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.

THE LEADING FASHION & LIFESTYLE BRAND FOR MEN

GQ JAPAN.jp

SOCIAL

GQ JAPAN.jp Unique Users (monthly)

3,000,000

( as of January 2022)
GQ JAPAN was first published in April 2003 as the Japanese edition of the world's first men's fashion and lifestyle magazine, GQ. Since that time, it has gained the widespread support of its readers as a comprehensive medium that delivers the latest information for men who seek the "essence" in both business and private life with intelligence, character, and sensitivity.
Audience Demographics
OUR AUDIENCE
GQ JAPAN AUDIENCE DATA — Basic Attributes

Who are GQ MEN?

Gender

- 85% Male
- 15% Female

Age

- 25～44-year-olds: 55%
- 18～24: 6%
- 25～34: 24%
- 35～44: 31%
- 44～54: 25%
- 55～64: 10%
- 65+: 4%

Region

- Tokyo: 47%
- Chiba: 15%
- Kanagawa: 10%
- Saitama: 6%
- Osaka: 6%
- Aichi: 6%

Finances

- Average Household Annual Income
  - Less than ¥2 million: 7%
  - ¥2～4 million: 16%
  - ¥4～6 million: 15%
  - ¥6～8 million: 15%
  - ¥8～10 million: 16%
  - ¥10～12 million: 13%
  - ¥12～16 million: 11%
  - ¥16～20 million: 10%
  - ¥20～30 million: 6%
  - ¥30～40 million: 2%
  - ¥40~50 million: 5%
  - More than ¥50 million: 1%

More than ¥10 million: 45%

*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.
GQ JAPAN AUDIENCE DATA

LIFESTYLE

Fashion Items

- What do you consider important when purchasing fashion items?
  - Design 81%
  - Materials and Quality 72%
  - Price 38%
  - Brand 33%
  - Others 3%

- Where do you buy fashion items?
  - Boutiques 64%
  - Online Shops 50%
  - Department Stores 50%
  - Brand High Street Stores 45%
  - Overseas 21%
  - Others 3%

Design and quality are important keywords. When making purchases, they check out bricks and mortar shops thoroughly.

Watches

- Please tell us the price range of your favorite watches

- More than ¥1 Million: 11.1%
- ¥500,000~1 million: 16.8%
- ¥300,000~500,000: 36.5%
- ¥100,000-300,000: 13.9%
- Less than ¥100,000: 18%

11% are lovers of watches priced at more than ¥1 million.

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

Based on a questionnaire survey of GQ ID members and mail magazine members.
Who are GQ MEN?

73% of the GQ audience own a car.

Q5: Do you own a car?
- Own 1 car: 60%
- Own 2 cars: 9%
- Own 3 or more cars: 4%

Q6: What is the nature of your interest in cars?
- As a personal hobby or preference: 64.4%
- As a means of movement: 25.8%

Q7: What type of car do you want to own?
- 4-door sedan: 29.7%
- Hatchback: 19.9%
- Station wagon: 14.2%
- 2-door coupe: 24.3%
- SUV: 35.2%
- Minivan: 14.9%
- Open car: 15.4%
- Light passenger car: 14.2%

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

Q8: Are you planning to buy a car in the future?
YES: 87%

Q9: How much is your purchase budget?
- ¥4 million or less: 30%
- ¥4-6 million: 33%
- ¥6-8 million: 15%
- ¥8-10 million: 8%
- More than ¥10 million: 14%

22% plan to spend at least ¥8 million on their next car.
GQ JAPAN AUDIENCE DATA

Q10

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

- GQ JAPAN Web: 50.6%
- Car specialist sites (CarView, Response, etc.): 45.9%
- Portal sites (Yahoo!, etc.): 39.5%
- News apps (Smart News, etc.): 18.3%
- Others: 14.5%

Q11

Do you want to ride an electric car?

- Yes: 52.4%
- No: 20.1%
- Can't say either way: 27.5%

Q12

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

- Design: 59.1%
- Price: 14.6%
- Others: 12.8%
- Dealer service: 2.2%
- Brand power: 11.3%

Almost 60% of the audience emphasize “Design”.

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The Voices of the Future Special Feature in the August 2021 On-sale Issue (October Issue) Created a Sensation.

