

# VOGUE JAPAN GIRL

MEDIA GUIDE



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## 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.

### Editor in Chief



Mitsuko Watanabe concurrently holds the positions of Editor-in-Chief of both VOGUE and its sister brand VOGUE GIRL, with the aim of steering both titles in a way that creates an even more integrated media brand.

### Target Audience



Even among smartphone natives, VOGUE GIRL users are influencers who possess both a keen fashion sense overflowing with cosmopolitan sensibility and a considerable amount of purchasing power. In short, VOGUE GIRL is targeting potential purchasers of luxury brand items who have the potential to become readers of VOGUE JAPAN in the future.

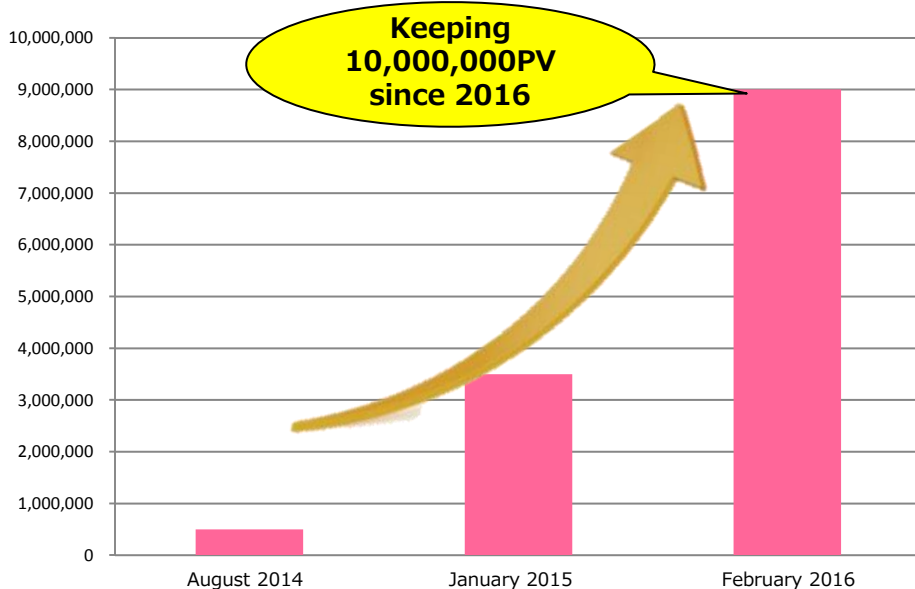
### Site Design



We've changed the logo's coloring to a black and red design, and we have rearranged the Top page design to give it more VOGUE-like characteristics and visuals that mark it unmistakably as a fashion site.

## VOGUE GIRL is Going Even More Digital.

VOGUE GIRL is a sister brand of the world's most influential fashion magazine VOGUE. It is a full-scale digital plus real fashion magazine especially for the next-generation VOGUE girls among the 19-25 year-old smartphone native generation who adore mode fashion. VOGUE GIRL delivers exciting fashion, beauty and lifestyle contents centered on videos, which smartphone natives enjoy sharing with others on a daily basis.



Page views	10,000,000 PV/month
Unique users	600,000 UU/month
Facebook fans	27,930
Twitter followers	77,558
Instagram fans	28,900
VOGUE GIRL members	7,800

※Monthly PV and monthly UU figures are February 2016 data from an in-house survey.  
 ※Facebook, Twitter, Instagram and VOGUE GIRL membership figures are February 2016 reference values.

▼PC



▼SP



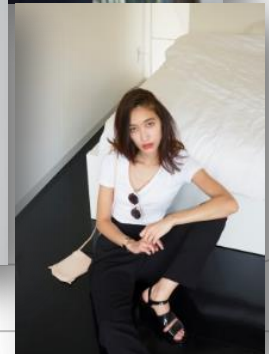


- The smartphone native generation (aged 19 ~ 25) who can only be reached using digital devices
- Among this generation, influencers who combine an original sense overflowing with a cosmopolitan mindset with purchasing power
- The luxury brand latent purchaser layer who have the potential to become future readers of VOGUE

### Core Target Image

The VOGUE GIRL audience are influencers who have their own ideas and commitments, and actively send out information about the things they regard as interesting. They are sensitive to overseas trend information and fashionable things, and they avidly gather timely information via smartphone on a daily basis.

They can dress both “high” and “low” and are capable of arranging their own coordination adeptly. They often go shopping together with their mothers, and share brand goods their mothers own. In many cases, they are graduates of private combined junior-high and high schools (from families with at least a certain degree of wealth), and they have borderless cosmopolitan sensibilities which have been sharpened by frequent episodes of foreign travel.



### Sub-Target Image

- Fashion-loving girls who hunger for fashion information and want to know the most up-to-date trend information at all times
- Not followers but fashion leaders, who dislike information that everyone already knows
- Students who aspire to work in the fashion industry

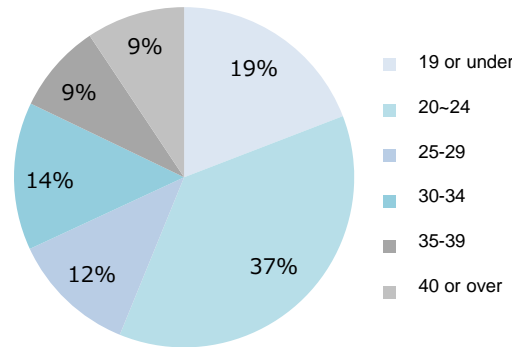


## VOGUE GIRL Audience Profile

The VOGUE GIRL audience is centered on women in their 20s. Over 80% of VOGUE GIRL users are unmarried, over 60% live in the Kanto Region, and 26% report an annual household income of over ¥10 million, indicating that they live in families that have considerable purchasing power.

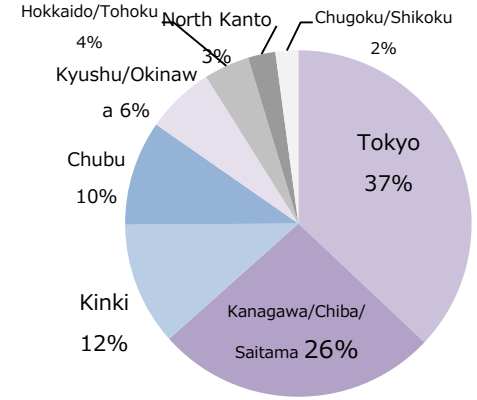


### ▼ Age

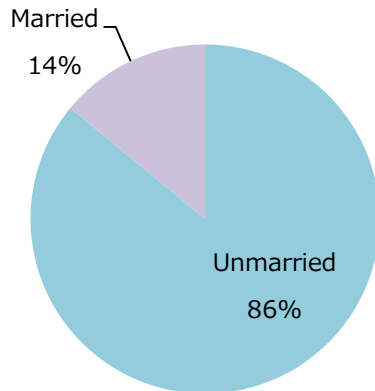


**Average 26.4 years old**

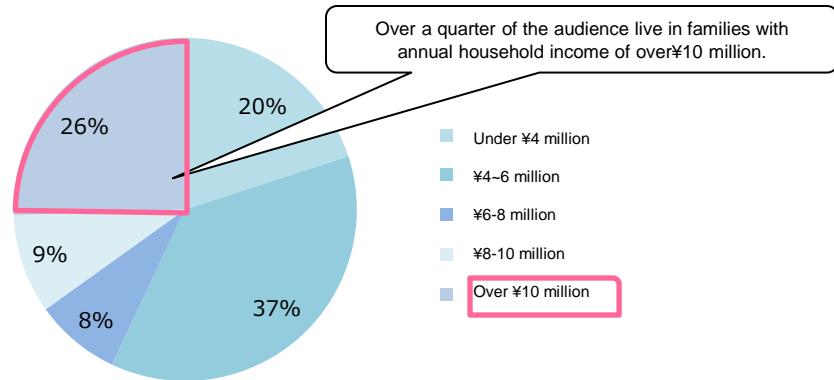
### ▼ Region of Residence



### ▼ Marital Status



### ▼ Household Income



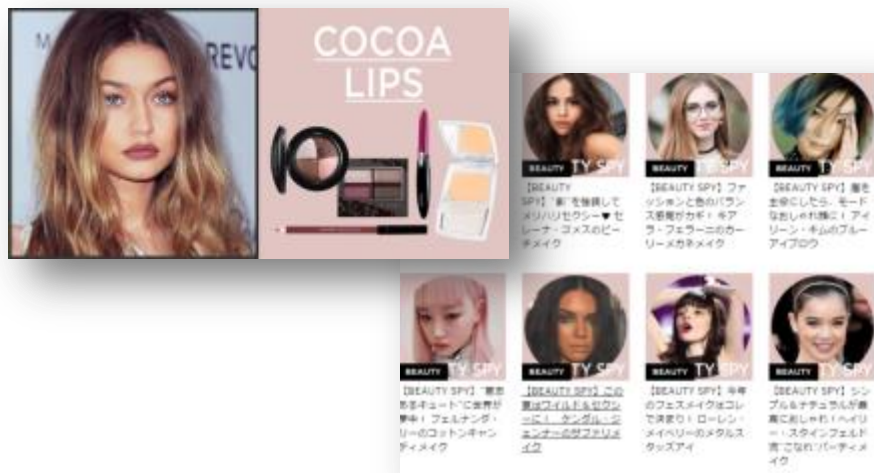
## ★ Girl of the Month

Featuring models monthly selected by Edit. Department, we produce thoroughly the VOGUE GIRL world. The magazine-cover like creative is one of the popular contents.



## ★ Beauty SPY

More than trends, girls want to know fashionable celebrities' real make-up. Let's check out their make-up and get the technics and items!



## ★ Tokyo It Girls' Mix & Match Relay

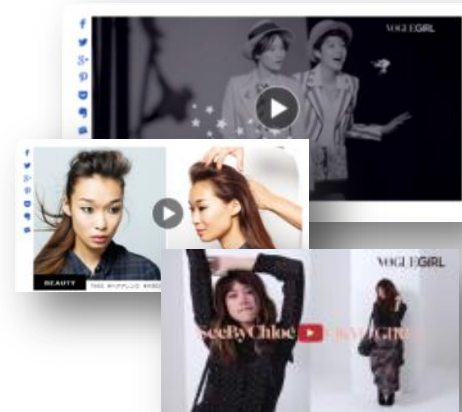
In this section, hot girls appear each week and introduce personal examples of mix & match coordination and the favorite items in their handbags. ※Renewed daily



## ★ Shiitake Fortune-Telling ★ Enhanced Movie Contents

Shiitake fortune-telling has proven so accurate that it has caused an industry-wide commotion. Please check it out for yourself!

VOGUE GIRL has a huge library of movies centered on high-quality fashion videos imported from Condé Nast International and including Japanese original "how-to" videos. Productions using videos for tie-ups are also popular.





# Video Category Introduction

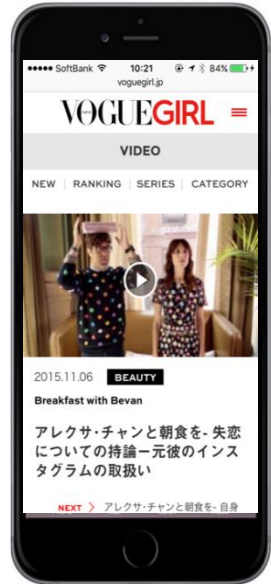
## A Substantial Increase in Video Contents

In October 2015, VOGUE GIRL renewed the video services available on its official website and began developing the Japanese market for the premium video contents produced by Condé Nast Group companies around the world beginning with Condé Nast Entertainment in the U.S. From now on, we are planning to continue expanding our video contents lineup by releasing an additional 2,000 episodes or more every year.

In 2016, Condé Nast Japan is beginning production of its own original video contents series and enhancing its lineup of video services. In addition to making video titles available on our official websites, we are planning to offer a wide range of titles centered on video on partner platforms including through video development and branded contents production and development.

**Total approx. 2,500 Episodes**  
As of December 2015

※Condé Nast Japan overall total



**Approx. 800 Episodes**

※Condé Nast Japan overall total

CONDÉ NAST JAPAN



**Approx. 1,700 Episodes**

※Condé Nast Japan overall total



**Condé Nast Entertainment (CNE)**

CNE is the video production and business development arm of U.S. Condé Nast Publications and is engaged in production, delivery and distribution of premium contents. CNE produces a huge variety of video titles with gorgeous casts and made by top-class creators that only Condé Nast with its unique expertise can realize.

In addition to making videos from VOGUE, GQ and WIRED available in the Japanese market, we are considering introducing many video titles that have not yet been available in Japan including from GLAMOUR, VANITY FAIR, Condé Nast Traveler, The New Yorker, etc.

VOGUE

teenvogue

GQ

GLAMOUR

SELF

VANITY FAIR

allure

bon appétit

WIRED

CONDÉ NAST  
JAPAN



VOGUE GIRL has a lineup of Condé Nast quality video contents featuring appearances by world-famous celebrities, energetic creators, etc.



## ELEVATOR MAKEOVER

Going Up?

YouTube star Sona Gasparian and hair expert Theodore Leaf give busy metropolitan women super-fast makeovers. The catch? It all happens inside one elevator ride to the top!



## Room Remodeling Campaign

A professional interior designer from Teen VOGUE in the US gives viewers' rooms a total and fashionable makeover. In each episode, you can watch the unfolding of the room remodeling process of one of the lucky chosen girls the happiness of the scene, while picking up plenty of DIY hints for rearranging your room with style.



## Today's Coordination

Do you want to see the true sparkle of styling? In Teen VOGUE's Today's Coordination section, we introduce the fashion choices of the most stylish girls around you in considerable detail. And in Today's Coordination, you'll also discover styling hints in their clothes and dress style, and listen to the stories behind their favorite fashion items.



## [Lifestyle]

### 3 Steps to Being "Beautiful"

It's easy to take in the latest beauty trends. Elaine Welteroth, the Beauty and Health Director at Teen VOGUE, explains in an easy-to-grasp manner the hottest hairstyling, makeup, nail care and skincare methods together with top experts in each field. Check it out now!



## Which is Worse

Which is Worse? Salad with plenty of dressing? Or no vegetable in the first place? Foods at a bar? Or drinking with an empty stomach?

