



SMARTER. SHARPER. BETTER.

# MEDIA KIT

## 2020

# A GQ MADE FOR 2020

GQ is the only brand that speaks to all sides of the male equation. For our audiences, GQ goes beyond being just a brand, magazine, event series or digital platform – it embodies a look, a mindset and a way of living.

For over 60 years, GQ has been the home to the most elevated and respected photography, design, reporting and writing in the men's space. Today, GQ is also a digital, social, video and experience powerhouse – a community where readers gather to be inspired and exchange ideas around style, creativity and culture. As masculinity evolves and men's fashion has moved to the centre of the global pop-culture conversation, GQ's authority has never been broader or stronger.

As one of 20 worldwide editions, GQ South Africa translates that ethos into a representative and relevant platform that continuously sparks conversation, inspires, entertains, and celebrates all of the best South Africa has to offer – and shares this across a global network of premium lifestyle media brands.





# 4 CONTENT PILLARS

No matter what the topic, GQ engages in a way that always entertains, always enlightens and always empowers.



## WEALTH

A guide to creating a more bankable you, the Wealth section features financial and career advice, along with motivation from a diverse group of inspirational business people.

## ESSENTIALS

Our Essentials section is a collection of everything the discerning gentleman needs to know this month. Along with showcasing the best in music, film, art, culture, food and drink, motoring and technology, we also introduce audiences to the people and trends to look out for.

## STYLE

GQ is the world's premier source of men's fashion content and inspiration. As the home of all things fashion, grooming, health and fitness, our Style section equips our audience with everything they need to achieve and maintain their best looks, and showcases the very best of international and local brands and designers.

## FEATURES

Here, we create in-depth profiles on the world's most inspirational personalities, coupled with top-notch longform reporting on the conversations that matter, and topic-specific guides that speak to any and all phases of life our audience members experience.



# 5 REASONS

## ADVERTISE WITH US

Today's gentleman is confident, informed, aware, open-minded, stylish and smart – and so is his GQ.

1

We produce highly targeted campaigns to reach your desired audience.

2

We are able to attain high reach, leveraged through partners and content marketing.

3

We conceptualise tailor-made content solutions, which are aligned with your brand strategy.

4

We offer multi-platform solutions/ touchpoints.

5

We boast strong, niche and trusted brands.



# PRINT READER PROFILE

## Age

- » 15 – 24 years: **35.2 %**
- » 25 – 34 years: **43.9%**
- » 35 – 49 years: **13%**
- » 50+ years: **8.3%**

## Race

- » Black: **77.8%**
- » Coloured: **10.9%**
- » Indian/Asian: **3%**
- » White: **8.3%**

## Gender

- » Male: **76.1%**
- » Female: **23.9%**

## Socio-Economic Measure (SEM)

- » 6 – 7: **50%**
- » 8 – 10: **35%**

## Household Income

- » Up to R4 999: **11.3%**
- » R5 000 – R9 999: **23.5%**
- » R10 000 – R19 999: **33.9%**
- » R20 000+: **28.3%**
- Average: **R18 324**

# DEMOGRAPHIC COMPARISONS



- » **Highest share of readers in age group 25 – 34**  
43.9% compared to closest competitor at 36%
- » **Highest share of readers of SEM 6 – 7**  
50% compared to closest competitor at 26.2%
- » **Highest share of readers with a household income more than R20 000**  
28.3% compared to closest competitor at 26%
- » **Highest average household income of R18 324**  
compared to closest competitor at R16 432

\*Based on PAMS Readership Data 2017.



# PRINT STATISTICS



**Circulation: 13 557**  
**Readership: 230 000**

## PRINT EDITORIAL COMPARISONS \*

**GQ is the premier destination** for men's fashion content.

**GQ publishes more fashion pages** every month than competitors and has the greatest concentration of local and international brands.

**GQ publishes 43% more** fashion pages\* than the closest competitor.

**GQ: 20 pages** x 10 issues annually = **200 pages**

*Destiny Man:* 19 pages x 6 issues annually = **114 pages**

*Men's Health:* 10 pages x 12 issues annually = **120 pages**

\*Based on September 2018 issue comparisons.





