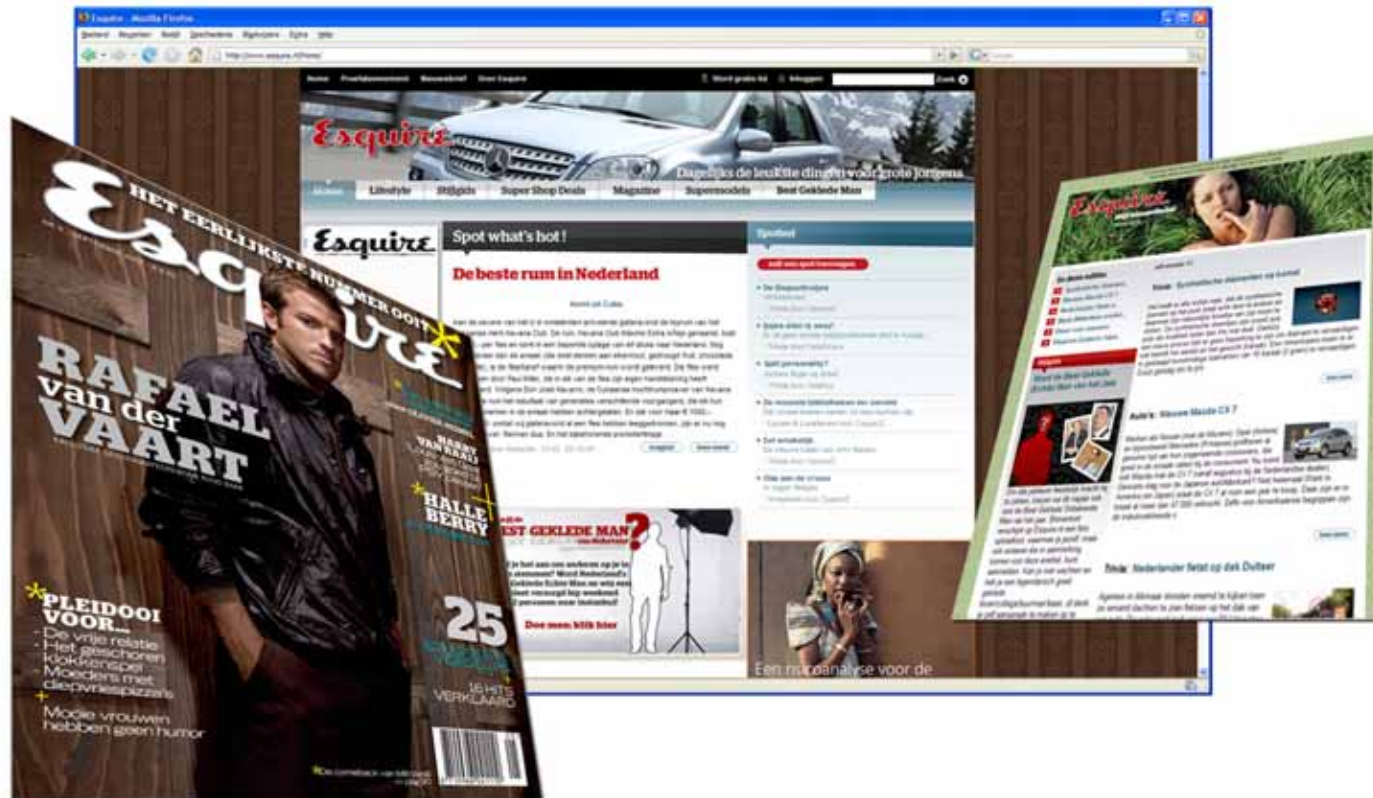


Esquire

Strategy & plans 2008



Esquire

Esquire Media BV • Herengracht 320 • 1016 CE Amsterdam • The Netherlands

Esquire in 2007

- Print – Increase in circulation 70% in one year
- Print – Launch Esquire Styleguide
- Online – Website Esquire.nl
- Event – Tenth edition Esquire Fashion Night huge success

