

# VOGUE JAPAN

MEDIA GUIDE  
7-9. 2016 ver.1.1



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## Anytime, Anywhere, Together with VOGUE

In response to the diversifying needs of its audience for information access, VOGUE gets close to its readers and users in a variety of scenes 24 hours a day, 365 days a year.

### 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 16 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

Anytime, Anywhere, Together with VOGUE

First of all, visit [www.vogue.co.jp!](http://www.vogue.co.jp!)



### SNS

In addition to the highly popular Facebook, Twitter, Instagram and YouTube, VOGUE JAPAN has launched a Pinterest account too. As of May 2015, the magazine has over 140,000 Twitter followers, 240,000 Facebook fans, and 210,000 Instagram followers.



**From Fashion, Beauty and Lifestyle to Celebrities!**  
**VOGUE JAPAN is the Number-One Mode Site in Satisfying Highly Sensitive Women.**

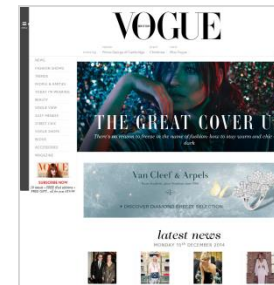
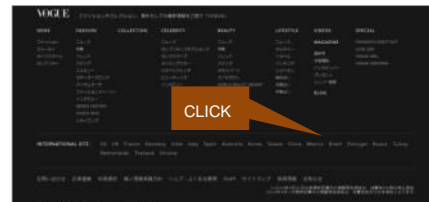
Ever since its launch in 2000, the VOGUE JAPAN website has been delivering the latest news and contents that literally ooze style and originality. In line with its renewal on April 7, 2015, the website's design is overflowing with mode sensibility and its worldview is even closer to that of VOGUE JAPAN 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 it is replete with contents that satisfy highly sensitive and curious women from all angles. In the autumn of 2015, we also further upgraded the Editorial Department blogs. Staffed by people who have joined us as bloggers, such as artists, photographers, stylists, food writers, etc. who are active on the front lines of the fashion, beauty and lifestyle industries, the VOGUE JAPAN website presents its users with a wide variety of stimulating blogs that you can't read anywhere else. Moreover, VOGUE is now the No.1 women's magazine website in terms of SNS popularity, sending out selected information and visuals from inside the website to an even wider audience via Twitter, Facebook and Instagram.



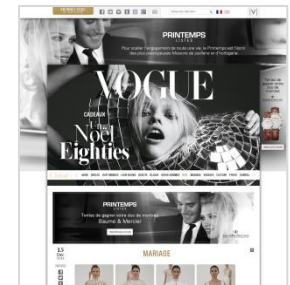
Name of medium	VOGUE JAPAN
Establishment of medium	November 2000
Operating company	YK Condé Nast Japan
Total page views	22,000,000 PV/month
Total unique users	2,300,000 UU/month
Mail magazine readers	53,274
Facebook fans	283,000
Twitter followers	536,000
Instagram fans	424,000

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



VOGUE UK



VOGUE FR

## A Powerful Website Filled with Contents Enriched by Real Information and a Mode Perspective

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. Every day, the website sends out the latest news in such categories as Fashion, Beauty, Lifestyle, and Celebrity. The most popular content category at present is the Editor's Pick corner, where VOGUE's editors take turns to present articles based on their own interests and preferences. 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.

### ■ 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.



### ■ 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.



### ■ 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.



### ■ 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.



Oct. 2015 RENEWAL!



### ■ 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.

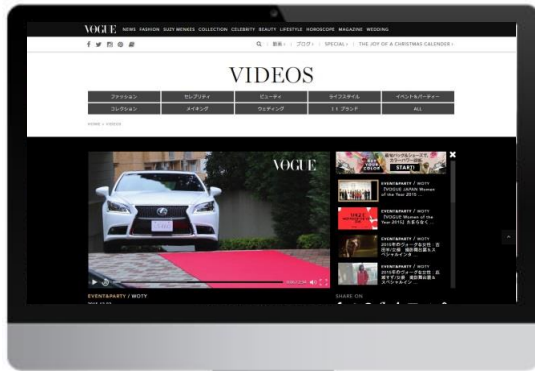


## A Substantial Increase in Video Contents

In October 2015, VOGUE JAPAN 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.

▼PC



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

※Condé Nast Japan overall total

▼Smartphone



### Popular Series Examples

From the VOGUE JAPAN Closet, 73 Questions, Hanneli Mustaparta's Beauty Revolution, MET Color, Today's Fashion, Breakfast with Bevan, etc.



**Approx. 1,700 Episodes**

※Condé Nast Japan overall total



### Condé Nast Entertainment (CNE)

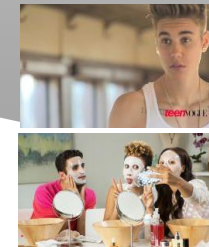
CNE is the video production and business development arm of U.S. Condé Nast Publications and is engaged in production, delivery and distribution of premium contents. CNE produces a huge variety of video titles with gorgeous casts and made by top-class creators that only Condé Nast with its unique expertise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

**Approx. 800 Episodes**

※Condé Nast Japan overall total

CONDÉ NAST JAPAN



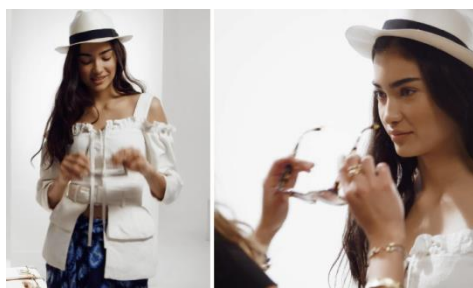


The VOGUE JAPAN video category is filled with a rich lineup of Condé Nast-quality beauty contents including appearances by world-famous celebrities, energetic artists and much more.



**CELEBRITY: 73 Questions**

73 Questions is a series of exclusive interviews each consisting of 73 questions and answers in which VOGUE talks to celebrities about what they most like and dislike about themselves.



**FASHION: VOGUE Stylist**

There are surprisingly many ways of wearing the clothes currently in your wardrobe. In this series, American VOGUE editors each choose one from among the major items they own and suggest several different ways of wearing them.



**BEAUTY: Fashion Blogger Hanneli Mustaparta's Beauty Revolution**

Hanneli Mustaparta rises to the challenge of mastering unknown styles and discovering new fashions and trends. These videos spotlight the beauty revolution as it unfolds around the town.



**LIFESTYLE: Elettra's Fashionable Cooking**

Model and GOODNESS founder Elettra Wiedemann chats and cooks with friends like Grace Coddington, Blake Lively, and Karlie Kloss. In the process, we also get to hear the inside stories behind each of their specialties.



**EVENT & PARTY: Mode Festival MET Gala**

Climb the red-carpeted stairs and visit the MET Gala that takes place in the Metropolitan Museum of Art. Let's click our way around the scenes from the biggest party in the fashion world.



**EVENT & PARTY: VOGUE JAPAN Woman of the Year**

VOGUE selects salutes the women who sparkled most brightly this year. In our annual Women of the Year pageant, we present the women who have displayed overwhelming activity in various fields and who inspire VOGUE readers in terms of style, way of life, beauty, etc. And we bring you scenes from the event on video.

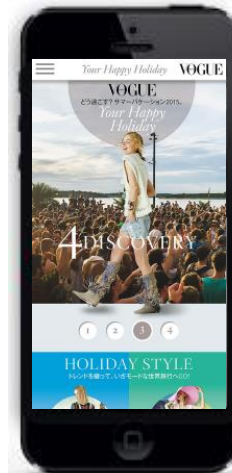
By purchasing external media in the VOGUE JAPAN Account, advertising clients can employ inducement measures to guide users to specific tie-up pages. With a tie-up option menu, advertisers can also catch the attention of users who don't follow VOGUE's SNS, allowing them to reach an even wider ranging audience from the VOGUE JAPAN Account.

※For detailed information on all tie-up option menus, please contact your sales representative.

▼PC



▼Smartphone



antenna<sup>+</sup>

- 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



SmartNews

- 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

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

facebook.

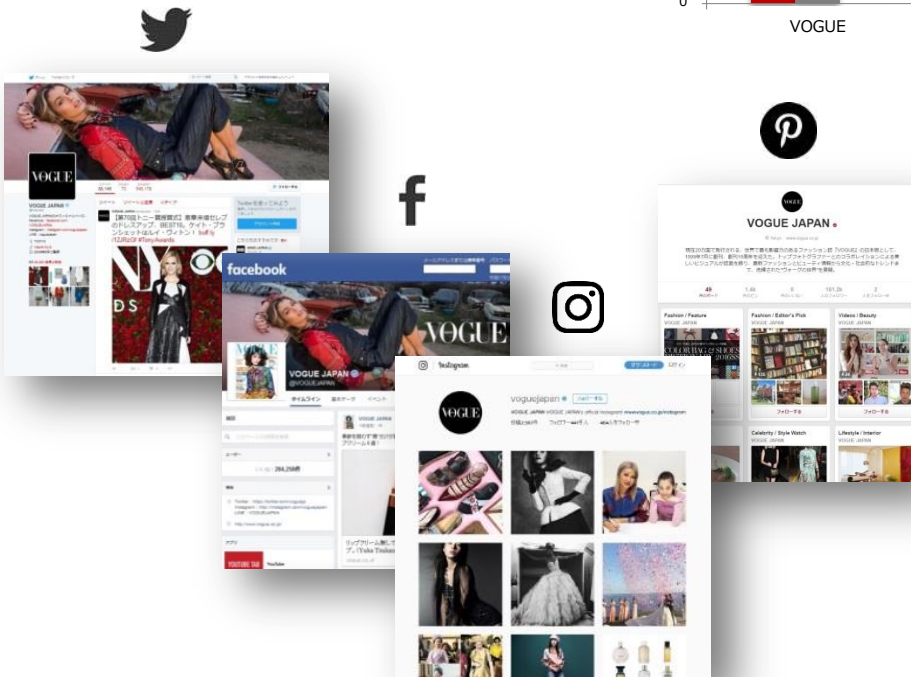
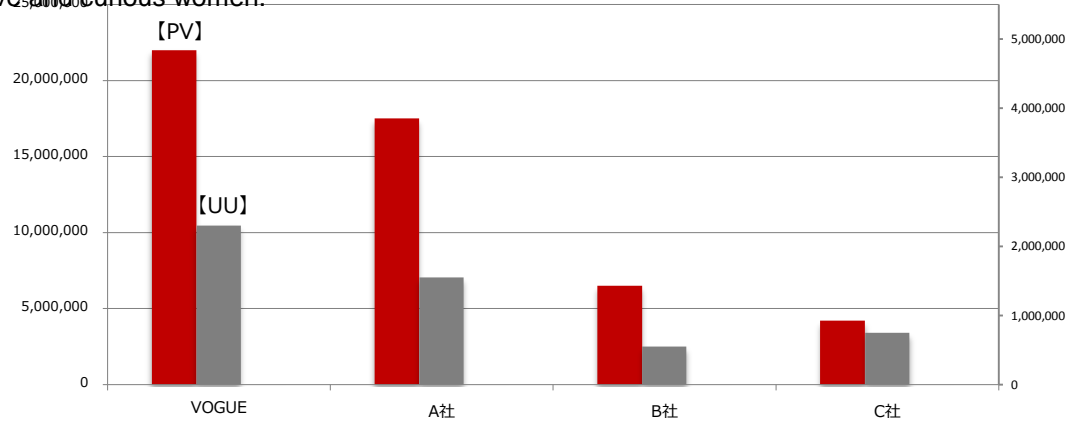
- Purchase through the VOGUE JAPAN Account
- Effective for improving the target audience's engagement by enabling targeting of users and devices



## VOGUE JAPAN is Now Japan's No.1 Women's Fashion-Related 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 2,300,000 UU/month. The VOGUE JAPAN website is continuing to grow as Japan's No.1 women's fashion-related website, providing a wealth of stimulation and ideas on living for highly sensitive and curious women.

