

Page View: 36,000,000 PV
 Unique User: 2,000,000 UU
 As of November 2017.

■ Native AD (HTML Type)

Product Name	Description	Estimate Price (JPY)	Rate	Lead Time	Term	Remark
Multi-device Native Article / Mainstream Plan	Fully customizable, multi-device enabled native article in a special product to express rich media content. Perfect for promoting rich brand experience, as well as promoting deep understanding of the product. Includes original music, text and the content visually and audibly with integrated QR to activate. Beautiful visual and rich contents will be offered such as feature shoot of models who are highly relevant with VOGUE. Utilizing each feature of multi-device optimized page allows to leave strong impression with the promotion.	50,000 - 100,000	Media Fee: ¥1,000,000 Production Fee: ¥1,000,000~(NET)	40 Business Days	linked to 1st page for 1 month articles to be archived	○
Multi-device Native Article / Mainstream Content View Plan	Fully customizable, multi-device enabled native article in a special product to express rich media content. Perfect for promoting rich brand experience, as well as promoting deep understanding of the product. Includes original music, text and the content visually and audibly with integrated QR to activate. Beautiful visual and rich contents will be offered such as feature shoot of models who are highly relevant with VOGUE. Utilizing each feature of multi-device optimized page allows to leave strong impression with the promotion. In addition to regular Production Plan, social distribution is added to maximize the video view.	50,000 - 100,000	Media Fee: ¥1,000,000 Production Fee: ¥1,000,000~(NET)	40 Business Days	linked to 1st page for 1 month articles to be archived	○
Multi-device Native Article / G&A Plan	Native Article product offering experience by leveraging QR feature. Implement rich contents that attract user's attention in addition to expanding the world of the brand. Rich media product which enables offer various elements from appealing visuals to reinforcing detailed product information.	20,000 - 30,000	Media Fee: ¥1,500,000 Production Fee: ¥1,500,000~(NET)	40 Business Days	linked to 1st page for 1 month articles to be archived	○
Multi-device Native Article / G&A Content View Plan	Native Article product offering experience by leveraging QR feature. Implement rich contents that attract user's attention in addition to expanding the world of the brand. Rich media product which enables offer various elements from appealing visuals to reinforcing detailed product information. In addition to regular plan, social distribution is added to maximize the video view. In terms of QR code, full-time content online.	20,000 - 30,000	Media Fee: ¥1,500,000 Production Fee: ¥1,500,000~(NET)	40 Business Days	linked to 1st page for 1 month articles to be archived	○

■ Native AD (CMS template Type)

