



From fashion, beauty, lifestyle to celebrities! VOGUE JAPAN is "The No.1 mode site" for cutting-edge women with high sensibility.

Page View  
Unique User  
(As of November 2017)

39,000,000 PV  
2,800,000 UU

Desktop AD

Product	Objectives	Ad Placement	Buying Metric	Size (WxH) Pixels	Creative Assets	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
VOGUE DESKTOP PAGE TAKEOVER (without background)	<ul style="list-style-type: none"> <li>Takes over the first view of VOGUE Homepage and news pages for the maximum impact.</li> <li>HTML5 video distribution is possible within its aspect ratio of 16:9.</li> <li>Provides high visibility and rich information which suits the best for product/service branding.</li> </ul>	All PC screen pages except for below spaces: Excluded Space : Video-Wing-Sponsored Feature Page- The Top Page ※ If one wedding category or editors' picks is sponsored, no exposure in the same category	-1 week from 10:00 on Monday until 09:59 on the following Monday -Rotation Insertion -Period guaranteed (100% SOP)	Premium Canvas : 1280x720 Side Banner : 300x500, or 300x440 Square Banner : 300x300	Premium Canvas : Within 300KB Side Banner : Within 300KB Square Banner : Within 300KB ※Premium Canvas of HTML5 Within 4MB ※HTML5 material regulations to be provided separately	1space	200,000	¥2,000,000	¥10,000	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion ※If submission deadline is missed, insertion live date may be delayed.
						25spaces	440,000	¥4,000,000	¥9,091		
						45space	900,000	¥6,600,000	¥7,333		
VOGUE DESKTOP PAGE TAKEOVER (with background)	<ul style="list-style-type: none"> <li>Takes over the first view of VOGUE Homepage and news pages for the maximum impact.</li> <li>HTML5 video distribution is possible within its aspect ratio of 16:9.</li> <li>The most impactful product on VOGUE with additional background creative for higher branding effect.</li> </ul>	All PC screen pages except for below spaces: Excluded Space : Video-Wing-Sponsored Feature Page- The Top Page ※ If one wedding category or editors' picks is sponsored, no exposure in the same category	-1 week from 10:00 on Monday until 09:59 on the following Monday -Rotation Insertion -Period guaranteed (100% SOP)	Premium Canvas : 1280x720 Side Banner : 300x500, or 300x440 Square Banner : 300x300 Background : 1720x1470 (Designed to be fitted within 200x1470)	Premium Canvas : Within 300KB Side Banner : Within 300KB Square Banner : Within 300KB Background : within 300KB ※ Premium Canvas of HTML5 Within 4MB ※HTML5 material regulations to be provided separately	1space	200,000	¥2,500,000	¥12,500		
						25spaces	440,000	¥4,500,000	¥10,227		
						45space	900,000	¥7,000,000	¥7,778		

Smartphone AD

Product	Objectives	Ad Placement	Buying Metric	Size (WxH) Pixels	Creative Assets	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
VOGUE SMARTPHONE Page Takeover	<ul style="list-style-type: none"> <li>Takes over the first view of VOGUE Homepage and news pages on mobile for the maximum impact.</li> <li>Square creatives optimized for mobile provide high visibility and greater branding effect.</li> </ul>	All SP screen pages except for below spaces: Excluded Space : Video-Wing-Sponsored Feature Page- The Top Page ※ If one wedding category or editors' picks is sponsored, no exposure in the same category	-1 week from 10:00 on Monday until 09:59 on the following Monday -Rotation Insertion -Period guaranteed (100% SOP)	SP Premium Canvas : 1080x1920 ※ Please submit a 600x600-sized banner SP Standard Banner : 320x100 ※ Please submit a 640x200-sized banner SP Square Banner : 300x300 ※ Please submit a 600x600-sized banner	SP Premium Canvas : Within 100KB SP Standard Banner : Within 100KB SP Square Banner : Within 100KB	1space	900,000	¥2,500,000	¥2,778	SP Premium Canvas : Up to 1 SP Standard Banner : Up to 1 ※ For SP Standard Banner, it will disappear after displayed 25 sec. ※ For SP Standard Banner, a close button must be placed on it. Materials regulations to be provided separately. SP Square Banner : Up to 1 ※ For SP Square Banner, allowing the same material as SP Premium Canvas. ※ Up to 2 for each advertisement when buy more than 3 Spaces	18:00 on the 5th business day before insertion ※If submission deadline is missed, insertion live date may be delayed
						25spaces	1,000,000	¥4,750,000	¥4,750		
						35spaces	1,500,000	¥6,500,000	¥4,333		
						45space	2,000,000	¥7,000,000	¥3,500		
						55spaces	2,500,000	¥8,800,000	¥3,520		
						65space	3,000,000	¥9,400,000	¥3,133		
VOGUE SMARTPHONE PAGE TAKEOVER VIDEO	<ul style="list-style-type: none"> <li>Takes over the first view of VOGUE Homepage and news pages on mobile for the maximum impact.</li> <li>16:9 creative can be placed in 1x1 ad slot in order to distribute HTML5 video.</li> </ul>	All SP screen pages except for below spaces: Excluded Space : Video-Wing-Sponsored Feature Page- The Top Page ※ If one wedding category or editors' picks is sponsored, no exposure in the same category	-1 week from 10:00 on Monday until 09:59 on the following Monday -Rotation Insertion -Period guaranteed (100% SOP)	SP Premium Canvas : 1080x1920 ※ 1080x1920 size is recommended or SP Premium Canvas : 1280x1920 ※ 1280x720 size is recommended SP Standard Banner : 320x100 ※ Please submit a 640x200-sized banner SP Square Banner : 300x300 ※ Please submit a 600x600-sized banner	SP Video : Within 10MB ※ Video will be displayed as SP Premium Canvas, and size of space is applicable to the material. SP Standard Banner : Within 100KB SP Square Banner : Within 100KB	1space	900,000	¥1,000,000	¥1,111	SP Video : Up to 1(Up to 60s) SP Standard Banner : Up to 1 ※ For SP Standard Banner, it will disappear after displayed 25 sec. ※ For SP Standard Banner, a close button must be placed on it. Materials regulations to be provided separately. SP Square Banner : Up to 1 ※ For SP Square Banner, allowing the same material as SP Premium Canvas. ※ Up to 2 for each advertisement when buy more than 3 Spaces	18:00 on the 10th business day before insertion ※If submission deadline is missed, insertion live date may be delayed
						25spaces	1,000,000	¥5,250,000	¥5,250		
						35spaces	1,500,000	¥7,000,000	¥4,667		
						45space	2,000,000	¥6,400,000	¥3,200		
						55spaces	2,500,000	¥9,300,000	¥3,720		
						65space	3,000,000	¥9,900,000	¥3,300		