**22,000,000<sub>PV</sub>**  
**2,300,000<sub>UU</sub>**

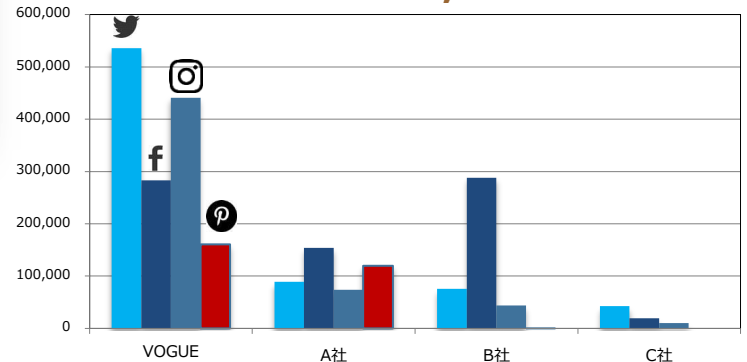


【twitter】 **536,000** Followers

【Facebook】 **283,000** Likes

【Instagram】 **424,000** Followers

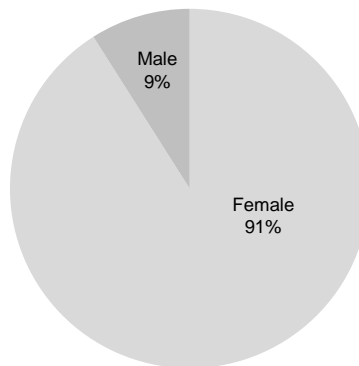
【Pinterest】 **161,000** Followers



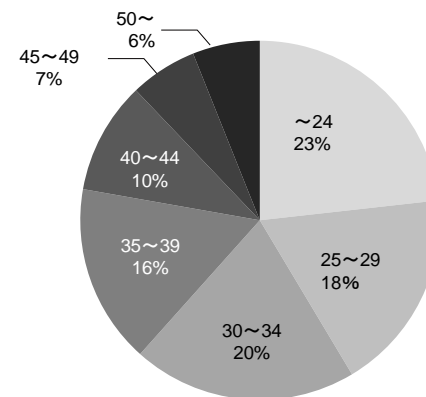
## Audience Attributes

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 60% of the audience lives, followed by the Kinki and Chubu regions

Male/Female Ratio

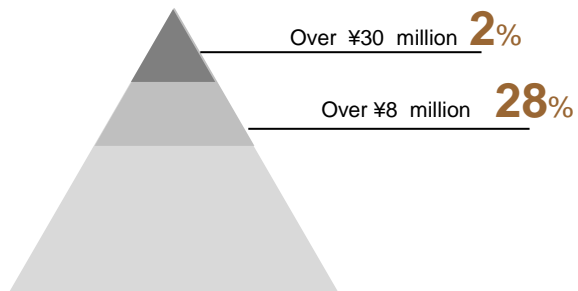


Age

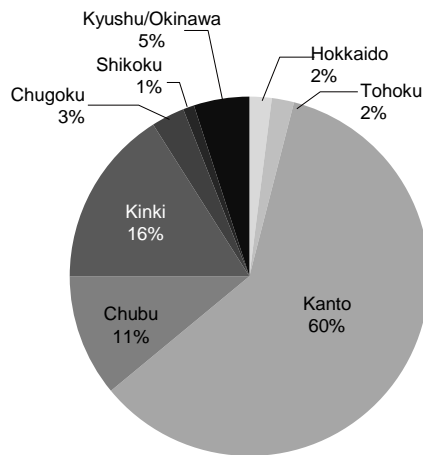


Average age **32.6** years

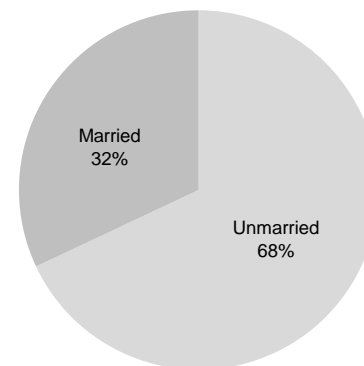
Annual Household Income



Region of Residence (Overall Audience)



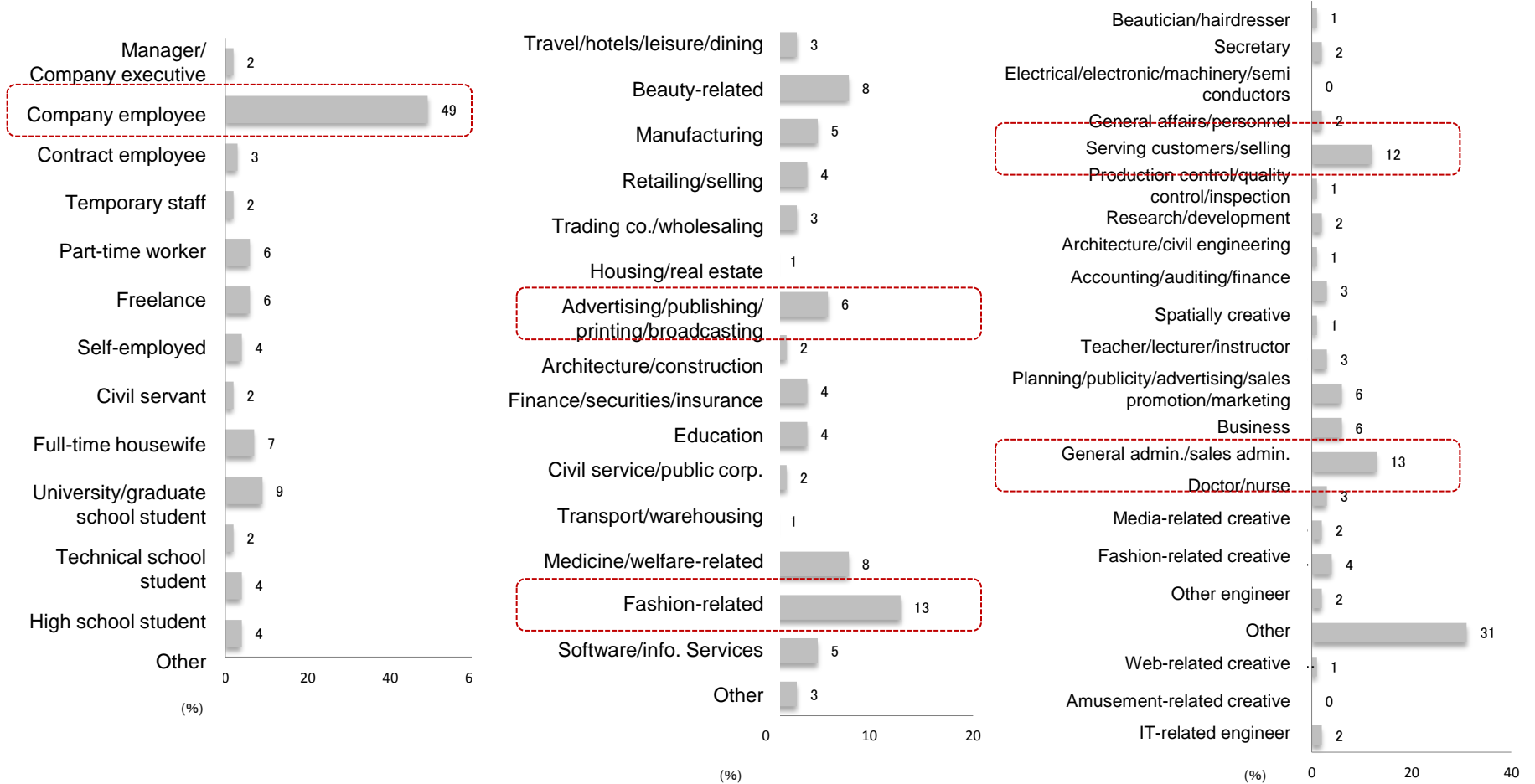
Marital Status



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

## Audience Attributes

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.



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



VIDEO ADVERTISING  
MENU

- PC/Smartphone Video Category -

▼PC



▼Smartphone

VOGUE/VOGUE GIRL  
Insertion in both media



## Video Advertisement/Pre-Roll

Pre-roll video advertisements consist of video materials that are 60 seconds or less in length. These ads are multi-device compatible and are displayed before Condé Nast video contents in the VOGUE JAPAN and VOGUE GIRL Video Category are played. At the client's request, Condé Nast Japan can also produce original videos for pre-roll video advertisement use.

※It is possible to undertake partial production (additional video editing, translation, etc.) using pre-existing video materials.

Insertion period	1 Week from 10:00 on Monday until 09:59 on the second following Monday
Insertion type	Period guaranteed/rotation
Insertion screen	VOGUE JAPAN or VOGUE GIRL Video Category
Charge/Assumed impressions	20,000streamings / ¥1,000,000 40,000streamings / ¥1,500,000
Video length	within 60 sec.
SKIP display	After 5 seconds
Options	Video editing: ¥150,000 (net) ~ Translation: ¥150,000 (net) ~ Original video production : consultation required
Industries for which insertion is permitted	In addition to the provisions of the VOGUE JAPAN Advertisement Regulations, the following condition applies. Insertion is permitted for clients in the apparel, jewelry, watch, cosmetics, perfume, automobile, beverage (inc. alcoholic), food, air carrier, resort, hotel and wedding industries. ※In the case of industries other than the above, please consult with us directly.
Draft submission deadline	18:00 on the 5th business day before insertion.
No. of draft materials	Up to 2 each for both the video and the companion banner. Replacement is possible during the insertion period. All materials must be submitted together in advance. ※Companion banner "non-insertion" is also possible.

※With an iPhone, pre-roll advertisements are played back when the device's media player is operating in Playback mode. The SKIP button is not displayed. (Fast Forward is possible using the time bar in the upper section.)

※A creative review will be conducted prior to insertion (max. 5 business days).

※Up to 1 creative element may be replaced during the insertion period.

※The companion banner is not inserted during full screen display. (It is displayed when full screen display ends.)

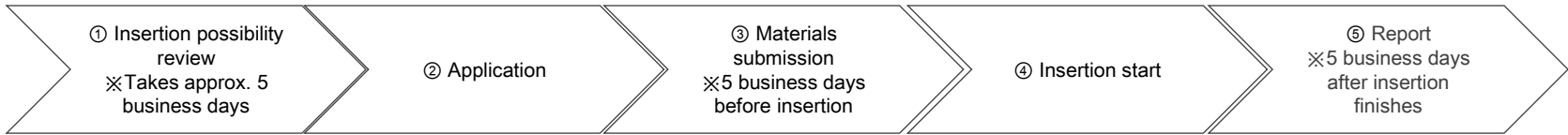
※The SKIP button does not appear on an iPhone screen.

※The smartphone companion banner appears after playback of pre-roll advertisements.

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

※A package promotion with stock of VOGUE GIRL is not for sale during the Jul-Sep. period.

## 1) Procedural Flow Until Insertion



## 2) Report Items

- No. of times ad played back (full period, each day)
- Ad playback rate (25%, 50%, 100%)
- Number of clicks, CTR ※Companion banner only

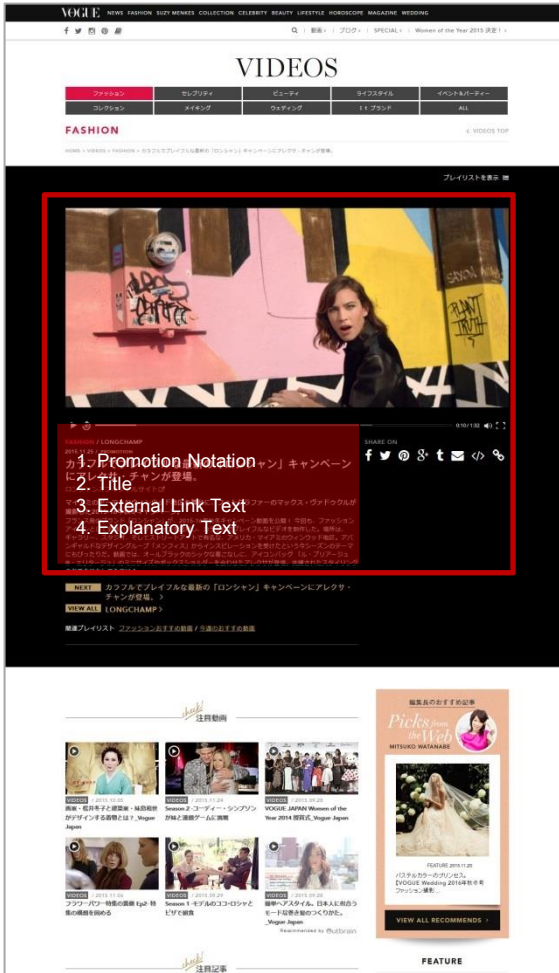
※ We do not issue reports classified by type of device or type of OS.