Product Name	Description	Estimate Price (JPY)	Rate	Lead Time	Term	Remark
Multi-device Native Article (Module Type) / Rich Plan	A rich version of the product allowing to combine 3 modules out of multiple types of modules (templates) according to objectives, content, and target. Content like presentation as well as visuals that leave impressions are both possible that it is a recommended means for effectively achieving KPI index such as PV volume and duration of the visit. In addition to regular Production Plan, social distribution is added to maximize the video view. "Information" goal will be included in the module space within the page.	20,000 - 30,000	Media Fee: ¥1,500,000 Production Fee: ¥1,500,000~(NET)	30 Business Days	linked to 1st page for 1 month articles to be archived	○
Multi-device Native Article (Module Type) / Content View Plan	A rich version of the product allowing to combine 3 modules out of multiple types of modules (templates) according to objectives, content, and target. Content like presentation as well as visuals that leave impressions are both possible that it is a recommended means for effectively achieving KPI index such as PV volume and duration of the visit. In addition to regular Production Plan, social distribution is added to maximize the video view. "Information" goal will be included in the module space within the page.	20,000 - 30,000	Media Fee: ¥1,500,000 Production Fee: ¥1,500,000~(NET)	30 Business Days	linked to 1st page for 1 month articles to be archived	○
Multi-device Native Article (Module Type)	Available to combine 3 modules out of multiple types of modules (templates) according to objectives, content, and target. Content like presentation as well as visuals that leave impressions are both possible that it is a recommended means for effectively achieving KPI index such as PV volume and duration of the visit. "Information" goal will be included in the module space within the page.	17,000 - 20,000	Media Fee: ¥1,200,000 Production Fee: ¥1,200,000~(NET)	30 Business Days	linked to 1st page for 1 month articles to be archived	○
Multi-device Native Article (Gallery Type)	A Native Article product available to implement value by content using VOGUE native content templates. In a photo gallery format, show 7 content like images of product etc. User will be able to enhance content without stress. Since template is utilized in creating the article, short production lead time is another characteristic of this means. In terms of QR code, full-time content online.	30,000 - 35,000	Media Fee: ¥1,500,000 Production Fee: ¥1,500,000~(NET)	15 Business Days	linked to 1st page for 1 month articles to be archived	○ VOGUE JAPAN is not included in the report.
Multi-device Native Article (Gallery Type) / Content View Plan	A Native Article product available to implement value by content using VOGUE native content templates. In a photo gallery format, show 7 content like images of product etc. User will be able to enhance content without stress. Since template is utilized in creating the article, short production lead time is another characteristic of this means. In terms of QR code, full-time content online.	30,000 - 35,000	Media Fee: ¥1,500,000 / Silver Plan (Including Production Fee but not for video production) Media Fee: ¥1,500,000 / Gold Plan (Including Production Fee but not for video production)	15 Business Days	linked to 1st page for 1 month articles to be archived	○ VOGUE JAPAN is not included in the report.
Multi-device Native Article / News Type	Content such as product release information etc. can be introduced in the same format as VOGUE JAPAN news articles. Right timing and the article will be implemented to SPICAL space (at least) as well as feature post regarding the article from VOGUE JAPAN account enables to generate voluminous traffic.	-	Media Fee: ¥600,000 (Including Production Fee) 1.5 million PV per 100 advertisement in 1 month, maximum number of views is 100,000 (per day)	10-15 on the 10th Business Day before activation 10 advertisement available in 1 month, maximum number of views is 100,000 (per day)	linked to 1st page for 2 weeks articles to be archived	×
Multi-device Native Article / Video News Type	Explosion in the form of VOGUE JAPAN news article is available from product press release information etc. In addition to implementing traffic, offer ad to SPICAL space (at least) for bringing additional to news article page by posting related news from VOGUE JAPAN under account. Further traffic can be generated.	-	Media Fee: ¥600,000 (Including Production Fee) 1.5 million PV per 100 advertisement in 1 month, maximum number of views is 100,000 (per day)	10-15 on the 10th Business Day before activation 10 advertisement available in 1 month, maximum number of views is 100,000 (per day)	linked to 1st page for 2 weeks articles to be archived	×
Multi-device Native Article / Content View Plan	Explosion in the form of VOGUE JAPAN news article is available from product press release information etc. In addition to implementing traffic, offer ad to SPICAL space (at least) for bringing additional to news article page by posting related news from VOGUE JAPAN under account. Further traffic can be generated. In addition, by posting video from VOGUE JAPAN's accounts, more content views of video can be generated.	40,000 / Silver Plan 100,000 / Gold Plan	Media Fee: ¥1,500,000 / Silver Plan (Including Production Fee) Media Fee: ¥2,000,000 / Gold Plan (Including Production Fee) Extra charge for additional content ¥100,000 for each view.	10-15 on the 10th Business Day before activation 10 advertisement available in 1 month, maximum number of views is 100,000 (per day)	linked to 1st page for 2 weeks articles to be archived	×

■ NATIVE ARTICLE OPTION - TRAFFIC DRIVING PLANS FROM THIRD PARTY MEDIA

Product Name	Description	Estimate Price (JPY)	Term	Estimate Price (JPY)	Charge (PV)
Feedback	Purchase through the VOGUE JAPAN Account effective for improving the target audience's engagement by enabling targeting of users and devices.	max. 1,500,000 impressions	Available in the same as the referenced Native Article	4,000 clicks	¥1,000,000
LINE	For advertisers without LINE official account, promotion to LINE users is made possible with the VOGUE JAPAN official account. Attention is required for the advertisement. Target of promotion will be "VOGUE JAPAN" official account followers.	No. of Friends: 600,000	1 push message	-	¥4,000,000
YTD	Your native content appears in the "Recommended Content" section in Yahoo! Content Recovery partner sites. No content cannot be displayed because the final monitoring of the content by Yahoo! Japan is required. There may be cases where an ad to offer a replacement media option. High CTR. Available on smartphones/tablets. Purchase via VOGUE JAPAN account.	max. 10,000,000 impressions	Available in the same as the referenced Native Article	14,285 clicks (Estimated CTR: 0.14%)	¥1,000,000
Outbrain	Broad exposure to Outbrain-based media (distributing content to users who display high interest in terms of a certain category). Mutual fit obtain top G&A view. No advertisement space guarantee. Available through the VOGUE JAPAN account. (Not suitable for obtaining repeated exposure)	max. 12,500,000 impressions	Available in the same as the referenced Native Article	10,000 clicks (Estimated CTR: 0.08%)	¥1,000,000