



2013 MEDIAKIT

全媒体平台 Multi-media



数据来源 SOURCE OF DATA

康泰纳仕集团委托央视市场研究 (CTR) 在全国38个城市访问了9600名杂志受众人群, 并根据CNRS推及的杂志受众规模得出以上数据。

Conde Nast Group authorized CTR Market Research to interview 9600 samples in 38 cities, and the magazine audience is weighted in accordance with CNRS magazine audiences weighting method.

读者档案 READER PROFILE

- 年龄 Age 31.5岁
- 个人月收入
Monthly Personal Income
11,259元
- 家庭月收入
Monthly Household Income
23,305元

86.1%

在读完当期GQ后，86.1%的读者向他人提及GQ杂志中的内容，其中有44.3%的人提及了GQ杂志中的商品信息

44.3%

读者非常喜爱GQ杂志，整体喜欢程度得到8.4分，（1-10分打分，满分为10分）

8.4

88.3%的读者在看完当期GQ后，表示会向他人推荐GQ杂志

88.3%

72.6%

72.6%的读者会仔细阅读GQ中的每一个板块

FASHION DETAILS
指南、LIFE活色生香、COVER STORY
封面故事是读者最喜欢的板块

94.3%

94.3%的读者在看完当期GQ后，表示会继续购买下一期

Mr.GQ



数据来源 SOURCE OF DATA

1) 读者年龄，个人月收入，家庭月收入的调查由康泰纳仕集团授权，委托思纬市场咨询有限公司于2011年8月执行调查。该调查采用报摊拦截的方式，采访了1404位25~45岁的男性时尚杂志读者，其所在地涵盖中国八大城市：北京、上海、广州、深圳、杭州、武汉、沈阳、成都。

2) 其他数据调研为通过第三方网上调研平台执行的连续性月度调研，调研时间为当月GQ上市10日后，累积完成1354个样本。

1) The survey about magazine readers age, monthly personal income, monthly household income was conducted by Synovate, a world-famous market research company during the period of August 2011, authorized by Conde Nast Group. The survey interviewed 1,404 men's fashion magazine readers aged between 25 and 45 that were intercepted at newsstands throughout 8 Chinese cities including Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Wuhan, Shenyang and Chengdu.

2) The other data from a monthly tracking study by using 3rd party online research platform. The study is conducted 10 days after the magazine is launched, and the accumulated sample size has reached 1354.

市场份额 MARKET SHARE

期刊 Issue No.	排名 Ranking	信息来源 Source of Information
“创刊号Launch Issue (2009年10月/Oct. 2009)”	第一名 No.1	“2009年10月, 开元4城市专项调研 Kaiyuan tailor made research in 4 cities, in Oct. 2009.”
“第二期Second Issue (2009年11月/Nov. 2009)”	第一名 No.1	“2009年11月, 开元10城市专项调研 Kaiyuan tailor made research in 10 cities, in Nov. 2009.”
“第三期Third Issue (2009年12月/Dec. 2009)”	第一名 No.1	“2009年12月, 开元4城市联合调查 Kaiyuan syndicated research in 4 cities, in Dec. 2009.”
“第五期Fifth Issue (2010年2月/Feb. 2010)”	第二名 No.2	“2010年2月, 开元6城市专项调查 Kaiyuan tailor made research in 6 cities, in Feb. 2010.”
“第六期Sixth Issue (2010年3月/Mar. 2010)”	第一名 No.1	“2010年3月, 开元4城市联合调查 Kaiyuan syndicated research in 4 cities, in Mar. 2010.”
“第九期Ninth Issue (2010年6月/Jun. 2010)”	第二名 No.2	“2010年6月, 开元10城市联合调查 Kaiyuan syndicated research in 10 cities, in Jun. 2010.”
“第十二期Twelfth Issue (2010年9月/Sep. 2010)”	第二名 No.2	“2010年9月, 开元10城市联合调查 Kaiyuan syndicated research in 10 cities, in Sep. 2010.”
“第十四期Fourteenth Issue (2010年11月/Nov. 2010)”	第二名 No.2	“2010年12月, 开元4城市联合调查 Kaiyuan syndicated research in 4 cities, in Dec. 2010.”
“第十七期Seventeenth Issue (2011年2月/Feb. 2011)”	第二名 No.2	“2011年3月, 开元4城市联合调查 Kaiyuan syndicated research in 4 cities, in Mar. 2011.”
“第十八期Eighteenth Issue (2011年3月/Mar. 2011)”	第二名 No.2	“2011年3月, 开元11城市专项调查 Kaiyuan tailor made research in 11 cities, in Mar. 2011.”
“第二十期Twentieth Issue (2011年5月/May. 2011)”	第二名 No.2	“2011年6月, 开元15城市联合调查 Kaiyuan syndicated research in 15 cities, in Jun. 2011.”
“第二十一期Twenty -first Issue (2011年6月/Jun. 2011)”	第二名 No.2	“2011年7月, 开元9城市专项调查 Kaiyuan tailor made research in 9 cities, in Jul. 2011.”
“第二十三期Twenty -third Issue (2011年8月/Aug. 2011)”	第二名 No.2	“2011年9月, 开元15城市联合调查 Kaiyuan syndicated research in 15 cities, in Sep. 2011.”
“第二十六期Twenty -sixth Issue (2011年11月/Nov. 2011)”	第二名 No.2	“2011年12月, 开元4城市联合调查 Kaiyuan syndicated research in 4 cities, in Dec. 2011.”
“第二十九期Twenty -ninth Issue (2012年2月/Feb. 2012)”	第二名 No.2	“2012年3月, 开元4城市联合调查 Kaiyuan syndicated research in 4 cities, in Mar. 2012.”
“第二十九期Twenty -ninth Issue (2012年2月/Feb. 2012)”	第二名 No.2	“2012年3月, 开元5城市专项调查 Kaiyuan tailor made research in 5 cities, in Mar. 2012.”
“第三十二期 Thirty-second Issue (2012年5月/May. 2012)”	第二名 No.2	“2012年6月, 开元15城市联合调查 Kaiyuan syndicated research in 15 cities, in Jun. 2012.”
“第三十二期 Thirty-second Issue (2012年5月/May. 2012)”	第三名 No.3	“2012年6月, 开元5城市专项调查 Kaiyuan tailor made research in 5 cities, in Jun. 2012.”

