



FOR IMMEDIATE RELEASE

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Matthew Baxter-Priest named editor-in-chief of Esquire Middle East

ITP Media Group today announced that Matthew Baxter-Priest has been promoted to editor-in-chief of Esquire Middle East. Baxter-Priest had been the brand's executive editor since 2015 and he will replace Jeremy Lawrence, who leaves Esquire on August 31 after nearly a decade in charge of the famed men's magazine.

Having overseen and relaunched Esquire Middle East's digital platforms, the promotion of Baxter-Priest is a strong signal to the market of the digital-first direction of the brand.

"With several exciting new projects coming up; the strong market position of Esquire Middle East; and an industry waking up to the full potential of 360-media means that the future of the brand is very bright indeed," said Baxter-Priest.

Before joining *Esquire*, Baxter-Priest was editor-in-chief of men's title *EDGAR*. His tenure saw the launch of its digital platforms and the significant growth in market share for the magazine.

Having launched Esquire Middle East in 2009, Lawrence's tenure saw the title dominate the market as the leading men's title in the region. Alongside the consistent level of intellectual, stylish and informed journalism, he also launched the annual Man At His Best Awards, and ensured that any event or activation with the Esquire brand attached was simply cannot-miss.

"Jeremy's contribution to the magazine and the industry in the UAE has been phenomenal. His will be some very large – and very stylish – shoes to fill," said Baxter-Priest.

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Notes to editors

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

ITP Live, its newest division which was designed to extend the company's digital footprint as well as enhance its total reach on social media, has five key business areas - the region's largest social influencers' agency, video content creation, digital sales representation, ecommerce and live events.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations. ITP works in collaboration with a number of leading international partners including Condé Nast, Dennis Publishing, Dubai World Trade Centre, Epoch Messe Frankfurt, Hearst, Hola!, Mondadori, Northern & Shell, Revolution International, Rodale, Shortlist Media and Time Out International Limited.

ITP was founded in 1987 in the UK, and to reflect the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman. www.itp.com

About Esquire Middle East

Launched in 2009, Esquire Middle East and EsquireME.com has become the definitive voice for affluent and educated men in a region that enjoys high levels of cultural diversity.

As a 360-media brand our mission is to produce brilliant content across all platforms that not only influences the influencers within men's style, fashion and luxury lifestyle, but also to celebrate regional issues and trends through interviews and high-quality features.

Esquire's mission is to not simply represent mindless consumerism but to emphasise spending time and money in the right way (and how to have a pretty good time doing it). Not simply buying the most expensive suit, but the right suit, with the right cut, in the right colour. These are the factors that take the reader to the next level, and that make Esquire the number one men's title in the Middle East. EsquireME.com