Here's answers you have been wondering but never asked about slight health dilemmas. Here's surprising results!

★ Promoted Video ★



## THREE MINUTES MAKEOVER

Three minutes make over for troubled girls! Loveli as model, Rumiko Harris Ikeda as makeup artist and Yuya Nara as hair stylist produce the makeover. Let's get changed with these professional's tips!

## ★ Girl of the Month

Jul. Denim Feature



Aug. TREND SHOES & BAGS



Sep. Tokyo Shopping Guide



Oct. GIRLS BOSS



- ※Images are for illustration purposes.
- ※Our recommended model will be promoted for each issue.
- ※An Nakamura will be on the July issue.
- ※Following models are to be announced.

## ★ Second half of 2016 Shiitake Fortune-Telling (Starts at the end of July)



VOGUE GIRL's hugely popular content! It's so cute and accurate that girls and audience are too fascinated to wait the weekly update. Responding to your request, In the second half of 2016, we introduce the advertising product with "color diagnosis" which characterizes Shiitake Fortune-Telling.

# ★ VOGUE GIRL Recommended AD MENU



# Highly Popular! Editorial Department Original Tie-up Advertisement

## <What are the Most Popular Points?>

- ★ Production quality
- ★ Superb casting
  - (including casting of characters and animals to match the ad's concept and theme)
- ★ Batch control over everything from original video shooting to editing
- ★ A rich lineup of approaches
  - > SNS-linked
  - > Influencer utilization
  - > Event-linked

**Collaborations with commercial facilities (sales pamphlets & storefront POPs)**



**Tie-ups utilizing diagnostic contents**



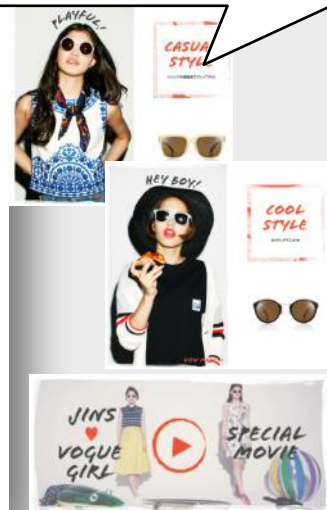
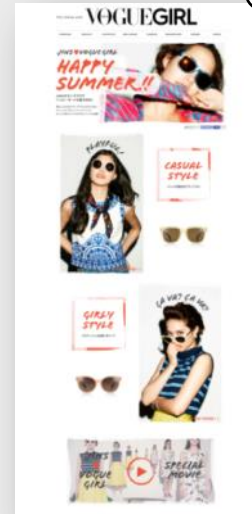
**Influencers show off mix & match coordination of their own clothes**

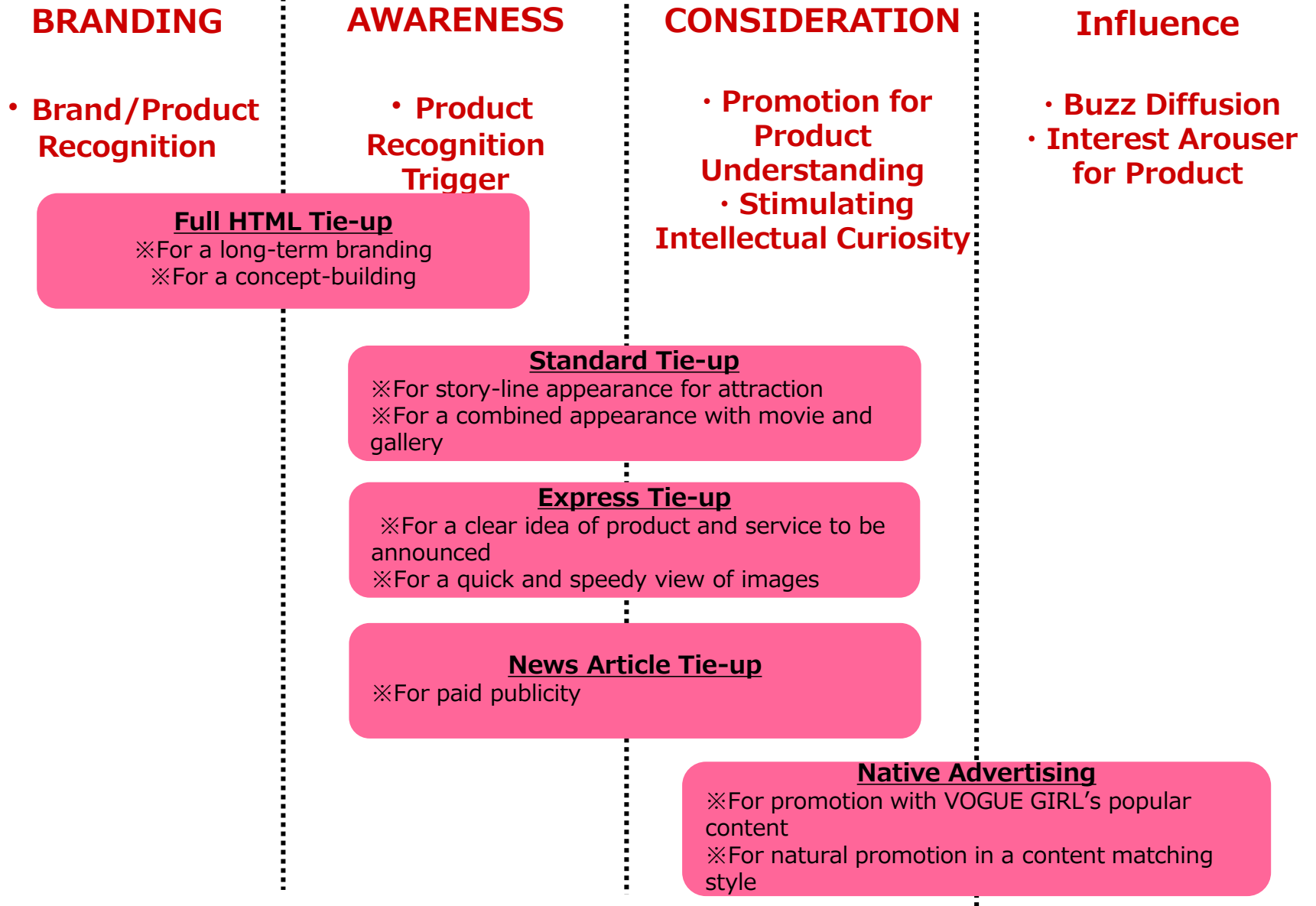


**Reader participation-type event & editorial tie-up**



**Model casting & original video production**





VOGUE GIRL has collaborated with "SAMBAZON" which is the top Acai brand in the U.S. For bringing about the image of a foreign product which came from the U.S., and the one of a trend which healthy models pay attention to, we launched a new content as the WEB editorial tie-up with Nicole Ishida. In addition, we gave a multilateral promotion with the secondary use of tie-up shooting image, the related event and the influencer's practical use.

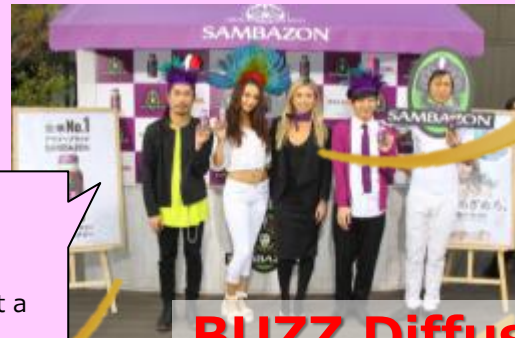
★WEB Editorial Tie-up★

石田ニコルの  
HAPPYの秘密  
with SAMBAZON

SMILE

Created the acronym content "Nicole Ishida's Secret of Happiness" over the alphabet of SAMBAZON.

★Event Release/Sampling★



With Nicole Ishida, Panther joined the event. Got excited over a conversation about a theme!

**BUZZ Diffusion**

★SNS★

Sayo Yoshida Miyu Kotani  
Laura

SNS diffusion through the VOGUE GIRL's influencers. We appealed that it's a product the fashion leaders pay attention to.

★Present announcement★Event Report★  
article★

It's a secondary use image for promotion which is originally VOGUE GIRL shot for the tie-up.

★Poster/POP★

野性にめざめろ。  
AMAZON ENERGY FOR JAPAN

全米No.1  
アサイーブランド  
SAMBAZON  
サンパゾンアサイー  
アマゾンエナジー



VOGUE GIRL supported REVLON for the spring new model "Ultra HD Matte Lip Color". To meet "your own color's lip color" with the theme "spring make up trend×models", the three popular models, Sayo Yoshida, Loveli and Iruka, are featured. Making use of the Ultra HD Matte Lip Color's vivid color for the page construction, we appealed it's attraction. We also support the store promotion . Please check it out!  
<http://voguegirl.jp/feature/revlon/20160325/>

★WEB Tie-up★

Models' using colors are introduced in the gallery style.

吉田沙世さん

ラブリスさん

LOVELI

入夏さん

IRUKA

Three models are featured for each lip color.

★POP★

see you in VOGUE GIRL

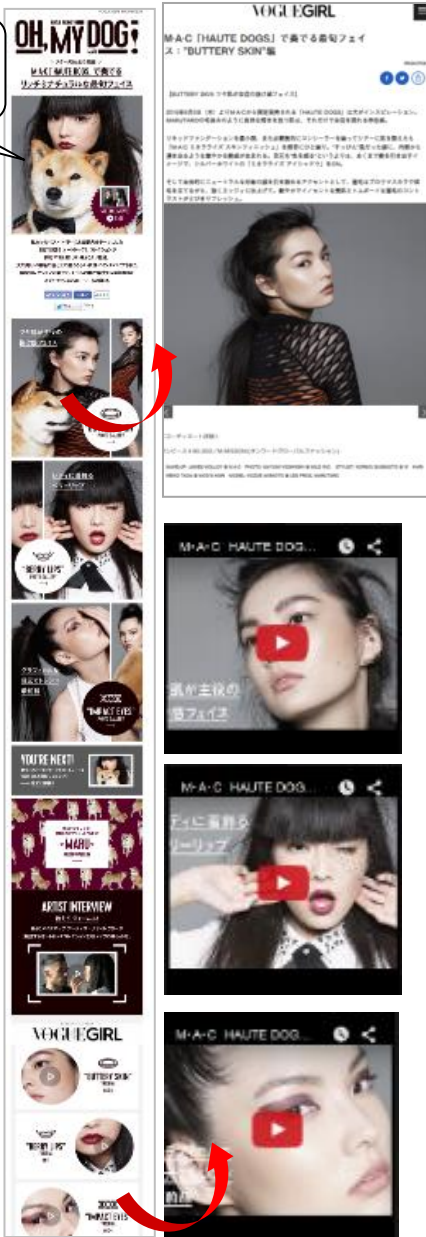
人気モデルが実践！  
「私のマッドリップ術」  
今すぐアクセス！

Through the QR code at a store, it gives an easy access to the web tie-up page for purchase!

Display AD with the logo "VOGUE GIRL" at a store equipment.

# ★ Tie-up Example 1 (Estee Lauder/MAC)

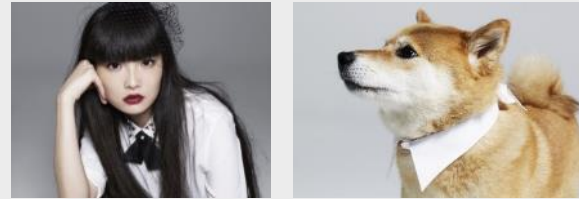
Casting & original video production



## ★ Model Casting

※ Uniquely VOGUE GIRL casting in accordance with the concept

- **Kozue Akimoto**
- **MARUTARO (a Shiba Inu with approx. 200,000 Instagram followers)**



## ★ Video Production

※ Things that are hard to convey with still images can be presented lecture-style in easy-to-understand videos.

- **3 Make Up How to videos**
- **2 interview videos**

### Example: Implementation Outline

**Client name** Estee Lauder  
**Brand name** MAC

**Menu name** Smartphone only  
HTML full tie-up



**Charge (regular price)** Insertion charge ¥3,500,000G (SP only) ※4 weeks  
Production charge ¥1,500,000  
Video (× 1) production charge ¥600,000~(N)  
※Varies according to the shooting method and talent employed.

QR



# Rich Interactive Smartphone Banner Advertisement

## GIF Movie + Text-style Feed-in Banner

This menu combines a GIF movie that shares the same design as an editorial article with a text-style feed-in banner. It's a great way to induce users to visit a brand site naturally.



Note!  
For the Overlay Banner, please submit an ordinary pure ad creative design.

## Introducing Our Brand New Feed-in Banner!

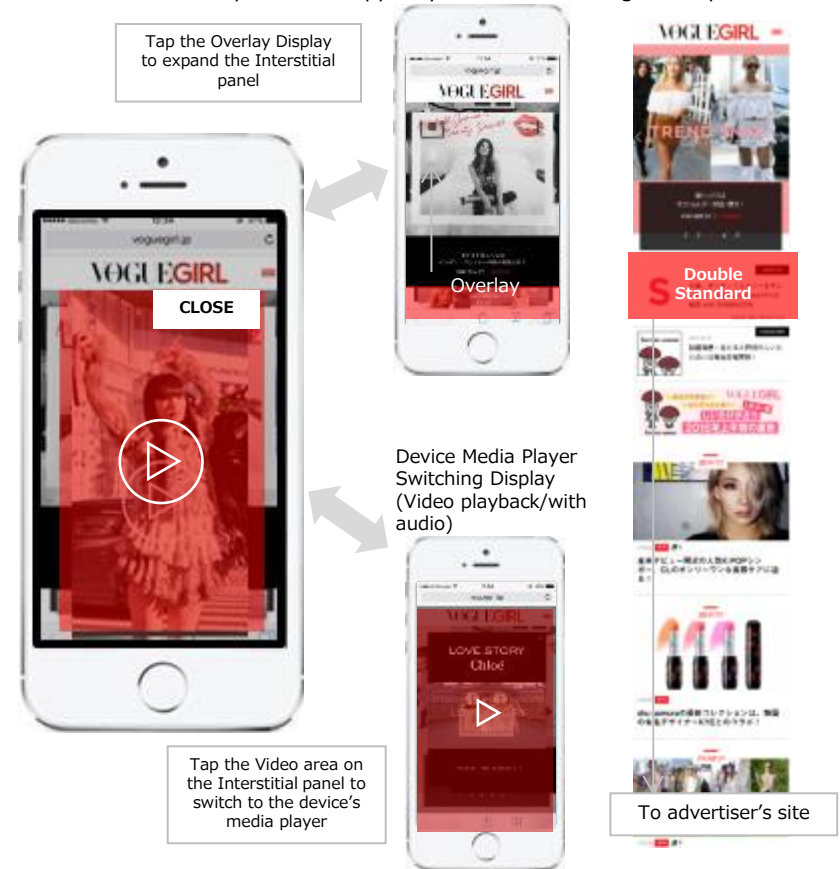
### [Smartphone/Overlay + GIF Text Feed-in Banner]

- 600,000 imps~/1 week
- Charge: ¥1,400,000~

See P.25

## Vertical Video Menu is Released!

The Interstitial Panel is automatically displayed for each designated frequency cap. This makes it possible to appeal your brand with a great impact format.



