

Esquire
The **BIG
BLACK
BOOK**

2013

THE STYLE MANUAL FOR SUCCESSFUL MEN

The **BIG BLACK BOOK**

Nick Sullivan has been a leading force in menswear since joining Esquire as Fashion Director in 2004. In 2006 he ushered in Big Black Book, and has served as Editor for the 11 editions published to date. Monthly, his style cues appear in the Esquire flagship column "Ask Nick Sullivan." Nick also served as a contributor to the book Dressed to Kill: The Style of James Bond.



NICK **SULLIVAN**

— FASHION DIRECTOR, ESQUIRE
EDITOR, BIG BLACK BOOK

Since 2006, Esquire's Big Black Book has steered modern men through the world's best clothes, possessions and destinations with an unmatched expertise and intelligence. Men are shopping again. And they're excited about it. The Big Black Book is where they find direction. Published twice annually, Big Black Book is the definitive luxury sourcebook with timeless, clever insights on the art of living well, presented in an elegant package.

“Twice a year we are inspired and motivated by the editorial of Big Black Book. It is truly the fashion point of reference.”

— MARK BRASHEAR,
CEO OF HUGO BOSS, THE AMERICAS

“Big Black Book is an invaluable tool for reaching a discerning reader. The magazine asks the reader to look well beyond an item's beauty and to understand the history, tradition and craftsmanship that went into making the item that appears on the page. This is vital for educating about our exceptional timepieces and something we really appreciate.”

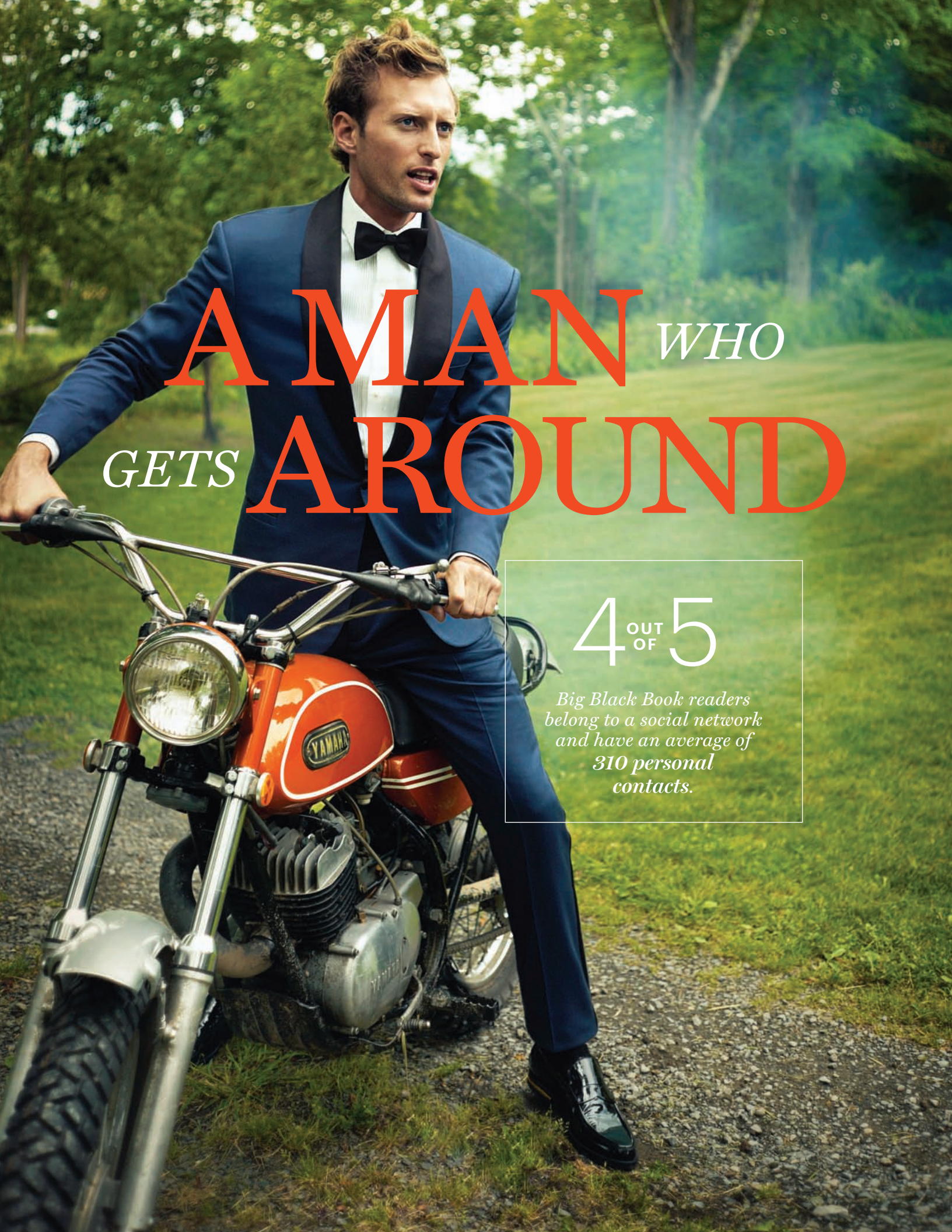
— FRED MARTEL, VP OF SALES &
MARKETING, AUDEMARS PIGUET

“I've launched a number of Italian luxury brands into the United States, and had excellent results from Big Black Book. I've found that the right retail buyers notice our advertisements, considerably helping achieve penetration at the wholesale level. Numerous retailers report that consumers visit their stores with copies of the ads placed in Big Black Book in-hand, searching for a specific item.”