Promotion Mail

Product	Objectives	Distribution Circulation	Price	Lead Time	Distribution Dates	Report
Promotion Mail	It is a menu that delivers HTML promotion mail to VOGUE ID members.	14,000	¥1,000,000	29 business days	limited to 2018/11/29 business days	○



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Product Name	Objectives	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
Multi-device Native Article / Platinum Plan	Fully customizable, multi-device enabled native article: a special product to express rich media content. Perfect for providing rich brand experience, as well as promoting deep understanding of the product. Excludes digital media; there will be content visually eye-catching and intriguing call-to-actions. Beautiful visual and rich contents will be offered such as fashion shoot of fashionistas who are highly relevant with VOGUE. Utilizing each feature of multi-devices optimized page allows to leave strong impression with the promotion.	50,000 - 55,000	Media Fee: 16,000,000 Production Fee: 13,000,000*(NET)	40 Business Days	linked to tie-up page; for 1 month articles to be archived	○
Multi-device Native Article / Platinum Content View Plan	Fully customizable, multi-device enabled native article: a special product to express rich media content. Perfect for providing rich brand experience, as well as promoting deep understanding of the product. Excludes digital media; there will be content visually eye-catching and intriguing call-to-actions. Beautiful visual and rich contents will be offered such as fashion shoot of fashionistas who are highly relevant with VOGUE. Utilizing each feature of multi-devices optimized page allows to leave strong impression with the promotion. In addition to regular Platinum plan, social distribution is added to maximize the video views.	50,000 - 55,000	Media Fee: 18,000,000 Production Fee: 13,000,000*(NET)	40 Business Days	linked to tie-up page; for 1 month articles to be archived	○
Mobile Native Article / Gold Plan	Native Article product offering experience by leveraging on SP feature. Implement rich contents that attract user actions in addition to expressing the world of the brand. Rich media product which enables to offer various elements from appealing visuals to introducing detailed product information.	28,000 - 32,000	Media Fee: 13,500,000 Production Fee: 12,000,000*(NET)	40 Business Days	linked to tie-up page; for 1 month articles to be archived	○
Mobile Native Article / Gold Content View Plan	Native Article product offering experience by leveraging on SP feature. Implement rich contents that attract user actions in addition to expressing the world of the brand. Voluminous menu which enables to offer various elements from appealing visuals to introducing detailed product information. In addition to regular plan, social distribution is added to maximize the video views. ※ Volume given with multiple content volume	28,000 - 32,000	Media Fee: 15,000,000 Production Fee: 12,000,000*(NET)	40 Business Days	linked to tie-up page; for 1 month articles to be archived	○

