



2020 MEDIA KIT



LEADING LIFESTYLE MAGAZINE FOR MEN

GQ(Gentlemen's Quarterly) is the world's leading men's lifestyle magazine being published in 19 countries including UK, Germany and Japan since it was launched in the US in 1957.

<**GQ Korea**> was launched in 2001 and has led the stylish lifestyle of Korean men based on its unrivalled contents, visuals, sophisticated tone and standpoint under the slogan of "It's good to be a man".



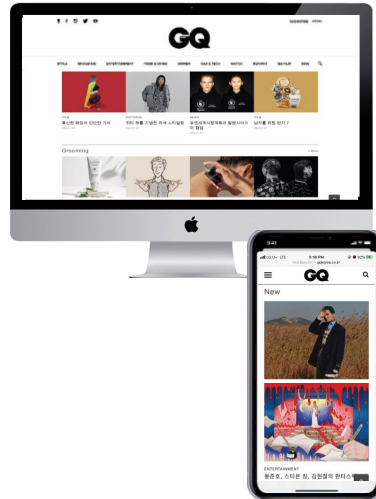
INFLUENTIAL MEDIA PLATFORM

<GQ Korea> has been recognized as top-rank media by introducing trendy and progressive content reflecting its own identity on both print magazine and the digital platforms. Thereby its reputation and the powerful position in its industry remains undefeatable since its launch.



PRINT MAGAZINZE

High-end men's lifestyle magazine with no.1 male readership in Korea*



WEB/MOBILE SITE

Online Platform conveying <GQ KOREA>'s content promptly and user friendly



SOCIAL MEDIA

The channels run by pertinent content operation optimized for each platform



EVENT

The most beloved event connecting media, audience and brands to get synergic results

* Ref: Korea Media Index 2019-2K

AUDIENCE PROFILE

The audiences of <GQ Korea> are mainly men in their 30s to 40s with high income. It was found that they are open minded toward commercial content and also have tendency to spare no effort for investing in themselves.

* Proportion of positive respondent to each question

DEMOGRAPHICS

Average age

35 (Online: 33)

Proportion of audience with high income *

80%

*Monthly income over 3.2K (USD)

Proportion of male audience

65%

LIFE STYLE*

Tend to trust products with ads

76%

Buy a product because its ad is cool

55%

Willing to spend more money if its quality is better

56%

Agree that men should care about their appearance

78%



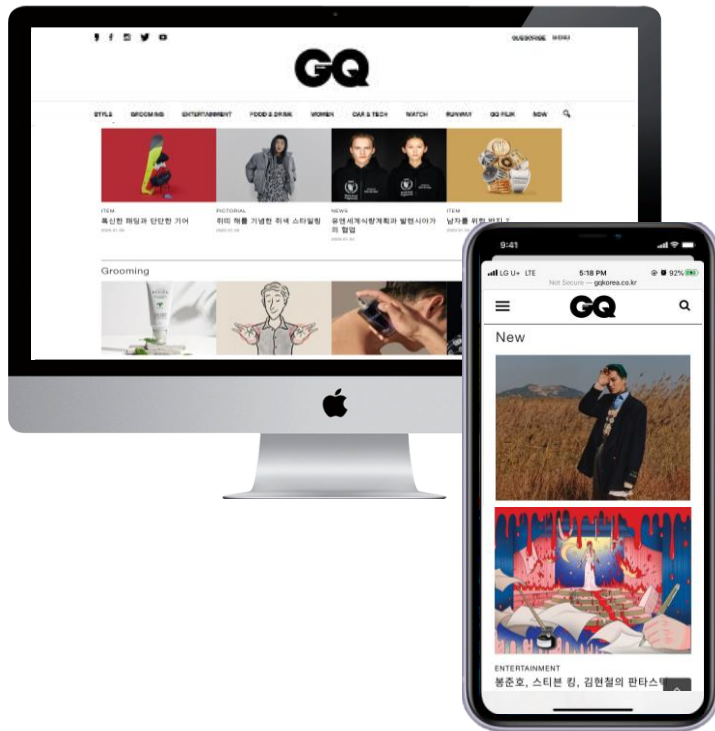
PRINT MAGAZINE

<GQ Korea> has been a top notch publication offering innovative perspective on contemporary men's lifestyle. It conveys high quality editorial and visual for introducing edgy fashion pictorials, eye-catching items and vivid cultural content with forthright critique.



GQ.COM / Web · Mobile

GQ.COM has unrivaled traffic among men's magazines in Korea. It is offering a responsive website optimized for digital devices and creating content suitable for online environments. The online audiences of <GQ Korea> are the most active and enthusiastic consumers in acquiring information and viral activities through the internet.



Average Monthly
Unique Visitor


1,160,000

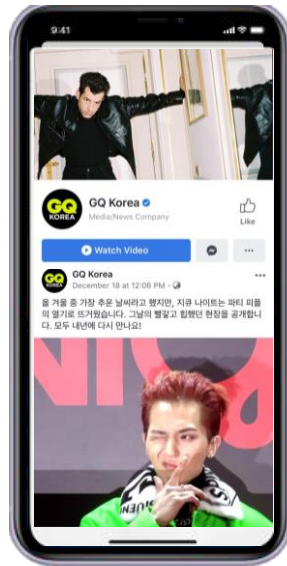
SOCIAL MEDIA


The social media channels of <GQ Korea> is a playground for the most active and self-expressive trend leaders. All channels are filled with unique content targeted to its highly engaged audiences on each platforms.

