

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 Jun 2023)

Smartphone AD

| PRODUCT | Objectives | AD PLACEMENT | TERMS | Size (W×H) Pixels | Creative Assets | Space | Imated imps / w | 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 - Rotation Insertion | FirstRectangle :600 x 500 Rectangle1):600x500 Rectangle2):600x500 or 600x1200 | Within 150KB ※GIF / JPEG | 3Spases | 1,800,000 | ¥4,000,000 | ¥2,222 | FirstRectangle : Up to 1 Rectangle1) : Up to 1 Rectangle2)/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 |
| | | | | | | 25Spases | 1,200,000 | ¥2,800,000 | ¥2,333 | FirstRectangle : Up to 1 Rectangle1) : Up to 1 Rectangle2)/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 | ¥1,500,000 | ¥2,500 | FirstRectangle : Up to 1 Rectangle1) : Up to 1 Rectangle2)/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 | 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 - Rotation Insertion | FirstRectangle :600 x 500 (Still Image or VIDEO) Rectangle1):600x500 Rectangle2):600x500 or 600x1200(Still Image or VIDEO) ※Please choice video position First Rectangle or Rectangle2) | Within 150KB ※GIF / JPEG VIDEO:Within 10MB/MP4 | 3Spases | 1,800,000 | ¥5,000,000 | ¥2,778 | FirstRectangle : Up to 1 Rectangle1) : Up to 1 Rectangle2)/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 |
| | | | | | | 25Spases | 1,200,000 | ¥3,400,000 | ¥2,833 | FirstRectangle : Up to 1 Rectangle1) : Up to 1 Rectangle2)/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 | ¥1,800,000 | ¥3,000 | FirstRectangle : Up to 1 Rectangle1) : Up to 1 Rectangle2)/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 | 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 when 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 - Rotation Insertion | FirstRectangle :600 x 500 Rectangle:600x500 Interscroller:600x1200 W sky:600x1200 | Within 150KB ※GIF / JPEG ※Please check the document "Interscroller Specification Details" | 3Spases | 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 |
| | | | | | | 25Spases | 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 when 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 - Rotation Insertion | FirstRectangle :600 x 500 SecondRectangle:600x500 Interscroller:600x1200 W sky:600x1200 | Within 150KB ※GIF / JPEG Within 10MB ※VIDEO/MP4 ※Please check the document "Interscroller Specification Details" | 3Spases | 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 separate GQ JAPAN Advertising Specifications Guide | 18:00 on the 10th business day before insertion |
| | | | | | | 25Spases | 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 when 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 - Rotation Insertion | FirstRectangle :600 x 500 SecondRectangle:600x500 Interscroller: VIDEO 1,280x720px Still Image:600x832px W sky:600x1200 | Within 150KB ※GIF / JPEG Within 10MB ※VIDEO/MP4 ※Please check the document "Interscroller Specification Details" | 3Spases | 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 separate GQ JAPAN Advertising Specifications Guide | 18:00 on the 10th business day before insertion |
| | | | | | | 25Spases | 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 | |

QJ JAPAN is a Multimedia Brand that Provides Premium Contents and Experiences to a Premium Audience Through a Wide Variety of Platforms
 The Supreme edition of QJ magazine, QJ JAPAN, was first published in April 2022 and has since received broad-spectrum support among business people as a 24-hour/365-day source of information for men of intelligence, character and sensibility who are concerned about "essential quality" in both their business and private lives.

