

# Advertising Rates/Mechanical Requirement

## SIZE

SIZE(Magazine Trim Size 297mm×231mm)	Bleed Size	Trimmed Size	Type Area Page
Full Page	303mm×237mm	297mm×231mm	277mm×211mm
Double Page Spread	303mm×468mm	297mm×462mm	277mm×442mm
Outside Back Cover	288mm×227mm	282mm×221mm	272mm×211mm

## ON-SALE DATES and MATERIAL DEADLINES

Cover Issue	On-Sale Date	Material Deadline
2016	April	27-Feb
	May	28-Mar
	June	28-Apr
	July	28-May
	August	28-Jun
	September	28-Jul
	October	27-Aug
	November	28-Sep
	December	28-Oct
2017	January	28-Nov
	February	26-Dec
	March	28-Jan
	April	28-Feb
	May	28-Mar

## REQUIRED MATERIALS

**VOGUE JAPAN is printed on 4c/4c web offset. Machine color proof will be provided for your final approval.**

### Digital Files

- Image data must be high resolution scan, minimum 350dpi. (PDF data)
  - Please prepare a page layout in which the company names, marks, photographs, and other indispensable parts are pushed to at least 10mm from the boundaries of top, bottom and side edges.
  - Also, for the first double page spread (second double spread), Gatefold Cover and the Cover 3 (inside back cover) page, in the same way, please take care not to insert anything within 3mm from the spine of the book (central margin).
- Fully formatted digital files with Output Sample will be accepted.
  - Digital File Information Needed In Advance: OS version and application software version, fonts used and vendor name plus any additional information regarding XTensions and image data.
  - Image can be provided in either color transparencies, art, or digital data.
  - Advertisers must keep a back-up copy of the digital file.
  - Detailed information available from your sales representative.
  - Change can only be accepted in complete replacement digital file.

### Film Supply

- Supply film positives in right reading, emulsion-side down, 175 line screen.
- OK'd machine color proof with inking gauge on MC art paper prepared from supplied films must be accompanied with positives.
- Change can only be accepted in complete replacement film set.

### OTHER SIZES

Sizes other than those above are available on contract basis, but must be negotiated separately, and are non-cancellable.

All special space units, such as gatefolds, multiple page advertisements which require special positioning, or other-than-normal printing treatment, must be discussed in advance with the Advertising Department to establish mechanical feasibility and rates.

### GENERAL CONDITIONS

The word "promotion" will be placed above or below copy which in VOGUE's opinion simulates editorial.

No responsibility will be accepted for errors in copy or key numbers, or for any loss arising from the failure of an advertisement or any part thereof to appear or for any changes made after the material deadline.

VOGUE shall be under no liability to compensate the advertiser for loss associated with the delay or non-publication of advertising caused or contributed to by factors beyond VOGUE's control provided that, in the case of non-publication, VOGUE shall, if requested, refund to the advertiser any fees paid to VOGUE in respect of the relevant advertising, less VOGUE's expenses, if any in relation to such advertising.

Except where contrary to statute, VOGUE shall not in circumstance be liable to the advertiser for consequential damage, its liability, if any, to the advertiser being in all cases not more than the amount of fees paid or payable by the advertiser to VOGUE in respect of the advertising concerned.

Indemnity and Warranty-The advertiser agrees to indemnify and keep indemnified VOGUE in respect of all liabilities, losses, damages, costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising out of or in connection with any material published by VOGUE on behalf of the advertiser.

The advertiser warrants to VOGUE that all advertising material and information submitted or to be submitted by on behalf of the advertiser is such that its publication will not infringe the provision of any law or statute and will not give rise to any claim or right of action whatsoever against VOGUE whether at common law or under statute.

# Advertising Rates

UNIT:1,000YEN

RATE	x1	x3	x6	x9	x12	x18	x24	x36
FREQUENCY DISCOUNT	0%	4%	6%	9%	12%	14%	16%	20%
Position								
R.O.B DPS (double page spread)	4,700	4,512	4,418	4,277	4,136	4,042	3,948	3,760
R.O.B single page	2,350	2,256	2,209	2,139	2,068	2,021	1,974	1,880
Gatefold	17,200							
First DPS (Double Page Spread)	8,100	7,776	7,614	7,371	7,128	6,966	6,804	6,480
Second DPS	7,800	7,488	7,332	7,098	6,864	6,708	6,552	6,240
DPS before TOC 1	7,500	7,200	7,050	6,825	6,600	6,450	6,300	6,000
DPS before TOC 2	7,400	7,104	6,956	6,734	6,512	6,364	6,216	5,920
DPS before TOC 3	7,300	7,008	6,862	6,643	6,424	6,278	6,132	5,840
DPS before TOC	7,200	6,912	6,768	6,552	6,336	6,192	6,048	5,760
Single page facing TOC 1	3,600	3,456	3,384	3,276	3,168	3,096	3,024	2,880
Single page facing TOC 2,3	3,500	3,360	3,290	3,185	3,080	3,010	2,940	2,800
First DPS after TOC	7,000	6,720	6,580	6,370	6,160	6,020	5,880	5,600
DPS after TOC	6,900	6,624	6,486	6,279	6,072	5,934	5,796	5,520
Single page facing Editor's Letter	3,450	3,312	3,243	3,140	3,036	2,967	2,898	2,760
DPS after Editor's Letter	6,900	6,624	6,486	6,279	6,072	5,934	5,796	5,520
Single page facing 1st In VOGUE	3,400	3,264	3,196	3,094	2,992	2,924	2,856	2,720
First DPS after 1st In VOGUE	6,800	6,528	6,392	6,188	5,984	5,848	5,712	5,440
DPS after 1st In VOGUE	6,700	6,432	6,298	6,097	5,896	5,762	5,628	5,360
Single page facing 2nd In VOGUE	3,200	3,072	3,008	2,912	2,816	2,752	2,688	2,560
Single page facing Contributors	3,100	2,976	2,914	2,821	2,728	2,666	2,604	2,480
VOGUE BEAUTY COVER DPS	4,900	4,704	4,606	4,459	4,312	4,214	4,116	3,920
Single page Inside Back Cover	2,350	2,256	2,209	2,139	2,068	2,021	1,974	1,880
Back cover	4,900	4,704	4,606	4,459	4,312	4,214	4,116	3,920

\*Regarding VOGUE Promotion (Editorial Tie-up Ad), we will accept an order from 2 pages or more.

Closing date for VOGUE Promotion is 80 days before on-sale date.

\*Japan's 8% consumption tax is not included in the above rates.

\*Production expenses will apply in addition to the above space rates. Please contact VOGUE JAPAN Business Solutions Division for details.

## Conde Nast Japan Business Solutions Division

Osuga Building 3F, 2-11-8 Shibuya, Shibuya Ward, Tokyo 150-0002 Japan

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[vj-adv@condenast.jp](mailto:vj-adv@condenast.jp)

## VOGUE JAPAN

Frequency: Monthly Cover Price: 700yen

For inquiries on VOGUE JAPAN advertising, mail us at

[vj-adv@condenast.jp](mailto:vj-adv@condenast.jp)