

GQ JAPAN MEDIA KIT 2019



CONDÉ NAST
JAPAN

THE LEADING FASHION & LIFESTYLE BRAND FOR MEN

GQ JAPAN is a 24-Hour/365-Day Source of Information for Men of Intelligence, Character and Sensitivity Who are Concerned About “Essential Quality” in Both Business and Private Life.



Launched in the United States in 1957 and currently published in 19 countries, GQ is the world’s oldest men’s fashion and lifestyle magazine.

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.

GQ Men of the Year, GQ JAPAN’s annual year-end event that salutes the men who have most strongly influenced the era over the past twelve months, also enjoys a favorable reputation.

GQ JAPAN delivers the latest essential information catering to men who aspire to global standards in the fields of fashion, business, gourmet dining, cars, gadgets, travel, international trends, etc.

MESSAGE

Analog or Digital? With Regard to Magazines



Masafumi Suzuki

Born in Tokyo in 1949. GQ JAPAN Editor-in-Chief. Suzuki attended Keio University where he majored in French Literature. He began his career as an assistant director at commercial film production company KK Geiken Productions and then became a reporter on the English editions of shipping and shipbuilding business publications at Kaiji Press Co., Ltd. He served as the Editor-in-Chief of monthly magazines NAVI (Ningensha) and ENGINE (Shinchosha) before becoming the Editor-in-Chief of GQ JAPAN in November 2011.

These days it is almost impossible to see people reading magazines and newspapers on commuter trains and buses. Instead, many travelers are casting their eyes onto the screens of smartphones held in the palm of their hand. For those of us who can recall the era when the majority of people on the train would be browsing magazines or newspapers, it is evident that the times are truly changing.

In English, certain kinds of paper journal consisting of printed matter as an information package product are known as magazines. It is common knowledge that the English word *magazine* has its origins in an Arabic word meaning a “warehouse” or “storage room”. This is why in French, a *magazine* is a store that stocks and sells commodities. If we contemplate such things, we can consider a magazine as a medium that contains various kinds of hot information printed on paper pages that are bundled together and formed into a product, creating in effect a mobile information storehouse. In other words, a magazine in its original form was a mobile information device.

Such magazines first became popular in the latter half of the 19th century. The reason was, this was a period when free cities in various places were escaping from feudal control, and more and more of their citizens were gaining freedom of employment and movement. These people who gained freedom asked for information.

In the 20th century, new media appeared in the form of radio and television, but these are exclusively flow type media rather than information storage media, so they didn’t threaten the existence of magazines as mobile information stores and tools that gave people access to information whenever and wherever they wished. For this reason, magazines, along with newspapers, played leading roles in information culture throughout the 20th century, and consequently, the twentieth century became the century of mass communication, and the century of the magazine.

However, the Internet, which appeared toward the end the 20th century, has been changing the media environment ever since its inception—slowly at first, and more rapidly today. Increasing miniaturization has made personal computers lighter and more compact, and smartphones have achieved a remarkable leap forward in data processing performance that has allowed it to occupy the position of today’s most important mobile information devices.

If we call a “magazine” as a portable information warehouse that binds text and image information printed on paper an *analog magazine*, then a “WEB magazine” established based on a store and flow system of character and image information that is stored on WEB, flows on WEB and is called up on the screen of an electronic terminal as desired can be called a *digital magazine*. In the present era, analog and digital magazines coexist.

GQ JAPAN started as an analog magazine has also been growing in recent years as a digital magazine covering a wider range of fields. Both the analog and digital magazines are equally GQ JAPAN, and both are mobile information devices. I believe that the duplication of portable information devices both analog and digital has opened up a richer information world for us as free individuals and presents more widespread possibilities for us to live freely. As a result, magazines—or in other words information warehouses—because of the overlapping of their various layers, have remarkably increased their information storage capacity and distribution volume, as well as dramatically increasing the speed of distribution.

GQ JAPAN is pushing ahead at full speed at the forefront of the new era of magazines that I’ve been describing so far. In this era, we sometimes hear the argument is that that commuter trains and buses, or even commuting itself as a mode of behavior itself, will disappear. For those of us living at a time when such arguments are no longer considered strange, GQ JAPAN is continuing to develop as an indispensable mobile medium, and we look forward to continuing to work together with our partners both now and in the future.

