VOGUE GIRL

VOGUE GIRL Moves Further into the Digital World.

VOGUE GIRL has been totally renewed as a multi-media publication for "Generation C", who have a totally new lifestyle and sense of values. Because our core target audience is focused on the generation known as "smartphone natives" (19-25 years old; never knowing a time before mobile phones, or smartphones), we have cancelled the print magazine edition which has been issued twice a year up to now, in order to concentrate all our resources on a "Digital Device Only" system that maximizes communication with this audience.

Page View   25,000,000 **PV**
Unique User   2,000,000 **UU**
(As of November 2017)

■Desktop AD

Media	Objectives	Ad Placement	Terms	Size (W×H) Pixels	Capacity	Space	Estimated imps / week	Charge (JPY/Gross)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
Desktop Category / Take Over	Premium Media Takeover provides a huge impact with ROS on VOGUE GIRL website (Desktop/Tablet), allowing advertisers to imprint brand images and promote their products to the largest possible audience.	Desktop & Tablet / ALL *except for VIDEO category and Advertising & Sponcored Content pages	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	①Big Board(Above): 1020x250 ②Background (Left and Right): 1520x1300 (still image) ③W Skyscraper: 300x600 ④Rectangle: 300x250 (or 320x100) ※For the Background (Left and Right), concerning the area below 1300px (vertical), color code designation is possible.	①②: within 300KB ③④: within 100KB	2 Spaces	900,000	¥2,500,000	¥2,778	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1 Space	450,000	¥1,500,000	¥3,333		

※For details concerning regulations, please confirm with the separate "VOGUE GIRL Advertising Specifications Guide".

■Smartphone AD

Product	Objectives	Ad Placement	Terms	Size (W×H) Pixels	Capacity	Space	Estimated imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
Smartphone Category / Take Over Video	Above the fold large video ad for impact, with a sticky overlay header for brand recognition and high performance.	Smartphone / ALL *except for VIDEO category and Advertising & Sponsored Content pages	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	①Premium Canvas : 640×360 ※Automatically resized 320×180 ②Header Overlay : 640x200 ※Automatically resized 320×100 ③Rectangle : 600x500(or 640x200) ※Automatically resized 300×250(or 320x100) ④Video File : 1280x720	①②③: within 100KB (jpg/gif/png) ④: within 10MB (MP4)	4 Spaces	2,800,000	¥3,700,000	¥1,321	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						3 Spaces	2,100,000	¥3,200,000	¥1,524		
						2 Spaces	1,400,000	¥2,700,000	¥1,929		
						1 Space	700,000	¥2,000,000	¥2,857		
Smartphone Category / Take Over	Above the foldrectangle ad for impact, with a sticky overlay header for brand recognition and high performance.	Smartphone / ALL *except for VIDEO category and Advertising & Sponsored Content pages	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	①First Rectangle : 600×500 ※Automatically resized 300×250 ②Header Overlay : 640x200 ※Automatically resized 320×100 ③Rectangle : 600x500(or 640x200) ※Automatically resized 300×250(or 320x100)	①②③: within 100KB (jpg/gif/png)	4 Spaces	2,800,000	¥3,200,000	¥1,143		
						3 Spaces	2,100,000	¥2,700,000	¥1,286		
						2 Spaces	1,400,000	¥2,200,000	¥1,571		
						1 Space	700,000	¥1,500,000	¥2,143		
Smartphone Category / Rectangle	Above the foldrectangle ad for impact, with no sticky overlay header.	Smartphone / ALL *except for VIDEO category and Advertising & Sponsored Content pages	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	①First Rectangle : 600×500 ※Automatically resized 300×250 ②Rectangle : 600x500(or 640x200) ※Automatically resized 300×250(or 320x100)	①②: within 100KB (jpg/gif/png)	4 Spaces	1,800,000	¥2,300,000	¥1,278		
						3 Spaces	1,350,000	¥1,700,000	¥1,259		
						2 Spaces	900,000	¥1,300,000	¥1,444		
						1 Space	450,000	¥700,000	¥1,556		

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※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

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Page Views 25,000,000 PV
Unique Users 2,000,000 UU
(As of November 2017)

