



GQ JAPAN MEDIA KIT 2020



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 20 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. **ppp**

GQ Japan Editor-in-Chief
Masafumi Suzuki

BRAND REACH

Total Reach 2,800,000

Magazine Readers

40,000



MAGAZINE

SNS Audience



162,000



143,000

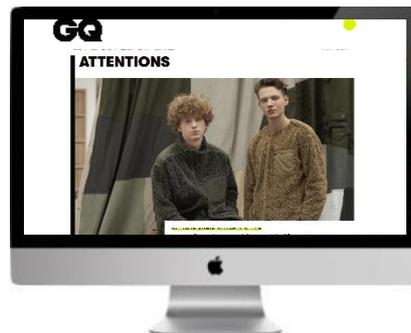


100,000



103,000 (As of December, 2019)

SOCIAL



Unique Users

2,300,000

DIGITAL

(Nominal numbers based on in-house research as of December 2019)

A MULTIMEDIA BRAND



GQ JAPAN AUDIENCE DATA — Basic Attributes

Who are GQ MEN?

Gender



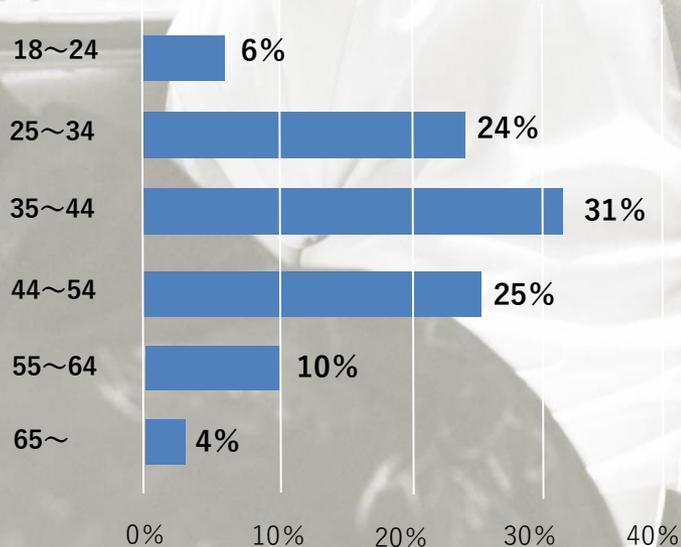
