



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 Apr 2019)

27,000,000 PV
2,300,000 UU

■ Desktop AD

PRODUCT	Objectives	Ad Placement	Terms	Size (WxH) Pixels	Creative Assets	Space	Estimated imps / wee	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
Premium PAGE TAKEVER 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	Premium Billboard : Within 4MB(HTML5) Billboard : Within 300KB(JPEG/GIF) WSKY : Within 300KB(JPEG/GIF)	1Space	250,000	¥1,400,000	¥5,600	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
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	Billboard : Within 300KB(JPEG/GIF) WSKY : Within 300KB(JPEG/GIF)	1Space	250,000	¥1,200,000	¥4,800	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion

■ Smartphone AD

PRODUCT	Objectives	AD PLACEMENT	TERMS	Size (WxH) Pixels	Creative Assets	Space	Estimated imps / wee	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	Interstitial:300×250 FirstRectangle :300 x 250 Rectangle:300×250 or 300×600	Within 150KB ※GIF / JPEG	2Spaces	1,200,000	¥2,900,000	¥2,417	Interstitial : Up to 1 FirstRectangle : Up to 1 Rectangle/Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	18:00 on the 5th business day before insertion
						1Space	600,000	¥1,600,000	¥2,667	Interstitial : Up to 1 FirstRectangle : Up to 1 Rectangle/Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
SmartPhone Premium 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	①Interstitial:300×250 ②FirstRectangle :300 x 250 ③Rectangle:300×250 or Wsky 300×600	①Interstitial Within 150KB ※GIF / JPEG ②First Rectangle Within 150KB ※GIF / JPEG ③Rectangle/Wsky Within 150KB ※GIF / JPEG Video File:Within 10MB (MP4) ※First Rectangle & Rectangle Video Length : 60 sec or less ※Interstitial Video Length 15sec or less	2Spaces	1,200,000	¥3,500,000	¥2,917	Interstitial : Up to 1 FirstRectangle : Up to 1 Rectangle/Wsky : Up to 1 Video : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	18:00 on the 10th business day before insertion
						1Space	600,000	¥1,900,000	¥3,167	Interstitial : Up to 1 FirstRectangle : Up to 1 Rectangle/Wsky : Up to 1 Video : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	

■ 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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Print View 27,000,000 PV
 (March issue)
 (As of Apr. 2019) 2,300,000 UV

■ Native Ad (HTML Type)

PRODUCT	Description	ESTIMATED PAGE CLASS	Price	Lead Time	Term	Remark
Content/Graphic Area	Full size/width type multi device compatible size-up, a special menu for 4th content	30,000	Media Fee ¥14,000,000 Production Fee ¥1,000,000	20 Business Days	Annex	○
HTML Template type	Designing web pages in template HTML	24,000	Media Fee ¥13,000,000 Production Fee ¥1,000,000	21 Business Days	Annex	○

■ Native Ad (CMS template Type)

PRODUCT	Description	ESTIMATED PAGE CLASS	Price	Lead Time	Term	End of Campaign
Native Article: Interactive Type	Content like presentation as well as image that leave impression are both possible that it is a recommended tactic for effectively achieving KPIs such as PV volume and duration of the visit	20,000	¥2,500,000	20 Business Days	Refer to the ad page for details Articles to be set in advance	○
Native Article: Gallery Type	A fix-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	Refer to the ad page for details Articles to be set in advance	○
PR Article: News Type	Content such as product release information etc. can be introduced in the same format as GQ APRN news article	-	¥800,000	10 Business Days	Refer to the ad page for details Articles to be set in advance	×
Content: Text Top		9,000	¥1,200,000 (+ separate media ad charge)	21 Business Days	Refer to the ad page for details Articles to be set in advance	○

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

PRODUCT	Description	Estimated Reach/Views	Term	ESTIMATED PAGE CLASS	Price (JPY)
Facebook	Effective for expanding brand awareness and engagement by building long-term relationships with users and devices	-	Approx. 2-week ~ 4-week insertion	4,000 clicks	¥1,000,000
				9,000 clicks	¥2,000,000
Facebook + Instagram	Effective for expanding brand awareness and engagement by building long-term relationships with users and devices	-	Approx. 2-week ~ 4-week insertion	4,000 clicks	¥1,000,000
				9,000 clicks	¥2,000,000
Instagram	Effective for expanding brand awareness and engagement by building long-term relationships with users and devices	-	Approx. 2-week ~ 4-week insertion	3,000 clicks	¥1,000,000
				6,000 clicks	¥2,000,000
Twitter	Effective for expanding brand awareness and engagement by building long-term relationships with users and devices	-	Approx. 2-week ~ 4-week insertion	4,000 clicks	¥1,000,000
				9,000 clicks	¥2,000,000
LINE	For subscribers without LINE official account, advertisements (100 users a week) are available. Target of advertisements is GQ JAPAN official account followers.	No. of 100 users 10,000	1 push message	-	¥1,300,000
YCD	Your content doesn't appear in the "Recommended Content" section on Yahoo! Japan search engine results. The content appears at the bottom of the search results. Please note that the content is not displayed on mobile devices. (Available on PC and tablet devices only.) - Advertisement fee: ¥200,000 (per month) - Campaign fee: 100,000 yen (1st time), 80,000 yen (2nd time)	-	Approx. 2-week ~ 4-week insertion	14,500 clicks	¥1,000,000
				30,000 clicks	¥2,000,000
Outbrain	Based on content that is relevant to the user's search results, the content is displayed to users who display ads. The content appears at the bottom of the search results. Please note that the content is not displayed on mobile devices. (Available on PC and tablet devices only.) - Advertisement fee: ¥200,000 (per month) - Campaign fee: 100,000 yen (1st time), 80,000 yen (2nd time)	-	Approx. 2-week ~ 4-week insertion	14,500 clicks	¥1,000,000
				30,000 clicks	¥2,000,000