



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 (W×H) 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 : 970×250 Billboard : 970×250 WSKY : 300×600 UnderBanner : 970 × 250 ※Automatically resized 726×187	Premium Billboard : Within 4MB(HTML5) Billboard : Within 300KB(jpeg/gif) WSKY : Within 4MB(HTML5)	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 : 970×250 WSKY : 300×600 UnderBanner : 970 × 250 ※Automatically resized 726×187	Billboard : Within 300KB(jpeg/gif) WSKY : Within 300KB(jpeg/gif)	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-visibility 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 : 1200×310 Billboard : 970×250 WSKY : 300×600 UnderBanner : 970×250 ※ Actual Distribution size is reduced to 1726×187J Background : 1640×1170 ※Background image to be placed within 220 x 1170 width	Premium Billboard : Within 300KB(jpeg/gif) Billboard : Within 300KB(jpeg/gif) WSKY : Within 300KB(jpeg/gif) Background : Within 300KB(jpeg/gif)	2Spaces	1,200,000	¥5,500,000	¥4,583	Up to 1 for each advertisement ※ Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1Space	600,000	¥3,000,000	¥5,000	Up to 1 for each advertisement ※ Materials must be submitted as a package	

■ Smartphone AD

PRODUCT	Objectives	AD PLACEMENT	TERMS	Size (W×H) 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 × 500 ※Automatically resized TOP Rectangle : Width100% Inline Rectangle : 300 × 250 or 260×146 Top banner : 640×200 ※Automatically resized 320×100 size	Rectangle:Within 150KB (gif / jpeg) Top banner :Within100KB(jpeg/gif)	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 : 640×200 ※Automatically resized 320×100  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 × 500 ※Automatically resized TOP Rectangle : Width100% Inline Rectangle : 300 x 250, 260×146	Rectangle:Within 150KB (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.	29,000	¥800,000	20 business Days	limited to Condé Nast business days	○



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Page View  
Unique User  
( As of January 2018)

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

■ 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	35,000PV	Media Fee : ¥4,000,000 Production Fee : ¥1,000,000	40Business Days	4weeks	○
Customized HTML Type Video View Plan	Full scratch type multi-device compatible tie-up, a special menu to rich content. With Video View Plan, the video embedded into the article will be posted onto GQ social accounts as well as GQ social ad account to deliver higher views and reach among wider audiences.	35,000PV 200,000video views	Media Fee : ¥5,600,000 Production Fee : ¥1,000,000 excl. Video Production Cost	40Business Days	4weeks	○
HTML Template type	Designing web pages in template HTML	24,000PV	Media Fee : ¥3,000,000 Production Fee : ¥500,000	35 Business Days	4weeks	○
HTML Template type View Plan	Designing web pages in template HTML. With Video View Plan, the video embedded into the article will be posted onto GQ social accounts as well as GQ social ad account to deliver higher views and reach among wider audiences.	24,000PV 140,000video views	Media Fee : ¥4,200,000 Production Fee : ¥500,000	35 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	20,000PV	¥2,500,000	30 Business Days	linked to tie-up page: for 4weeks articles to be archived	○
Native Article: Interactive Type video View Plan	Format and visuals that are native to audiences' eyes. Best for reach and time spent KPIs. With Video View Plan, the video embedded into the article will be posted onto GQ social accounts as well as GQ social ad account to deliver higher views and reach among wider audiences.	20,000PV 120,000views	¥3,600,000	30 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	12,000PV	¥1,500,000	30 Business Days	linked to tie-up page: for 4weeks articles to be archived	○
Native Article: Gallery Type video View Plan	Templatized native article. With Video View Plan, the video embedded into the article will be posted onto GQ social accounts as well as GQ social ad account to deliver higher views and reach among wider audiences.	12,000PV 100,000views	¥2,500,000	30 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	※The number of PVs is not guaranteed.	¥800,000	15Business Days	linked to tie-up page: for 2weeks articles to be archived	×
PR Article News Type video View Plan	News article format which is best to communicate the publicity information such as new product releases. The article uses the same format as GQ JAPAN editorial news article. With Video View Plan, the video embedded into the article will be posted onto GQ social accounts as well as GQ social ad account to deliver higher views and reach among wider audiences.	Silver Plan : 40,000views Gold plan : 100,000views ※The number of PVs is not guaranteed.	Silver Plan : ¥1,300,000 Gold plan : ¥1,800,000 ※The number of PVs is not guaranteed.	15Business Days	linked to tie-up page: for 4weeks articles to be archived	○ ※The number of PVs is not reported
Cross Media Native Article	Optional plan for print feature to be simultaneously published on GQ JAPAN site to reach wider audiences.	8,000PV	¥1,200,000 (+ Magazine native ad charge)	30 Business Days	linked to tie-up page: for 4weeks articles to be archived	○
Cross Media Tie up video View Plan	Optional plan for print feature to be simultaneously published on GQ JAPAN site to reach wider audiences. With Video View Plan, the video embedded into the article will be posted onto GQ social accounts as well as GQ social ad	8,000PV Silver Plan : 40,000views Gold plan : 100,000views	Silver Plan : ¥1,700,000 Gold plan : ¥2,200,000 (+ Magazine native ad charge)	30 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 Account. Engagement can be optimized by targeting user profile and devices.	approx. 1,200,000impressions	Approx. 2-week ~ 4-week insertion	4,300 clicks	¥1,000,000
Instagram AD	Purchase through the GQ Account. Engagement can be optimized by targeting user profile and devices.	-	Approx. 2-weeks ~ 4-weeks insertion	3,000 clicks	¥1,000,000
Facebook AD & Instagram AD	Purchase through the GQ Account. Engagement can be optimized by targeting user profile and devices.	-	Approx. 2-weeks ~ 4-weeks insertion	4,000 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 126,000	1 push message	-	¥1,000,000
YCD	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 desktop/tablets/smartphones. Purchased via GQ JAPAN account. Audio bit rate/sampling rate: 256kbit/s / 44,100Hz (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
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 25h business day before insertion