### [Smartphone/Interstitial Teaser Video]

- 600,000 imps~/1 week
- Charge: ¥2,950,000~

See P.23



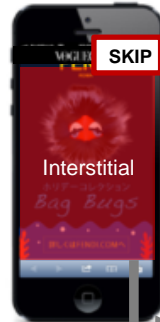
# VOGUE GIRL Special Feature Cooperation

A single company can co-sponsor a special feature compiled by the VOGUE GIRL Editorial Dept. The company's ad is placed inside the special feature pages as a banner in a natural manner.

## ★ Cooperative Ad Specification Image



### ▼Smartphone



### ▼PC



September Power Girls Special Feature  
<http://voguegirl.jp/feature/vgs/20150911/>

### <Special Feature Schedule>

- Feb. ◆ Valentine
- ◆ 2016 SS Big Fashion Special Feature
- Mar. ◆ New Lifestyle Special Feature
  - Bag & Shoes
  - Interior
- ◆ Feminism Columns

\*The ad insertion method varies according to the specifications of the special feature.

### Special Feature Cooperation (Limited to 1 Company) ¥3,000,000 (G)~

Banner	<ul style="list-style-type: none"> <li>■ PC Interstitial</li> <li>■ SP Interstitial &amp; Overlay</li> <li>■ Rectangle inside special feature pages</li> </ul>	300,000 imps
Tie-up column	<ul style="list-style-type: none"> <li>■ 1 space inside special feature pages</li> <li>■ 1 month insertion (※assumes material provided by the advertiser)</li> </ul>	10,000~12,000PV assumed

※For detailed specifications of specific special features consult with Condé Nast. Please ask your sales representative.

NEW

# Native Advertising in the popular serial content "Tokyo It Girls' Mix and Match Outfits Relay"

Internalizing promotion throughout the popular content, "Tokyo It Girls' Mix and Match Outfits Relay", we introduce client's products as the items used for the mix and match outfits. Appeared in the same way of the original content, the promotion reaches naturally to

1 item for 3 variations  
※the coat in this case



1



2



3



Native Advertising : 「Tokyo It Girls' Mix and Match Outfits Relay "Extra Edition"」

Article template : a table page+8pages

15,000PVs/4weeks : ¥ 250,000~

※Approx. 3 weeks interval will be needed after the start of previous project.

- 1 item for 3 variations
- 1 model
- A table page+8pages
- No introduction of private items

※details for p43

VOGUEGIRL  
JAPAN

ADVERTISING MENU for Smartphone



Smartphone Category/Interstitial + Overlay & Double Standard Banner A/B

Firmly Appeal Your Brand's Worldview with an Ad Occupying a Whole-Screen Interstitial Panel.

Before loading the ad page, the Interstitial Panel expands to cover the entire browser screen. This allows the deployment of a wide variety of creative advertisements to be prominently displayed within a large-sized creative design. The Overlay & Double Standard Banner boasts the highest CPM performance among all the VOGUE GIRL ad menus.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	Smartphone/All
Size (W × H) pixels	1) Interstitial Panel: 320 × 525 2) Overlay: 640 × 100 ※The actual distributed size of 1) is reduced to 320 × 50. 3) Double Standard Banner A: 640 × 200 4) Double Standard Banner B: 640 × 200 ※The actual distributed size of 3) and 4) is reduced to 320 × 100.
Capacity	Within 100KB each
Assumed impressions/charge	4 spaces: 2,400,000 impressions/¥4,500,000 (for 4 spaces) 3 spaces: 1,800,000 impressions/¥4,300,000 (for 3 spaces) 2 spaces: 1,200,000 impressions/¥3,400,000 (for 2 spaces) 1 space: 600,000 impressions/¥2,400,000 (for 1 space)
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 for each advertisement ※Materials must be submitted as a package



The Interstitial Panel image measures 320 × 525 pixels in size but the lower part of the image is blank. Please make the actual design 320 × 460 pixels and install a background image in the the blank area.



- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※The Interstitial Panel undergoes automatic expansion once every 12 hours.
- ※We are unable to accept insertion category designation.
- ※The number of spaces may fluctuate at any time in accordance with the increase in impressions.
- ※We are unable to accept requests for competitor elimination due to other banners and ad space increases.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※The number of times the advertisement is displayed may vary according to the browsing device used. The Interstitial Panel's display control is dependent on the specifications of the device and on the the user's device setting contents.

Smartphone Category/Interstitial Teaser Video + Overlay & Double Standard Banner A/B

A Video Ad Ca be Deployed Utilizing a Whole-Screen Interstitial Panel.

A teaser video can be shown in the Interstitial Panel. Although playback usually takes place after starting up the device's media player, the video can also be shown to a larger audience by means of a 1-step function. In the interests of maximum usability, the frequency cap is set to approx. 12 hours.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	Smartphone/All
Size (W × H) pixels	1) Overlay: 640 × 100 ※The actual distributed size of 1) is reduced to 320 × 50. 2) Interstitial Panel: 640 × 832 ※The actual distributed size of 2) is reduced to 320 × 416. 3) Movie File 4) Double Standard Banner A: 640 × 200 5) Double Standard Banner B: 640 × 200 ※The actual distributed size of 4) and 5) is reduced to 320 × 100.
Capacity	1) Overlay: Within 100KB 2) Interstitial Panel: Within 300KB 3) Movie File: Within 5MB 4) Double Standard Banner A: Within 100KB 5) Double Standard Banner B: Within 100KB
Assumed impressions/charge	4 spaces: 2,400,000 impressions/¥4,900,000 (for 4 spaces) 3 spaces: 1,800,000 impressions/¥4,400,000 (for 3 spaces) 2 spaces: 1,200,000 impressions/¥3,800,000 (for 2 spaces) 1 space: 600,000 impressions/¥2,800,000 (for 1 space)
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 for each advertisement ※Materials must be submitted as a package

※Please refer to a separate regulation for the font size

※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.

※The Interstitial Panel undergoes automatic expansion once every 12 hours.

※We are unable to accept insertion category designation.

※The number of spaces may fluctuate at any time in accordance with the increase in impressions.

※We are unable to accept requests for competitor elimination due to other banners and ad space increases.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.

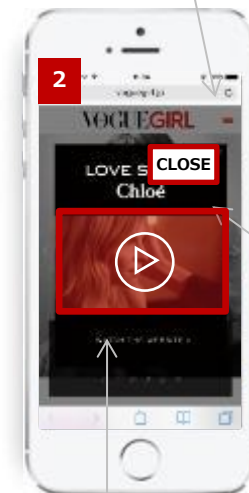
※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

1 ~ 4 Insertion Draft

▼Interstitial Panel Expand Time

Video is automatically played back inside the panel (loop playback) ※No audio

Tap the CLOSE button to contract the Interstitial Panel. (Shift to overlay banner display)



Click this button to link to the advertiser's site.

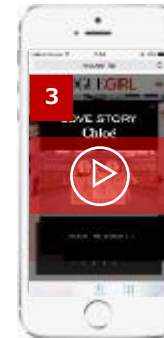
▼Interstitial Panel Close Time (Reminder Display)



Tap the overlay to deploy the Interstitial Panel.

Click on the teaser video area to begin playback on the device's media player.

▼Device Media Player Switching Display (Video playback/with audio)



To advertiser's site

[Distribution Specifications]

The Interstitial Panel undergoes automatic expansion once every 12 hours. (When the panel expands, the Standard Banner and the Interstitial Panel can be opened and closed by tapping.) When other pages are being loaded, the Interstitial Panel is not displayed, and when the Standard Banner is tapped, the device's browser is transferred to the designated external link. ※The number of times the advertisement is displayed may vary according to the browsing device used. The Interstitial Panel's display control is dependent on the specifications of the device and on the the user's device setting contents.

[Detailed Regulations]

**1) Overlay**

[Image Data]

File format: GIF/JPEG/PNG  
 Capacity: Within 100KB  
 Size: 640 × 100 ※Actual distributed size is reduced to 320 × 50.

**2) Interstitial Panel**

[Image Data]

File format: GIF/JPEG/PNG  
 Capacity: Within 300KB  
 Size: 640 × 832 ※Actual distributed size is reduced to 320 × 416.

[Concerning In-Panel Movies]

- Divert the movie file (3) . However, as the maximum length of movie playback in the Interstitial Panel is 15 seconds, in the case of movies that are 16 seconds or more in length, please set the movie length to 15 seconds.

[Cautions]

- In order to install the teaser movie in the set movie playback area, please set the movie playback area inside the panel image. ※1 (Please set the movie to match the aspect ratio of the movie file (3).)
- In the top right part of the panel image, please include a CLOSE button image. ※2
- In the lower part of the panel image, please include a transfer button image to take users to the advertiser's site. ※3

**3) Movie**

[Movie File]

File format: MP4  
 Capacity: Within 5MB  
 Size: Up to 1280 × 720 ※Aspect ratio: 16 : 9  
 Audio: ON during device media player playback.  
 Other: Video specifications are as follows.  
 Video codec: MP4, video resolution: up to 1080 × 720px (16 : 9),  
 video frame rate: 30 fps, total bit rate: 716 kbps,  
 audio codec: Mp3, Mp4

**4, 5) Double Standard Banner A, B**

[Image Data]

File format: GIF/JPEG/PNG  
 Capacity: Within 100KB  
 Size: 640 × 200 ※Actual distributed size is reduced to 320 × 100.





## Smartphone/Interstitial Teaser Vertical Video

### [Distribution Specification Changes]

The Interstitial Panel (2) is automatically displayed for each designated frequency cap. (When this is done, the Standard Banner (1) and the Interstitial Panel (2) can be opened and closed by tapping.) When other pages are being loaded, the Interstitial Panel is not displayed, and when the Standard Banner is tapped, the device is transferred to the designated external link.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion screen	Smartphone/All
Size (W × H) pixels	1) Overlay Display: 640 × 100 (recommended) ※The actual distributed size is reduced to 320 × 50. 2) Movie Files ※For details, please see the next page. 3) Double Standard BannerA: 640 × 200 ※The actual distributed size is reduced to 320 × 100.
Capacity	1) Overlay Display: within 100KB 2) Movie File: within 5MB 3) Double Standard Banner: within 100KB
Assumed impressions/charge	For details, see next page.
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 for each advertisement

※Please refer to a separate regulation for the font size

※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.

※The Interstitial Panel undergoes automatic expansion once every 12 hours.

※We are unable to accept insertion category designation.

※The number of spaces may fluctuate at any time in accordance with the increase in impressions.

※We are unable to accept requests for competitor elimination due to other banners and ad space increases.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.

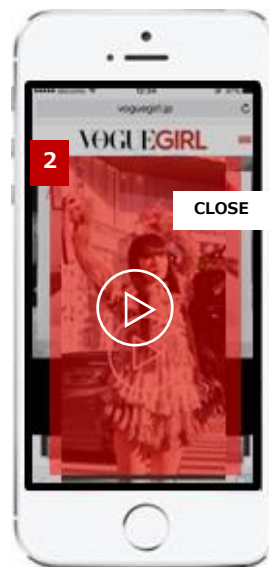
※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

### 1 ~ 3 Insertion Draft

#### ▼Interstitial Panel

Expand Time  
Video is automatically played back inside the panel. (Loop playback)  
※No audio

Tap the CLOSE button to contract the panel.



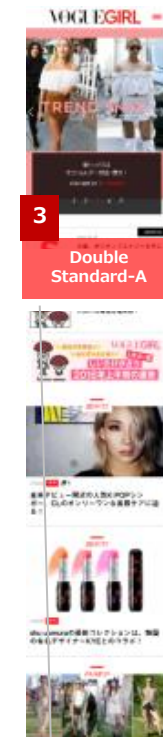
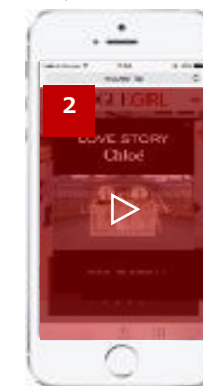
#### ▼Interstitial Panel Close Time (Reminder Display)



Tap the Overlay Display to expand the Interstitial panel

Tap the Video area on the Interstitial panel to switch to the device's media player

#### ▼Device Media Player Switching Display (Video playback/with audio)



To advertiser's site

### [Distribution Specifications]

The Interstitial Panel undergoes automatic expansion once every 12 hours. (When the panel expands, the Standard Banner and the Interstitial Panel can be opened and closed by tapping.) When other pages are being loaded, the Interstitial Panel is not displayed, and when the Standard Banner is tapped, the device's browser is transferred to the designated external link. ※The number of times the advertisement is displayed may vary according to the browsing device used. The Interstitial Panel's display control is dependent on the specifications of the device and on the the user's device setting contents.

[Detailed Regulations]

**1 ) Overlay Display**

[Image Data]

File format : GIF/JPEG/PNG  
Capacity : Within 100KB  
Size : 640 × 100 ※Actual distributed size is reduced to 320x50.

**2 ) Movie File**

※Length within 30sec.

