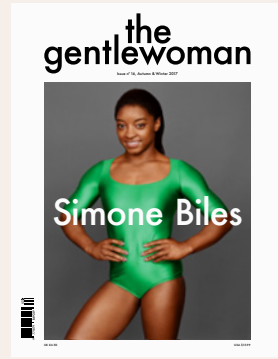


the gentlewoman

Media Kit – 2022



The Magazine

“A stylish read, unlike any other women’s magazine out there”

The New York Times

The Gentlewoman is the definitive magazine for modern women of style and purpose, setting a new standard in women’s publishing with its intelligent, opinionated and entertaining journalism and high-quality photography.

Now in its 12th year, the magazine is acclaimed for its innovative editorial and design, and is consistently one of the best performing publications on newsstands today.

‘Best Editorial Design’

Design Week Awards, 2015

‘Best Design Entire Magazine’

D&AD Awards, 2017

Penny Martin, Editor of the Year 2016
— Women’s Brand, Monthly or Less Frequent

British Society of Magazine Editors

the gentlewoman

Issue n° 24, Autumn and Winter 2021



Little Simz



UK & S18
USA & S18

The Magazine

“In a media landscape saturated with glossy magazines, *The Gentlewoman* has cut through the clutter with an intelligent take on fashion and culture aimed at smart and tasteful women.”

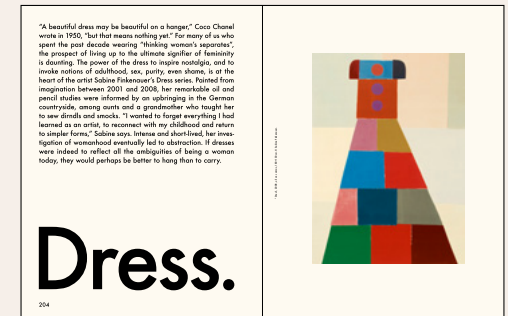
Business of Fashion, 2017

“Seemingly determined to drop the creative world’s collective jaw on a regular basis, *The Gentlewoman* continues its run of incredible front covers.”

It’s Nice That, 2019

“*The Gentlewoman* is a magazine about taste: restraint is one of its tenets; another is respect. *The Gentlewoman’s* subjects and readers alike seem dignified because [it] treats them with dignity.”

New York magazine’s The Cut, 2018



Content and Contributors

The Gentlewoman showcases accomplished and glamorous women in its long-form profiles, chatty Q&As and candid portrait photography. These features are interleaved with the fabulous fashion stories for which the magazine is cherished by its thriving readership.

Modernisms

Warm and personal Q&A conversations with fascinating women of the moment exploring modern topics and ideas.

Modern Manners and Modern Details

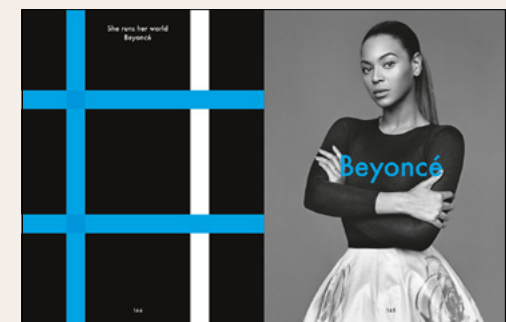
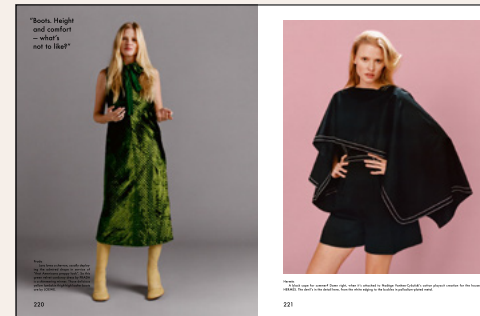
Insightful and witty investigations into the minutiae of modern living, and out in-the-field reportage with women of brilliance and derring-do.

