

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 sent 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
Unique User
(As of Feb. 2021)

63,000,000
4,600,000

PV
UU

4

■ 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 Advertising & Sponsored Content pages	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	①Billboard: 970x250 ②Rectangle: 300x250 (or 300x300)	①②: within 300KB (jpg/gif/png)	1 Space	400,000	¥1,000,000	¥2,500	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion

※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	Smartphone Takeover provides a huge impact with ROS on VOGUE GIRL website (Smartphone). *except for Advertising & Sponsored Content pages	Smartphone / ALL *except for 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(or 600x600) ※Automatically resized 300×250(or 300x300) ②Rectangle: 600x500(or 600x600) ※Automatically resized 300×250(or 300x300)	①②: within 150KB (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 / Take Over Video	Smartphone Takeover Video provides a huge impact with ROS on VOGUE GIRL website (Smartphone). allowing advertisers to deliver a video material on the first rectangle placement.	Smartphone / ALL *except for 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: 1280×720(or 320 x180, 300×300,1080×1080) ※Automatically resized 300×188(or 300x300) ②Rectangle: 600x500(or 600x600) ※Automatically resized 300×250(or 300x300)	①: within 10MB (MP4) / 60 seconds ②: within 150KB	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 / Interscroller	<p>① Still Image (Carousel type) It is an impactful still image format with high visibility which can appeal to your targets.</p> <p>② Vertical Position Video This is a format in which video in the vertical position can be posted. Videos of up to 60 seconds can be posted.</p> <p>③ Horizontal Movie + Still Image It is a format that allows you to post a still image and a horizontal movie at the same time.</p>	Smartphone / ALL *except for Advertising & Sponsored Content pages *Interscroller is second position	- 1 week from 10:00 on Monday until 09:59 on the following Monday - Period Guaranteed (100% SOP) - Rotation Insertion	<p>▼Take Over ①First Rectangle: 600x500(or 600x600) ※Automatically resized 300×250(or 300x300) ②Rectangle: 600x500(or 600x600) ※Automatically resized 300×250(or 300x300)</p> <p>▼Interscroller ① Still Image • File format: JPG, GIF * cannot be animated • Size: 600x1,200px • Capacity: Up to 150 KB • Number of simultaneous uploading: 1 • Link setting number : 1 • Report Items: Clicks ※ Be sure to place the logo in the image.</p> <p>▼Take Over ② Vertical Position Video • File format: MP4 • Size: 600x1,200px • Capacity: 10 MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 600x1,200 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% ※ Be sure to place the logo in the video.</p> <p>▼Interscroller ① Still Image Up to 150 KB</p> <p>▼Vertical Position Video 10 MB or less</p> <p>▼Horizontal Movie + Still Image ③ Horizontal Movie + Still Image • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds</p> <p>▼still image • Capacity: Up to 150KB per still image</p>	<p>5 Spaces</p> <p>4 Spaces</p> <p>3 Spaces</p> <p>2 Spaces</p> <p>1 Space</p> <p>5 Spaces</p> <p>4 Spaces</p> <p>3 Spaces</p> <p>2 Spaces</p> <p>2 Spaces</p>	<p>4,500,000</p> <p>3,600,000</p> <p>2,700,000</p> <p>1,800,000</p> <p>900,000</p> <p>4,500,000</p> <p>3,600,000</p> <p>2,700,000</p> <p>1,800,000</p> <p>1,800,000</p>	<p>¥5,000,000 Gross ¥500,000 Net</p> <p>¥4,300,000 Gross ¥500,000 Net</p> <p>¥4,300,000 Gross ¥500,000 Net</p> <p>¥3,300,000 Gross ¥1,593</p> <p>¥2,300,000 Gross ¥2,556</p> <p>¥5,500,000 Gross ¥1,222</p> <p>¥4,800,000 Gross ¥1,333</p> <p>¥4,300,000 Gross ¥1,593</p> <p>¥3,300,000 Gross ¥1,833</p> <p>¥2,800,000 Gross ¥1,833</p>				