GQ Japan Editor-in-Chief
Masafumi Suzuki

BRAND REACH

Total Reach 2,500,000

Magazine Readers

40,000



MAGAZINE

SNS Audience



154,000



134,000



91,000



68,000

(As of October 2018))



Page Views

27,000,000

Unique Users

2,000,000

(Nominal numbers based on in-house research as of October 2018)

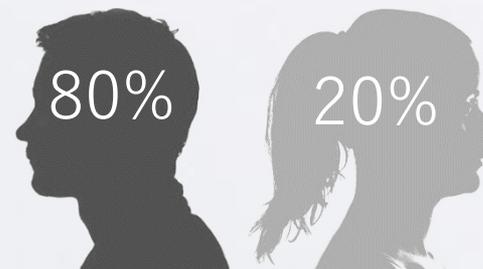
A MULTIMEDIA BRAND



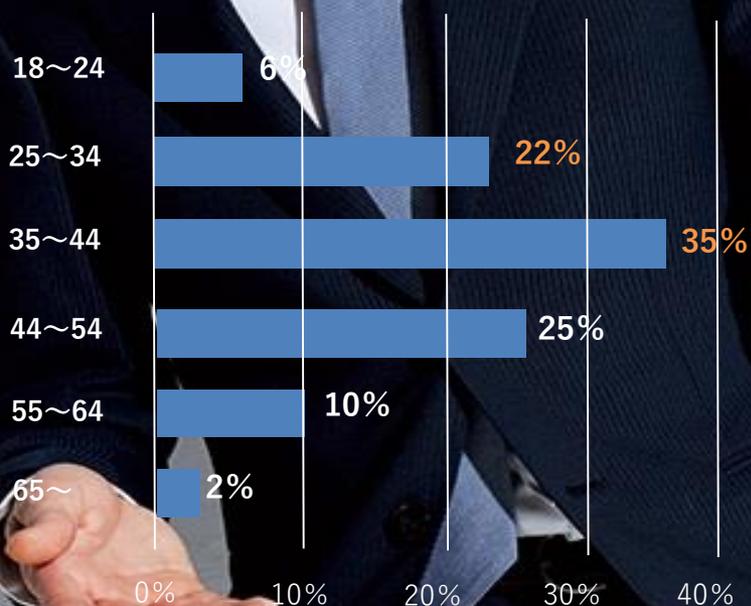
MAGAZINE AUDIENCE

Member data of regular subscribers among GQID members N=784

Gender

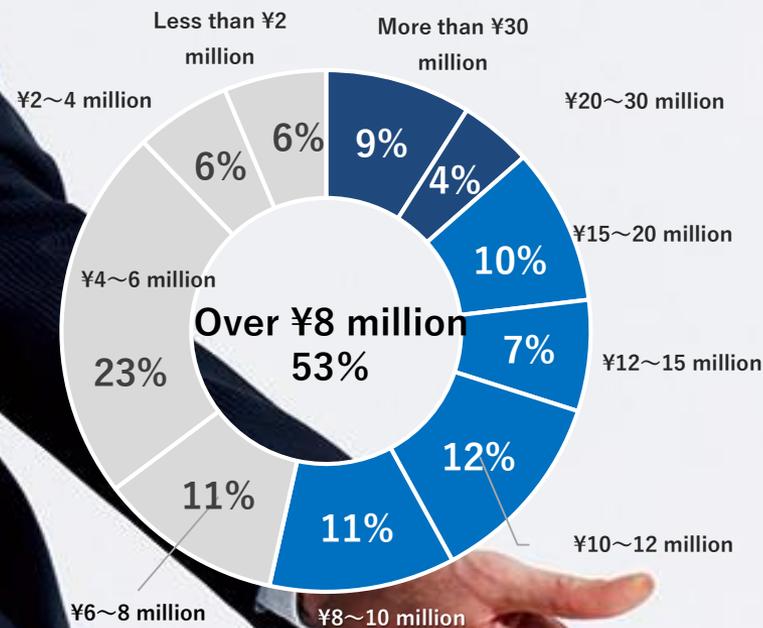


Age



Finances

Average Household Annual income



NEXT TARGET: MILLENNIALS

Millennial UU Numbers

※GQJAPAN digital website monthly

Approx.
300,000 UU
(Most recent year)