The main special feature in the October 2021 issue of GQ JAPAN, entitled Voices of the Future, was co-produced and co-edited by the editorial departments of the GQ editions around the world.

Who will be the music world’s next megastars? For the first time in GQ's history, the editorial departments of all 21 national editions interviewed up-and-coming artists in their respective countries and regions to create a global special feature. Appearing from Japan was singer-songwriter Fujii Kaze, together with a constellation of performers from around the world who have gained attention by transcending the boundaries of genres from J-Pop to flamenco, rap and reggaeton to create the waves of the times and the sounds of the future.

• The October issue was printed in two special cover editions.
✓ Number of Channel Subscribers: 264,000
   (As of January 2022)

• Popular Content

SNEAKER HOLICS

In this series, Antony, a sneaker-loving comedian, visits people who love sneakers and shows off their masterpieces.

STREET STORY

The street is the cradle of new culture. And street kids have often paved the way as pioneers in the fields of art, music, and sports. This documentary video series focuses on the culture of Japan.
✓ Our Official TikTok Account Now Has 49,000 Followers.

The official GQ JAPAN TikTok account was launched in June 2020, and the number of followers is increasing. We will continue to work to further attract young readers and expand the account’s brand recognition.
In 2021, GQ JAPAN held its 16th Men of the Year awards ceremony to honor the men who have inspired the readers of GQ JAPAN through their way of life, work and style, and who have shown overwhelming success in their respective fields during the past year. The awards ceremony was held live online in the wake of the COVID-19 pandemic, and was a huge success.
This event was co-hosted by Chugoku Bureau of Economy, Trade and Industry (METI Chugoku) and other organizations to showcase the power of Japanese "monozukuri" (manufacturing) on the world stage. Produced by GQ JAPAN, the runway was filled with a total of 10 brands, including those active in overseas collections such as N. Hollywood, FACETASM, and BEDFORD, and those of promising young designers.

This was the first time for the textile industry, brands, and models to collaborate on a runway show in the grounds of the castle in Okayama, a world-renowned denim production center. The event attracted about 1,300 visitors from the local community and the apparel industry, and was widely covered by the major media.
Produced by GQ JAPAN and co-hosted by Chugoku Bureau of Economy, Trade and Industry (METI Chugoku) and other organizations, this event was designed to showcase the power of Japanese "monozukuri" (manufacturing) on the world stage. This second event in the “O.SHIRO” Collection series was on the new themes of "SDGs" and "ethical consumption", using fabrics produced in the domestic textile production areas of Bishu (woolen textile production), Sanbi (denim production), and Wakayama (knit production), with three brands—ANREALAGE, beautiful people and sulvam—creating an ethical collaboration collection.

Dori Sakurada, Mira Hasegawa, Satsuki Nakayama, Taiki & Noah, and others covered the production areas and factories, and wore the collection on stage at Nagoya Castle.
The GQ VOICE project was launched by GQ JAPAN in 2019. The project was born out of a desire to share our awareness of the social issues we are currently facing as a media outlet, while inviting readers to participate in events and exchange communities. GQ VOICE is a gathering place where people can freely discuss a variety of topics and have their voices resonate and exchange ideas.

For the first GQ VOICE event, 200 readers were invited to Shibuya Stream Hall to watch the first-ever world premiere of the Netflix reality TV series, *Queer Eye: We’re in Japan!* In addition, we invited celebrities Matt and Loveli to join the talk show on the theme of “self-love”.

Held on: Friday, October 25, 2019 at Shibuya Stream
Guests: Matt, Loveli
The second GQ VOICE event was held at ALOFT TOKYO GINZA on the theme "CHANGE IS GOOD", and the audience was able to leave comments while watching a live broadcast of the proceedings on YouTube.

The speakers were spread out in guest rooms and foyers and talked online using remote meeting tools while maintaining social distance.

