



IN VENTURE WITH NBC, ESQUIRE EXPANDS INTO TELEVISION

NBCUniversal will announce that it has concluded a deal with Hearst Magazines to rebrand one of NBC's existing cable properties, the G4 network, as a new entity, the Esquire Network. It will be available in 62 million homes with cable or satellite service. The median age of the magazine's reader in the last several years falls in the range of 38 to 40 years old, he said.

Read the full article here:

[In Venture With NBC, Esquire Expands Into Television](#)

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