Average Age

※GQJAPAN digital website millennial users average value

27.7 years
old

Annual Income

※From the GQJAPAN ID member survey

¥7,960,000

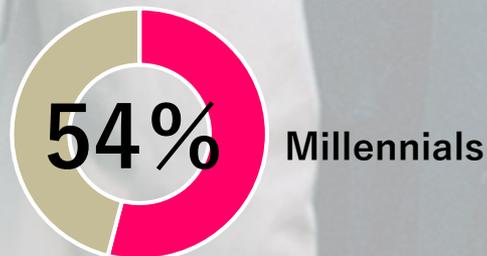
Layer Interested in Luxury Goods

※From the GQJAPAN ID member survey

83.9%
(Ratio of interested users)

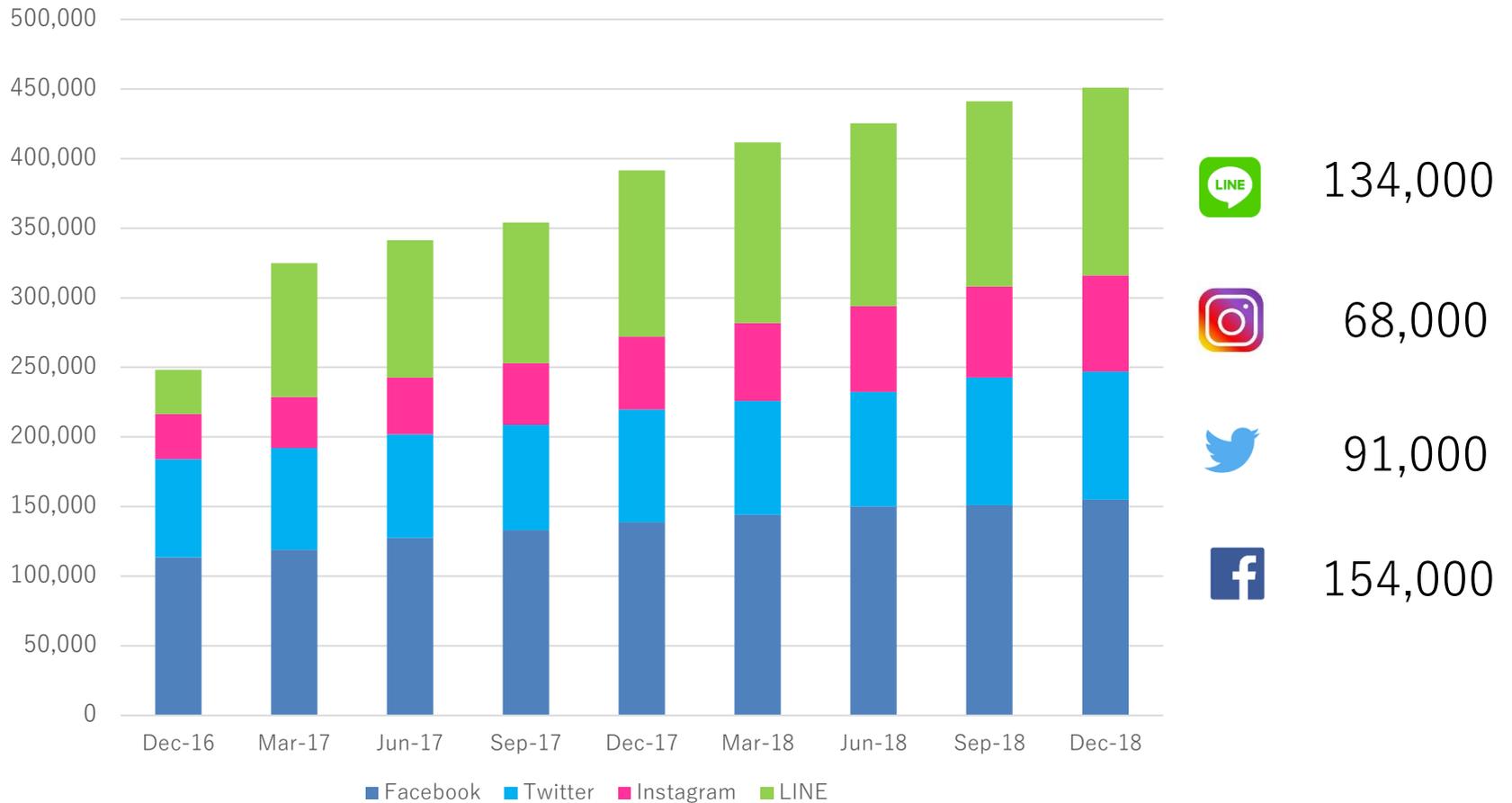
 **Instagram** ※GQ JAPAN follower attributes

