



A DATASHEET

The GQ Archive (U.S. Edition)

Take a deep dive into sex and gender studies, fashion, popular culture and social history through the complete backfile of this premier men's magazine.

Launched in 1931 as *Apparel Arts*, GQ is the longest-running men's-interest magazine in the English language. Originally a men's fashion trade magazine, it subsequently became a consumer title and expanded its coverage to become a broader men's lifestyle and popular culture magazine, encompassing material such as celebrity interviews, health and sex columns and features on art, politics, sports and music. The availability of the backfile of this influential, high-circulating publication, will give researchers a unique opportunity to explore 90 years of content revealing contemporary ideas and attitudes pertaining to masculinity/sex roles, fashion, popular culture, society, and more.

Features:

- Coverage from the first issue (1931) to the present, with ongoing addition of new issues – 90+ years of content*
- Article-level indexing with color page images and searchable text
- Document-type indexing permitting retrieval of specific content such as advertisements, fashion, health & fitness, photographs
- Company/brand details indexed for advertisements
- Approximately 200K pages (1931-2019)
- Cover to cover scanning in color

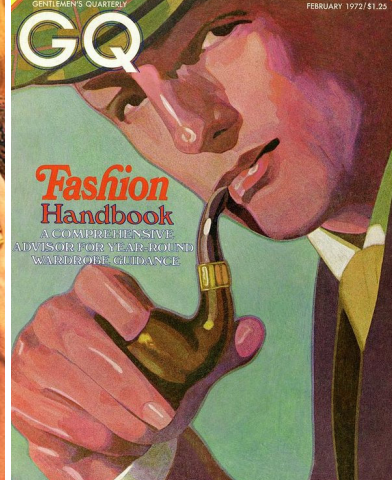
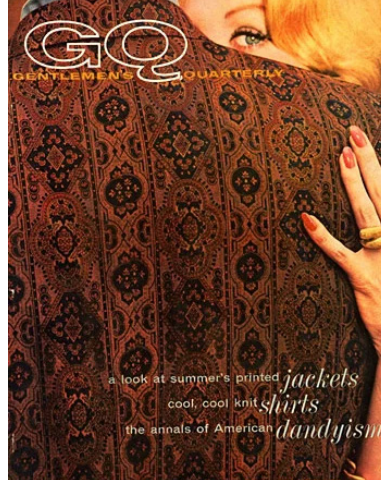
*Our policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of some of the original print volumes, however, there may be some small gaps (issues or pages).



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Why buy:

- While resources like The Vogue Archive, The Women's Wear Daily Archive, The Harper's Bazaar Archive, and The Vogue Italia Archive have made available valuable primary sources for women's fashion history, there has, until now, been no equivalent digital archive for men's fashion. Access to the backfile of GQ – the oldest and highest-profile still-published men's fashion magazine – will fill this major gap
- For libraries serving the growing research area of men's/masculinity studies, there are few dedicated electronic sources available. There is high demand among researchers and students for consumer magazines to explore topics such as sex roles, popular culture, fashion, family and health, and while Women's Magazine Archive has substantially addressed this for women's-interest titles, there has been little digitization of men's magazines with deep backfiles. The GQ Archive is a crucial addition to fill such a gap.
- As institutions wish to enhance their primary sources for women's studies, the GQ Archive will be a valuable complement to resources such Women's Magazine Archive, providing important alternative perspectives; men's magazines disclose male depictions and constructions of women's roles and identities
- Where there are broader research interests in 20th/21st-century popular culture and society, GQ offers high-quality features and reviews charting events and trends in entertainment, lifestyle, politics, and more, over the course of 90+ years

Example Research Applications:

The following dissertations are examples of research that used GQ as a key source (per mention in the dissertation abstract):

- *The Cultural Evolution of Masculine Body Image: An interdisciplinary analysis of male body image regulation within men's lifestyle magazines*, Taylor, Benjamin. University of Northern British Columbia (Canada), ProQuest Dissertations Publishing, 2014. 1525695.
- *Male fashion magazines under the perspective of the semeiology*, Li, Yan Le. Hunan Normal University (People's Republic of China), ProQuest Dissertations Publishing, 2011. 10549944.
- *Hegans: An examination of the emerging male vegan*, Johnson, Justine. Minnesota State University, Mankato, ProQuest Dissertations Publishing, 2011. 1500279.
- *A Content Analysis of Sex Articles in Women's and Men's Lifestyle and Health Magazines*, Reynolds, Chelsea. University of Missouri - Columbia, ProQuest Dissertations Publishing, 2012. 1524380.
- *Reading the Male Body in Advertising: Re-imaging men, masculinity, and the male body in contemporary culture*, Gottschall, William Peter, Jr. Lakehead University (Canada), ProQuest Dissertations Publishing, 1999. MQ52056.



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