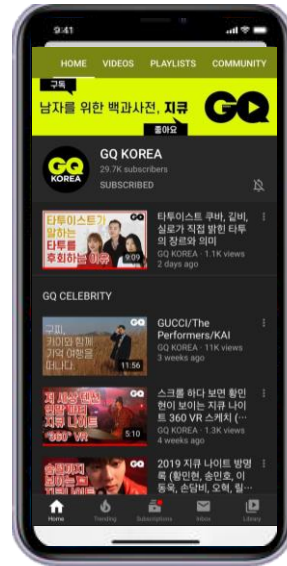
GQ KOREA Social Media Audience



 696,806



 374,165



 29,700

The number of
Main Social Media
Audience

1,320,000*

And other channels

- Kakao Friend – 119,968
- Twitter – 68,571
- Kakao Story – 25,890

* As of January 10, 2020

SIGNATURE EVENT / GQ NIGHT

GQ NIGHT, the signature event of <GQ Korea>, has been successfully held driven by the integrated multi-platforms of <GQ Korea>. The highlight of the event is to increase the value of the partner brand, provide new experiences for the audience, and enhance its influence as a media.



[GQ NIGHT](#) (Click for the review article)

GQ NIGHT is the most wanted and glamorous year-end party where all the stylish people and influencers gather. Every year the hottest musician invited presents remarkable live performance, and top tier celebrities selected as 'Men of the Year' by <GQ Korea> also attend the party. It has continued phenomenal success and has gone viral that is up to 1.3M of Instagram reach in 2019.

PRINT AD RATE

POSITION RATE (UNIT: 1,000 KRW)

Inside Front cover DPS	17,000
Second Double Page Spread	16,000
Third	15,000
Fourth	14,000
Sing page Facing T.O.C	7,000
Double T.O.C	12,000
Sing page Facing Masthead	6,000
Double Masthead	11,000
Sing page Facing Contributors	5,500
Double Contributors	10,000
Editor's Letter	5,300
Comments	5,000
Double Comments	9,000
Special	5,000
GQ Life	4,500
Feature	4,000
Grooming	3,500
Well	3,000
Inside Back cover DPS	9,000
Inside Back cover	5,000
Outside Back cover	23,000
Gate Folder	28,000



Webhard
 Doosan.webhard.co.kr
 ID : ggqad
 Password : ggqad

SCHEDULE

- Issue Date: 21th of Every Month
- Space/Material Closing Date : 15th of Every Month

AD SPEC

- Double page spread
 - Trimmed Size: 408*275mm
 - Including Bleed: 414*281mm
- Single page
 - Trimmed Size: 204*275mm
 - Including Bleed: 210*281m

DIGITAL AD RATE

Category	Device	Channel	Product	Type	Duration	SOV	Estimated Impressions	Rate (Unit: KRW)
DA	Mobile	Main/Sub	Top banner	jpg/gif	1 week	50%	150,000	4,000,000
		Main/Sub	Top banner-Video	mov/avi/mp4			150,000	8,000,000
		Main/Sub	Billboard banner	jpg/gif			150,000	4,000,000
		Main/Sub	Middle banner	jpg/gif			400,000	4,000,000
		Main/Sub	Middle banner-Video	mov/avi/mp4			400,000	6,000,000
		Main/Sub	Footer banner	Image			150,000	6,000,000
	Desktop	Main/Sub	Top banner	jpg/gif		100%	30,000	1,000,000
		Main/Sub	Top banner-Video	mov/avi/mp4			30,000	3,000,000
		Main/Sub	Billboard banner	jpg/gif			30,000	1,000,000
		Main/Sub	Middle banner	jpg/gif			60,000	1,000,000
Main/Sub		Middle banner-Video	mov/avi/mp4	60,000	2,000,000			

Category	Type	Product	Duration	SOV	Estimated Impressions	Estimated Views	Rate (Unit: KRW)
Advertorial	Advertorial	BASIC Advertorial	1 time	-	-	-	3,000,000
		SPECIAL Advertorial	1 time	-	-	-	5,000,000
		SHOP Advertorial	1 time	-	-	-	5,000,000
	Traffic Driver	Fix sub thumbnail	1 week	50%	200,000~400,000	500~1,000 View	3,000,000
		Fix second article	1 week	50%	10,000~20,000	10,000~20,000 View	3,000,000

Category	Platforms	Product	Duration	The number of fans	Rate (Unit: KRW)
SNS	GQ Facebook	Posting	1 time	Fan 370k	3,500,000
		Posting		Followers 755k	4,000,000
	GQ Instagram	Posting		Followers 755k	500,000
		IGTV Posting		Followers 755k	4,000,000
	GQ KaKaoPlus	Posting + Push Message		Friends 123k	13,000,000
	GQ KaKaoStory	Posting		Fan 24k	3,000,000
	GQ YouTube	Posting		Subscriber 20k	2,000,000
	GQ Naver Post	Posting		Fan 12k	3,000,000

※ The guideline and more details can be found on the GQ Digital AD proposal on the Homepage

- [GQ Digital Ad Proposal](#)
- [Banner position & AD guideline](#)

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