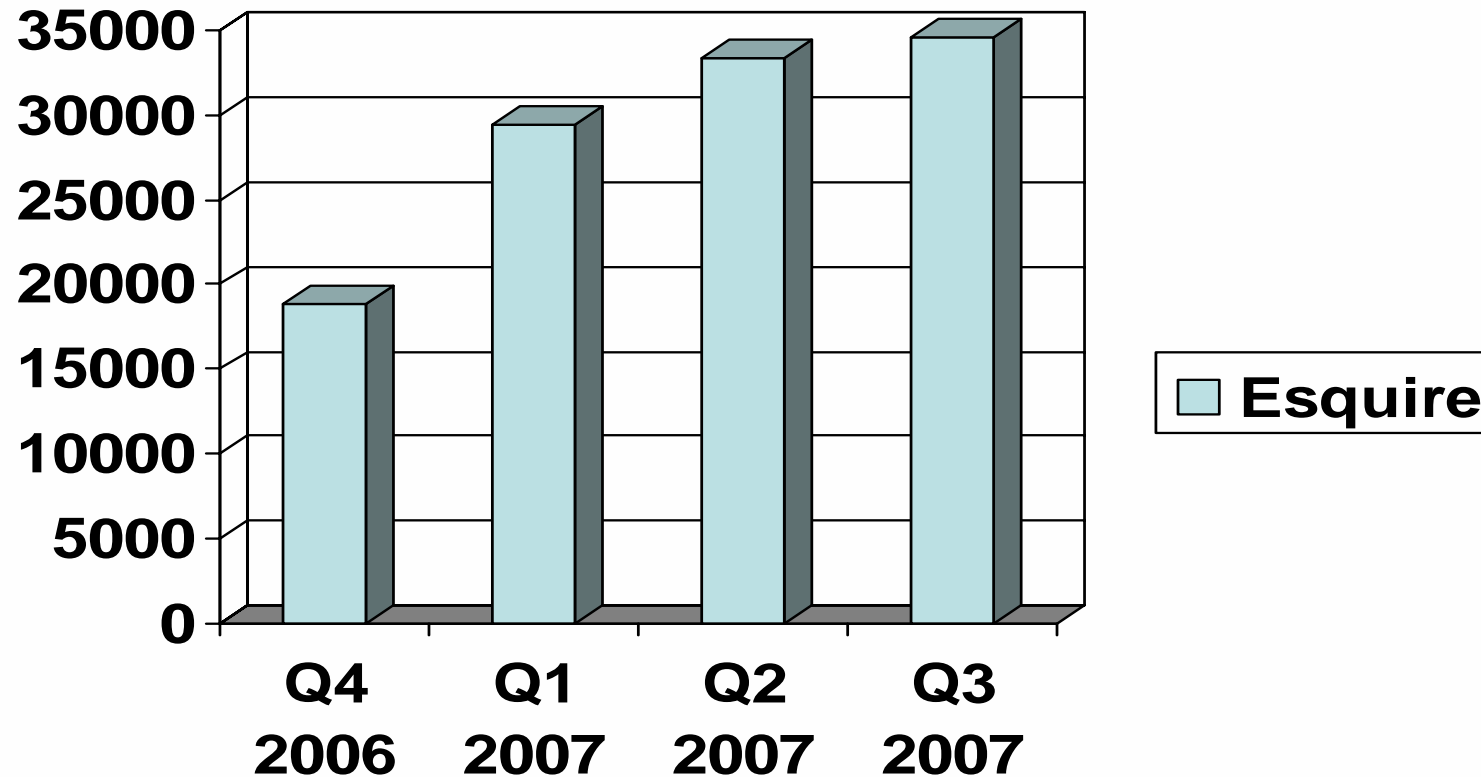
Conclusion: Dutch Esquire reclaims its market position as leading men lifestyle brand



Esquire

Esquire Media BV • Herengracht 320 • 1016 CE Amsterdam • The Netherlands

Circulation Esquire magazine



Esquire magazine

- Partial restyling
- Fine-tuning subjects; more substance, architecture & design and travel
- Esquire Fashion Club;
 - network of selected retail fashion stores (82, expected growth to over 120 in 2008)
 - Each Esquire edition all shops receive 50 copies
- Expansion of points of sale in Netherlands



Esquire website

- Style weblog; Each day web's most stylish things for big boys
- Daily updates by Esquire editorial team
 - The best from the internet
 - Stylish items and news (fashion, gadgets, cars, travel, women)

- Visits: 80.000 per month
- Ad views: 600.000 per month



Advertise on Esquire online

- Display advertising
 - Rectangle, leaderboard, rich media
- Advertorials
 - Product placement in Style guide
 - Ads in Esquire e-mail newsletter
- Direct e-mail campaigns
- Tailor made concepts
- Shopping pages



Esquire in 2008

Ambition: To educate the Dutch man on matters of style

Esquire → style and substance

Positioning: The Dutch lifestyle interested man finds in Esquire a guide on matters of style and good taste, combined with editorial substance.

Media

- Print:
 - Esquire Magazine: fashion leaders
 - Esquire Style Guide: fashion leaders + strongly interested target group (high income, high education)
- Online:
 - Site and newsletter, platform on style with tips, new products, overview and explanations. Key topics fashion, body care, gadgets, out of home, interior design, leisure
- Events
 - Esquire Style Awards (spring '08)
 - Esquire Fashion night (autumn '08)

Esquire

Esquire in 2008

- Magazine: 8 times a year

Esq 1	12-Feb 2008	Accessoires
Esq 2	18-March 2008	Fashion
Esq 3	13-May 2008	Hardware+Finance
Esq 4	17-June 2008	Cars+luxurious travel
Esq 5	19-Aug 2008	Fashion
Esq 6	14-Oct 2008	Interior design
Esq 7	11-Nov 2008	Watches & Best Dressed Man Award
Esq 8	17-Dec 2008	Shoes & special Holidays gifts



Esquire in 2008

- **Style guide: 2 times a year**
- Spring edition: April 8th 2008
- Autumn edition: September 16th 2008

- Special publications focussed on Style
- Fashion, accessories, gadgets, cars, interior design etc.

- Increased circulation level 60.000
 - Regular circulation
 - *Plus* selection top-level addresses from database IEX Media Group
 - Style Guide will only be distributed to people showing active interest in the publication.

Rate card price 1/1 pag: 7.995,- euro

Combination offer

Edition 2 or 5 (fashion editions) + style guide: 9.995,- euro



Esquire

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Other themes in 2008

In concept, not yet definitive

- Esquire Style Awards – cross media concept
- Esquire web-TV – daily style tips presented by editor in chief Arno Kantelberg
- Italy special – print (June 08)
- Mille Miglia – cross media concept (May 08)
- Watches – concept in development
- Eyewear – concept in development