



GQ JAPAN is a Multimedia Brand that Provides Premium Contents and Experience to a Premium Audience Through a Wide Variety of Platforms

The Japanese edition of GQ magazine, GQ JAPAN was first published in April 2003 and has since amassed broad-ranging support among Japanese business people as a 24-hour/365-day source of information for men of intelligence, character and sensitivity who are concerned about "essential quality" in both their business and private lives.

Page View  
Unique User  
( As of November 2017)

23,000,000 PV  
1,600,000 UU

■ Desktop AD

PRODUCT	Objectives	Ad Placement	Terms	Size (WxH) Pixels	Creative Assets	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
Premium PAGE TAKEOVER Platinum Plan	Center space jack where user views are focused. Pushing down the contents, billboard size big banner is inserted to the space where users focus the most. With the billboard, 4MB large size banner distribution is made possible which is a perfect menu for rich content expression.	All levels * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Premium Billboard : 970x250 Billboard : 970x250 WSKY : 300x600 UnderBanner : 970 x 250 ※Automatically resized 726x187	Premium Billboard : Within 4MB Billboard : Within 300KB WSKY : Within 300KB UnderBanner : Within 300KB	2Spaces	800,000	¥5,000,000	¥6,250	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1Space	400,000	¥2,500,000	¥6,250	Up to 1 for each advertisement ※ Materials must be submitted as a package	
Premium PAGE TAKEOVER Standard Plan	Center space jack where user views are focused. Pushing down the contents, billboard size big banner is inserted to the space where users focus the most. Enables to drive content in consistent tone across all.	All levels * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Billboard : 970x250 WSKY : 300x600 UnderBanner : 970 x 250 ※Automatically resized 726x187	Billboard : Within 300KB WSKY : Within 100KB UnderBanner : Within 100KB	2Spaces	800,000	¥3,600,000	¥4,500	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1Space	400,000	¥2,000,000	¥5,000	Up to 1 for each advertisement ※ Materials must be submitted as a package	
Premium PAGE TAKEOVER Standard Plan Background	Highly effective for branding, a menu with content background / ad space jack. By dominating background space, contents to be pushed down and billboard size banner is inserted to the area where user viewability is the highest. Consistent brand image can be communicated.	All levels * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Premium Billboard : 1200x310 Billboard : 970x250 WSKY : 300x600 UnderBanner : 970x250 ※ Actual Distribution size is reduced to [726x187] Background : 1640x1170 ※Background image to be placed within 220 x 1170 width	Premium Billboard : Within 300KB Billboard : Within 300KB WSKY : Within 100KB UnderBanner : Within 100KB Background : Within 300KB	2Spaces	800,000	¥5,500,000	¥6,875	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1Space	400,000	¥3,000,000	¥7,500	Up to 1 for each advertisement ※ Materials must be submitted as a package	

■ Smartphone AD

PRODUCT	Objectives	AD PLACEMENT	TERMS	Size (WxH) Pixels	Creative Assets	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
SmartPhone Premium Banner	SmartPhone Premium Banner which enables to place ads in ad spaces highly viewed articles as well as premium first view ad space of smartphone.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Rectangle : 600 x 500 ※Automatically resized TOP Rectangle : Width100% Inline Rectangle : 300 x 250 Top banner : 640x200 ※Automatically resized 320x100 size	Within 100KB ※GIF / JPEG	2Spaces	1,400,000	¥3,400,000	¥2,429	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 5th business day before insertion
						1Space	700,000	¥1,800,000	¥2,571	Up to 1 for each advertisement ※ Materials must be submitted as a package	
SmartPhone Inline video	offers video play among highly viewed articles such as first view ad spaces on the smartphone screen. If the video on upper position is scrolled out while being played, it restarts where users left off when the lower player comes into the browser.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	TOP banner : 640x200 ※Automatically resized 320x100  Video File : 1280 x 720 ※Depending on native player format, size will be adjusted automatically Dimension [16 : 9] Total Bit Rate : 716[kbps] Video Codec : MP4	TOP banner: Within100KB Video File:Within 10MB ( MP4 ) ※Video Length : 30 sec or less	2Spaces	1,400,000	¥3,800,000	¥2,714	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1Space	700,000	¥2,200,000	¥3,143	Up to 1 for each advertisement ※ Materials must be submitted as a package	
SmartPhone Standard Banner	The banner with strong statement which appears at the very first view. In this menu , the banner is placed in the highest attention earning size and position from the users among GQ JAPAN site. Highly relevant to our users, it offers benefits of both branding and performance.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Rectangle : 600 x 500 ※Automatically resized TOP Rectangle : Width100% Inline Rectangle : [300 x 250]	Within 100KB ※GIF / JPEG	2Spaces	1,400,000	¥2,400,000	¥1,714	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1Space	700,000	¥1,300,000	¥1,857	Up to 1 for each advertisement ※ Materials must be submitted as a package	

■ Promotion Mail

Product	Objectives	Distribution Circulation	Price	Lead Time	Distribution Dates	Report
Promotion Mail	It is a menu that delivers HTML promotion mail to GQ ID members.	27,000	¥800,000	20 business Days	limited to Condé Nast business days	○



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■ Native AD (HTML Type)

PRODUCT	Objectives	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
Customized HTML Type	Full scratch type multi-device compatible tie-up, a special menu to rich content	35,000	Media Fee : ¥4,000,000 Production Fee : ¥1,000,000	30 Business Days	4weeks	○
HTML Template type	Designing web pages in template HTML	24,000	Media Fee : ¥3,000,000 Production Fee : ¥500,000	25 Business Days	4weeks	○

