

## DIGITAL MAGAZINE

The beautifully developed VOGUE JAPAN digital magazine is currently distributed free of charge and is packed with special contents such as original videos, photos, etc. We are also preparing to offer the magazine for subscription at a bargain rate.



## WEB SITE

The VOGUE website includes a wealth of contents ranging from fashion and beauty to lifestyle, celebrities and blogs. Among the popular items are the latest mode trends, daily news bulletins, and fashion snaps from around the world. Plus, the site is renewed constantly!



## MAGAZINE

Now 17 years old, VOGUE JAPAN magazine is boosting its power in order to deliver even more features from an even wider range of fields. Around the world, national editions of VOGUE are published in 20 countries.

VOGUE JAPAN  
WOMEN OF THE YEAR  
VOGUE JAPAN  
FASHION'S NIGHT OUT

## EVENT

Events such as VOGUE Fashion's Night Out and VOGUE JAPAN Women of the Year provide our readers and users with special and unforgettable experiences. The latest event-related information is available at any time via the VOGUE website. Check it out now!

# one VOGUE JAPAN

## Media Kit 2016



## SNS

In addition to the highly popular Facebook, Twitter, Instagram and YouTube, VOGUE JAPAN has launched a Pinterest account too. The magazine currently has over 500,000 Twitter followers, 260,000 Facebook fans, and 350,000 Instagram followers.

March 2016  
VOGUE Business Solutions Div.  
TEL: 03-5485-9190

CONDÉ NAST  
JAPAN

# What's VOGUE JAPAN? A Message from the Editor-in-Chief

“VOGUE” is the world’s most influential fashion magazine. Originally launched in the United States in 1892, it is currently published in twenty countries around the world including France, Italy and the UK.

Launched as the Japanese edition of VOGUE in July 1999, VOGUE JAPAN is celebrating its 15th anniversary in 2014. Featuring beautiful visuals created in collaboration with some of the world’s top fashion photographers, VOGUE JAPAN is developing a sophisticated “world of VOGUE” that covers everything from the latest fashion and beauty information to cultural themes and social trends.

On its official website, which was established in 2000, VOGUE JAPAN closely studies the latest trends in a variety of fields beginning with world fashion and consistently dispatches high-quality information. VOGUE also hosts the world’s largest-scale shopping event FASHION’S NIGHT OUT, which is held in a slew of the world’s top fashion capitals including Tokyo, and Women of the Year, a year-end event that honors women from various fields whose activities have most strongly influenced the era in the past year. Both of these events are enjoying an extremely favorable response. And in addition to publishing the magazine and website, VOGUE JAPAN is actively developing a multiplatform strategy that includes a digital magazine and real-world events.



“To all women who demand high quality.

VOGUE delivers to its readers beautiful images and messages in superlative luxury that add stimulation to their daily lives. “

— VOGUE JAPAN Editor-in-Chief Mitsuko Watanabe

Mitsuko Watanabe began her career as an editor with Shiseido’s corporate culture magazine Hanatsubaki. After spending some years as an international fashion magazine editor, she was appointed to her present position of Editor-in-Chief of VOGUE JAPAN in September 2008.

2001: Fashion Features Director of VOGUE JAPAN

2005: Deputy Editor-in-Chief and Fashion Features Director of VOGUE JAPAN

2008: Acting Editor-in-Chief and Fashion Features Director of VOGUE JAPAN

Sept. 2008: Editor-in-Chief of VOGUE JAPAN

Present: Editor-in-Chief of VOGUE JAPAN, VOGUE girl and the VOGUE JAPAN Website

# VOGUE's History



The first issue of US VOGUE was published in 1892.



In 1909, VOGUE was acquired by Condé Nast.



The first issue of VOGUE JAPAN appeared in 1999.

Since the start of the 20th century, the history of VOGUE has been virtually synonymous with the history of fashion. At the time of its launch in 1892, the magazine was targeted at New York's fashionable social elite. In 1909 it was acquired by Condé Nast, who shifted its focus squarely toward fashion and soon launched British and French editions. VOGUE also held charity shows in support of women and children left in financial hardship as a consequence of the First World War.

