

VOGUE  
JAPAN

## Ad Regulation Guide

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### Concerning the Advertisement Display Environment

- Please note that depending on the user's environment (browser, security software, firewall setting, etc.), it is possible that a given advertisement cannot be distributed or that it cannot be inserted correctly.

### Concerning Advertisement Data Manuscript Reception

- Manuscript reception format: Please prepare the manuscript in the format stipulated under the regulations for each type of advertisement.
- Manuscript reception deadline: Please keep strictly to the deadline stipulated under the regulations for each type of advertisement.

※ For details of menu items, please refer to "the website Media Guide".

# Concerning Applications Format

■ **Application process** Please contact to [websales@condenast.jp](mailto:websales@condenast.jp)

**Insertion Suitability Confirmation** For companies or products with no prior insertion record with VOGUE JAPAN website or magazine, we will perform an examination to determine their suitability for insertion.

**Vacant Frame Confirmation** When making an insertion application, please be sure to confirm that the desired frame is vacant in advance.

**Application** Applications must be made by email according to the format listed below. After accepting an application, we cannot accept cancellation for any reason whatsoever.

**Application Decisions** After accepting an application, we will convey our official decision using an official VOGUE JAPAN website “Application Received Email” reply.

**Creative Surveys** For products with no prior insertion record with VOGUE JAPAN website or magazine, we will perform a creative review. In the case of newly produced items, we may also confirm the rough version, etc.

**Reception Format** Please send the script as an email attachment according to the format listed below.

**Competition Adjustment** In the case of Wskyscraper and MPU only, adjustment is carried out in the following situation: Where product categories are in competition. In this situation, the first client to make an application is accorded priority, so in principle, we refuse to accept applications from competing clients after the initial application has been accepted.

■ **Insertion Suitability Confirmation**  
Please make your inquiry after writing down the following items.

- Advertiser’s official name
- Official campaign product
- URL inserted in company brochure
- Advertisement link URL

\*In some cases, we may wish to confirm past insertion records, etc.

■ **Application Format**  
Please make your inquiry after writing down the following items.

- Advertising Agency’s official name
- Advertiser’s official name
- Notification details (subject matter)
- Advertisement link URL
- Medium
- Menu
- Insertion period
- Application amount

■ **Reception Format**  
Please make your inquiry after writing down the following items.

- Advertising Agency’s official name
- Advertiser’s official name
- Notification details (subject matter)
- Advertisement link URL
- Medium
- Menu
- Insertion period
- Insertion volume
- Application amount
- Please write the name of the attachment file

- About the reporting form CondeNastJapan
- Banner : Number of imp, click and CTR per day.
- Tie-up : Number of PV and click per day.
- Mail menu : Number of copy, unseal and click on linking button during 5days
- In the 3rd paery distribution by external ad server, a prior test is required.
- Report is presented after 5 business days.

■ **Survey Details**  
-This is a creative content survey. In addition to applying the advertising insertion standards on page 5, we will check the site’s policy on rules, copy language, expressions, etc.

## ■ Ethical Principles of Advertising

CondeNastJapan applies the following self-imposed regulations concerning internet advertising (including banner ads, text ads, mail ads, tie-up ads, etc.) appearing on Websites it operates on its own behalf while obtaining the cooperation of the parties involved in such advertising in order to protect the interests of its users and obtain social confidence.

- (1) Advertisements must convey truth, and as such they must be worthy the trust placed in them by users and by society.
- (2) Advertisements must comply with social norms and related laws and must be in good taste.
- (3) Advertisements must be dignified, and must not harm the honor or slander the reputation of third parties.
- (4) Advertisements must pursue beauty and aim to be a source of joy to those who view them.

## ■ Advertising Insertion Standards

CondeNastJapan possesses all the rights concerning the insertion of internet advertising appearing on Websites it operates on its own behalf. Consequently, we ask that advertisers respect and observe the following regulations that we have set out with regard to advertising insertions.

### Basic Standards

- (1) Insertion decisions  
The right to make decisions regarding the suitability of advertising insertions in VOGUE JAPAN website (hereinafter: "the Medium") is held by CondeNastJapan (hereinafter: "the Company").
- (2) Review objects  
The objects of the advertising insertion suitability examination include not only the design, expressions and text used in the advertisement (banner ad, text ad, etc.) but also the contents of any pages or sites to which the ad is linked.
- (3) Locus of responsibility  
The advertiser will undertake full responsibility for any advertisements they insert in the Medium.
- (4) Clear indication of advertiser  
In order to clarify where the responsibility for advertisements inserted in the Medium lies, the name, address and telephone number of the advertiser must be inserted via a link placed on the advertisement.
- (5) Details and contents  
The content and purpose of advertisements must be clear. Advertisements should not be unintelligible to ordinary users nor be of unclear intention.
- (6) Respect for human rights and exclusion of discriminatory expressions  
Advertisements inserted in the Medium should not violate basic human rights. Moreover, they should not include discriminatory messages or content or expressions that encourage discrimination.