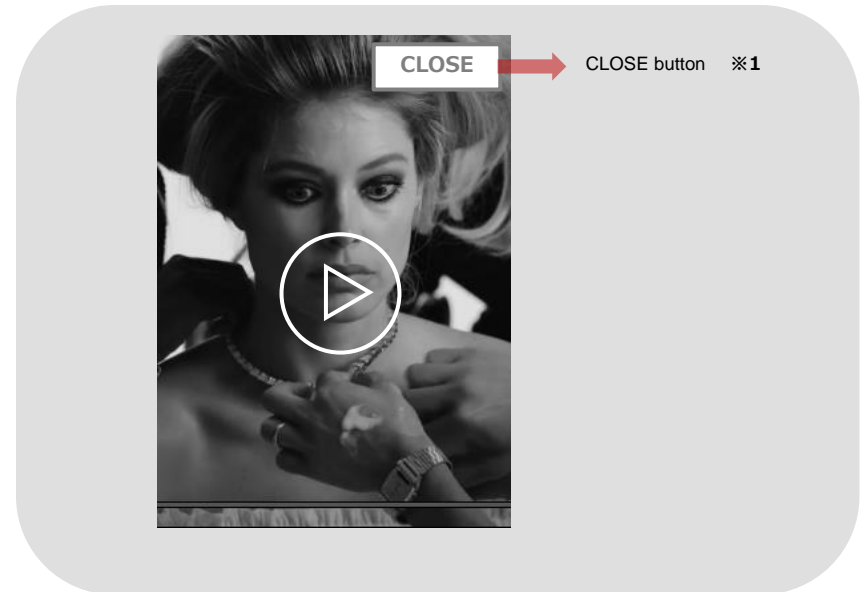
[Movie File]

File format : MP4  
Capacity : Within 5MB  
Size : Up to 720 × 1280px(9:16)  
Audio : ON during device media player playback.  
Other : Video specifications are as follows.  
Video codec: MP4 Video resolution: up to 720 × 1280px(9:16)  
Video frame rate: 30 fps Total bit rate: 716 kbps  
Audio codec: Mp3, Mp4

**3 ) Double Standard Banner**

[Image Data]

File format : GIF/JPEG/PNG  
Capacity : Within 100KB  
Size : 640 × 200 ※Actual distributed size is reduced to 320x100.



### An Editorial Ad Space Plus a Native Banner Featuring the Same Design

This smartphone ad consists of a GIF image + text-style feed-in banner that incorporate the same design as an editorial article. This makes it possible to capture the attention of users who are browsing the article and guide them in a natural way to the advertiser's brand site.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	Smartphone/All (apart from the Video Category)
Size (W × H) pixels	Overlay: 640 × 100 ※The actual distributed size is reduced to 320 × 50. GIF & text: 1) Images Material size: 100 × 100 ※The actual distributed size of is reduced to 50 × 50. File format: GIF/JPEG ※Not compatible with the animation GIF format. 2) Text (1) (Advertiser name): Within 20 characters (single-byte alphanumeric) 3) Text (2): Within 38 characters (single-byte or double-byte characters) ※For the text, each character is counted as one character regardless of whether single-byte or double-byte. ※Not compatible with platform-dependent characters (including single-byte kana). ※Newline (line break) designation is not possible.
Capacity	Within 100KB each (images)
Assumed impressions/charge	4 spaces: 2,400,000 impressions/¥3,500,000 (for 4 spaces) 3 spaces: 1,800,000 impressions/¥3,000,000 (for 3 spaces) 2 spaces: 1,200,000 impressions/¥2,400,000 (for 2 spaces) 1 space: 600,000 impressions/¥1,400,000 (for 1 space)
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 material for each space ※Materials must be submitted as a package.

※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.

※We are unable to accept insertion category designation.

※The number of spaces may fluctuate at any time in accordance with the increase in impressions.

※We are unable to accept requests for competitor elimination due to other banners and ad space increases.

※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.



Note!  
For the Overlay Banner, please submit an ordinary pure ad creative design.





## A Set Standard Menu Comprising Overlay and Double Standard Banner

The Overlay & Double Standard Banner boasts the highest CPM performance among all the VOGUE GIRL advertisement menus. By utilizing this standard menu to gain wide exposure for a brand among the smartphone generation, it is possible to expand brand recognition and enhance the flow of visitors to the advertiser's own brand website.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	Smartphone/All
Size (W × H) pixels	1) Overlay: 640 × 100 ※The actual distributed size is reduced to 320 × 50. 2) Double Standard Banner A: 640 × 200 3) Double Standard Banner B: 640 × 200 ※The actual distributed size of 2) & 3) is reduced to 320 × 100.
Capacity	1) Overlay: Within 100KB 2) Double Standard Banner A: Within 100KB 3) Double Standard Banner B: Within 100KB
Assumed impressions/charge	4 spaces: 2,400,000 impressions/¥3,500,000 (for 4 spaces) 3 spaces: 1,800,000 impressions/¥3,000,000 (for 3 spaces) 2 spaces: 1,200,000 impressions/¥2,400,000 (for 2 spaces) 1 space: 600,000 impressions/¥1,400,000 (for 1 space)
Draft submission deadline	18:00 on the 5th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 material for each space ※Materials must be submitted as a package.

※Please refer to a separate regulation for the font size

※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.

※We are unable to accept insertion category designation.

※The number of spaces may fluctuate at any time in accordance with the increase in impressions.

※We are unable to accept requests for competitor elimination due to other banners and ad space increases.

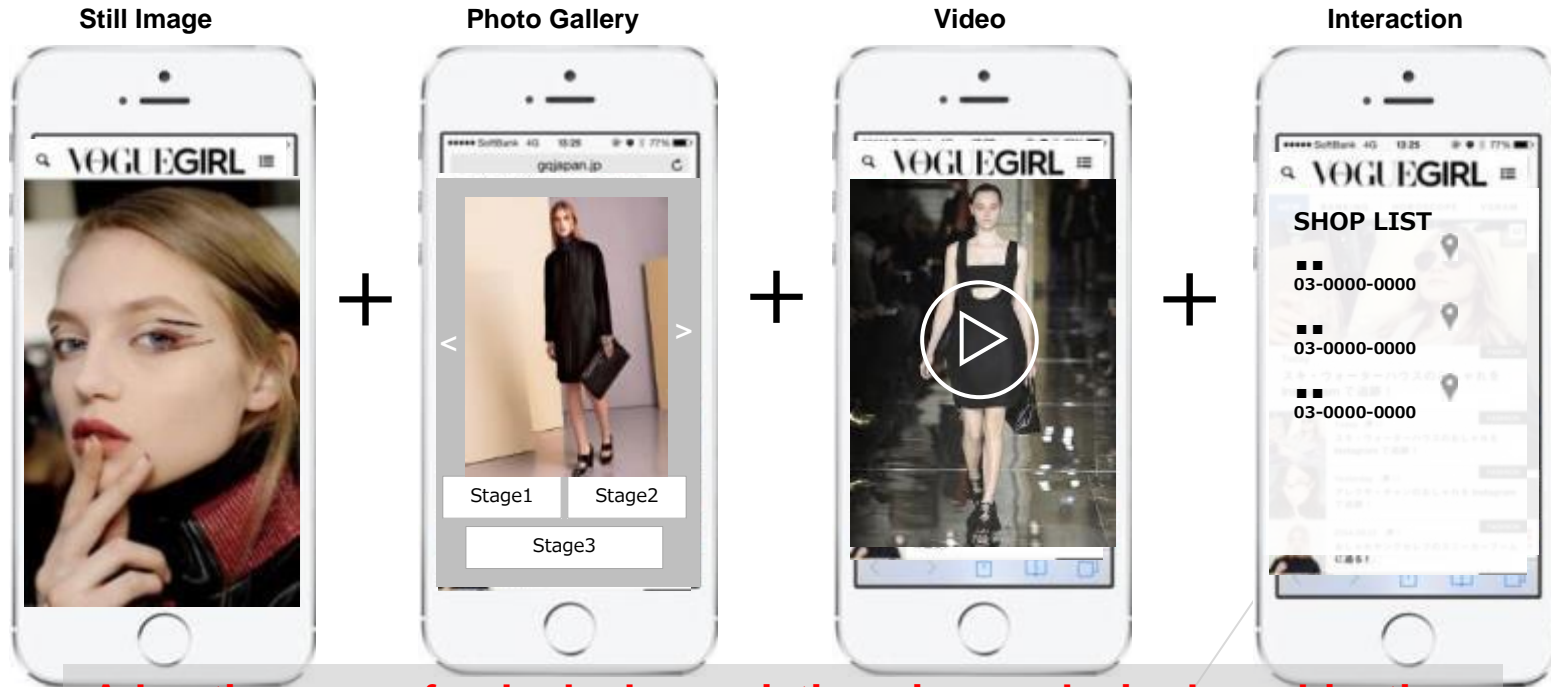
※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.

※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.



**“We want to strengthen engagement with users and gain additional reach through a tie-up ad!”  
Smartphone/Customized Rich Ads are designed to answer this request.**



**Advertisers can freely deploy variations in any desired combination.**

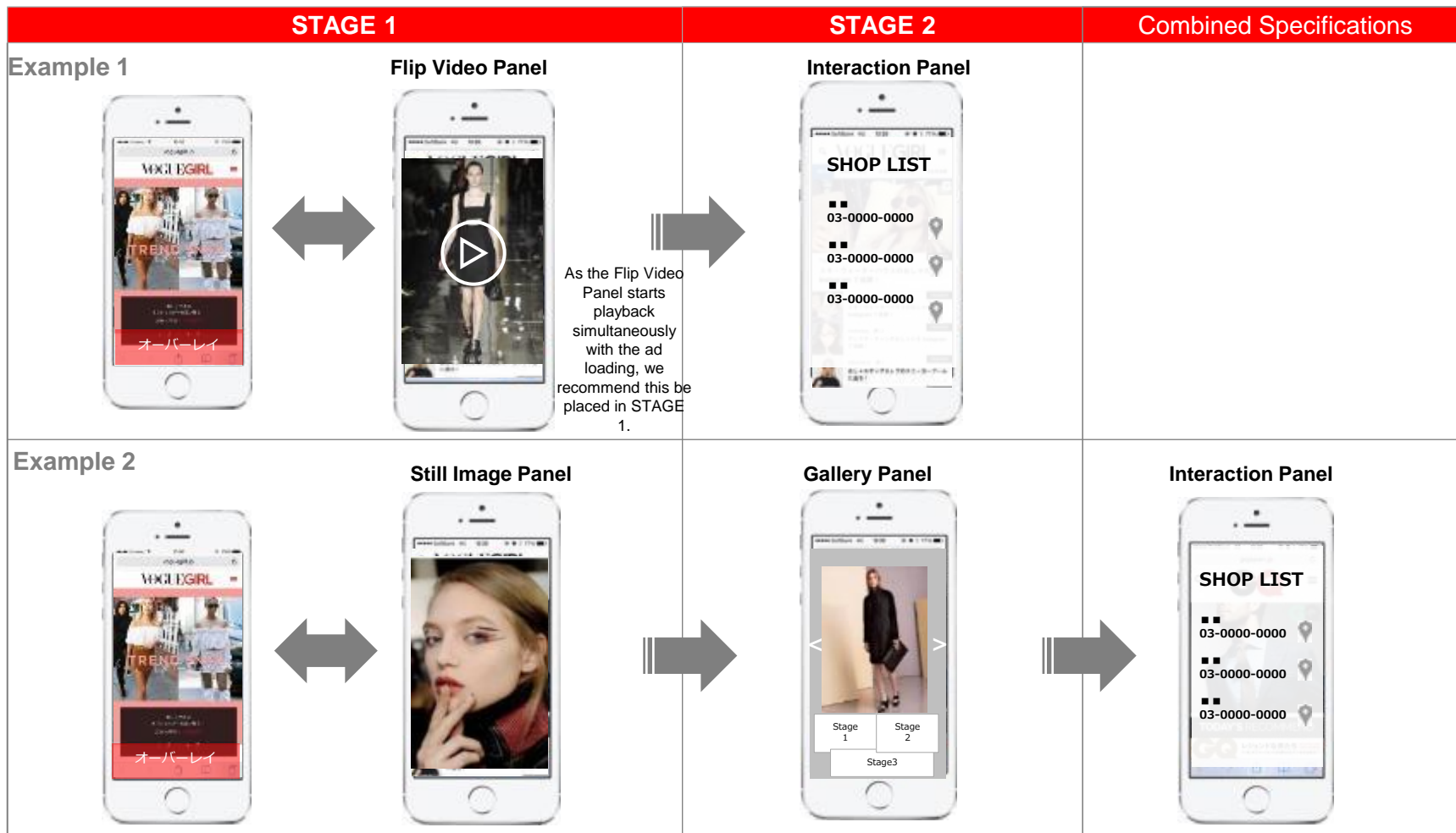
On the foundation of an interstitial banner, it is possible to make an appealing advertisement that combines the benefits of a tie-up and a pure ad by combining several templates according to need as shown above.

※Simply supply us with the material, and leave the rest up to Condé Nast!



With Smartphone ads, it is possible to embed various functions including map-linked, etc., into the ad spaces.

With Rich advertisements, it is possible to make an advertisement that matches the advertiser's specifications by combining a variety of ad templates, which can be freely chosen for STAGE 1, 2 and 3, respectively.

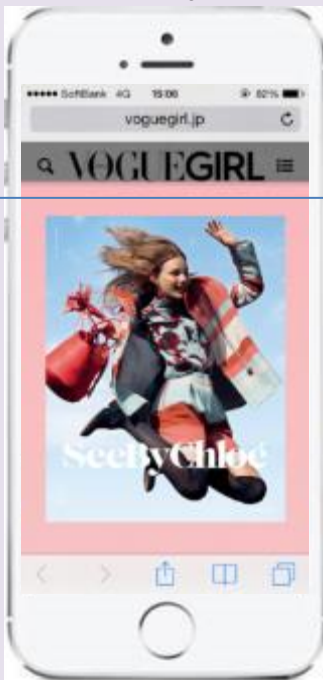


Menu Name	Insertion Device	Assumed No. of Impressions/Week	Charge	Insertion Period
Rich Advertisement Stage 1+ 2	Smartphone	600,000 (SOV 100%)	¥3,200,000	1 week
	Smartphone	300,000 (1 space)	¥2,300,000	1 week
Rich Advertisement Stage 1+ 2+ 3	Smartphone	600,000 (SOV 100%)	¥3,600,000	1 week
	Smartphone	300,000 (1 space)	¥2,500,000	1 week



# Smartphone/Customized Rich Ad: See By Chloé/Example

■ Stage 1  
AD Visual Page



When the CLOSE Button is clicked, the panel closes. (return to Reminder Display).