## 3) Materials for Submission

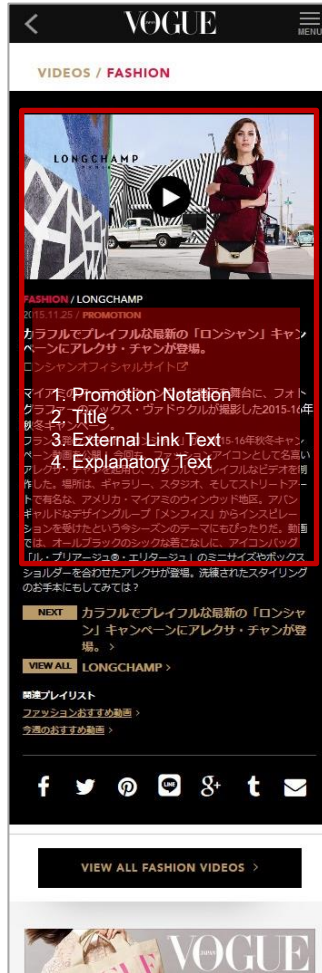
Submission contents	Specifications	Conditions
Video file	File size	Within 250MB
	Image size (W × H)	16:9 aspect ratio (1280 × 720px) (recommended)
	Format	Image: MP4 H.264 Audio: AAC
	Image bit rate/frame rate	3~5Mbps recommended/30 fps (recommended)
	Audio	Soundtrack required
	Audio bit rate/sampling rate	128kbps/44.1KHz (recommended)
	Length	Within 60 seconds
Companion banner	Still screen banner	Size: 300 × 60px Capacity: within 50KB URL: 1
	Recommended border color	VOGUE black border/VOGUE GIRL white border



▼PC



▼Smartphone



## Video Advertisement/Placement

Placement video advertisements comprise longer video materials of over 60 seconds in length. The video materials are inserted on the VOGUE JAPAN Video Category page. ※The explanatory texts (captions) are edited by the VOGUE Editorial Department. Information related to these video ads is sent out via VOGUE JAPAN's official SNS accounts, so the the videos can be expected to be widely shared and spread by VOGUE JAPAN's highly sensitive followers. Condé Nast Japan can also undertake original video production at the client's request. ※It is possible to undertake partial production (additional video editing, translation, etc.) using pre-existing video materials.

Insertion period	4 weeks ※The insertion start day is an arbitrary business day.
Insertion type	Period guaranteed
Insertion screen	▼Subcategories within the VOGUE JAPAN Video Category: 1) Fashion, 2) Celebrity, 3) Beauty, 4) Lifestyle, 5) Event & Party, 6) Collection, 7) Making, 8) Wedding ※Insertion categories are decided at the Editorial Department's discretion.
Charge	¥1,000,000
Assumed impressions	10,000 streamings
Video length	within 15 sec.
Draft materials	Video file, still image, video explanatory text (release text, etc.)
Options	Video editing: ¥150,000 (net) ~ Translation: ¥150,000 (net) ~ Original video production : consultation required
Insertion standard	Within 15 sec. video clip (CM, promotion, collection report, image video, event report, making video, etc.)
Industries for which insertion is permitted	In addition to the provisions of the VOGUE JAPAN AD Regulations, the following condition applies. Insertion is permitted for clients in the apparel, jewelry, watch, cosmetics, perfume, automobile, beverage (inc. alcoholic), food, air carrier, resort, hotel and wedding industries. ※In the case of industries other than the above, please consult with us directly.
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.

※A creative review will be conducted prior to insertion (max. 5 business days).  
 ※The insertion category will be decided by Condé Nast Japan.  
 ※Creative elements may not be replaced during the insertion period.  
 ※The assumed number of streamings includes the number of streamings on the VOGUE JAPAN official Facebook account.  
 ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

### Additional Option / Social Streaming

- Streaming package for VOGUE JAPAN Facebook AD and VOGUE JAPAN Facebook account.
- Eligible for Targeting advertising
- ※ It's an original option for the Video Advertisement/Placement.
- ※ Across-the-board 20% of a profit margin for an advertising agent.

Charge  
 ¥1,200,000~

Assumed Impressions  
 60,000

Approx. 2-week ~ 4-week insertion

PC



- 1) Category Playlist  
 ※ The playlist insertion order, start date and insertion period are at the Editorial Department's discretion.
- 2) Newly Arriving Information  
 ※ The insertion position is in order of arrival.  
 ※ The position drops as other articles are updated.
- 3) FEATURE Space (Permanent)

Smartphone



- 4) Newly Arriving Information  
 ※ The insertion position is in order of arrival.  
 ※ The position drops as other articles are updated.
- 5) FEATURE Space (Rotation)  
 A maximum of 5 spaces may be set.

SNS

twitter



VOGUE JAPAN Followers

6 ) Twitter Post

※ The posting frequency is at the Editorial Department's discretion.  
 ※ The posted contents are not guaranteed.

Facebook



VOGUE JAPAN Fans

7 ) Facebook Link Post

※ No video posting.

**Making Use of the SNS Diffusion Potential of Japan's No.1 Luxury Fashion Magazine to Guide the Audience**



Inducement Measures for External Media

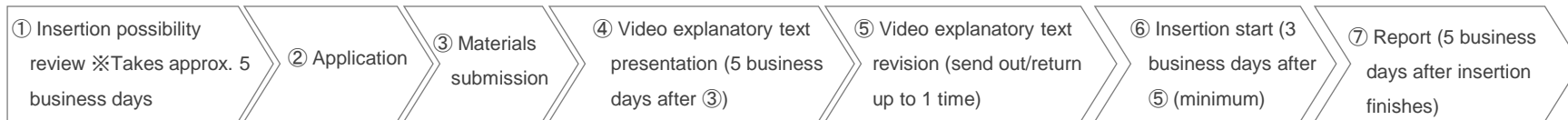


8) Outbrain network

※ The posting is at the Editorial Department's discretion.  
 ※ The insertion period/screen are at your own discretion.

## 1) Procedural Flow Until Insertion

(Please submit draft materials roughly 10 days in advance of the desired insertion date)



## 2) Report Items

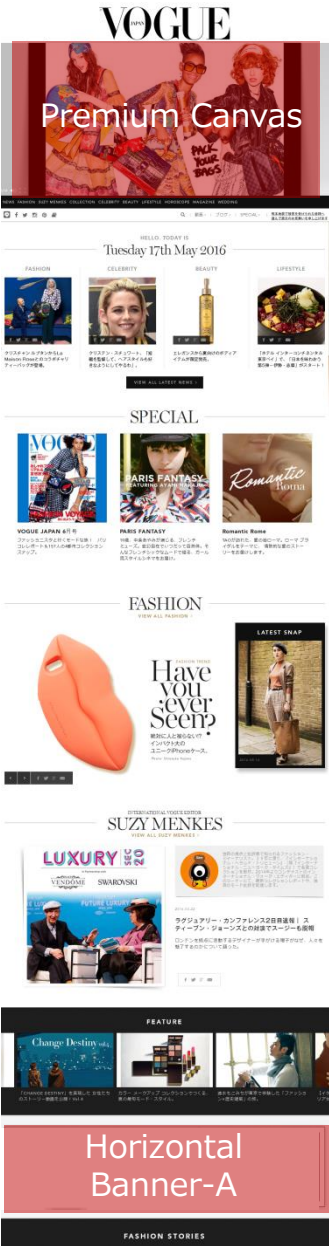
- Number of times ad played back (whole period, daily)
- External link text, no. of clicks (whole period)

## 3) Materials for Submission

Submission contents	Specifications	Conditions
Video file	File size	Within 500MB
	Image size (W × H)	1920 × 1080px
	Format	Image: MP4 H.264 Audio: AAC
	Image bit rate/frame rate	15~20Mbps (recommended)/ordinary frame rates (23.97, 24, 25, 29.97, 30 fps) (recommended)
	Audio	Soundtrack required
	Audio bit rate/sampling rate	256kbps / 44.1KHz (recommended)
	Length	60 sec. ~ 14 min., 59 sec.
Still image	jpg/png/tif/pdf/bmp/ai/psd	<ul style="list-style-type: none"> <li>• 16:9 aspect ratio</li> <li>• Short side: 700px or more (recommended)</li> <li>• Resolution: 72dpi (recommended)</li> </ul>
Text material for video explanatory text production	Word/Excel/PDF	Explanatory text concerning video such as a press release, documents



ADVERTISING  
MENU  
- PC Premium / Multi Device-

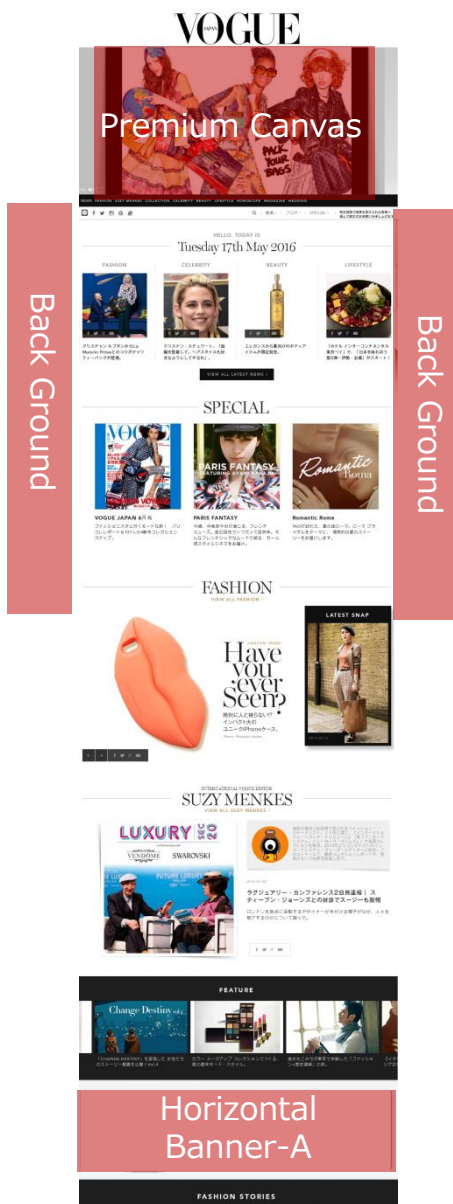


PC Premium/Premium Jack (without Background)

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed/paste
Insertion screen	HOME and all Category TOP screens (except for Magazine category, Suzy category and Video Category) Once a week for 1 browser, placed on article pages ※For details, please refer to "Insertion on Article Pages".
Size (W × H) pixels	Premium Canvas: 850 × 478 Horizontal Banner (A, B, C, D): 1000 × 250 ※Horizontal Banner placement: 2 banners on each screens. ※Horizontal Banners may include separate creative content for each frame. (Max. 2 banners) W Skyscraper: 300 × 600 ※For details, refer to "Insertion on Article Pages".
Capacity	Premium Canvas: within 4MB Other materials: within 300KB each
Assumed impressions	270,000
Charge	¥4,000,000
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

- ※ No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※ Concerning the regulations applicable to creative work, please refer to the Advertising Specifications Guide.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

PC Premium/Premium Jack (with Background)

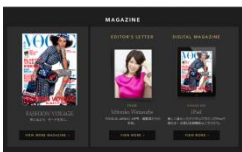
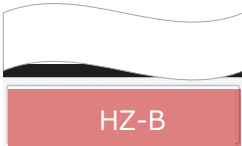
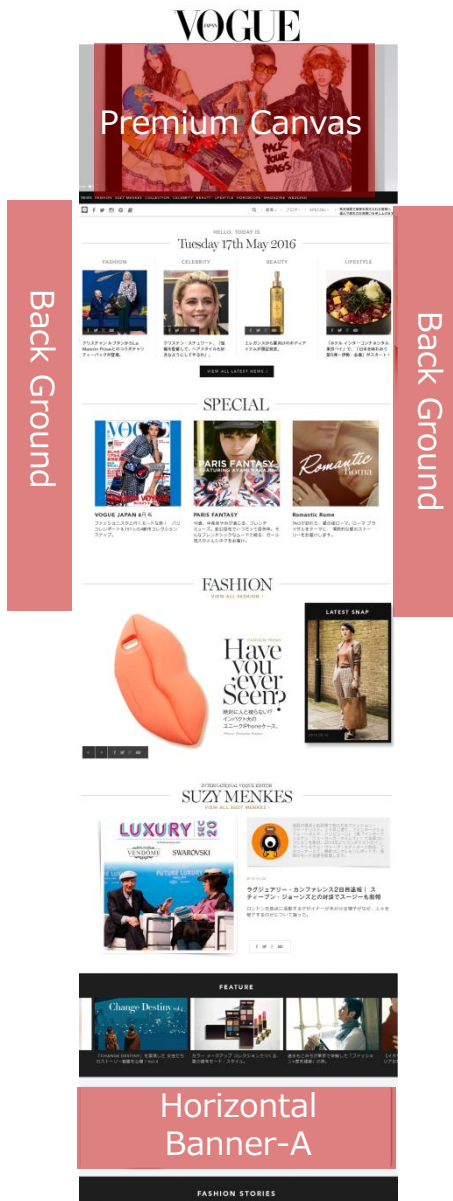


Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed/paste
Insertion screen	HOME and all Category TOP screens (except for Magazine category, Suzy category and Video Category) Once a week for 1 browser, placed on article pages ※For details, please refer to "Insertion on Article Pages".
Size (W × H) pixels	Premium Canvas: 850 × 478 Horizontal Banner (A, B, C, D): 1000 × 250 Background: 1720 × 1000 (still image/non-clickable) ※Horizontal Banner placement: 2 banners on each screens. ※Horizontal Banners may include separate creative content for each frame. (Max. 2 banners) ※Color code designation is possible for a background area of up to 1,000 pixels vertical (up to the position above the horizontal banner). ※Due to the site's specifications, the delivered background's image size may be changed. ※Please confirm background (still image) regulations in the separate specification document. ※A clickable background is available for an additional charge of ¥500,000 (GROSS) (see separate specification document). W Skyscraper: 300 × 600 ※For details, refer to "Insertion on Article Pages".
Capacity	Premium Canvas: within 4MB Other materials: within 300KB each ※A large capacity background is not possible (still image within 300KB).
Assumed impressions	270,000
Charge	¥4,500,000
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

※ No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.  
 ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.  
 ※ Concerning the regulations applicable to creative work, please refer to the Advertising Specifications Guide.  
 ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

※Background color code designation applies to the area above the "Horizontal Banner" module.

