

# Advertising Rates/Mechanical Requirement



## SIZE

SIZE (Magazine Trim Size 285mm×210mm)	Bleed Size	Trimmed Size	Type Area Page
Full Page	291mm×216mm	285mm×210mm	265mm×190mm
Double Page Spread	291mm×427mm	285mm×420mm	265mm×401mm
Outside Back Cover	276mm×206mm	270mm×200mm	260mm×190mm

## ON-SALE DATES

Cover Issue		On-Sale Date	Closing Date	Material Deadline
2024	March	1-Feb	10-Oct	12-Dec
	April	1-Mar	11-Nov	8-Jan
	May	1-Apr	11-Dec	11-Feb
	June	1-May	9-Jan	10-Mar
	October	30-Aug	10-May	9-Jul
	November	1-Oct	1-Jun	10-Aug
	December	1-Nov	9-Jul	11-Sep
2025	January&February	29-Nov	12-Aug	11-Oct

## REQUIRED MATERIALS

**GQ Japan is printed on 4c/4c web offset. Machine color proof will be provided for your final approval.**

### Digital Files

- Image data must be high resolution scan, minimum 350dpi. (PDF data)
  - Please prepare a page layout in which the company names, marks, photographs, and other indispensable parts are pushed to at least 10mm from the boundaries of top, bottom and side edges.
  - Also, for the first double page spread (second double spread), Gatefold Cover and the Cover 3 (inside back cover) page, in the same way, please take care not to insert anything within 3mm from the spine of the book (central margin).
- Fully formatted digital files with Output Sample will be accepted.
  - Digital File Information Needed In Advance: OS version and application software version, fonts used and vendor name plus any additional information regarding XTensions and image data.
  - Image can be provided in either color transparencies, art, or digital data.
  - Advertisers must keep a back-up copy of the digital file.
  - Detailed information available from your sales representative.
  - Change can only be accepted in complete replacement digital file.

### Film Supply

- Supply film positives in right reading, emulsion-side down, 175 line screen.
- OK'd machine color proof with inking gauge on MC art paper prepared from supplied films must be accompanied with positives.
- Change can only be accepted in complete replacement film set.

### OTHER SIZES

Sizes other than those above are available on contract basis, but must be negotiated separately, and are non-cancellable.

All special space units, such as gatefolds, multiple page advertisements which require special positioning, or other-than-normal printing treatment, must be discussed in advance with the Advertising Department to establish mechanical feasibility and rates.

### GENERAL CONDITIONS

>The word "promotion" will be placed above or below copy which in GQ's opinion simulates editorial.

No responsibility will be accepted for errors in copy or key numbers, or for any loss arising from the failure of an advertisement or any part thereof to appear or for any changes made after the material deadline.

GQ shall be under no liability to compensate the advertiser for loss associated with the delay or non-publication of advertising caused or contributed to by factors beyond GQ's control provided that, in the case of non-publication, GQ shall, if requested, refund to the advertiser any fees paid to GQ in respect of the relevant advertising, less GQ's expenses, if any in relation to such advertising.

Except where contrary to statute, GQ shall not in circumstance be liable to the advertiser for consequential damage, its liability, if any, to the advertiser being in all cases not more than the amount of fees paid or payable by the advertiser to GQ in respect of the advertising concerned.

Indemnity and Warranty-The advertiser agrees to indemnify and keep indemnified GQ in respect of all liabilities, losses, damages, costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising out of or in connection with any material published by GQ on behalf of the advertiser.

The advertiser warrants to GQ that all advertising material and information submitted or to be submitted by on behalf of the advertiser is such that its publication will not infringe the provision of any law or statute and will not give rise to any claim or right of action whatsoever against GQ whether at common law or under statute.

## Advertising Rates

	~ 5 p	6 p ~ 1 1 p	1 2 p ~ 2 3 p	2 4 p ~
<b>FREQUENCY DISCOUNT</b>	-	10%	15%	20%
<b>Position</b>				
R.O.B Single	1,500	1,350	1,275	1,200
R.O.B DPS(Double Page Spread)	3,000	2,700	2,550	2,400
Gatefold	8,000	7,200	6,800	6,400
First DPS(Double Page Spread)	4,000	3,600	3,400	3,200
Second DPS	3,800	3,420	3,230	3,040
DPS before T.O.C	3,600	3,240	3,060	2,880
Single page facing T.O.C I	2,100	1,890	1,785	1,680
DPS Between T.O.C I	3,500	3,150	2,975	2,800
Single page facing T.O.C II	2,000	1,800	1,700	1,600
DPS Between T.O.C II	3,400	3,060	2,890	2,720
Single page facing T.O.C III	1,900	1,710	1,615	1,520
First DPS after T.O.C III	3,300	2,970	2,805	2,640
Single page facing "Editor's Letter"	1,800	1,620	1,530	1,440
DPS after "Editor's Letter"	3,250	2,925	2,763	2,600
Single page facing "Column"	1,700	1,530	1,445	1,360
First DPS after "Column"	3,200	2,880	2,720	2,560
DPS after "Column"	3,100	2,790	2,635	2,480
Inside back cover(Third cover)single page	1,500	1,350	1,275	1,200
Back cover(Forth cover)	2,500	2,250	2,125	2,000

\*Regarding GQ Promotion (Editorial Tie-up Ad), we will accept an order from 2 pages or more.Closing date for GQ Promotion is 80 days before on-sale date.

\*Japan's 10% consumption tax is not included in the above rates.

\*Production expenses will apply in addition to the above space rates. Please contact GQ JAPAN Business Solutions Division for details.

### Conde Nast Japan Advertising Department.

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### GQ JAPAN

Frequency: Monthly Cover Price: 880yen

For inquiries on GQ JAPAN advertising, mail us at

[gq-adv@condenast.jp](mailto:gq-adv@condenast.jp)