Region



Tokyo	47%
Chiba	
Kanagawa	
Saitama	
Osaka	15%
Aichi	6%

Age

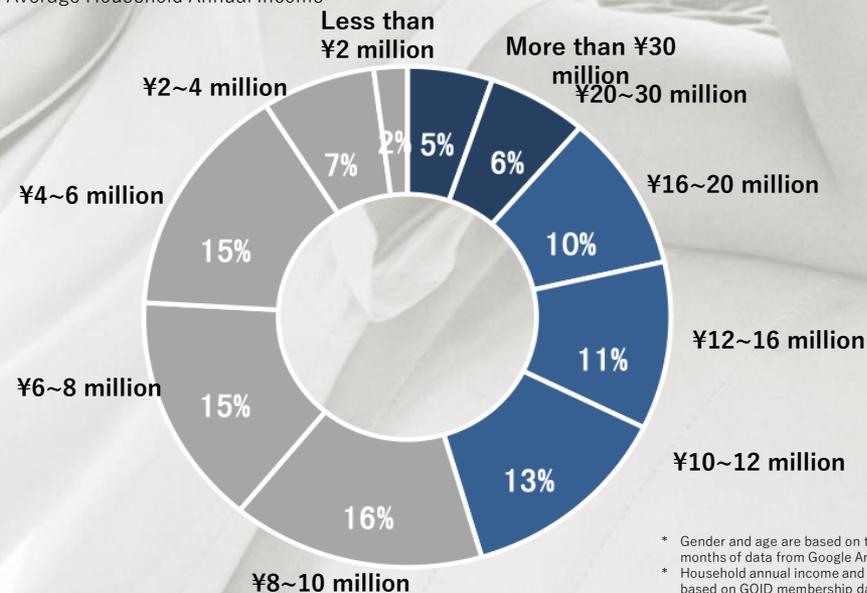
25~44-year-olds 55%



Finances

More than ¥10 million 45%

Average Household Annual Income



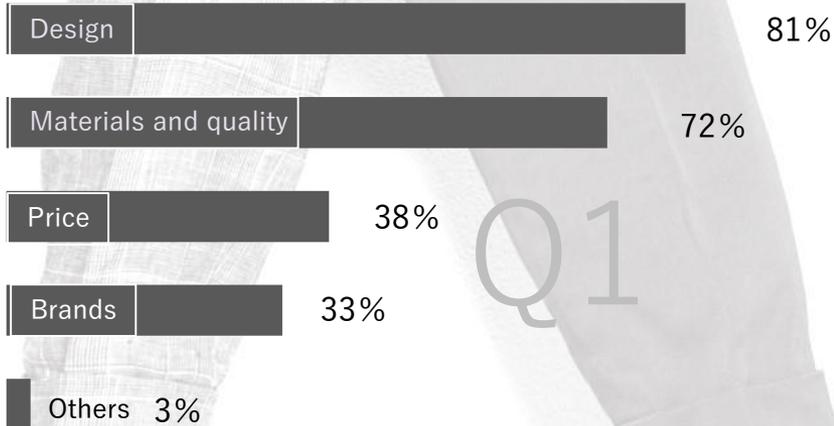
* Gender and age are based on the last three months of data from Google Analytics.
* Household annual income and job title are based on GQID membership data N = 7,957.

LIFESTYLE

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

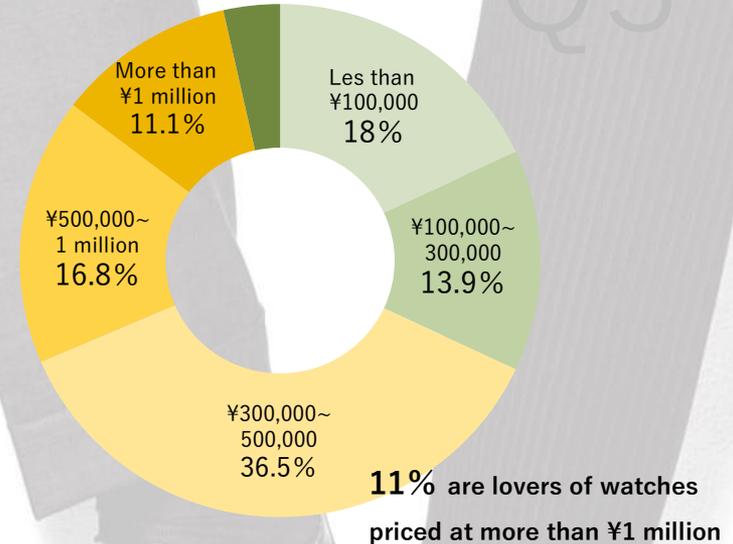
Fashion Items

□ What do you consider important when purchasing fashion items?