Product Name	Objectives	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
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 (template) according to objective, content, and target. Content-like presentation as well as visuals that leave impression are both possible that it is a recommended menu for effectively achieving KPI index such as PV volume and duration of the visit. ※ "Information" space will be outside of the module space within the page.	22,000 - 25,000	Media Fee: 12,500,000 Production Fee: 11,000,000*(NET)	20 Business Days	linked to tie-up 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 (template) according to objective, content, and target. Content-like presentation as well as visuals that leave impression are both possible that it is a recommended menu for effectively achieving KPI index such as PV volume and duration of the visit. In addition to regular Platinum plan, social distribution is added to maximize the video views. ※ "Information" space will be outside of the module space within the page.	25,000 - 28,000	Media Fee: 14,000,000 Production Fee: 11,000,000*(NET)	20 Business Days	linked to tie-up 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 (template) according to objective, content, and target. Content-like presentation as well as visuals that leave impression are both possible that it is a recommended menu for effectively achieving KPI index such as PV volume and duration of the visit. ※ "Information" space will be outside of the module space within the page.	17,000 - 20,000	Media Fee: 12,000,000 ※ Including Production Fee	20 Business Days	linked to tie-up page; for 1 month articles to be archived	○
Multi-device Native Article (Gallery Type)	A Native Article product available to implement native-like content using VOGUE native content template. In a photo gallery format, show 7 content-like images of product etc. User will be able to embrace content without stress. Since template is utilized in creating the article, short production lead time is another characteristic of this menu. ※ Vertical scroll type	30,000 - 35,000	Media Fee: 11,500,000 ※ Including Production Fee	15 Business Days	linked to tie-up page; for 1 month articles to be archived	○ ※ Data of click is not included in the report
Multi-device Native Article (Gallery Type) / Content View Plan	A Native Article product available to implement native-like content using VOGUE native content template. In a photo gallery format, show 7 content-like images of product etc. User will be able to embrace content without stress. Since template is utilized in creating the article, short production lead time is another characteristic of this menu. In addition to regular plan, social distribution is added to maximize the video views. ※ Vertical scroll type	30,000 - 35,000	Media Fee: 12,500,000 / Silver Plan (including Production Fee but except for video production) Media Fee: 13,500,000 / Gold Plan (including Production Fee but except for video production)	15 Business Days	linked to tie-up page; for 1 month articles to be archived	○ ※ Data of click 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 article. Traffic driving ads to the article will be implemented to SPECIAL spaces (all layers) as well as twitter post regarding the article from VOGUE JAPAN account enables to generate voluminous traffic.	-	Media Fee: 1600,000 (including Production Fee) ※ Extra Charge for additional banner and text: 1000,000/Page	18:00 on the 10th business day before insertion ※ If submission deadline is missed, insertion live date may be delayed	linked to tie-up page; for 2 weeks articles to be archived	×
Multi-device Native Article / Video News Type	Exposure in the format of VOGUE JAPAN news article is available from product press release information etc. In addition to implementing traffic driver ad to SPECIAL space (all layers) for bringing audience to news article page, by posting related news from VOGUE JAPAN twitter account, further traffic can be generated.	-	Media Fee: 1800,000 (including Production Fee) ※ Extra Charge for additional banner and text: 1000,000/Page	18:00 on the 10th business day before insertion ※ If submission deadline is missed, insertion live date may be delayed	linked to tie-up page; for 2 weeks articles to be archived	×
Multi-device Native Article / Content View Plan	Exposure in the format of VOGUE JAPAN news article is available from product press release information etc. In addition to implementing traffic driver ad to SPECIAL space (all layers) for bringing audience to news article page, by posting related news from VOGUE JAPAN twitter account, further traffic can be generated. In addition, by posting video from VOGUE JAPAN's social accounts, more content views of videos can be generated.	40,000 / Silver Plan 100,000 / Gold Plan	Media Fee: 11,500,000 / Silver Plan (including Production Fee) Media Fee: 12,500,000 / Gold Plan (including Production Fee) ※ Extra charge for additional banner: 150,000 for each one	18:00 on the 10th business day before insertion ※ If submission deadline is missed, insertion live date may be delayed	linked to tie-up page; for 2 weeks articles to be archived	×

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

Product Name	Objectives	Estimate Imps	Term	ESTIMATED PAGE CLICKS	Charge (JPY)
Facebook	Purchase through the VOGUE JAPAN Account Effective for improving the target audience's engagement by enabling targeting of users and devices	-	Duration is the same as the collateralized Native Article	4,300 clicks	¥1,000,000
Instagram	Purchase through the VOGUE JAPAN Account Effective for improving the target audience's engagement by enabling targeting of users and devices	-	Duration is the same as the collateralized Native Article	3,000 clicks	¥1,000,000
LINE	For advertisers without LINE official account, promotion to LINE users is made possible utilizing "VOGUE JAPAN" official account. Effective in expanding reach to smartphones. Target of promotion will be "VOGUE JAPAN" official account followers.	No. of Friends: 990,000	1 push message	-	¥4,000,000
YCD	Your native content appears in the "Recommended Content" section on Yahoo! Content Discovery partner sites. *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. High CTR. Available on desktop/tablet/smartphones. Purchased via VOGUE JAPAN account	-	Duration is the same as the collateralized Native Article	14,285 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	-	Duration is the same as the collateralized Native Article	10,000 clicks (Estimated CPC @ 100yen)	¥1,000,000