# PC Premium/Big Board

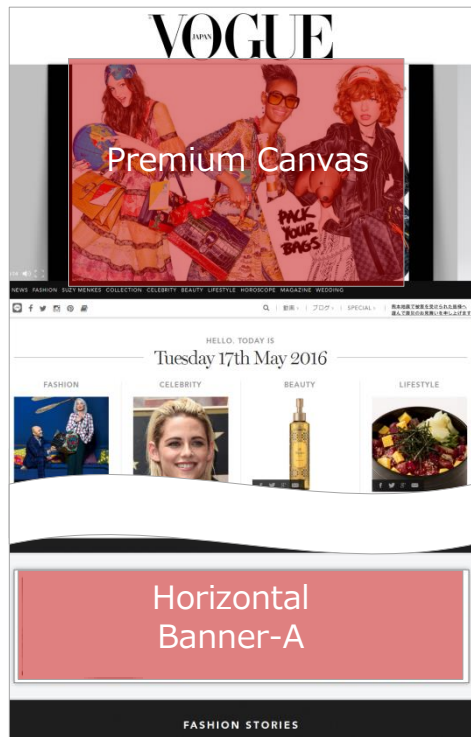


Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed/paste
Insertion screen	HOME and all Category TOP screens (except for Magazine category, Suzy category and Video Category) Once a week for 1 browser, placed on article pages ※For details, please refer to "Insertion on Article Pages".
Size (W × H) pixels	Premium Canvas: 850 × 478 Big Board: 1020 × 250 → 1020 × 500 (Expand) Horizontal Banner (A, B, C, D): 1000 × 250 Background: 1720 × 1000 (still image/non-clickable) ※Horizontal Banner placement: 2 banners on each screens. ※Horizontal Banners may include separate creative content for each frame. (Max. 2 banners) ※Color code designation is possible for a background area of up to 1,000 pixels vertical (up to the position above the horizontal banner). ※Due to the site's specifications, the delivered background's image size may be changed. ※Please confirm background (still image) regulations in the separate specification document. ※A clickable background is available for an additional charge of ¥500,000 (GROSS) (see separate specification document). W Skyscraper: 300 × 600 ※For details, refer to "Insertion on Article Pages".
Capacity	Premium Canvas: within 4MB Other materials: within 300KB each ※A large capacity background is not possible (still image within 300KB).
Assumed impressions	360,000
Charge	¥5,000,000
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

※ No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.  
 ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.  
 ※ Concerning the regulations applicable to creative work, please refer to the Advertising Specifications Guide.  
 ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.  
 ※The Bigboard panel undergoes auto-expansion once each session when viewed.

※Background color code designation applies to the area above the "Horizontal Banner" module.





## PC Premium/Interstitial

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Period guaranteed/paste
Insertion screen	HOME and all Category TOP screens (except for Magazine category, Suzy category and Video Category) Once a week for 1 browser, placed on article pages ※For details, please refer to "Insertion on Article Pages". ※Except for interstitial panel.
Size (W × H) pixels	Interstitial: 900 × 600 Premium Canvas: 850 × 478 Horizontal Banner (A, B, C, D): 1000 × 250 ※Horizontal Banner placement: 2 banners on each screens. ※Horizontal Banners may include separate creative content for each frame. (Max. 2 banners) W Skyscraper: 300 × 600 ※For details, refer to "Insertion on Article Pages".
Capacity	Premium Canvas: within 2MB Interstitial Panel: within 300KB ※Only static image Other materials: within 100KB each ※A large capacity background is not possible (still image within 300KB). ※[Additional Material] Background: 1720 × 1000 (still image/clicking not possible), separate regulation.
Assumed impressions	300,000
Charge	Without background: ¥4,500,000 With background (clicking not possible): ¥5,000,000
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

- ※ The interstitial panel undergoes auto-expansion once each session.
- ※ The interstitial panel's distribution browser is limited to IE only.
- ※ No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※ Concerning the regulations applicable to creative work, please refer to the Advertising Specifications Guide.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

In the PC Premium Screen banner menu, a banner is also inserted on the article pages one time (for one browser) during the insertion period. For the images inserted on the article pages for each menu, please see below. Also, please note that simultaneous insertion with the category page menus does not take place.

Article Page Inserted Image 1 (Without Background)



■ Applicable Menus

- Premium Jack (without Background)
- Interstitial

Article Page Inserted Image 2 (With Background) ※A background image is displayed on the boundary of the Premium Canvas and Background areas. (For details, please refer to the separate Advertising Regulation Guide.)



■ Applicable Menus

- Premium Jack (with Background)
- Big Board ※1

※1. When a Premium Canvas is inserted, the Big Board (1020 × 250) is not inserted on article pages.

## Multi-Device/Interstitial

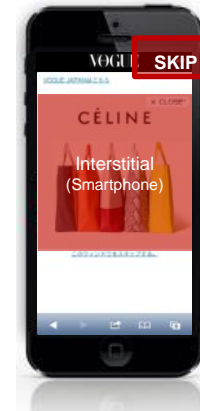
▼PC



▼Tablet



▼Smartphone



Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday	
Insertion type	Period guaranteed/frequency control	
Insertion screen	PC	VOGUE JAPAN 3rd layer or below
	Tablet	VOGUE JAPAN 3rd layer or below (PC screen)
	Smartphone	VOGUE JAPAN optimized site, all pages except HOME category
	※No insertion on the Video category for all devices.	
Size (W × H) pixels	Interstitial panel: 640 × 640 ※When viewed on a tablet device, a PC display screen appears. ※On a smartphone, a 320 × 320 resized screen is inserted. ※Draft materials are limited to one type.	
Capacity	Interstitial panel: within 300KB	
Assumed impressions	200,000	
Charge	¥3,000,000	
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 for each advertisement	

- ※ The interstitial panel undergoes auto-expansion once each session when viewed on a PC or Tablet, and once every 12 hours when viewed on a Smartphone.
- ※ Depending on the user environment, the contents of the lower layers may appear momentarily at the page loading time.
- ※ No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※ 2 reports will be submitted; one each for the PC/Tablet edition and the Smartphone edition.
- ※ Impression volume contents are split approx. 1:2 between the PC/Tablet and Smartphone editions.
- ※ The display frequency may vary depending on the browsing device. Interstitial panel display control depends on the details of the device specifications and the user's terminal setting.
- ※ The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

▼PC



▼Smartphone



## Multi-Device/Editor's Pick Sponsored



### ■ “Editor’s Pick” Category

Consisting of text and photos filled with presence, this category introduces information on things that VOGUE’s editors use personally, or 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.

Insertion period	2 weeks from 10:00 on Monday until 09:59 on the 2nd following Monday
Insertion type	Impressions guaranteed/paste
Insertion screen	“Editor’s Pick” category, 3rd layer and below
Size (W × H) pixels	<p>■PC</p> <p>1) Background A (Expand): 1020 × 250 → 1020 × 500 (Expand)</p> <p>2) Background B, C: 350 × 1000 (left/right 1 material at a time/clickable)</p> <p>3) W Skyscraper : 300 × 600</p> <p>4) Horizontal Banner A: 1000 × 250</p> <p>※Please confirm with the separate Advertising Specifications Guide.</p> <p>■Smartphone</p> <p>5) Expand Banner: 640 × 100</p> <p>※Actual distribution size is reduced to 320 × 50 (overlay display).</p> <p>6) Double Standard Banner A, B: 640 × 200 (recommended)</p> <p>※Actual distribution size is reduced to 320 × 50.</p> <p>※2 Double Standard Banners are inserted (inline display).</p> <p>※Double Standard Banners may include separate creative content for each frame (max. 2 banners).</p>
Capacity	<p>■PC</p> <p>1) Background A (Expand): Within 2MB</p> <p>2) Background B, C: Within 100KB each</p> <p>3, 4) W Skyscraper, Horizontal Banner A: Within 100KB each</p> <p>■Smartphone</p> <p>Within 100KB each</p>
Assumed impressions	1,500,000
Charge	¥3,500,000
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

※ The Big Board undergoes auto-expansion once each session.

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

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

※ Concerning the regulations applicable to creative work, please refer to the Advertising Specifications Guide.

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- PC Category -

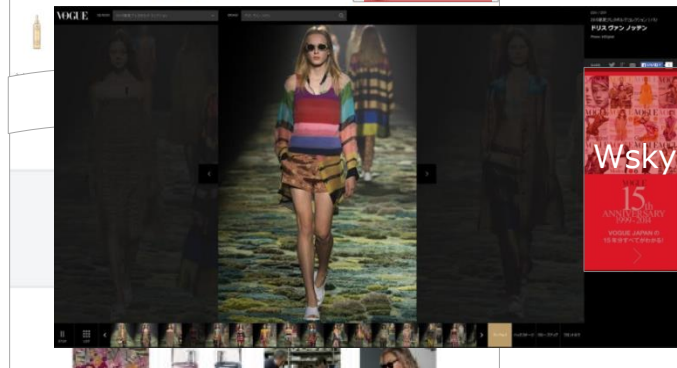
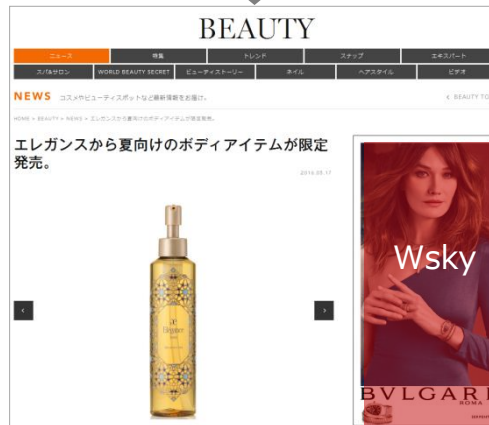
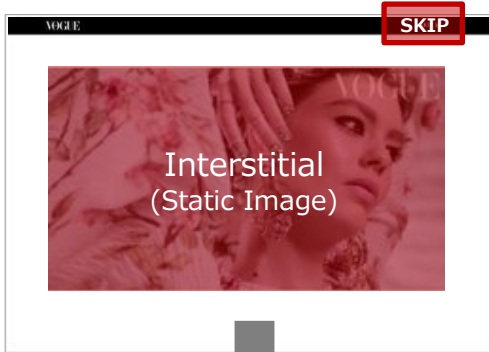


### PC Category/Gate Jack



Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Impressions guaranteed/rotation insertion
Insertion screen	3rd layer or below(except the Blog Category and Video Category) ※The Blog Category is a separate domain. including category TOP (Magazine, Suzy)
Size (W × H) pixels	Background A (Expand): 1020 × 250 → 1020 × 500 (Expand) Background B, C: 350 × 1000 (left/right 1 material at a time/clickable) W Skyscraper : 300 × 600 Horizontal Banner A: 1000 × 250 ※Please confirm with the separate Advertising Specifications Guide.
Capacity	Background A (Expand): Within 2MB Background B, C: Within 100KB each W Skyscraper: Within 100KB Horizontal Banner A: Within 100KB
Assumed impressions	1,200,000
Charge	¥3,000,000
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

- ※ If there is VIDEO playback player in the article, the pre-roll ad could be posted, but the conflict adjustment will not be done.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu ,the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※The Big Board undergoes auto-expansion once each session.
- ※When an advertiser applies separately for the "Interstitial" menu, an interstitial panel is displayed during page loading.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※Concerning the regulations applicable to creative work, please refer to the separate VOGUE JAPAN Advertising Specifications Guide.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.