■Native AD（HTML Type）

Product Name	Objectives	ESTIMATED PAGE VIEWS	Charge （JPY）	Materials to be submitted	Lead Time	Term	Report
Full HTML Native Article (Multi Device)	The VOGUE GIRL Editorial Dept. can produce tie-up pages with totally original designs in full HTML format using a presentation technique selected to match the advertiser's objectives, such as to "portray movement visually" or to "create a good design", etc. The basic specifications are designed specifically for a smartphone layout, but it is possible to use these pages for both smartphone and PC insertion.	60,000~ Estimated PV may varies depending on the content of the page.	Media Fee : ¥5,000,000 Gross Production Fee : ¥1,500,000 Net	– *External links up to 5 places.	40 Business Days	4 weeks ※No Update ※The insertion start day will be an arbitrary business day.	○

※Please ask for production cost details. Model shooting, interview, video etc.

■Native AD（CMS template Type）

Media	Objectives	ESTIMATED PAGE VIEWS	Charge （JPY）	Materials to be submitted	Lead Time	Term	Report
Standard Native Article (Multi Device)	This menu comprises a standard tie-up used in combination . Clients can customize the page design as they like with VOGUE GIRL's original design template. Most popular product in our Native ADs.	40,000 - 45,000	Media Fee : ¥3,500,000 Gross Production Fee : ¥500,000 Net	– *External links up to 5 places.	40 Business Days	4 weeks ※No Update ※The insertion start day will be an arbitrary business day.	○
Gallery Type Native Article (Multi Device)	This tie-up is produced using photos or videos provided by the advertiser. As approx. 90% of VOGUE GIRL users browse with a smartphone, this smartphone-first design that considers usability allowing users to watch videos comfortably and without stress.	50,000 - 55,000	Media Fee : ¥2,500,000 Gross ※Including production charge (assuming material provided by the advertiser) ※5-7 images possible	·Image (JPEG/GIF) × 5-7 ·Link URL ＊Up to 5 places ·product release text ·Contact information for inquiries	20 Business Days		
Native News Article with Video (Multi Device)	Product release information, etc., can be inserted on VOGUE GIRL's article pages in the form of news articles with video materials. It is also possible to attract even more users to the article by inserting posts linked to the tie-up ad on the VOGUE GIRL Facebook and Twitter accounts.	※The number of PVs is not guaranteed.	Media Fee : ¥600,000 Gross ※Including production charge (assuming material provided by the advertiser)	·Movie× 1 (YOU TUBE Link) ·Link URL ＊Up to 5 places ·product release text ·Contact information for inquiries	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.	2 weeks ※Articles guiding users to the ad will be posted on VOGUE GIRL official SNS accounts. ※Renewal is not possible. ※The insertion start day will be an arbitrary business day.	×
Native News Article (Multi Device)	Product release information, etc., can be inserted on VOGUE GIRL's article pages in the form of news articles. It is also possible to attract even more users to the article by inserting posts linked to the tie-up ad on the VOGUE GIRL Facebook and Twitter accounts.		Media Fee : ¥500,000 Gross ※Including production charge (assuming material provided by the advertiser)	·Image (JPEG/GIF) × 1 ·Link URL ＊Up to 5 places ·product release text ·Contact information for inquiries			

※Please ask for production cost details. Model shooting, interview, video etc.