Profiles

In-depth portraits celebrating women of renown and distinction by respected writers such as Lauren Collins, Sophie Elmhirst, Holly Brubach and Vanessa Grigoriadis. Past interviewees include Beyoncé, Cindy Sherman, Scarlett Johansson, Simone Biles, Sofia Coppola and Zadie Smith. These and many more can be read at thegentlewoman.com/library.

Fashion

The Gentlewoman is internationally recognised for its superlative fashion photography and visionary expression of each season's fashion trends in collaboration with its fashion director, Jonathan Kaye. The magazine works with the industry's leading image-makers such as Inez & Vinoodh, Alasdair McLellan and Karim Sadli, as well as influential stylists such as Jane How, Suzanne Koller and Francesca Burns.





The Readers

The Gentlewoman is enjoyed by confident, independent and stylish women and men from a strikingly broad range of age groups. Characterised by their desire for cultural entertainment in their media, readers of the magazine enjoy the highest quality fashion, social pursuits and creative happenings.

Median age	32 years	Female readers	85%
22%	18–27 years	Male readers	15%
61%	28–46 years	ABC1	76%
11%	47–55 years	AB	47%
6%	56+ years	Average income	£87,255

Distribution

The Gentlewoman has established a remarkable newsstand performance with an extensive circulation.

UK	51%	USA	18%
Europe	23%	Rest of the World	8%

Newsstand and promotion

Every new issue of The Gentlewoman is released with a powerful promotional programme across the UK and other key cities in Europe and the US, as well as unique social media campaigns, curated to the editorial standard of the magazine. Each season is celebrated with a schedule of exclusive events for The Gentlewoman Club members and the magazine's international network.



A day in Florence with Gucci



Life-drawing class with Giorgio Armani



Louis Vuitton Series 3 Exhibition Tour



A trip to the Highlands with Begg x Co



A night at the pictures with Agnès Varda



Dinner with Arket and guests at Rosendaal, Stockholm



A night of cards with Salvatore Ferragamo



Bring-Your-Own-Vinyl night with Matches Fashion

The Gentlewoman Club

An international society of the magazine's readers, which currently has 40,000-plus active members — sophisticated women and men who demand quality and originality from their agenda of cultural happenings.

Events have taken place in London, Milan, Paris, New York, Los Angeles, Florence and Berlin, and have included life-drawing classes, film screenings, cards nights, walking tours, even a Gentlewoman running club. Each event is unique, and they are greeted with curiosity and enthusiasm by our network of fabulous readers.

These and many more events can be viewed at thegentlewoman.com/club.



Celebrating the launch of Issue n° 20 at Hauser & Wirth, London

Digital

The Gentlewoman's digital platforms extend the print publication's warm, personal and distinctive editorial perspective to online, showcasing inspirational women and fantastic real-world events.

The website is the direct point of entry to The Gentlewoman Club and home to the Library, a repository of the in-depth profiles featured in each issue of the magazine, offering readers the opportunity to engage with the magazine's premier content in an elegant digital environment.

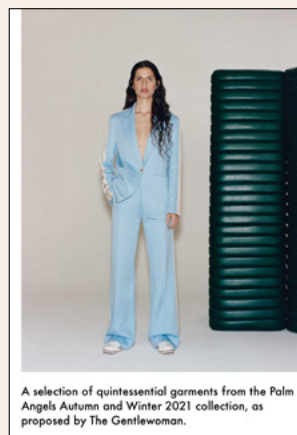
Newsletter

Curated by the magazine's editorial team, the newsletter is delivered fortnightly to the 40,000+ members of The Gentlewoman Club. A series of entertaining editorial formats provide new and expansive scope for brand partnerships; single-brand banner advertising and the introduction of a classifieds section of bespoke advertisements offer a discerning platform for brands to reach astute consumers, direct to their inbox.