## PC Category/Interstitial

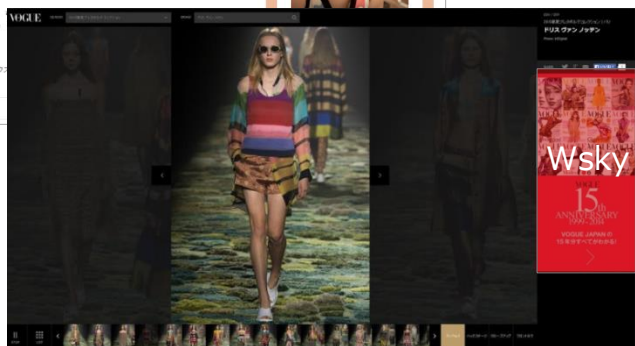
Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Impressions guaranteed/rotation insertion
Insertion screen	The 3rd Layer and below (W Skyscraper insertion includes the Blog Category and Video Category) ※The Blog Category is a separate domain, including category TOP (Magazine, Suzy)
Size (W × H) pixels	Interstitial: 900 × 600 W Skyscraper : 300 × 600
Capacity	Interstitial: Within 300KB ※Static Image only W Skyscraper : Within 100KB
Assumed impressions	750,000
Charge	¥2,300,000
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

- ※ If there is VIDEO playback player in the article, the pre-roll ad could be posted, but the conflict adjustment will not be done.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu, the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※The interstitial panel undergoes auto-expansion once each session.
- ※The interstitial panel's distribution browser is limited to IE only.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※Concerning the regulations applicable to creative work, please refer to the separate VOGUE JAPAN Advertising Specifications Guide.
- ※ The Interstitial panel insertion doesn't include the Blog Category.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

PC Category/W Skyscraper

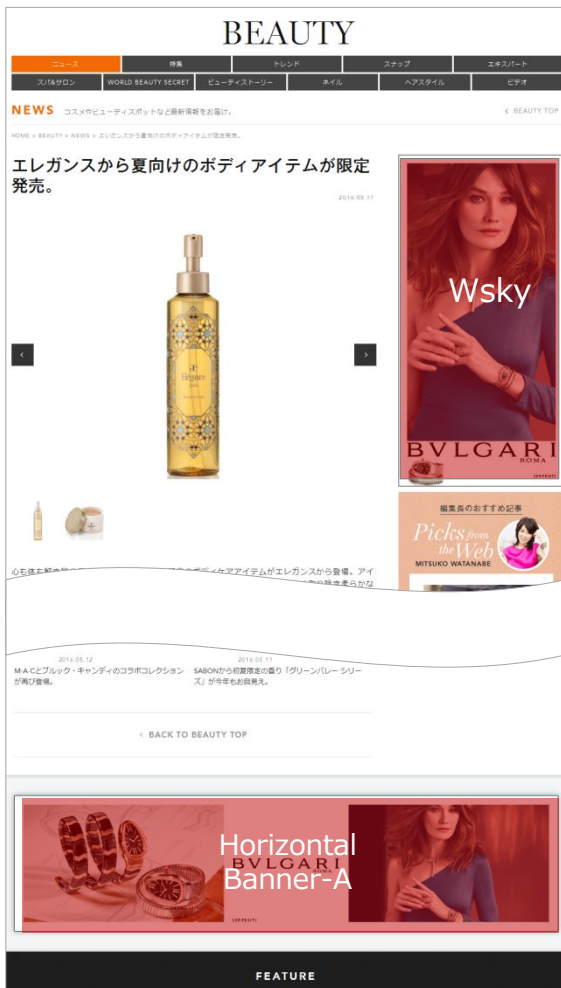


Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Impressions guaranteed/rotation insertion
Insertion screen	3rd layer or below (including Collections POP-UP page, Blog category and Video Category), ) ※The Blog Category is a separate domain. including category TOP (Magazine, Suzy)
Size (W × H) pixels	W Skyscraper : 300 × 600
Capacity	W Skyscraper : Within 100KB
Guaranteed impressions/charge	700,000/¥1,200,000
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 2



- ※ If there is VIDEO playback player in the article, the pre-roll ad could be posted, but the conflict adjustment will not be done.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu ,the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※When an advertiser applies separately for the "Interstitial" menu, an interstitial panel is displayed during page loading.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※Concerning the regulations applicable to creative work, please refer to the separate VOGUE JAPAN Advertising Specifications Guide.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

PC Category/SOV100



Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Impressions guaranteed/rotation insertion
Insertion screen	3rd layer or below(except the Blog Category and Video Category), ※The Blog Category is a separate domain. including category TOP (Magazine, Suzy)
Size (W × H) pixels	W Skyscraper : 300 × 600 Horizontal Banner A: 1000 × 250
Capacity	W Skyscraper: Within 100KB Horizontal Banner A: Within 100KB
Guaranteed impressions/charge	1,100,000/¥1,650,000
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 2

- ※ If there is VIDEO playback player in the article, the pre-roll ad could be posted, but the conflict adjustment will not be done.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu ,the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※When an advertiser applies separately for the "Interstitial" menu, an interstitial panel is displayed during page loading.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※Concerning the regulations applicable to creative work, please refer to the separate VOGUE JAPAN Advertising Specifications Guide.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.


ADVERTISING  
MENU  
- Mail -



VOGUE
VOGUE PROMOTION

**ESTNATIONが提案、  
2015 秋冬 BEST BUY COAT 9**


エストネーションからこの秋冬おすすめのコートが満載。  
オリジナルから別注までエストネーションでしか手に入らないコートスタイル。  
冬コートはいち早くこの時期にゲットしたい!



01

カウチコート ¥62,000  
ESTNATION ORIGINAL


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02

オーバーサイズチェスターコート ¥58,000  
ESTNATION ORIGINAL


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03

カラーチェキコート ¥48,000  
ESTNATION ORIGINAL


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04

ノーカラーマキシコート ¥55,000  
ESTNATION ORIGINAL


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05

2wayフレンチコート ¥62,000  
ESTNATION ORIGINAL


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06

ワイドマキシロングコート ¥64,000  
ESTNATION ORIGINAL


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07

ダウンコート ¥100,000  
TATRAS(ESTNATION)®


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08

ムートンコート ¥230,000  
EMMET(ESTNATION)®

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09

ショートダウンコート ¥42,000  
ESTNATION ORIGINAL

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**STORE INFORMATION** ONLINE STORE

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エストネーション二子玉川店 TEL.03-5491-6118	エストネーション赤坂店 TEL.052-238-3758	エストネーション京都店 TEL.075-253-0445
エストネーション大塚店 TEL.06-4799-1750	エストネーション福岡店 TEL.092-717-5028	エストネーション ビス新橋店 TEL.03-5326-9356

[OFFICIAL SITE](#)

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 ◎ご返信、ご質問、ご意見に関するお問い合わせはご遠慮ください。  
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## Mail/Promotional Mail

Insertion screen	Mail magazine
Distribution circulation	48,000
Charge	¥1,000,000 (including production charge)
Application deadline	1 month in advance
Distribution day	Monday, Tuesday, Wednesday, Thursday or Friday (limited to Condé Nast business days)

- ※ The "VOGUE PROMOTION" heading will be included on the top right of the promotion mail.
- ※ Concerning the insertion standard for each page, please refer to the separate VOGUE JAPAN Advertising Regulation Guide.
- ※ In principle, production is carried out by VOGUE JAPAN. Advertisers who wish to produce their own mail magazines are requested to consult with us in advance.
- ※ Please arrange for orientation at least one month in advance.
- ※ The advertisement will be submitted for proofreading twice. Please correct and return it within one day.
- ※ Please prepare several images and the text.
- ※ Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.

SMARTPHONE  
MENU

▼HOME Screen (Full page)



▼Category Screen



## Smartphone/Standard Banner

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Impressions guaranteed/4 frame rotation + auto advertisement rotation
Insertion screen	VOGUE JAPAN Smartphone optimized pages below.(except the Video Category)
Size (W × H) pixels	<p>▼HOME screen</p> <p>Premium Canvas: 640 × 362 (recommended) ※The actual distributed size is reduced to 320 × 181</p> <p>Double Standard Banner: 640 × 200 (recommended) ※The actual distributed size is reduced to 320 × 100.</p> <p>※Insertions: 1 on Premium Canvas, 2 on Double Standard Banner (inline display).</p> <p>※Double Standard Banners may include separate creative content for each frame (max. 2 banners)</p> <p>▼Category screens</p> <p>3) Double Standard Banner: 640 × 100 (recommended) ★ ※The actual distributed size is reduced to 320 × 50 (overlay display).</p>
Capacity	Within 100KB each
Assumed impressions/charge	See table below. ※Limited to 4-frame applications, Standard Banner are also inserted on the HOME screen (overlay display).
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	Standard Banner: up to 3. Replacement not possible. Others: up to 1.

NO. of Spaces	Assumed Impression/Week	Charge	CPM	Insertion period
1space	500,000	¥1,750,000	¥3,500	1 week
2space	1,000,000	¥3,150,000	¥3,150	1 week
3space	1,500,000	¥3,937,500	¥2,625	1 week
4space	2,000,000	¥4,550,000	¥2,275	1 week

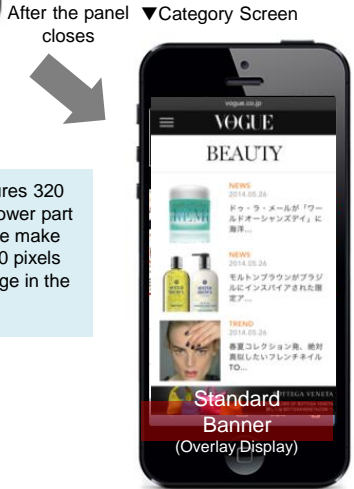
※Please refer to a separate regulation for the font size

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu, the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※When an advertiser applies separately for the "Interstitial" menu, an interstitial panel is displayed during page loading.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

▼HOME Screen



▼Category Screen



The Interstitial 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 blank area.

- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu, the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※When an advertiser applies separately for the "Interstitial" menu, an interstitial panel is displayed during page loading. On category interstitial and standard banner advertisements are not interspaced but undergo random rotation. (There is no exclusion of competitor advertisements.)
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

## Smartphone/Interstitial

Insertion period	1 week from 10:00 on Monday until 09:59 on the following Monday
Insertion type	Impressions guaranteed/4 frame rotation + own company advertisement rotation
Insertion screen	VOGUE JAPAN Smartphone optimized pages (apart from the Video Category) ※The Blog Category is a separate domain.
Size (W × H) pixels	Interstitial Panel: 320 × 525 ※Select the Auto Expand timing: 1) once every 24 hours, 2) once every 12 hours ▼HOME screen Premium Canvas: 640 × 362 (recommended) ※The actual distributed size is reduced to 320 × 181 Double Standard Banner: 640 × 200 (recommended) ※The actual distributed size is reduced to 320 × 100. ※Insertions: 1 on Premium Canvas, 2 on Double Standard Banner (inline display). ※Double Standard Banners may include separate creative content for each frame (max. 2 banners). For the insertion position, see the Standard Banner page. ▼Category screens Double Standard Banner: 640 × 100 ※The actual distributed size is reduced to 320 × 50 (overlay display).
Capacity	Interstitial Panel: within 300KB Other materials: within 100KB each
Assumed impressions/charge	See table below. ※Limited to 4-frame applications, Standard Banner is also inserted on the HOME screen (overlay display).
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	Standard Banner: up to 3. Replacement not possible. Other materials: up to 1.

※Please refer to a separate regulation for the font size

### ■ Interstitial

#### Frequency Setting: Once in 24 Hours Display

No. of Spaces	Assumed Impressions/Week	Charge	CPM	Insertion Period
1 space	500,000	¥2,650,000	¥5,300	1 week
2 spaces	1,000,000	¥4,050,000	¥4,050	1 week
3 spaces	1,500,000	¥4,837,500	¥3,335	1 week
4 spaces	2,000,000	¥5,450,000	¥2,725	1 week

#### Frequency Setting: Once in 12 Hours Display

No. of Spaces	Assumed Impressions/Week	Charge	CPM	Insertion Period
1 space	500,000	¥2,750,000	¥5,500	1 week
2 spaces	1,000,000	¥4,150,000	¥4,150	1 week
3 spaces	1,500,000	¥4,937,500	¥3,292	1 week
4 spaces	2,000,000	¥5,550,000	¥2,775	1 week

※In these charge tables, impressions registered for the interstitial panel are not included. Assumed impressions range from 50,000 to 150,000imp/week. (The range can be varied by means of frequency setting.)  
 ※The display frequency may vary depending on the browsing device. Interstitial panel display control depends on the details of the device specifications and the user's terminal setting.