Watches

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

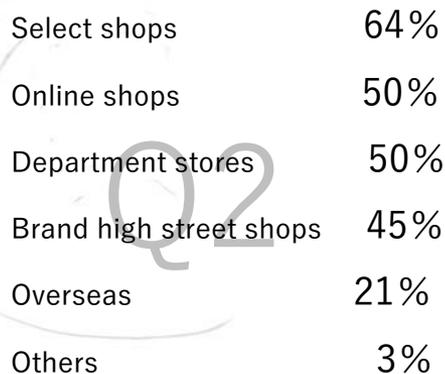


Grooming

□ 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

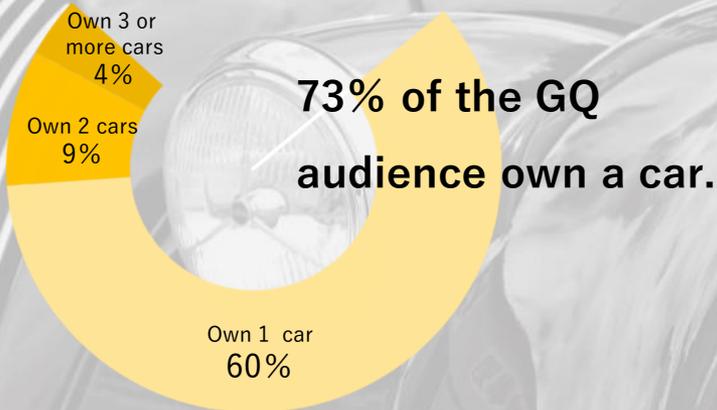
□ Where do you buy fashion items?



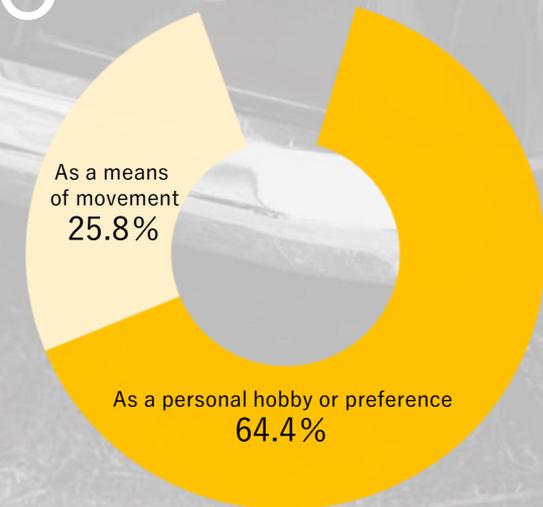
Who are GQ MEN?

Cars

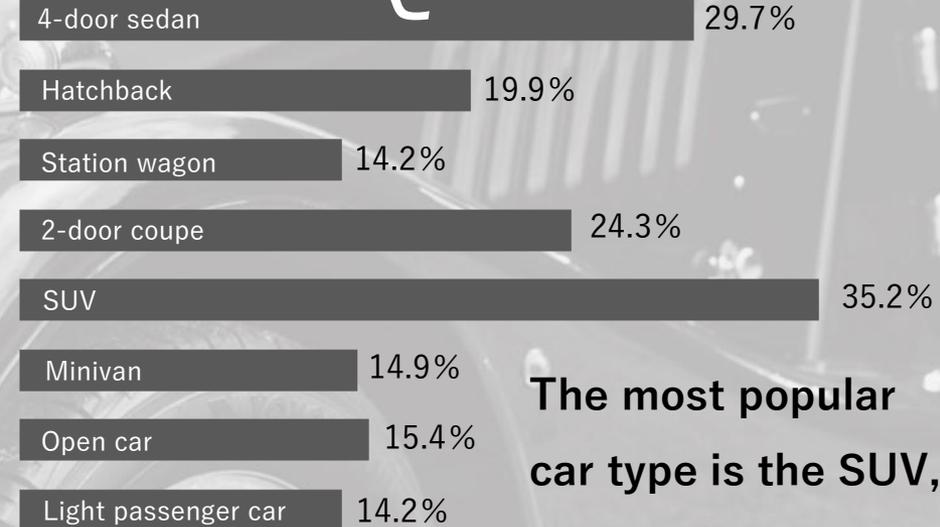
□ Do you own a car?



□ 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%!

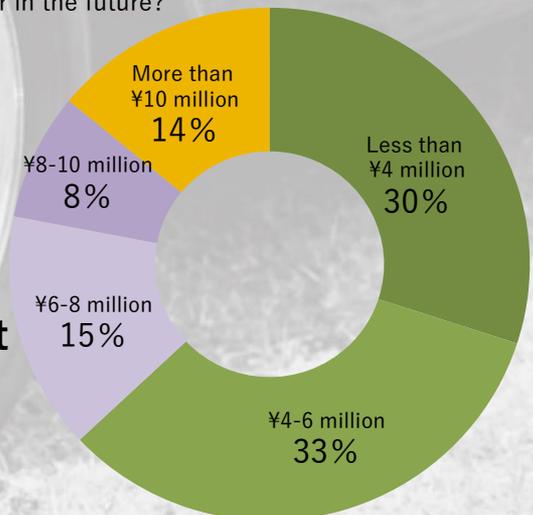
□ Are you planning to buy a car in the future?