FULL COLOUR	RATE*	15% VAT	TOTAL
Full Page	3 227.00	484.05	3 711.05
Double-Page Spread	6 447.00	967.05	7 414.05
Two-Thirds Page	2 667.00	400.05	3 067.05
Half Page	2 420.00	363.00	2 783.00
One-Third Page	2 247.00	337.05	2 584.05
Quarter Page	1 920.00	288.00	2 208.00
Advertorial Full Page <sup>#</sup>	4 400.00	660.00	5 060.00

## Prime Positions

FULL COLOUR	RATE*	15% VAT	TOTAL
Outside Back Cover	4 333.00	649.95	4 982.95
Inside Back Cover	3 787.00	568.05	4 355.05
Left-Hand Page Opposite Contents	3 647.00	547.05	4 194.05
Right-Hand Page Opposite Contents	3 647.00	547.05	4 194.05
Opposite Masthead	3 647.00	547.05	4 194.05
Opposite Editor's Letter	3 647.00	547.05	4 194.05
Opposite GQ Letters	3 647.00	547.05	4 194.05

## Half Page

FULL COLOUR	RATE*	15% VAT	TOTAL
Vertical Masthead	2 820.00	423.00	3 243.00

## Double-Page Spread

FULL COLOUR	RATE*	15% VAT	TOTAL
First Spread	7 520.00	11 824.40	8 648.00
Second Spread	7 073.00	11 127.90	8 133.95
Third Spread	7 073.00	11 127.90	8 133.95

\* All rates exclude Agency Commission

\* Advertorial rate includes production costs and excludes Agency Commission

## Inserts

- Positioning in the first 30% of the magazine will carry an additional 10% loading fee.
- A 50% fee will be levied on cancellation of bookings for prime positions.
- Discounts awarded for volume commitments that are not fulfilled will be reversed.

### PLEASE NOTE :

Double-page spread material must be supplied as two single-page PDFs. No type should appear within 4mm of the gutter.

### BOUND-IN

2 - 4 Pages	53 per 1000
Loose	64 per 1000







## Closing Date Schedule

PUBLICATION DATE	BOOKINGS/ CANCELLATIONS	MATERIAL DEADLINE	ON-SALE DATE
January/February	18 November	25 November	30 December
March	13 January	20 January	24 February
April	10 February	17 February	23 March
May	09 March	16 March	20 April
June	13 April	20 April	25 May
July/August	18 May	25 May	29 June
September	15 June	22 June	24 August
October/November	13 July	20 July	28 Sept
December	12 October	19 October	23 November

## Technical Data

SIZE	BLEED	TRIM	TYPE
Full Page	286 x 220	276 x 210	256 x 190
Two-Thirds - Vertical	286 x 150	276 x 140	256 x 120
Half Page - Horizontal	148 x 220	138 x 210	118 x 190
Half Page - Vertical	286 x 115	276 x 105	256 x 85
One-Third - Horizontal	102 x 220	92 x 210	72 x 190
One-Third - Vertical	286 x 80	276 x 70	256 x 50
Quarter Page - Horizontal	79 x 220	69 x 210	57 x 190
Quarter Page - Vertical	286 x 63	276 x 53	256 x 43

### ADVERTISING MATERIAL

PDF format saved onto CD, i.e., digital format and an industry recognised colour proof for matching colour on press (laser unsuitable). Material can be received via Quickcut or Websend.







**PUBLISHED BIANNUALLY, GQ STYLE** is a forward-thinking, thought-provoking and luxurious title for the fashionable, discerning man, creating an environment that predicts and shapes upcoming trends and cultural shifts.

**FILLED WITH THE WORK OF AND PROFILES** on tastemakers and opinion formers, who not only inspire male audiences, but impact our culture at large — along with practical, in-depth fashion and trend reporting, grooming, luxury and accessories coverage, and explorations into all aspects of creativity — GQ Style is the definitive guide to men's fashion in South Africa.



**THE STANDALONE MAGAZINE'S LARGE-SCALE FORMAT** provides style inspiration and empowers readers to take informed steps towards a fashion refinement and sensibility.



FULL COLOUR	RATE*	15% VAT	TOTAL
Full Page	2 073.00	310.95	2 383.95
Double-Page Spread	4 147.00	622.05	4 769.05
Advertorial Full Page <sup>#</sup>	2 973.00	445.95	3 418.95

## Prime Positions

FULL COLOUR	RATE*	15% VAT	TOTAL
Outside Back Cover	2 787.00	418.05	3 205.05
Inside Back Cover	2 420.00	363.00	2 783.00
Opposite Contents	2 333.00	349.95	2 682.95
Opposite Editor's Letter	2 333.00	349.95	2 682.95
Opposite Contributors	2 333.00	349.95	2 682.95

## Double-Page Spread

FULL COLOUR	RATE*	15% VAT	TOTAL
First Spread	4 840.00	726.00	5 566.00
Second Spread	4 553.00	682.95	5 235.95
Third Spread	4 553.00	682.95	5 235.95
Fourth Spread	4 553.00	682.95	5 235.95

\* All rates exclude VAT and agency commission.

<sup>#</sup> Advertorial rate includes production costs and excludes agency commission.

### PLEASE NOTE :

Double-page spread material must be supplied as two single-page PDFs.  
No type should appear within 4mm of the gutter.



