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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.



PRINT



WEB / Smart Phone



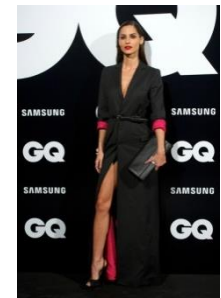
Digital Magazine



SNS



VIDEO



EVENT



Masafumi Suzuki

Born in Tokyo in 1949. GQ JAPAN Editor-in-Chief.

Suzuki attended Keio University where he majored in French Literature. He began his career as an assistant director at commercial film production company KK Geiken Productions and then became a reporter on the English editions of shipping and shipbuilding business publications at Kaiji Press Co., Ltd. He served as the Editor-in-Chief of monthly magazines NAVI (Ningensha) and ENGINE (Shinchosha) before becoming the Editor-in-Chief of GQ JAPAN in November 2011.

“One of my childhood heroes was the baseball player Shigeo Nagashima, and I wanted to be a professional baseball player too. Then, when I entered junior high school, I made an about turn and decided I wanted to be a diplomat instead, partly because I realized that my baseball skills were not that great. Another reason was that I felt that the English I was starting to learn at school was opening a door into an unknown world, and it seemed to me that diplomats were a professionals who used English all the time and on top of that they were able to live abroad. However, at the age 15, I became engrossed in the prospect of adorning myself in Ivy League fashion. This was also about the same time that I became obsessed with the Beatles and the Beach Boys and began playing in a rock band. We actually played in front of an audience only once, and after that we immediately decided to break up. In fact, it was a blessed relief to me that we didn't lose our minds.

I began to think about the world, or in other words, about what I personally could do in the world, when I was around 17 years old. The thing that set me off in this direction was a thick book entitled “Jean-Christophe”, a novel by Romain Rolland.

I've always enjoyed reading magazines. When I was dreaming of being Shigeo Nagashima, I used to enjoy boys' magazines. When I fancied myself as a diplomat, I was enjoying detective novel magazines and western music magazines. When I was crazy about Ivy League fashion, I enjoyed men's fashion magazines and lifestyle magazines. And when I started to think about myself in the world, I was reading all kinds of magazines including general magazines, journalistic weeklies, literary magazines, opinion magazines, and science magazines. My life has always been at one with magazines. I believe they have formed the foundation of my intellectual bones as a man.

GQ JAPAN is a magazine for the men who are carrying today's Japan forward in various fields. When they think about how to go through their one and only life, GQ JAPAN is there to help them. At least, that's our wish. GQ JAPAN is a magazine that gets involved in the reasons for and the kinds of work men do and the lifestyles they form, and with the kind of aesthetics and philosophy with which they live their lives.

Of course, GQ JAPAN also has a huge feature that none of its rivals have. It's the only international magazine among today's Japanese men's magazines. Each of the 19 national editions of GQ are brother magazines, and the well established contents of the other national editions are always reflected in the contents of GQ JAPAN. In the worlds of fashion, lifestyle and business, GQ JAPAN covers what is happening in this country and around the world on a truly international scale and from a global perspective. I would also like to emphasize that GQ JAPAN's world is sustained exclusively through the mobilization of a long list of first-class writers, photographers and creators.

In addition, GQ JAPAN is more than just a print magazine. There is also the GQ JAPAN website, which focuses on both broader and narrower fields than the print magazine, and there is an app-based digital version of the magazine featuring additional contents including video and audio material for tablet and smartphone use. GQ JAPAN exists on the three different platforms of the print magazine, website and digital magazine, and each of these platforms contributes to the creation of an even richer GQ JAPAN world, while allowing readers and users to share this world in ways optimized for each platform. So GQ JAPAN is an integrated medium built upon a multiplatform structure. With a multiplicity of entrances, it can respond to the needs and tastes of a greater diversity of the men who are moving today's Japan forward.

Was there ever a magazine like this in the past?

There was certainly no such magazine back when I was dreaming of becoming Shigeo Nagashima or a diplomat, nor when I was enraptured by Ivy League fashion or when I was thinking about how I would be able to make a contribution to the world. And it is precisely because there was no such magazine before that I believe that GQ JAPAN today possesses an unparalleled value.

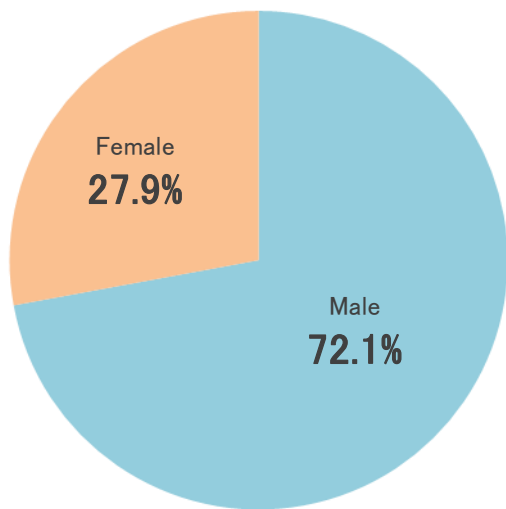
GQ JAPAN Editor-in-Chief Masafumi Suzuki

”



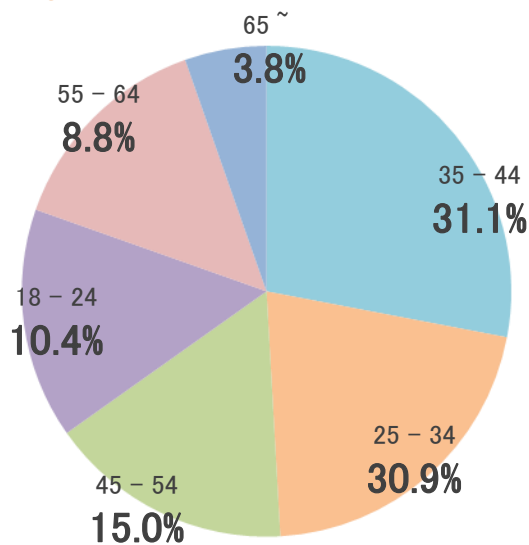
GQ JAPAN Audience Attributes
OUR AUDIENCE

Male/Female Ratio



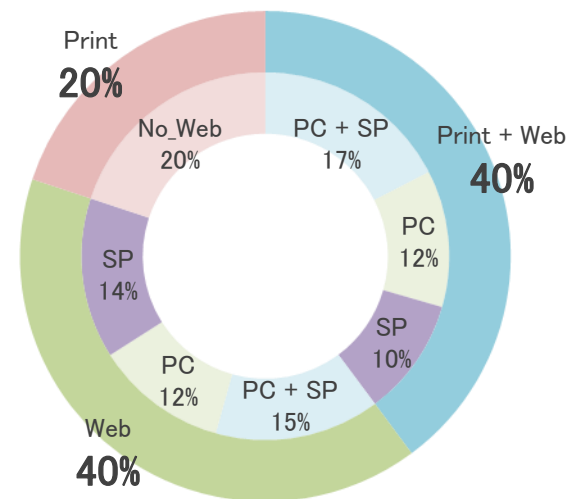
GQ JAPAN’s columns and entertainment features are also attracting significant support from women.

Age



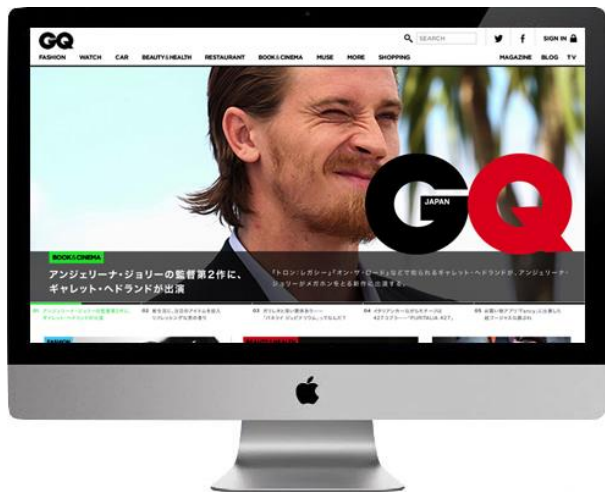
The average age of GQ JAPAN magazine readers is 39.5 years old. The GQ JAPAN website attracts the bulk of its visitors from among the age groups that most read the magazine.

Cross-Media Ratio



“Print + Web” cross-media ad placement is particularly effective for branding.

[Source: Web questionnaire survey of GQ ID members]



Page View

9,000,000

Unique User

1,200,000

(As of May 2016)



87,500



61,500



23,800

(As of May 2016)



GQ JAPAN provides articles to curation media such as SmartNews and Antenna, which is leading to an expansion in website traffic from curation media.

News Distribution Media

SmartNews



Antenna

YAHOO! JAPAN

ニュース

産経

ニュース

goo

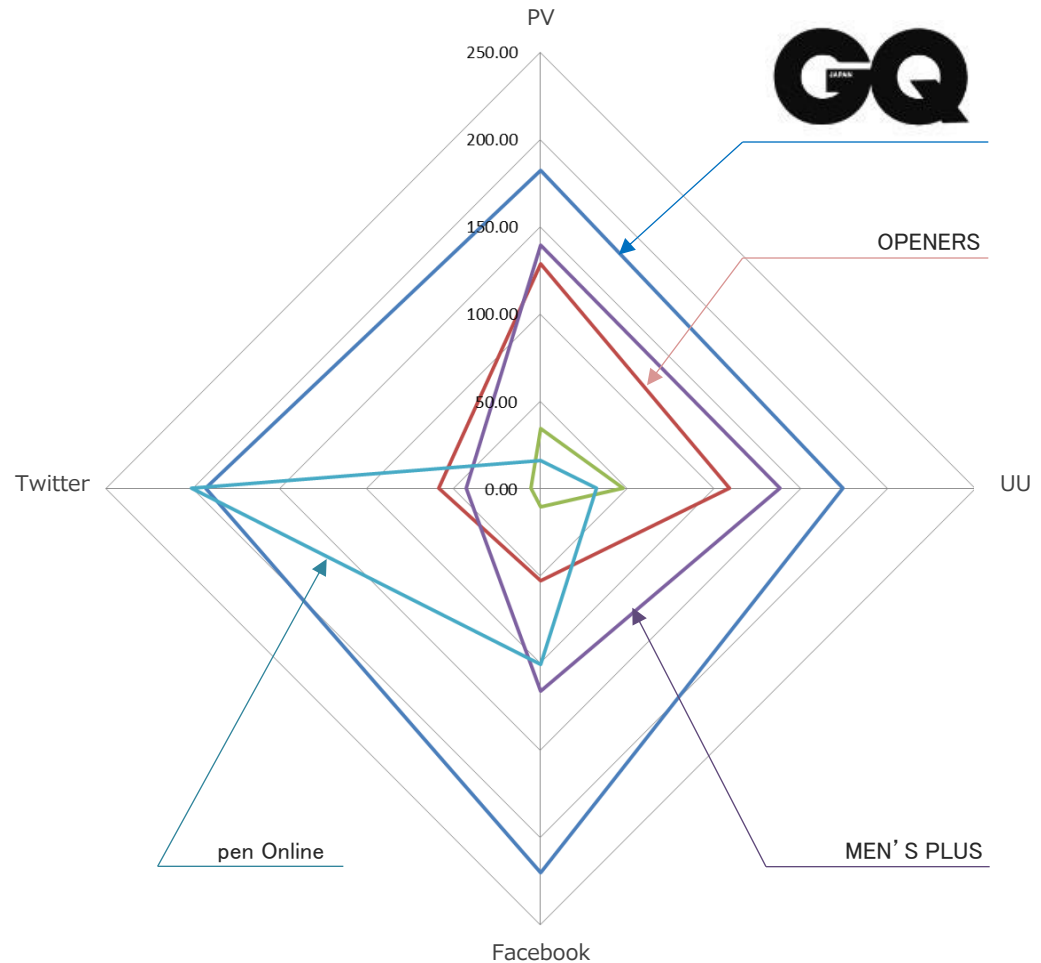
ニュース

LINE NEWS

livedoor NEWS

Compared with other Japanese men’s website media, GQ JAPAN is exceptionally well balanced in terms of readership with higher numbers of page views, unique users and Facebook fans than any of its rivals.