Held on: Saturday, August 8, 2020 at ALOFT TOKYO GINZA
Guests: Yoohei Kawakami (Alexandros), Yosuke Aizawa (Designer, White Mountaineering), YOSHI (Actor, Musician)

Moderator: Shingo Fujimori
Print Tie-Ups
✓ The AUDI e-tron Sportback— A New Car for a New Day

We produced a 60-page GQ supplement to coincide with in-store events at AUDI dealerships across Japan.
✓ “FERRARI APPROVED” PERFECT GUIDE

We produced an 8-page GQ JAPAN GQ CARS Special supplement, and also printed an additional 3,000 copies.
✓ GQ CARS SPECIAL “IDEAS START THE FUTURE”
We produced an 8-page GQ supplement, and also printed an additional 3,000 copies.
✓ The Global Identity with Grand Seiko

We produced a total of 10 series of serial tie-ups, consisting of a series on personalities with four celebrities and a series on objects with a focus on goods. These tie-ups were utilized for secondary use in tabloids and were inserted in major newspapers in Tokyo, Nagoya and Osaka.
The Audi Q3 x Odagiri Joe: Being Versatile and Original

GQ and VOGUE each carried out a tie-up with a celebrity. We utilized these tie-ups for secondary use in tabloids and inserted them in major newspapers in Tokyo, Nagoya, and Osaka.
✓ TOYO TIRES x Jockey Yuichi Fukunaga: What Is “Running”?  
We carried out a web tie-up featuring jockey Yuichi Fukunaga. In addition to producing a behind-the-scenes video, we also produced a booklet and distributed it at AUDI dealerships and events nationwide.
Digital Tie-Ups
✓ Paul Smith x Yosuke Kubozuka:
Yosuke Kubozuka Wears the Traveling Man’s Paul Smith

We produced a web tie-up and a video featuring the actor Yosuke Kubozuka, who wore the latest Paul Smith collection and talked about its appeal.
The Jo Malone London Home Collection

We invited Dean Fujioka and Kavka Shishido to a space styled by the Jo Malone London Home Collection to produce a promotional video. An accompanying tie-up article was also distributed in both VOGUE and GQ.
Jo Malone London: A Fragrance Journey

We produced a promotional video featuring actor Keita Machida to express the worldview of three popular fragrances of Jo Malone London. An accompanying tie-up article was also distributed in both VOGUE and GQ.
The Guide to Starbucks Reserve® Roastery Tokyo

We produced a promotional video for the launch of the fifth Starbucks Reserve® Roastery in the world, and set up a mutual link with VOGUE, elevating it to a unique Condé Nast initiative.
✓ TORI MATSUZAKA MEETS LONGINES SPIRIT

The actor Tori Matsuzaka was cast for a tie-up for the new Longines's pilot's watch Longines Spirit. We also produced a behind-the-scenes video.
✓ How Does it Feel to Be a “Great Driver” Who Has Improved Further?
Actor Toru Nakamura Talks About the New Mercedes-Benz E-Class.

We produced a behind-the-scenes video featuring actor Toru Nakamura in a tie-up with Mercedes-Benz.
We produced two videos of TISSOT’s new diver’s watch featuring actor Yuya Yagira, and the videos were used for secondary purposes on the Train Channel.
In a tie-up with Tiffany, we shot stills and a video featuring actor Hiroyuki Ikeuchi and model Hana Matsushima as the models.
Sho Kiyohara in Onitsuka Tiger Spring Summer Collection 2020

This tie-up article together with a behind-the-scenes video featuring actor Sho Kiyohara were lifted to GQ US. We have also been making an increasing number showcases taking advantage of the Condé Nast Group network.
VOGUE AND GQ X BURBERRY
To celebrate a new BURBERRY outerwear campaign, VOGUE JAPAN and GQ JAPAN produced a short movie featuring brand ambassador Eliza Ikeda and actor Yosuke Kobuzaka.
✓ Premium Experience with Ferrari: Esperienza Ferrari GT Edition

We held an event at "Premium Experience", a service exclusively for GQ JAPAN readers, in which the participants could experience the latest Ferrari with their whole body.

Test drive event report article
Audi Special Talk Show
— How Was the Movie *Kokoro o yusaburu utsukushi-sa made?*

We held a talk event with film director Kiyoshi Kurosawa and actor Shota Sometani on the subject of the beauty of movies and cars. The details of the talk session were published in a tie-up article.
✓ Gender-fluid Pearls—The Secret of Myself and Pearls

We created the content and directed the photography for a MIKIMOTO special website.
Tsubasa Imai Talks About the New Mercedes-AMG GLA 35 4MATIC

We produced a video intended for posting on Mercedes' official YouTube page and website, as well as a web tie-up, and we included the video in an article in GQ.