

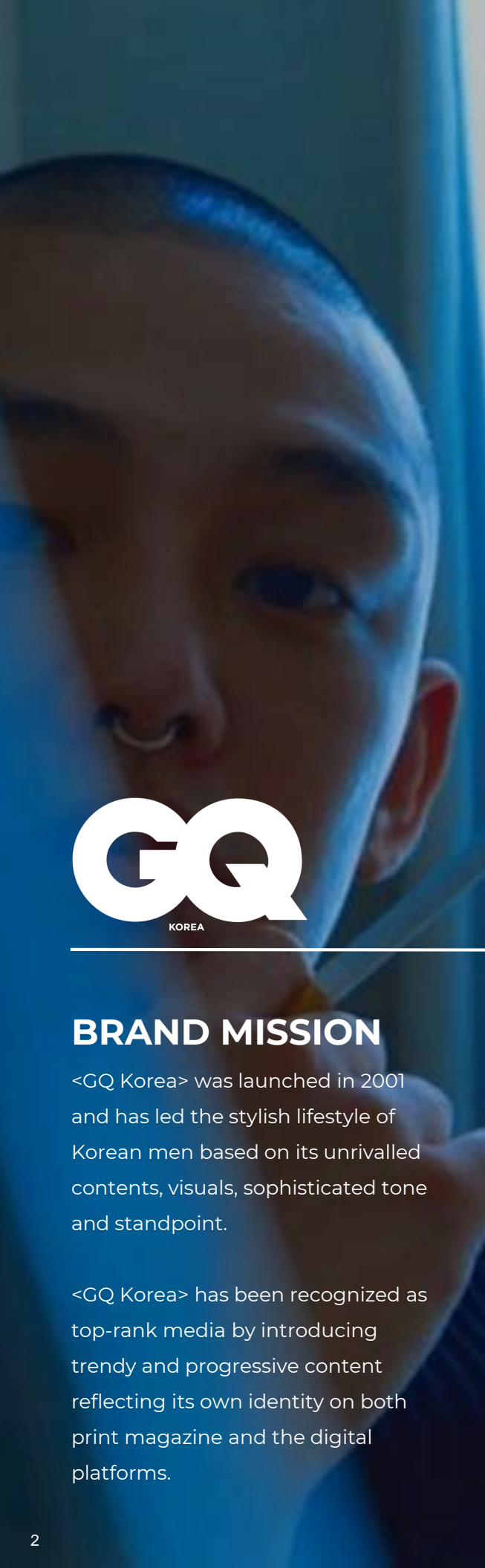


GQ

KOREA

GQ Korea Media Kit
2021

CONDÉ NAST



BRAND MISSION

<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.

<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.

<GQ Korea> defines the new ideal man as being progressive, receptive, thinking outside the gender binary, and having delicate taste of their own.

We are currently focusing on expanding target audience to be more flexible and contemporary, realizing various ways to approach to the younger generation who are highly influential over culture and are conscious about social phenomena.

JEE YOUNG KANG EDITOR-IN-CHIEF

2.1M

GLOBAL REACH
(PRINT/ONLINE/SOCIAL)

20.4M

VIDEO VIEWS

1.47M

SOCIAL MEDIA
FOLLOWERS

1M

WEBSITE MONTHLY PV*

33

AVERAGE AGE

68%

AUDIENCE WITH
HIGH INCOME *

*Monthly HHI over 5M KRW

72%

WILLING TO BUY
QUALITY PRODUCTS
REGARDLESS OF PRICE

82%

INTERESTED IN
TAKING CARE OF
ONE'S APPEARANCE

*Source: Korea Media Index 2020-1R, Google Analytics 2020

CONDÉ NAST



GQ
KOREA

BRAND
HIGHLIGHTS

GQ 'MEN OF THE YEAR' 2020

presenting the most outstanding men of the year will be revealed in the December issue with special multi covers. In addition, 3D digital covers of December issue, created by 3D artist Sangho Noh, were released on Instagram. It was created to make it possible to experience without going to specific place or seeing and touching products as it became difficult to hold offline events due to COVID 19. The five 3D covers were designed in consideration of the direction and the theme of the collection pursued by each sponsor brand. The character and promotional brand products are realistic, but the synthesized virtual space is unrealistic, so it has received a response that it is a modern and interesting approach.