▼Interstitial Panel Expand Time

1 ~ 5 Insertion Draft

▼HOME Screen (Full Page)

Smartphone/Interstitial Teaser 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	Impressions guaranteed/4 frame rotation + auto advertisement rotation
Insertion screen	VOGUE JAPAN Smartphone optimized pages below. (except the Video Category)
Size (W × H) pixels	1) Standard Banner: 640 × 100 (recommended) ※The actual distributed size is reduced to 320 × 50 (overlay display). 2) Interstitial Panel: 640 × 832 (recommended) ※The actual distributed size is reduced to 320 × 416. ※Select the Auto Expand timing: 1) once every 24 hours, 2) once every 12 hours 3) Movie Files ※For details, please see the next page. ▼HOME screen 4) Premium Canvas: 640 × 362 (recommended) ※The actual distributed size is reduced to 320 × 181 5) Double Standard Banner: 640 × 200 (recommended) ※The actual distributed size is reduced to 320 × 100. ※Insertions: 1 on Premium Canvas, 2 on Double Standard Banner (inline display). ※Double Standard Banners may include separate creative content for each frame (max. 2 banners). For information on positioning, please see the Standard Banner page
Capacity	1) Standard Banner: within 100KB 2) Interstitial Panel: within 300KB 3) Movie File: within 5MB 4) Premium Canvas: within 100KB 5) 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

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



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



Tap the External Link Shift button on the Interstitial panel to shift to the set external link.

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

■ Multi-Function Icons

With Smartphone ads, it is possible to embed various functions into the ad spaces. Advertisers can select up to five functions as listed below.

- 1) Activate Telephone
- 2) Facebook
- 3) Twitter
- 4) Activate Mail Screen
- 5) Activate Map



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

※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu, the present menu's advertisements are not inserted in the "Editor's Pick" category.

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

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

※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.



[Detailed Regulations]

**1 Standard Banner**

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

**2 Interstitial Panel**

[Image Data]  
 File format : GIF/JPEG/PNG  
 Capacity : Within 300KB  
 Size : 640 × 832 ※Actual distributed size is reduced to 320x416.

[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. **Please set the movie to match the vertical/horizontal ratio of the movie file (3).** ※1
- In the top right part of the panel image, please include a SKIP or CLOSE button. ※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**

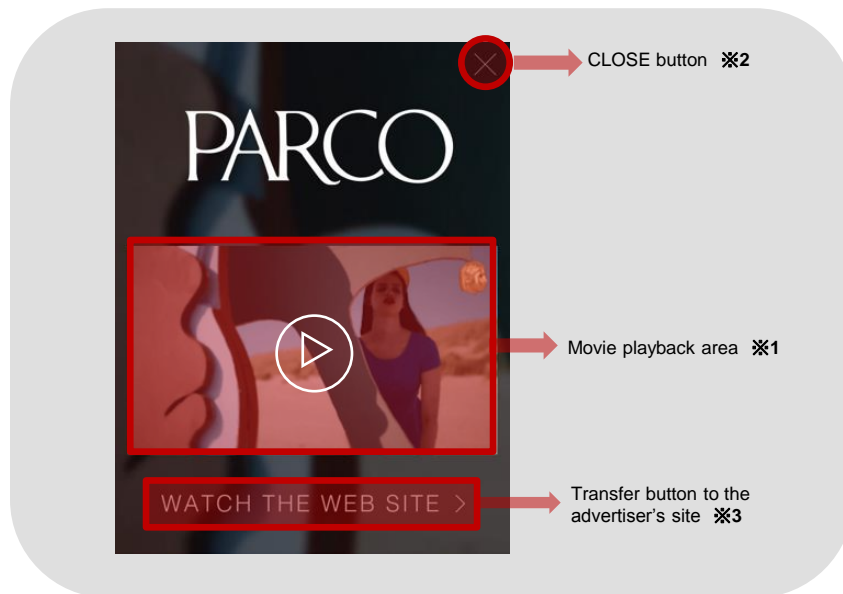
[Movie File]  
 File format : MP4  
 Capacity : Within 5MB  
 Size : Up to 1280 × 720px(16:9)  
 Audio : ON during device media player playback.  
 Other : Video specifications are as follows.  
 Video codec: MP4 Video resolution: up to 1280 × 720px(16:9)  
 Video frame rate: 30 fps Total bit rate: 716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

**4 Premium Canvas**

[Image Data]  
 File format : GIF/JPEG/PNG  
 Capacity : Within 100KB  
 Size : 640 × 362 ※Actual distributed size is reduced to 320x181.

**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 320x100.



Frequency Setting: Once in 24 Hours Display

NO. of Spaces	Assumed Impression/Week	Charge	CPM	Insertion period
1space	500,000	¥3,250,000	¥6,500	1 week
2space	1,000,000	¥4,650,000	¥4,650	1 week
3space	1,500,000	¥5,437,500	¥3,625	1 week
4space	2,000,000	¥6,050,000	¥3,025	1 week

Frequency Setting: Once in 12 Hours Display

NO. of Spaces	Assumed Impression/Week	Charge	CPM	Insertion period
1space	500,000	¥3,550,000	¥7,100	1 week
2space	1,000,000	¥4,950,000	¥4,950	1 week
3space	1,500,000	¥5,737,500	¥3,825	1 week
4space	2,000,000	¥6,350,000	¥3,175	1 week

※In these charge tables, impressions registered for the interstitial panel are not included. Assumed impressions range from 50,000 to 150,000imp/week. (The range can be varied by means of frequency setting.)

※The display frequency may vary depending on the browsing device. Interstitial panel display control depends on the details of the device specifications and the user's terminal setting.

※Please refer to a separate regulation for the font size

▼Interstitial Panel  
Expand Time

1 ~ 4 Insertion Draft

▼HOME Screen (Full Page)

Smartphone/Interstitial Teaser Vertical Video

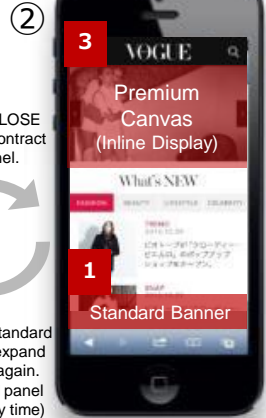
[Distribution Specification Changes]

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	Impressions guaranteed/4 frame rotation + auto advertisement rotation
Insertion screen	VOGUE JAPAN Smartphone optimized pages below. (except the Video Category)
Size (W × H) pixels	1) Standard Banner: 640 × 100 (recommended) ※The actual distributed size is reduced to 320 × 50 (overlay display). 2) Movie Files ※For details, please see the next page. ▼HOME screen 3) Premium Canvas: 640 × 362 (recommended) ※The actual distributed size is reduced to 320 × 181 4) Double Standard Banner: 640 × 200 (recommended) ※The actual distributed size is reduced to 320 × 100. ※Insertions: 1 on Premium Canvas, 2 on Double Standard Banner (inline display). ※Double Standard Banners may include separate creative content for each frame (max. 2 banners). For information on positioning, please see the Standard Banner page
Capacity	1) Standard Banner: within 100KB 2) Movie File: within 5MB 3) Premium Canvas: within 100KB 4) 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

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

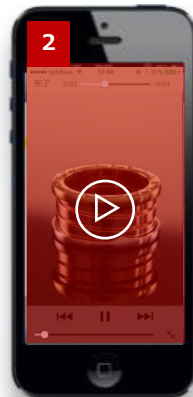
▼Interstitial Panel  
Close Time (Reminder Display)



Tap the CLOSE button to contract the panel.

2) Tap the Standard Banner to expand the panel again. ((Interstitial panel auto display time))

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



**CLICK**  
Tap the Video area on the Interstitial panel to switch to the device's media player (Video playback)



- ※For articles that contain a Video Playback Player, although a pre-roll advertisement is inserted, no competitor adjustment is made.
- ※When an advertiser applies separately for the "Editor's Pick, Sponsored" menu, the present menu's advertisements are not inserted in the "Editor's Pick" category.
- ※No compensation will be made for failure to reach the assumed impressions target if the number of impressions is within 10% of this figure.
- ※Concerning the Guaranteed Display Environment, please refer to the Insertion Confirmation Items page.
- ※The Wedding Category may be removed from the insertion screen depending on the application situation for other advertisements.

[Detailed Regulations]

**1 Standard Banner**

[Image Data]

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

**2 Movie**

[Movie File]

File format : MP4  
 Capacity : Within 5MB ※Length within 30sec.  
 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

[Concerning In-Panel Movies]

- Divert the movie file. 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 the top right part of the panel image, please include a SKIP or CLOSE button. ※1
- Actual distributed size is reduced to 236x420.

**3 Premium Canvas**

[Image Data]

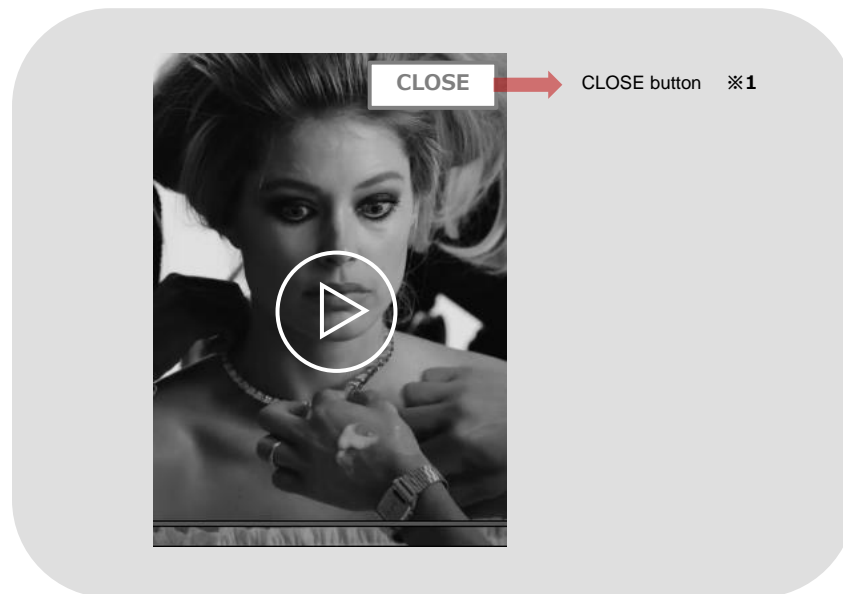
File format : GIF/JPEG/PNG  
 Capacity : Within 100KB  
 Size : 640 × 362 ※Actual distributed size is reduced to 320x181.

**4 Double Standard Banner A, B**

[Image Data]

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

※Please refer to a separate regulation for the font size



■ Interstitial Teaser Vertical Video

Frequency Setting: Once in 24 Hours Display

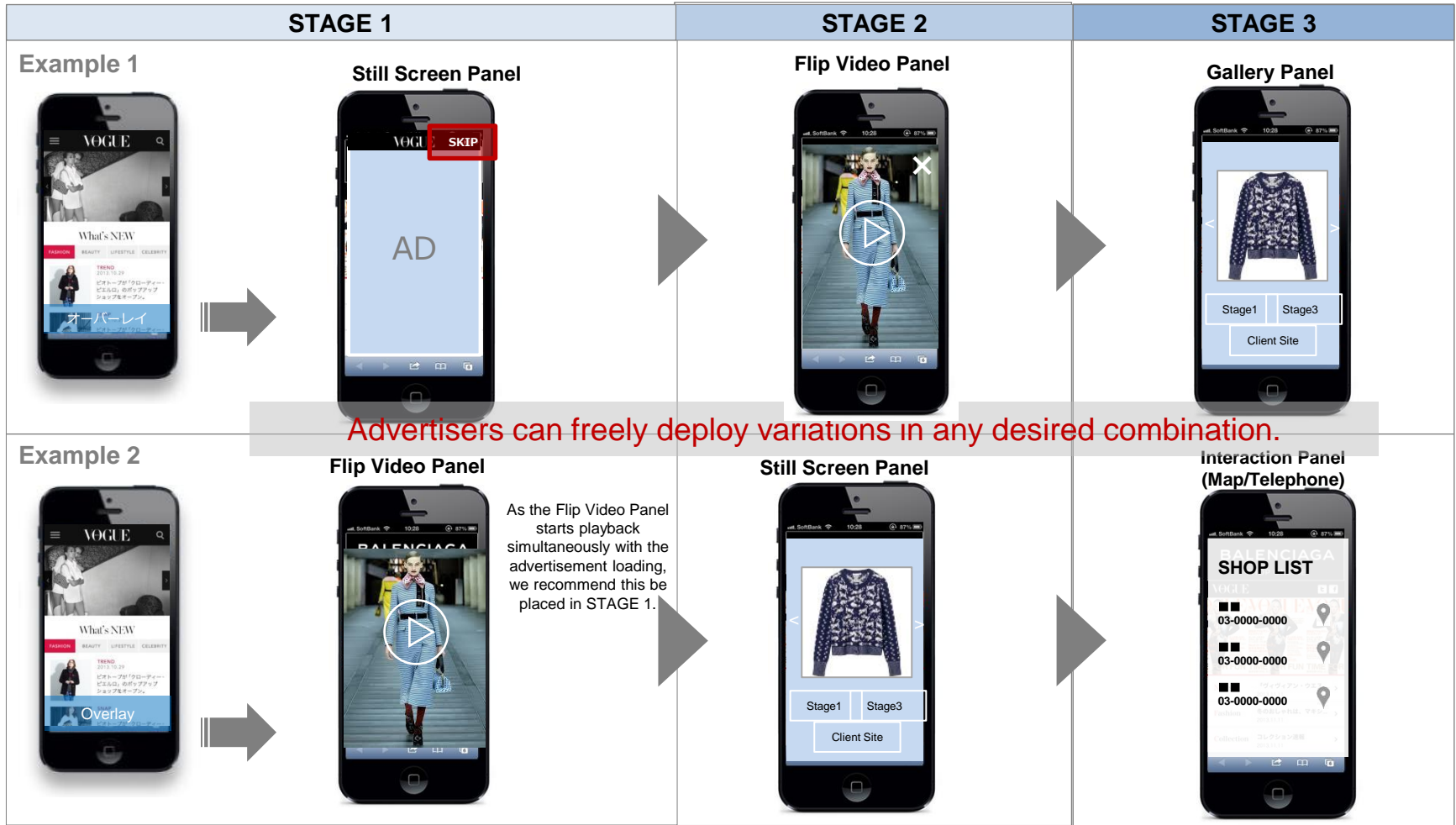
NO. of Spaces	Assumed Impression/Week	Charge	CPM	Insertion period
1space	500,000	¥3,750,000	¥7,500	1 week
2space	1,000,000	¥5,150,000	¥5,150	1 week
3space	1,500,000	¥5,937,500	¥3,958	1 week
4space	2,000,000	¥6,550,000	¥3,275	1 week

