



GQ

SOUTH AFRICA

Market Media Kit
2024

CONDÉ NAST



SOUTH AFRICA

BRAND MISSION

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 globally. 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 – continuously sparks conversation, inspires, entertains and celebrates all of the best South Africa has to offer in a way that represents, reflects and empowers its audience.

29

AVERAGE AGE

50%

AUDIENCE SEM 6-7

76.1%

MALE READERS
(FEMALE 23.9%)

28.3%

HOUSEHOLD
INCOME R20K+

CONDÉ NAST



FIVE REASONS
TO ADVERTISE
WITH US

FEATURES

Here, we create in-depth profiles of the world's most inspirational personalities, with award-winning long-form reporting on the conversations that matter and topic-specific guides that speak to all phases of life.

WEALTH

A guide to creating a more bankable you, Wealth features personal financial and career advice and profiles of, and advice from, inspirational business people.

STYLE

As the home of all things fashion, grooming and wellness, 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.

GQ BEST-DRESSED

A celebration of personal style, GQ's annual Best-dressed campaign identifies South Africa's most stylish men, revealed in print, video and at an exclusive red-carpet cocktail event held in October.

GQ MEN OF THE YEAR

Honouring the achievements of the men and women who define our culture today and propel us forward, Men of the Year crowns a new set of winners annually in print, video and at an exclusive gala awards dinner in December.

CUSTOM BRAND COLLABORATION

GQ produces bespoke collaborations throughout the year, aligned with the calendar and/or special events, product/campaign launches and issue themes.

CONDÉ NAST



CONTENT PLAN 2024

MARCH/APRIL

ISSUE THEME: SPORTS AND TECH

Editorial Highlights:

- The top sports stars in South Africa right now and how they stay well groomed.
- Ultimate Supplement Guide – vitamins, proteins, vegan supplements.
- 50 tech gadgets every man needs in 2024
- Sportsbetting and finance – how to navigate "gambling"
- The tech inventions you didn't know you needed and how they can enhance your life, from smartwatches to apps and gadgets

JUNE/JULY

ISSUE THEME: MUSIC AND CREATIVES

Editorial Highlights:

- The best musicians of 2024
- 10 African creatives on our radar
- A look into the industry and its future
- Music tech – improve your listening experience
- Africa's coolest creatives – art, theatre, TV, film and fashion

SEPTEMBER/OCTOBER

ISSUE THEME: WEALTH AND LEGENDS

Editorial Highlights:

- Celebrating 25 of South Africa's living legends
- Legendary local brands – and how they've stayed on top
- Celebrating 25 years of GQ and 25 of its iconic/legendary moments
- The top businesses and business people of 2024
- Money habits to develop at different life stages
- Look like a boss in your 20s, 30s, 40s and 50s

DECEMBER/JANUARY

ISSUE THEME: BODY AND MENTAL HEALTH

Editorial Highlights:

- What the perfect body looks like right now
- 20 body grooming products and routines you need to know now
- How to be mentally healthier
- The connection between the workplace and psychological wellbeing
- The top five inventions helping men improve their mental health
- Body image throughout your life, in your 20s, 30s, 40s and 50s
- 10 men who survived body-altering diseases and accidents share their stories
- The state of masculinity in South Africa
- How to ensure boys become better men



PRODUCTION SCHEDULE

ON SALE DATE	BOOKING/ CANCELLATIONS	MATERIAL DEADLINE	INSERTS DUE
MAR/APR 2024: THE SPORTS AND TECH ISSUE			
01 MAR 24	02 FEB 24	05 FEB 24	12 FEB 24
JUN/JUL 2024: THE MUSIC AND CREATIVES ISSUE			
25 MAY 24	26 APR 24	29 APR 24	06 MAY 24
SEP/OCT 2024 : THE LEGENDS ISSUE			
23 AUG 24	26 JUL 24	29 JUL 24	27 JUL 24
DEC/JAN 2025: THE BODY AND MENTAL HEALTH ISSUE			
22 NOV 24	25 OCT 24	28 OCT 24	28 OCT 24