In addition to attracting large numbers of high-quality users, GQJAPAN possesses high SNS diffusion power and is growing as a medium with a good brand image and a powerful appeal.



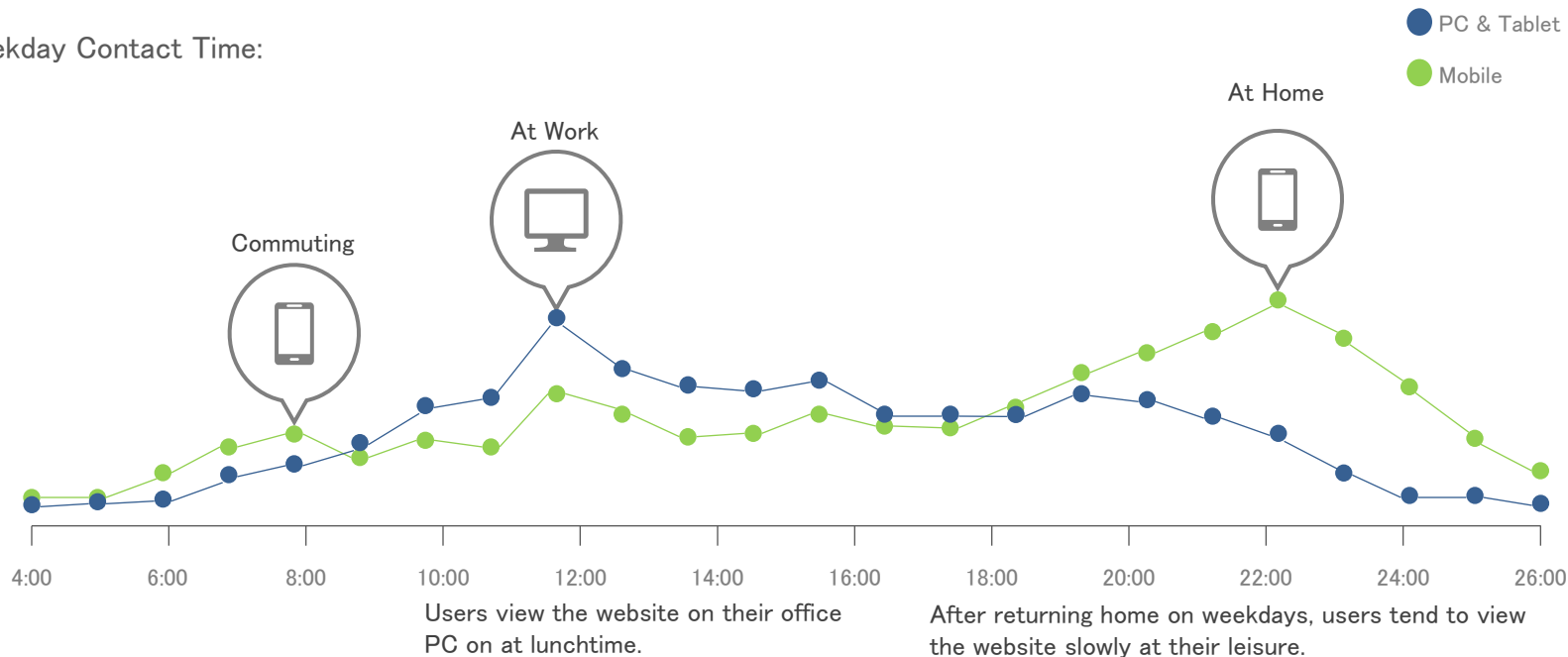
Rival Title Access Data

	PV	UU	FB	TW
GQ JAPAN	8,500,000	1,200,000	82,500	59,000
OPENERS	6,000,000	750,000	19,752	17,828
GOETHE	1,600,000	330,000	3,890	1,646
MEN'S PLUS	6,500,000	950,000	43,520	13,062
PEN	742,420	222,530	37,855	61,490
The average of 5 page- powers	4,668,484	690,506	37,503	30,605

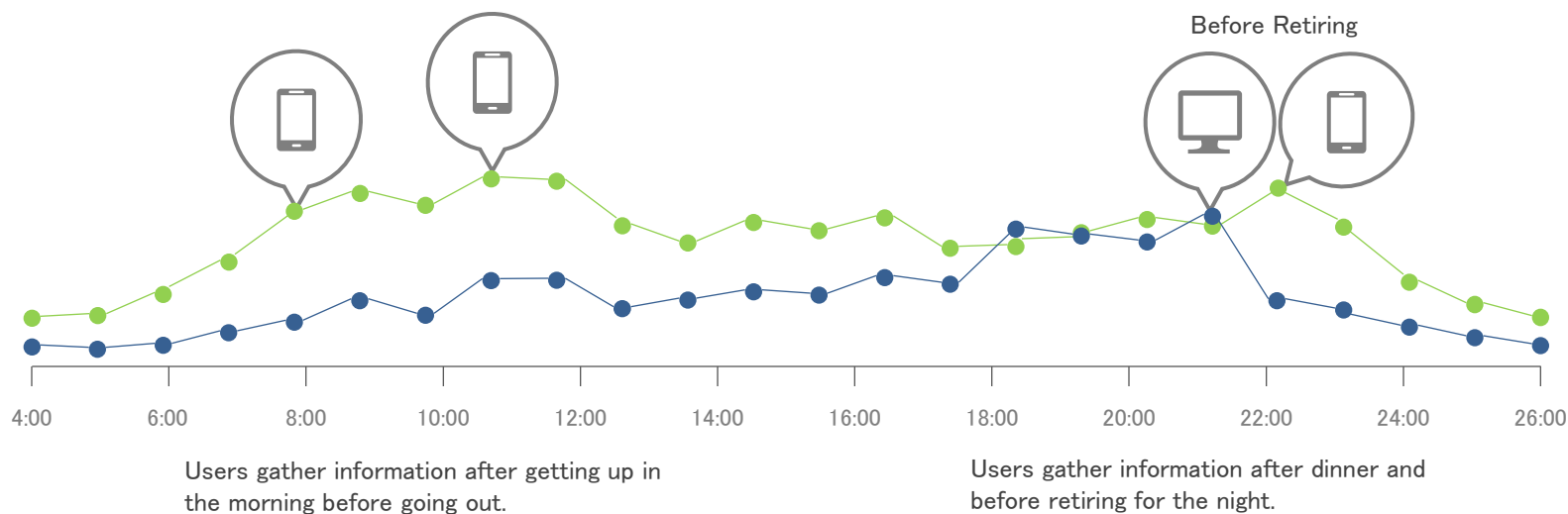
Each Title’s Media Power by Segment

	PV	UU	FB	TW
GQ JAPAN/AVE%	182.07	173.79	219.98	192.78
OPENERS/AVE%	128.52	108.62	52.67	58.25
GOETHE/AVE%	34.27	47.79	10.37	5.38
MEN'S PLUS/AVE%	139.23	137.58	116.04	42.68
PEN/AVE%	15.90	32.23	100.94	200.91

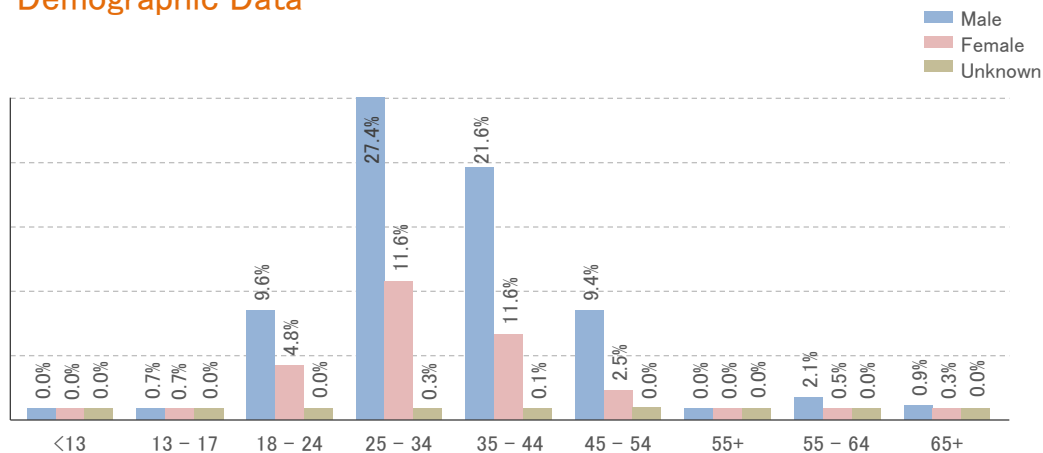
Weekday Contact Time:



Weekend Contact Time:

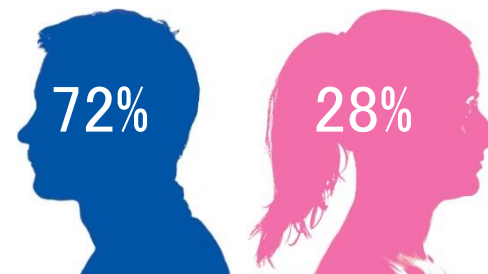


GQ JAPAN Facebook Users Demographic Data



Approx. half of our users are men aged between 25 and 54. Those between 45 and 54 account for 10% of the total. There are no great differences between GQ JAPAN's readers and users and its high-quality Facebook fans, who are reached by the same information.

AVERAGE FACEBOOK USERS Male-Female Ratio

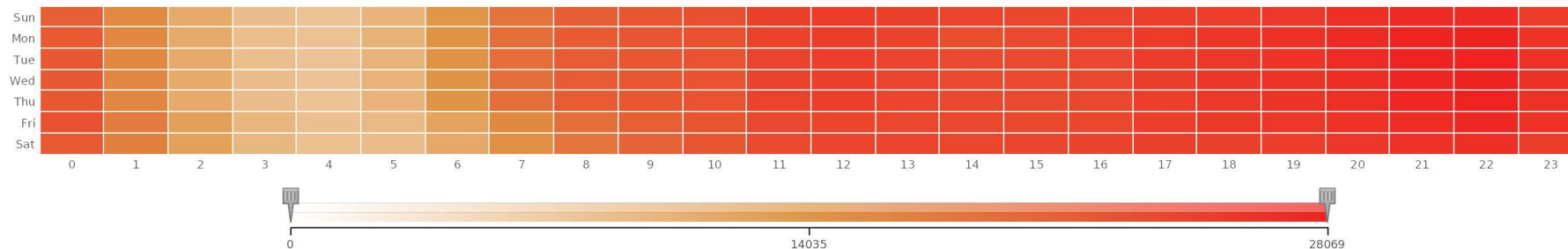


More than 90% of GQ JAPAN fans are online at most times throughout the day. So contents posted on Facebook at any time have a high probability of connecting with the fans' active time zones.