■ Stage 2  
Product page (Gallery Format)



1 second later, the ad visual fades out.

■ Stage 3  
Shop List (Gallery Format)

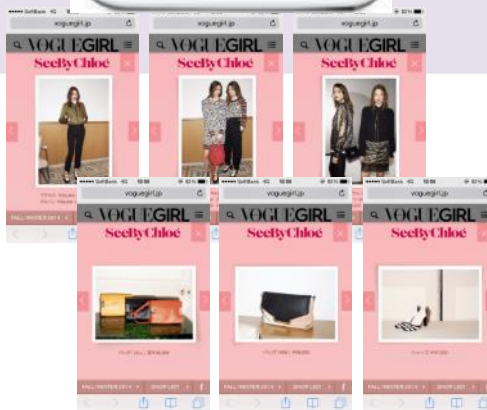


Link to shop list

It's possible to link to an EC page.



When the Reminder Display is clicked, the panel expands.



External link to Facebook page



VOGUEGIRL  
JAPAN

ADVERTISING MENU for PC / Tablet

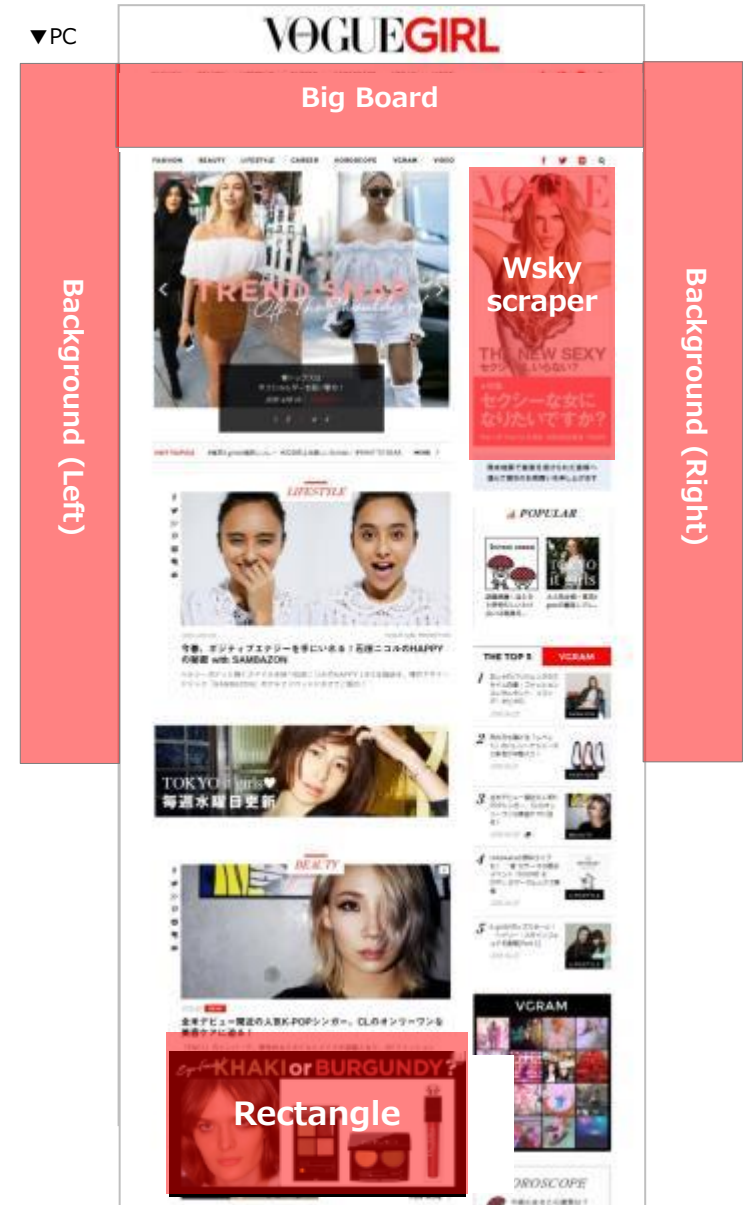
## A High-Impact Creative Ad That Appears Throughout the Site

Premium Jack advertisements make a huge impact because their banners are posted all over the VOGUE GIRL website, allowing advertisers to imprint brand images and promote their products to the largest possible audience.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	PC/ Tablet ※All layers
Size (W × H) pixels	Background (Above): 1020 × 250 Background (Left and Right still image): 1520 × 1300 (still image) W Skyscraper: 300 × 600 Rectangle: 300 × 250 or 640 × 200 ※Advertisers may select the size as desired. ※For the Background (Left and Right), concerning the area below 1300px (vertical), color code designation is possible. ※For details concerning regulations, please confirm with the separate VOGUE GIRL Advertising Specifications Guide.
Capacity	1 material within 2MB, other materials within 100KB ※For the Background, a large capacity is not possible. Background capacity is limited to a still image within 300KB.
Assumed impressions	2 spaces: 600,000; 1 space: 300,000
Charge	2 spaces: 600,000 impressions/¥3,200,000 1 space: 300,000 impressions/¥1,800,000
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 for each advertisement ※Materials must be submitted as a package.

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※Concerning the regulations applicable to creative work, please refer to the separate VOGUE GIRL Advertising Specifications Guide.
- ※We are unable to accept insertion category designation.
- ※The number of spaces may fluctuate at any time in accordance with the increase in impressions.
- ※We are unable to accept requests for competitor elimination due to other banners and ad space increases.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page .
- ※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

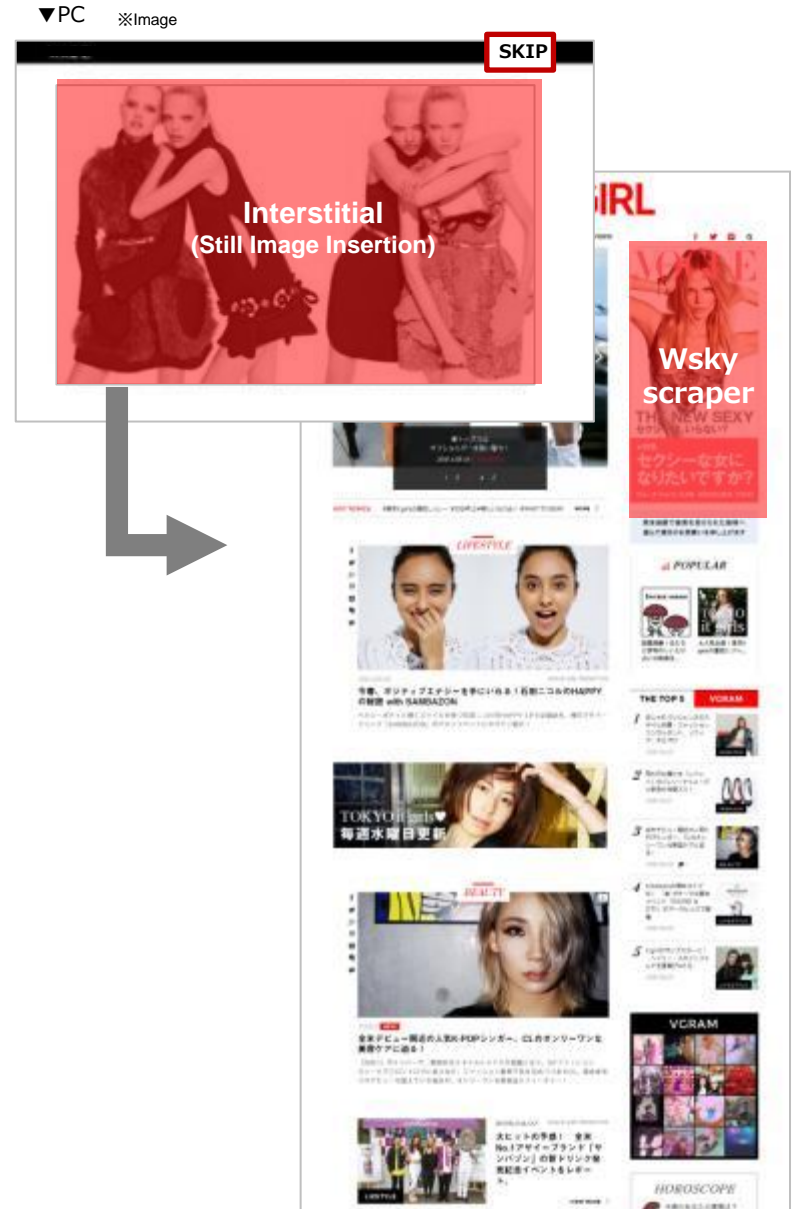
▼PC



## Reliably Deliver Your Message to Users with A Full-Screen Interstitial that Allows Diverse Expression.

This is a set ad menu consisting of an Interstitial Panel, which covers the entire browser screen before page loading, plus a W Skyscraper, which is the most effective ad space for capturing the user's attention.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	PC/ Tablet ※All layers
Size (W × H) pixels	Interstitial: 900 × 600 ※A SKIP button is displayed on the top right inside the header. ※Still image only compatibility is possible. W Skyscraper: 300 × 600 or 300 × 250 ※Advertisers may select the size as desired.
Capacity	Interstitial: Within 300KB W Skyscraper: Within 100KB
Assumed impressions & charge	2 spaces: 480,000 impressions/¥2,500,000 1 space: 240,000 impressions/¥1,400,000
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 for each advertisement ※Materials must be submitted as a package



- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※Concerning the regulations applicable to creative work, please refer to the separate VOGUE GIRL Advertising Specifications Guide.
- ※The Interstitial Panel undergoes auto-expansion once each session.
- ※The Interstitial Panel's distribution browser is limited to IE only.
- ※We are unable to accept insertion category designation.
- ※The number of spaces may fluctuate at any time in accordance with the increase in impressions.
- ※We are unable to accept requests for competitor elimination due to other banners and ad space increases.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.



## A Wide Skyscraper and Rectangle Forming a Set Standard Menu

This standard menu brings together a Wide Skyscraper, which is the most effective ad space for capturing the user's attention, with a Rectangle, which is inserted inside an editorial article.

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	PC/ Tablet ※All layers
Size (W × H) pixels	W Skyscraper: 300 × 600 or 300 × 250 Rectangle: 300 × 250 or 640 × 200 ※Advertisers may select the size as desired.
Capacity	Within 100KB
Assumed impressions & charge	2 spaces: 400,000 impressions/¥1,600,000 1 space: 200,000 impressions/¥900,000
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 1 for each advertisement ※Materials must be submitted as a package

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※We are unable to accept insertion category designation.
- ※The number of spaces may fluctuate at any time in accordance with the increase in impressions.
- ※We are unable to accept requests for competitor elimination due to other banners and ad space increases.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

▼PC



A Set Menu Comprising a Landing Page Produced by the Editorial Dept. Plus a W Skyscraper and a Rectangle Designed to Heighten Brand Recognition and Promote User Understanding

※The Editorial Dept. produces the Landing Page (1P) which is linked to the banner ads. Since the Editorial Dept. produces the brand-related information, this menu can achieve communication that reaches users with ease.

▼Landing Page/1p Production Assumed (material assumed supplied by the advertiser)

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed
Insertion device/screen	PC/ Tablet ※All layers
Size (W × H) pixels	W Skyscraper: 300 × 600 or 300 × 250 Rectangle: 300 × 250 or 640 × 200 ※Advertisers may select the size as desired.
Capacity	Within 100KB
Assumed impressions	200,000 ※Sum total including banner impressions
Charge	Insertion charge: Regular price ¥1,200,000 → <b>¥1,000,000</b> ※No photo shooting
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.
No. of draft materials	Up to 2 materials for each banner advertisement ※Assuming LP material provided by the advertiser

- ※The "PROMOTION" heading will be included on the top right of the tie-up page.
- ※We are unable to accept insertion category designation.
- ※The number of spaces may fluctuate at any time in accordance with the increase in impressions.
- ※We are unable to accept requests for competitor elimination due to other banners and ad space increases.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※In line with the scheduled renewal of the "Video" category, in the case of a change in design, etc., this category will not be included as an insertion screen.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.