YES: 87%

□ How much is your purchase budget?

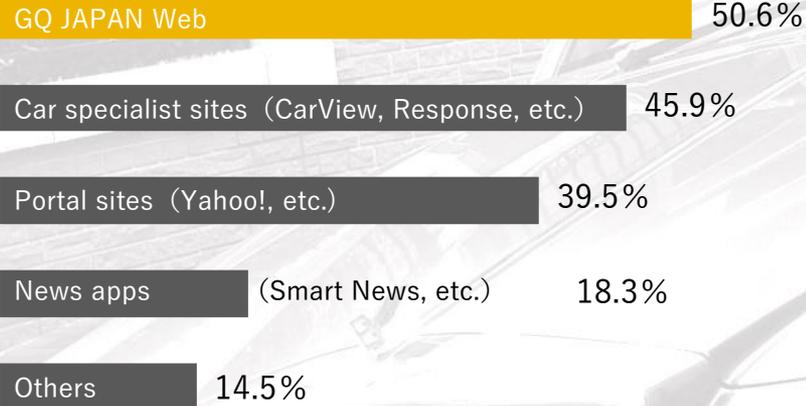
Q8

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



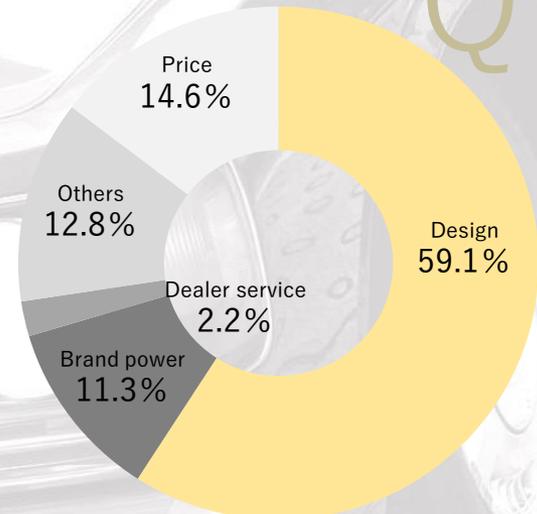
□Where do you get car information? (web/apps)

Q10



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

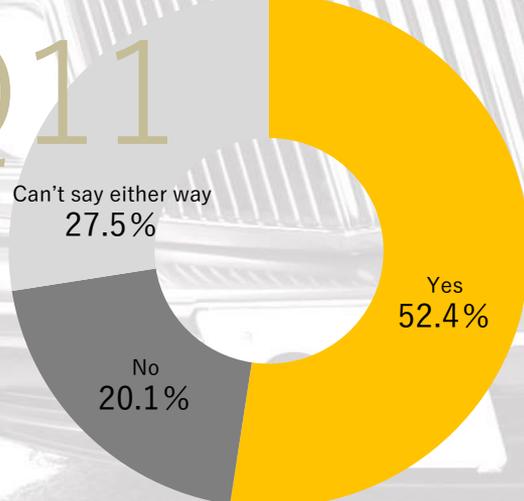
Q12



Almost 60% of the audience emphasize "Design".

□Do you want to ride an electric car?

Q11



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%

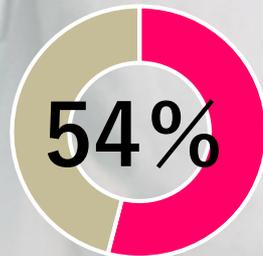
(Ratio of interested users)



Instagram ※GQ JAPAN follower attributes

twitter

※GQ JAPAN follower attributes



54%

Millennials

Average Age
28 years old



EVENTS

GQ Men of the Year 2019

Held for the 14th time in 2019, GQ Men of the Year is an achievement party aimed at honoring those men who have inspired GQJAPAN readers in their lives, work and style, and who have been overwhelmingly active in various fields during the past year.