GQ LAUNCHED THE FIRST EVER AR MAGAZINE

for June issue in collaboration with LG UPlus, one of three major telecoms in Korea. It is available on the UPlus AR application, featuring GQ Korea's signature content, OOTD series filmed in AR.

BURBERRY'S TB MONOGRAM CAMPAIGN

for summer teamed up with R&B artist Dean to release a collaboration track and music video titled "Imagination". "Ines Alpha", a global 3D makeup filter creator and artist, developed a 3D face filter for this campaign.

GQ SHOWCASED ITS FIRST 3D GRAPHIC AD

created by a 3D graphic artist/illustrator ".pic" and sponsored by Boss Men and Alexander McQueen in the October issue.

CONDÉ NAST



PRODUCTION
SCHEDULE

ON SALE DATE	BOOKING DEADLINE	MARETIAL DEADLINE	PRIME SITE DEADLINE
January 2021			
21 DEC 20	10 NOV 20	14 DEC 20	1 DEC 20
February 2021			
21 JAN 21	10 DEC 20	14 JAN 21	1 DEC 20
March 2021			
22 FEB 21	10 JAN 21	14 FEB 21	1 DEC 20
April 2021			
22 MAR 21	10 FEB 21	14 MAR 21	1 DEC 20
May 2021			
21 APR 21	10 MAR 21	14 APR 21	1 DEC 20
June 2021			
21 MAY 21	10 APR 21	14 MAY 21	1 DEC 20
July 2021			
22 JUN 21	10 MAY 21	14 JUN 21	1 JUN 21
August 2021			
21 JUL 21	10 JUN 21	14 JUL 21	1 JUN 21
September 2021			
21 AUG 21	10 JUL 21	14 AUG 21	1 JUN 21
October 2021			
24 SEP 21	10 AUG 21	14 SEP 21	1 JUN 21
November 2021			
21 OCT 21	10 SEP 21	14 OCT 21	1 JUN 21
December 2021			
22 NOV 21	10 OCT 21	14 NOV 21	1 JUN 21



PRINT RATE CARD

PRINT RATE CARD

SIZE/POSITION	RATE (1,000 KRW)
GATEFOLDER	28,000
Outside Back Cover	23,000
Second Double Page Spread	16,000
Third	15,000
Fourth	14,000
Single page Facing T.O.C	7,000
Double T.O.C	12,000
Single page Facing Masthead	6,000
Double Masthead	11,000
Single 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

PROMOTIONS

Page	4,000
DPS	8,000
Creative per page	2,000 (net)

INSERTS

Scent strips	RATE on application (1,000 KRW)
UV Coating	1,000
Tap	10,000



DIGITAL AND
WEB RATE CARDS

WEB RATE CARD

POSITION	Size	RATE(1,000 KRW)
Mobile Top	640*100, 320*50	4,000
Mobile Top - Video	640*360	8,000
Mobile Billboard	640*200, 320*100	4,000
Mobile Middle	600*500, 300*250	4,000
Mobile Middle -Video	별도가이드	6,000
Mobile Footer	640*100, 320*50	6,000
Mobile Stories	별도가이드	5,000
Desktop Top	970*90	1,000
Desktop Top - Video	1600*900	3,000
Desktop Billboard	970*250	1,000
Desktop Middle	930*180	1,000
Desktop Middle -Video	1600*900	2,000
Web Advertorial		3,000~

SNS RATE CARD

GQ Instagram Posting	4,000
GQ Facebook posting	3,500



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