



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 Dec. 2019)

47,000,000 PV  
33,000,000 UU

■ Positioning											
Product	Objectives	Ad Placement	Buying Metric	Size (W-H) Pixels	Creative Assets	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
VOGUE DESKTOP Page Takeover	<ul style="list-style-type: none"> <li>Takes over the first view of VOGUE Homepage and news pages for the maximum impact.</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-Blog-Sponsored Feature Page- Tie Up 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 Wskyscraper : 300x600	Premium Canvas : Within 300KB Wskyscraper : Within 300KB ※Premium Canvas of HTML5: Within 4MB ※HTML5 material regulations to be provided separately	1Space	250,000	¥2,000,000	¥8,000	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	600,000	¥4,200,000	FALSE		

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

※The price depends on the season.

■ Smartphone App											
Product	Objectives	Ad Placement	Buying Metric	Size (W-H) Pixels	Creative Assets	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
VOGUE Mobile 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>Rectangle creatives optimized for mobile provide high visibility and greater branding effect.</li> </ul>	All Mobile screen pages except for below spaces: Excluded Space : Video-Blog-Sponsored Feature Page- Tie Up 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 : 300x250 ※ Please submit a 600x500-sized banner SP Rectangle Banner : 300x250 or 300x600 ※ Please submit a 600x500-sized banner or 600x1200-sized banner SP Interstitial banner : 300x250 ※ Please submit a 600x500-sized banner	SP Premium Canvas : Within 150KB SP Rectangle Banner : Within 150KB SP Interstitial Banner : Within 150KB	1Space	500,000	¥2,500,000	¥5,000	SP Premium Canvas : Up to 1 SP Rectangle Banner : Up to 1 SP Interstitial Banner : Up to 1 ※ 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		
						45spaces	2,000,000	¥7,900,000	¥3,950		
						55spaces	2,500,000	¥8,800,000	¥3,520		
						65spaces	3,000,000	¥9,400,000	¥3,133		
						75spaces	3,500,000	¥9,700,000	¥2,771		
						85spaces	4,000,000	¥10,000,000	¥2,500		
						95spaces	4,500,000	¥11,250,000	¥2,500		
VOGUE Mobile 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> </ul>	All Mobile screen pages except for below spaces: Excluded Space : Video-Blog-Sponsored Feature Page- Tie Up 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 : 300x250 ※ Please submit a 600x500-sized banner SP Rectangle Banner : 300x250 or 300x600 ※ Please submit a 600x500-sized banner or 600x1200-sized banner SP Interstitial banner : 300x250 ※ Please submit a 600x500-sized banner	SP Video : Within 10MB ※ Video will be displayed as SP Premium Canvas, and size of space is applicable to the material. SP Rectangle Banner : Within 150KB SP Interstitial Banner : Within 150KB	1Space	500,000	¥3,000,000	¥6,000	SP Video : Up to 1 (Up to 60s) SP Rectangle Banner : Up to 1 SP Interstitial Banner : Up to 1 ※ 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		
						45spaces	2,000,000	¥8,400,000	¥4,200		
						55spaces	2,500,000	¥9,300,000	¥3,720		
						65spaces	3,000,000	¥9,900,000	¥3,300		
						75spaces	3,500,000	¥10,200,000	¥2,914		
						85spaces	4,000,000	¥10,500,000	¥2,625		
						95spaces	4,500,000	¥11,750,000	¥2,611		

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※The price depends on the season.

■ 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.	80,000	¥1,000,000	20 Business Days	Limited to Condé Nast business days	○



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■ Native Ad (HTML Type)

Product Name	Objectives	ESTIMATED PAGE VIEWS GUARANTEED VIDEO STREAM	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. Exclusive to 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.	58,000 PV	Media Fee: 17,000,000 Production Fee: 13,000,000*(NET)	50 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. Exclusive to 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.	60,000 PV 500,000 ST	Media Fee: 18,700,000 Production Fee: 13,000,000*(NET)	50 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.	34,000 PV	Media Fee: 14,000,000 Production Fee: 12,000,000*(NET)	50 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	35,000 PV 500,000 ST	Media Fee: 15,800,000 Production Fee: 12,000,000*(NET)	50 Business Days	linked to tie-up page: for 1 month articles to be archived	○

■ Native Ad (CMS Template Type)

Product Name	Objectives	ESTIMATED PAGE VIEWS GUARANTEED VIDEO STREAM	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) accordingly 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.	28,000 PV	Media Fee: 11,000,000 Production Fee: 11,000,000*(NET)	35 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) accordingly 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.	29,000 PV 500,000 ST	Media Fee: 14,800,000 Production Fee: 11,000,000*(NET)	35 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 (templates) accordingly 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.	20,000 PV	Media Fee: 11,500,000 Production Fee: 10,000,000*(NET)	30 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	32,000 PV	Media Fee: 13,000,000 Production Fee: 10,000,000*(NET)	25 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	33,000 PV 500,000 ST	Media Fee: 12,900,000 Production Fee: 11,000,000*(NET)	25 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.	5,000 PV	Media Fee: 1600,000 Production Fee: 1,000,000*(NET)	18:00 on the 15th 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 audiences to news article page, by posting related news from VOGUE JAPAN twitter account, further traffic can be generated.	5,000 PV 500,000 ST	Media Fee: 12,600,000 Production Fee: 1,000,000*(NET)	18:00 on the 20th business day before insertion ※ If submission deadline is missed, insertion live date may be delayed	linked to tie-up page: for 1 month articles to be archived	○

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

Product Name	Objectives	Estimate imps	Term	ESTIMATED PAGE CLICKS	Charge (JPY)
Facebook Ad Placement Optimization	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 collaterated Native Article	4,500 clicks	¥1,000,000
				9,400 clicks	¥2,000,000
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 collaterated Native Article	4,500 clicks	¥1,000,000
				9,400 clicks	¥2,000,000
Twitter	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 collaterated Native Article	4,300 clicks	¥1,000,000
				9,900 clicks	¥2,000,000
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 1,100,000	1 push message	-	¥4,000,000
Logly	Broad exposure to Logly-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 collaterated Native Article	15,400 clicks	¥1,000,000
				32,000 clicks	¥2,000,000