In the generally dark social situation that continued through the Great Depression of the 1930s and the Second World War of the 1940s, VOGUE featured style icons such as Marlene Dietrich and Wallis Simpson. After the war, when the momentum for women to dress beautifully started up again, VOGUE's Art Director Alexander Lieberman began to employ top photographers to add a more artistic quality to the magazine's fashion photography. By emphasizing the Art Director's role, VOGUE led the industry in establishing a new style in which the Art Director and the Editor-in-Chief produced the magazine together.

During her time as Editor-in-Chief of American VOGUE, Diana Vreeland achieved a revolution in fashion. With a sharp eye for beauty, she discovered a slew of new talent and revealed the true characters of many top celebrities, and by continuously making proposals filled with fantasy and in the face of conventional wisdom, she secured VOGUE's status as the dominant fashion magazine of the era. In 1988, American VOGUE acquired another remarkable Editor-in-Chief in the shape of Anna Wintour, who is still at work in that role. She used celebrities as cover models to expand the readership and further strengthened VOGUE's influence within the fashion world.

Since its launch in 1999, the Japanese edition of VOGUE has made continuing use of leading domestic and foreign photographers to solidify its reputation as a high-quality international fashion magazine. With renowned fashion journalist Anna Dello Russo serving as its editor at large and creative director, VOGUE JAPAN combines world-class fashion stories with definitive Japanese precision and powerful and impressive contents that are highly evaluated both in Japan and abroad.

And most recently on February 28, 2016, Condé Nast Japan celebrated the publication of the 200th issue (the April 2016 issue) of VOGUE JAPAN.

# A 365-Days-a-Year 360° Multimedia Brand

## ▼Website

22,000,000 PV/month  
2,300,000 UU/month



## ▼Digital Magazine

20,000 downloads



## ▼SNS \*as of September 2015

 514,000

 263,000

 362,000



## ▼Magazine

71,957 copies

※JMPA print certification  
October–December 2015

PRINT  
VOGUE  
JAPAN

WEB  
- PC  
WEBSITE  
-  
SMARTPHONE

COLLABORATIONS

APPS  
- Tablet  
- SMARTPHONE

EVENTS  
- FNO  
- WOMEN OF THE YEAR

SNS  
- FACEBOOK  
- TWITTER  
- INSTAGRAM

VIDEOS  
- WEB CONTENT  
- EVENT REPORT



## ▼Collaborations



## ▼Events

FNO TOKYO  
No. of visitors mobilized:  
**Approx. 291.682**  
※Estimated No. of visitors (1 day)



## ▼Videos





# VOGUE JAPAN

Circulation: 71,957 copies





# Magazine: Supplements

\*Upcoming scheduled separate volume supplements are listed below.  
Please note that this list may be subject to change.

- Jun. Watch Supplement
  - Jul. Bag & Shoes Supplement
  - Aug. FNO Supplement
  - Sep. FNO Osaka Supplement
  - Oct. VOGUE Gift (Christmas) Supplement
  - Nov. Jewelry Supplement
- VOGUE Beauty Award Supplement



## VOGUE Wedding

Launched in autumn 2012

A wedding magazine published biannually in May and November

Circulation: 35,000 copies

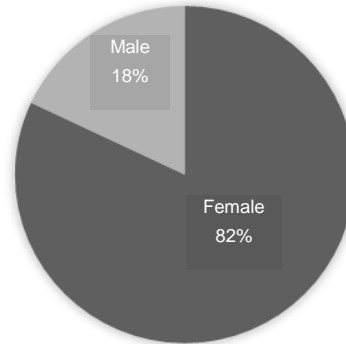
No. of pages: approx 200

Format: A4 modified size

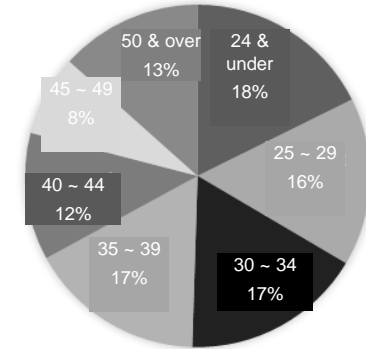
# VOGUE JAPAN Magazine Audience Attributes ①

The VOGUE JAPAN audience is centered on women in their 30s and 40s, with unmarried women accounting for about 60% of the total. The main region of residence is Kanto, where approximately 40% of the audience lives, followed by the Kinki and Chubu regions.