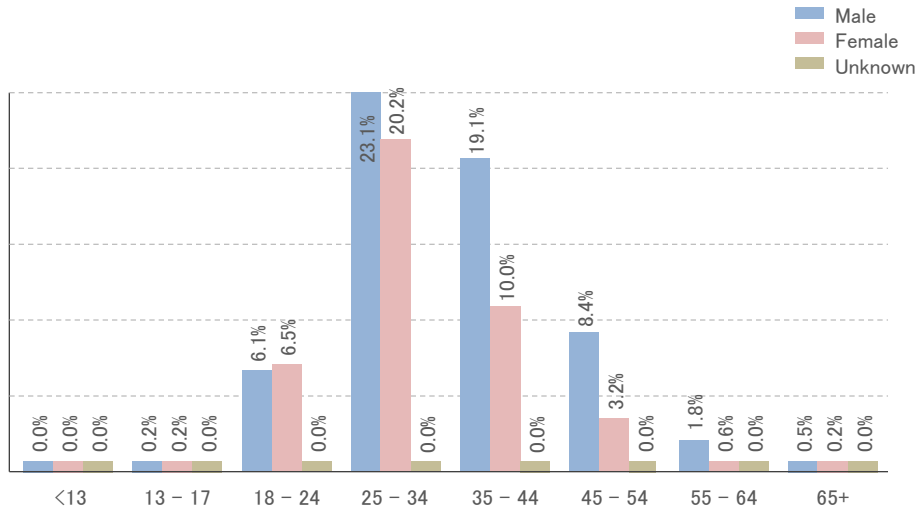
Active Time Zones of GQ Facebook Fans

Fans of the GQ fan page actively engaged in communication almost every day of the week and in almost every time zone.

("Communication" = expressing Likes!, making comments, sharing, clicking on posts, etc.)

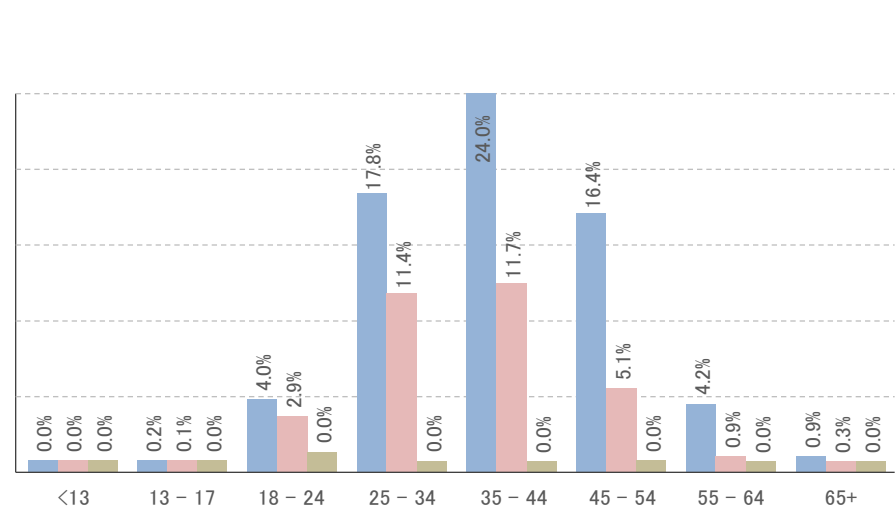


GQ JAPAN Facebook Users “Reached” Demographics



The majority of reached users are men aged between 25 and 54 years. Also, many users engage in actions such as registering “Likes!” making comments and sharing, which results in a simultaneous increase in the reach numbers.

GQ JAPAN Facebook Users “Users Who Took Action” Demographics



The majority of users who take action are men aged between 25 and 54 years. Since both their reach ratio and action ratio substantially exceeded the corresponding average ratios, the appeal power of the posted contents becomes very high.

GQ JAPAN FACEBOOK 69,532 Like!

※As of Feb 2015

	No. of Reached Fans (UU/day)	No. of Facebook Page Fans/Reached Fans
Average Daily Reach (UU/Day)	167,939	2.5 times no. the of fans
Maximum Reach (UU/Day)	778,741	11.2 times the no. of fans

* The average reach of GQ’s FACEBOOK page is approx. 18% of the fan base.

	No. of Fans	Reach Ratio	Action Ratio
S Class	Over 100,000	12.06%	7.68%
A Class	Over 50,000	18.50%	9.17%
B Class	Over 10,000	16.77%	10.46%
No. of GQ Fans 69,532 (A Class)		241.53%	15.90%

Although tie-up articles are comparatively difficult to spread, GQ JAPAN website users distinguish between good and bad contents, and when they come across an article that they are in agreement with, even if it happens to be a tie-up, they tend to be cooperative in diffusing it via Facebook.

f 3,800 Likes!

The screenshot shows the GQ website's homepage with a featured article titled "Are You F-TYPE Enough?". The article features a red Jaguar sports car and a group of men in stylish clothing. Below the main image is a grid of smaller images related to the car, including interior details and technical specifications. The article text discusses the concept of being an "F-Type" and provides gallery and technical data for the Jaguar F-Type.

f 1,850 Likes!

The screenshot shows a GQ website article featuring Hiroshi Morioka. The article includes a large photograph of Morioka in a white suit, a circular graphic with the text "粋男流儀" (Ikimenryu), and a list of navigation links: "TOP PAGE", "ESTHETICS 01", "ESTHETICS 02", "ESTHETICS 03", and "ABOUT". The article text discusses Morioka's style and his role as a fashion designer.

f 1,560 Likes!

The screenshot shows a GQ website article titled "革新的スタンダードで、街へ出よう!" (Revolutionary Standard, Let's Go to the Street!). The article features a group of men in various styles of suits and jackets. Below the main image is a "VIEW 8 LOOKS" button and a "JOURNAL STANDARD" logo. The article text discusses the new standard of men's fashion.

GQ JAPAN website original contents are naturally very popular, but ordinary releases are also viewed by large numbers of users and are widely diffused via Facebook based on the primary source's credibility and the boost provided by GQ's introduction and editorial filtering.

f 28,947 Likes!



Approx. 80% of GQ users flow into the site from GQ Facebook. Apart from that, 0.9% flow in from Smart News and 1.2% from Guncocy.

f 13,490 Likes!



Comments: 145
 Shares: 822
 Clicks: 86,845
 Reach: 1,029,120

f 9,172 Likes!



In November 2015, GQ JAPAN renewed the video services available on its official website and began developing the Japanese market for the premium video contents produced by Condé Nast Group companies around the world beginning with Condé Nast Entertainment in the U.S. From now on, we are planning to continue expanding our video contents lineup by releasing an additional 2,000 episodes or more every year.

In 2016, Condé Nast Japan is beginning production of its own original video contents series and enhancing its lineup of video services. In addition to making video titles available on our official websites, we are planning to offer a wide range of titles centered on video via partner platforms including through video development and branded contents production and development.



CONDÉ NAST
JAPAN

Approx. **800** Episodes
※Condé Nast Japan overall total



Optimized for PC and smartphone viewing



Approx. **1,700** Episodes
※Condé Nast Japan overall total

Condé Nast Entertainment (CNE)

CNE is the video production and business development arm of U.S. Condé Nast Publications and is engaged in production, delivery and distribution of premium contents. CNE produces a huge variety of video titles with gorgeous casts and made by top-class creators that only Condé Nast with its unique expertise can realize. In addition to making videos from VOGUE, GQ and WIRED available in the Japanese market, we are considering introducing many video titles that have not yet been available in Japan including from GLAMOUR, VANITY FAIR, Condé Nast Traveler, The New Yorker, etc.



The GQ JAPAN Video category is filled with a rich lineup of Condé Nast-quality beauty contents including appearances by world-famous celebrities, energetic artists and much more.



Program Introduction

<http://gqjapan.jp/video?r=gNav>



GQ Style Bible

How have the people at the leading edge of fashion established their own distinctive styles? We look into their beliefs including their failure stories!



GQ Cocktails

Tom Macy of top-class cocktail bar Clover Club in the US shows you how to make cocktails to match various scenes and occasions in a way that is easy to understand. Watch this and you too can become an ace bartender.



GQ Men Of The Year

GQ introduces you to the men (and an occasional woman) who shone most brightly during the preceding year!



How to Be a Man

In order to make Jason Nash a man, actor Andy Richter, comedian Michael Ian Black and others teach Jason how to build up his manly character. But will he reach the stage of becoming a true man?



Car Collectors

American car enthusiasts introduce their most loved vehicles, ranging from favorite models they've been gathering throughout their lives to classic vintage cars so rare and precious that it's impossible to put a price on them!

By purchasing external media in the GQ JAPAN Account, advertising clients can employ inducement measures to guide users to specific tie-up pages. With a tie-up option menu, advertisers can also catch the attention of users who don't follow GQ's SNS, allowing them to reach an even wider ranging audience from the GQ JAPAN Account.

※For detailed information on all tie-up option menus, please contact your sales representative.

> PC



> Smartphone



antenna 

- A high-quality insertion screen optimized for display of tie-up contents
- Effective for expanding reach among smartphone users
- Purchase through the GQ JAPAN Account

 SmartNews

- Fast views of the GQ JAPAN tabs inserted inside SmartNews
- Effective for expanding reach among smartphone users
- Effective for brand recognition by fixing the insertion position and term to assure reliable exposure

 Outbrain

- 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

facebook.

- Purchase through the GQ JAPAN Account
- Effective for improving the target audience's engagement by enabling targeting of users and devices

We have prepared a lineup of customizable Rich Banner templates to match a wide range of advertiser objectives.

Reminder



Expand



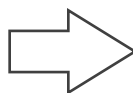
Movie



Gallery



A variety of multi-function control icons can be installed.



- Call a Store
- Retweet
- Facebook Share
- Online Store
- Google+ Share
- Shop Location



In the case of Rich advertisements, it is possible to make an advertisement that matches the advertiser's specifications by combining a variety of ad templates, which can be freely selected for Stages 1, 2 and 3, respectively.



Menu Name	Insertion Device	Insertion Screen	Assumed Impressions	Charge	Insertion Period
Rich Ad Stage 1	Smartphone	All	600,000	¥1,800,000	1 week
Rich Ad Stage 1 + 2	Smartphone	All	600,000	¥2,000,000	1 week
Rich Ad Stage 1 + 2 + 3	Smartphone	All	600,000	¥2,200,000	1 week



Video Advertising Menus

Pre-roll video advertisements consist of video materials that are 60 seconds or less in length. These ads are multi-device compatible and are displayed before Condé Nast video contents in the GQ JAPAN Video Category are played.

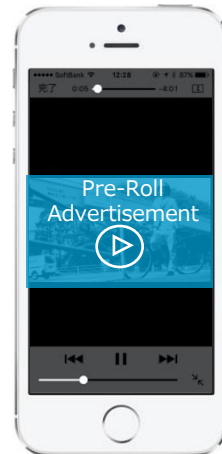
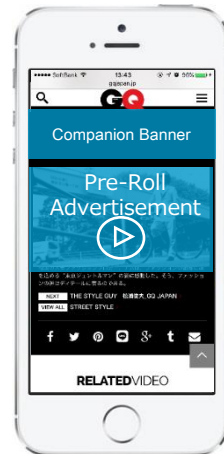
Clickable companion banner will be inserted during the video showing or later.

※ At the client's request, Condé Nast Japan can also produce original videos. ※It is possible to undertake partial production (additional video editing, translation, etc.) using pre-existing video materials.

> PC



> Smart Phone



Charge

¥ 600,000

1 week (from 10:00 on Monday until 09:59 on the following Monday.)

Assumed Impressions

15,000 streamings

Insertion Type

Period guaranteed

Insertion Standard

Within 60 sec. video clip

Draft Submission Deadline

18:00 on the 5th business day before insertion

* If the draft submission deadline is missed, the insertion period starting date may be changed.

Draft Materials

Video file, Companion banner (Available as external link)

* Up to 2 creative elements may be replaced during the insertion period.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※A creative review of video materials will be conducted prior to insertion.

※With an iPhone, pre-roll advertisements are played back when the device's media player is operating in Playback mode.

The SKIP button is not displayed. (Fast Forward is possible using the time bar in the upper section.)

