



# GQ

South Korea Media Kit

2023

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> has defined the attractive male figure for this generation to be those who are gentle, detailed yet 'progressive and unconventional' and is working to take their existing readers on a journey to be exactly that.

Also <GQ Korea> has set the young generation, those who are interested in and have large influence in the social and cultural events, as their new target and are experimenting new ways to communicate with them.

**JEE YOUNG KANG EDITOR-IN-CHIEF**

3.5M

**GLOBAL REACH  
(PRINT/ONLINE/SOCIAL)**

2.1M

**SOCIAL FOLLOWERS**

99.7M

**TOTAL VIEWS OF  
YOUTUBE VIDEOS**

35

**AVERAGE AGE**

70%

**MALE AUDIENCE**

67.9%

**AUDIENCE WITH  
HIGH INCOME \***

\*Monthly HHI over 5M KRW

79.3%

**WILLING TO BUY  
QUALITY PRODUCTS  
REGARDLESS OF PRICE**

70.6%

**IMPORTANT TO LOOK  
YOUNG**

Source: KQ22R1 HRC Media Index 2022-1K (1R), Google Analytics 2022

**CONDÉ NAST**



BRAND  
HIGHLIGHTS  
2022

## <BTS SPECIAL EDITION> 2022 JAN ISSUE

The January 2022 magazine was covered by photo shoot of BTS.

After being published in Korea, this photo shoot made it into the main cover of 12 different magazines world wide including GQ Japan and GQ Australia.

Not only did this collaboration have photo shoot, it also included cover making videos, interview videos as well as the special fashion film of each of the BTS members filmed on the media art wall.

The BTS Special edition was the outcome of the first collaboration between GQ Korea and Vogue Korea. It resulted in 3 Vogue covers and 8 GQ covers which was unprecedented and received a lot of attention around the globe.

## GQ 'MEN OF THE YEAR' 2022

After 3 years, <GQ NIGHT> returned as an offline party with the theme RED. The party showcased a Red Electric Vehicle selected as the vehicle of the year as well as having 5 people who have been selected as the MEN OF THE YEAR. The night heated up in red with YAEJI, DJ KHYO, NET GALA and JIIN featured in the line up and made <GQ NIGHT> a night to be remembered.

## <SNEAKER DAY> LIVE STREAMING

<SNEAKER DAY> is a day to celebrate sneaker culture and covers the history and different styling of sneakers as well as having special events. This year it came to our audiences in the form of a talk show in a digital format on a live streaming platform. It covered different topics including history of basketball shoes and limited editions of different sneaker brands and gave us a chance to meet and discuss with a lot of sneaker enthusiasts.

## GOLF EVENT <THE GQ OPEN>

<THE GQ OPEN> a first golf event hosted by GQ Korea was held over two days during September in the Ladena Gold Club.

This festival was well received as it boasted excellent hospitality service, DJ music, various events between the rounds and snacks and drinks.

Furthermore, a digital collaboration was held to make the playlist curation and face filters available both onsite as well as online so those who couldn't physically make it could still enjoy the festival.