Male/Female Ratio

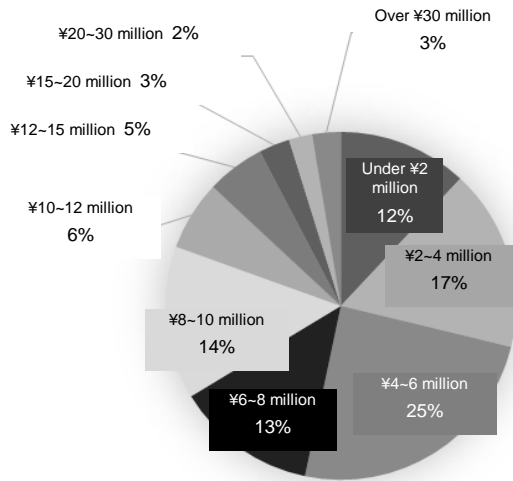


Age

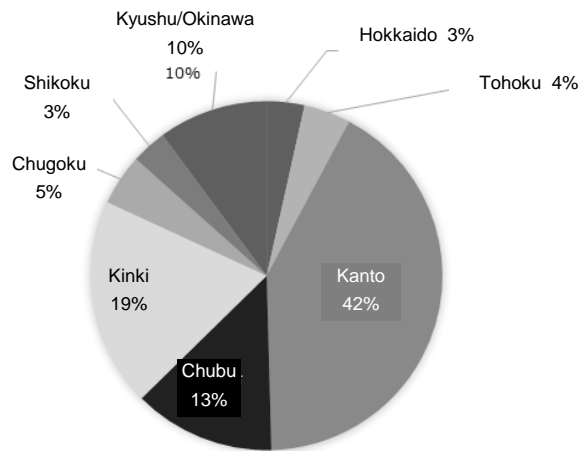


Average age **35.6 years**

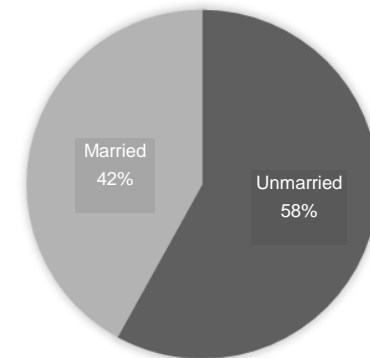
Household Income



Region of Residence (Overall Audience)



Marital Status



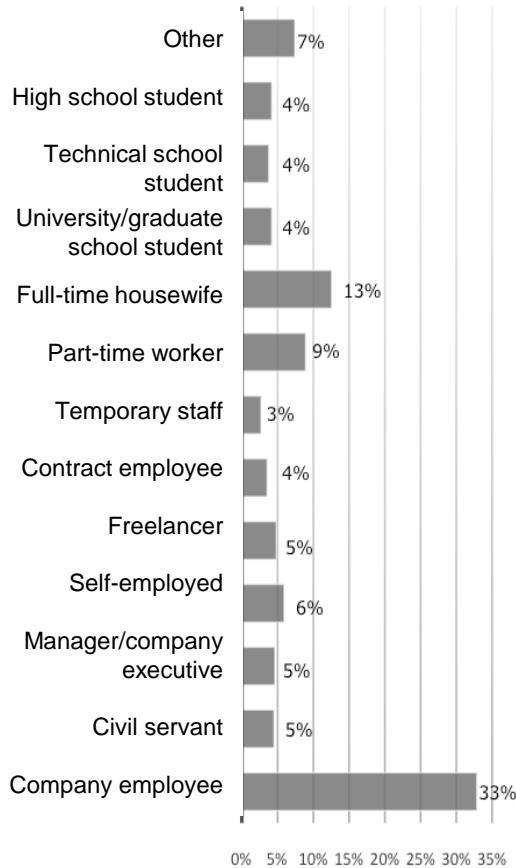
Average annual household income **¥7,570,000**

(n = 958 people) From the average values from VOGUE JAPAN reader questionnaire surveys conducted between August 2014 and July 2015