				<p>Capacity: Up to 1 space per unit image</p> <ul style="list-style-type: none"> • Number of simultaneous uploading: one • Link setting number : 1 • Report Items: Clicks <p>※ Be sure to place the logo in the image.</p>		1 Space	900,000	¥1,800,000 Gross ¥500,000 Net	¥2,555	Up to 1 for each advertisement ※Materials must be submitted as a package	18:00 on the 10th business day before insertion
				<p>▼Take Over Video</p> <ul style="list-style-type: none"> ①First Rectangle: 1280×720(or 320 x180, 300×300,1080×1080) ※Automatically resized 300×168(or 300x300) <ul style="list-style-type: none"> ②Rectangle: 600x500(or 600x600) ※Automatically resized 300×250(or 300x300) <p>▼Interscroller</p> <ul style="list-style-type: none"> ① Still Image <ul style="list-style-type: none"> • File format: JPG, GIF * cannot be animated • Size: 600x1,200px • Capacity: Up to 150 KB • Number of simultaneous uploading: 1 • Link setting number : 1 • Report Items: Clicks <p>※ Be sure to place the logo in the image.</p> ② Vertical Position Video <ul style="list-style-type: none"> • File format: MP4 • Size: 600x1,200px • Capacity: 10 MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 600x1,200 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% <p>※ Be sure to place the logo in the video.</p> ③ Horizontal Movie + Still Image <ul style="list-style-type: none"> • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 1,280x720 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% <p>※ Be sure to place the logo in the video.</p> ▼ movie <ul style="list-style-type: none"> • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 1,280x720 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% <p>※ Be sure to place the logo in the video.</p> ▼ still image <ul style="list-style-type: none"> • Capacity: Up to 150KB per still image 		5 Spaces	4,500,000	¥5,500,000 Gross ¥500,000 Net	¥1,333		
				<p>▼Take Over</p> <ul style="list-style-type: none"> ①: within 10MB (MP4) / 60 seconds ②: within 150KB <p>▼Interscroller</p> <ul style="list-style-type: none"> ① Still Image <ul style="list-style-type: none"> • Up to 150 KB ② Vertical Position Video <ul style="list-style-type: none"> • 10 MB or less ③ Horizontal Movie + Still Image <ul style="list-style-type: none"> • movie <ul style="list-style-type: none"> • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 1,280x720 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% • still image <ul style="list-style-type: none"> • Capacity: Up to 150KB per still image 		4 Spaces	3,600,000	¥4,800,000 Gross ¥500,000 Net	¥1,472		
				<p>▼Take Over</p> <ul style="list-style-type: none"> ①: within 10MB (MP4) / 60 seconds ②: within 150KB <p>▼Interscroller</p> <ul style="list-style-type: none"> ① Still Image <ul style="list-style-type: none"> • Up to 150 KB ② Vertical Position Video <ul style="list-style-type: none"> • 10 MB or less ③ Horizontal Movie + Still Image <ul style="list-style-type: none"> • movie <ul style="list-style-type: none"> • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 1,280x720 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% • still image <ul style="list-style-type: none"> • Capacity: Up to 150KB per still image 		3 Spaces	2,700,000	¥4,300,000 Gross ¥500,000 Net	¥1,777		
				<p>▼Take Over</p> <ul style="list-style-type: none"> ①: within 10MB (MP4) / 60 seconds ②: within 150KB <p>▼Interscroller</p> <ul style="list-style-type: none"> ① Still Image <ul style="list-style-type: none"> • Up to 150 KB ② Vertical Position Video <ul style="list-style-type: none"> • 10 MB or less ③ Horizontal Movie + Still Image <ul style="list-style-type: none"> • movie <ul style="list-style-type: none"> • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 1,280x720 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% • still image <ul style="list-style-type: none"> • Capacity: Up to 150KB per still image 		2 Spaces	1,800,000	¥3,300,000 Gross ¥500,000 Net	¥2,111		
				<p>▼Take Over</p> <ul style="list-style-type: none"> ①: within 10MB (MP4) / 60 seconds ②: within 150KB <p>▼Interscroller</p> <ul style="list-style-type: none"> ① Still Image <ul style="list-style-type: none"> • Up to 150 KB ② Vertical Position Video <ul style="list-style-type: none"> • 10 MB or less ③ Horizontal Movie + Still Image <ul style="list-style-type: none"> • movie <ul style="list-style-type: none"> • File format: MP4 • Size/Capacity: 1,280x720px / 10MB or less • Seconds: up to 60 seconds • Video codec: MP4 • Video resolution: 1,280x720 recommended • Video frame rate: unlimited total bit rate • Audio codec: does not support audio playback • Link setting number: 1 • Report Items: Click Count, Rate of Completion by 25% • still image <ul style="list-style-type: none"> • Capacity: Up to 150KB per still image 		1 Space	900,000	¥2,300,000 Gross ¥500,000 Net	¥3,111		