注: - 排名信息基于此14本刊物:《男人装》、《智族》、《时尚先生》、《睿士》、《时尚健康》(男士版)、《男人风尚》、《时尚芭莎》(男士版)、《时装》(男士版)、《风度》、《新视线》、《青年视觉》、《魅力先生》、《名牌》、《他生活》
- 《智族》排名第二时《男人装》排名第一

Note: - The ranking is based on 14 titles of men's fashion magazines: FHM, GQ, ESQUIRE, ELLE MEN, MEN'S HEALTH, LEON, BAZAAR (men), L'OFFICIEL (hommes), MEN'S UNO, OUTLOOK, VISION, MEN'S STYLE, MANGAZINE, HIS LIFE
- GQ is after FHM when ranked 2nd

FEATURE 专题



FASHION 时装



GADGETS 器物



DETAILS 指南



GQ STYLE



GQ SUPPLEMENT 别册



GQ广告报价 ADVERTISING RATES 2013

	Frequency Discount Rate	×1	×6	×12	×18	×24+
	Position//版位	5%	10%	15%	20%	
	Cover Gatefold//封面拉页					¥ 1,427,800
	1st Fashion double page spread before Table of Content//目录前第一服饰特跨页					¥ 657,030
	1st Non-Fashion double page spread before Table of Content//目录前第一非服饰特跨页					¥ 652,190
	2nd Fashion double page spread before Table of Content//目录前第二服饰特跨页					¥ 605,000
	2nd Non-Fashion double page spread before Table of Content//目录前第二非服饰特跨页					¥ 605,000
	3rd Fashion double page spread before Table of Content//目录前第三服饰特跨页					¥ 592,900
	3rd Non-Fashion double page spread before Table of Content//目录前第三非服饰特跨页					¥ 592,900
	4th Fashion double page spread before Table of Content//目录前第四服饰特跨页					¥ 580,800
	4th Non-Fashion double page spread before Table of Content//目录前第四非服饰特跨页					¥ 580,800
	Double page spread before Table of Content//目录前特跨页					¥ 568,700
	1st single page facing Table of Content//第一目录旁全页					¥ 356,950
	2nd single page facing Table of Content//第二目录旁全页					¥ 344,850
	3rd single page facing Table of Content//第三目录旁全页					¥ 332,750
	Single page facing Table of Content//目录旁全页					¥ 320,650
	Double page spread between TOC & From the Editor//目录及卷首语间跨页					¥ 544,500
	Single page facing Editor's Letter//卷首语旁全页					¥ 308,550
	Double page spread between Editor's Letter & Masthead//卷首语及版权页间跨页					¥ 538,450
	Single page facing Masthead//版权页旁全页					¥ 302,500
	Double page spread between Masthead & Contributor//版权页及作者间跨页					¥ 532,400
	Single page facing Contributor//作者旁全页					¥ 296,450
	Double page spread between Contributors & Feed Back//作者及往来间跨页					¥ 532,400
	Single page facing Feed Back//往来旁全页					¥ 296,450
	Double page spread between Feed Back & Fun//往来及好玩间跨页					¥ 532,400
	Single page facing Fun opening//好玩第一全页					¥ 290,400
	Single page in Fun//好玩中全页					¥ 290,400
	Double page spread in Fun//好玩中跨页					¥ 520,300
	Single page facing fashion Details opening//指南第一全页					¥ 290,400
	Single page before Gadgets//器物前全页					¥ 278,300
	Double page spread before Gadgets//器物前跨页					¥ 484,000
	Single page facing Gadgets opening//器物第一全页					¥ 266,200
	Single page before Talk//言论前全页					¥ 242,000
	Double page spread before Talk//言论前跨页					¥ 435,600
	Single page facing Talk opening//言论第一全页					¥ 217,800
	Single page before Fashion//时装前全页					¥ 202,400
	Double page spread before Fashion//时装前跨页					¥ 404,800
	Single page facing Fashion opening//时装第一全页					¥ 189,750
	Single page after Fashion//时装后全页					¥ 152,460
	Double page spread after Fashion//时装后跨页					¥ 304,920
	Inside back cover//封三					¥ 290,400
	Inside back cover spread//封三跨页					¥ 447,700
	Back Cover//封底					¥ 532,400

