



FOR IMMEDIATE RELEASE

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ITP Media Group to launch GQ Middle East in September 2018

ITP Media Group and Condé Nast International, have announced the launch of GQ Middle East. The launch of the brand will include a bi-lingual website and social media platforms, a monthly magazine and a series of events including the iconic GQ Man of the Year.

Launched in 1931, GQ was one of the world's first magazines for men and now has an international monthly readership of over 28 million across its multiple platforms. GQ Middle East will be an essential guide to style, culture and lifestyle for the modern men of the GCC.

The brand will carry interviews with some of the most sought, acclaimed – and often inaccessible – figures from the world of fashion, sport and entertainment. There will be insightful reports on key regional issues, and columns sourced from locally respected influential men. Digitally, the content will be predominantly locally produced with a heavy focus on video as consumption of that medium is the highest in the region.

The brand will be targeted towards males between 28-45 years, who are ambitious, fashionable and well educated.

Karina Dobrotvorskaya, President of Condé Nast New Markets and Editorial Director, Brand Development, commented, “The Arabian men’s fashion market is very dynamic. We see a growing appetite for luxury products and a real appreciation of craftsmanship, with huge respect for both heritage and contemporary brands. We believe that ITP Media Group has the experience, vision and enthusiasm to deliver GQ Middle East with its own unique voice across all platforms.”

Ali Akawi, CEO of ITP Media Group said: “We are pleased to announce the launch of GQ Middle East - our third brand with our partners, Condé Nast International. GQ is without doubt the most recognisable men’s media brand in the world, and our Middle East version will distinguish itself with quality writers and photographers, exclusive interviews, video production and in-depth analysis and commentary. GQ Middle East will not just report on the latest trends but its editorial team, with proven knowledge of the region, will actually set them.”

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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 digital talent agency. Brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar Arabia, Hello! Middle East, Construction Week and Condé Nast Traveller Middle East, plus representation of leading digital talent including MoVlogs, Rosemin Manji and Hassan Ghoneim. ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.
www.itp.com

About Condé Nast

Condé Nast is a global media company producing the highest quality magazines, websites and digital content. Reaching more than 340 million consumers in 29 markets, the Company's portfolio includes many of the world's most respected and influential media properties including *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *Condé Nast Traveller/Traveler*, *Allure*, *Architectural Digest*, *Wired*, and *W* among others. In addition to publishing 143 magazines and over 100 websites, the company operates a restaurant division and several ventures in education. Condé Nast Entertainment develops film, television and premium video programming.

Please visit condenast.com and condenastinternational.com.