GQ
JAPAN
MEN
OF
THE YEAR
2019
in association with
TIFFANY & Co.



supported by
cooperation by
Dom Pérignon



The O.SHIRO Collection

The O.SHIRO Collection Show was organized by GQ JAPAN and co-sponsored by the Chugoku Bureau of Economy, Trade and Industry, etc., with the aim of internationally promoting the capabilities of Japanese manufacturers that are active on the world stage. The runway was colored by a total of 10 brands, including brands active in overseas collections such as N. Hollywood, Facetism and Bedford, and brands employing promising young designers.

This was the first time ever that models have paraded along a runway on the grounds of Okayama Castle, which is in a world-renowned denim production area. The O.SHIRO Collection Show was attended by approximately 1,300 people, including members of the general public and apparel industry insiders, who came together with the textile industry, brands, and models. The event was also covered by a number of major media.



GQ VOICE

GQ VOICE is a project aimed at sharing problem awareness by inviting GQ readers to participate in events and exchange communities that focus on the social issues we face today. For the first GQ VOICE, we invited 200 readers to Shibuya Stream Hall, a physical venue where people can talk and mix while freely discussing various topics, in order to attend a screening of the movie "Queer Eye in Japan!"





GQ
JAPAN

SHOWCASE

Ferrari

✓ “FERRARI APPROVED” PERFECT GUIDE

GQ produced an 8-page separate volume supplement entitled *GQ CARS Special*. This supplement was distributed with GQ magazine, and 3,000 additional copies were reprinted.



Grand Seiko

✓ Grand Seiko with World-Class Visionaries

This was a series of tie-ups featuring five celebrities active in various fields. We made secondary use of the material to create tabloids, which were inserted into major newspapers for distribution in Tokyo, Nagoya and Osaka.

GQ Grand Seiko and World-Class Visionaries

男たちは世界を目指す with グランドセイコー

「日本らしい、本物の能力を誇る時計です。」
久住昌年 (左智真人)

「とことん“ケア”するのが日本文化の本質。」
セオドール・ミラー (トドメイアスター/俳優)

「グランドセイコーには、絶対的な信頼感、安心感がある。」
竹野内豊 (俳優)

「聞き多感じゃないから、平たくつけていられます。」
黒川博樹 (元プロ野球選手)

「下手ではないけど高級感があって、落ち着いた男性風が好きです。」
水木一郎 (音楽家)

◆竹野内豊 ◆セオドール・ミラー ◆久住昌年 ◆水木一郎 ◆黒川博樹

GQ + GRAND SEIKO and WORLD-CLASS VISIONARIES

男たちは世界を目指す with グランドセイコー

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セオドール・ミラー

Onitsuka Tiger

✓ Sho Kiyohara in Onitsuka Tiger Spring Summer Collection 2020

This tie-up article and behind-the-scenes video featuring actor Sho Kiyohara was lifted to US GQ. Showcases such as this utilizing the Condé Nast Group network have increased in recent years.

• JAPAN



立ちました存在感と、モデルならではの堂々たる着こなしを披露してくれた。特に目を引いたのが、そのヴィヴィッドなカラーリングと軽快な素材だ。スノーボーディング向けのジャケットを思わせるネオンイエローのジャケットは、リフレクターやエアラインのラゲージタグを思わせるディテールがポイントだ。

ワークなアレンジが効いたデニムセットアップ



▲「オニツカタイガーらしいスポーティーなものもありつつ、デニムウェアも展開しているというのは知りませんでした。新鮮なイメージで、このルックは気に入りました」。ジャケット¥20,000、シャツ¥16,000、パンツ¥15,000、ハット¥10,000、ソックス¥1,000、スニーカー¥14,000 (すべてOnitsuka Tiger/オニツカタイガージャパン)

オニツカタイガーといえば、日本を代表するファッションブランド。そんな老舗にモダンでエッジなアイデアやデザイン性を注ぎ込んだのが、現在クリエイティブディレクターを務める気鋭のデザイナー、ア

• United States



4 Things to Know About Japanese Heritage Brand Onitsuka Tiger

Onitsuka Tiger celebrates its 70th anniversary this year, but it's still a bit of an insider secret in the U.S.