所有报价为人民币。

All prices quoted in RMB.

此报价不含美术制作完稿、模特、摄影及任何形式的特殊制作费用。

Artwork, model, photography and any special format production costs are not included in the advertising rates and subject to extra charges.

出版日期 (PUBLICATION DATE): 前一个月的30日出刊
(GQ CHINA IS ON SALE MONTHLY, ON THE 30TH OF THE PRECEDING MONTH)
版位预订截止日期(BOOKING DEADLINE): 出版日期四周(4 WEEKS PRIOR TO ON SALE DATE)
物料截止日期 (MATERIAL DEADLINE): 出版日期前三周(3 WEEKS PRIOR TO ON SALE DATE)

广告刊登须知 Advertising Notice:

付账期限: 刊登前30天付款

本刊有权根据编辑内容需要安排广告版面。

全部广告内容和画面需提前经本刊审查, 本刊有权要求修改任何涉嫌违反中国有关法律法规、国家政策及有关主管部门相关要求的内容, 未经本刊审核通过的内容将谢绝发布。

全部广告须经本刊认可, 本刊有权拒绝任何违法广告。

广告客户需按中国《广告法》规定校验有关证件。

广告客户需按本刊要求提供正确尺寸的广告4色印刷用菲林和彩色打样及相应电子文稿。

广告客户需对其雇员或广告代理公司提交本刊的所有广告图文资料承担全部知识产权或人身权(如肖像权)责任, 确保其没有任何侵权行为, 并须在任何因此发生的纠纷、诉讼或类似法律程序中承担全部责任与费用(包括但不限于律师费)。

广告客户提供的广告图文资料若有错误, 本刊概不负责。任何广告图文的修改须提前发刊日45天书面提交, 否则将不予接受。

物料延迟交送: 对已经预约版位却在规定的广告截稿期内提交物料的广告客户, 本刊有权重复使用前一期的广告样稿, 广告客户须按规定价格支付广告费。

本刊在广告刊出后有权处置广告资料。如需收回该部分资料, 广告客户或广告代理公司必须在广告发布前书面通知本刊, 在尽量妥善保管的前提下, 但若广告资料遗失或损坏本刊概不负责。

所有化妆品、食品、药品、医疗器械以及医疗服务广告均须在广告画面中表明健康/卫生批号以及其他所需的证明文号。

所有由杂志编辑制作的软文广告须在页角上方标注“GQ Promotion”字样。

Payment terms: 30 days in advance before the publishing date.

GQ has the right to arrange the positioning of advertisements according to editorial contents.

All advertisements are subject to approval of GQ. GQ has the right to refuse any advertisements in violation with any applicable laws.

All advertisers are required to supply all appropriate documentation in accordance with China's Advertising Law.

Advertisers should provide advertising film according to the size and prototype requirements of GQ. Corresponding electronic documents shall also be sent according to the requirements of GQ. (Note: Wording suggested by the Production Dept: Advertisers should provide four-color advertising film(s) in the right size together with corresponding electronic documents of the same according to the requirements of GQ.)

Advertisers warrant to GQ that all advertising materials such as pictures and texts provided by their employees or agencies are free from any violation of any party's rights and that they shall take full responsibility for their infringement of any party's IP rights or personal rights (such as image rights) and shall further indemnify, defend and hold harmless GQ from and against any and all liabilities

or damages (including but not limited to the legal fees) resulting from or arising out of any disputes, litigations, or analogous proceedings in connection with the above provided advertising materials.