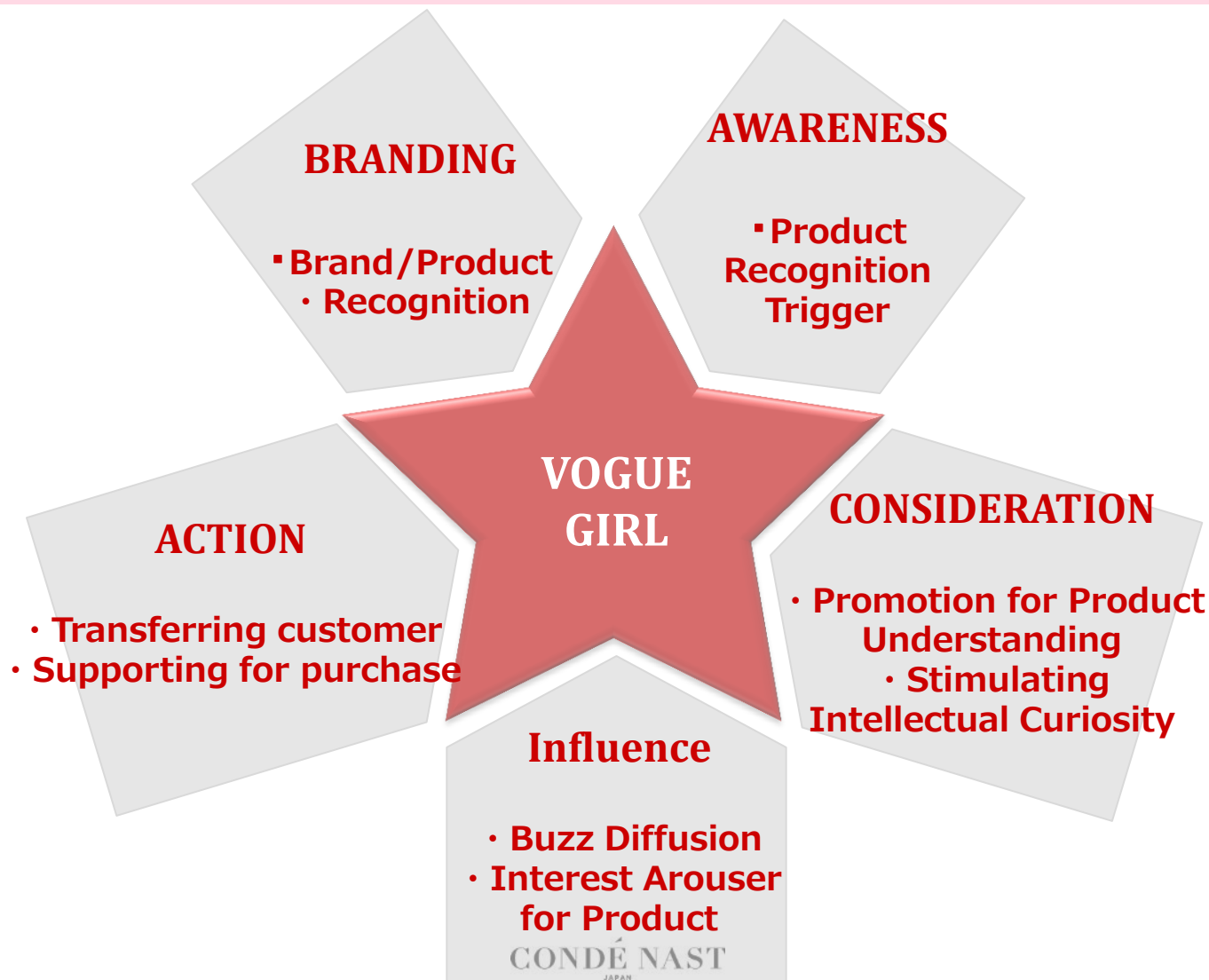
▼PC



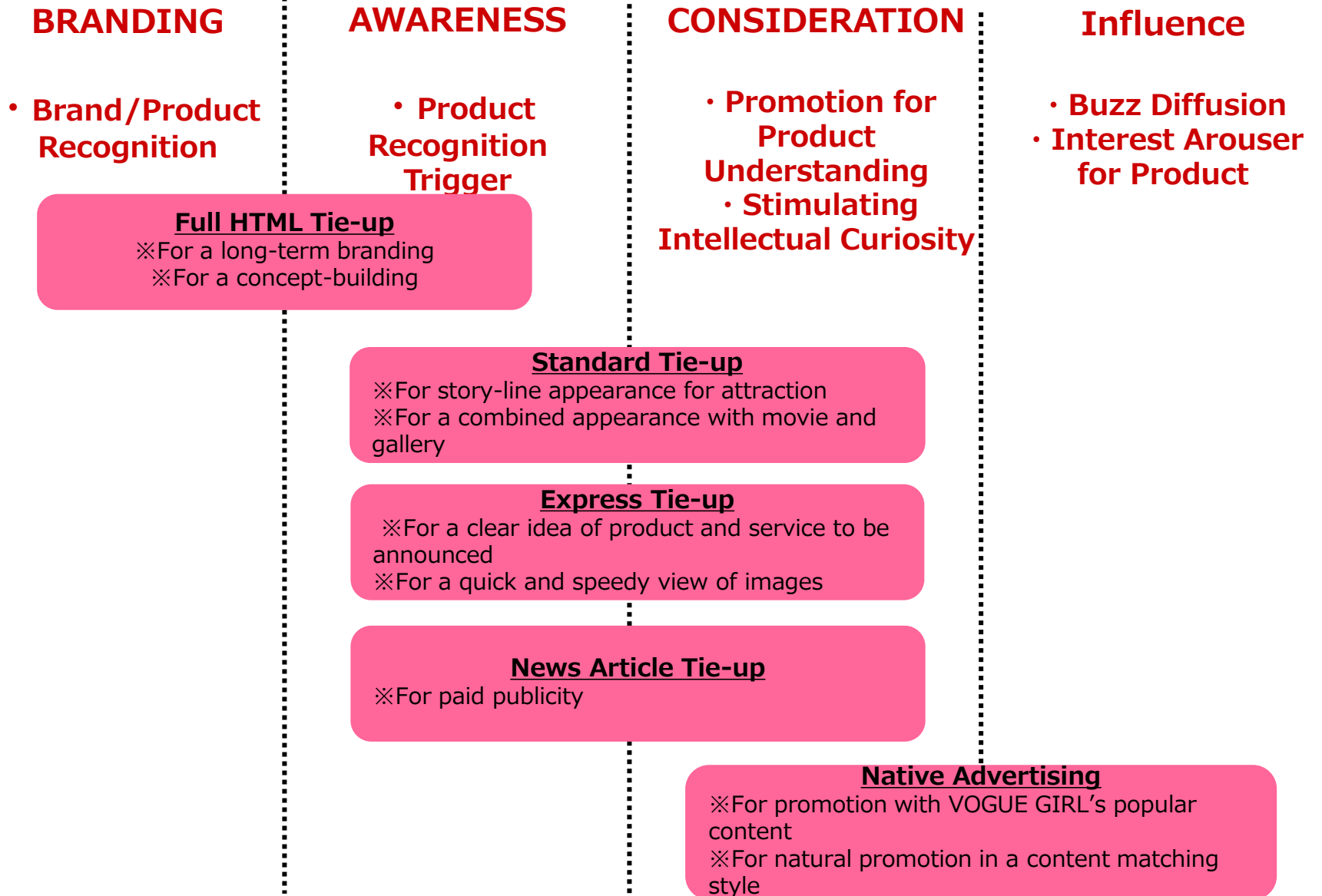
- ※The landing page combines a single photograph with a 400~500-word text volume.
- ※A tie-up ad space is not used.

VOGUEGIRL  
TIE-UP MENU

Our tie-up is hugely popular for its various format × VOGUE GIRL's editorial skill!  
Consulting with your product and demand, we propose an appropriate approach.







▼PC



▼SMARTPHONE



Product release information, etc., can be inserted on VOGUE GIRL's article pages in the form of news articles. It is also possible to attract even more users to the article by inserting posts linked to the tie-up ad on the VOGUE GIRL Facebook and Twitter accounts.

Insertion device	Smartphone, PC/Tablet
Charge	¥400,000 (including 1-page production charge) ※Material provided by the advertiser
Insertion period	2 weeks ※The advertisement's insertion period is 2 weeks. The page will then be archived on the website. ※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. ※The number of PVs is not guaranteed.
Draft materials	Image (JPEG/GIF) × 1, link URL, product release text, contact information for inquiries
Draft submission deadline	18:00 on the 10th business day before insertion ※If the draft submission deadline is missed, the insertion period starting date may be changed.

- ※The "PROMOTION" heading will be included on the tie-up page and in the tie-up ad space.
- ※The insertion period is 2 weeks. The page will then be archived on the website.
- ※No report will be issued for news insertion pages as they comprise editorial contents.
- ※The image size may be adjusted slightly depending on the image ratio.
- ※Flash use is not possible.

★ A Fast-Design Ad with Crisp Easy-to-See Images for Smartphone Users ★

This tie-up is produced using photos or videos provided by the advertiser. It uses the same template as the VOGUE GIRL editorial contents, which enables rapid insertion following a short production period. As approx. 70% of VOGUE GIRL users browse with a smartphone, this smartphone-first design that considers usability allows users can watch videos comfortably and without stress.

The image is crisp and easy to see!

▼SMARTPHONE



Up to 7 images

Draft text: 150~200 characters

▼PC



※It is possible to change the design.

Insertion devices	Smartphone, PC/Tablet
Charge	¥1,000,000 ※Including production charge (assuming material provided by the advertiser) ※Up to 7 images possible
Options	Model shooting ¥400,000~ (net)/product shooting ¥250,000~ (net)
Assumed page views	8,000-10,000
Insertion period	4 weeks ※Renewal is not possible. ※The insertion start day will be an arbitrary business day.
Schedule	Orientation is held 20 business days before insertion date. ※1 x proofreading assumed

It is also possible to include a 1P video.

▼PC



▼SMARTPHONE

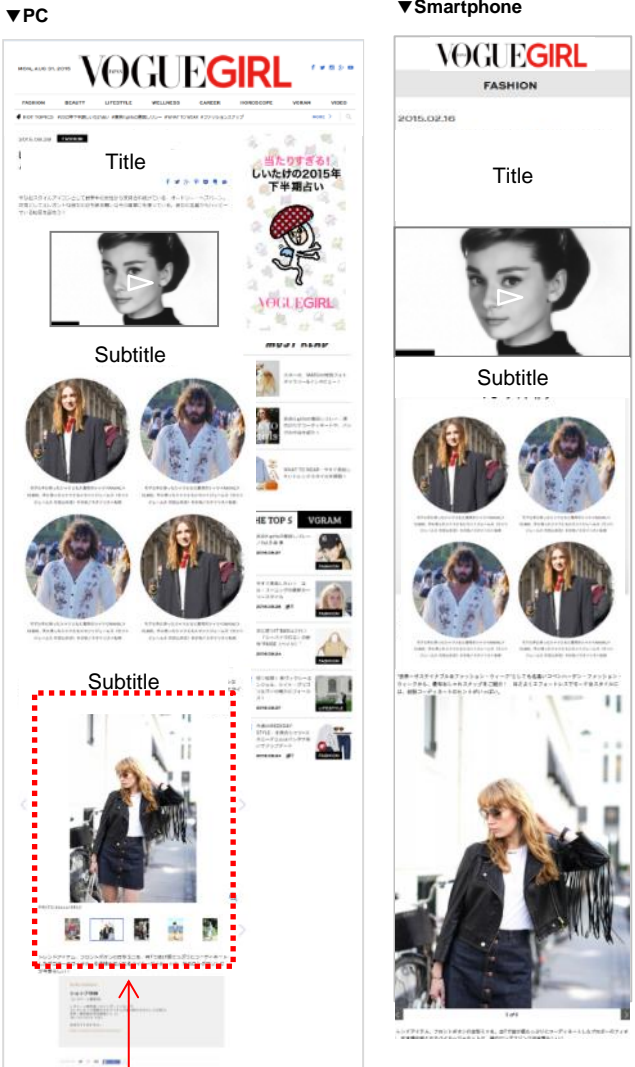
Production Schedule



- ※The "PROMOTION" heading will be included on the tie-up page and in the tie-up ad space.
- ※During the tie-up insertion period, a guide space will be set on the VOGUE GIRL Top page.
- ※The start time for tie-up advertisements is from 10:00 on the insertion start day.
- ※It is not possible to replace an image during the insertion period.
- ※The image size may be adjusted slightly depending on the image ratio.
- ※Flash use is not possible.

★You Can Employ an Original Design Together with the Template★

This tie-up is used in combination with VOGUE GIRL's original design template. It is possible to deploy pages optimized to meet individual advertiser requests by selecting 3 types from among the 4 types of module shown on the following page and combining them as desired. (For details, see the Module Design List page.) ※An "information" space is placed at the bottom of the contents as a default setting.



Video Type module

It is possible to change the layout freely.

Article Type 2 module

It is possible to change the layout freely.

Gallery Type module (up to 5)

Information  
 ※Included as a default setting

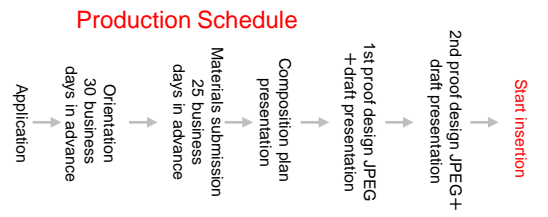
※Up to 5 photographs may be used.

Insertion devices	Smartphone, PC/Tablet
Charge	¥1,500,000 ※Including production charge (assuming material provided by the advertiser)
Assumed page views	8,000-12,000
Insertion period	4 weeks ※Renewal is not possible. ※The insertion start day will be an arbitrary business day.
Schedule	Orientation is held 30 business days before insertion date.

**Options**

- ◆ Antenna
- ◆ Outbrain
- ◆ Instagram ads
- ◆ SmartNews
- ◆ Facebook ads

Strengthening external media induction is linked to higher PV numbers. ※For details, see P.44.



- ※The "PROMOTION" heading will be included on the tie-up page and in the tie-up ad space.
- ※The start time for tie-up advertisements is from 10:00 on the insertion start day.
- ※ In the case that the tie-up advertisement finishing day falls on a holiday, the advertisement will finish at 09:59 on the following business day.
- ※It is not possible to replace an image during the insertion period.
- ※The image size may be adjusted slightly depending on the image ratio.
- ※Flash use is not possible.



★ An Original Design + Model Shooting Together with a Template ★

This set menu comprises a standard tie-up used in combination with VOGUE GIRL's original design template plus model shooting. The VOGUE GIRL Editorial Department will produce everything from model casting to shooting.

▼PC



Video Type module

It is possible to change the layout freely.

Article Type 2 module

It is possible to change the layout freely.

Gallery Type module

Information  
※Included as a default setting

▼SMARTPHONE

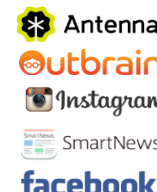


Insertion devices	Smartphone, PC/Tablet
Charge	<b>Overall budget: ¥3,000,000</b> Insertion charge: 2,000,000 Production charge: Model shooting ¥1,000,000~ (net)
Assumed page views	8,000-12,000
Insertion period	4 weeks ※Renewal is not possible. ※The insertion start day will be an arbitrary business day.
Schedule	Orientation is held 40 business days before insertion date.

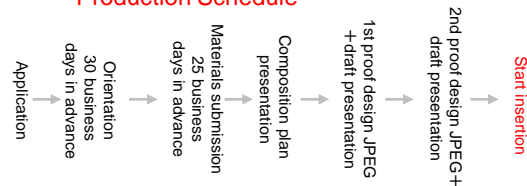
**Options**

- ◆ Antenna
- ◆ Outbrain
- ◆ Instagram ads
- ◆ SmartNews
- ◆ Facebook ads

Strengthening external media induction is linked to higher PV numbers. ※For details, see P.44.