■ Native AD (CMS template Type)

Media	Objectives	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	End of Campaign Report
Native Article: Interactive Type	Content-like presentation as well as visuals that leave impression are both possible that it is a recommended menu for effectively achieving KPI index such as PV volume and duration of the visit	20,000	¥2,500,000	20 Business Days	linked to tie-up page: for 4weeks articles to be archived	○
Native Article: Gallery Type	A tie-up menu available to implement native-like content using GQ native content template. In a photo gallery format	12,000	¥1,500,000	20 Business Days	linked to tie-up page: for 4weeks articles to be archived	○
PR Article News Type	Content such as product release information etc. can be introduced in the same format as GQ APAN news article	-	¥800,000	15 Business Days	linked to tie-up page: for 2weeks articles to be archived	×
Cross Media Tie up		8,000	¥1,200,000 (+ Magazine native ad charge)	25 Business Days	linked to tie-up page: for 4weeks articles to be archived	○

■ NATIVE ARTICLE OPTION – TRAFFIC DRIVING PLANS FROM THIRD PARTY MEDIA

PRODUCT	Objectives	Estimated Reach/Imps	Term	ESTIMATED PAGE CLICKS	Price (JPY)
Facebook	Purchase through the GQ JAPAN Account Effective for improving the target audience's engagement by enabling targeting of users and devices	approx. 1,200,000impressions	Approx. 2-week ~ 4-week insertion	4,300 clicks	¥1,000,000
LINE	For advertisers without LINE official account, promotion to LINE users is made possible utilizing "GQJAPAN" official account. Effective in expanding reach to smartphones Target of promotion will be "GQ JAPAN" official account followers.	No. of Friends 113,000	1 push message	-	¥1,000,000
TCD	Your native content appears in the "Recommended Content" section on Yahoo! Content Discovery partner sites. *No screen capture will be provided *Because the final screening of the content by Yahoo Japan is required, there may be cases where we need to offer a replacement media option. High CTR Available on desktops/tablets/smartphones. Purchased via GQ JAPAN account Audio bit rate/sampling rate:256kops / 44.1kHz (recommended) Length:60 sec.~14 min., 59 sec.	approx. 17,000,000impressions	Approx. 2-week ~ 4-week insertion	17,000 clicks (Estimated CPC @70yen)	¥1,200,000
Outbrain	Broad exposure to Outbrain-linked media (distributing content to users who display high interest by means of a unique algorithm) Menus that obtain high click rates PC/tablet/smartphone compatible Purchase through the GQ JAPAN Account *Not suitable for obtaining inserted episodes	approx. 12,000,000impressions	Approx. 2-week ~ 4-week insertion	12,000 clicks (Estimated CPC @ ¥100)	¥1,200,000

■ VIDEO

PRODUCT	Objectives	Ad Placement	Buying Metric	Creative Assets	Video/Length	Space	ESTIMATED VIEWS ON VIDEO	PRICE (JPY)	CPM (JPY)	# of Posts	Lead Time
Video Placement	Implement video within 15min. under Video Category of GQ. Non advertising video content usage is also possible. Various promoting ad space to generate traffic to the video will be activated. Title and explanation text will be prepared by GQ to communicate attractiveness of the video to the audiences. The creative is also streamed on Facebook via GQofficial account to extend the reach to the larger millennial audiences.	GQ JAPAN VIDEO category GQ JAPAN Facebook Account Facebook VIDEO AD *run by GQ JAPAN account	- 4 weeks - Period Guaranteed	<ul style="list-style-type: none"> <li>Video file</li> <li>File size: Within 500MB</li> <li>Image Size(WxH) : 1920x1080</li> <li>Format :Image:MP4 H.264 Audio: AAC</li> <li>Image bit rate/frame rate:15~20Mbps (recommended)/ordinary frame rates (23.97, 24, 25, 29.97, 30 fps) (recommended)</li> <li>Audio: Soundtrack required</li> <li>Audio bit rate/sampling rate:256kops / 44.1kHz (recommended)</li> <li>Length:60 sec.~14 min., 59 sec.</li> <li>Still</li> <li>Image:jpg/png/tif/pdf/bmp/ai/psd</li> <li>16 : 9 aspect ratio Short side: 700px or more (recommended) Resolution: 72dpi (recommended)</li> </ul>	15 mins or less/ 1 video	2Spaces  1Space	100,000  60,000	¥1,500,000  ¥1,000,000	¥15,000  ¥16,667		10 business days prior to campaign by 18:00
Native Article OPTION Express Video	A promotional slideshow video production is offered for social distribution as an option for Native Article. The approximately 15 sec-long video will be created with existing assets used for the Native Article to be distributed across SNS channels.	Facebook GQ account Facebook video ad run by GQ account Twitter GQ account	- 4 weeks - Period Guaranteed	-	15 sec / 1 video	1Space	200,000	¥2,500,000	¥12,500	Facebook:1 Twitter:4	18:00 on the 25th business day before insertion
Native Article Option Video Extension	Optional video distribution plan to gain additional reach across our video audience. The video content will be hosted under GQ Video category and distributed across Facebook. *Optional offering for Native Article *Please contact our account executive for content production Plan	GQ Video Placement Facebook Native Video Post Facebook Video Ad	- 4 weeks - Period Guaranteed	-	3mins or less *Option Instagram AD:60sec or less	1Spaces	60,000	¥800,000	¥13,333	Facebook:1 Facebook AD:1	18:00 on the 25th business day before insertion