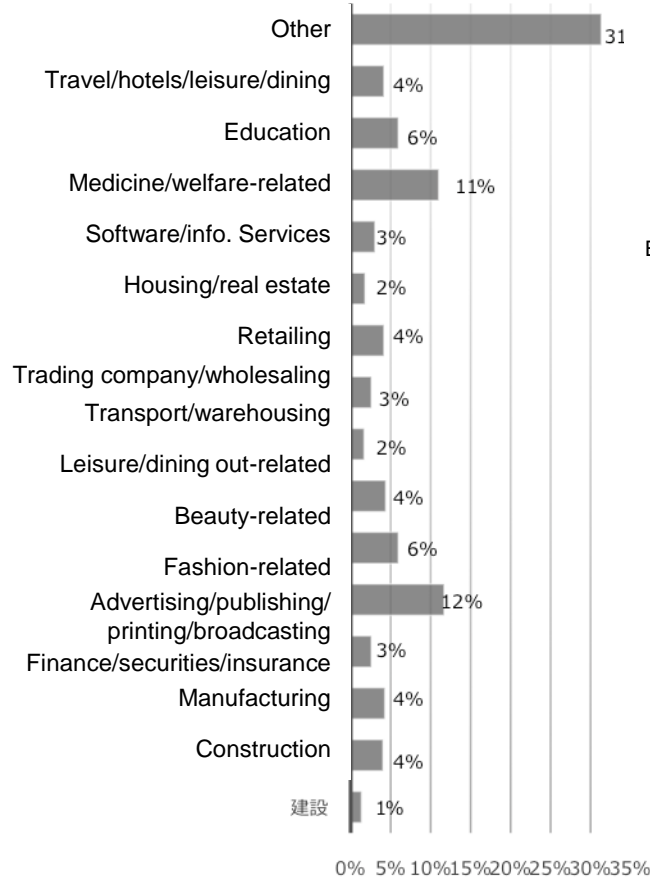
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For type of employment, the “company employee” ratio is high. For type of business, relatively large numbers work in the “fashion-related”, “medicine/welfare-related”, and “beauty” categories.

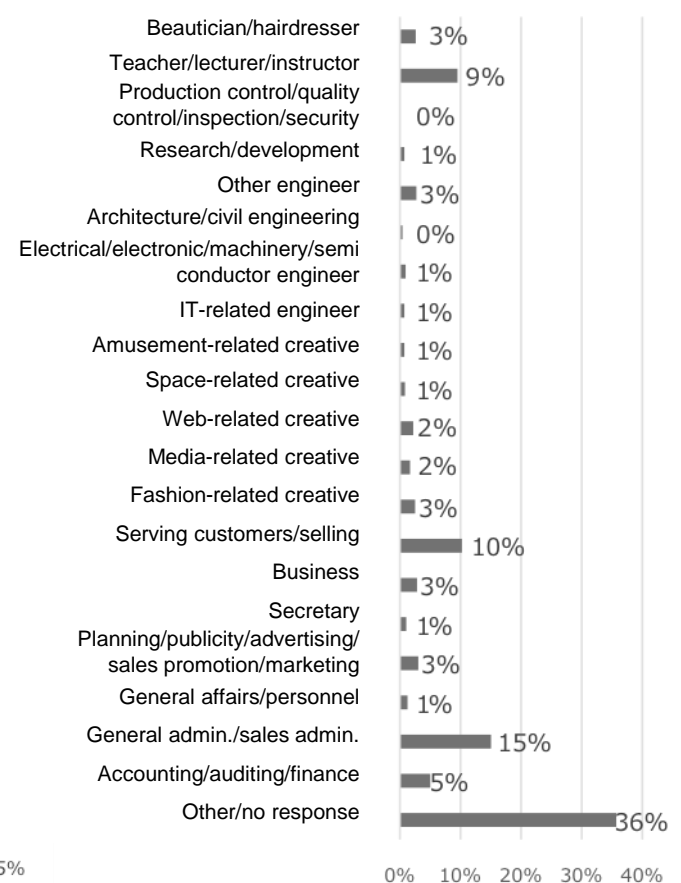
Type of Employment



Type of Business



Type of Occupation



(n = 958 people) From the average values from VOGUE JAPAN reader questionnaire surveys conducted between August 2014 and July 2015



