



GQ JAPAN is a Multimedia Brand that Provides Premium Contents and Experiences 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 Nov. 2023)

PV
2,300,000
UU

Desktop AD

| PRODUCT | Objective | AD PLACEMENT | TERMS | Size (w x h) / Units | Creative Assets | Space | Estimated reach / week | Price (JPY) | CPM (JPY) | No. of Assets to be Submitted | Lead Time |
|-------------------------------------|--|---|---|--|---|---------|------------------------|-------------|-----------|--|---|
| Premium PAGE TAKEOVER Premium Plan | Center space take-over (cover image on the back) Putting distinctive contents, followed by banner is covered in the space when users view the page. With the banner, the large size banner distribution is more possible which is a particular strength for GQ content expression. | All leads * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | Premium Billboard : 670x250 Billboard : 370x250 WSKY : 300x400 | Premium Billboard : Width 490(H/19.5) Billboard : Width 300(H/12.0) (CP) WSKY : Width 490(H/19.5) | 15space | 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 take-over (cover image on the back) Putting distinctive contents, followed by banner is covered in the space when users view the page. Banners are placed in the space when users view the page. | All leads * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | Billboard : 370x250 WSKY : 300x400 | Billboard : Width 300(H/12.0) (CP) WSKY : Width 300(H/12.0) (CP) | 15space | 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 (Jan06-Feb17)

| PRODUCT | Objective | AD PLACEMENT | TERMS | Size (w x h) / Units | Creative Assets | Space | Estimated reach / 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 all spaces highly viewed articles as well as premium first view at space of smartphone. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | Interstitial 600x500 PreRectangle 600 x 500 Rectangle 600x500 or 600x1200 | Width 1500H : GCP / 3FG | 25space | 1,800,000 | ¥1,100,000 | ¥2,278 | Interstitial : Up to 1 PreRectangle : Up to 1 Rectangle : 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 |
| | | | | 25space | | 1,200,000 | ¥1,900,000 | ¥2,417 | Interstitial : Up to 1 PreRectangle : Up to 1 Rectangle : 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 | | |
| | | | | 15space | | 600,000 | ¥1,600,000 | ¥2,667 | Interstitial : Up to 1 PreRectangle : Up to 1 Rectangle : 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 | Video plays among highly viewed articles such as first view at space on the smartphone screen. If the video-on-page position is covered up while being played, it continues when users lift off their finger from player controls on the browser. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | Interstitial 600x500 PreRectangle 600 x 500 Rectangle 600x500 or 600x1200 | : Interstitial Width 1500H : GCP / 3FG : PreRectangle Width 1500H : GCP / 3FG : Video Full Width 1098 (19H) : 1 Fine Rectangle & Rectangle Video Length 10 sec or less : Interstitial Video Length 15sec or less | 35space | 1,800,000 | ¥1,200,000 | ¥2,889 | Interstitial : Up to 1 PreRectangle : Up to 1 Rectangle : 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 |
| | | | | 25space | | 1,200,000 | ¥1,500,000 | ¥2,517 | Interstitial : Up to 1 PreRectangle : Up to 1 Rectangle : 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 | | |
| | | | | 15space | | 600,000 | ¥1,900,000 | ¥3,167 | Interstitial : Up to 1 PreRectangle : Up to 1 Rectangle : 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 | | |

Smartphone AD (Feb24-)

| PRODUCT | Objective | AD PLACEMENT | TERMS | Size (w x h) / Units | Creative Assets | Space | Estimated reach / 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 all spaces highly viewed articles as well as premium first view at space of smartphone. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | PreRectangle 600 x 500 Rectangle 600x500 Rectangle 600x500 or 600x1200 Bottom Sticky 600 x 100px | Width 1500H : GCP / 3FG | 35space | 2,100,000 | ¥1,100,000 | ¥1,952 | PreRectangle : Up to 1 Rectangle : 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 |
| | | | | 25space | | 1,400,000 | ¥2,900,000 | ¥2,071 | PreRectangle : Up to 1 Rectangle : 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 | | |
| | | | | 15space | | 700,000 | ¥1,600,000 | ¥2,286 | PreRectangle : Up to 1 Rectangle : 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 all spaces highly viewed articles as well as premium first view at space of smartphone. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | PreRectangle 600 x 500 (100 Image or VIDEO) Rectangle 600x500 Rectangle 600x500 or 600x1200 (Image or VIDEO) Bottom Sticky 600 x 100px * Please check the document "Smartphone Specification Detail" | Width 1500H : GCP / 3FG VIDEO Width 1098H/19H | 35space | 2,100,000 | ¥1,200,000 | ¥2,476 | PreRectangle : Up to 1 Rectangle : 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 |
| | | | | 25space | | 1,400,000 | ¥1,500,000 | ¥2,500 | PreRectangle : Up to 1 Rectangle : 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 | | |
| | | | | 15space | | 700,000 | ¥1,900,000 | ¥2,714 | PreRectangle : Up to 1 Rectangle : 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 Video | Video plays among highly viewed articles such as first view at space on the smartphone screen. If the video-on-page position is covered up while being played, it continues when users lift off their finger from player controls on the browser. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | PreRectangle 600 x 500 Rectangle 600x500 Rectangle 600x500 or 600x1200 W sky 600x1200 | Width 1500H : GCP / 3FG * Please check the document "Smartphone Specification Detail" | 35space | 1,800,000 | ¥1,100,000 | ¥2,278 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 |
| | | | | 25space | | 1,200,000 | ¥1,900,000 | ¥2,417 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 | | |
| | | | | 15space | | 600,000 | ¥1,600,000 | ¥2,667 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 | Video plays among highly viewed articles such as first view at space on the smartphone screen. If the video-on-page position is covered up while being played, it continues when users lift off their finger from player controls on the browser. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | PreRectangle 600 x 500 Rectangle 600x500 Rectangle 600x500 or 600x1200 W sky 600x1200 | Width 1500H : GCP / 3FG * Please check the document "Smartphone Specification Detail" | 35space | 1,800,000 | ¥1,200,000 | ¥2,889 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 |
| | | | | 25space | | 1,200,000 | ¥1,500,000 | ¥2,517 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 | | |
| | | | | 15space | | 600,000 | ¥1,900,000 | ¥3,167 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 | Video plays among highly viewed articles such as first view at space on the smartphone screen. If the video-on-page position is covered up while being played, it continues when users lift off their finger from player controls on the browser. | All SP screen pages except for before splash * Apart from sponsored page (GQ Video) | - 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SGP) - Rotation Inclusion | PreRectangle 600 x 500 Rectangle 600x500 Rectangle 600x500 or 600x1200 W sky 600x1200 | Width 1500H : GCP / 3FG * Please check the document "Smartphone Specification Detail" | 35space | 1,800,000 | ¥1,200,000 | ¥2,889 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 |
| | | | | 25space | | 1,200,000 | ¥1,500,000 | ¥2,517 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 | | |
| | | | | 15space | | 600,000 | ¥1,900,000 | ¥3,167 | PreRectangle : Up to 1 Rectangle : Up to 1 Interactor : 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 | Objective | Distribution Circulation | Price | Lead Time | Distribution Date | Asset |
|----------------|--|--------------------------|----------|------------------|------------------------------------|-------|
| Promotion Mail | It is a menu that delivers HTML promotion mail to GQ ID members. | 20,000 | ¥800,000 | 20 business days | Initial to cover mail business day | ○ |



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 Nov 2019)

2,300,000 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 | 35,000 | 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 | 15,000clicks | ¥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 | 14,300 clicks | ¥1,000,000 |
| | | | | 30,000 clicks | ¥2,000,000 |