

**Page View** **30,000,000** **PV**  
**Unique User** **2,200,000** **UU**  
 (As of February 2018)

**Desktop AD**

Media	Objectives	Ad Placement	Terms	Size (WxH) 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 & Sponsored 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.	①②③④: within 300KB (jpg/gif/png)	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 (WxH) 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 : 640x360 ※Automatically resized 320x180 ②Rectangle : 600x500(or 640x200) ※Automatically resized 300x250(or 320x100) ③Header Overlay : 640x200 ※Automatically resized 320x100 ④Video File : 1280x720	①: within 150KB (jpg/gif/png) ②: 600x500:within 150KB : 640x200:within 100KB (jpg/gif/png) ③: within 100KB (jpg/gif/png) ④: within 10MB (MP4)	5 Spaces	4,500,000	¥5,500,000	¥1,222	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						4 Spaces	3,600,000	¥4,800,000	¥1,333		
						3 Spaces	2,700,000	¥4,300,000	¥1,593		
						2 Spaces	1,800,000	¥3,300,000	¥1,833		
						1 Space	900,000	¥2,300,000	¥2,556		
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 : 600x500 ※Automatically resized 300x250 ②Rectangle : 600x500(or 640x200) ※Automatically resized 300x250(or 320x100) ③Header Overlay : 640x200 ※Automatically resized 320x100	①: within 150KB (jpg/gif/png) ②: 600x500:within 150KB : 640x200:within 100KB (jpg/gif/png) ③: within 100KB (jpg/gif/png)	5 Spaces	4,500,000	¥5,000,000	¥1,111	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						4 Spaces	3,600,000	¥4,300,000	¥1,194		
						3 Spaces	2,700,000	¥3,800,000	¥1,407		
						2 Spaces	1,800,000	¥2,800,000	¥1,556		
						1 Space	900,000	¥1,800,000	¥2,000		
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 : 600x500 ※Automatically resized 300x250 ②Rectangle : 600x500(or 640x200) ※Automatically resized 300x250(or 320x100)	①: within 150KB (jpg/gif/png) ②: 600x500:within 150KB : 640x200:within 100KB (jpg/gif/png)	5 Spaces	2,500,000	¥2,500,000	¥1,000	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						4 Spaces	2,000,000	¥2,200,000	¥1,100		
						3 Spaces	1,500,000	¥1,800,000	¥1,200		
						2 Spaces	1,000,000	¥1,300,000	¥1,300		
						1 Space	500,000	¥700,000	¥1,400		

**Smartphone AD: Delivered only on "Shiitake Horoscope" Category**

Product	Objectives	Ad Placement	Terms	Size (WxH) Pixels	Capacity	Space	Estimated Imps / week	Price (JPY)	CPM (JPY)	No. of Assets to be Submitted	Lead Time
Smartphone Category / Take Over Video *Shiitake Horoscope Category Only	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 : 640x360 ※Automatically resized 320x180 ②Rectangle : 600x500(or 640x200) ※Automatically resized 300x250(or 320x100) ③Header Overlay : 640x200 ※Automatically resized 320x100 ④Video File : 1280x720	①: within 150KB (jpg/gif/png) ②: 600x500:within 150KB : 640x200:within 100KB (jpg/gif/png) ③: within 100KB (jpg/gif/png) ④: within 10MB (MP4)	2 Spaces	1,600,000	¥2,000,000	¥1,250	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1 Space	800,000	¥1,200,000	¥1,500		
Smartphone Category / Take Over *Shiitake Horoscope Category Only	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 : 600x500 ※Automatically resized 300x250 ②Rectangle : 600x500(or 640x200) ※Automatically resized 300x250(or 320x100) ③Header Overlay : 640x200 ※Automatically resized 320x100	①: within 150KB (jpg/gif/png) ②: 600x500:within 150KB : 640x200:within 100KB (jpg/gif/png) ③: within 100KB (jpg/gif/png)	2 Spaces	1,600,000	¥1,600,000	¥1,000	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
						1 Space	800,000	¥1,000,000	¥1,250		

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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.