# VOGUE JAPAN is Japan's No.1 Mode Website for Satisfying Japanese Women's Interests in Fashion, Beauty, Lifestyle, Etc.



HELLO, TODAY IS  
Monday 9th November 2015

**FASHION**  
モスキーノのパービードールが発売!

**CELEBRITY**  
スーイー・デジャネル、ユダヤ教に改宗?

**BEAUTY**  
ヘアサロン SHIMAの新店舗が東京・原宿にオープン。

**LIFESTYLE**  
売上金の一部はチャリティ活動に。ザ・ペンションホテルズと華後の高級おもちゃブランド「バビニー」がコラボ。オリジナルの「スノーベージュ人形」を製作。

VIEW ALL LATEST NEWS >

**SPECIAL**

**CHRISTMAS COFFRET 2015**  
計14点! 2015年のクリスマスコフレも限定コスメ同様、気になるアイテムの発売日を手帳にマークして。

**VOGUE JAPAN 12月号**  
SWEET DECADENCE ちょっぴり輝いほうが、好き。トップモデル、フライヤ・ペハ・エリクソンが表紙を飾る!

**VOGUE GIRL 秋冬トレンド特集**  
仕事もおしゃれも自分磨きも常に全力で楽しむ。ガールパワーでいざ秋冬トレンドを攻略!

**FASHION**  
VIEW ALL FASHION >

LATEST SNAP

Ever since its launch in 2000, the VOGUE JAPAN website has been delivering the latest news and contents that literally ooze style and originality. In line with its renewal in 2015, the website's design overflows with mode sensibility and its worldview is even closer to that of the magazine. It has risen to become Japan's "No.1 Mode Website", gathering the latest in fashion as well as a wealth of information on beauty, lifestyles, celebrities, etc., and is packed with contents that satisfy highly sensitive and curious women from all angles. In the autumn of 2015 we further upgraded the blog section to bring you blogs that can't be read anywhere else by VOGUE JAPAN-affiliated bloggers including top-class artists, photographers, stylists, food writers, etc. Moreover, VOGUE JAPAN is now the No.1 women's magazine website in terms of SNS popularity, sending out hot news and beautiful graphics to an even wider audience via Twitter, Facebook and Instagram.

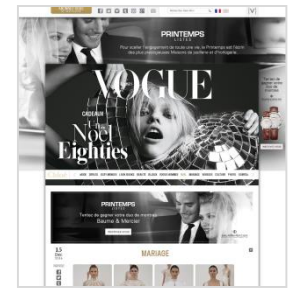
Name of medium	VOGUE JAPAN
Establishment of medium	November 2000
Operating company	YK Condé Nast Japan
Total page views	22,000,000 PV/month
Total unique users	2,300,000 UU/month
Mail magazine readers	53,274
Facebook fans	263,000
Twitter followers	514,000
Instagram fans	362,000

※Monthly PV and monthly UU figures are for February 2016 according to an in-house survey.  
※Facebook, Twitter and Instagram figures are numerical reference values as of February 2016.

**Developing in 19 Countries Worldwide**  
VOGUE is currently expanding and developing in 19 countries around the world. Please use the search box at the bottom right of the site to check out the various national VOGUE sites.



British VOGUE



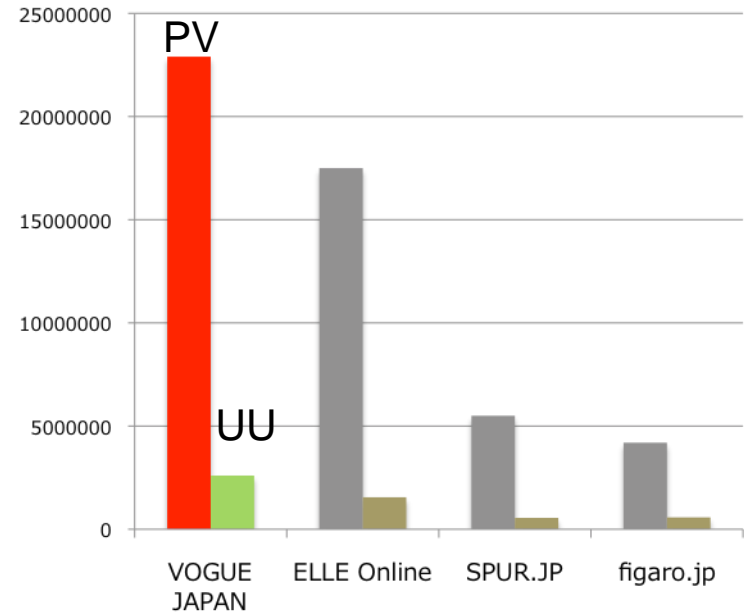
French VOGUE

# The VOGUE JAPAN Website

## Japan's No.1 Women's Fashion Website

22,000,000 PVs  
2,300,000 UUs

\*Actual performance for February 2016



# VOGUE's Viewpoint and Useful Information



## ■ FASHION

The Fashion category brings a timely and mode-oriented focus on the big Japanese and international trends and is packed with daily news, interviews, conversations between the Editor-in-Chief and designers, street snaps from Paris, etc.

