



THE LEADING FASHION &
LIFESTYLE BRAND FOR MEN

MEDIA PACK 2019

CONDÉ NAST INDIA



A multinational, multi-platform company with presence across print, TV, OTT, web, mobile, social and on-ground properties

Condé Nast reaches an affluent audience of over 10 Million

Condé Nast India is a 100% subsidiary of Condé Nast International

Condé Nast India launched GQ in 2008

Condé Nast India's magazines have a total circulation of 125,000 copies with a combined readership of 625,000 readers

THE POWER OF *GQ*



US, 1957



UK, 1988



SPAIN, 1994



TAIWAN, 1996



GERMANY, 1997



AUSTRALIA, 1999



ITALY, 1999



S. AFRICA, 1999



RUSSIA, 2001



KOREA, 2001



JAPAN, 2003



MEXICO, 2006



FRANCE, 2008



INDIA, 2008



CHINA, 2009



BRAZIL, 2004



TURKEY, 2012



THAILAND, 2014



PORTUGAL, RELAUNCHED 2015

A global leader in lifestyle and luxury

19 EDITIONS
10 YEARS COMPLETED IN INDIA

DNA



GQ has the **COOL FACTOR**

GQ has the **SMART, SHARP AND INTELLECTUAL** approach to fashion and lifestyle

GQ maintains the **HIGHEST CALIBER** of investigative journalism

FASHION is the foundation of *GQ*. It always has been and always will be.

GQ sets the standard for a modern gentleman's lifestyle:
Progressive, Modern & Socially-Conscious