Delay in material delivery: Failure by any advertiser to submit the advertising materials before the prescribed deadline despite confirmed deadlines shall be deemed to have granted GQ the right to use such advertiser's sample(s) published on the previous issue of the magazine at the original full rate.

GQ reserves the right of disposing advertising materials after their publication. Requests to return any advertising materials shall be made to GQ by the advertisers or their advertising agencies via written notice prior to the publication of advertising materials. Subject to GQ's exercise of reasonable due care, GQ shall not be held liable for lost or damaged advertising materials.

All cosmetics, food, medicines, medical devices and medical services related advertisements are required to mark noticed health sanitation and batch certification symbol from the Health Ministration in the advertisement on the screen.

The word "GQ promotion" will be placed on a top corner of every advertorial page.

撤销条款 Cancellation Terms

- 1.已经正式确认的特殊版位订单的撤销期限(见广告价格表中特殊版位规定): 提前6个月书面提交撤销通知, 须支付该版位广告投放费50%的取消赔偿费用。提前3个月书面提交撤销通知, 须支付该版位广告投放费70%的取消赔偿费用。提前2个月书面提交撤销通知, 须支付该版位广告投放费100%的取消赔偿费用。出刊前2个月内不接受任何撤销要求。
- 2.撤销已确认普通版位订单需要最少提前2个月书面提交撤销通知, 否则仍须支付该版位广告投放费50%的取消赔偿费用。
- 3.如果广告客户或广告公司取消订单的任何一部分, 一切原定价格和广告位置将予以作废。

Cancellation terms of confirmed orders for special position (refer to the special positions of Rate Card):

Written notice in 6 months advance shall be subject to 50% of the ad fee as cancellation fee.

Written notice in 3 months advance shall be subject to 70% of the ad fee as cancellation fee.

Written notice in 2 months advance shall be subject to 100% of the ad fee as cancellation fee.

Written notice within 2 months will not be accepted and no cancellation could be made.

Cancellation of confirmed orders for normal positions: Written notice at least 2 months in advance or otherwise shall be subject to 50% of the ad fee as cancellation fee.

Cancellation of any part of the original orders by advertisers will result in the invalidity of the initial position and rate stated there in.

汇率政策 The Exchange Rate Policy:

关于广告主/广告代理与康泰纳仕有限公司(Conde Nast Publications Limited) ("Conde Nast China")就2012年度各期《智族 GQ》(下称"GQ China")广告订立的广告合同/广告订单(下称"GQ广告合同"), 如用外币(即人民币以外的货币, 下同)支付价款, 适用如下汇率政策:

-2012年1月至2012年6月各期所发布的广告(日期按照每期GQ China上的封面日期确定)

1.如果在GQ广告合同最后签署之日, 中国人民银行公布的美元兑换人民币的汇率中间价在1:6.20(含)到1:6.40(含)之间(下称"汇率范围"), 则在该GQ广告合同中, 美元兑换人民币的汇率将适用1:6.30的固定汇率。

2.如果在GQ广告合同最后签署之日, 中国人民银行公布的美元兑换人民币的汇率中间价不在上述汇率范围内(例如, 汇率中间价变为1:6.08或1:6.50则不属于上述汇率范围内), 则在该GQ广告合同中, 美元兑换人民币的汇率将以上述中国人民银行当日公布的实际汇率中间价为准。

-2012年7月至2012年12月(日期按照每期GQ China上的封面日期确定)

一项新的汇率政策将于2012年7月1日前由我方另行通知。

The following exchange rate policy applies to the price to be paid in non-RMB currency under an advertising sales contract/booking order entered into by an advertiser/advertising agency and Conde Nast Publications Limited ("Conde Nast China") for advertisements published in "GQ" zhi zu (China Edition) ("GQ China") of 2012 ("GQ Ad Contract"):

-Ads published between January 2012 and June 2012 (each as determined by the cover date printed on GQ China)

1. A fixed exchange rate of 1: 6.30 between USD and RMB will be adopted for a GQ Ad Contract, if on the date of the last signing thereof, the middle rate of conversion between the two currencies announced by the People's Bank of China ranges from 1: 6.20 (inclusive) to 1:6.40 (inclusive) (the "Range"); and

2. In the event that the actual middle rate of conversion between the two currencies announced by the People's Bank of China on the last signing date of a GQ Ad Contract is not within the above-said Range (for example, 1: 6.08 and 1: 6.50 will NOT be regarded as within the above-said Range), the actual middle rate announced by the People's Bank of China on the signing date will be adopted for the GQ Ad Contract.

-Ads published between July 2012 and December 2012 (each as determined by the cover date printed on GQ China)

A new exchange rate policy will be issued by Conde Nast China before July 1, 2012.