PRINT RATE CARD

PRINT RATE CARD

FULL COLOUR	RATE (R)
Full Page	48 400
Double-page Spread	96 700
Two-thirds Page	40 000
Half Page	36 300
One-third Page	33 700
Quarter Page	28 800
Advertorial Full Page	66 000

PRIME POSITION

FULL COLOUR	RATE (R)
Outside Back Page	65 000
Inside Back Page	56 800
Left-hand Page Opposite Contents	54 700
Right-hand Page Opposite Contents	54 700
Opposite Masthead	54 700
Opposite Editor's Letter	54 700
Opposite GQ Letter	54 700

HALF PAGE

FULL COLOUR	RATE (R)
Vertical Masthead	42 300

DOUBLE-PAGE SPREAD

FULL COLOUR	RATE (R)
First Spread	112 800
Second Spread	106 100
Third Spread	106 100

INSERTS

2 to 4 Pages Bound-in	790 per 1 000
Loose	960 per 1 000

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.



DIGITAL AND WEB RATE CARDS

DIGITAL EDITIONS RATE CARD

DESKTOP BANNERS SIZE		CPM
	468X60 px	R350
	728x90 px	R350
	300x600 px	R350
	300x250 px	R350
	970x90PX	R350
MOBILE BANNERS SIZE		CPM
	320X50px	R350
	300x250px	R350
	300x600px	R350
WINGED BANNER TAKEOVER	SIZE	CPM
	160x600px	-
	All ad sizes	R10 000 per day

BESPOKE CAMPAIGNS (Rate on request)

A customised solution comprises of an interactive microsite, which is developed and hosted on GQ.co.za.

INTERACTIVE CAMPAIGNS (Rate on request)

Subject to client brief, activity mechanics, production requirements and editorial approval.

COMPETITIONS

R10 000

NATIVE

R16 000 to R20 000 | Subject to client brief, activity mechanics, production requirements and editorial approval.

SURVEY (Rate on request)

MAILERS

Dedicated mailer, Click to client site per subscriber R0.90
Click to GQ.co.za per subscriber R0.60

WEEKLY NEWSLETTER INCLUSION

inclusion Click to client site per subscriber R0.50
Click to GQ.co.za per subscriber R0.30

NEWSLETTER BANNER

Cost per subscriber R0.40

SOCIAL MEDIA (Rate on request)

Instagram

Poll, Reel, Takeover, Gif, Post, Video, IG Live, Instagram Story

Twitter

Reel, Poll, Takeover, Gif, Post, Video, Livestream

Facebook

Reel, Takeover, Gif, Post, Video, Livestream, Facebook Story

REQUIRED SPECIFICATIONS

Material deadline: 14 working days before live date
Click-through URL: Max size 1MB, Format gif/jpeg

*No cancellation of digital advertisement will be accepted three weeks before month end.



DIGITAL NUMBERS

DIGITAL PAGE IMPRESSION	450 000
UNIQUE USERS	115 000
MOBILE USERS	79%
PAGES VIEWS	390,398
NEWSLETTER SUBSCRIBERS	28 034

SOCIAL MEDIA FOLLOWING

63 000

FACEBOOK

104 000

INSTAGRAM

400 000

TWITTER

1 115

YOUTUBE

1 542

TIKTOK



SOUTH AFRICA

DIGITAL NUMBERS

CONDÉ NAST



DIGITAL COVER PACKAGES

1x Digital Cover with 1 native and 1 Facebook post (boosted), 1 Instagram post (boosted)

R45 000 (If images are supplied by client)

1x Digital Cover with 1 native and 1 Facebook post (boosted), 1 Instagram post (boosted)

From R95 000 (If we have to do the shoot and cover production costs)

X2 digital covers with 2 native and 2 Facebook post (boosted), 2 Instagram post (boosted)

R65 000 (If images are supplied by client)

X2 digital covers with 2 native and 2 Facebook post (boosted), 2 Instagram post (boosted)

From R160 000 (If we have to do the shoot and cover production costs)

Duration of the cover is at editorial discretion.