Social Media

The Gentlewoman has cultivated a warm, witty presence across Instagram, Twitter and Facebook, with an enthusiastic following across all platforms and high levels of engagement.

thegentlewoman.com
[@the_gentlewoman](https://www.instagram.com/the_gentlewoman)



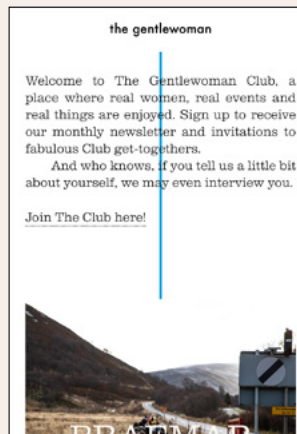
Collaborations



Library



Shop



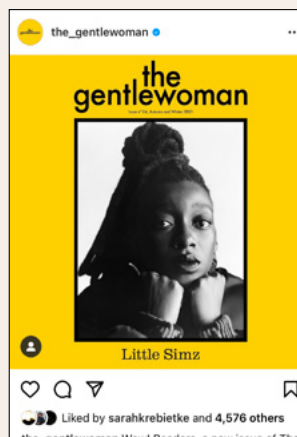
Club



Newsletter



Stories



Instagram



Instagram



Instagram

Creative Collaborations

The Gentlewoman's creative collaborations are an innovative way to communicate a unique brand message through the publication's distinctive editorial voice. These bespoke partnerships offer diverse and engaging cross-platform solutions including photography, film, inserts, contract publishing and specially-curated events and digital projects.

Past collaborations have included:

- **PALM ANGELS:** an eight-page fashion story focusing on the playful originality of the celebrated label's Autumn and Winter 2021 collection
- **TEKLA:** The Gentlewoman Pyjamas – dreamy soft and ingeniously designed Danish textiles, given a precise editorial treatment
- **MONCLER:** an eight-page series showcasing the 2 Moncler 1952 collection for Autumn and Winter 2021
- **BOTTEGA VENETA:** a nine-page feature celebrating the subversive spirit of the Italian brand's Autumn and Winter 2020 collection, showcased by iconoclasts from the worlds of dance, music and art
- **BROWNSFASHION.COM:** an online series of Q&As with four fabulous friends of the magazine, accompanied by glamorous portraiture and digital animations
- **CHANEL:** a fabulous portrait series with Lucia Pica, Chanel's global creative make-up and colour designer
- **DELFINA DELETTREZ:** The Cocktail Needle. A collaborative product with co-branded packaging; an editorial feature in the magazine; and an exclusive launch cocktail