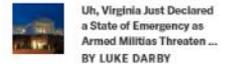
BY JUNYA HASEGAWA
PHOTOGRAPHY BY RYOSUKE MAEZAWA
November 22, 2019



The Japanese heritage brand Onitsuka Tiger was founded in 1949 as an athletic-shoe company, first making basketball sneakers and then shoes for everything from running to martial arts. Now, thanks to a new designer with a global vision, Andrea Pompilio, the label is set to make its mark in American fashion with clothing and accessories as well. Here are four things you need to know about [Onitsuka Tiger](#), along with our favorite looks from the Spring-Summer 2020 collection.



Most Popular



Uh, Virginia Just Declared a State of Emergency as Armed Militias Threaten...
BY LUKE DARBY



The Best Street Style from Paris Fashion Week
BY THE EDITORS OF GQ

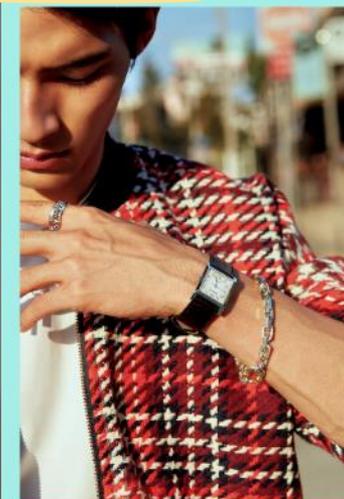
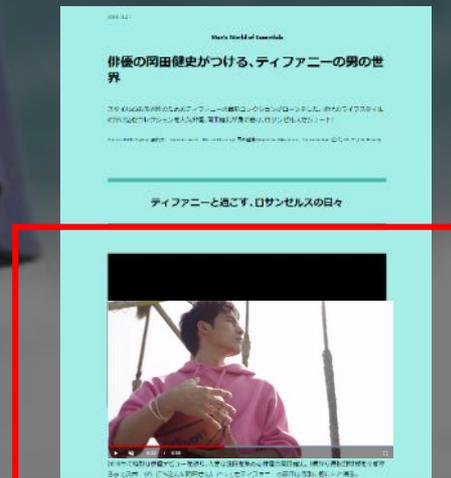
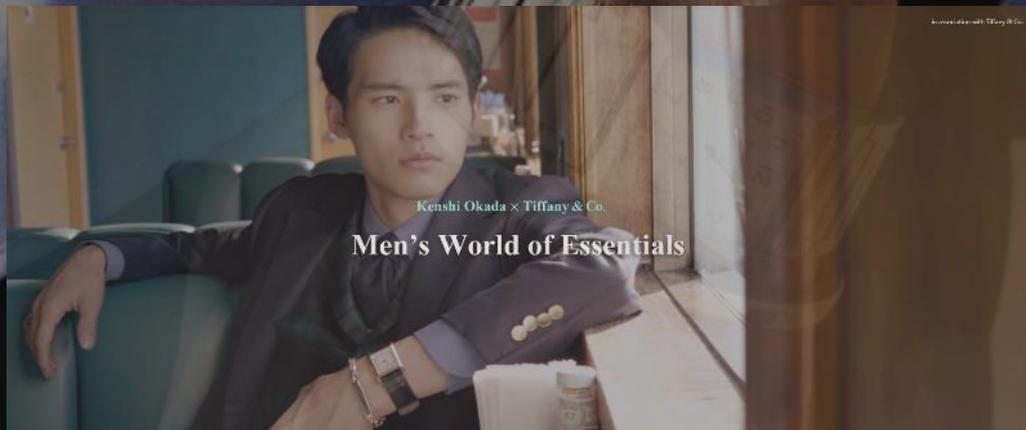


54 Menswear Essentials to Buy On Sale Before They Sell Out
BY YANG-YI GOH

Tiffany & Co.