Insertion Screen

GQ JAPAN Video Category

Insertion Type

Rotation

* SKIP display: after 5 seconds

Options

Video editing: ¥150,000 (net)~

Translation: ¥150,000 (net)~

Original video production : consultation required

Materials for Submission

① Video file

Format	Image: MP4 H.264 Audio: AAC
File size	Within 250MB
Image size (W × H)	16:9 aspect ratio (1280 × 720px) (recommended)
Image bit rate/frame rate	3~5Mbps recommended/30 fps (recommended)
Audio bit rate/sampling rate	128kbps/44.1KHz (recommended)

② Companion banner

Format	GIF/JPEG/PNG
File size	Within 50KB
Image size (W × H)	300 x 60px
Recommended border color	When background is black, other color for border color will be required
URL	1

Report Items

- Number of times video ad played back (whole period, daily)
- Ratio of ad played back (25%, 50%, 75%, 100%) (whole period, daily)
- External link text, no. of clicks (whole period)

※We do not issue reports classified by type of device or type of OS.

Procedural Flow Until Insertion



Video materials of within 15 min in length will be inserted in Video Category.

The video contents is not only for advertisement.

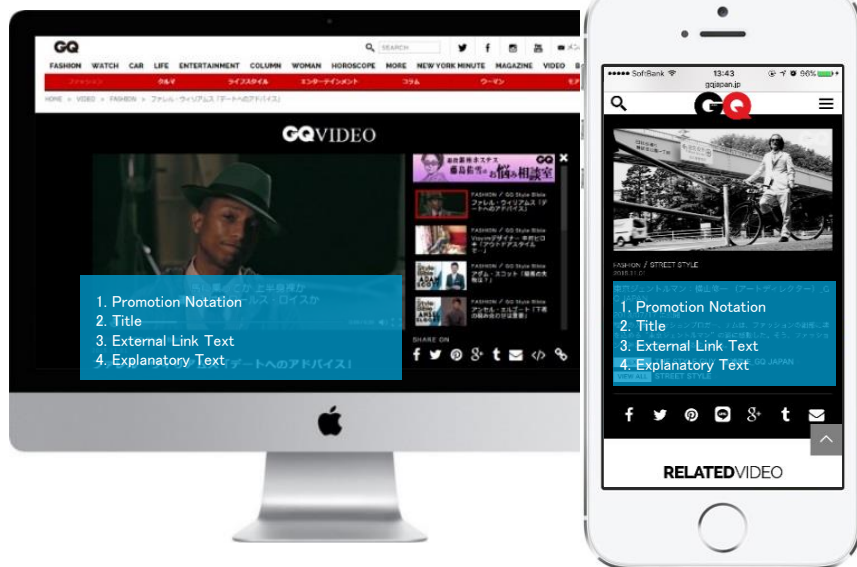
The title and explanatory texts (captions) are edited by the GQ Editorial Department to deliver the appeal of the video to audience.

※ Condé Nast Japan can also undertake original video production at the client's request.

※It is possible to undertake partial production (additional video editing, translation, etc.) using pre-existing video materials.

>PC

>Smartphone



Additional Option / Social Streaming

- Streaming package for GQ JAPAN Facebook AD and GQ JAPAN Facebook account.
- Eligible for Targeting advertising
- ※ It's an original option for the Video Advertisement/Placement.
- ※ Across-the-board 20% of a profit margin for an advertising agent.

Charge

¥500,000~

Assumed Impressions

15,000

Charge

¥ 500,000

4 weeks (Insertion start day is an arbitrary business day.)

Assumed Impressions

5,000 streamings

Insertion Type

Video Insertion

Insertion Standard

Within 15 min. video clip

(CM, promotion, collection report, image video, event report, etc.)

Draft Submission Deadline

18:00 on the 10th business day before insertion

* If the draft submission deadline is missed, the insertion period starting date may be changed.

Draft Materials

Video file, still image, video explanatory text (release text, etc.)

Insertion Screen

GQ JAPAN Video

applicable categories

- 1) Fashion, 2) Car, 3) Lifestyle,
- 4) Entertainment, 5) Column, 6) Woman

Insertion Method

Fixed insertion

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※A creative review of video materials will be conducted prior to insertion.

※The insertion category will be decided by Condé Nast Japan.

※Creative elements may not be replaced during the insertion period.

※The assumed number of streamings includes the number of streamings on the GQ JAPAN official Facebook account.

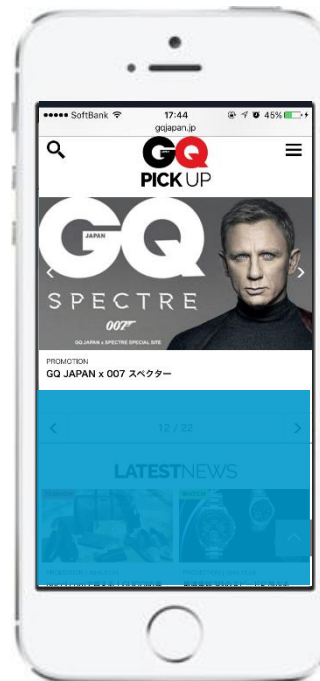
Advertisement Space/Category Playlist (PC)



Advertising Space/Pickup (PC)



Advertising Space/Pickup (PC)



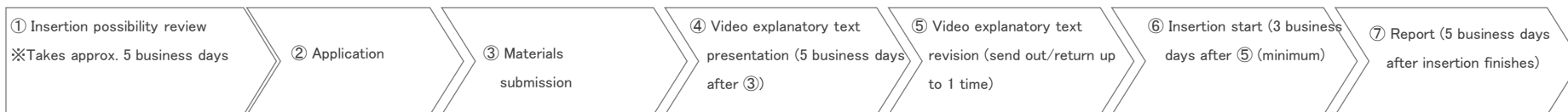
AD Space/ External Advertising Space



- 1) GQ Video Applicable Category “Playlist” Space
- 2) Top Page “Pickup” Space/Applicable Category “Pickup” Space/Video Page “Popular” Space
 Period fixed insertion * The insertion place will be decided at the Editorial Department’s discretion.
- 3) GQ JAPAN SNS Official Accounts (Facebook/Twitter)
 ※ The “Promotion” notation will appear in all advertisement spaces (apart from SNS posts).
- 4) External Advertising Space Outbrain Network
 ※The posting is at the Editorial Department’s discretion..
 ※ The insertion period/screen are at your own discretion.

※For information on pre-roll advertisements, please contact your sales representative.

Procedural Flow Until Insertion (Please submit draft materials roughly 10 days in advance of the desired insertion date)



Report Items

- Number of times ad played back
- External link text, no. of clicks

※We do not issue reports classified by type of device or type of OS.

Materials for Submission

Submission contents	Specifications	Conditions
Video file	File size	Within 500MB
	Image size (W x H)	1920 x1080px
	Format	Image: MP4 H.264 Audio: AAC
	Image bit rate/frame rate	15~20Mbps (recommended)/ordinary frame rates (23.97, 24, 25, 29.97, 30 fps) (recommended)
	Audio	Soundtrack required
	Audio bit rate/sampling rate	256kbps / 44.1KHz (recommended)
	Length	60 sec.~14 min., 59 sec.
Still image	jpg/png/tif/pdf/bmp/ai/psd	<ul style="list-style-type: none"> • 16:9 aspect ratio • Short side: 700px or more (recommended) • Resolution: 72dpi (recommended)
Text material for video explanatory text production	Word/Excel/PDF	Explanatory text concerning video such as a press release, documents



PC Advertising Menus

IMAGE



Charge

¥ 2,500,000

1 week (from 10:00 on Monday until 09:59 on the following Monday)

Assumed Impressions

850,000

Insertion Type

Period guaranteed

Size (W × H) Pixels

Premium Canvas: 1200 × 480

W Skyscraper: 300 × 600

Under Banner: 1200 × 180

Materials Submission Deadline

18:00 on the 10th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

1 for each advertisement

Insertion Screen

All levels

- * Premium Canvas only: Inserted on GQ JAPAN Home and Category Top pages
- * Apart from GQ Videos

Capacity

Premium Canvas: within 2MB

W Skyscraper: Within 100KB

Under Banner: Within 100KB

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※We are unable to accept insertion category designation.
- ※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.
- ※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Please note that on some occasions, advertisements may partially overlap with editorial contents.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

IMAGE

Premium Push Down
After the creative finishes, it contracts towards the top part. Pressing the Wide button causes the creative to start again.

Close

Under Banner

Charge

¥ 2,000,000

1 week (from 10:00 on Monday until 09:59 on the following Monday)

Assumed Impressions

850,000

Insertion Type

Period guaranteed

Size (W × H) Pixels

Premium Canvas: 1200 × 480

→Contraction time: 1200 × 90

W Skyscraper: 300 × 600

Under Banner: 1200 × 180

Materials Submission Deadline

18:00 on the 10th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

1 for each advertisement

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※We are unable to accept insertion category designation.
- ※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.
- ※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Please note that on some occasions, advertisements may partially overlap with editorial contents.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

Insertion Screen

All levels

* Premium Canvas only: Inserted on GQ JAPAN Home and Category Top pages

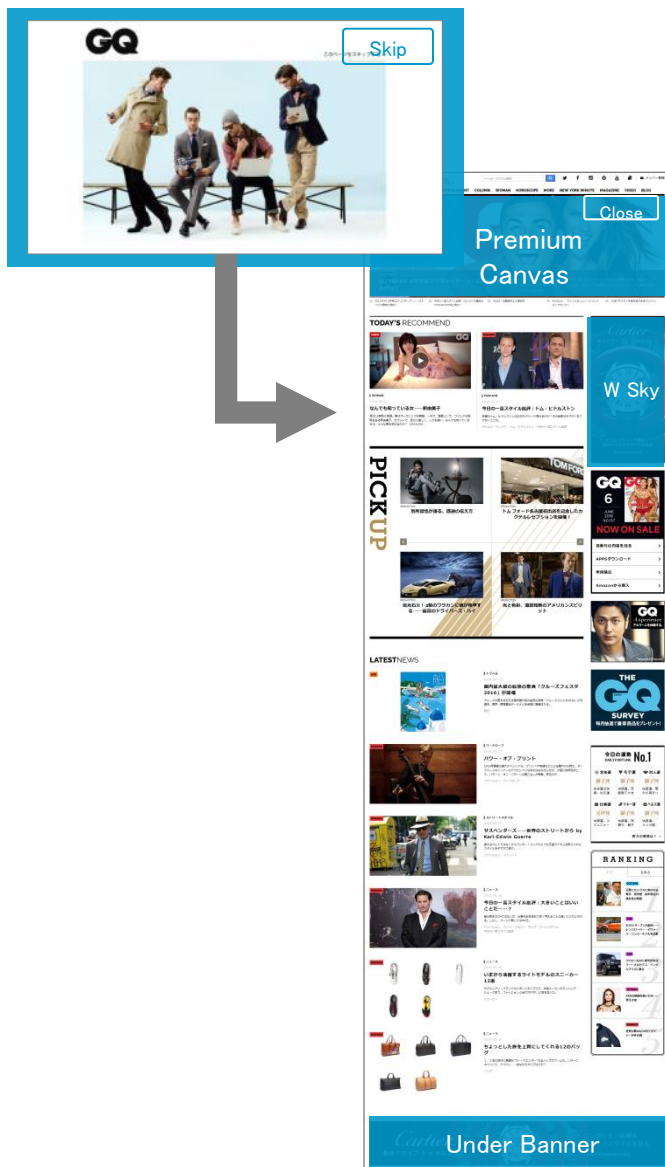
* Apart from GQ Videos
Capacity

Premium Canvas: Within 2MB

W Skyscraper: Within 100KB

Under Banner: Within 100KB

IMAGE



Charge

¥ 3,000,000

1 week (from 10:00 on Monday until 09:59 on the following Monday)

Assumed Impressions

900,000

Insertion Type

Period guaranteed

Size (W × H) Pixels

Interstitial: 900 × 600

Premium Canvas: 1200 × 480

W Skyscraper: 300 × 600

Bottom Banner: 1200 × 180

Materials Submission Deadline

18:00 on the 10th business day before insertion

* If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

1 for each advertisement

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※ In line with the scheduled renewal of the Video category, in the case of a change in design, etc., this category will not be included as an insertion screen.
- ※We are unable to accept insertion category designation.
- ※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.
- ※We cannot accept requests to eliminate competitors due to the presence of other banners and ad space increases.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Please note that on some occasions, advertisements may partially overlap with editorial contents.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※Interstitial display target browsers are limited to Internet Explorer, and the panel is displayed automatically once each session.
- ※The Premium Canvas is automatically displayed during each applicable page load.