The Gentlewoman & Palm Angels, Issue n° 24



The Gentlewoman & Tekla



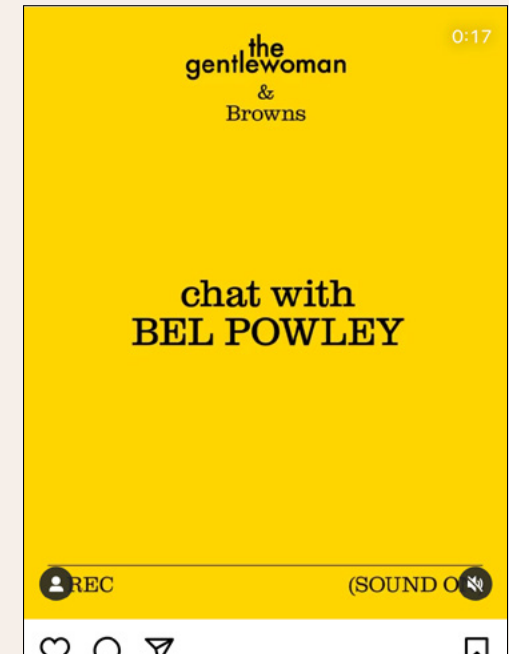
The Gentlewoman & Moncler, Issue n° 24



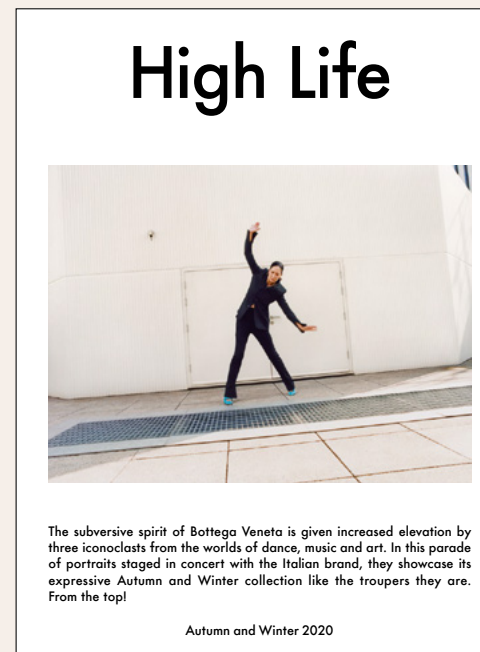
149



The Gentlewoman & brownsfashion.com



The Gentlewoman & Delfina Delettrez, Issue n° 16



The Gentlewoman & Bottega Veneta, Issue n° 22



Modern Manners: Instructions for living fabulously well

A collection of essays, articles, and perspectives on the politics and peculiarities of the ever-changing everyday, drawn from the pages of the magazine, published in collaboration with Phaidon; featuring contributions from The Gentlewoman's roster of impeccably engaging contributors, including Ann Friedman, Otegha Uwagba, Lauren Collins, and Joan Juliet Buck, with tips and advice galore from friends of the magazine such as Miranda July, Hilary Mantel, Kylie Minogue, and Honey Dijon.



Whether breaking the ice at a party, welcoming a new colleague or disarming an ex's new squeeze, words of admiration are the glue in our social lives. Sophie Hastings here considers the art of the perfectly pitched compliment, and how to ensure it is read loud and clear.

Photography by
MATHILDE AGIUS

How to take a compliment

A perfectly pitched compliment is a gift, something to savor and carry around in our personal cache of good things we have about ourselves. Even the most pedestrian words of approval have the capacity to buoy the spirit. Compliments function as social glue, smoothing our daily interactions, cementing friendships, sparking flirtations and, used properly, connecting us to strangers. But the giving and receiving of compliments can be confusing, even treacherous, in a world where social norms and mores are in permanent flux: was that a flattering affirmation or a microaggression?

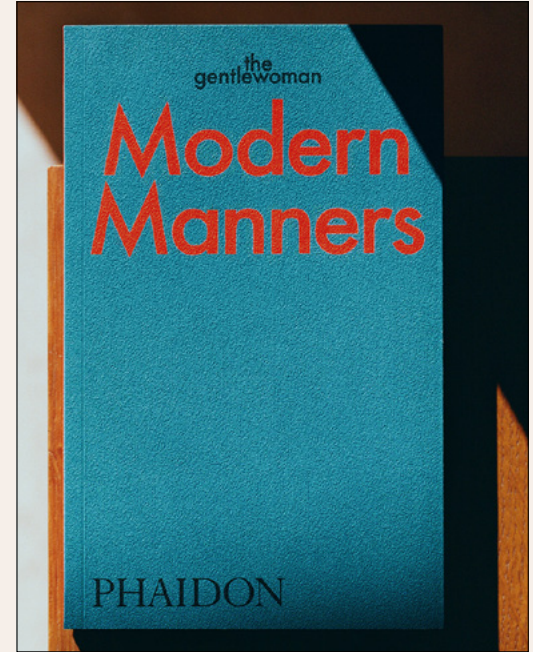
Values are also muddled by the duality of our lives on and offline, too: acceptance as distant as they are entwined. In the age of the curated self and the streamer of dopamine-laced likes that pour in at the drop of a selfie, compliments are the currency of social media. Bestowed in the harsh glare of real life, involving eye contact and possible awkwardness, they are the relic of an analog world that seems so ancient as the chivalric code.

