

# Advertising Rates/Mechanical Requirement



## SIZE

| SIZE<br>(Magazine Trim Size 287mm×220mm) | Bleed Size  | Trimmed Size | Type Area Page |
|--|-------------|--------------|----------------|
| Full Page                                | 303mm×237mm | 297mm×231mm  | 277mm×211mm    |
| Double Page Spread                       | 303mm×468mm | 297mm×462mm  | 277mm×442mm    |
| Outside Back Cover                       | 288mm×227mm | 282mm×221mm  | 272mm×211mm    |

## ON-SALE DATES

|             | Cover Issue                 | On-Sale Date | Closing Date | Material Deadline |
|-------------|-----------------------------|--------------|--------------|-------------------|
| <b>2020</b> | <b>January&amp;February</b> | 24-Nov       | 24-Sep       | 29-Oct            |
|             | <b>March</b>                | 25-Jan       | 24-Nov       | 17-Dec            |
|             | <b>April</b>                | 25-Feb       | 21-Dec       | 24-Jan            |
|             | <b>May</b>                  | 25-Mar       | 25-Jan       | 28-Feb            |
|             | <b>June</b>                 | 25-Apr       | 23-Feb       | 27-Mar            |
|             | <b>July&amp;August</b>      | 25-May       | 25-Mar       | 27-Apr            |
|             | <b>September</b>            | 25-Jul       | 24-May       | 26-Jun            |
|             | <b>October</b>              | 25-Aug       | 24-Jun       | 27-Jul            |
|             | <b>November</b>             | 25-Sep       | 24-Jul       | 28-Aug            |
|             | <b>December</b>             | 24-Oct       | 23-Aug       | 28-Sep            |

## REQUIRED MATERIALS

**GQ Japan is printed on 4c/4c web offset. Machine color proof will be provided for your final approval.**

### Digital Files

- Image data must be high resolution scan, minimum 350dpi. (PDF data)
  - Please prepare a page layout in which the company names, marks, photographs, and other indispensable parts are pushed to at least 10mm from the boundaries of top, bottom and side edges.
  - Also, for the first double page spread (second double spread), Gatefold Cover and the Cover 3 (inside back cover) page, in the same way, please take care not to insert anything within 3mm from the spine of the book (central margin).
- Fully formatted digital files with Output Sample will be accepted.
  - Digital File Information Needed In Advance: OS version and application software version, fonts used and vendor name plus any additional information regarding XTensions and image data.
  - Image can be provided in either color transparencies, art, or digital data.
  - Advertisers must keep a back-up copy of the digital file.
  - Detailed information available from your sales representative.
  - Change can only be accepted in complete replacement digital file.

### Film Supply

- Supply film positives in right reading, emulsion-side down, 175 line screen.
- OK'd machine color proof with inking gauge on MC art paper prepared from supplied films must be accompanied with positives.
- Change can only be accepted in complete replacement film set.

### OTHER SIZES

Sizes other than those above are available on contract basis, but must be negotiated separately, and are non-cancellable.

All special space units, such as gatefolds, multiple page advertisements which require special positioning, or other-than-normal printing treatment, must be discussed in advance with the Advertising Department to establish mechanical feasibility and rates.

### GENERAL CONDITIONS

>The word "promotion" will be placed above or below copy which in GQ's opinion simulates editorial.

No responsibility will be accepted for errors in copy or key numbers, or for any loss arising from the failure of an advertisement or any part thereof to appear or for any changes made after the material deadline.

GQ shall be under no liability to compensate the advertiser for loss associated with the delay or non-publication of advertising caused or contributed to by factors beyond GQ's control provided that, in the case of non-publication, GQ shall, if requested, refund to the advertiser any fees paid to GQ in respect of the relevant advertising, less GQ's expenses, if any in relation to such advertising.

Except where contrary to statute, GQ shall not in circumstance be liable to the advertiser for consequential damage, its liability, if any, to the advertiser being in all cases not more than the amount of fees paid or payable by the advertiser to GQ in respect of the advertising concerned.

Indemnity and Warranty-The advertiser agrees to indemnify and keep indemnified GQ in respect of all liabilities, losses, damages, costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising out of or in connection with any material published by GQ on behalf of the advertiser.

The advertiser warrants to GQ that all advertising material and information submitted or to be submitted by on behalf of the advertiser is such that its publication will not infringe the provision of any law or statute and will not give rise to any claim or right of action whatsoever against GQ whether at common law or under statute.

## Advertising Rates

|   | ~5p   | 6p~11p     | 12p~23p    | 24p~       |
|---|-------|------------|------------|------------|
| <b>FREQUENCY DISCOUNT</b>                 |       | <b>10%</b> | <b>15%</b> | <b>20%</b> |
| <b>Position</b>                           |       |            |            |            |
| R.O.B Single                              | 1,500 | 1,350      | 1,275      | 1,200      |
| R.O.B DPS(Double Page Spread)             | 3,000 | 2,700      | 2,550      | 2,400      |
| Gatefold                                  | 8,000 | 7,200      | 6,800      | 6,400      |
| First DPS(Double Page Spread)             | 4,000 | 3,600      | 3,400      | 3,200      |
| Second DPS                                | 3,800 | 3,420      | 3,230      | 3,040      |
| DPS before T.O.C                          | 3,600 | 3,240      | 3,060      | 2,880      |
| Single page facing T.O.C                  | 2,000 | 1,800      | 1,700      | 1,600      |
| DPS Between T.O.C                         | 3,500 | 3,150      | 2,975      | 2,800      |
| Single page facing T.O.C                  | 1,900 | 1,710      | 1,615      | 1,520      |
| First DPS after T.O.C                     | 3,400 | 3,060      | 2,890      | 2,720      |
| DPS after T.O.C                           | 3,300 | 2,970      | 2,805      | 2,640      |
| Single page facing "Editor's Letter"      | 1,800 | 1,620      | 1,530      | 1,440      |
| DPS after "Editor's Letter"               | 3,250 | 2,925      | 2,763      | 2,600      |
| Single page facing "Column"               | 1,700 | 1,530      | 1,445      | 1,360      |
| First DPS after "Column"                  | 3,200 | 2,880      | 2,720      | 2,560      |
| DPS after "Column"                        | 3,100 | 2,790      | 2,635      | 2,480      |
| Inside back cover(Third cover)single page | 1,500 | 1,350      | 1,275      | 1,200      |
| Back cover(Forth cover)                   | 2,500 | 2,250      | 2,125      | 2,000      |

\*Regarding GQ Promotion (Editorial Tie-up Ad), we will accept an order from 2 pages or more.Closing date for GQ Promotion is 80 days before on-sale date.

\*Japan's 8% consumption tax is not included in the above rates.

\*Production expenses will apply in addition to the above space rates. Please contact GQ JAPAN Business Solutions Division for details.

### Conde Nast Japan Advertising Department.

Osuga Building 7F, 2-11-8 Shibuya, Shibuya Ward, Tokyo 150-0002 Japan

TEL: (81-3) 5485-8720 FAX: (81-3) 5766-3010

[gq-sales@condenast.jp](mailto:gq-sales@condenast.jp)

### GQ JAPAN

Frequency: Monthly Cover Price: 600yen

For inquiries on GQ JAPAN advertising, mail us at

[gq-sales@condenast.jp](mailto:gq-sales@condenast.jp)