※In these charge tables, impressions registered for the interstitial panel are not included. Assumed impressions range from 50,000 to 150,000imp/week. (The range can be varied by means of frequency setting.)

※The display frequency may vary depending on the browsing device. Interstitial panel display control depends on the details of the device specifications and the user's terminal setting.

### Smartphone Rich Ad: Bannertorial

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.



Frequency Setting: Once in 24 Hours Display

NO. of Spaces	Assumed Impression/Week	Charge	CPM	Insertion period
1space	500,000	¥3,250,000	¥6,500	1 week
2space	1,000,000	¥4,650,000	¥4,650	1 week
3space	1,500,000	¥5,437,500	¥3,625	1 week
4space	2,000,000	¥6,050,000	¥3,025	1 week

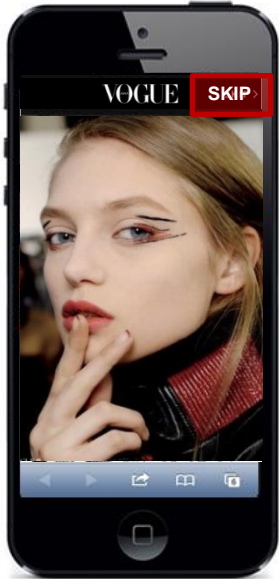
Frequency Setting: Once in 12 Hours Display

NO. of Spaces	Assumed Impression/Week	Charge	CPM	Insertion period
1space	500,000	¥3,550,000	¥7,100	1 week
2space	1,000,000	¥4,950,000	¥4,950	1 week
3space	1,500,000	¥5,737,500	¥3,825	1 week
4space	2,000,000	¥6,350,000	¥3,175	1 week

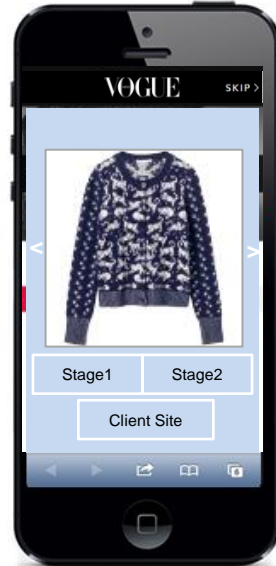
※Premium Canvas, Double Standard Banner-A and Double Standard Banner-B are not inserted on the HOME screen.  
 ※ ¥ 300,000 net as an additional production cost will be billed separately.

## Smartphone Rich Ad: Variation

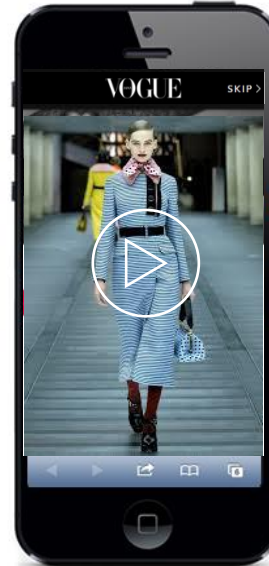
Still Screen Panel



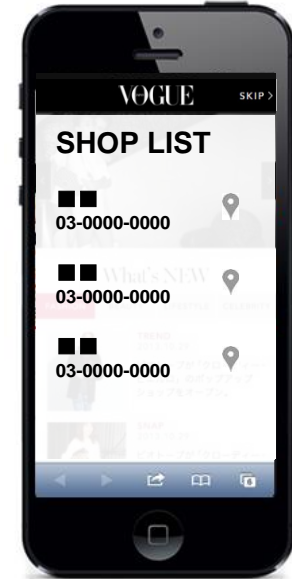
Gallery Panel



Flip Video Panel



Interaction Panel



Advertisers can freely deploy variations in any desired combination.

※ As the Flip Video Panel starts playback simultaneously with the advertisement loading, we recommend this be placed in STAGE 1.



A variety of functions including map-linked, etc., are available.



# TIE-UP MENU







PC (Overall Image)



1. Photo Story



2. Travel Guide



3. Interview



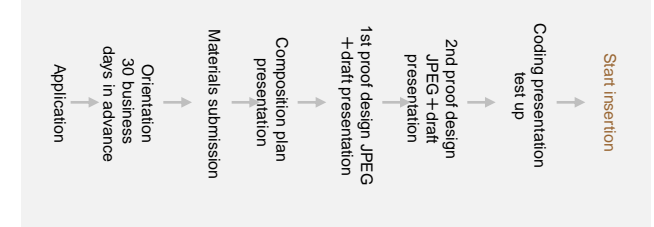
PC Tie-up/Gold Plan

This tie-up menu is for advertisers who want to develop active pages beginning with materials production. It enables strong audience appeals with designs that make use of the features of the PC such as dynamic and large displays of photographs and images, allowing users to follow long interviews without stress, etc. This large-volume menu is packed with a host of elements that make it ideal for purposes ranging from visual appeal to detailed product introductions.

Charge	Insertion fee: ¥2,500,000 Production fee: ¥500,000- (net)
Assumed page views	20,000~25,000
Application deadline	30 business days before insertion
Insertion period	4 weeks ※No renewal allowed ※The insertion start day is an arbitrary business day.
Utilized materials	Provided by the applicant
Advertisement space	Pattern A

※ The above charges are based on the assumption that the advertisement materials are supplied by the advertiser or that Condé Nast makes use of materials previously gathered for shooting or tie-up ad page use. In the case that special shooting and/or interviews, materials gathering at a distance location, or materials gathering at a store, etc., are required for web tie-up insertion, additional production costs will be billed separately.

Production Schedule



- ※The "VOGUE PROMOTION" heading will be included on the top right of the tie-up page.
- ※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.



SP (Overall Image)



SP (Diagnosis Page)



SP (Diagnosis Result Page)

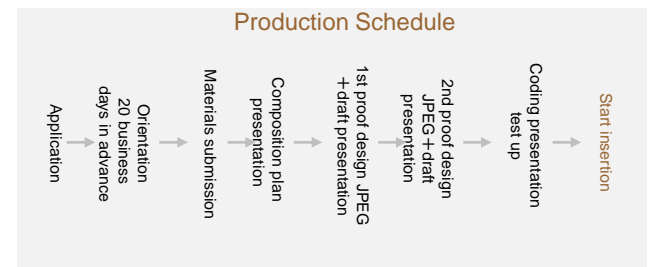


Smartphone Tie-up/Silver Plan

With a design optimized for smartphone screens, tie-up menu allows the deployment of pages with an original VOGUE design based on creative materials supplied by the advertiser. These ads can deliver the product's worldview to users while employing a presentation technique selected to match the advertiser's needs, such as to "make the visual the main element," "display the product being advertised," "make it like an article," etc., within a one-page format.

Charge	Insertion fee: ¥1,200,000 Production fee: ¥300,000- (net)
Assumed page views	10,000~15,000
Application deadline	20 business days before insertion
Insertion period	4 weeks ※No renewal allowed ※The insertion start day is an arbitrary business day.
Utilized materials	Provided by the applicant
Advertisement space	Pattern B

※ The above charges are based on the assumption that the advertisement materials are supplied by the advertiser or that Condé Nast makes use of materials previously gathered for shooting or tie-up ad page use. In the case that special shooting and/or interviews, materials gathering at a distance location, or materials gathering at a store, etc., are required for web tie-up insertion, additional production costs will be billed separately.

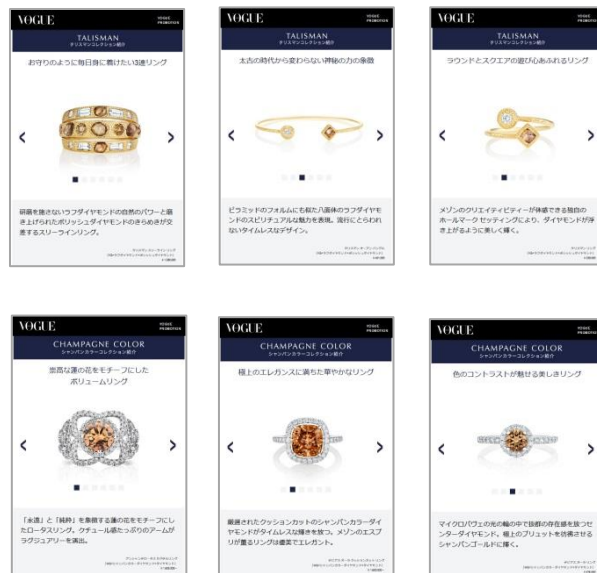


- ※The "VOGUE PROMOTION" heading will be included on the top right of the tie-up page.
- ※The start time for tie-up advertisements is from 10:00 on the insertion start day.
- ※In the case that the tie-up advertisement finishing day falls on a holiday, the advertisement will finish at 09:59 on the following 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.





1. Item Gallery



SP (Overall Image)



2. Story

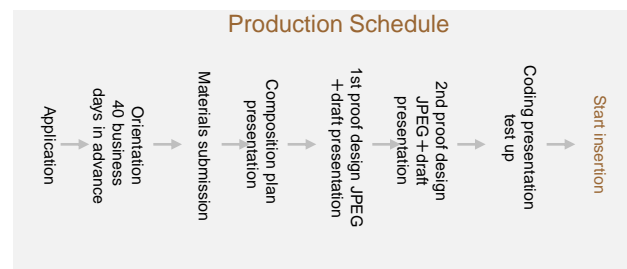


Smartphone Tie-up/Gold Plan

This tie-up menu is for advertisers who want to develop active pages beginning with materials production. Making use of the features of the smartphone, it can be used not only for expressing a product's worldview but also to bring users experiences with a wealth of contents that prompt them into taking action. This large-volume menu is packed with a host of elements that make it ideal for purposes ranging from visual appeal to detailed product introductions.

Charge	Insertion fee: ¥3,500,000 Production fee: ¥1,500,000- (net)
Assumed page views	40,000~60,000
Application deadline	40 business days before insertion
Insertion period	6 weeks ※No renewal allowed ※The insertion start day is an arbitrary business day.
Utilized materials	Provided by the applicant
Advertisement space	Pattern B

※ The above charges are based on the assumption that the advertisement materials are supplied by the advertiser or that Condé Nast makes use of materials previously gathered for shooting or tie-up ad page use. In the case that special shooting and/or interviews, materials gathering at a distance location, or materials gathering at a store, etc., are required for web tie-up insertion, additional production costs will be billed separately.



※The "VOGUE PROMOTION" heading will be included on the top right of the tie-up page.

※The start time for tie-up advertisements is from 10:00 on the insertion start day.