— LUCIO INNOCENTI
COMMERCIAL DIRECTOR, MOORER-FEYEM

THE COMPANY YOU KEEP

Alfred Dunhill	Bombardier	Chanel Bleu de Chanel	Façonnable	Individualized Shirts	Montblanc	Scarpe di Bianco
Allegri	Bottega Veneta	Chanel Watch	Frederique Constant	Infiniti	Moorer	Tag Heuer
Allen Edmonds	Bresciani	Chopard	Gergé Swiss	Isaia	Neiman Marcus	Tanqueray
Ascot Chang	Brioni	Chrysler	Giorgio Armani	IWC	Oxford Clothes	Terlato Wines
Audemars Piguet	Brooks Brothers	Cohiba	Glashütte Original	Jacob & Company	Panerai	The Art of Shaving
Bal Harbour Shops	Brunello Cucinelli	Conrad Hotels	Gucci	John Lobb	Paul Stuart	Tod's
Bally	Burberry	Cosmopolitan Resort Casino	Hadleigh's Clothing	Joseph Abboud	Pendleton Whisky	Triumph
Bell & Ross	Cadillac	Don Julio	Hermes	Kiton	Ralph Lauren Purple Label	Motorcycles
Belvest	Canali	Duckie Brown Shoes	Herradura	Lexus	Ravazzolo	TW Steel
Blancpain	Cartier	Ermenegildo Zegna	Hickey Freeman	Louis Vuitton	Roger Dubuis	Victorinox
Bloomingdale's	Caruso		Hugo Boss	Lufthansa	Rolex	Volkswagen
BNP Paribas	Cesare Attolini			Moncler	Santiago Gonzalez	Waldorf Astoria
Boglioli	Cesare Paciotti					Woodford Reserve



A MAN WHO GETS AROUND

4^{OUT} OF 5

*Big Black Book readers
belong to a social network
and have an average of
310 personal
contacts.*

BIG BLACK BOOK READERS ARE
A WELL-OFF, INTELLIGENT AUDIENCE

97% *of Big Black Book readers are male*

MEDIAN AGE 41

68% *are age 18 to 49* 34% *are under 35*

MEDIAN HOUSEHOLD INCOME \$138,800

45% *have household income over \$150,000*

EDUCATION

83% *are highly educated with a college degree or higher*

31% *have postgraduate study/degree*

BIG BLACK BOOK READERS ARE
SOCIAL NETWORKERS

88%
use Facebook

63%
use LinkedIn

49%
use Twitter

Sample Base: 921 survey respondents who a) purchased The Big Black Book Fall 2011 online for themselves, or b) received The Big Black Book Fall 2011 as a gift to CLAD charter members.
Source: Fairfield Research, Inc., online research survey conducted in January 2012.

81%

*of Big Black Book readers
kept the issue for future reference
and returned to it an
average of 5 times.*





ACTIONS TAKEN

ENGAGED & RESPONSIVE

65% recommended it or shared it with someone else

58% either purchased or considered purchasing an item/service based on an article or advertisement in the magazine

52% visited the Web site of a product/service they read about or saw advertised

READER PERCEPTIONS

HIGHLY COMPLIMENTARY

68%

The fashion content is better than that in other men's fashion/lifestyle magazines

62%

A practical and useful guide

68%

Educates readers that fine tailoring and good craftsmanship are worth the money

57%

Gives an appreciation for the importance of quality

43%

Taught me things I didn't know

44%

An authority on men's fashion

The BIG BLACK BOOK

Esquire

To find out more information on this opportunity, please contact your Esquire Account Executive or **Marcia Kline**, Esquire Associate Publisher/Advertising, at **212.649.4158** or **mkline@hearst.com**.



DISTRIBUTION & RATES

CIRCULATION The Big Black Book has a total circulation of **155,000**

DISTRIBUTION Newsstands at bookstores and airports **60%**
Targeted national mailing to affluent Esquire subscribers **30%**
Private jet terminals and luxury hotels **10%**

AUDIENCE **263,000** readers*

RATES

Single page: **\$26,250** Gross/**\$22,313** Net | *Spread:* **\$52,500** Gross/**\$44,626** Net

SPRING ON-SALE April-June 2013 | **CLOSING/MATERIAL DUE** January 11, 2013
FALL ON-SALE October-December 2013 | **CLOSING/MATERIAL DUE** July 12, 2013

* Estimate based on pass-along readership data