



**GQ**  
KOREA

Media Kit  
**2025**

CONDÉ NAST





## BRAND MISSION

GQ Korea was launched in 2001 and has led the stylish lifestyles of Korean men through its unrivaled content, striking visuals, and sophisticated editorial tone and perspective.

GQ Korea has been recognized as a top-tier media brand by delivering trendy and progressive content that reflects its unique identity across both print and digital platforms.

GQ Korea defines today's attractive man as gentle and meticulous, yet progressive and unconventional. The brand is committed to evolving its readership into a more flexible, contemporary audience that embodies the spirit of the times.

In pursuit of this vision, GQ Korea now targets a younger generation—deeply engaged with culture and social trends and influential across the cultural landscape. The brand is exploring new ways to communicate and connect with this emerging audience, ensuring its content stays relevant and impactful.

JEE YOUNG KANG EDITOR-IN-CHIEF

4.7M

GLOBAL REACH  
(PRINT/ONLINE/SOCIAL)

2.8M

SOCIAL FOLLOWERS

153M

TOTAL VIEWS OF  
YOUTUBE VIDEOS

31.8

AVERAGE AGE

62%

MALE AUDIENCE

74.2%

AUDIENCE WITH  
HIGH INCOME \*

\*Monthly HHI over 6M KRW

91.3%

WILLING TO BUY  
QUALITY PRODUCTS  
REGARDLESS OF PRICE

58.8%

IMPORTANT TO LOOK  
YOUNG

Source: KQ23R1 Korea Media Index 2023-1K (1R), Google Analytics 2023

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BRAND  
HIGHLIGHTS

## GQ GYM

In spring 2025, GQ Korea launched GQ GYM, its first fitness pop-up event, offering a new way to experience exercise. Unlike typical fitness programs, GQ GYM featured brand-partnered sessions, interactive classes, and public programs, redefining exercise as a lifestyle choice. Over three days in Seongsu-dong, it attracted about 2,800 visitors and delivered an innovative offline experience in collaboration with fashion and lifestyle brands.

## SUPPLEMENT ISSUE <GQ SPORTS>

GQ SPORTS is a special supplement capturing the dynamic world of sports from a multi-dimensional perspective. It features fashion editorials spanning high-end luxury brands to heritage sports labels, while highlighting wellness trends and the everyday styles of sports stars. Beyond showcasing sports items from diverse angles, GQ SPORTS offers content to strengthen both body and mind, setting a new direction for sports magazines targeting young, energetic readers.

## MULTI COVER ISSUE < GQ HEROES >

In June 2025, GQ Korea launched GQ HEROES, a special issue spotlighting contemporary leaders in sports, art, film, ballet, and gastronomy. Five trailblazers were featured on exclusive covers and in-depth 12-page interviews. GQ HEROES goes beyond celebrity profiles, delving into the ideas and actions that define these individuals. Through distinctly GQ conversations, it offers insights and a modern sensibility that captures the spirit of the times.

## 2024 GQ MEN OF THE YEAR <GQ NIGHT>

The highlight of GQ's Men of the Year campaign, GQ NIGHT brought together 2024's standout figures. Actors Lee Jung-jae, Lee Jong-won, fencer Oh Sang-wook, and Yeonjun of TOMORROW X TOGETHER were honored as Men of the Year, while Winter of aespa was recognized as Woman of the Year. The Maserati GranCabrio, named Car of the Year, captivated the audience with its striking red interior. Electrifying performances by Pedro Winter (Busy P), founder of Ed Banger Records, and artists FALLENS, FRNK, and SHAUN lit up the Seoul night, making GQ NIGHT an unforgettable celebration.

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GQ

## PRODUCTION SCHEDULE

ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	PRIME SITE DEADLINE
JANUARY 2025			
23 DEC 24	10 NOV 24	12 DEC 24	2 DEC 24
FEBRUARY 2025			
21 JAN 25	10 DEC 24	10 JAN 25	2 DEC 24
MARCH 2025			
23 FEB 25	10 JAN 25	12 FEB 25	2 DEC 24
APRIL 2025			
21 MAR 25	10 FEB 25	12 MAR 25	2 DEC 24
MAY 2025			
21 APR 25	10 MAR 25	11 APR 25	2 DEC 24
JUNE 2025			
22 MAY 25	10 APR 25	12 MAY 25	2 DEC 24
JULY 2025			
23 JUN 25	9 MAY 25	12 JUN 25	2 JUN 25
AUGUST 2025			
21 JUL 25	10 JUN 25	11 JUL 25	2 JUN 25
SEPTEMBER 2025			
22 AUG 25	10 JUL 25	12 AUG 25	2 JUN 25
OCTOBER 2025			
22 SEP 25	8 AUG 25	12 SEP 25	2 JUN 25
NOVEMBER 2025			
21 OCT 25	10 SEP 25	10 OCT 25	2 JUN 25
DECEMBER 2025			
21 NOV 25	10 OCT 25	12 NOV 25	2 JUN 25

CONDÉ NAST





## PRINT RATE CARD

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### SIZE/POSITION

	<b>RATE</b> (1000KRW)
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

### PROMOTIONS

Page	5,000
DPS	10,000
Creative per page	2,000(net)

### INSERTS Scent strips

UV Coating per page
Tap

### RATE on application

1,000
10,000



GQ

DIGITAL AND  
WEB RATE CARDS

## WEB RATE CARD

POSITION	SIZE	RATE (1,000KRW)
Mobile Special	750x422	10,000
Mobile Special Video	750x422	10,000
Mobile Interscroller	750x1332	10,000
Mobile Interscroller Video	750x1332	10,000
Mobile Top	750x609	6,000
Mobile Top Sticky	750x117	6,000
Footer Sticky	750x117	7,000
Middle	320x320/455	6,000
Middle Video	320x320/455	8,000
Desktop Top	970x250	3,000
Desktop Top-Video	970x546	5,000
Desktop Middle	930x180	3,000
Desktop Middle-Video	930x523	5,000
Desktop Sky	300x600	3,000
Web Advertorial	-	4,000~
GQ Instagram Posting	-	5,000
GQ Facebook Posting	-	3,000

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GQ

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