Fortunately, there are guidelines, some new, others in need of resurrection, that should be established before throwing compliments around in the post-pandemic age: no one wants to find they've been condescended for trying to be kind. First, tone of voice. The recent demise of face-to-face contact means we have lost the tonal precision required to make our meaning clear. In the UK, certainly, social cues are often masked by a nervous, teasing manner which can make genuine praise sound like a put-down, so make sure you mean what you say and own it: delivered with confidence and clarity, a compliment will land without a hitch. Unless, of course, you're engaged in a battle of wits with a former or future lover and conversation is part of the game. In the 1950s and '60s, unwell-meaning comments such as "bragging by day and by night" were aimed at the way. "How don't get poetic, Walter? Thank you, the girl Friday - is an excellent response to an ex-husband attempting to manipulate through flattery. Today these lines are great for tips on tone and sarcasm, and useful for backhanders as well as vehicles for deflecting unwanted attention.

What they reveal is, and what we must realize, is control of the material. "She's a girl who's generous to a fault, enough to give people's souls." Cary Grant says about Katherine Hepburn in the Philadelphia story, a multilinking cue that jokes fun at the empty compliments bestowed of 1950s polite society but also expresses the hurt - and hope - of a jilted man still in love with his wife. Here, it turns out, language is the key. When my 30-year-old son said that I was looking "awful," I immediately fall apart and pulled together. An unusual word makes a compliment seem intentional, personal and therefore true, this comes naturally to people from the privileged age. Spending time with eloquent elderly relatives in a good way of learning the old-fashioned art of conversation in which wit was an integral part. The British have always used humor to dispel embarrassment, so an unexpected adjective can do a lot of the work for you - but remember, context is all. Between women, compliments are often expressions of solidarity, cheerfulness, reassurance that I am not your enemy, I want to be friends. I have noticed something about you and it is special. When one woman tells another she is beautiful, it is an act of considerable generosity, no matter how self-evident, and the recipient is likely to treasure it for that reason. "You are incredibly funny" is probably the best compliment in the world, and particularly powerful when said to a woman, because it counters the patriarchal myth that men have the monopoly on wit. Compliments that pass a feminist punch are the best jokes.

It is worth bearing in mind that compliments are relatively new and were not a fixture before the Second World War. "Once upon a time, not making personal remarks either flattering or unflattering was a pillar of good form," as one etiquette guide put it in the 1950s. With the explosion of youth culture in the late 1960s and the erosion of deference to both class and age, compli-

191 MODERN MANNERS



Modern Manners: Instructions for living fabulously well

The Gentlewoman: Mini Magazine

A decade of fabulousness, in miniature. To celebrate ten years of style and purpose in print – as well as the brilliant women who defined it – The Gentlewoman produced a 60 × 81mm compendium of the magazine’s cover stories, sponsored by Gucci, featuring Adele, Angela Lansbury, Björk, Cindy Sherman, Margaret Atwood, Phoebe Philo, Robyn, Simone Biles, Sofia Coppola and Zadie Smith. The Mini Magazine was launched with an intimate readers event at the Institute of Contemporary Arts, London, and is sold through The Gentlewoman shop and in Gucci shops globally.



Mini Magazine launch and signing at The ICA, London

mi ni

What is it about small things that we find so fascinating? The appeal of the petite lies in the protective impulse it triggers and a childlike response that inspires fun. Let's face it, miniature anything is simply hilarious. And mini makes us feel mighty. Photography by Matthieu Lavanchy.

182



This dinky digest is a compendium of The Gentlewoman's cover stories, from the utterly now all the way back to March 2010, when the magazine's first issue previewed. Tiny books are hardly new – Napoleon travelled with a compact library of the complete works of Shakespeare, after all.

183



Small Faces: Illustrations by Angela Whitehead.

As far as we know, Zadie Smith hasn't published her works in scaled-down form. Nor have the other authors, musicians and artists whose interviews are reprinted from now-rare issues – though Vivienne Westwood's shoes come in a minuscule size 3 and Cindy Sherman once turned herself into a cut-out doll.

184

Now the women who defined a decade of style and purpose can travel with you as you go forth into the world, their wit and wisdom tucked in your pocket. The Gentlewoman Mini-Magazine – a decade of fabulousness, in miniature – is available from thegentlewoman.com/shop and bookstores, big and small.