**We regret that we cannot accept orders for the insertion of banners or other advertisements that include the kinds of expressions listed below.**

- (1) Advertisement contents for which insertion is not permitted
  - Those that violate or appear likely to violate international treaties, domestic regulations, or that encourage or appear likely to encourage violations.
  - Those that affirm or glorify violence or brutality, bizarre behavior or obscenity, and which are deemed offensive to public morals or likely to encourage or stimulate crime.
  - Those including content or expressions likely to foster an urge to speculate or to gamble.
  - Those that are related to the sale of firearms, knives/swords, or illegal drugs.
  - Those that are in violation of user limitation written obligations with respect to age limits.
  - Those that display links to contents that differ significantly from the indicated contents.
  - Those that slander, damage the character, or violate the privacy of third parties.
  - Those that slander the Company without cause or create an impression likely to damage its social standing. Also, those that unfairly negate or slander other contents of the Company's site.
  - Those likely to lead to misunderstanding that the Company and/or the Company's site has a relationship with the advertiser and/or the ad contents.
  - Those that use names, photographs, gossip, trademarks, or copyrighted work without permission.
  - Indications using fallacies or incorrect displays likely to create the misconception that the product or service, etc. is superior to or more advantageous than those of its rivals.
  - Those that use advertisements as decoys for things that the advertiser actually has no will to sell.
  - Displays that make inappropriate comparisons contrary to fact in order to emphasize the superiority of the advertised product or service, and displays that slander other parties, products or services.
    - ※ Ads that the Company judges grossly inappropriate in consideration of their contents or impression.
- (2) Expressions using superlatives (largest, highest, etc.)
  - VOGUE JAPAN website agrees to the insertion of superlative expressions such as "biggest," "best," etc., only in cases where such claims can be objectively proven. Also, in cases where the Company judges it necessary, the advertiser must provide clear data, sources, names of survey organizations, etc.
- (3) Opinion advertisements
  - We allow insertions only when we are satisfied that the advertisers are groups, multiple enterprises, or voluntary associations that have a sound organizational status and enjoy an appropriate social evaluation.
- (4) Comparative advertisements
  - We allow comparative advertisements only when they satisfy the following conditions:
    - The content of the comparisons has been objectively substantiated by an independent third party's survey, etc.
    - The facts and figures represented are quoted correctly and appropriately.
    - The method of comparison is fair.
- (5) Advertisements offering prizes and/or extra benefits
  - In the case of advertisements for prize contests or which offer prizes, etc., we always conduct an advance examination based on the provisions of the Antimonopoly Law and the Fair Trade Commission of Japan's official notices, and then make a judgment as to the advertisement's suitability for insertion.
    - ※ Please refer to the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation, the Antimonopoly Law, and the Fair Trade Commission of Japan's official notifications.
- (6) Advertisements for sites in competition with the Company's services
  - In the case of advertisements for competing sites or sites that offer services competing with those of the Company, we always require confirmation in advance.
- (7) Concerning advertisements with attached coupons
  - In the case that an advertisement (such as a banner ad, etc.) includes an output to a specific linked page in the form of a coupon, please be sure to provide the following details:
    - Expiry period, object product or service, maker or name of store carrying out offer, discount rate or discount amount (or free in the case of a free offer), product quantity, weight, shape, and other necessary items apart from those mentioned above.

**※ Apart from the above items, please bear in mind that the Company may refuse to accept any insertion order at its own discretion for any reason.**

- Based on its site operating standards, CondeNastJapan has established the following menu-classified regulated business categories.

## 1. Categories Unsuitable for Insertion

The following types of business are judged unsuitable for inserting advertisements in all pages.

