



DIGITAL MEDIA  
KIT 2024

CONDÉ NAST





SOUTH AFRICA

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## BRAND MISSION

Now in its 25th year, GQ South Africa is the trusted voice and authority for men's fashion, grooming, lifestyle and pop culture news and information. Through focused editorial efforts and powerful branded property and event executions, the brand regained relevance and impact that made it top of mind for both consumers and people of influence across all sectors. Despite commercial challenges, advertisers from almost every category have been willing to find new ways to spend/invest with the brand.

2024 presents an opportunity for the brand to capitalise on the great brand sentiment it has, as well as its relevance and brand equity to grow both in revenue and in footprints across all elements of the brand- print, digital, events and brand partnerships.

**Molife Kumona**  
Editor-In-Chief

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For more than 60 years, *GQ* has been home to the most elevated and respected photography, design, reporting and writing in the global men's interest 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 – which celebrates its 25th year in 2024– continues to spark conversation, inspire, entertain, and celebrate the best of South Africa in a way that represents, reflects and empowers its audience.

**THE BRAND**

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## 6 REASONS TO ADVERTISE WITH US



1. Highly targeted campaigns that reach your desired audience
2. Tailor-made content solutions aligned to your brand strategy
3. High reach, leveraged through partners and content marketing
4. Multi- platform solutions and touchpoints
5. Engaging, high-quality content
6. Strong, niche and trusted brands

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**200,000+**  
AVERAGE USERS

**390,398+**  
MONTHLY AVE PAGEVIEWS

**65,000+**  
FACEBOOK

**104,000+**  
INSTAGRAM

**393,500+**  
X

**6,941+**  
TIK TOK

**FOLLOWING**



**FEMALE**

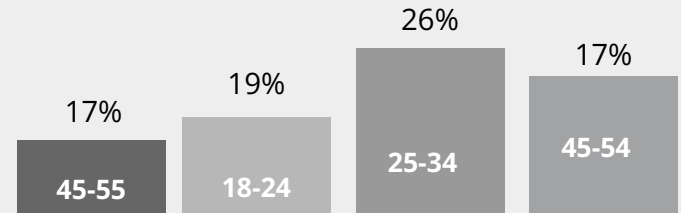
46%



**MALE**

54%

**GENDER**

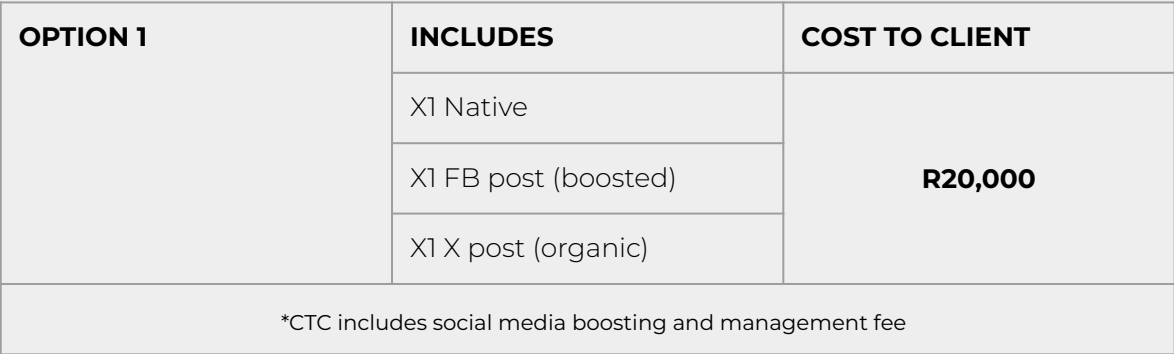


**AGE**

**BRAND**



## NATIVE



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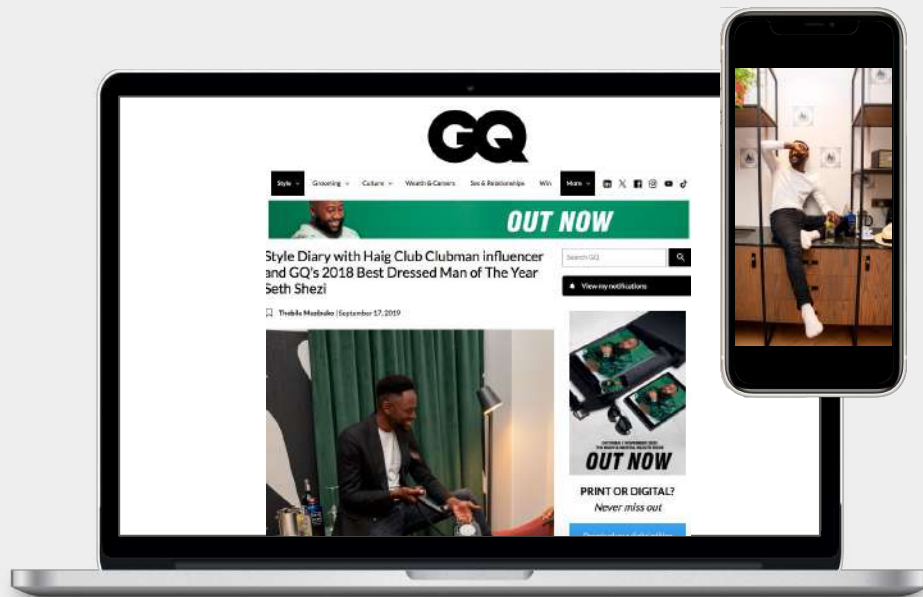
	INCLUDES	COST TO CLIENT
<b>OPTION 1</b> Images supplied by client	1 x Digital cover 1 x Native 1 x Facebook post (boosted) 1 x Instagram post (boosted)	R45 000
<b>OPTION 2</b> Images shot / produced by GQ team	1 x Digital cover 1 x Native 1 x Facebook post (boosted) 1 x Instagram post (boosted)	FROM R95 000