Insertion Screen

All levels

- * Premium Canvas only: Inserted on GQ JAPAN Home and Category Top pages
- * Apart from GQ Videos

Capacity

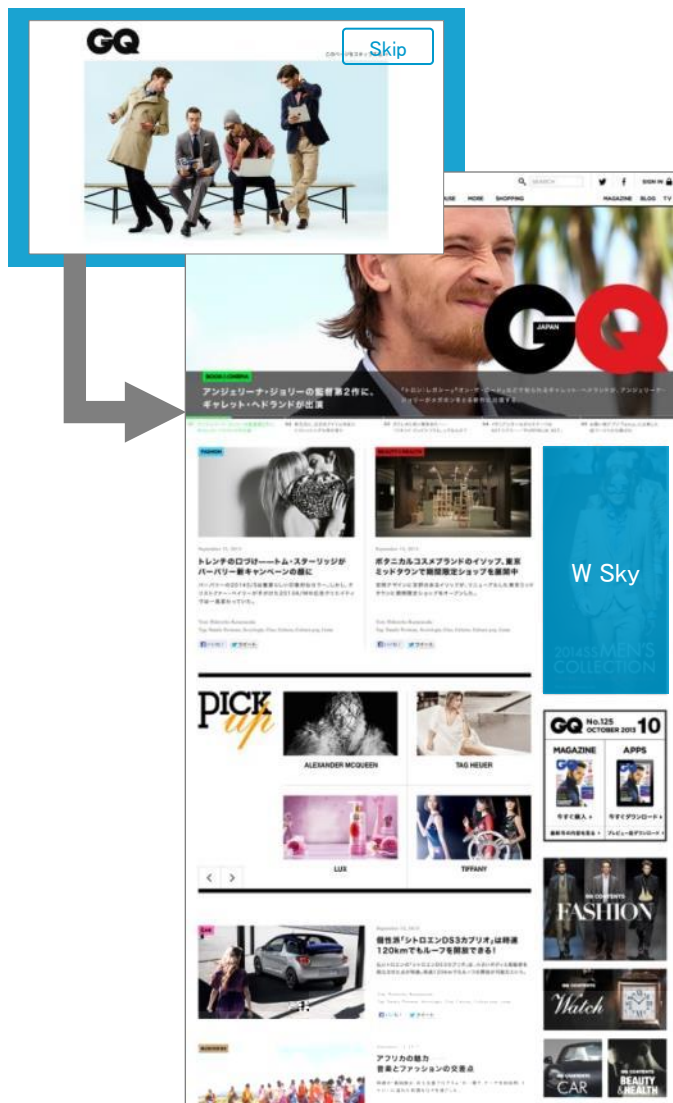
Interstitial: Within 300KB * still image only

Premium Canvas: Within 2MB

W Skyscraper: Within 100KB

Bottom Banner: Within 100KB

IMAGE



Charge

¥ 1,500,000

1 week (from 10:00 on Monday until 09:59 on the following Monday)

Assumed Impressions

450,000

Insertion Type

Period guaranteed

Size (W × H) Pixels

Interstitial: 900 × 600

W Skyscraper: 300 × 600

Insertion Screen

All levels

* Apart from GQ Videos

Capacity

Interstitial: Within 300KB * still image only

W Skyscraper: Within 100KB

Materials Submission Deadline

18:00 on the 10th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

1 for each advertisement

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※We are unable to accept insertion category designation.
- ※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.
- ※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Please note that on some occasions, advertisements may partially overlap with editorial contents.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

IMAGE



Charge

¥ 800,000

1 week (from 10:00 on Monday until 09:59 on the following Monday)

Assumed Impressions

400,000

Insertion Type

Period guaranteed

Size (W × H) Pixels

300 × 600

Materials Submission Deadline

18:00 on the 5th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

1

Insertion Screen

All levels

* Apart from GQ Videos

Capacity

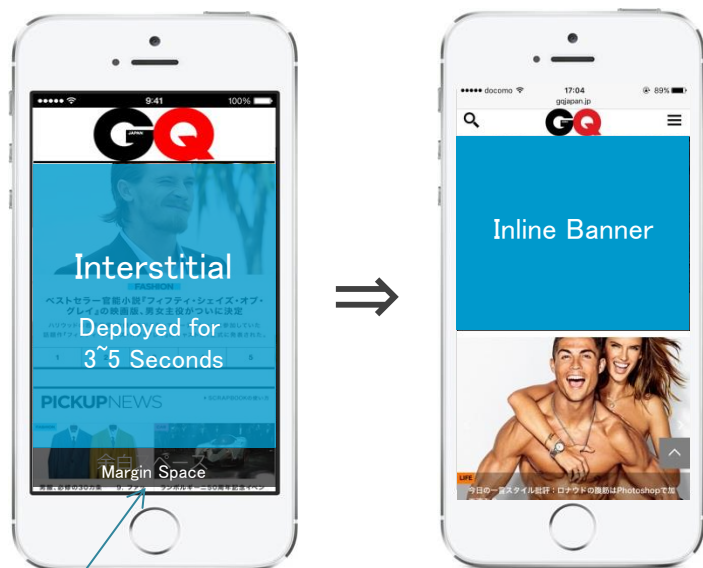
Within 100KB

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※We are unable to accept insertion category designation.
- ※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.
- ※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Please note that on some occasions, advertisements may partially overlap with editorial contents.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.



Smartphone Advertising Menus

IMAGE



Interstitial images are 320 × 503 pixels, but the bottom of the space is a margin.

Please make the actual design within 320 × 438 pixels and cover the margin part with a background image.

Charge

¥ 1,440,000

1 week (from 10:00 on Monday until 09:59 on the following Monday)

* Option for SOV100% ¥ 300,000 (GROSS)

Assumed Impressions

600,000

※Rotation insertion

Insertion Type

Impressions guaranteed

Size (W × H) Pixels

Interstitial: 320 × 503

Inline Banner: 300 × 500

※Actual distributed size is reduced to 1/2

Materials Submission Deadline

18:00 on the 5th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

Interstitial simultaneous insertion: 1. Inline Banner simultaneous insertion: 2

Replacement is not possible.

※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.

※We are unable to accept insertion category designation.

※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.

※We cannot accept requests to eliminate competitors due to the presence of other banners and ad space increases.

※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

※Please note that on some occasions, advertisements may partially overlap with editorial contents.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※The interstitial panel is displayed automatically once or twice per day.

※The display frequency may vary depending on the browsing device. Interstitial panel display control depends on the details of the device specifications and the user's terminal setting.

Insertion Screen

All levels

* Apart from GQ Videos

Capacity

Interstitial: Within 300KB

Inline Banner: Within 100KB

※GIF/JPEG only

IMAGE



Click on the video banner area to start the device's media player and being video playback (with audio).



After video playback, the browser is automatically linked to the set URL.



Home Screen



Contents Screen



Charge/Assumed Impressions

<double ad spaces>

¥ 2,500,000

1,200,000 impressions

<single ad space>

¥ 1,500,000

600,000 impressions

1 week (from 10:00 on Monday until 09:59 on the following Monday)

* Option for SOV100% ¥ 300,000 (GROSS)

※Rotation insertion

Insertion Type

Impressions guaranteed

Size (W × H) Pixels

- 1) Native video 320 × 180
- 2) Standard banner 640 × 100

※2) Actual distributed size is reduced to 1/2

Playback Time

60 sec./loop playback unavailable

Materials Submission Deadline

18:00 on the 5th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

1

※If there is VIDEO playback player in the article, the pre-roll ad could be posted, but we do not adjust with the rivals.

※The size of the video display area is automatically resized according to the specifications of the native player.

※We are unable to accept insertion category designation.

※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.

※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.

※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

※Please note that on some occasions, advertisements may partially overlap with editorial contents.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

Insertion Screen

All levels

* Apart from GQ Videos

Capacity

Within 10MB

Audio

Switches ON at insertion time

Detailed Specifications

In-Page Playback Video

Still Screen

File format:	GIF/JPEG/PNG
Capacity:	Within 100KB
Size:	640 × 360 ※Actual distributed size is reduced to 320 × 180. ※Inserted as a still image following video playback.

Video

File format:	MP4
Capacity:	Within 1MB
Size:	640 × 360 ※Actual distributed size is reduced to 320 × 180.
Playback time:	Within 15 seconds ※Loop playback not possible
Audio:	OFF at insertion time
Supplementary:	Advertisers are recommended to include a “CLICK!” text example inside the banner.

Movie File

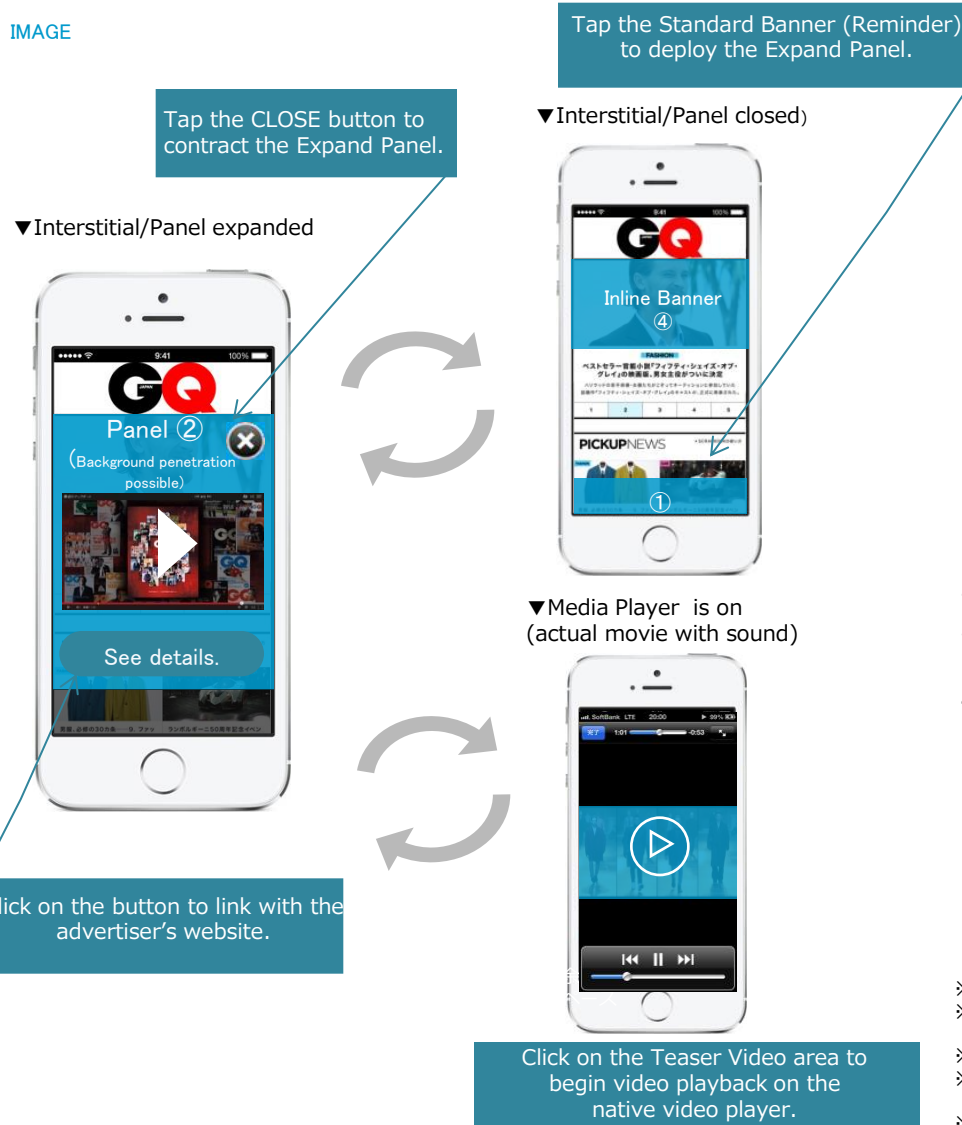
(Native Player Playback Use)

File format:	MP4
Capacity:	Within 10MB
Size:	1280 × 720 (16:9)
Playback time:	Within 60 seconds ※Loop playback not possible
Audio:	ON at insertion time
Supplementary:	The size of the video display area is automatically resized according to the specifications of the native player.