 **twitter** ※GQ JAPAN follower attributes



Average Age
28 years old

SOCIAL MEDIA



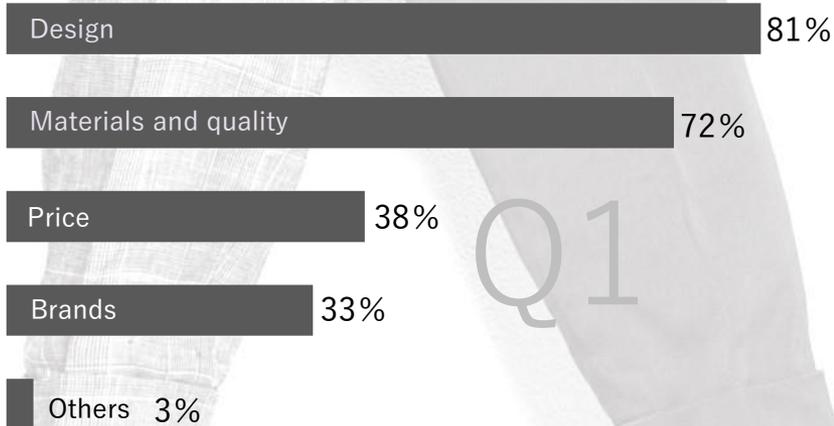
Who are GQ MEN?

LIFESTYLE

The keywords are “design” and “quality”.
When making purchases, they check bricks and mortar shops thoroughly.

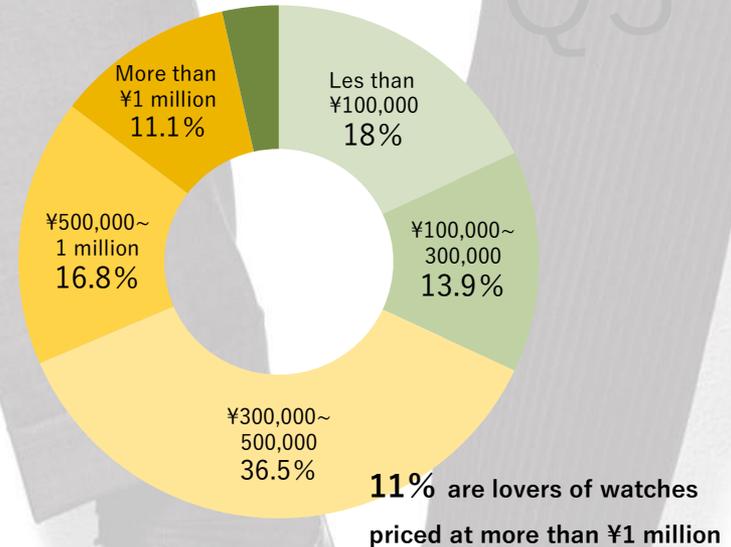
Fashion Items

□ What do you consider important when purchasing fashion items?



Watches

□ Please tell us the price range of your favorite watches.