185

The Gentlewoman Mini Magazine, as featured in Issue n° 21

The Gentlewoman: 10th anniversary

In 2019, The Gentlewoman celebrated its 10-year anniversary with the publication of the magazine's 20th edition, featuring Margaret Atwood on the cover. A full season of events and activities followed, focusing on the magazine's greatest asset — its readers — with The Gentlewoman Club reaching new territories and engaging directly with this important and growing international community.

LONDON: the launch of Issue n° 20 with a celebration at Hauser & Wirth, Mayfair.

STOCKHOLM: an urban tour with ARKET, exploring the Swedish home and the women redefining it. The day concluded with a Nordic feast at the biodynamic Rosendals Trädgård, prepared by the Michelin-starred chef Martin Berg.

BRAEMAR: readers, friends and special guests ventured to the Fife Arms in the majestic Scottish highlands with Begg × Co, to ramble, forage and enjoy whisky-based revelry. The occasion also marked the festive unveiling of the Touring Blanket, a stylish memento to celebrate 10 years of the magazine's distinctive editorial voice.

LONDON: the Tour rolled back into town to launch As Seen in The Gentlewoman, a collection of T-shirt designs celebrating the graphic personality of the magazine, made in partnership with Sunspel.



Claudia Winkleman and Penny Martin, 20th issue launch



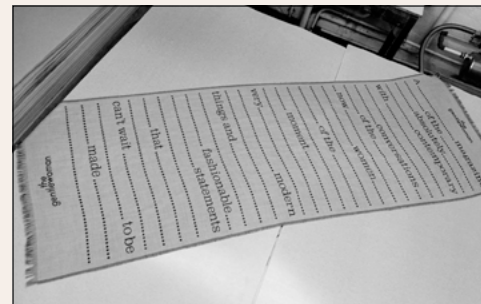
Guests at the 20th issue launch, Hauser and Wirth



A lunch with Arket and guests at Ett Hem, Stockholm



A tour of the Nationaalmuseet with Arket, Stockholm



The Gentlewoman and Begg x Co Touring Blanket



Fife walking tour with Begg x Co, Scotland



The Gentlewoman and Sunspel T-shirt launch, London



The Gentlewoman and Sunspel t-shirt

Brand Overview

FANTASTIC MAN

The original gentleman's journal, obsessed with personal style, intelligent writing and eloquent photography. Charming in tone and inquisitive by nature, Fantastic Man continues to break new ground in 21st-century magazine publishing.

FANTASTIC MAN: MEN OF GREAT STYLE AND SUBSTANCE

Fantastic Man: Men of Great Style and Substance celebrates a stellar decade of the gentleman's style journal. Published by Phaidon Press, it brings together interviews with 69 of the world's most stylish, influential and innovative men.

BUTTONED-UP

The story of London style through the history of the button-down shirt.

WHAT MEN WEAR AND WHY

A handsome compendium investigating male dressing habits in the 21st century, made with the kind support of Browns.

COS MAGAZINE

A chic cultural biannual produced for the retailer of the same name, with insightful interviews and features covering luminaries from the worlds of art, design and technology.

THE HAPPY READER

A unique magazine about reading for anyone who wishes to stay inspired, informed and entertained. With beautiful typography, the magazine is a design object which celebrates the pure pleasure of reading and the calming luxury of being offline.



Calendar & Contacts

Issue n° 25: Spring and Summer 2022
Artwork deadline: January 2022
On sale: March 2022

Issue n° 26: Autumn and Winter 2022/23
Artwork deadline: July 2022
On sale: September 2022

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Rates

IFC Leading Single Pages	£25,030
1st DPS	£23,795
First bank DPS	£20,395
DPS named site	£18,180
DPS 1st third	£17,200
DPS 1st half	£16,675
Outside Back Cover	£26,495
Single page facing Masthead/TOC	£12,980
Single page specified position	£12,260
Single page 1st half	£11,155
Single page run of magazine	£10,350
Special formats and creative partnerships.....	on request
Digital packages.....	on request

Terms and conditions

All advertisement rates are subject to VAT. Agency discount 10%. Payment terms for advertising 30 days. Booked advertising is only cancellable within 14 days after approved deal or is payable in full. Covers are non-cancellable.