✓ Men's World of Essentials

We produced a video using actor Takeshi Okada. The shooting took place in LA.



✓ LEXUS UX × Kanichiro

We produced a short film featuring the Lexus urban compact crossover "UX" starring actor Kanichiro. This movie also had a good response on the GQ YouTube channel.



✓ YUYA YAGIRA MEETS TISSOT SEASTAR 1000

We produced two types of videos on TISSOT's new diver's watch using actor Yuya Yagura. In addition, we made secondary use of the videos on the train channel.



Yuya Yagira Meets TISSOT Seastar 1000

俳優・柳楽優弥が選んだのはバリューな万能ダイバーズ時計 — TISSOT「SEASTAR」

「僕は、僕の中で何ができてほしいという夢をずっと探している。TISSOTの新しいダイバーズウォッチ「Seastar 1000 Automatic」と出会った瞬間、それが僕の中の夢と重なった。これは僕がこれまで見てきた中で、最もリアルでもっとも僕に合った時計だ。これは僕がこれまで見てきた中で、最もリアルでもっとも僕に合った時計だ。これは僕がこれまで見てきた中で、最もリアルでもっとも僕に合った時計だ。」

SOURCE: 俳優・柳楽優弥 (@Ryuji_Yagira) | Instagram | 柳楽優弥 (@ryuji_yagira) | Instagram | 柳楽優弥 (@ryuji_yagira) | Instagram

Yuya Yagira meets TISSOT Seastar 1000 Automatic | GQ JAPAN

時計に興味なかった

「僕は、僕の中で何ができてほしいという夢をずっと探している。TISSOTの新しいダイバーズウォッチ「Seastar 1000 Automatic」と出会った瞬間、それが僕の中の夢と重なった。これは僕がこれまで見てきた中で、最もリアルでもっとも僕に合った時計だ。これは僕がこれまで見てきた中で、最もリアルでもっとも僕に合った時計だ。これは僕がこれまで見てきた中で、最もリアルでもっとも僕に合った時計だ。」

Behind the Scenes of Yuya Yagira meets TISSOT Seastar 1000 Au

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STARBUCKS

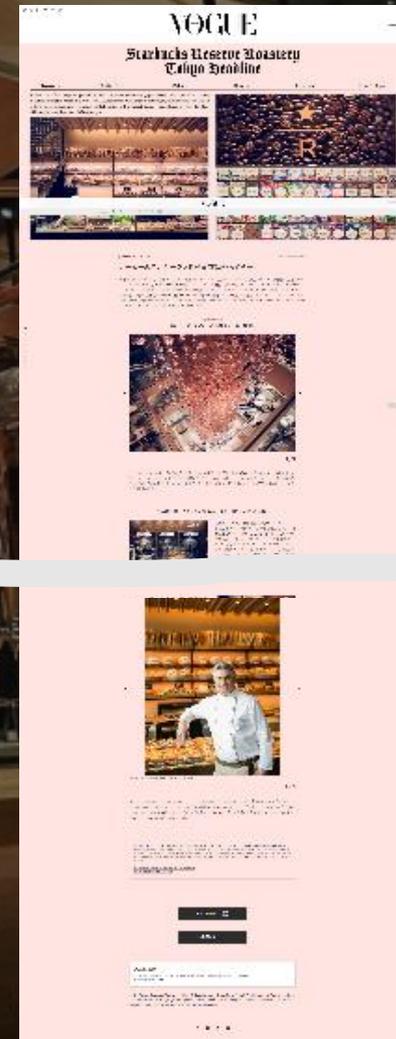
✓ The Guide to Starbucks Reserve® Roastery Tokyo

We produced a promotional video on the occasion of the opening the World's fifth Starbucks Reserve® Roastery. We also set up a mutual link between GQ and VOGUE in order to promote the opening as a project unique to Condé Nast.