## ■ EDITOR'S PICK

Consisting of text and photos filled with presence, this category introduces information on things VOGUE's editors use personally, and their favorite restaurants, etc. This is the most popular content category on the website, and is filled with real information that gives users a glimpse into the daily lives of our editors.



## ■ COLLECTION

VOGUE JAPAN is the only Japanese website that covers the ladies' prêt-à-porter and haute couture and the men's collection shows held in Paris, Milan, London and NY. Our coverage combines promptness and expertise, and includes a collection bulletin and incisive comments by fashion critic Suzy Menkes, supported by a host of fashion insiders. In addition, the site has an excellent runway image search function.



## ■ BEAUTY

VOGUE has a lineup of hot beauty items, trends, spa and salon information, etc. This information is highly diverse and is renewed daily. How-to videos on applying makeup and hairstyle snaps from overseas are among the site's most popular Beauty contents.



## ■ LIFESTYLE

This category is filled with contents all women are tempted to check out, including on Travel, Restaurants, Interiors, and Horoscopes. It also contains substantial reading in the form of feature articles on Travel, such as trips to Hawaii or San Francisco, Valentine's Day chocolates, etc.



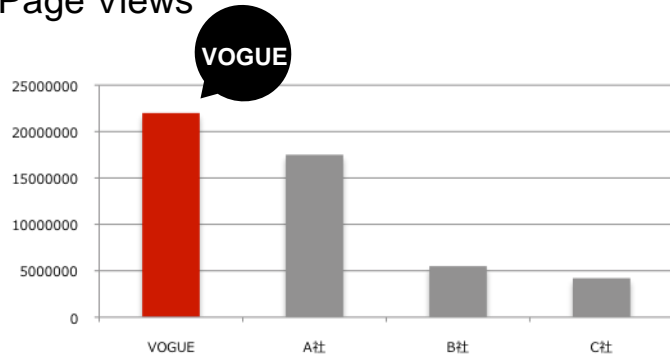
In the same way as the magazine, the contents of the VOGUE JAPAN website comprise articles that give the reader a feeling of closeness to the various topics, presented from a unique VOGUE perspective. The most popular content category at present is the Editor's Pick corner. In addition, the website periodically covers timely and worthwhile features with in-depth articles on subjects like denim (Fashion), whitening (Beauty), cherry-blossom viewing (Lifestyle), etc.



# VOGUE JAPAN is Now Japan's No.1 Women's Fashion Website!

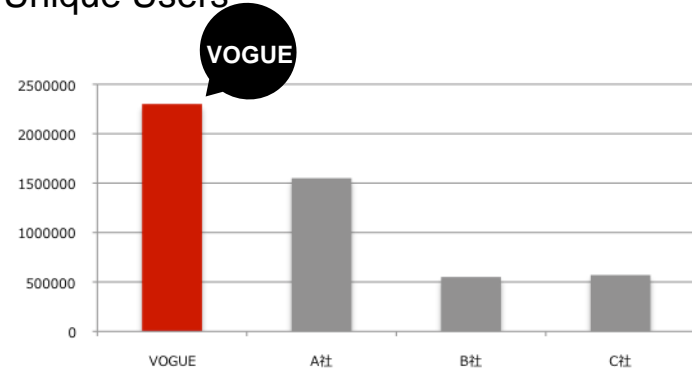
Since undergoing a renewal in April 2014, the VOGUE JAPAN website has further increased the quality and volume of its non-fashion contents. It is continuing to evolve as a website that satisfies its users in every respect, as a result of which as of March 2015 it is attracting 22,000,000 PV/month and 2,200,000 UU/month. The VOGUE JAPAN website is continuing to grow as Japan's No.1 women's fashion website, providing a wealth of stimulation and ideas on living for highly sensitive and curious women.

