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.

Unique User **3,000,000 UU**
(As of Mar 2021)

■Desktop AD

PRODUCT	Objectives	Ad Placement	Terms	Size (W×H) Pixels	Creative Assets	Space	Estimated imps / we	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 4MB(HTML5)	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 (W×H) Pixels	Creative Assets	Space	Estimated imps / we	Price (JPY)	CPM (JPY)		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	FirstRectangle :600 x 500 Rectangle①:600×500 Rectangle②:600×500 or 600×1200 Bottom Sticky:600 x 100px	Within 150KB ※GIF / JPEG	3Spaces	2,100,000	¥4,100,000	¥1,952	FirstRectangle : Up to 1 Rectangle① : Up to 1 Rectangle②/Wsky : Up to 1 Bottom Sticky: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
						2Spaces	1,400,000	¥2,900,000	¥2,071	FirstRectangle : Up to 1 Rectangle① : Up to 1 Rectangle②/Wsky : Up to 1 Bottom Sticky: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	
						1Space	700,000	¥1,600,000	¥2,286	FirstRectangle : Up to 1 Rectangle① : Up to 1 Rectangle②/Wsky : Up to 1 Bottom Sticky: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	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	FirstRectangle :600 x 500 (Still Image or VIDEO) Rectangle①:600×500 Rectangle②:600×500 or 600×1200(Still Image or VIDEO) Bottom Sticky:600 x 100px ※Please choice video position First Rectangle or Rectangle②	Within 150KB ※GIF / JPEG VIDEO:Within 10MB/MP4	3Spaces	2,100,000	¥5,200,000	¥2,476	FirstRectangle : Up to 1 Rectangle① : Up to 1 Rectangle②/Wsky : Up to 1 Bottom Sticky: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
						2Spaces	1,400,000	¥3,500,000	¥2,500	FirstRectangle : Up to 1 Rectangle① : Up to 1 Rectangle②/Wsky : Up to 1 Bottom Sticky: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	
						1Space	700,000	¥1,900,000	¥2,714	FirstRectangle : Up to 1 Rectangle① : Up to 1 Rectangle②/Wsky : Up to 1 Bottom Sticky: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 Jack	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	FirstRectangle :600 x 500 Rectangle:600×500 Interscroller:600×1200 W sky:600×1200	Within 150KB ※GIF / JPEG ※Please check the document “Interscroller Specification Details”	3Spaces	1,800,000	¥4,100,000	¥2,278	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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 10th business day before insertion
						2Spaces	1,200,000	¥2,900,000	¥2,417	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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	
						1Space	600,000	¥1,600,000	¥2,667	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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 Jack 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	FirstRectangle :600 x 500 SecondRectangle:600×500 Interscroller:600×1200 W sky:600×1200	Within 150KB ※GIF / JPEG Within 10MB ※VIDEO ※Please check the document “Interscroller Specification Details”	3Spaces	1,800,000	¥5,200,000	¥2,889	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the	18:00 on the 10th business day before insertion
						2Spaces	1,200,000	¥3,500,000	¥2,917	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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	
						1Space	600,000	¥1,900,000	¥3,167	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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 Jack Video Plus	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	FirstRectangle :600 x 500 SecondRectangle:600×500 Interscroller: VIDEO 1,280x720px Still image:600x832px W sky:600×1200	Within 150KB ※GIF / JPEG Within 10MB ※VIDEO ※Please check the document “Interscroller Specification Details”	3Spaces	1,800,000	¥5,200,000	¥2,889	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the	18:00 on the 10th business day before insertion
						2Spaces	1,200,000	¥3,500,000	¥2,917	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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	
						1Space	600,000	¥1,900,000	¥3,167	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 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	

■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.	42,000	¥800,000	20 business Days	limited to Condé Nast business days	○

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■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	35,000	Media Fee ：¥4,000,000 Production Fee : ¥1,000,000	30Business Days	4weeks	○
HTML Template type	Designing web pages in template HTML	24,000	Media Fee ：¥3,000,000 Production Fee : ¥500,000	25 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	20,000	Media Fee :2,000,000 Production Fee : ¥1,000,000	20 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	12,000	Media Fee : ￥1,200,000 Production Fee : ¥300,000	20 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	–	Media Fee : ￥600,000 Production Fee : ¥200,000	15Business Days	linked to tie-up page: for 2weeks articles to be archived	×
Cross Media Tie up		10,000	Media Fee : ￥1,200,000 Production Fee : ￥300,000 （+Magazine native ad charge）	25 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＋Instagram	Purchase through the GQ JAPAN Account Effective for improving the target audience’s engagement by enabling targeting of users and devices	–	Approx. 2-week ~ 4-week insertion	4,500 clicks	¥1,000,000
				9,400 clicks	¥2,000,000
Instagram	Purchase through the GQ JAPAN Account Effective for improving the target audience’s engagement by enabling targeting of users and devices	–	Approx. 2-week ~ 4-week insertion	4,500 clicks	¥1,000,000
				9,400 clicks	¥2,000,000
Twitter	Purchase through the GQ JAPAN Account Effective for improving the target audience’s engagement by enabling targeting of users and devices	–	Approx. 2-week ~ 4-week insertion	4,300 clicks	¥1,000,000
				9,000 clicks	¥2,000,000
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 135,000	1 push message	-	¥1,300,000
Taboola	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. 2-week ~ 4-week insertion	15,400clicks	¥1,000,000
				32,000 clicks	¥2,000,000
logly	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. 2-week ~ 4-week insertion	13,400clicks	¥1,000,000
				30,000 clicks	¥2,000,000