



**A Multidimensional Medium that Anticipates the Society of the Future**  
 WIRED is a general medium that anticipates the society of the future by thinking deeply about how technology can change the future and what the era wants from technology, and attempting to discuss the future contents of the coming society.

Print View **14,000,000 PV**  
 Unique User **2,650,000 UU**  
 (As of November 2023)

**Native AD (HTML Type)**

Product	Objective	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
Premium Plan/HTM Type Rich Native Article	Rich ads produced in an original design made it easier than ever to deliver your message with a rich visual. We produce HTML pages with a presentation technique tailored to the advertiser's purpose. This menu allows the advertiser to design original design ads that highlight the source of appeal.	15,000	Media Fee 3,000,000 Production Fee 1,000,000	30 Business Days	4weeks	○

**Native AD (CMS template Type)**

Product	Objective	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
Standard Plan/Branded Native Article	These native article history is editorially produced by the WIRED editorial team. The Story Single Article is a best-in-class ad that digs down into the "story," providing "insight" into a brand, product, service, person, etc., and delivers them to the advertiser.	15,000	¥1,500,000	20 Business Days	4weeks	○
Casual Plan/News Article Native Article	WIRED produces news native articles based on information provided by the advertiser. News articles are produced by WIRED using an outside contributor from news release materials supplied by the advertiser. This product is especially recommended for clients who want to place ads in timely manner with best time of material gathering process.	10,000	¥1,000,000	15 Business Days	4weeks	○

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

Product	Objective	APPROX. ESTIMATED PAGE VIEWS	APPROX. 2-week - 4-week insertion	ESTIMATED CPC	Price (JPY)
Facebook	Provide through native article. Available to advertiser through our account management to help with campaign targeting.	Approx. 850,000 impressions	Approx. 2-week - 4-week insertion	3,000 clicks	¥700,000
YTD	Four native content appears in the "Recommended for you" section on the homepage. The content will be provided to the advertiser through our account management to help with campaign targeting. Available to advertiser through our account management to help with campaign targeting.	Approx. 13,000,000 impressions	Approx. 2-week - 4-week insertion	11,428 clicks (Estimated CPC @70yen)	¥800,000
Outbrain	Based on native to Outbrain partner media distribution network to reach a wide range of users. Offered to advertiser through our account management to help with campaign targeting. Available to advertiser through our account management to help with campaign targeting.	Approx. 10,000,000 impressions	Approx. 2-week - 4-week insertion	8,000 clicks (Estimated CPC @100yen)	¥600,000



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Print Price  
 Standard Rate  
 (As of November 2017)

14,000,000 JPY  
 2,600,000 USD

■ Desktop AD

Product	Operation	Ad Placement	Running Month	Size (px) (mm)	Color	Rate	OPR (JPY)	% of Assets to be Secured	Lead Time	
Desktop BILLBOARD	Creatives are released for maximum impact. Minimum space taken greater than the content or off placement. Maximum space occupied maximum size range 1000px.	Desktop/Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	Billboard: 1920 x 250	Billboard: Within 1000px	20space	240,000	¥400,000	¥1,600	No. of Draft Requests up to 2 18:00 on the 18th business day before insertion
						10space	120,000	¥200,000	¥2,000	
Desktop W/ SKYSCRAPER	Always 1000px wide, content is placed within 1000px height.	Desktop/Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	Wide Skyscraper: 300 x 450	Wide Skyscraper: Within 1000px	20space	360,000	¥300,000	¥1,600	No. of Draft Requests up to 2 18:00 on the 18th business day before insertion
						10space	180,000	¥150,000	¥2,000	
Desktop RECTANGLE	Always 1000px wide, content is placed within 1000px height.	Desktop/Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	Rectangle: 300 x 250	Rectangle: Within 1000px	20space	200,000	¥200,000	¥1,300	No. of Draft Requests up to 2 18:00 on the 18th business day before insertion
						10space	100,000	¥100,000	¥1,600	
Desktop RECTANGLE VIDEO	Maximum 1000px wide, content is placed within 1000px height.	Desktop/Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	Rectangle: 300 x 250 VIDEO: 1,200 x 720 (Please contact us regarding video details)	Rectangle: Within 1000px VIDEO: Within 900px (Please contact us regarding video details)	20space	200,000	¥400,000	¥2,000	No. of Draft Requests up to 1 18:00 on the 18th business day before insertion
						10space	100,000	¥200,000	¥2,000	

■ Smartphone AD

Product	Operation	Ad Placement	Running Month	Size (px) (mm)	Color	Rate	OPR (JPY)	% of Assets to be Secured	Lead Time	
SmartPhone RECTANGLE	Always 1000px wide, content is placed within 1000px height.	Smartphone Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	300 x 250	Within 1000px	10space	100,000	¥1,000,000	¥2,000	Smartphone Top Placement 18:00 on the 18th business day before insertion
SmartPhone VIDEO	Maximum 1000px wide, content is placed within 1000px height.	Smartphone Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	VIDEO: 1,200 x 720 (16:9) (Please contact us regarding video details)	Within 1000px	10space	100,000	¥1,000,000	¥3,000	Up to 1 18:00 on the 18th business day before insertion

■ Multi Device

Product	Operation	Ad Placement	Running Month	Size (px) (mm)	Color	Rate	OPR (JPY)	% of Assets to be Secured	Lead Time	
Premium Page Tabletop	Creatives are released for maximum impact. Minimum space taken greater than the content or off placement. Maximum space occupied maximum size range 1000px. (Please contact us regarding details.)	Desktop/Smartphone Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	Billboard: 1920 x 250 Wide Skyscraper: 300 x 450 Rectangle: 300 x 250 W/ Skyscraper: 300 x 450	WIRED will carry out all creative production on the assumption that the creative is placed on the desktop. Please contact us regarding details.	20space	1,200,000	¥3,000,000	¥2,917	10 to 15 for each space 18:00 on the 18th business day before insertion
						10space	600,000	¥2,000,000	¥1,600	
Desktop/Smartphone Billboard Pack	Creatives are released for maximum impact. Minimum space taken greater than the content or off placement. Maximum space occupied maximum size range 1000px. (Please contact us regarding details.)	Desktop/Full of Screen (Not displayed on some page)	1 week (from 10:00 on Monday until 09:59 on the following Monday) (Impression guaranteed) (Standard)	Billboard: 1920 x 250 Wide Skyscraper: 300 x 450 Rectangle: 300 x 250 W/ Skyscraper: 300 x 450 OP Top Rectangle: 300 x 250 OP Rectangle: 1920 x 250	WIRED will carry out all creative production on the assumption that the creative is placed on the desktop. Please contact us regarding details.	20space	1,200,000	¥3,000,000	¥2,000	10 to 15 for each space 18:00 on the 18th business day before insertion
						10space	600,000	¥1,700,000	¥2,800	