• GQ



• VOGUE



GQ JAPAN Advertising Rates 2020

No. of pages per year	Up to 5	6–11	12–23	24 or more
Frequency discount	—	10%	15%	20%
Position				
4c1p R.O.B Single	¥1,500,000	¥1,350,000	¥1,275,000	¥1,200,000
4c2p R.O.B DPS (Double Page Spread)	¥3,000,000	¥2,700,000	¥2,550,000	¥2,400,000
Cover Gatefold	¥8,000,000	¥7,200,000	¥6,800,000	¥6,400,000
First DPS (Double Page Spread)	¥4,000,000	¥3,600,000	¥3,400,000	¥3,200,000
Second DPS	¥3,800,000	¥3,420,000	¥3,230,000	¥3,040,000
DPS before T.O.C	¥3,600,000	¥3,240,000	¥3,060,000	¥2,880,000
Single page facing T.O.C 1	¥2,100,000	¥1,890,000	¥1,785,000	¥1,680,000
DPS Between T.O.C 1	¥3,500,000	¥3,150,000	¥2,975,000	¥2,800,000
Single page facing T.O.C 2	¥2,000,000	¥1,800,000	¥1,700,000	¥1,600,000
DPS Between T.O.C 2	¥3,400,000	¥3,060,000	¥2,890,000	¥2,720,000
Single page facing T.O.C 3	¥1,900,000	¥1,710,000	¥1,615,000	¥1,520,000
DPS after T.O.C	¥3,300,000	¥2,970,000	¥2,805,000	¥2,640,000
Single page facing Editor's Letter	¥1,800,000	¥1,620,000	¥1,530,000	¥1,440,000
DPS after Editor's Letter	¥3,250,000	¥2,925,000	¥2,763,000	¥2,600,000
Single page facing Column	¥1,700,000	¥1,530,000	¥1,445,000	¥1,360,000
First DPS after Column	¥3,200,000	¥2,880,000	¥2,720,000	¥2,560,000
DPS after Column	¥3,100,000	¥2,790,000	¥2,635,000	¥2,480,000
Inside back cover (Third cover) single page	¥1,500,000	¥1,350,000	¥1,275,000	¥1,200,000
Back cover (Forth cover)	¥2,500,000	¥2,250,000	¥2,125,000	¥2,000,000

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.

Format

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

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

Notes on Production

- Please note that the proper resolution of the image data included in the full data is 350dpi.
- For parts that must not be missing, such as company names, logo marks, photographs, etc., please prepare a layout with margins at least 10 mm from the top, bottom, and edge partitions. Also, for the First & Second DPS, Cover Gatefold and Inside Back Cover, in the same way, please make sure that the layout does not extend to within 3 mm of the spine.
- When using a QR code, be sure to create it in 100% black.
- Please contact us in advance if you wish to use special colors.
- The size may vary depending on the appendix, so please contact us each time.

2020–2021 GQ JAPAN Magazine Advertisement Copy Schedule Deadlines

Issue number	Publication date	Application deadline	Manuscript deadline (final proofreading)	
			J-PDF	Online
	(scheduled)	60 days prior to publication		
March 2020 issue	January 24	November 24	December 20	January 6
April 2020 issue	February 25	December 20	February 5	February 7
May 2020 issue	March 25	January 23	March 5	March 6
June 2020 issue	April 25	February 24	April 6	April 7
July/August 2020 combined issue	May 25	March 24	May 7	May 7
September 2020 issue	July 25	May 25	July 6	July 7
October 2020 issue	August 25	June 24	August 4	August 7
November 2020 issue	September 25	July 24	September 4	September 7
December 2020 issue	October 24	August 24	October 5	October 7
January/February 2021 combined issue	November 25	September 24	November 5	November 6

- © Schedules for magazine issues and supplements may be brought forward, so please check back from time to time.
- © Applications for editorial tie-ups must be made no later than 80 days prior to the publication date.
- © Please note that depending on the contents of special features and seasonal factors, publication dates may be changed and there may be months when the progress is accelerated.

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