Commodity futures trading advertisements  
Financial futures trading advertisements (online foreign exchange margin transactions: partial insertion possible)  
Business loan industry (commerce and industry loans) advertisements  
Securities purchase loan advertisements  
Credit guarantee and loan guarantee advertisements  
Mortgage securities advertisements  
Investment consultation business advertisements  
Tobacco product advertisements (company advertisements and peripheral advertisements: partial insertion possible)  
Personal import agency business advertisements  
Advertisements of entertainment and amusement businesses and other types businesses deemed offensive to public order or morals  
Advertisements for religious groups, etc.  
Advertisements for rituals and prayers  
Private detective or private inquiry agency advertisements  
Advertisements for self-development, educational seminar, ability development equipment, or study material, etc.  
Advertisements for network business, monitor business, sideline business, etc.  
Advertisements for cosmetic surgery, plastic surgery, laser eye corrective surgery, etc.  
Advertisements for live chat and dating sites, etc.  
Investment trust advertisements  
Animal/plant depositary trading advertisements  
Investor gathering and monetary deposit advertisements  
Marriage information service and dating-related advertisements  
Fee-based nursing home client gathering advertisements  
Advertisements for medical devices or similar products  
Medical services-related advertisements  
Drugs/pharmaceuticals-related advertisements  
Attorney/lawyer-related advertisements  
Advertisements for games for money, gambling, mahjong, etc.  
Pachinko/slot machine-related advertisements  
Personal unsecured loan advertisements  
Foreign exchange margin trading advertisements  
Advertisements for hair growth and other hair-related businesses  
Outlet mall advertisement

## 2. Categories for which Insertion is Regulated

The insertion location in the case of advertisements for certain types of businesses may be subject to regulation.

### (1) Insertion partner regulated types of business

- ① Shopping malls
- ② Education-related
- ③ Insurance products
- ④ Mail order sales businesses
- ⑤ Imported foods
- ⑥ Supplements
- ⑦ Cosmetics and body care
- ⑧ Beauty-related
- ⑨ Select shops
- ⑩ Securities and foreign exchange

### (2) Concerning TOP Page insertion

Insertions in the following genres on the TOP Page are limited to the following types of business.

- ① Cosmetics, hair and body care:  
Brands handled by department stores (for cosmetics handled by doctors, confirmation required)
- ② Foods: Brands that are handled in real stores  
Imported foods that have legitimate import agents

※ In addition, we reserve the right to designate insertion locations according to product, creative content, link partner, etc.

# Banner Production Regulations

<Regulations and cautions concerning banner and mail advertisement production (expressions)>

Regulated Items	Contents of Regulation
Images and designs that are liable to cause users discomfort	① Alert marks, rapid oscillation, blinking images ② Continuous strong-contrast reversed displays
References and images that may be confused with VOGUE JAPAN website supplied content	Images or texts similar to logo marks or designs of VOGUE JAPAN website services or to icons, fonts, etc., used by VOGUE JAPAN website are prohibited. In the case
Images and expressions containing likely exaggerations	Superlative or absolute expressions such as “No.1,” “world’s first,” “world’s best,” etc., must be supported by objective proof provided by an objective third-party organization dated within one year of the application. Also, the data, source, and survey organization must be stipulated within the body of the advertisement.
Images and expressions using comparisons	Comparative expressions indicating specific rivals, comparisons that contain unsubstantiated claims, and comparative expressions or images made based unfair standards are prohibited.
Images and expressions showing or related to alcohol	Images and expressions showing or related to alcohol must be accompanied by a statement such as “You should not drink alcohol until you reach the age of 20” or “the drinking of alcohol by minors below 20 years of age is prohibited by law.”
Images or expressions suggestive of banknotes or other currency	Images or expressions suggestive of banknotes or other currency are prohibited.
Images and expressions related to election campaigns	Images and expressions related to election campaigns are prohibited.
Images and expressions suggestive of behavior prohibited by law	Images and expressions suggestive of behavior prohibited by law are prohibited.
Images and expressions in which the advertiser is unknown	Images and expressions in which the advertiser, including any link parties, is unknown are prohibited.
Other prohibited items	Advertising containing dual pricing or fallacious contents is prohibited.

Mouse actions	All presentation and operability functions in the banner range that have interactivity can be performed only in the following cases. <ul style="list-style-type: none"> <li>Where a creative action is prompted at the user’s will</li> </ul>
	Prohibited items: ① Jumping to a special site or triggering a pop-up, etc., by means of a mouse-over and mouse-out movement.. ② Creation of other new operational concepts in addition to the above. ③ Changing the shape or color of the cursor or other movements inviting user confusion such as expanding, shrinking or eliminating the cursor.