Client: LINE
 / as of Jan. 2023

3,000,000 USD

■ Native Ad (HTML Type)

| Product | Objective | ESTIMATED PAGE VIEWS | Price | Lead Time | Term | Remark |
|----------------------|---|----------------------|---|------------------|-------|--------|
| Customized HTML Type | Full screen type multi-device compatible on-vo. a special menu for roll content | 40,000 | Media Fee : ¥4,000,000 Production Fee : ¥2,000,000 | 30 Business Days | Weeks | ○ |

■ Native Ad (CMS template Type)

| Type | Objective | ESTIMATED PAGE VIEWS | Price | Lead Time | Term | End of Campaign Remark |
|---------------------------------------|--|----------------------|--|------------------|---|------------------------|
| Native Article: Both Template Type | Both templates with various productions and customizations such as short videos and animation | 40,000 | Media Fee : 3,500,000 Production Fee : ¥1,500,000 | 30 Business Days | Linked to the up page for Article articles to be archived | ○ |
| Native Article: Both Interactive Type | The up articles based on still images. Use design GIF animation or background/animations, but items is also possible. | 35,000 | Media Fee : 2,500,000 Production Fee : ¥1,000,000 | 30 Business Days | Linked to the up page for Article articles to be archived | ○ |
| 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 : ¥500,000 | 25 Business Days | Linked to the up page for Article articles to be archived | ○ |
| Native Article: Gallery Type | A full-screen menu available to implement native-like content using QJ native content templates. In a photo gallery format | 12,000 | Media Fee : ¥1,200,000 Production Fee : ¥300,000 | 25 Business Days | Linked to the up page for Article articles to be archived | ○ |
| PR Article News Type | Content such as product release information etc. can be introduced in the same format as QJ JAPAN news article | 5,000 | Media Fee : ¥500,000 Production Fee : ¥200,000 | 15 Business Days | Linked to the up page for Article articles to be archived | x |
| Cross Media Take up | | 10,000 | Media Fee : ¥1,200,000 Production Fee : ¥300,000 | 25 Business Days | Linked to the up page for Article articles to be archived | ○ |

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

| Platform | Objective | Estimated Reach/Imp. | Term | ESTIMATED PAGE VIEWS | Cost / Day |
|----------------------|--|------------------------|-----------------------------------|----------------------|------------|
| Facebook + Instagram | Purchase through the QJ 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 |
| Instagram | Purchase through the QJ JAPAN Account Effective for improving the target audience's engagement by enabling targeting of users and devices | - | Approx. 2-week ~ 4-week insertion | 9,400 clicks | ¥2,000,000 |
| Twitter | Purchase through the QJ 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 |
| LINE | For advertisers without LINE official account, promotion to LINE users is made possible utilizing "QJ JAPAN" official account. Effective in expanding reach to smartphone subscribers. Target of promotion will be "QJ JAPAN" official account subscribers. | No. of friends 100,000 | 1 push message | - | ¥1,300,000 |
| Taboola | Broad exposure to Outstream/Instream media (displaying content to users who display high interest by means of a unique algorithm) - Menu that enables high-CTR ads - PC/tablet/mobile/any compatible Purchase through the QJ JAPAN Account - Not suitable for displaying internal messages | - | Approx. 2-week ~ 4-week insertion | 15,400 clicks | ¥1,000,000 |
| Highly | Broad exposure to Outstream/Instream media (displaying content to users who display high interest by means of a unique algorithm) - Menu that enables high-CTR ads - PC/tablet/mobile/any compatible Purchase through the QJ JAPAN Account - Not suitable for displaying internal messages | - | Approx. 2-week ~ 4-week insertion | 32,000 clicks | ¥2,000,000 |
| Highly | Broad exposure to Outstream/Instream media (displaying content to users who display high interest by means of a unique algorithm) - Menu that enables high-CTR ads - PC/tablet/mobile/any compatible Purchase through the QJ JAPAN Account - Not suitable for displaying internal messages | - | Approx. 2-week ~ 4-week insertion | 13,400 clicks | ¥1,000,000 |
| Highly | Broad exposure to Outstream/Instream media (displaying content to users who display high interest by means of a unique algorithm) - Menu that enables high-CTR ads - PC/tablet/mobile/any compatible Purchase through the QJ JAPAN Account - Not suitable for displaying internal messages | - | Approx. 2-week ~ 4-week insertion | 30,000 clicks | ¥2,000,000 |