Today's "Gentleman" is an **INDIVIDUAL**, not defined by a dress code



**GQ IS THE MARKET LEADER IN
MEN'S LIFESTYLE WITH**

80%

**OF THE ADVERTISING SHARE
IN THE LUXURY SEGMENT**

280+

BRAND RELATIONSHIPS

120+

BRANDS ON DIGITAL

100+

NEW BRANDS IN *GQ*
MAGAZINE IN THE LAST YEAR

PORTFOLIO



MAGAZINE



WEBSITE



SOCIAL MEDIA



EVENTS

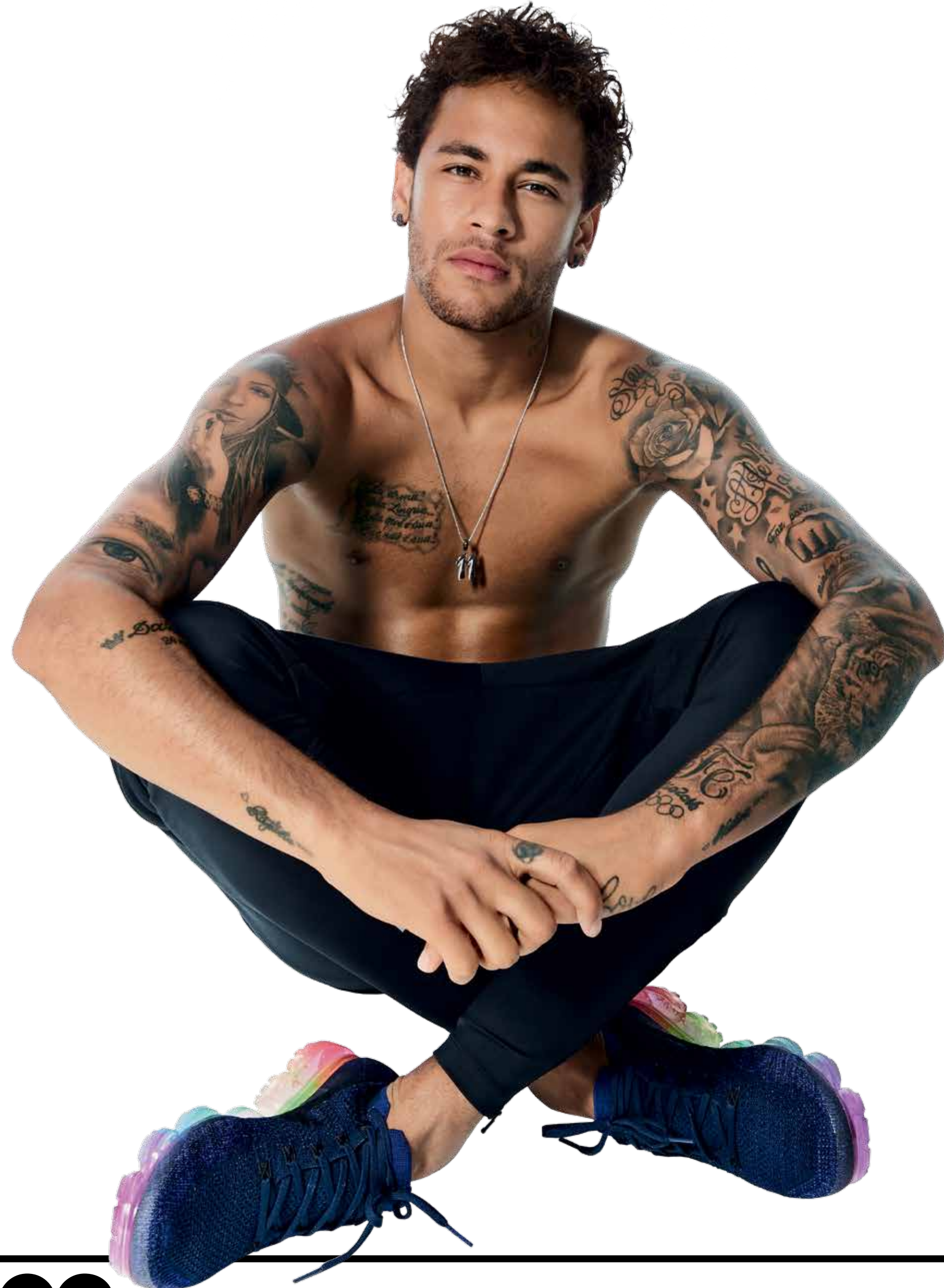


CONDÉ NAST CREATIVE STUDIO



CONDÉ NAST VIDEO

GQ EVERYWHERE



30,000 copies

Distributed pan-India across **8** metros and **80+** towns

Present at **3,800+** retail spaces including key national bookstores, airport book shops and many more

A vendor partnership program ensures that key retailers are stocking and providing visibility to the brand