Grooming

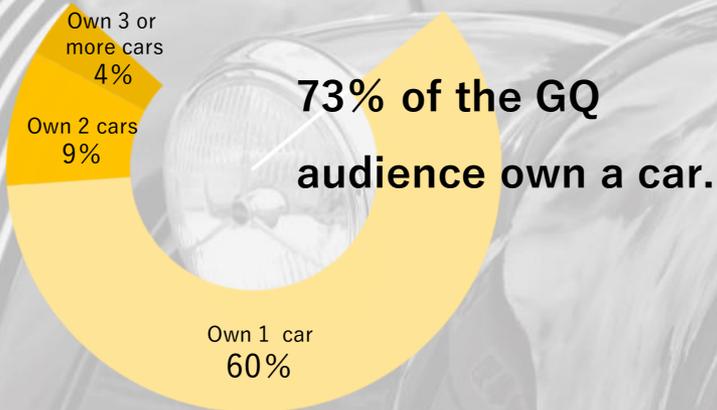
□ Beauty (care) • What kinds of grooming are you interested in?

- 1st Place: Hair care
- 2nd Place: Skin care
- 3rd Place: Sports gym/training
- 4th Place: Hair removal

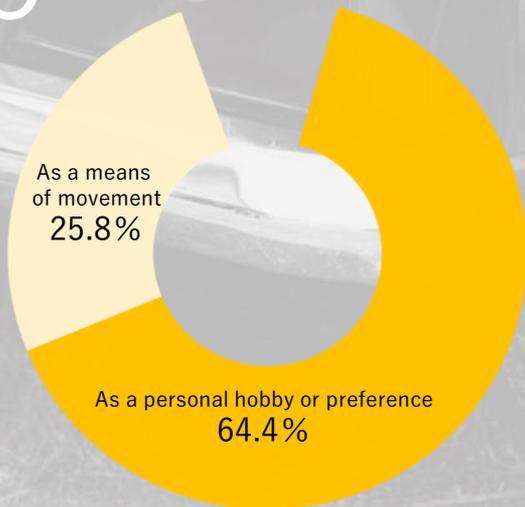
Who are GQ MEN?

Cars

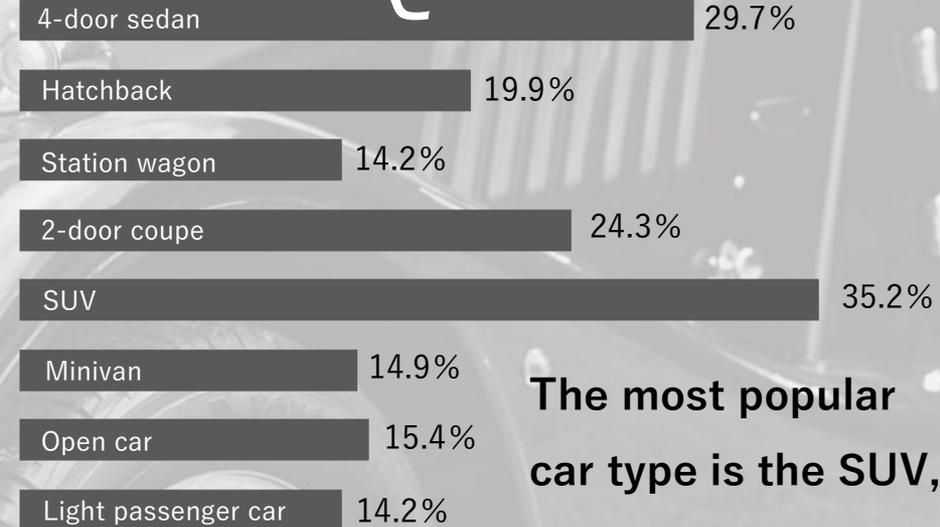
□ Do you own a car?



□ What is the nature of your interest in cars?



□ What type of car do you want to own?



The most popular car type is the SUV, favored by 35%!