## Page Views



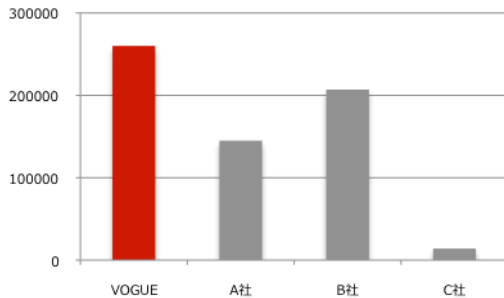
**22,000,000 PVs**

## Unique Users



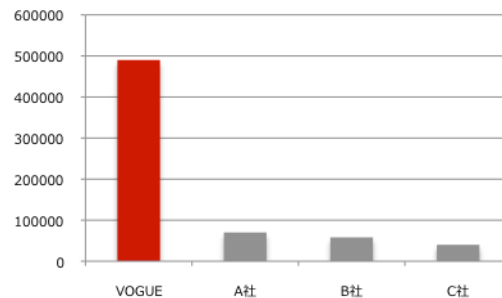
**2,300,000 UUs**

## Facebook



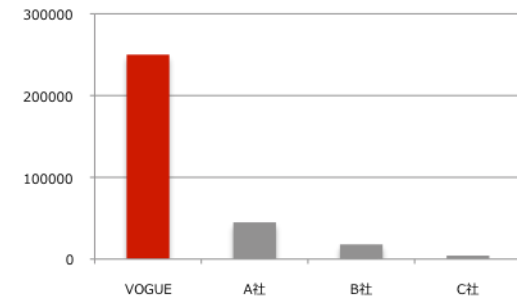
**263,000 Likes!**

## Twitter



**514,000 Followers**

## Instagram



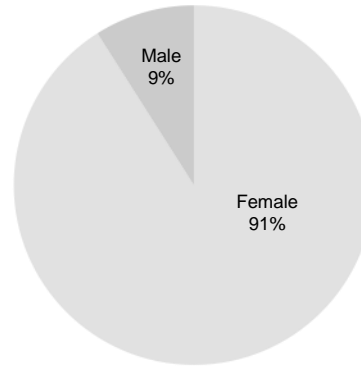
**362,000 Followers**

※Monthly PV and monthly UU figures are for February 2016 according to an in-house survey.  
 ※Facebook, Twitter and Instagram figures are numerical reference values as of February 2016.

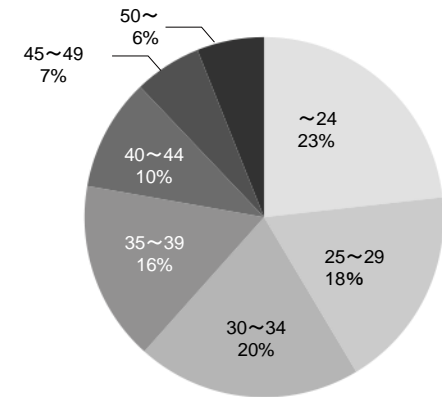
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Male/Female Ratio

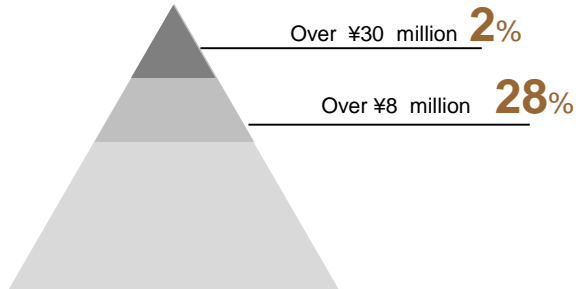


Age

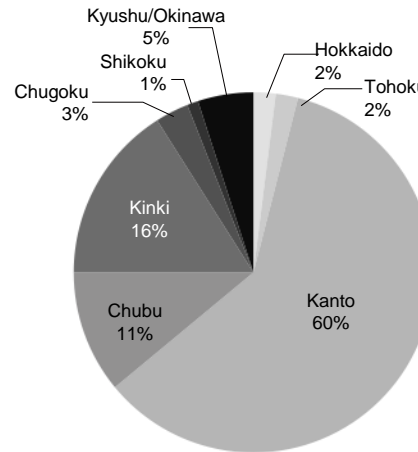


Average age **32.6** years

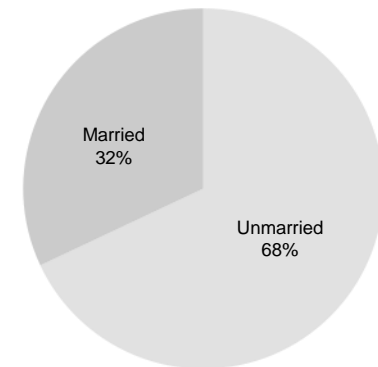
Annual Household Income



Region of Residence (Overall Audience)