■Native Article OPTION – TRAFFIC DRIVING PLANS FROM THIRD PARTY MEDIA

Product	Objectives	Estimated Reach/Imps	Terms	ESTIMATED PAGE CLICKS	Price （JPY）
LINE / 3 messages	VOGUE GIRL official LINE account is offered to promote brands. Ideal for mobile reach scalability. Audiences include all VOGUE GIRL official account followers.	No. of Friends 200,000	1 push message ※Delivered only on Wednesday or Friday ※Posting Time is decided by Editorial team of VOGUE GIRL ※Exclusive to 1 Company per month ※ In principle, we will need more than 2 weeks in-between advertising posts.	-	¥1,000,000
LINE / 2 messages	VOGUE GIRL official LINE account is offered to promote brands. Ideal for mobile reach scalability. Audiences include all VOGUE GIRL official account followers.	No. of Friends 200,000	1 push message ※Delivered only on Wednesday or Friday ※Posting Time is decided by Editorial team of VOGUE GIRL ※Exclusive to 1 Company per month ※ In principle, we will need more than 2 weeks in-between advertising posts.	-	¥800,000
Facebook AD	Purchase through the VOGUE GIRL Account. Effective for improving the target audience's engagement by enabling targeting of users and devices.	approx. 1,200,000 impressions	Approx. 2-weeks ~ 4-weeks insertion	4,300 clicks	¥1,000,000
Instagram Organic Posting	Organic posting on VOGUEGIRL'S Instagram account.	76,000 potential reach	1 post	-	¥900,000
Yahoo! Contents Discovery	Your native content appears in the "Recommended Content" section on Yahoo! Content Discovery partner sites. High CTR. Available on desktops/tablets/smartphones. Purchased via VOGUE GIRL account. *No screen capture will be provided *Because the final screening of the content by Yahoo Japan is required, there may be cases where we need to offer a replacement media option.	approx. 16,000,000impressions	Approx. 2-week ~ 4-week insertion	174,285 clicks (Estimated CPC @70yen)	¥1,000,000
Outbrain	Broad exposure to Outbrain-linked media (distributing content to users who display high interest by means of a unique algorithm). Menus that obtain high click rates. PC/tablet/smartphone compatible. Purchase through the VOGUE JAPAN Account. ※Not suitable for obtaining inserted episodes	approx. 12,500,000impressions	Approx. 2-week ~ 4-week insertion	10,000 clicks (Estimated CPC @100yen)	¥1,000,000

■VIDEO

Product	Objectives	Ad Placement	Terms	Creative Assets	Video/Length	ESTIMATED VIDEO VIEWS	Price （JPY）	CPM （JPY）	Lead Time
Video Placement	Implement video within 15min. under Video Category of VOGUE GIRL. Non advertising video content usage is also possible. Various promoting ad space to generate traffic to the video will be activated. Title and explanation text will be prepared by VOGUE GIRL to communicate attractiveness of the video the audiences. The creative is also streamed on Facebook via VOGUE GIRL official account to extend the reach to the larger millennial audiences.	·VOGUE GIRL VIDEO Category ·VOGUE GIRL Official Facebook ·Facebook Video Ad run by VOGUE GIRL account	- 4 weeks - Period Guaranteed	■Video file File size:Within 500MB Image Ssize(W×H) : 1920×1080 Format :Image:MP4 H.264 Audio: AAC Image bit rate/frame rate:15~20Mbps (recommended)/ordinary frame rates (23.97, 24, 25, 29.97, 30 fps) (recommended) Audio:Soundtrack required Audio bit rate/sampling rate:256kbps / 44.1KHz (recommended) Length:60 sec.~14 min., 59 sec. ■Still image:jpg/png/tif/pdf/bmp/ai/psd -16 : 9 aspect ratio Short side: 700px or more (recommended) Resolution: 72dpi (recommended) ■Text material for video explanatory text production Word/Excel/PDF Explanat.ory text concerning video such as a press release, documents	Within 15 min. / video	50,000	¥700,000	¥14,000	10 business days prior to campaign by 18:00
Native Article OPTION: Facebook AD	Facebook Video Ad by VOGUE GIRL official Facebook account Performance optimization possible with Facebook targeting features	Facebook video Ad run by VOGUE GIRL account	- 4 weeks - Period Guaranteed	-	Within 3 min. / video	100,000	¥1,000,000	¥10,000	-
Native Article OPTION: Video Extension	Optional video distribution plan to gain additional reach across our video audience. The video content will be hosted under VOGUE GIRL Video category and distributed across Facebook. ※Optional offering for Native Article ※Please contact our account executive for content production Plan	VOGUE GIRL Video Placement Facebook Native Video Post Facebook Video Ad run by VOGUE GIRL account	- 4 weeks - Period Guaranteed	-	Within 3 min. / video	60,000	¥800,000	¥13,333	-