

GQ JAPAN is a Multimedia Brand that Provides Premium Contents and Experience to a Premium Audience Through a Wide Variety of Platforms

The Japanese edition of GQ magazine, GQ JAPAN was first published in April 2003 and has since amassed broad-ranging support among Japanese business people as a 24-hour/365-day source of information for men of intelligence, character and sensitivity who are concerned about "essential quality" in both their business and private lives.

Unique User **3,000,000 UU**
(As of Jun 2023)

■ Desktop AD

PRODUCT	Objectives	Ad Placement	Terms	Size (W×H) Pixels	Creative Assets	Space	Implied Imps / w	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
Premium PAGE TAKEOVER Platinum Plan	Center space ads where our users are focused. Pushing down the contents, billboard size big banner is inserted to the space where users focus the most. With the billboard, 40% large size banner distribution is made possible which is a perfect menu for rich content operation. *Banner space plan is available only on this product.	All levels * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Premium billboard : 970×250 Billboard : 970×250 WSKY : 300×600	Premium billboard : Within 4MB(HTML5) Billboard : Within 300KB(JPEG/GIF)	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	Pushing down the contents, billboard size big banner is inserted to the space where users focus the most. Besides to show content in consistent tone across all.	All levels * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	Billboard : 970×250 WSKY : 300×600	Billboard : Within 300KB(JPEG/GIF) WSKY : Within	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

PRODUCT	Objectives	AD PLACEMENT	TERMS	Size (W×H) Pixels	Creative Assets	Space	Implied Imps / m	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
SmartPhone Premium Banner	SmartPhone Premium Banner which enables to place ads in ad spaces highly viewed articles as well as premium first view ad space of smartphones.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed - Rotation Insertion	FirstRectangle :600 x 500 Rectangle1: :600×500 Rectangle2: :600×500 or 600×1200	Within 150KB ※GIF / JPEG	35spaces	1,800,000	¥4,000,000	¥2,222	FirstRectangle : Up to 1 Rectangle1 : Up to 1 Rectangle2/ Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	18:00 on the 5th business day before insertion
						25spaces	1,200,000	¥2,800,000	¥2,333	FirstRectangle : Up to 1 Rectangle1 : Up to 1 Rectangle2/ Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
						15space	600,000	¥1,500,000	¥2,500	FirstRectangle : Up to 1 Rectangle1 : Up to 1 Rectangle2/ Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
SmartPhone Premium Video	SmartPhone Premium Banner which enables to place ads in ad spaces highly viewed articles as well as premium first view ad space of smartphones.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed - Rotation Insertion	FirstRectangle :600 x 500 (Still Image or VIDEO) Rectangle1: :600×500 Rectangle2: :600×500 or 600×1200(Still Image or VIDEO) ※Please choose video position First Rectangle or Rectangle2	Within 150KB ※GIF / JPEG VIDEO: Within 10MB/MP4	35spaces	1,800,000	¥5,000,000	¥2,778	FirstRectangle : Up to 1 Rectangle1 : Up to 1 Rectangle2/ Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	18:00 on the 5th business day before insertion
						25spaces	1,200,000	¥3,400,000	¥2,833	FirstRectangle : Up to 1 Rectangle1 : Up to 1 Rectangle2/ Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
						15space	600,000	¥1,800,000	¥3,000	FirstRectangle : Up to 1 Rectangle1 : Up to 1 Rectangle2/ Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
SmartPhone Premium Jack	offers video play among highly viewed articles such as first view ad space on the smartphone screen. If the video on upper position is scrolled out while being played, it starts where users left off when the lower player comes into the browser.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed - Rotation Insertion	FirstRectangle :600 x 500 Rectangle: :600×500 Interscroller: :600×1200 W sky: 600×1200	Within 150KB ※GIF / JPEG ※Please check the document "Interscroller Specification Details"	35spaces	1,800,000	¥4,100,000	¥2,278	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	18:00 on the 10th business day before insertion
						25spaces	1,200,000	¥2,900,000	¥2,417	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
						15space	600,000	¥1,600,000	¥2,667	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
SmartPhone Premium Jack Video	offers video play among highly viewed articles such as first view ad space on the smartphone screen. If the video on upper position is scrolled out while being played, it starts where users left off when the lower player comes into the browser.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed - Rotation Insertion	FirstRectangle :600 x 500 SecondRectangle: :600×500 Interscroller: :600×1200 W sky: 600×1200	Within 150KB ※GIF / JPEG Within 10MB ※VIDEO/MP4 ※Please check the document "Interscroller Specification Details"	35spaces	1,800,000	¥5,200,000	¥2,889	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						25spaces	1,200,000	¥3,500,000	¥2,917	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
						15space	600,000	¥1,900,000	¥3,167	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
SmartPhone Premium Jack Video Plus	offers video play among highly viewed articles such as first view ad space on the smartphone screen. If the video on upper position is scrolled out while being played, it starts where users left off when the lower player comes into the browser.	All SP screen pages except for below spaces: * Apart from sponsored page ,GQ Videos	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed - Rotation Insertion	FirstRectangle :600 x 500 SecondRectangle: :600×500 Interscroller: VIDEO :1280×720px Still image: 600×320px W sky: 600×1200	Within 150KB ※GIF / JPEG Within 10MB ※VIDEO/MP4 ※Please check the document "Interscroller Specification Details"	35spaces	1,800,000	¥5,200,000	¥2,889	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	18:00 on the 10th business day before insertion
						25spaces	1,200,000	¥3,500,000	¥2,917	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	
						15space	600,000	¥1,900,000	¥3,167	FirstRectangle : Up to 1 Rectangle : Up to 1 Interscroller : Up to 1 Wsky : Up to 1 ※Materials must be submitted as a package ※ Concerning regulations for creative work, please refer to the separate GQ JAPAN Advertising Specifications Guide	