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## NATIVE PACKAGE

We can convert a native into a Style Diary, whereby we host five looks, and below each image is a description of the clothing items worn and a link to your e-commerce site for readers to purchase. We can include a video.



INCLUDES	COST TO CLIENT
1 x Native	FROM R30 000
1 x Facebook posts (boosted)	
1 x Instagram posts (boosted)	
1 x Twitter posts (organic)	
5 x Instagram Stories	

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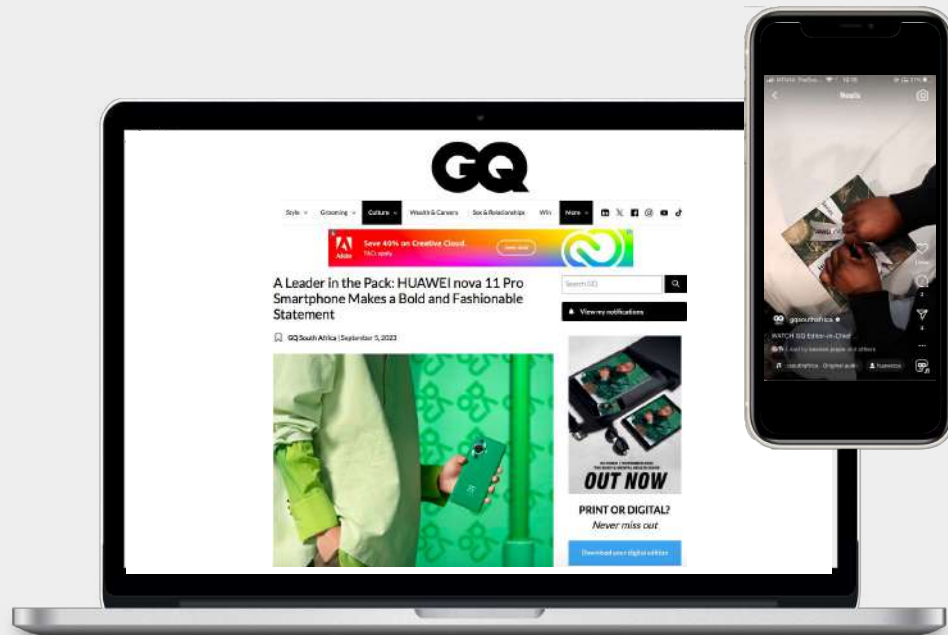


# GQ

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## REVIEW/UNBOXING

This includes a video of our editors or an influencer reviewing your product, hosted on IG and TikTok and included in a native.



INCLUDES	COST TO CLIENT
1 x Native with x1 video embed	FROM R40 000
1 x Facebook posts (boosted)	
1 x Instagram reel (boosted)	
1 x X posts (organic)	

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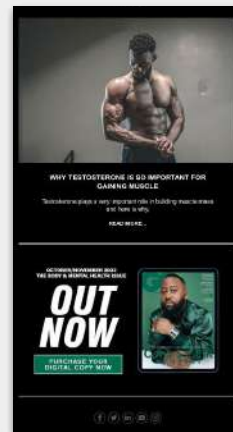
## MAILER OPTIONS

Our dedicated mailers offer a platform for your brand to reach our 28,375 subscribers. Interaction rate 31%.

### Weekly mailer



### Dedicated mailer



	TOTAL
Mailer inclusion per subscriber	R0.50
Newsletter banner Per subscriber	R0.40
Dedicated mailer click to client site per subscriber	R0.90
Click to GQ.CO.ZA Per subscriber	R0.30



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## SURVEYS / COMPETITIONS

Connect with your consumers through our interactive surveys or a competitions. The site allows you to get valuable insight into what is most pertinent to your brand. Use this partnership to Enhance your brand experience and Provide further exposure. The price is dependent on the brief.