Note

※In the interests of Retina compatibility, the actual display size of the movie may differ from the screen size.

IMAGE



Charge/Assumed Impressions

<double ad spaces>

¥ 3,500,000
1,200,000 impressions

<single ad space>

¥ 2,000,000
600,000 impressions

1 week (from 10:00 on Monday until 09:59 on the following Monday)

* Option for SOV100% ¥ 300,000 (GROSS)

Insertion Screen

※Rotation insertion

All levels

* Apart from GQ Videos

Insertion Type

Impressions guaranteed

Size (W × H) Pixels

- 1) Reminder Banner 640 × 100
- 2) Interstitial Panel 640 × 832
- 3) Movie File
- ※1) 2)Actual distributed size is reduced to 1/2
- 4) Inline Banner 600 × 500

Capacity

- 1) Within 100KB (GIF/JPEG/PNG)
- 2) Within 300KB (GIF/JPEG/PNG)
- 3) Movie File: within 5MB (MP4)

※The movie is automatically resized according to the display size.
※For detailed specifications for all files, please refer to the following page.

- 4) Within 100KB (GIF/JPEG)

Materials Submission Deadline

18:00 on the 10th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Insertion Method

Rotation insertion

Number of Materials for Submission

1

※If there is VIDEO playback player in the article, the pre-roll ad could be posted, but we do not adjust with the rivals.

※An image prepared by GQ JAPAN is used for the CLOSE button, so it is not necessary for advertisers to produce a button for inclusion in the submitted draft materials.

※Deploying a clickable area covering the entire advertisement screen is not permitted.

※The insertion report listing the daily numbers of impressions, clicks, and expansions, is presented according to Condé Nast's format.

※We are unable to accept insertion category designation.

※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.

※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.

※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

※Please note that on some occasions, advertisements may partially overlap with editorial contents.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※The Interstitial Panel undergoes automatic expansion once every 12 hours. Apart from that, at page loading time, a 320 × 50 overlay advertisement is displayed. (Click to client site)

Please refer to P.16-17 for options.

Detailed Specifications

① Standard Banner

File format:	GIF/JPEG/PNG
Capacity:	Within 100KB
Size:	640 × 100 ※Actual distributed size is reduced to 320 × 50.
Supplementary:	Advertisers are recommended to include a “CLICK!” text example inside the banner.

② Interstitial Panel

File format:	GIF/JPEG/PNG
Capacity:	Within 300KB
Size:	640 × 832 ※Actual distributed size is reduced to 320 × 416.
Supplementary:	The movie in the panel will be used the “3) movie files.” Since the playback video in the interstitial panel is less than 15 seconds, if the movie file is more than 15 seconds, please specify the particular 15 seconds from it.

【notes】

- In order to place a teaser video to the specified video playback area, please set the video playback area in the panel image.
(Please equalize to the longitudinal and lateral rate of the 3 movie files.)
- Please include the image of the “CLOSE” button on the top right of the panel image.
- Please include a transition button image to the client site at the bottom of the panel image.

③ Movie File

File format:	MP4
Capacity:	Within 5MB
Size:	Up to 1280 × 720(16:9)
Supplementary:	•The size of the video display area is automatically resized according to the specifications of the native player. •Please refer to the following video specifications. Video codec: MP4 Video resolution: up to 1280 × 720 pixels(16:9) Video frame rate: 30 fps Total bit rate: 716 kbps Audio codec: Mp3, Mp4

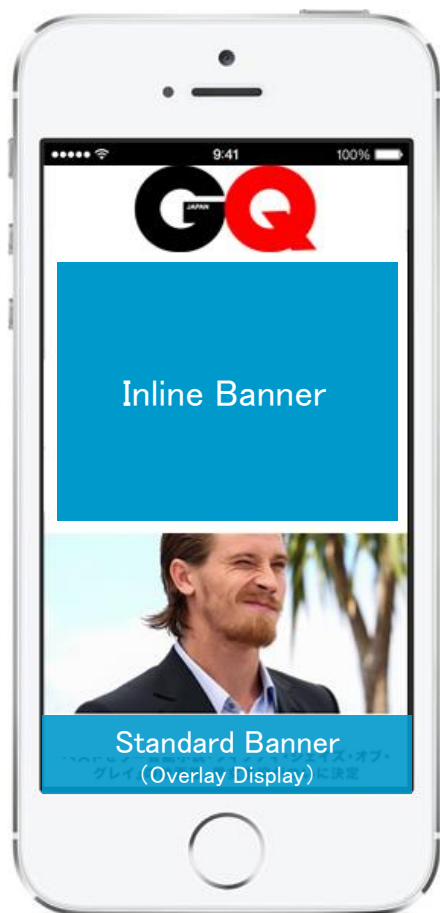
④ Inline Banner

File format:	GIF/JPEG/PNG
Capacity:	Within 100KB
Size:	600 × 500 ※Actual distributed size is reduced to 300 × 250.

Notes

- ※Standard materials are used for the CLOSE button, so it is not necessary for advertisers to produce a button for inclusion in the submitted draft materials.
- ※Deploying a clickable area on an advertisement screen is not permitted.
- ※In the interests of Retina compatibility, the actual display size of the movie may differ from the screen size.

IMAGE



Charge/Assumed Impressions

<double ad spaces>

¥ 1,500,000

1,200,000 impressions

<single ad space>

¥ 900,000

600,000 impressions

1 week (from 10:00 on Monday until 09:59 on the following Monday)

* Option for SOV100% ¥ 300,000 (GROSS)

※Rotation insertion

Insertion Type

Impressions guaranteed

Size (W × H) Pixels

- 1) Inline Banner 600 × 500
- 2) Standard Banner 640 × 100

※2)Actual distributed size is reduced to 1/2

Materials Submission Deadline

18:00 on the 5th business day before insertion

※If the Materials Submission Deadline is missed, the insertion period starting date may be changed.

Number of Materials for Submission

Up to 2

※ If there is VIDEO playback player in the article, the pre-roll ad could be posted, but we do not adjust with the rivals.

※We are unable to accept insertion category designation.

※The number of ad spaces is subject to change at any time due to increases in impressions. Exclusive single-advertiser pasting is not possible.

※We are unable to accept requests to eliminate competitors due to the presence of other banners and ad space increases.

※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

※Please note that on some occasions, advertisements may partially overlap with editorial contents.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

Insertion Screen

All levels

* Apart from GQ Videos

Capacity

- 1) Within 100KB
- 2) Within 100KB

※GIF/JPEG only



Mail Advertising Menus

IMAGE



Charge

¥ 800,000 including production charge

HTML 1 page

Distribution Day

Monday, Wednesday, Thursday or Friday
(limited to Condé Nast business days)

Distribution Circulation

23,000

Draft Size

- Within 680 (H) × 1700 (V) pixels (including GQ logo; excluding footer)
- ※Recommended vertical size within 1000 pixels
- JPEG format image × 1

Application Deadline

20 business days in advance

External Links

4

Promotion Notation

○

Report

○

- ※The "GQ PROMOTION" notation will be included.
- ※Concerning the insertion standard for each page, please refer to the separate GQ JAPAN Advertising Regulation Guide.
- ※Production is carried out by GQ JAPAN.
- ※Please arrange for orientation at least one month in advance.
- ※The advertisement will be submitted for proofreading twice. Please correct and return it within one day.
- ※Please prepare several images and the text.
- ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page (p48).

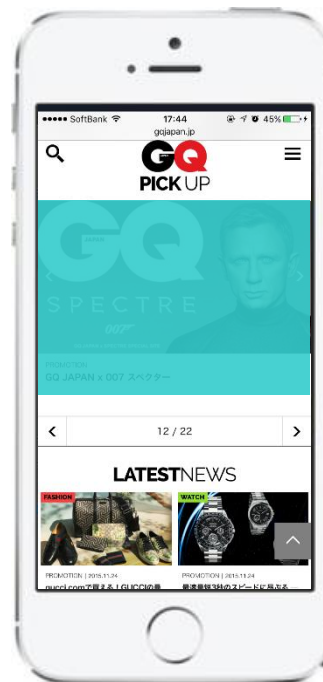


Tie-up Advertising Menus

PC



Smartphone



Option

antenna⁺

facebook.

outbrain

Top Page “PICKUP” Space & Category “PICKUP” Spaces

In-Period Fixed Insertion

- * Insertion positions are decided at the editors' discretion.
- * The “GQ PROMOTION” notation will appear on all ad space (apart from SNS).
- * To guarantee the amount of inducement, There is a maximum limit for the number of “PICK UP” ad space.
- * By purchasing external media through the GQ JAPAN Account, it is possible for advertisers to carry out inducement measures to guide users to specific editorial tie-up pages. (cf. p44)

> PC



> SP



料金

Insertion Charge: **¥ 2,000,000**

Production Charge: **¥ 500,000 (net)**

4 weeks insertion

Model shooting

¥ 800,000~ (net)

Product shooting

¥ 400,000~ (net)

Video Insertion Option

¥ 150,000

※ Animation material is provided by the advertiser.

Assumed Impressions

5,000 – 10,000PV

Materials Submission Deadline

25 business days in advance

Guide Space

PICK UP

External Links

4

Promotion Notation

○

Report

○

Facebook

1

Twitter

1

- ※ The “GQ PROMOTION” notation will be included in the tie-up page and the link area to tie-up page.
- ※The inserted article will remain accessible on the GQ JAPAN website as an archived article.
- ※The image size may be adjusted slightly depending on the image ratio.
- ※Including a smart phone optimization page.
- ※additional shooting and coverage at far place will be charged separately.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page

IMAGE



Charge

¥ 500,000

2 weeks

Option for Video Insertion

¥ 150,000

※ Animation material is provided by the advertiser.

Materials for Submission

- Images: up to 2 (in principal, images are provided by advertisers./30KB or larger, JPG/GIF)
- Linked URL ● Product release text ● Video (optional) ※YouTube URL
- Address for inquiries ※ Animation material is provided by the advertiser.

Materials Submission Deadline

18:00 on the 10th business day before Insertion

Guide Space

PICKUP

External Links	Promotion Notation	Report	Facebook	Twitter
2	○	×	1	1

[Paid Publicity Advertisement Confirmation Items]

- ※ The "GQ PROMOTION" notation will be included in the tie-up page and the link area to tie-up page.
- ※ **No report will be issued for "Topics" insertion pages as they comprise editorial contents.**
- ※ SNS posting numbers are not guaranteed.
- ※ Flash use is not possible.
- ※ The image size may be adjusted slightly depending on the image ratio.
- ※ The inserted article will remain accessible on the GQ JAPAN website as an archived article.
- ※ We do not perform competitor adjustment in the case of banner ad spaces.
- ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

IMAGE



Charge

¥ 1,000,000

4 weeks

Model Shooting

¥ 800,000 ~ (net)

Product Shooting

¥ 400,000 ~ (net)

Option for Video Insertion

¥ 150,000

※ Animation material is provided by the advertiser.

Assumed Page Views

5,000 - 10,000PV

Materials for Submission

● Images: up to 15 (in principal, images are provided by advertisers./30KB or larger, JPG/GIF)

* For insertion of additional images, a separate charge of ¥20,000 per image will be payable.