RULING THE MARKET ACROSS CATEGORIES



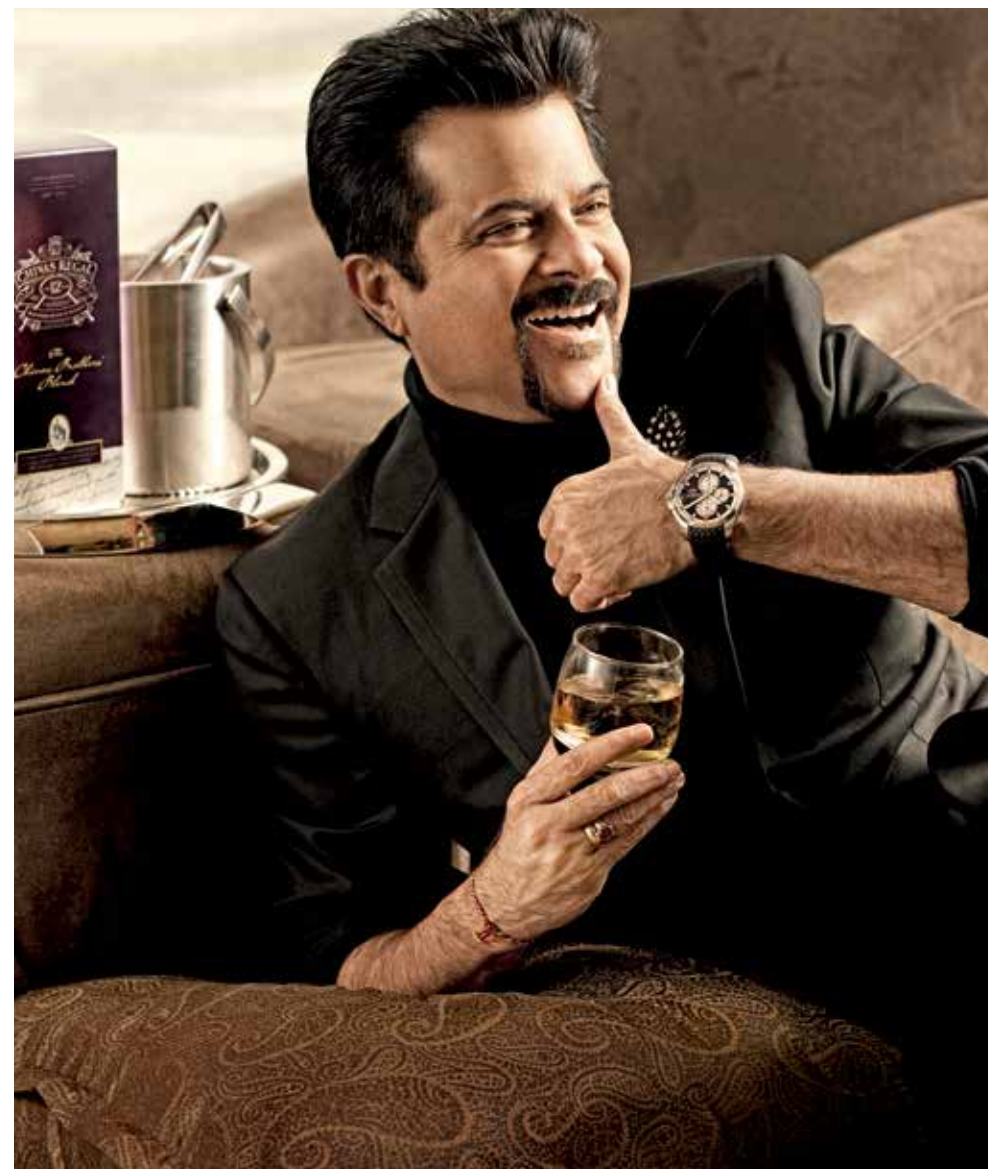
REVENUE MARKET SHARE

89%

LUXURY FASHION

81%

PREMIUM WATCHES



74%

MOTORING

98%

ALCOHOL

DIGITAL AUDIENCE

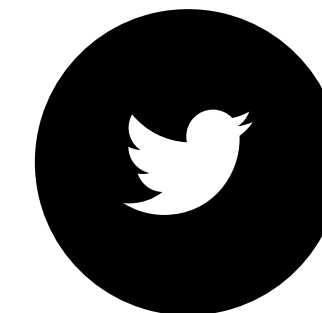


3 Mn +

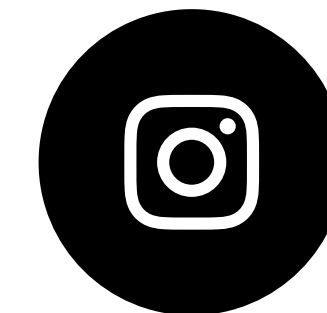
Over 60% traffic to our content is
social media driven



0.82 Mn



0.58 Mn



0.25 Mn



70K



16,00,000
u/v month

TODAY'S GENTLEMAN IS...



COOL
CONFIDENT INFORMED AWARE
OPEN MINDED **STYLISH**
SMART

AND SO IS HIS *GQ*...

THE GQ MAN



90%

are affluent and own
high-end gadgets

63%

own two or
more cars

62%

are between
25–45 years of age

61%

travel internationally once a year
for work, leisure or both

55%

love to shop for luxury clothing
and accessories within India

WHAT *GQ* MEN SPEND ON?



CLOTHES
30%

DINING OUT
22%

SNEAKERS
10%

GIFTS
9%

HAIRSTYLISTS
10%

ALCOHOL
9%

ART & CULTURE
7%

OTHER
3%

(SOURCE - STATE OF MAN)