Marital Status



(n=3,097 May 2015 VOGUE JAPAN ID member survey)

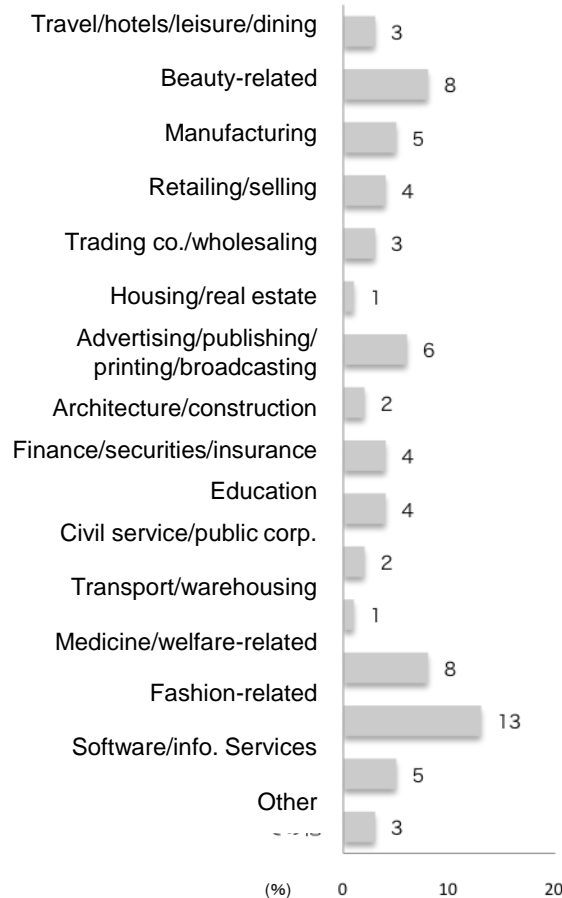
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For type of employment, the “company employee” ratio is high. For type of business, relatively large numbers work in the “fashion-related”, “medicine/welfare-related”, and “advertising/publishing/printing/broadcasting” categories. For type of occupation, the top category is “general administration/sales administration” but it is also notable that there is a high ratio of “serving customers/selling”, occupations that afford contact points with consumers.

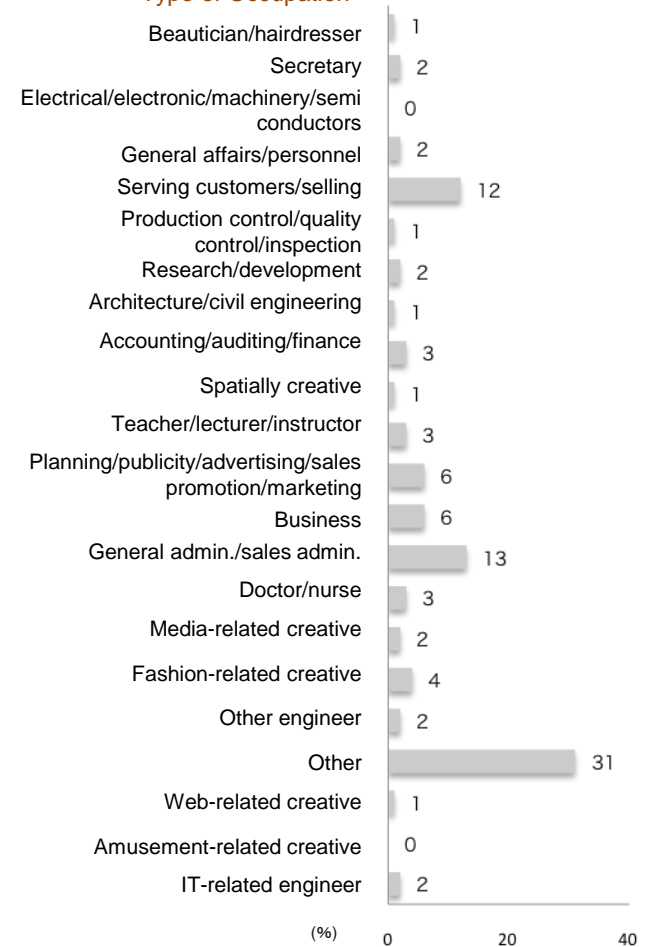
Type of Employment



Type of Business



Type of Occupation



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