※ Concerning prohibited text characters

1. Characters disapproved under the regulations: Half-size (single-byte) kana characters	2. Characters that cannot be used due to system limitations: «Full-size (2-byte) characters» ~ (Wave) ¢ (Cent) £ (Pound) / (Double slash)   (Break line) - (Minus) ¢ (Double apostrophe)	I i (Full-size alphanumeric characters upper/lower case) — (Full-size dash) <<Half-size (single-byte) characters>> • (Half-size middle dot) \ (Half-size back slash) " (Vertical double apostrophe) ' (Vertical single apostrophe)
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## Smartphone: In-Banner Character Size (Japanese)



### ■ Japanese Text

#### Minimum 18px

(submission time manuscript full size)



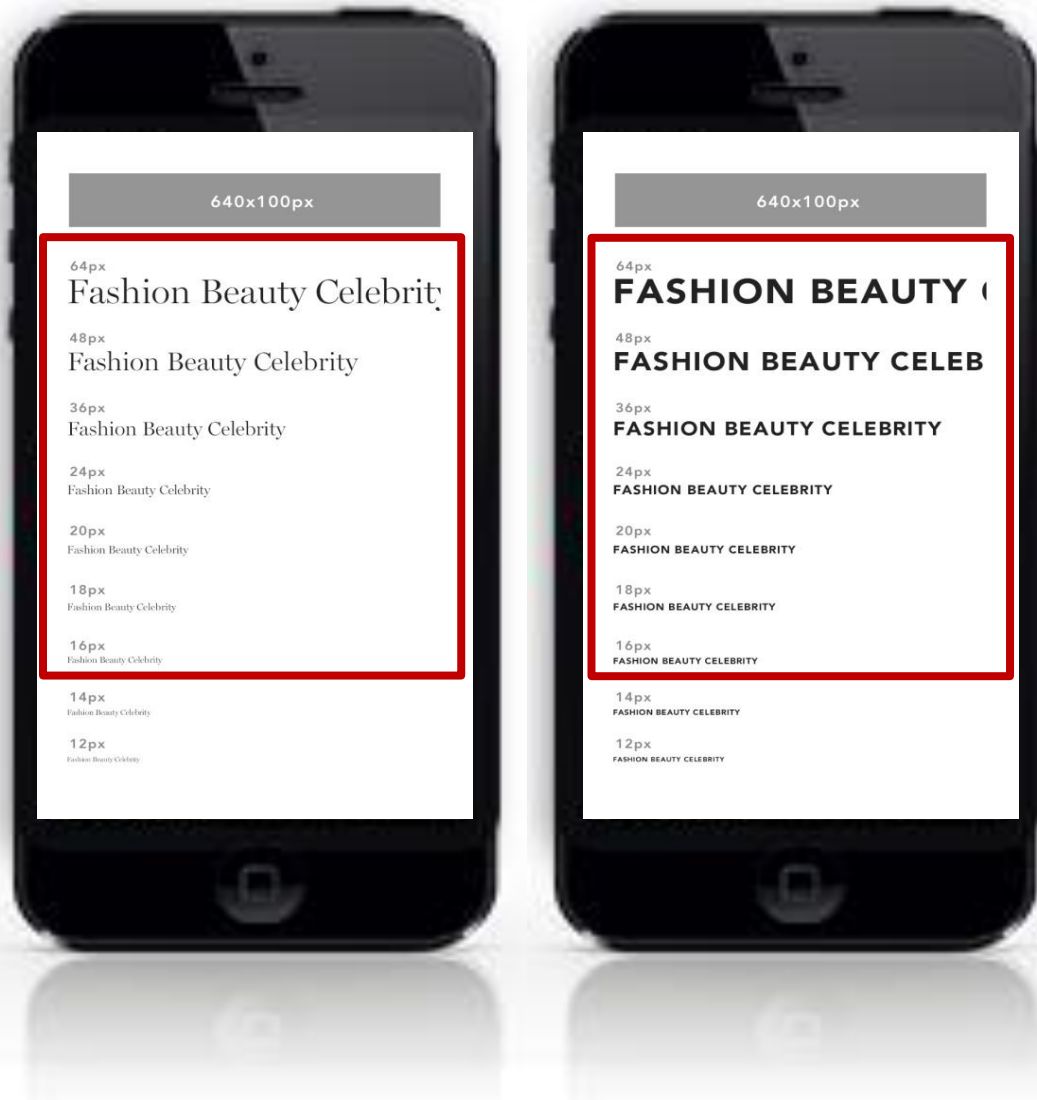
The actual distribution size is reduced by 50% for display.

※In case font sizes are smaller than above, please revise them.

※If the choice of character fonts and/or colors make the text difficult to read, please revise it.

The use of font sizes smaller than 18px (submission time manuscript full size) is not permitted.

## Smartphone: In-Banner Character Size (Single-Byte Alphanumeric)



### ■ Single-Byte Alphanumeric Text

**Minimum 16px**

(submission time manuscript full size)



The actual distribution size is reduced by 50% for display.

✂ In case font sizes are smaller than above, please revise them.

✂ If the choice of character fonts and/or colors make the text difficult to read, please revise them.

The use of font sizes smaller than 16px (submission time manuscript full size) is not permitted.