COMMERCIAL OPPORTUNITIES

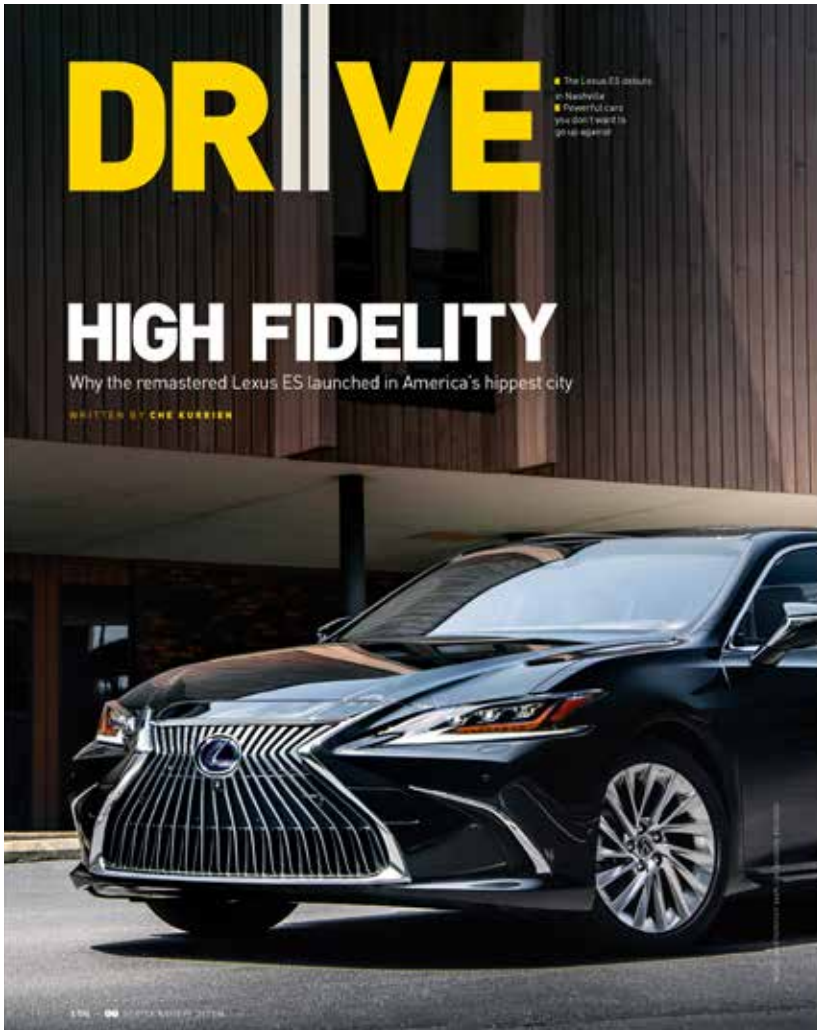


- PRINT ADVERTISING
- DIGITAL SOLUTIONS & NATIVE ADVERTISING
- EVENT PARTNERSHIPS
- BESPOKE SOLUTIONS
- EDITORIAL
- VIDEO