## Closing Date Schedule

PUBLICATION DATE	BOOKINGS/ CANCELLATIONS	MATERIAL DEADLINE	ON-SALE DATE
Vol. 16 October	14 Sept	21 Sept	30 Sept

## Technical Data

SIZE	BLEED	TRIM	TYPE
Full Page	340 x 250mm	230 x 240mm	310 x 220mm

\*\*\* Scheduled dates subject to change. For more information, please contact one of our business account managers.

### ADVERTISING MATERIAL

PDF format saved onto CD, i.e., digital format and an industry recognised colour proof for matching colour on press (laser unsuitable). Material can be received via Quickcut or Websend.





## GQ.CO.ZA READER PROFILE

### Age

- » 15 – 24 years: **19%**
- » 25 – 44 years: **64%**

### Gender

- » Male: **61%**
- » Female: **39%**

### Gauteng Readership

- » **62%**

### Married/Living Together

- » **34%**

### Living Standard Measure

- » **6 - 10**

### Tertiary Education

- » **52%**

### Work Fulltime

- » **46%**

### Household Income of R 1 - R19 999

- » **41%**

### Homeowners

- » **51%**





## STATISTICS

**Digital Page Impressions: 197 500**

**Unique Users: 123 000**

### **Mobile Users:**

» 79%

### **Time Spent on Site per Visit**

» 01:42 min

### **Pages Viewed per Visit**

» 1,7

### **Newsletter Subscribers**

» 22 500

Source: Narratiive, August 2018

### **SOCIAL MEDIA FOLLOWING**

Facebook: 52 921

Twitter: 393 600

Instagram: 57 800

**Total: 504 321**





## Cape Town

**Head Office Address:**

10th Floor  
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# TERMS AND CONDITIONS

**1.** Acceptance of the order will only occur once Condé Nast Independent Magazines has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form.

**2.** Condé Nast Independent Magazines reserves the right to withhold publication of any advertisement or to cancel any advertisement order that has been accepted, without stating the reasons thereto. In particular Condé Nast Independent Magazines shall be entitled to withhold publication of any advertisement or to cancel any advertisement order that has been accepted if it, in its sole discretion, considers the advertisement to be defamatory, in breach of copyright or any other legal provision, or against public policy.

**3.** No liability is accepted for losses arising from omissions,

failure to publish, publication of wrong copy, typographical poor positioning, or any other mistake or error. In case of such losses, the advertiser is not exempted from its contractual obligations.

**4.** The advertiser is liable for all damages and costs that may arise from any action that may be instituted against Condé Nast Independent Magazines by reason of publication of the advertisement.

**5.** The advertiser is not exempted from any contractual obligation in the event of late or non-receipt of material, and will remain liable for the cost of the advertisement.

**6.** No cancellation of advertisements will be accepted after the fixed closing dates (refer to our closing date schedule).

**7.** The advertiser agrees to furnish, on demand, copy for completion before the closing time

and date. In the event of the advertiser not submitting material for issues contracted for by the press dates as set out in the closing date schedule, Condé Nast Independent Magazines shall be entitled to repeat copy provided for a previous issue.

**8.** All material and copy is subject to approval by the publishers.

**9.** Orders for advertisements adjacent to or opposite the editorial can only be accepted subject to availability of such space at the time of going to press.

**10.** Orders specifying special positions, or 'right-hand' or 'left-hand' pages, cannot be guaranteed.

**11.** Advertisement orders subject to the condition that write-up space be devoted to the advertiser will not be accepted.

**12.** Condé Nast Independent Magazines does not guarantee any

results with regards to advertisements inserted in any of the company's magazines and/or supplements.

**13.** If, as and when new rates are announced, contract advertisers will be protected at the rates applicable at the time of receipt of this order form for a period of 45 days after the date of the announcement of the new rate.

**14.** Condé Nast Independent Magazines reserves the right, subject to paragraph 13 above, to increase the rates at any time.

**15.** All rates advertised or quoted, including rates on the Copy Instruction, are strictly exclusive of VAT unless specifically stated otherwise.

**16.** Accounts will be rendered monthly and are payable within 30 days at the date on the statement. Interest on arrears shall be payable at the rate of 10.5% per annum

compounded, or such other prescribed rate as may be promulgated from time to time. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable.

**17.** A certificate purported to be signed by a responsible official of Condé Nast Independent Magazines will be prima facie proof of the amount plus interest due by the advertiser at any time.

**18.** In the event of legal action being instituted for recovery of any amounts owing to the advertiser, the advertiser will be liable for all legal costs at the attorney and own-client scale. The parties consent to the jurisdiction of the Magistrate's Court having jurisdiction, notwithstanding that the claim(s) would otherwise exceed the jurisdiction of such court.