● Linked URL ● Product release text ● Video (optional) ※YouTube URL

● Address for inquiries ※ Animation material is provided by the advertiser.

Materials Submission Deadline

20 business days in advance

Guide Space

PICKUP

External Links

4

Promotion Notation

○

Report

○

Facebook

2

Twitter

2

※ The "GQ PROMOTION" notation will be included in the tie-up page and the link area to tie-up page.

※ Advertisements placed by other advertisers will be inserted in the ad spaces.

※ The inserted article will remain accessible on the GQ JAPAN website as an archived article.

※ The start time for tie-up advertisements is from 10:00 on the insertion start day.





※ In the case that the tie-up advertisement finishing day falls on a holiday, the advertisement will finish at 09:59 on the following business day.

※ It is not possible to replace an image during the insertion period.

※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

External Media Measures Price List

By purchasing external media through the GQ JAPAN Account, it is possible for advertisers to carry out inducement measures to guide users to specific editorial tie-up pages.

	Article Format	Display Size	Plan	Impressions	Assumed Clicks	Charge (Gross)
	Still image	Full	Middle	350,000	1,400clicks	¥1,150,000
			Heavy	500,000	2,000clicks	¥1,600,000
	Still image	Regular	Middle	350,000	1,050clicks	¥850,000
Heavy			500,000	1,500clicks	¥1,150,000	
 SmartNews	Insertion Period		Assumed Impressions		Assumed Clicks	Charge (Gross)
	2 weeks *No. of spaces limited		200,000 assumed		2,000 *The number of clicks is not guaranteed.	¥1,000,000
	Insertion Period		Assumed Impressions		Assumed Clicks	Charge (Gross)
	2 weeks ~ 4 weeks assumed		Approx. ~850,000		3,000 *The number of clicks is not guaranteed.	¥700,000
	Insertion Period		Assumed Impressions		Clicks	Charge (Gross)
	2 weeks ~ 4 weeks assumed		Approx. ~20,000,000		20,000 guaranteed	¥700,000

※ All of the above external media are editorial tie-up options.

※ Across-the-board 20% of a profit margin for an advertising agency.

External Media Advertising Space

antenna*



Screen Transition

Displayed Article
imp



Article Details
PV



Designated Website
Click



※Although the actual figures vary depending on the details of the contents and each industry's appeal,
 imp → the assumed transition rate to PVs is 1.5~2%.
 PV → the assumed transition rate to clicks is approx. 50%.

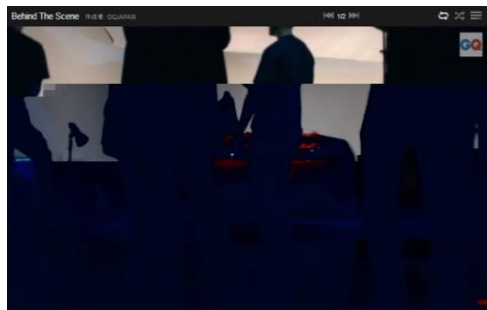
※It is also possible to link to a video site.



facebook.



When shooting takes place for magazine page tie-ups and web tie-ups, a number of video production options are available. The produced videos can be posted on web-tie-up pages as well as on the GQ JAPAN official YouTube channel.



Type	Behind The Scenes
Charge	¥ 600,000 ~ (NET)
No. of videos	1 (roughly 30-120 sec.)
Ref. specs.	2 cameras, lighting, sound



Type	Interview
Charge	¥ 600,000 ~ (NET)
No. of videos	1 (roughly 30-120 sec.)
Ref. specs.	2 cameras, lighting, sound ※Not including interviewer charge



Type	Style Tips
Charge	¥ 600,000 ~ (NET)
No. of videos	1 (roughly 30-120 sec.)
Ref. specs.	2 cameras, lighting, sound



Type	Event Report
Charge	¥ 1,000,000 ~ (NET)
No. of videos	1 (roughly 30-120 sec.)
Ref. specs.	3 cameras, sound, approx. 6 hours required



Type	Live Streaming
Charge	¥ 1,800,000 ~ (NET)
No. of videos	1 per even (roughly 4 hours)
Ref. specs.	1 video OUT image distributed. ※The client is asked to prepare shooting, switching, and an internet line.



Type	Tie-up Film
Charge	Decided after consultation
No. of videos	1 (roughly 30-120 sec.)
Ref. specs.	3 cameras, sound, approx. 6 hours required

- ※Production of these video products uses still photographs from magazine and web tie-up ads, scenes from events, etc.
- ※The above charges do not include booking fees for studios, models, etc.
- ※If you wish your video to be made available in the Video Category, please consult with Condé Nast separately.
- ※If an interpreter is required during shooting, an additional charge will be billed.
- ※If subtitling is required, an additional charge will be billed.
- ※If you desire secondary use of video material, please consult with Condé Nast separately.
- ※If shooting or switching for live streaming are required, please consult with Condé Nast separately.
- ※If an internet line for live streaming is required, please consult with Condé Nast separately.

Application /Online Members and inviting readers(option)

> Application Article Page



※Only GQ JAPAN online members will be able to make applications.

3 questions can be freely placed on the questionnaire. (A report will be issued.)

> Log-in Page



> Application Form



Charge

¥ 1,000,000 + Tie-up Insertion Charge

4 weeks

Number of Questions

3 freely selectable questions (Including a report)

※Condé Nast Japan is unable to transfer personal information.

Materials Submission Deadline

Applies to the following Tie-Up type

※ The “GQ PROMOTION” notation will be included in the tie-up page and the link area to tie-up page.

※Advertisements placed by other advertisers will be inserted in the ad spaces.

※The inserted article will remain accessible on the GQ JAPAN website as an archived article.

※The start time for tie-up advertisements is from 10:00 on the insertion start day.

※In the case that the tie-up advertisement finishing day falls on a holiday, the advertisement will finish at 09:59 on the following business day.

※It is not possible to replace an image during the insertion period.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

IMAGE



既製スーツでも職人技が絶対に重要だ

Up to 6 items can be introduced for the basic charge, including products that could not be featured in the magazine insertion, as long as materials are provided by the advertiser. For more than 6 items, a separate charge of ¥50,000 per item will be payable.



Charge

¥ 800,000 + magazine insertion charge

4 weeks

Separate shooting for web page on magazine shooting

¥ 200,000~ (net)

Option for Video Insertion

¥ 150,000

※ Animation material is provided by the advertiser.

Assumed Page Views

5,000 – 10,000PV

Materials for Submission

- Proofreading completed data + data provided by applicants.
- Please prepare a link to the EC website URL.
- File format: JPEG/GIF

Materials Submission Deadline

Guide Space

25 business days in advance

PICKUP

External Links

4

Promotion Notation

○

Report

×

Facebook

1

Twitter

1

+ No. of inserted products (up to 6)

※ The “ROMOTION” notation will be included in the tie-up page and the link area to tie-up page.

※ Advertisements placed by other advertisers will be inserted in the ad spaces.

※ The inserted article will remain accessible on the GQ JAPAN website as an archived article.

※ It is not possible to replace an image during the insertion period.

※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0	
Sponsored Content															与件確定						素材提出						初校ご提出		初校戻し	修正稿ご提出	
Sponsored Gallery Content					与件確定					オリエン			構成案ご提出		構成案お戻し							初校ご提出		初校お戻し		再校提出		再校お戻し	修正稿ご提出		
Cross-Media Tie-up					与件確定													校了データ確認				初校ご提出		初校お戻し		再校提出		再校お戻し	修正稿ご提出		
HTML Tie-up						構成案ご提出							初校ご提出		初校お戻し		再校提出				修正稿ご提出						Coding デバッグ提出	テストアップ			
オリエン																															

掲載

※Insertion schedules are rough estimates. Please understand that schedules may be subject to change according to their contents.

Application Procedure

For further information about the following contents, please contact Condé Nast Japan by email to <websales@condenast.jp>.

- 1. Insertion Suitability Confirmation** For new companies or products with no prior insertion record with GQ JAPAN magazine or the GQ JAPAN website, we will perform an examination to determine their suitability for insertion.
- 2. Vacant Frame Confirmation** When making an insertion application, please be sure to confirm that the desired frame is vacant in advance.
- 3. Application** Applications must be made by email according to the format listed below. After accepting an application, we cannot accept cancellation for any reason whatsoever.
- 4. Application Decision** After accepting an application, we will convey our official decision using an official “Application Received Email” reply.
- 5. Creative Survey** For products with no prior insertion record with GQ JAPAN magazine or the GQ JAPAN website, we will perform a creative review. In the case of newly produced items, we may also confirm the rough version, etc.
- 6. Reception Format** Please send the script as an email attachment according to the format listed below.
- 7. Competition Adjustment** Competition adjustment is not carried out in all frames.

Insertion Suitability Confirmation

Please make your inquiry after writing down the following items.

- Advertiser’s official name
- Official campaign product
- URL inserted in company brochure
- Advertisement link URL

· In some cases, we may wish to confirm past insertion records, etc.

Application Format

Please make your inquiry after writing down the following items.

- Advertising Agency’s official name
- Advertiser’s official name
- Notification details (subject matter)
- Advertisement link URL
- Medium
- Menu
- Insertion period
- Application amount

Reception Format

Please make your inquiry after writing down the following items.

- Advertising Agency’s official name
- Advertiser’s official name
- Notification details (subject matter)
- Advertisement link URL
- Medium
- Menu
- Insertion period
- Insertion volume
- Application amount
- Name of attached file

Concerning Insertion Reports

※Banner Report: We report the number of daily impressions, clicks, and CRT according to the Company’s format.

※Mail Menu Report: We report the total number of mail message copies distributed, the number opened, and the number of link buttons clicked over the 7-day period beginning with the distribution date according to the Company’s format.

※Tie-up Report: We report the number of daily HTML base page reviews for up to 5 external links according to the Company’s format.

※Basically, the report is presented 5 business days after the insertion period finishes.

※In the case of third-party distribution, confirmation of the technology used is required in advance. In such cases, essentially we are unable to check the click number. Instead, it is presumed that the number of impressions and clicks are reported by the external ad server side.

※Regarding the insertion standard for each page, please refer to the GQ JAPAN Advertising Regulation Guide.

※For details regarding banner advertising specifications, please refer to the GQ JAPAN Advertising Regulation Guide.

Condé Nast Japan

3F Osuga Bldg., 2-11-8 Shibuya, Shibuya-ku, Tokyo 150-0002

Telephone: 03-5485-9150

For inquiries, please contact us by email:

Insertion availability: adgd@condenast.jp Applications: order@condenast.jp

Reports: report@condenast.jp

Others: websales@condenast.jp

Disclaimers Associated with Advertising Insertion

- In the event that an advertisement is not inserted due to system trouble, for the first 8 hours from the scheduled start time (up to 18:00 on the insertion start day) the incident will not be considered warrantable. After that time, the incident will be considered warrantable and the company will compensate the advertiser by providing sufficient alternative insertion time to compensate for the period of non-insertion.
- Condé Nast Japan cannot be held responsible in the case that all or part of the obligations based on the advertisement insertion contract are not implemented for reasons not attributable to failure on the part of Condé Nast Japan; for example, unavoidable occurrences such as power cuts, communication line accidents, natural disasters, non-fulfillment of contracts by communications carriers, trouble on systems such as the internet infrastructure or other servers, etc., or urgent maintenance, etc. Moreover, Condé Nast Japan is absolved from any obligation within the range considered to be under the influence of the cause in question.
- Advertisement insertion trouble lasting for 3% or less of the scheduled insertion period or for 6 hours or less (whichever is the shorter) is not considered warrantable for compensation and is beyond the scope of compensation measures.
- During the course of distributing an advertisement, in the event that a link from the relevant advertisement is invalid or a failure occurs at the linked website, Condé Nast Japan may stop distributing the relevant advertisement, and in such a case, the Company can accept no responsibility for not inserting the advertisement.