EDITORIAL BLUEPRINT



GQ STYLE



GQ DRIVE



GQ WATCH



GQ GOODLIFE



GQ GROOMING



GQ HOME



GQ HAWK EYE

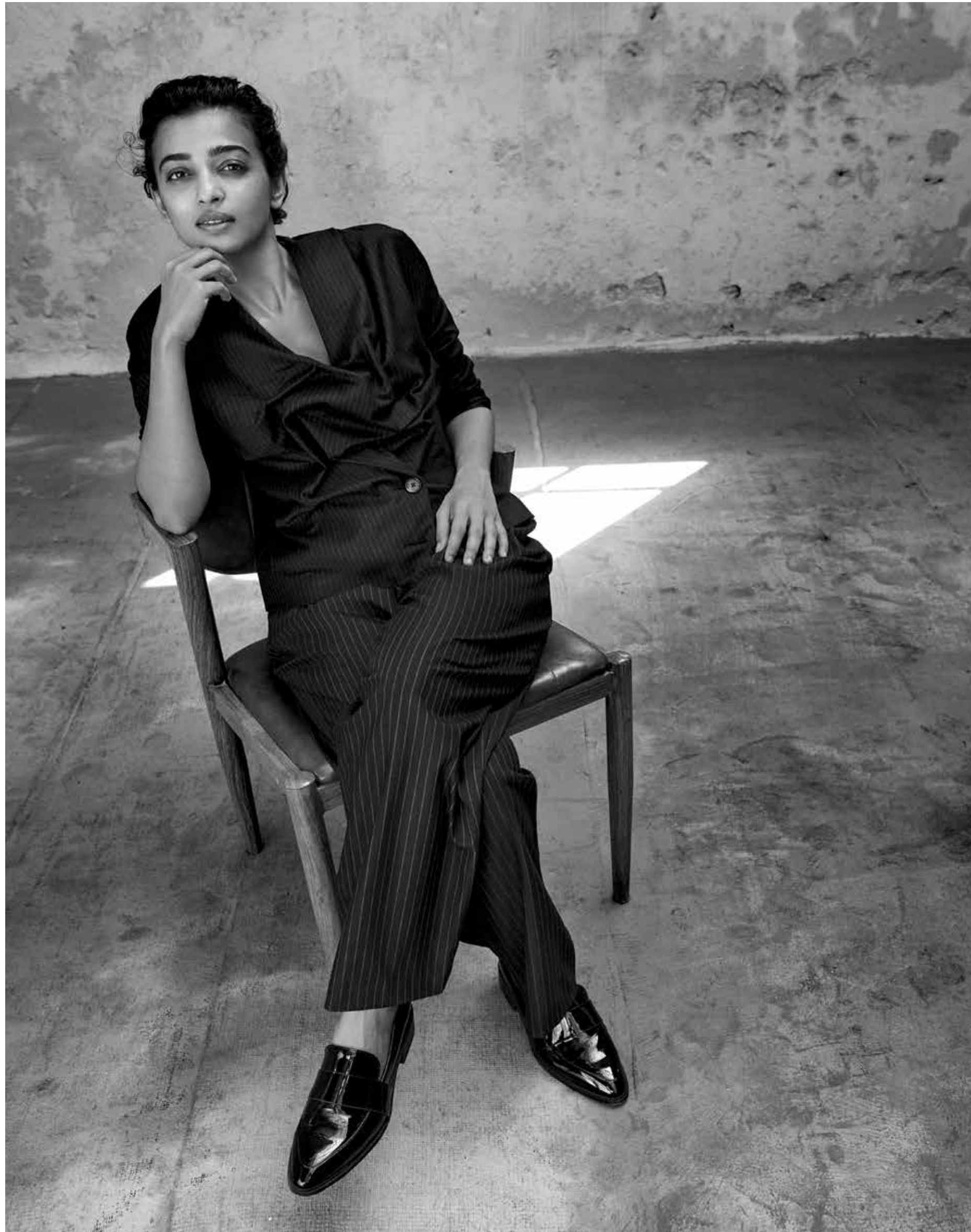
CONDÉ NAST CREATIVE SOLUTIONS



Native and bespoke creative solutions created by the *GQ* in-house team and hosted on *GQ*India

- Development of bespoke creative solutions to tie in an advertiser with the *GQ* brand
- Dedicated native strategy with bespoke formats seamlessly integrated with the *GQ* editorial
- Unique brand amplification and reach
- Total 360 approach to creative solutions: print, digital, TV, mobile, offline and events.

CONDÉ NAST INDIA VIDEO



Launched in 2015, Video is Conde Nast India's newest line of business, but they are amongst talent that's been narrating stories for years.

Their catalogue spans web, digital, television, OTT and editorial originals.

Creatively driven, strategically placed and story obsessed. In short, they are raconteurs in the new media

In 2018, they've made 180 + digital videos and 6 TV & OTT projects.



GQ ON-GROUND PROPERTIES

GQ MEN OF THE YEAR



WHEN:
September

WHAT:
A signature global *GQ* property that recognizes men and women for excellence in their field, across categories like business, sports and performing arts, among others.

GQ FASHION NIGHTS



GQ FASHION NIGHTS

WHEN:
November

WHAT:
A two-day event, celebrating the best in men's fashion & style – where select Indian menswear designers showcase their new collections at slick and stylish evenings, specially curated by GQ.

GQ's 50 MOST INFLUENTIAL YOUNG INDIANS



WHEN:
November

WHAT:
A new property, comprising an authoritative list featuring 50 men and women, under 40 - influencers from a range of backgrounds and professions, who are slated to be the front runners of tomorrow.

GQ BEST DRESSED



GQ **BEST** **DRESSED**

WHEN:
June (Mumbai)
October (Delhi)

WHAT:
An annual editorial property that lists the 50 best dressed men and women in India, culminating in a fun party, attended by the city's most fashionable men and women.