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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.

Smartphone Category /
Take Over Video & Interscroller

- ① Still Image (Carousel type)
It is an impactful still image format with high visibility which can appeal to your targets.
- ② Vertical Position Video
This is a format in which video in the vertical position can be posted. Videos of up to 60 seconds can be posted.
- ③ Horizontal Movie + Still Image
It is a format that allows you to post a still image and a horizontal movie at the same time.

Smartphone / ALL
*except for Advertising & Sponsored Content pages
*Interscroller is second position

- 1 week from 10:00 on Monday until 09:59 on the following Monday
- Period Guaranteed (100% SOP)
- Rotation Insertion

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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 Unique User	63,000,000 4,600,000	PV UU
(As of Feb. 2021)		

■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.	45 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.	45 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 template to create a native article pages.	50,000 - 55,000PV	Media Fee:\3,500,000 Gross Production Fee:\500,000 Net	*External links up to 5 places.	40 Business Days		
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 template 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.	50,000 - 55,000PV 120,000 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	4 weeks ※No Update ※The insertion start day will be an arbitrary business day.	
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) x 5-7 •Link URL * Up to 5 places •product release text •Contact information for inquiries	30 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) x 5-7 •Video x 1 •Link URL * Up to 5 places •product release text •Contact information for inquiries	30 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.	20,000 - 25,000PV	Media Fee:\1,500,000 Gross *Including production charge (assuming material provided by the advertiser) ※5-7 images possible	•Image (JPEG/GIF) x 5-7 •Link URL * Up to 5 places •product release text •Contact information for inquiries	30 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.	20,000 - 25,000PV 80,000 Video Views *Facebook post at VOGUEGIRL account x1 Twitter posts at VOGUEGIRL account x4 Facebook & Instagram Video AD	Media Fee: ¥2,100,000 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	30 Business Days	
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	10 Business Days	2 weeks ※No Update ※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.	6,000 - 9,000PV	Media Fee: ¥600,000 Gross Production Fee: ¥200,000 Net	•Image (JPEG/GIF) × 3 or movie × 1 (YOU TUBE Link) •Link URL * Up to 5 places •product release text •Contact information for inquiries	10 Business Days	
Native News Article Social Package (Multi Device)	The product best suited for press releases and product news. The article link will be posted on VOGUE GIRL TwitterAD or InstagramAD to drive traffic to the page.	6,000 - 9,000PV + Twitter 3,500clicks or Instagram 3,500clicks	Media Fee: ¥1,200,000 Gross ※Including production charge (assuming material provided by the advertiser)	•Image (JPEG/GIF) × 3 or movie × 1 (YOU TUBE Link) •Link URL * Up to 5 places •product release text •Contact information for inquiries	10 Business Days	

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

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Page View
Unique User
(As of Feb. 2021)

63,000,000
4,600,000

PV
UU

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

Product	Objectives	Estimated Reach/Imps	Terms	Guaranteed PAGE CLICKS	Price (JPY) Gross
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 1,607,000 as of Feb 2021	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.	—	¥3,000,000
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 1,607,000 as of Feb 2021	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.	—	¥2,000,000
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	4,300 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	4,500 clicks or 100,000 Video Views	¥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	4,500 clicks or 100,000 Video Views	¥1,000,000