CONDÉ NAST



**GQ**

PRODUCTION  
SCHEDULE

**ON SALE DATE      BOOKING DEADLINE      MATERIAL DEADLINE      PRIME SITE DEADLINE**

**JANUARY 2023**

21 DEC 22      10 NOV 22      12 DEC 22      1 DEC 22

**FEBRUARY 2023**

21 JAN 23      10 DEC 22      12 JAN 23      1 DEC 22

**MARCH 2023**

21 FEB 23      10 JAN 23      12 FEB 23      1 DEC 22

**APRIL 2023**

21 MAR 23      10 FEB 23      12 MAR 23      1 DEC 22

**MAY 2023**

22 APR 23      10 MAR 23      12 APR 23      1 DEC 22

**JUNE 2023**

21 MAY 23      10 APR 23      12 MAY 23      1 DEC 22

**JULY 2023**

21 JUN 23      10 MAY 23      12 JUN 23      1 JUN 23

**AUGUST 2023**

21 JUL 23      10 JUN 23      12 JUL 23      1 JUN 23

**SEPTEMBER 2023**

21 AUG 23      10 JUL 23      12 AUG 23      1 JUN 23

**OCTOBER 2023**

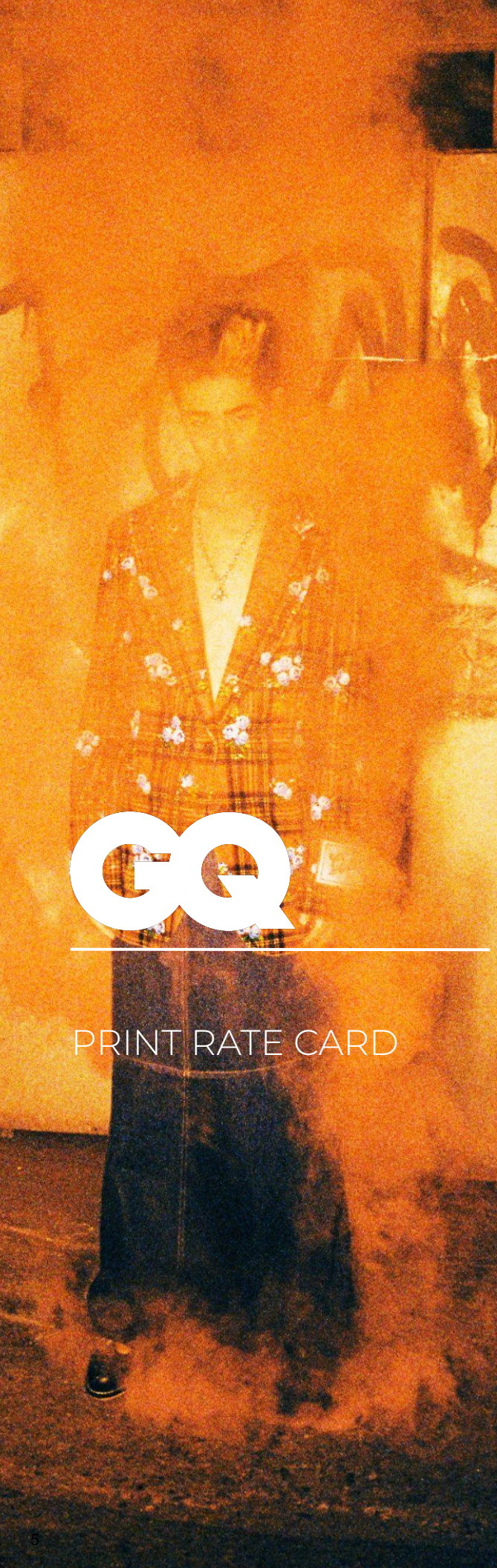
23 SEP 23      10 AUG 23      12 SEP 23      1 JUN 23

**NOVEMBER 2023**

21 OCT 23      10 SEP 23      12 OCT 23      1 JUN 23

**DECEMBER 2023**

21 NOV 23      10 OCT 23      12 NOV 23      1 JUN 23



PRINT RATE CARD

PRINT RATE CARD

<b>SIZE/POSITION</b>	<b>RATE (1000KRW)</b>
Gatefold	28,000
Outside Back Cover	23,000
2nd Double Page Spread	16,000
3rd Double Page Spread	15,000
4th Double Page Spread	14,000
Single Page Facing T.O.C	7,000
Double Page T.O.C	12,000
Single Page Facing 1st Masthead	6,000
Double Page Spread after 2nd Masthead	11,000
Single Page Facing 1st Contributors	5,500
Double Page Spread after 2nd Contributors	10,000
Single Page Facing Editor's Letter	5,300
Single Page Facing Comments	5,000
Double Page Spread after Comments	9,000
Single Page Facing "Special"	5,000
Single Page Facing "GQ Life"	4,500
Single Page Facing "Feature"	4,000
Single Page Facing "Grooming"	3,500
Single Page Facing "Well"	3,000
Inside Back cover double page spread	9,000
Inside Back cover	5,000

<b>PROMOTIONS</b>	
Page	5,000
DPS	10,000
Creative per page	2,000(net)

<b>INSERTS Scent strips</b>	<b>RATE on application</b>
UV Coating per page	1,000
Tap	10,000



**GQ**

DIGITAL AND  
WEB RATE CARDS

## WEB RATE CARD

<b>POSITION</b>	<b>SIZE</b>	<b>RATE (1,000KRW)</b>
Mobile Top	320x50	5,000
Mobile Middle	320x250	5,000
Mobile Top-Video	320x180	8,000
Mobile Middle-Video	320x180/ 320x320/ 320x455	7,000
Footer Banner	320x100	7,000
Mobile Stories	320x100	5,000
Desktop Top	970x90	2,000
Desktop Middle	930x180	2,000
Desktop Top-Video	970x90	4,000
Desktop Middle-Video	1600x900	3,000
Web Advertorial	-	3,000~
GQ Instagram Posting	-	5,000
GQ Facebook Posting	-	4,000

CONDÉ NAST