GQ STYLE AWARDS



WHEN:
March

WHAT:
At **GQ Style Awards**, we celebrate the men and women who are doing more than just being well-dressed – they're rewriting the narrative around fashion in India today. Individuals who play a seminal role in pushing sartorial boundaries and changing perceptions.



GQ MULTI-CITY PROPERTIES

GQ GENTLEMEN'S CLUB



GQ Gentlemen's Club is an editorial initiative, held across flourishing cities, catering to a selection of gentlemen curated by GQ. It is an elite forum for accomplished men across industries, to engage in a dialogue about issues that are of interest to the 21st century gentlemen.

GQ BAR NIGHT



An on-ground signature public *GQ* event held in different cities, celebrating music and drinks – where style meets the good life.

GQ PRINT RATE CARD

PAGE SIZE/POSITION

	INR	USD
Single Page Before Well	3,90,000	7,300
Double Page Spread Before Well	7,80,000	14,600
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Single Page After Well	3,30,000	5,800
Double Page Spread After Well	6,60,000	11,600

PREMIUM POSITIONS

Inside Front Cover Gatefold	27,50,000	49,900
Inside Front Cover Spread	13,50,000	24,700
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1st Fashion/Beauty/Watch DPS Before TOC	12,78,000	23,200
2nd Fashion/Beauty/Watch DPS Before TOC	12,00,000	21,800
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Double Page Spread Before Table Of Contents	11,68,000	21,400
Double Page Spread – Specified Position	11,20,000	20,400
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Single Page Facing Contents	7,14,000	12,800
Single Page Facing Editor's Letter/ Masthead/Contributors	6,43,000	11,600
Single Page specified Position	5,61,000	10,200
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Inside Back Cover	7,14,000	12,800
Outside Back Cover	9,64,000	17,300

5% GST will be applicable on the all above mentioned INR rates

 gqindia.com

 GQ India

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GQ DIGITAL RATE CARD



DISPLAY STANDARD BANNERS

AD UNITS	CPM RATE USD ROUNDED	
	INR	
All GQ prescribed units		
• Standard Display Banner Ad	550	9

DISPLAY RICH MEDIA

AD UNITS	RATE PER UNIT	
	INR	USD
All GQ prescribed units	675	11
• Rich Media / Expandable Ad		

DISPLAY RICH MEDIA

AD UNITS	RATE	
	INR	USD
Homepage Carousel 1 week	6,00,000	9,200
• 1 week Homepage Carousel Takeover		
Homepage Carousel with Standard Banners	8,25,000	12,700
• 1 week Homepage Carousel Takeover and 1.5 million impressions for 30 days		
Homepage Carousel with Rich Media Banners	10,12,500	15,600
• 1 week Homepage Carousel Takeover and 1.5 million impressions for 30 days		

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📷 @ggindia

GQ DIGITAL RATE CARD



NATIVE CONTENT SOLUTIONS

NATIVE OPTIONS

RATE PER UNIT INR USD

Native Story	4,75,000	7,300
• 1 Story with 4 Facebook Post and 50,000 page views		
Native Microsite	30,00,000	46,150
• 6 Stories with 24 Facebook Posts, 1 emailer inclusion, discovery on website and 300,000 page views		
Native Newsletter	5,00,000	7,700
• 1 Newsletter blast to the GQ database		

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GQ DIGITAL RATE CARD

SOCIAL MEDIA OFFERINGS

SOCIAL MEDIA OPTION	RATE PER UNIT	
	INR	USD
Instagram Post	1,25,000	1,900
Instagram Carousel (Photo/Video)	1,75,000	2,700
Instagram Stories (Photo/Video)	1,50,000	2,300
Facebook	50,000	770
Facebook Album	75,000	1,150
Facebook Live	5,00,000	7,700
Twitter	50,000	770

VIDEO VIEWS

FORMAT	CPVV RATE	
	INR	USD
Native uploads on respective handles	3	0.1

- All social media campaigns will require final editorial approval, and will be subject to posting limitations and availability.
- All advertising posts will be organic and will not have paid support unless otherwise agreed.
- Production costs will be extra.

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