but as bits of wisdom, humor, and anecdotes. It is a "must have" to every edition and can be made into a larger feature or given a special section that is typically called The Meaning of Life, also an Esquire franchise.

5 ESQUIRE 10

A ten-page well photo story on Esquire things from clothing, to cars, to watches and beyond, packaged in a cool way.



ADVERTISING RATES

OPEN PAGE RATE (EURO & USD)

BULGARIA €3,450 \$4,000	INDONESIA €2,445 \$3,300	PHILIPPINES €2,059 \$2,442	SPAIN €12,600 \$14,540
CENTRAL AMERICA €2,914 \$4,006	KAZAKHSTAN €5,514 \$7,218	POLAND €12,143 \$14,167	TAIWAN €3,363 \$4,299
CHINA €47,145 \$53,000	KOREA €936 \$1,081	PUERTO RICO €2,780 \$3,822	THAILAND €1,558 \$2,000
COLOMBIA €5,940 \$8,167	MALAYSIA €3,736 \$4,400	ROMANIA €6,700 \$8,345	TURKEY €9,600 \$12,271
CZECH REPUBLIC €7,900 \$9,260	MEXICO €17,500 \$21,000	RUSSIA €16,200 \$12,700	UK €19,522 \$22,945
GREECE €8,000 \$9,543	MIDDLE EAST €13,130 \$15,180	SERBIA €2,500 \$2,955	US €119,183 \$137,960
HONG KONG €6,467 \$7,821	NETHERLANDS €5,100 \$6,020	SINGAPORE €5,689 \$6,702	VIETNAM €24,928 \$21,370

HEARST

UK

DANIELLE KLEIN
International Advertising Director
Hearst Advertising Worldwide United Kingdom
Danielle.Klein@hearst.co.uk
+44 (0)20 7439 5542

ITALY

ROBERT SCHOENMAKER
Managing Director
Hearst Advertising Worldwide Italia
rschoenmaker@hearst.it
+39 (02) 6269 4441

US

JEANNETTE CHANG
SVP/International Publishing Director
Hearst Advertising Worldwide US
jchang@hearst.com
+1-212-649-2160

FRANCE

MAGALI RIBOUD
International Sales Director
Hearst Advertising Worldwide France
mriboud@studio-riboud.com
+33 (0)1 42 56 33 36

GERMANY

VANESSA MINCKWITZ
International Advertising Manager
Hearst Advertising Worldwide Germany
Vanessa.vonminckwitz@burda.com
+49 89 92 50 35 32

SWITZERLAND

FRANK EIMER
Commercial Director
Hearst Advertising Worldwide Switzerland
Feimer@hearst.ch
+41 79 931 2573

SPAIN

MONICA DE LOS RIOS
International Sales Director
Hearst Advertising Worldwide Spain
mdelosrios@hearst.es
+34 91 728 92 50