**Production Schedule**



- ※The "PROMOTION" heading will be included on the tie-up page and in the tie-up ad space.
- ※The start time for tie-up advertisements is from 10:00 on the insertion start day.
- ※ In the case that the tie-up advertisement finishing day falls on a holiday, the advertisement will finish at 09:59 on the following business day.
- ※It is not possible to replace an image during the insertion period.
- ※The image size may be adjusted slightly depending on the image ratio.
- ※Flash use is not possible.





The VOGUE GIRL Editorial Dept. can produce tie-up pages with totally original designs in full HTML format using a presentation technique selected to match the advertiser's objectives, such as "portray movement visually" or to "create a good design", etc. The basic specifications are designed specifically for a smartphone layout, but it is possible to use these pages for both smartphone and PC insertion.

▼ Smartphone



<Option>

※Image of a smartphone page used "as is" for PC insertion

▼PC



★ Insertion charge + ¥350,000 (ad space installation)

and

▼PC



★ Insertion charge + production charge ¥900,000

※Image of a design produced exclusively for PC insertion

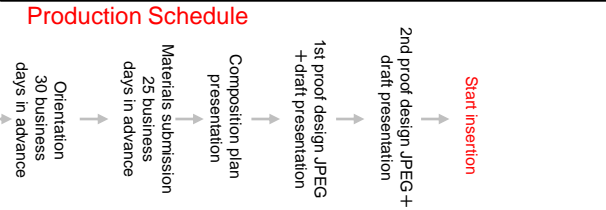
and

Insertion devices	Smartphone (and PC)
Charge	<p><b>Overall budget: ¥5,000,000</b></p> <p>Insertion charge: ¥3,500,000 (gross)</p> <p>Production charge: ¥1,500,000~ (net)</p> <p>※Including basic model shooting charge.</p> <p>※Model shooting of "3 coordination" arrangements assumed.</p>
Options	<p>■PC insertion charge (using the smartphone design "as is"): ¥350,000 (net)</p> <p>■PC insertion charge + separate PC design production: ¥900,000 (net)</p> <p>■Video production charge: ¥600,000 (net) ※for 1 video</p>
Assumed page views	<p>■ Smartphone only: 8,000~</p> <p>■ Smartphone + PC: 10,000~</p>
Insertion period	<p>4 weeks</p> <p>※Renewal is not possible.</p> <p>※The insertion start day will be an arbitrary business day.</p> <p>※For further details, please inquire separately.</p>
Schedule	Orientation is held 40 business days before insertion date.

**Options**

- ◆ Antenna
- ◆ Outbrain
- ◆ Instagram ads
- ◆ SmartNews
- ◆ Facebook ads

Strengthening external media induction is linked to higher PV numbers. ※For details, see P.44.



- ※The "PROMOTION" heading will be included on the tie-up page and in the tie-up ad space.
- ※During the tie-up insertion period, a guide space will be set on the VOGUE GIRL Top page.
- ※The start time for tie-up advertisements is from 10:00 on the insertion start day.
- ※It is not possible to replace an image during the insertion period.
- ※The image size may be adjusted slightly depending on the image ratio.





By purchasing external media through the VOGUE GIRL Account, it is possible for advertisers to carry out inducement measures to guide users to specific editorial tie-up pages.

※For detailed menu information, please contact your sales representative.

## antenna

- A high-quality insertion screen optimized for display of tie-up contents
- Effective for expanding reach among smartphone users
- Purchase through the VOGUE JAPAN Account



Charge

¥ 850,000~ Approx. 2-week ~ 4-week insertion

Assumed Impressions

350,000 impressions~

Assumed No. of Clicks

1,000 clicks~

※The number of clicks is not guaranteed.



- Fast views of the VOGUE and VOGUE GIRL tabs inserted inside SmartNews
- Effective for expanding reach among smartphone users
- Effective for brand recognition by fixing the insertion position and term to assure reliable exposure



Charge

¥ 1,000,000~ Approx. 1-week insertion/  
2 advertisers per month

Assumed Impressions

200,000 impressions~

Assumed No. of Clicks

2,000 clicks~

※The number of clicks is not guaranteed.

## 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



Charge

¥ 700,000~ Approx. 2-week ~ 4-week insertion

Assumed Impressions

~ approx. 20,000,000 impressions

Assumed No. of Clicks

20,000 clicks guaranteed

## facebook. Instagram

- Purchase through the VOGUE JAPAN Account
- Effective for improving the target audience's engagement by enabling targeting of users and devices



Charge

¥ 700,000~ Approx. 2-week ~ 4-week insertion

Assumed Impressions

850,000 impressions~

Assumed No. of Clicks

3,000 clicks~

※The number of clicks is not guaranteed.

※ All of the above external media are editorial tie-up options.

※ Across-the-board 20% of a profit margin for an advertising agency.

**NEW**

When shooting takes place for magazine page tie-ups and web tie-ups, a number of video production options are available. The produced videos can be posted on web-tie-up pages as well as on the VOGUE GIRL official YouTube channel.

Behind the Scenes	Interview Series	Style Tips
Charge (net) ¥600,000~	Charge (net) ¥600,000~	Charge (net) ¥600,000~
No. of titles & rough length 1 (30-120 sec.)	No. of titles & rough length 1 (30-120 sec. each)	No. of titles & rough length 1(30-120 sec. each)
Reference specifications 2 cameras, lighting, sound	Reference specifications 2 cameras, lighting, sound ※Not including interviewer charge	Reference specifications 2 cameras, lighting, sound

Event Report	Live Streaming	Tie-up Film
Charge (net) ¥1,000,000~	Charge (net) ¥1,800,000~	Charge (net) Consultation required
No. of titles & rough length 1 (30-120 sec.)	No. of titles & rough length 1 event video (4 hours)	No. of titles & rough length Consultation required
Reference specifications 3 cameras, lighting (approx. 6 hours required)	Reference specifications 1 video OUT image distributed ※Advertisers are asked to arrange shooting, switching and internet line.	Reference specifications Consultation required

Product type	Video production
Insertion screens	Web tie-up pages The VOGUE GIRL official YouTube channel
Notes	<p>※Production of these video products presumes the use of still photographs from magazine and web tie-up ads, scenes from events, etc.</p> <p>※These charges do not include fees for studios or for the casting of models, etc.</p> <p>※As these are tie-up option videos, in principle they are not inserted in the Video Category. If you wish your video to be made available in the Video Category, please consult with Condé Nast separately.</p> <p>※If an interpreter is required during shooting, an additional charge will be billed.</p> <p>※If subtitling is required, an additional charge will be billed.</p> <p>※In principle, secondary use of video material is not possible. If you desire secondary use, please consult with Condé Nast separately.</p> <p>※In the event that you require shooting, switching or an internet line for live streaming purposes, please consult with Condé Nast separately.</p>

PC



- 1) Editorial Ad Space (Impermanent)
- 2) Main Column (Rotation)
  - ※Insertion position varies.
- 3) Right Column: MUST READ Space (Permanent)

Smartphone



- 4) In-Article Ad Space (Rotation)
  - ※Insertion position varies
- 5) In-Article Ad Space (Rotation)
  - ※Insertion position varies

SNS



- 6) Facebook Post
- 7) Twitter Post

※The "PROMOTION" heading is included in all ad spaces.  
 ※The posted contents are not guaranteed.  
 ※The design of ad spaces may be subject to partial change.  
 ※Users are also guided to ad spaces from the VOGUE GIRL official SNS accounts.

## ■ Application Procedure

For further information about the following contents, please contact Condé Nast Japan by email to <websales@condenast.jp>.

1. **Insertion Suitability Confirmation** For new companies or products with no prior insertion record with VOGUE GIRL magazine or the VOGUE GIRL website, we will perform an examination to determine their suitability for insertion.
2. **Vacant Frame Confirmation** When making an insertion application, please be sure to confirm that the desired frame is vacant in advance.
3. **Application** Applications must be made by email according to the format listed below. After accepting an application, we cannot accept cancellation for any reason whatsoever.  
After accepting an application, we will convey our official decision using an official "Application Received Email" reply.
4. **Application Decision** For products with no prior insertion record with VOGUE GIRL magazine or the VOGUE GIRL website, we will perform a creative review. In the case of newly produced items, we may also confirm the rough version, etc.
5. **Creative Survey** Please send the script as an email attachment according to the format listed below.
6. **Reception Format** Competition adjustment is not carried out in all frames.
7. **Competition Adjustment**

### Insertion Suitability Confirmation

Please make your inquiry after writing down the following items.

- Advertiser's official name
- Official campaign product
- URL inserted in company brochure
- Advertisement link URL
- 
- In some cases, we may wish to confirm past insertion records, etc.

### Application Format

Please make your inquiry after writing down the following items.

- Advertising Agency's official name
- Advertiser's official name
- Notification details (subject matter)
- Advertisement link URL
- Medium
- Menu
- Insertion period
- Application amount

### Reception Format

Please make your inquiry after writing down the following items.

- Advertising Agency's official name
- Advertiser's official name
- Notification details (subject matter)
- Advertisement link URL
- Medium
- Menu
- Insertion period
- Insertion volume
- Application amount
- Name of attached file

## Concerning Insertion Reports

- ※ Banner Report: We report the number of daily impressions, clicks, and CRT according to the Company's format.
- ※ Mail Menu Report: We report the total number of mail message copies distributed, the number opened, and the number of link buttons clicked over the 7-day period beginning with the distribution date according to the Company's format.
- ※ Tie-up Report: We report the number of daily HTML base page reviews for up to 5 external links according to the Company's format.
- ※ Basically, the report is presented 5 business days after the insertion period finishes.
- ※ In the case of third-party distribution, confirmation of the technology used is required in advance. In such cases, essentially we are unable to check the click number. Instead, it is presumed that the number of impressions and clicks are reported by the external ad server side.
- ※ Regarding the insertion standard for each page, please refer to the VOGUE GIRL Advertising Regulation Guide.
- ※ For details regarding banner advertising specifications, please refer to the VOGUE GIRL Advertising Regulation Guide.



## Smartphone

Menu Name	Insertion Screen	Size (W × H) px	Capacity	Assumed Impressions/Week	Charge	CPM	Draft Submission Deadline	Insertion Period
SP/Interstitial (4 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	2,400,000	¥4,500,000	¥1,875	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial (3 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	1,800,000	¥4,000,000	¥2,222	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial (2 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	1,200,000	¥3,400,000	¥2,833	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial (1 Space)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	600,000	¥2,400,000	¥4,000	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial Teaser Video (4 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	2,400,000	¥4,900,000	¥2,042	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial Teaser Video (3 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	1,800,000	¥4,400,000	¥2,444	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial Teaser Video (2 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	1,200,000	¥3,800,000	¥3,167	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Interstitial Teaser Video (1 Space)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	600,000	¥2,800,000	¥4,667	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Overlay & Double Standard Banner (4 Spaces)	Smartphone All	640×100/640×200	Details elsewhere	2,400,000	¥3,500,000	¥1,458	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Overlay & Double Standard Banner (3 Spaces)	Smartphone All	640×100/640×200	Within 100KB	1,800,000	¥3,000,000	¥1,667	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Overlay & Double Standard Banner (2 Spaces)	Smartphone All	640×100/640×200	Within 100KB	1,200,000	¥2,400,000	¥2,000	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Overlay & Double Standard Banner (1 Space)	Smartphone All	640×100/640×200	Within 100KB	600,000	¥1,400,000	¥2,333	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Custom Rich Ad Stage 1+2 (2-Panel Deployment) (2 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	600,000	¥3,200,000	¥5,333	At orientation 15 days before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Custom Rich Ad Stage 1+2 (2-Panel Deployment) (1 Space)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	300,000	¥2,300,000	¥7,667	At orientation 15 days before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Custom Rich Ad Stage1+ 2+ 3 (3-Panel Deployment) (2 Spaces)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	600,000	¥3,600,000	¥6,000	At orientation 15 days before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
SP/Custom Rich Ad Stage1+ 2+ 3 (3-Panel Deployment) (1 Space)	Smartphone All	640 × 100 ※Rich Ad details elsewhere	Details elsewhere	300,000	¥2,500,000	¥8,333	At orientation 15 days before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday

※Charges for Overlay + GIF Text Feed-in banners are the same as for SP/Overlay & Double Standard Banners.

## HOME + Category Top

Menu Name	Insertion Screen	Size (W × H) px	Capacity	Assumed Impressions/Week	Charge	CPM	Draft Submission Deadline	Insertion Period
PC/Premium Jack (2 Spaces)	PC All	1020 x 250 / 300 x 600 / 1520 x 1300 300 x 250 (640 x 200 左右可能)	Within 2MB/ within 100KB	600,000	¥3,200,000	¥5,333	18:00 on the 10th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
PC/Premium Jack (1 Space)	PC All	1020 x 250 / 300 x 600 / 1520 x 1300 300 x 250 (640 x 200 左右可能)	Within 2MB/ within 100KB	300,000	¥1,800,000	¥6,000	18:00 on the 10th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
PC/Interstitial (2 Spaces)	PC All	600×900 / 300 x 600	Within 300KB/ within 100KB	480,000	¥2,500,000	¥5,208	18:00 on the 10th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
PC/Interstitial (1 Space)	PC All	600×900 / 300 x 600	Within 300KB/ within 100KB	240,000	¥1,400,000	¥5,833	18:00 on the 10th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
PC/W Skyscraper + Middle Rectangle (2 Spaces)	PC All	300 × 600	Within 100KB	400,000	¥1,600,000	¥4,000	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
PC/ W Skyscraper + Middle Rectangle (1 Space)	PC All	300 × 600	Within 100KB	200,000	¥900,000	¥4,500	18:00 on the 5th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday
PC/W Skyscraper & Landing Page (1 Page)	PC All	300 × 600	Within 100KB		¥1,000,000		18:00 on the 12th business day before insertion	1 week from 10:00 on Monday until 09:59 on the following Monday

## Tie-up

Menu Name	Insertion Screen	Outline	Assumed Page Views	Charge	Draft Submission Deadline	Insertion Period
News Article Tie-up (Smartphone/PC joint compatible)	Smartphone & PC	Insertion of release information in the form of a VOGUE GIRL news release article	-	¥400,000	10 business days in advance	2 weeks
Express Tie-up (Smartphone/PC joint compatible)	Smartphone & PC	A tie-up with the specifications of an existing design template	8,000-10,000	¥1,000,000-	20 business days in advance	4 weeks
Standard Tie-up (Smartphone/PC joint compatible) ※No Shooting	Smartphone & PC	A tie-up using an original design template	8,000-12,000	¥1,500,000-	30 business days in advance	4 weeks
Standard Tie-up (Smartphone/PC joint compatible) ※Model Shooting	Smartphone & PC	A tie-up using an original design template	8,000-12,000	¥2,000,000-	40 business days in advance	4 weeks
Full HTML Tie-up: Smartphone (+ Optional PC)	Smartphone	A fully customized HTML tie-up	8,000-	Insertion: ¥3,500,000- Production: ¥1,500,000 -(net)	40 business days in advance	4 weeks

### Disclaimers Associated with Advertising Insertion

- In the event that an advertisement is not inserted due to system trouble, for the first 8 hours from the scheduled start time (up to 18:00 on the insertion start day) the incident will not be considered warrantable. After that time, the incident will be considered warrantable and the company will compensate the advertiser by providing sufficient alternative insertion time to compensate for the period of non-insertion.
- Condé Nast Japan cannot be held responsible in the case that all or part of the obligations based on the advertisement insertion contract are not implemented for reasons not attributable to failure on the part of Condé Nast Japan; for example, unavoidable occurrences such as power cuts, communication line accidents, natural disasters, non-fulfillment of contracts by communications carriers, trouble on systems such as the internet infrastructure or other servers, etc., or urgent maintenance, etc. Moreover, Condé Nast Japan is absolved from any obligation within the range considered to be under the influence of the cause in question.
- Advertisement insertion trouble lasting for 3% or less of the scheduled insertion period or for 6 hours or less (whichever is the shorter) is not considered warrantable for compensation and is beyond the scope of compensation measures.
- During the course of distributing an advertisement, in the event that a link from the relevant advertisement is invalid or a failure occurs at the linked website, Condé Nast Japan may stop distributing the relevant advertisement, and in such a case, the Company can accept no responsibility for not inserting the advertisement.