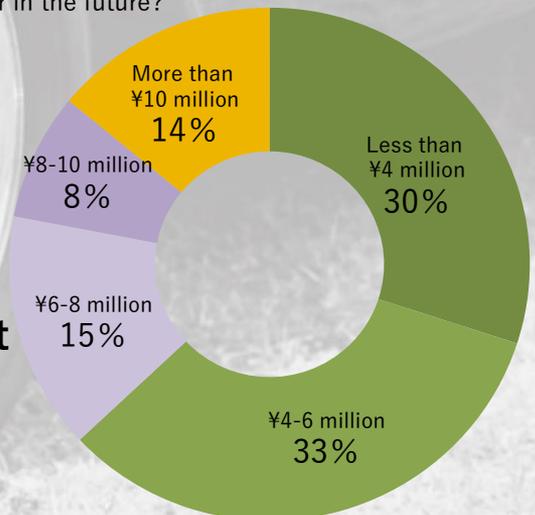
□ Are you planning to buy a car in the future?

YES: 87%

□ How much is your purchase budget?

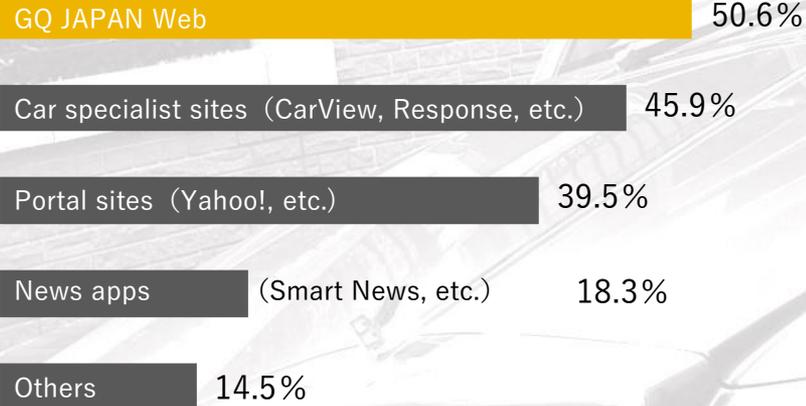
Q8

22% plan to spend at least ¥8 million on their next car.



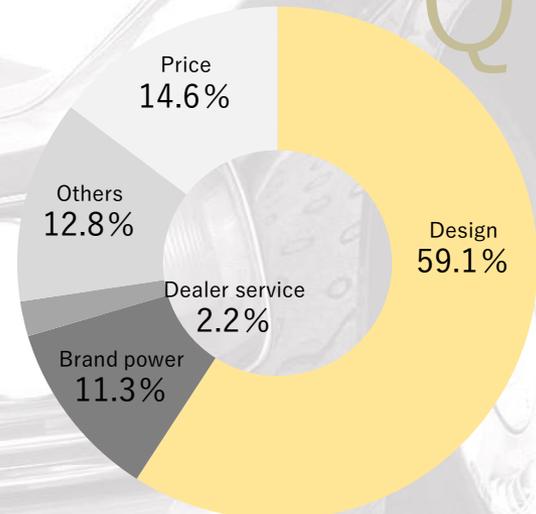
□Where do you get car information? (web/apps)

Q10



□What are the main factors that determine whether you will buy a car?

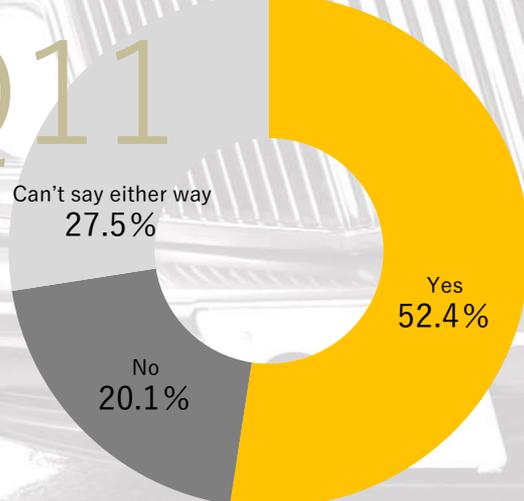
Q12



Almost 60% of the audience emphasize “Design”.

□Do you want to ride an electric car?

Q11





SHOWCASE

GQ Men of the Year 2018

GQ MEN OF THE YEAR 2018

in association with

TIFFANY & Co.

supported by

Dom Pérignon



Held for the 13th time in 2018, GQ Men of the Year is an achievement party aimed at those men who have inspired readers of GQ JAPAN in their lives, work and style, and presented to overwhelming success in each field in the past year.



