

GCOOL

GENTLEMAN COOL

Mission Statement

Gentleman Cool is a progressive culture magazine covering timeless issues of interest to the evolving modern man who cares about quality, respects style and enjoys sex best when it's sexy.

Gentleman Cool is a cross-pollination men's magazine for the quarter-life crisis set --- designed for the guy ready to graduate from Maxim-style adolescence yet who understands that the affected world of Esquire and GQ is not real, not sexy, and not that much fun. Gentleman Cool uniquely fuses timeless style and tradition with a heart and soul firmly rooted in promoting the authentic, underground and cool. The mission: celebrate progressive culture and bring back the real, unique, and different in a world of media homogenization and relentless marketing.

So aren't there enough sources of information and inspiration in the men's marketplace of ideas? There's a lot out there, but nothing like Gentleman Cool. Here's how the magazine rates versus some of the top players in the field.

- Playboy – plastic sexiness, dated, formulaic. Now trying to be Maxim.
- GQ – slick, too affected (effeminate), unrealistic and out of touch with younger audience. May alienate core audience by shifting gears to capture younger readers.
- Esquire – Quality content but country club cool, aloof and intellectualized.
- Details – We don't want to read what Ashton Kutcher's PR folks have to say!
- Maxim, FHM, and Stuff – comic books with boobs...all virtually identical.

What makes GCOOL different?

- **Content**- goes directly to the source of the progressive culture for the new while continuing to explore the relevant and essential from the past. Rooted in the underground or the unrecognized, GCOOL is about real life featuring the edgy, the raw, the creative, the humorous, the bizarre, the sexy, and the different all with soul and intelligence.
- **Target Audience**- speaks directly to the vast segment of men ready to graduate from "lad" books, but aren't stodgy enough for the elitist mags more appropriate for their father or oldest brother. Reaches the aging post-college male who is down with the hip, the sexy and the humorous, but expects sophistication and intelligence at the core.
- **Timelessness**- Unlike any other men's magazine, GCOOL has a shelf life. In 10 years, every issue, topic or product covered should be just as relevant and interesting to the reader. Style over fashion.
- **Production Style/Design**- quality production and artistic design make this a coffee table feature not a monthly disposable.

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- Maxim, FHM, and Stuff – comic books with boobs...all virtually identical.
- Paper – On target general culture magazine, but New York focused and not a men’s magazine.
- ARENA – Out of a Euro dream world. Glossy.

All of these magazines cover aspiration in some way, but generally in a non-approachable way. The dream is there, but never a real path and never acknowledgement that the reader is worthy of participating as an equal. And where’s the soul? Where is the innovation, creativity, and timelessness?

Other magazines are good at telling you what to do and who to be, while never realistically showing you life as it really happens. They essentially push consumption while making you feel inferior. Gentleman Cool acknowledges that you can’t just buy something and be magically transformed. Gentleman Cool gives you the knowledge of what is possible, keeps you current with what is real and gnaws away at you until you realize that you are really the one in charge.

Gentleman Cool is alive. It is about real life, attainable things, and charged with soul. Gentleman Cool has a life like your favorite mix-tape with a bit of truth and authenticity mixed in. It is about making each experience memorable. It is about asking why. It is about doing more. It is about an innovative world where men are allowed to think for themselves again. It is about a world beyond NYC and LA, delving into the Heartlands of America and understanding a context beyond the United States. All of this...with the goal of never taking itself too seriously.

The Gentleman Cool does not reject mass-media trends that make sense, but rather embraces classic fundamentals by fusing together what already works with new ideas that come directly from the source. Its unique theme-based quarterly format covering issues, trends, styles and culture of a timeless nature creates a book with a shelf life. Unlike the disposable

Men
18-38 (median 28)
Educated
Middle-class to affluent
Median HHI \$50,000
Alternative progressive/pop-culture
Music
Film, photography, art
Style/fashion
Design, furniture, architecture
Writing, reading
Travel
Quality
Sarcasm, wit, humor, fun
Good food, wine

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magazines from the competitors, from the outset Gentleman Cool is designed to last – the content is timeless and the quality production, compelling graphic design and provocative photography gives the book a visual edge that will challenge and please at the same time.

Guided by a “show-me, don’t tell me” approach, an eclectic range of content uses wit, humor, intelligence and art to examine the everyday things that truly matter to a vast audience of today’s modern man who must currently assemble a variety of general alternative culture and music magazines to get the same fix.

Average GCOOL reader profile: he’s confident, interesting and interested, respectful, inquisitive, creative, inventive, compassionate, passionate, stylish, cultured, aware, intelligent, curious, helpful, hopeful, responsible, hard working, easy going, and self-deprecating from time to time.

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Gentleman Cool redefines today’s men’s magazine by connecting with an entire segment of regular guys who expect their media to not only be sophisticated and meet them on their level, but also expect it to give them “the raw” – the stories and details that they are really interested in. These affluent, savvy and down-to-earth men are more complex than the mass-media bin they are now stuck in. They are the originals and originators, the connectors and the connected, the ones who drive trends and light our cultural economy. They are also the ones who understand the value of quality, respect, and tradition and understand there is a dramatic difference between style and fashion.

Much like the readers of Paper, Vice, Flaunt, While You Were Sleeping, and Black Book, these men are fearless innovators thirsty for more, taking risks and pushing the boundaries forward each day. They are the ones doing something that matters and the ones who live for trying something new but always happy doing something familiar.

At the end of the day, Gentleman Cool has accomplished its mission when the reader sets the magazine down and enjoys having used his head.