IQ JMWAVE is a Multichannel Brand that Provides Premium Content and Experience to a Premium Audience Through a Wide Variety of Platforms

The business plan of IQ JMWAVE was first prepared in April 2021 and has since undergone several updates. However, business plan as a 24-hour/24-day basis of information for most of intelligence, character and specialty who are concerned about "essential quality" in both their business and private lives.

Version: 1.0
7th of July 2022

3,000,000 USD

PRODUCT	Objective	ESTIMATED PAGE VIEWS	Price	Unit Cost	Cost	Remark
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PRODUCT	Objective	ESTIMATED PAGE VIEWS	Price	Unit Cost	Cost	Remark
Native Article: Rich Template Type	Rich templates with various production and customizations such as short videos and animation	40,000	Media Fee: 1,500,000 Production Fee: 9,500,000	30 Business Days	Linked to the up page for 4 weeks Articles to be archived	○
Native Article: Rich Interaction Type	Top-up articles based on 4K images, live design GIF animation or background animation, but items is also possible	35,000	Media Fee: 2,500,000 Production Fee: 11,000,000	30 Business Days	Linked to the up page for 4 weeks Articles to be archived	○
Native Article: Interaction Type	Content like presentation or well as videos that have impression are best possible that it is a recommended means for effectively achieving 4K video, such as 16:9 volume and duration of the video	20,000	Media Fee: 2,000,000 Production Fee: 9,000,000	30 Business Days	Linked to the up page for 4 weeks Articles to be archived	○
Native Article: Gallery Type	A 5-day menu available to implement custom-size content using IQJ native content templates. In a photo gallery format	12,000	Media Fee: 4,200,000 Production Fee: 4,000,000	25 Business Days	Linked to the up page for 4 weeks Articles to be archived	○
PR Article News Type	Content such as product release information etc. can be introduced in the same format as IQJ 4K news article	5,000	Media Fee: 1,000,000 Production Fee: 1,000,000	10 Business Days	Linked to the up page for 4 weeks Articles to be archived	✖
Cross Media Top up		10,000	Media Fee: 4,200,000 Production Fee: 4,000,000	25 Business Days	Linked to the up page for 4 weeks Articles to be archived	○

NATIVE ARTICLE OFFERS - THREATS-CHECKING PLANS FROM THIRD PARTY MEDIA

PRODUCT	Objective	Estimated Reach/Views	Unit	ESTIMATED PAGE VIEWS	Price (USD)
Facebook + Instagram	Purchase through the IQJ JMWAVE Account Effective for improving the target audience's engagement by enabling targeting of users and device	-	Approx. 2 week - 4 week insertion	4,000 clicks	\$1,000,000
				9,400 clicks	\$2,000,000
Instagram	Purchase through the IQJ JMWAVE Account Effective for improving the target audience's engagement by enabling targeting of users and device	-	Approx. 2 week - 4 week insertion	4,000 clicks	\$1,000,000
				9,400 clicks	\$2,000,000
Twitter	Purchase through the IQJ JMWAVE Account Effective for improving the target audience's engagement by enabling targeting of users and device	-	Approx. 2 week - 4 week insertion	4,000 clicks	\$1,000,000
				9,400 clicks	\$2,000,000
LINE	For advertisers without LINE official account, promotion to LINE users is made possible using "SQUARE" official account. Official account linking check to be implemented. Target of promotion will be IQJ JMWAVE official account followers.	No. of Friends 150,000	1 push message	-	\$1,000,000
TikTok	Initial exposure to MULTIMEDIA content (promoting content to users who display high interest by means of a unique algorithm) Remark that display high click rates PCAdaptive/multi-channel compatible	-	Approx. 2 week - 4 week insertion	13,400,000 clicks	\$1,000,000
				22,000 clicks	\$2,000,000
NGV	Initial exposure to MULTIMEDIA content (promoting content to users who display high interest by means of a unique algorithm) Remark that display high click rates PCAdaptive/multi-channel compatible	-	Approx. 2 week - 4 week insertion	13,400,000 clicks	\$1,000,000
				26,000 clicks	\$2,000,000