FREIKNOCK Runway Show



PRESENTED BY



Park Geonil of the well-known South Korean K-pop group SUPERNOVA took part in the first ever runway show in Japan held by popular brand FREIKNOCK and produced by GQ JAPAN to decorate the opening of Amazon Fashion Week TOKYO 2018 A/W. Bringing together GQ JAPAN'S unparalleled media dispatch power, celebrity and influencer attraction, and content creation, this event had a strong impact on the fashion world.



B.LEAGUE AWARD 2018

The B.League Awards Ceremony was held under the direction of GQ Japan Fashion Director Noriaki Moriguchi. The elite gathered at the ceremony venue at Ebisu Garden Place Square in honor of the stars that have enlivened the B League—Japan's professional men's basketball league. GQ JAPAN Editor-in-Chief Masafumi Suzuki presented an award to Fumio Nishimura (of the Chiba Jets) who was selected as a "B.League Fashion Icon" according to a vote of basketball fans. Nishimura also appeared in the November issue of GQ JAPAN, which went on sale on September 22, 2018.



GQ JAPAN 15th Anniversary Party

In commemoration of the 15th anniversary of GQ JAPAN, we held a secret party on Tuesday, October 23 in Ebisu, Tokyo. Designer Yohji Yamamoto and GQ JAPAN Editor-in-Chief Masafumi Suzuki prepared luxurious content such as a special live concert featuring Keyakizaka46, DA PUMP and CHEMISTRY. The event was attended by over 900 visitors including GQ JAPAN readers, influencers and stakeholders, and the hall was filled with excitement.



GQ JAPAN Advertising Fee Table 2019

	2019
Position	
4c1p R.O.B Single	¥1,500,000
4c2p R.O.B DPS (Double Page Spread)	¥3,000,000
Cover Gatefold	¥8,000,000
First DPS (Double Page Spread)	¥4,000,000
Second DPS	¥3,800,000
DPS before T.O.C	¥3,600,000
Single page facing T.O.C 1	¥2,100,000
DPS Between T.O.C 1	¥3,500,000
Single page facing T.O.C 2	¥2,000,000
DPS Between T.O.C 2	¥3,400,000
Single page facing T.O.C 3	¥1,900,000
DPS after T.O.C	¥3,300,000
Single page facing Editor's Letter	¥1,800,000
DPS after Editor's Letter	¥3,250,000
Single page facing Column	¥1,700,000
First DPS after Column	¥3,200,000
DPS after Column	¥3,100,000
Inside back cover (Third cover) single page	¥1,500,000
Back cover (Forth cover)	¥2,500,000

Advertising Fee Table (Unit: ¥1,000)

- We accept editorial tie-ups of 4c2p or larger.
 - The above advertising fees do not include consumption tax.
 - For editorial tie-ups and special advertisements, separate production costs are required in addition to the above advertising space fees.
- For further details, please contact the Advertising Department at Condé Nast Japan.

Concerning Manuscript Submission

- Manuscript submission form: Digital data (J-PDF data proofs only)
[J-PDF] 4-item set (data, color chart (output sample), PDF specification document, preflight report))
- Precautions: Please confirm that there are no flaws in the data, be sure to submit the manuscript using replicated data and store the original data. For the output sample, attach an original full-sized sample. If attaching a color sample, please ensure that the sample is made using the same original data.

Insertion page	Print format	No. of pages	Insertion dimensions (H x W)
Single page	4-color offset	1	297mm x 231mm
DPS	4-color offset	2	297mm x 462mm
Back cover	4-color offset	1	282mm x 221mm

Format

- A4 modified
- Non-sewn binding
- Finished dimensions: 297mm (vertical) x 231mm (horizontal)
- Left opening

*Condé Nast Japan
Business Solutions Department
Osuga Bldg. 3F, 2-11-8 Shibuya,
Shibuya-ku, Tokyo 150-0002
TEL:03-5485-8720*



*For inquiries, please contact
E-mail: gq-adv@condenast.jp*