### Revlon Survey

Name\*

Surname\*

Email\*

Cell\*

City\*

1. Do you believe in love at first sight?

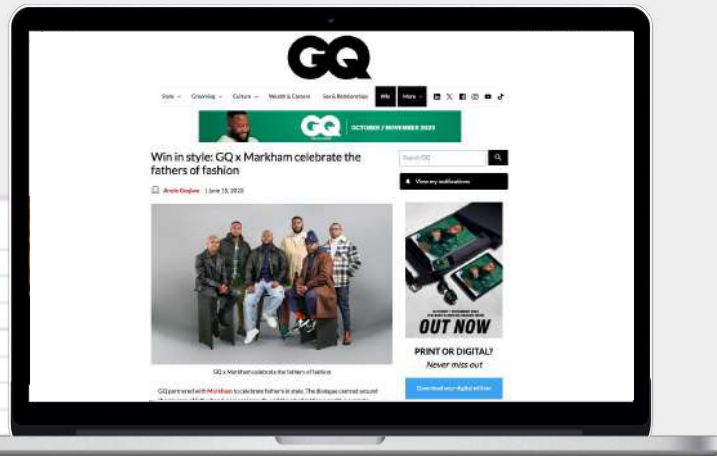
- ☐ Yes  
☐ No  
☐ Sometimes  
☐ It hasn't happened to me yet

2. How can you tell that you're in love?

- ☐ It's just a feeling in the pit of my stomach  
☐ I'm prepared to do anything for that person  
☐ I don't know, I've never felt it  
☐ My palms get sweaty, my pulse races and I feel strange — and wonderful!  
☐ I can't think of anything except being with the person I'm in love with  
☐ I feel emotional pain

3. What makes you feel loved? \*

- ☐ Security (when a gorgeous girl looks at him and he doesn't look back)



### SURVEY INCLUDES

10 Questions

Client will receive entry  
information in line with  
the POPIA act

Hosted in the win section

X1 FB boosted

X1 Twitter organic

### COST PER BRIEF

### COMPETITIONS INCLUDES

Client will receive entry  
information in line with the  
POPIA act

Hosted in the win section

X1 FB boosted

X1 Twitter organic

### COST TO CLIENT

R10 000

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SOCIAL MEDIA FOLLOWING

FACEBOOK: 65,000 | INSTAGRAM: 104,000 | X: 393,500 | TIK TOK: 6,941

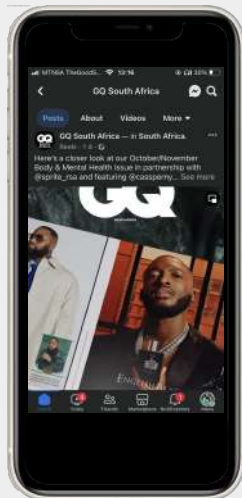
	COST TO CLIENT
1 x Image	R8 000
1 x Video (supplied)	R10 000
	
1 x Image	R8 000
1 x Reel/Video (supplied)	R10 000
X1 Reel produced	R19 000

	COST TO CLIENT
1 x Image	R6 500
1 x Reel/Video (supplied)	R8 000
	
1 x Reel (supplied)	R10 000
X1 Reel produced	R19 000



## SOCIAL MEDIA

We offer a variety of social media solutions for heightened engagement and reach.



Video post  
Story Takeover  
Poll



Video post  
Insta story  
Poll  
Story  
Takeover



Video  
Tweet  
Story  
Takeover  
Poll



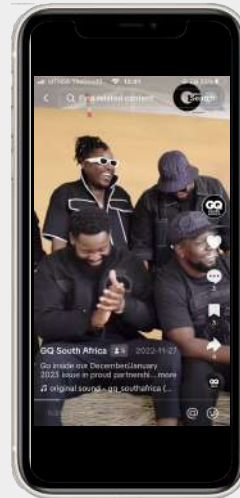
Video / Reel





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REELS / TIK TOK



	TOTAL
<b>OPTION 1</b> Images supplied by client including boosting budget	R10 000
<b>OPTION 2</b> Images shot / produced by Glamour team, including boosting budget	R19 000



## HUB

This is a microsite hosted on the GQ that includes Eight editorial articles. ROS ads support the hub and reflect takeover ads on the site itself. Every article is shared on our social media platforms including one dedicated mailer.

**TOTAL** R150 000



**GQ**

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DISPLAY



	SIZE	CPM
DESKTOP	468x60 px	R350
BANNERS	728x90 px/970x90px	R350
	300x600 px	R350
	300x250px	R350
	160x600px	R350
MOBILE BANNERS	320x50 px	R350
	300x250 px	R350
	300x600 px	R350
TAKEOVER	All ad sizes for a takeover	R10 000 per day
TAKEOVER PACKAGE	All ad sizes for a takeover	R3500 per day with native

#### REQUIRED SPECIFICATIONS

Material deadline: 14 working days before live date. Click through URL:

Max size 100KB, Format gif/jpeg