**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.

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**■ Native AD (HTML Type)**

Product Name	Objectives	ESTIMATED KPI	Charge (JPY)	Materials to be submitted	Lead Time	Term	Report
Full HTML Native Article (Multi Device)	The VOGUE GIRL Editorial to produce native article with original graphic features in full HTML format to best express the advertiser's messages, including animated/motion fashion portraits. It is a smartphone-optimized layout, which can also display on desktop screen as well.	60,000PV~ *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.	○
Full HTML Native Article Video View Plan (Multi Device)	The VOGUE GIRL Editorial to produce native article with original graphic features in full HTML format to best express the advertiser's messages, including animated/motion fashion portraits. It is a smartphone-optimized layout, which can also display on desktop screen as well. With Video View Plan, the video embedded into the article will be posted onto VOGUE GIRL social accounts as well as VOGUE GIRL social ad account to deliver higher views and reach among wider audiences.	60,000PV~ *Estimated PV may varies depending on the content of the page. 150,000 Video Views *Facebook post at VOGUEGIRL account x1 Twitter posts at VOGUEGIRL account x4 Facebook & Instagram Video AD	Media Fee : ¥6,000,000 Gross Production Fee : ¥1,500,000 Net excl. Video Production Cost	- *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 KPI	Charge (JPY)	Materials to be submitted	Lead Time	Term	Report
Standard Native Article (Multi Device)	The most popular native article product, which a client can customize the given VOGUE GIRL page design teplate to create a native article pages.	40,000 - 45,000PV	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.	○
Standard Native Article Video View Plan (Multi Device)	The most popular native article product, which a client can customize the given VOGUE GIRL page design teplate to create a native article pages. With Video View Plan, the video embedded into the article will be posted onto VOGUE GIRL social accounts as well as VOGUE GIRL social ad account to deliver higher views and reach among wider audiences.	40,000 - 45,000PV 150,000 Video Views *Facebook post at VOGUEGIRL account x1 Twitter posts at VOGUEGIRL account x4 Facebook & Instagram Video AD	Media Fee : ¥4,500,000 Gross Production Fee : ¥500,000 Net excl. Video Production Cost	- *External links up to 5 places.	40 Business Days		
Gallery Type Native Article (Multi Device)	The native article is created with photo or video assets from the advertiser. Design is mobile-optimized to provide the best user experience as possible to the VOGUE GIRL audiences who mostly consume our content on mobile devices.	50,000 - 55,000PV	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		
Gallery Type Native Article Video View Plan (Multi Device)	The native article is created with photo or video assets from the advertiser. Design is mobile-optimized to provide the best user experience as possible to the VOGUE GIRL audiences who mostly consume our content on mobile devices. With Video View Plan, the video embedded into the article will be posted onto VOGUE GIRL social accounts as well as VOGUE GIRL social ad account to deliver higher views and reach among wider audiences.	50,000 - 55,000PV 80,000 Video Views *Facebook post at VOGUEGIRL account x1 Twitter posts at VOGUEGIRL account x4 Facebook & Instagram Video AD	Media Fee : ¥3,200,000 Gross ※Including production charge (assuming material provided by the advertiser) ※5-7 images possible	•Image (JPEG/GIF) × 5-7 •Video x 1 •Link URL * Up to 5 places •product release text •Contact information for inquiries	20 Business Days		
Native News Article with Video (Multi Device)	The product best suited for press releases and product news, with a video asset. The article link will be posted on VOGUE GIRL Facebook and Twitter accounts to drive traffic to the page.	※The number of PVs is not guaranteed.	Media Fee : ¥700,000 Gross ※Including production charge (assuming material provided by the advertiser)	•Movie x 1 (YOU TUBE Link) •Link URL * Up to 5 places •product release text •Contact information for inquiries			
Native News Article Video View Plan (Multi Device)	The product best suited for press releases and product news, with a video asset. The article link will be posted on VOGUE GIRL Facebook and Twitter accounts to drive traffic to the page. With Video View Plan, the video embedded into the article will be posted onto VOGUE GIRL social accounts as well as VOGUE GIRL social ad account to deliver higher views and reach among wider audiences.	■ Gold Plan: 80,000 Video Views ■ Silver Plan: 40,000 Video Views *Facebook post at VOGUEGIRL account x1 Twitter posts at VOGUEGIRL account x1 (only for Gold Plan) Facebook & Instagram Video AD ※The number of PVs is not guaranteed.	Media Fee : Gold Plan: ¥1,500,000 Gross Silver Plan: ¥1,200,000 Gross ※Including production charge (assuming material provided by the advertiser)	•Video x 1 •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)	The product best suited for press releases and product news. The article link will be posted on VOGUE GIRL Facebook and Twitter accounts to drive traffic to the page.	※The number of PVs is not guaranteed.	Media Fee : ¥600,000 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.



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

Product	Objectives	Estimated Reach/Imps	Terms	Guaranteed 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 343,000 as of February 2018	1 push AD with 3 messages ※ Delivered only on Wednesday or Friday ※ Posting time is decided by Editorial team of VOGUE GIRL ※ Exclusive to 2 Companies per month ※ In principle, we will need more than 2 weeks in-between advertising posts.	-	¥1,500,000
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 343,000 as of February 2018	1 push AD with 2 messages ※ Delivered only on Wednesday or Friday ※ Posting time is decided by Editorial team of VOGUE GIRL ※ Exclusive to 2 Companies per month ※ In principle, we will need more than 2 weeks in-between advertising posts.	-	¥800,000
Twitter	Purchase through the VOGUE GIRL Account. Effective for improving the target audience's engagement by enabling targeting of users and devices.	-	Approx. 2-weeks ~ 4-weeks insertion	4,000 clicks	¥1,000,000
Instagram AD	Purchase through the VOGUE GIRL Account. Effective for improving the target audience's engagement by enabling targeting of users and devices.	-	Approx. 2-weeks ~ 4-weeks insertion	3,000 clicks	¥1,000,000
Facebook AD & Instagram AD	Purchase through the VOGUE GIRL Account. Effective for improving the target audience's engagement by enabling targeting of users and devices.	-	Approx. 2-weeks ~ 4-weeks insertion	4,000 clicks	¥1,000,000
Facebook AD	Purchase through the VOGUE GIRL Account. Effective for improving the target audience's engagement by enabling targeting of users and devices.	-	Approx. 2-weeks ~ 4-weeks insertion	4,000 clicks	¥1,000,000
Instagram Organic Posting	Organic posting on VOGUEGIRL'S Instagram account.	93,700 Followers (potential reach) as of Feb. 2018	1 post	-	¥1,000,000
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. 2-week ~ 4-week insertion	14,000 clicks	¥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. 2-week ~ 4-week insertion	14,000 clicks	¥1,000,000