Cancelation Rule

- After an official application has been received, cancellation cannot be accepted in principal. However, even if cancellation is possible, the full advertisement placement fee will be payable.

Advertisement Display Recommended Environment

[PC]

- OS: Windows 7 or later/browser: Internet Explorer 11, Chrome (latest version), Firefox (latest version)
- Browser setup: Java script enabled, Active X enabled, SSL enabled, Cookie use enabled, Style Sheet enabled, Flash Player ver. 9 or later (ver. 12 or later for video advertisements) plug-in installed environment
- ※The recommended environment may be subject to change in accordance with changes in specifications due to OS or browser renewal.
- ※Please note that where users are browsing from a mobile device using a full browser or due to the user's browser setting, the presence of firewalls, security software, plug-in software, or other settings and environments, it is possible that advertisements may not be deliverable or may be inserted incorrectly, or that links to URLs embedded in advertisements may not function.
- ※Flash playback in Google Chrome is dependent on the browser specifications (outside of the recommended environment).
- ※Video advertising is not compatible with Windows 8 (Metro user interface).

[Smartphone]

- Phone — OS: iOS 8.0 or later/browser: standard browser
- Android — OS: Android OS 4.0 or later/browser: standard browser
- ※The recommended environment may be subject to change in accordance with changes in specifications due to new device releases or to OS or browser renewal.
- ※Depending on the communications environment and individual device and OS specifications and the user's device usage conditions, it is possible that advertisements may not be deliverable or may be inserted incorrectly (advertisements may take time before being displayed), or links to URLs embedded in advertisements may not function.
- ※Please note that when the terminal is operating in the horizontal display mode, it is possible that advertisements may not be deliverable or may be inserted incorrectly, or that links to URLs embedded in advertisements may not function.

Advertisement Data Manuscript Regulations

- For the insertion standards for each page, please refer to the GQ JAPAN Advertising Regulation Guide.
- Please confirm the detailed banner specifications in the GQ JAPAN Advertising Regulation Guide.
- A creative examination will be conducted in advance.

Concerning Tie-ups

- The tie-up package fee includes the expenses involved in editorial tie-up page and guide banner ad production. (in the case that shooting and/or modeling use are required, these services will be billed separately.)
- Basically, the time required to produce GQ JAPAN editorial tie-ups varies depending on the plan. (In some cases in which additional elements such as optional menus are to be used, the production period may need to be extended.)
- In principle, the production flow consists of twice proofreading with a one- or two-day return deadline during the process.
- Around titles inside tie-up pages and inside texts, the use of corporate logos, brand logos or product logos is not permitted in principle.
- Functions embedded in tie-up pages such as sound, etc., are set at default OFF.
- The start time for tie-up ads is 10:00 on the insertion start day. In the case that a tie-up ad's finishing day falls on a Saturday or Sunday, the ad insertion will finish at 09:59 on the following business day.
- In the event that an advertisement is not inserted due to system trouble, for the first 8 hours from the scheduled start time (up to 18:00 on the insertion start day) the incident will not be considered warrantable. After that time, the incident will be considered warrantable and the company will compensate the advertiser by providing sufficient alternative insertion time to compensate for the period of non-insertion.
- In principle, it is not possible to change the creative content of tie-up pages during the insertion period.

Concerning Guide Banners

- Guide banners linked to editorial tie-ups are produced by GQ JAPAN. (Note 1) Please leave creative matters to the Editorial Department. Fonts, text volume, text size, and description methods will be decided based on the policy of the GQ JAPAN website. As for design, we regret that we are unable in principle to respond to opinions or requests from customers.
- It is possible to transfer guide banners to pure advertisements. (Note 2) However, it is not possible to employ unrelated materials for this purpose.
- Guide banner confirmation is basically limited to one occasion, with a one-day return deadline during the process. In principle, we request that client corrections not be made.
- Advertisement presentation takes place at the time of the second proofreading presentation. (※In the case of Rich banners, it takes place at the time of the first proofreading presentation. In the unlikely event that a correction is required, we will make the necessary changes.)
- Within guide banners linked to editorial tie-ups, insertion reports on Pick Up banners and mail magazine article advertisements are not presented.
- Guide space insertion positions are basically displayed in order of newness from the top. (※In the case that insertion is to start from the same day, basically it is carried out in order of application. However, the positioning order may be changed at the decision of GQ JAPAN.)
- All guide banners are produced using gif/jpg. ※ Apart from in the case of Expand banners. (※If the customer wishes to use a Flash, this will be charged separately.)
- Replacement is not permitted in the same promotion as the tie-up page guide space (one creative work per tie-up is permitted).

Concerning Material Production by GQ JAPAN (※All charges quoted below are net charges for reference.)

- Materials gathering (store, materials, event materials, etc.): separate charge ¥200,000. (approx. 2 hours materials gathering, for approx 2-page A4-size manuscript)
- Model shooting (1~2 cuts): separate charge ¥800,000. Product/merchandise shooting (8~10 pieces, small items): separate charge ¥400,000. (※If you wish to designate a specific photographer, stylist, model, etc., or if shooting takes place at a distant location, separate charges will be required.)
- In the case that photographic material purchasing is required, a separate charge may be made under consultation.
- Secondary usage fees are charged separately in respect of all materials costs. (※Our goal is to use 30% the original material.)

Others

- In the case of separate event information and corporate information pages, an additional page fee will be charged.

(Note 1)

- Guide banners are produced by editing the creative work using in the editorial tie-up and the title and subtitle. Non-related material is not used.
- Inside editorial frame guide banners, the display of corporate names and logos, brand logos, product logos, or product credits, and insertion of launch dates, etc., are not available in principle.
- The following types of expression may not be used in guide banners: Expressions of cheapness (bargain, bargain basement, exceptional, etc.), expressions of inducement, expressions of predominance (No.1 in the world, No. in the industry, etc.), superlative expressions (highest, best, extreme, special class, etc.), (※ Concerning expressions of predominance, please submit material proof of any specific claims.)

(Note 2)

- Transfers to pure ad are limited to additionally purchased (ordinary banner) ads. Transfers of editorial ad spaces (pick-up banners) to pure ads are not permitted.

When Making Applications

- For details of the flow up to the point of insertion, please refer to the GQ JAPAN Advertising Regulation Guide.
- The design of the site is subject to change without notice. In the event of major changes, or changes related to the advertising menu, we will inform advertisers immediately.
- When an advertising application is made, an examination will be made in accordance with GQ JAPAN regulations.
- For advertising production, please refer to the GQ JAPAN Advertising Regulation Guide.
- While these ad specifications are correct as of February 2016, size, capacity, etc. are subject to change.
- The Company may conduct surveys, etc., using the ad menus for the purpose of improving services to users and advertisers.
- Services are subject to temporary interruption due to system maintenance, etc.
- After an official application has been received, cancellation cannot be accepted in principal. However, even if cancellation is possible, the full advertisement placement fee will be payable.

Advertisement Insertion Standards

GQ JAPAN refuses to accept insertion orders for advertisements falling under the following categories.

- 1) Advertisement contents that cannot be inserted:
 - Those that violate or appear likely to violate international treaties, domestic regulations, or that encourage or appear likely to encourage violations.
 - Those that affirm or glorify violence or brutality, bizarre behavior or obscenity, and which are deemed offensive to public morals or likely to encourage or stimulate crime.
 - Those including content or expressions likely to foster an urge to speculate or to gamble.
 - Those that display links to contents that differ significantly from the indicated contents.
 - Those that slander, damage the character, or violate the privacy of third parties.
 - Those that slander the Company without cause or create an impression likely to damage its social standing. Also, those that unfairly negate or slander other contents of the Company's site.
 - Those likely to lead to misunderstanding that the Company and/or the Company's site has a relationship with the advertiser and/or the ad contents.
 - Indications using fallacies or incorrect displays likely to create the misconception that the product or service, etc. is superior to or more advantageous than rivals.
 - Those that use advertisements as decoys for things that the advertiser actually has no will to sell.
 - ※ Ads that the Company judges grossly inappropriate in consideration of their contents or impression.
- 2) Advertisements containing superlative expressions
 - GQ JAPAN agrees to the insertion of superlative expressions such as “biggest, best, etc., only in cases where such claims can be objectively proven. Also, in cases where the Company judges it necessary, the advertiser must provide clear data, sources, names of survey organizations, etc. via links.
 - ※ Apart from the above items, please bear in mind that the Company may refuse to accept any insertion order at its own discretion for any reason.

Regulations Governing Use of Media Materials

- Please ensure that information provided by GQ JAPAN to third parties in the form of product explanations, introductions, planning document production, and sales promotion materials is always accurate, up to date, and complete, and if changes occur, please renew the information immediately.
- The purpose of use of the image data used in this GQ JAPAN Media Guide is limited to product explanations, introductions, planning document production, and sales promotion materials for advertisements appearing in GQ JAPAN. Also, please understand that the images appearing in this guide are taken from other companies' past examples. It is not permitted to reproduce the same creative content or the same materials.
 - In the case of using image data, please comply with the following conditions.
 - 1) Advertisers are not permitted to copy accumulate or distribute data beyond the range stipulated in these usage regulations without the prior approval of GQ JAPAN and/or other copyright holders (image insertion companies). Moreover, advertisers may not use this data in ways that violate the rights of third parties in respect of privacy, honor, or other rights. If damage occurs due to a breach of this regulation, the advertiser shall be liable to pay appropriate compensation in lieu of such damage.
 - 2) Do not display wording that invites the misunderstanding by third parties that the image data has been approved for or been utilized for insertion, issue, editing or guarantee outside of GQ JAPAN.
 - 3) Do not display wording that describes or is suggestive of inaccuracy, harm, pornography, slander, racism, violence, unpleasantness, or abuse. Also, please avoid (a) inappropriate content for GQ JAPAN and the image insertion company, (b) content that violates intellectual property rights, and (c) content falsifying the relationship between GQ JAPAN and the image insertion company.
 - 4) Regarding complaints, demands, etc., concerning the information content using the image data, in cases where this falls outside of the advertising product regulations, addressing such complaints or demands is deemed to be the responsibility of the advertiser; GQ JAPAN can not accept any responsibility whatsoever.

Concerning the Creative Preliminary Examination

- Preliminary inspection objects: Creative items with no record of insertion in GQ JAPAN magazine or on the GQ JAPAN website
- In the case of new enterprises: “Insertion advisability confirmation” is required before requesting a preliminary examination.
- Examination contents: We only examine the creative content. Based on the ad insertion standards on the right and on the site's policy, we check the copy, wording, expressions, etc.

For Inquiries Concerning Advertising Insertion

Please contact: Daisuke Oikawa
 Business Solutions Division, Condé Nast Japan
 3F Osuga Bldg., 2-11-8 Shibuya, Shibuya-ku, Tokyo 150-0002

For Further Details Regarding Advertising Insertion

Please visit <http://corp.condenast.jp/media/>
 Email: websales@condenast.jp
 Telephone: 03-5485-9150

PC Browser Distribution

※Unless otherwise specified, all-browser common-distribution will be employed as has been the case up to now.

※The distribution browser is Google Chrome browser ver.42 or later.

※1: Only Google Chrome browser material editing can be distributed. (Distribution to Google Chrome browser: GIF)

※2: Only Google Chrome browser material editing can be distributed. (Distribution to Google Chrome browser: HTML5)

※3: Material distribution for each browser is not available.

Page	no.	Frame	Distribution Specification	GIF distributed for Chrome ※1	HTML5 distributed for Chrome ※2	Impossible to display separately ※3
All	1	Premium Canvas	Sizmek			○ Available only with Flash
	2	W Sky scraper	CNJ	○	○	
	3	Under banner	CNJ	○	○	
	4	Interstitial	CNJ			○ Available only with Still image
	5	Push down	Sizmek			○ Available only with Flash