### Cancelation Rule

- After an official application has been received, cancellation cannot be accepted in principal. However, even if cancellation is possible, the full advertisement placement fee will be payable.

### Advertisement Display Recommended Environment

#### [PC]

- OS: Windows 7 or later/browser: Internet Explorer 11, Chrome (latest version), Firefox (latest version)
- Browser setup: Java script enabled, Active X enabled, SSL enabled, Cookie use enabled, Style Sheet enabled, Flash Player ver. 9 or later (ver. 12 or later for video advertisements) plug-in installed environment

※The recommended environment may be subject to change in accordance with changes in specifications due to OS or browser renewal.

※Please note that where users are browsing from a mobile device using a full browser or due to the user's browser setting, the presence of firewalls, security software, plug-in software, or other settings and environments, it is possible that advertisements may not be deliverable or may be inserted incorrectly, or that links to URLs embedded in advertisements may not function.

※Flash playback in Google Chrome is dependent on the browser specifications (outside of the recommended environment).

※Video advertising is not compatible with Windows 8 (Metro user interface).

#### [Smartphone]

•Phone — OS: iOS 8.0 or later/browser: standard browser

•Android — OS: Android OS 4.0 or later/browser: standard browser

※The recommended environment may be subject to change in accordance with changes in specifications due to new device releases or to OS or browser renewal.

※Depending on the communications environment and individual device and OS specifications and the user's device usage conditions, it is possible that advertisements may not be deliverable or may be inserted incorrectly (advertisements may take time before being displayed), or links to URLs embedded in advertisements may not function.

※Please note that when the terminal is operating in the horizontal display mode, it is possible that advertisements may not be deliverable or may be inserted incorrectly, or that links to URLs embedded in advertisements may not function.

### Advertisement Data Manuscript Regulations

- For the insertion standards for each page, please refer to the VOGUE JAPAN Advertising Regulation Guide.
- Please confirm the detailed banner specifications in the VOGUE JAPAN Advertising Regulation Guide.
- A creative examination will be conducted in advance.

**Concerning Tie-ups**

- The tie-up package fee includes the expenses involved in editorial tie-up page and guide banner ad production. (※In the case that shooting and/or modeling use are required, these services will be billed separately.)
- Basically, the time required to produce VOGUE GIRL editorial tie-ups varies depending on the plan. (※In some cases in which additional elements such as optional menus are to be used, the production period may need to be extended.)
- In principle, the production flow consists of twice proofreading with a one- or two-day return deadline during the process.
- Around titles inside tie-up pages and inside texts, the use of corporate logos, brand logos or product logos is not permitted in principle.
- Functions embedded in tie-up pages such as sound, etc., are set at default OFF.
- The start time for tie-up ads is 10:00 on the insertion start day. In the case that a tie-up ad's finishing day falls on a Saturday or Sunday, the ad insertion will finish at 09:59 on the following business day.
- In the event that an advertisement is not inserted due to system trouble, for the first 8 hours from the scheduled start time (up to 18:00 on the insertion start day) the incident will not be considered warrantable. After that time, the incident will be considered warrantable and the company will compensate the advertiser by providing sufficient alternative insertion time to compensate for the period of non-insertion.
- In principle, it is not possible to change the creative content of tie-up pages during the insertion period.

**Concerning Guide Banners**

- Guide banners linked to editorial tie-ups are produced by VOGUE GIRL. (Note 1) Please leave creative matters to the Editorial Department. Fonts, text volume, text size, and description methods will be decided based on the policy of the VOGUE GIRL website. As for design, we regret that we are unable in principle to respond to opinions or requests from customers.
- It is possible to transfer guide banners to pure advertisements. (Note 2) However, it is not possible to employ unrelated materials for this purpose.
- Guide banner confirmation is basically limited to one occasion, with a one-day return deadline during the process. In principle, we request that client corrections not be made.
- Advertisement presentation takes place at the time of the second proofreading presentation. (※In the case of Rich banners, it takes place at the time of the first proofreading presentation. In the unlikely event that a correction is required, we will make the necessary changes.)
- Within guide banners linked to editorial tie-ups, insertion reports on Pick-Up banners and mail magazine article advertisements are not presented.
- Guide space insertion positions are basically displayed in order of newness from the top. (※In the case that insertion is to start from the same day, basically it is carried out in order of application. However, the positioning order may be changed at the decision of VOGUE GIRL.)
- All guide banners are produced using gif/jpg. ※ Apart from in the case of Expand banners. (※If the customer wishes to use a Flash, this will be charged separately.)
- Replacement is not permitted in the same promotion as the tie-up page guide space. (※One creative work per tie-up is permitted.)

**Concerning Material Production by VOGUE GIRL (※All charges quoted below are net charges for reference.)**

- Materials gathering (store, materials, event materials, etc.): separate charge ¥100,000. (approx. 2 hours materials gathering, for approx 2-page A4-size manuscript)
- Model shooting (1~2 cuts): separate charge ¥400,000. Product/merchandise shooting (8~10 pieces, small items): separate charge ¥250,000. (※If you wish to designate a specific photographer, stylist, model, etc., or if shooting takes place at a distant location, separate charges will be required.)
- In the case that photographic material purchasing is required, a separate charge may be made under consultation.
- Secondary usage fees are charged separately in respect of all materials costs. (※Our goal is to use 30% the original material.)

**Others**

- In the case of separate event information and corporate information pages, an additional page fee will be charged.

**Cancelation Rule**

- After an official application has been received, cancellation cannot be accepted in principal. However, even if cancellation is possible in accordance with an advertiser's request, the full advertisement placement fee will be payable.

**(Note 1)**

- Guide banners are produced by editing the creative work using in the editorial tie-up and the title and subtitle. Non-related material is not used.
- Inside editorial frame guide banners, the display of corporate names and logos, brand logos, product logos, or product credits, and insertion of launch dates, etc., are not available in principle.
- The following types of expression may not be used in guide banners: Expressions of cheapness (bargain, bargain basement, exceptional, etc.), expressions of inducement, expressions of predominance (No.1 in the world, No. in the industry, etc.), superlative expressions (highest, best, extreme, special class, etc.),  
(※ Concerning expressions of predominance, please submit material proof of any specific claims.)

**(Note 2)**

- Transfers to pure ads are limited to additionally purchased (ordinary banner) ads. Transfers of editorial ad spaces (Pick-Up banners) to pure ads are not permitted.

### When Making Applications

- For details of the flow up to the point of insertion, please refer to the VOGUE GIRL Advertising Regulation Guide.
- The design of the site is subject to change without notice. In the event of major changes, or changes related to the advertising menu, we will inform advertisers immediately.
- When an advertising application is made, an examination will be made in accordance with VOGUE GIRL regulations.
- For advertising production, please refer to the VOGUE GIRL Advertising Regulation Guide.
- While these ad specifications are correct as of February 2016, size, capacity, etc. are subject to change.
- The Company may conduct surveys, etc., using the ad menus for the purpose of improving services to users and advertisers.
- Services are subject to temporary interruption due to system maintenance, etc.
- After an official application has been received, cancellation cannot be accepted in principal. However, even if cancellation is possible, the full advertisement placement fee will be payable.

### Advertisement Insertion Standards

VOGUE GIRL refuses to accept insertion orders for advertisements falling under the following categories.

- 1) Advertisement contents that cannot be inserted:
  - Those that violate or appear likely to violate international treaties, domestic regulations, or that encourage or appear likely to encourage violations.
  - Those that affirm or glorify violence or brutality, bizarre behavior or obscenity, and which are deemed offensive to public morals or likely to encourage or stimulate crime.
  - Those including content or expressions likely to foster an urge to speculate or to gamble.
  - Those that display links to contents that differ significantly from the indicated contents.
  - Those that slander, damage the character, or violate the privacy of third parties.
  - Those that slander the Company without cause or create an impression likely to damage its social standing. Also, those that unfairly negate or slander other contents of the Company's site.
  - Those likely to lead to misunderstanding that the Company and/or the Company's site has a relationship with the advertiser and/or the ad contents.
  - Indications using fallacies or incorrect displays likely to create the misconception that the product or service, etc. is superior to or more advantageous than rivals.
  - Those that use advertisements as decoys for things that the advertiser actually has no will to sell.
    - ※ Ads that the Company judges grossly inappropriate in consideration of their contents or impression.
- 2) Advertisements containing superlative expressions
  - VOGUE GIRL agrees to the insertion of superlative expressions such as "biggest", "best", etc., only in cases where such claims can be objectively proven. Also, in cases where the Company judges it necessary, the advertiser must provide clear data, sources, names of survey organizations, etc. via links.

### Regulations Governing Use of Media Materials

- Please ensure that information provided by VOGUE GIRL to third parties in the form of product explanations, introductions, planning document production, and sales promotion materials is always accurate, up to date, and complete, and if changes occur, please renew the information immediately.
- The purpose of use of the image data used in this VOGUE GIRL Media Guide (Apr. – Jun. 2016) is limited to product explanations, introductions, planning document production, and sales promotion materials for advertisements appearing in VOGUE GIRL. Also, please understand that the images appearing in this guide are taken from other companies' past examples. It is not permitted to reproduce the same creative content or the same materials.
- In the case of using image data, please comply with the following conditions.
  - 1) Advertisers are not permitted to copy accumulate or distribute data beyond the range stipulated in these usage regulations without the prior approval of VOGUE GIRL and/or other copyright holders (image insertion companies). Moreover, advertisers may not use this data in ways that violate the rights of third-parties in respect of privacy, honor, or other rights. If damage occurs due to a breach of this regulation, the advertiser shall be liable to pay appropriate compensation in lieu of such damage.
  - 2) Do not display wording that invites the misunderstanding by third parties that the image data has been approved for or been utilized for insertion, issue, editing or guarantee outside of VOGUE GIRL.
  - 3) Do not display wording that describes or is suggestive of inaccuracy, harm, pornography, slander, racism, violence, unpleasantness, or abuse. Also, please avoid (a) inappropriate content for VOGUE GIRL and the image insertion company, (b) content that violates intellectual property rights, and (c) content falsifying the relationship between VOGUE GIRL and the image insertion company.
  - 4) Regarding complaints, demands, etc., concerning the information content using the image data, in cases where this falls outside of the advertising product regulations, addressing such complaints or demands is deemed to be the responsibility of the advertiser; VOGUE GIRL can not accept any responsibility whatsoever.

### Concerning the Creative Preliminary Examination

- Preliminary inspection objects: Creative items with no record of insertion in VOGUE GIRL magazine or on the VOGUE GIRL website
- In the case of new enterprises: "Insertion advisability confirmation" is required before requesting a preliminary examination.
- Examination contents: We only examine the creative content. Based on the ad insertion standards on the right and on the site's policy, we check the copy, wording, expressions, etc.

### For Inquiries Concerning Advertising Insertion

Please contact:

Digital Sales, Condé Nast Japan

3F Osuga Bldg., 2-11-8 Shibuya, Shibuya-ku, Tokyo 150-0002

### For Further Details Regarding Advertising Insertion

Please visit <http://corp.condenast.jp/media/>

Email: [websales@condenast.jp](mailto:websales@condenast.jp)

Telephone: 03-5485-9150

- ※ Apart from the above items, please bear in mind that the Company may refuse to accept any insertion order at its own discretion for any reason.



※Unless otherwise specified, all-browser common-distribution will be employed as has been the case up to now.

※The distribution browser is Google Chrome browser ver.42 or later.

※1: Only Google Chrome browser material editing can be distributed. (Distribution to Google Chrome browser: GIF)

※2: Only Google Chrome browser material editing can be distributed. (Distribution to Google Chrome browser: HTML5)

※3: Material distribution for each browser is not available.

Page	no.	Frame	Distribution Specification	GIF distributed for Chrome ※1	HTML5 distributed for Chrome ※2	Impossible to display separately ※3
All	1	Big Board (large capacity distribution/2MB)	Sizmek			○ Available only with Flash
	2	Big Board (300KB)	CNJ	○		
	3	Background	CNJ			○ Available only with Still Image
	4	Background (clickable / Flash production)	Sizmek			○ Available only with Flash
	5	W Sky scraper	CNJ	○	○	
	6	Rectangle	CNJ	○	○	
	7	Interstitial	CNJ			○ Available only with Still image