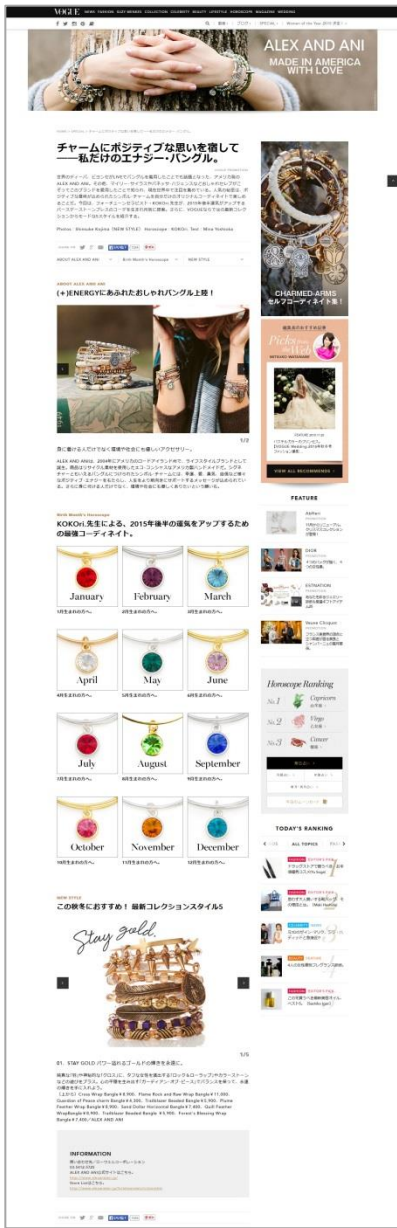
※In the case that the tie-up advertisement finishing day falls on a holiday, the advertisement will finish at 09:59 on the following business day.

※It is not possible to replace an image during the insertion period.

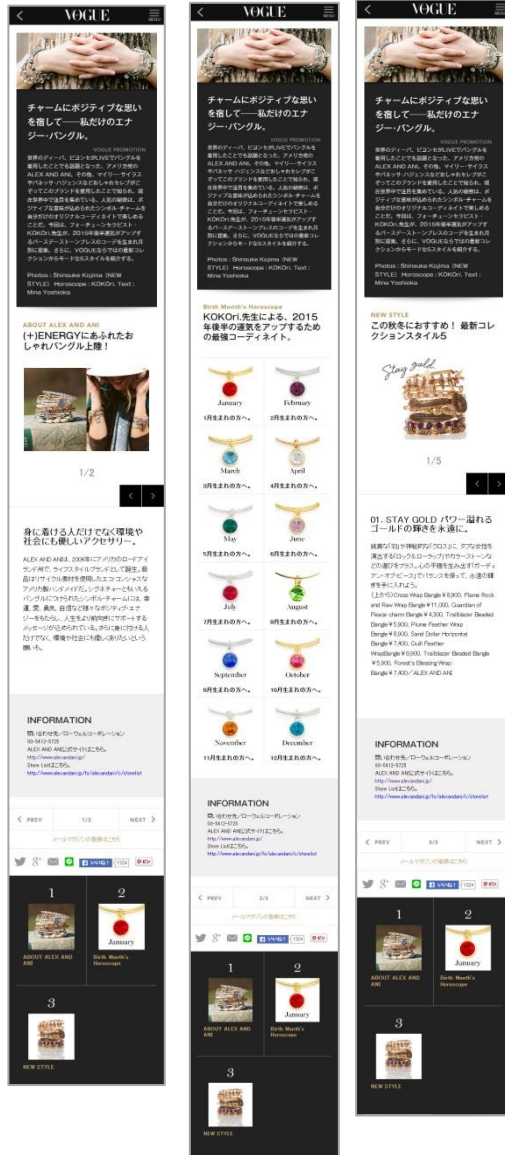
※The image size may be adjusted slightly depending on the image ratio.

※Flash use is not possible.

PC



SP



PC/SP Multi-Device Tie-up/Module Type

This is an HTML page tie-up deployed inside VOGUE's original design template. There are design limitations depending on the format, but this type can be made ready for insertion within a short production period. It is possible to deploy pages optimized to meet individual advertiser requests by selecting 3 types from among the 5 types of module shown on the following page and combining them as desired.

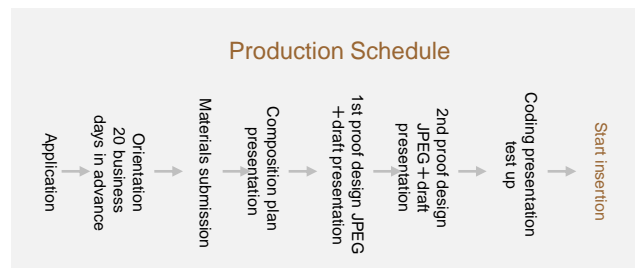
- ※Smartphone ads are limited to 1 module/1 page deployment.
- ※An "Information" space is included in the page as a space outside the module.

Charge	¥1,800,000 (including production fee)
Assumed page views	17,000- 23,000
Application deadline	20 business days before insertion
Insertion period	4 weeks ※No renewal allowed ※The insertion start day is an arbitrary business day.
Utilized materials	Provided by the applicant
Advertisement space	Pattern C

Gallery Type 2  
It is possible to change the layout freely.

Gallery Type 1  
It is possible to change the layout freely.

Gallery Type 2  
Information  
※Included at the end.



- ※The "VOGUE PROMOTION" heading will be included on the top right of the tie-up page.
- ※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, 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.



# Gallery Type Designs

## ■ Gallery Type 1

PC

ギャラリーライトボックスサブタイトル  
**ギャラリーライトボックスタイトル**

子ブロック2つ目キャッチ   子ブロック4つ目キャッチ   子ブロック6つ目キャッチ

子ブロック5つ目キャッチ   子ブロック3つ目キャッチ   最後に登録子ブロックキャッチ

リンク文言 >

Smartphone

ギャラリーライトボックスサブタイトル  
**ギャラリーライトボックスタイトル**

子ブロック2つ目キャッチ   子ブロック4つ目キャッチ

子ブロック6つ目キャッチ   子ブロック5つ目キャッチ

子ブロック3つ目キャッチ   最後に登録子ブロックキャッチ

リンク文言 >

## ■ Gallery Type 2

PC

サブタイトル  
**ギャラリー:横スライドタイトル**

1/3

ギャラリー:横スライド

ギャラリー:横スライド 本文本文本文本文本文本文本文本文本文本文

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Smartphone

サブタイトル  
**ギャラリー:横スライドタイトル**

1/3

ギャラリー:横スライド

ギャラリー:横スライド 本文本文本文本文本文本文本文本文本文本文

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Clicking on each image switches the POP UP display.







■ Mobile Combination Examples

PC

**Pearls of Perfection ボディとパールの華麗なる競演。**

伊勢丹新宿店本館1階にてスペシャルイベント開催。三宅モトのパールネックレスの華麗なる競演を堪能。

**Article Type 1**

**Article Type 1**

**Gallery Type 1**

**Information**

Smartphone

**Pearls of Perfection** がボディとパールの華麗なる競演。

伊勢丹新宿店本館1階にてスペシャルイベント開催。三宅モトのパールネックレスの華麗なる競演を堪能。

**Article Type 1**

**Information**

PC

**インターコンチネンタルホテル赤十字もリゾートが展開する、華麗なる夜のコック。**

**Article Type 2**

**Video Type**

**Gallery Type 2**

**Information**

Smartphone

**インターコンチネンタルホテル赤十字もリゾートが展開する、華麗なる夜のコック。**

**Article Type 2**

**Information**

PC

**シャンドンを主役に、年末年始のおちびさん。**

**Article Type 1**

**Article Type 2**

**Article Type 2**

**Gallery Type 2**

**Information**

Smartphone

**シャンドンを主役に、年末年始のおちびさん。**

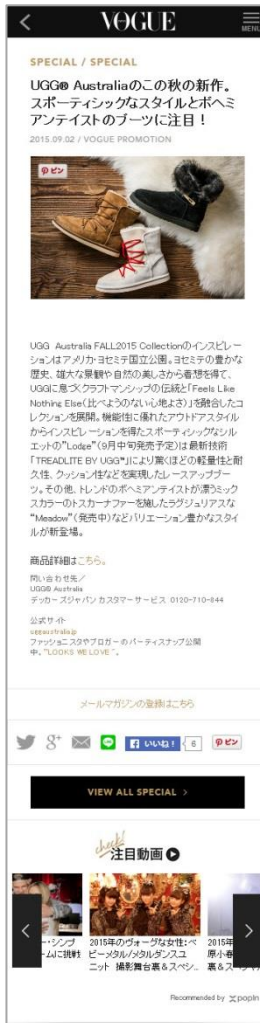
**Article Type 1**

**Information**

PC



SP



## PC/SP Multi-Device Tie-up/News Article Type

Product release information, etc., can be inserted on VOGUE JAPAN news article pages as publicity material. It is possible to attract even more users to the article by inserting posts (including object page URLs) linked to the tie-up ad on the VOGUE JAPAN Facebook and Twitter accounts in addition to advertisement spaces and to specific news article pages in SPECIAL spaces (in all layers).

Menu name	News Article Type
Insertion period	2 weeks
Charge	¥500,000 (including production fee) ※Additional images: ¥75,000 each
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.
Advertisement space	Pattern C ※Except for Facebook posting, 2) FEATURE Space A-1 (rotation), 4)FEATURE Space A-2 (rotation), and 5) FEATURE Space A-3 (Rotation).

※The "VOGUE PROMOTION" heading will be included on the top right of the tie-up page.

※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.

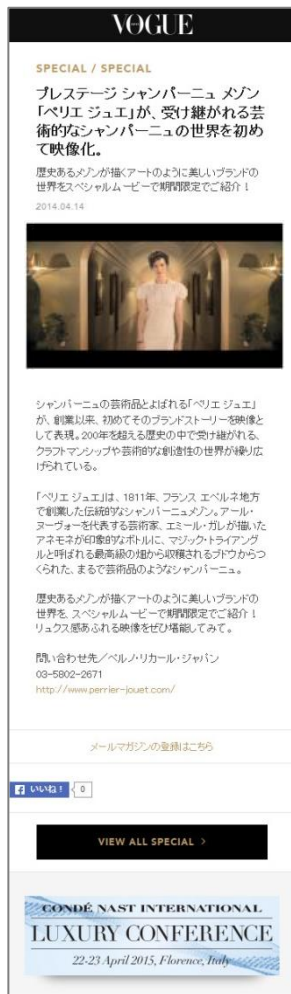
※The insertion space's insertion period is 2 weeks. The page will then be archived on the website.

※No report will be issued for news insertion pages as they comprise editorial contents.

PC



Smartphone



PC/SP Multi-Device Tie-up/News Article Video Type

Product release information, etc., can be inserted on VOGUE JAPAN news article pages as publicity material. It is possible to attract even more users to the article by inserting posts (including object page URLs) linked to the tie-up ad on the VOGUE JAPAN Facebook and Twitter accounts in addition to advertisement spaces and to specific news article pages in SPECIAL spaces (in all layers).

Menu name	News Article Video Type
Insertion period	2 weeks
Charge	¥600,000 (including production fee)
Draft materials	Video × 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.
Advertisement space	Pattern C ※Except for Facebook posting, 2) FEATURE Space A-1 (rotation), 4)FEATURE Space A-2 (rotation), and 5) FEATURE Space A-3 (Rotation).

- ※The "VOGUE PROMOTION" heading will be included on the top right of the tie-up page.
- ※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 insertion space's 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.



PC



Smartphone

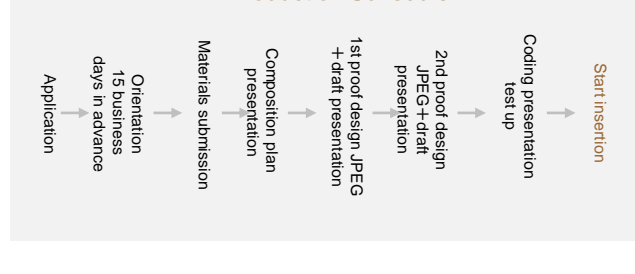


PC/SP Multi-Device Tie-up/Gallery Type

This tie-up uses the same template as the VOGUE JAPAN editorial contents. Because it has a format showing several images of products, etc., in a presentation technique resembling an editorial article, advertisers can use it to appeal to the highly motivated users who read article contents. Moreover, since it employs advertiser-provided images and is produced using a template format, insertion is possible with a short production period. (7-page composition)

Charge	¥1,200,000 (including production fee)
Assumed page views	8,000- 10,000
Application deadline	15 business days before insertion
Insertion period	4 weeks ※No renewal allowed ※The insertion start day is an arbitrary business day.
Utilized materials	Provided by the applicant
Advertisement space	Pattern C ※Except for Facebook posting

Production Schedule



- ※ The "VOGUE PROMOTION" notation will be included in the tie-up page and the link area to tie-up page.
- ※ 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 Company's own advertisements are inserted in the advertisement space on the right column.
- ※ No information on the number of clicks will be provided in the report.



By purchasing external media through the VOGUE JAPAN 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  
**¥ 1,150,000~** 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.

- 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~**

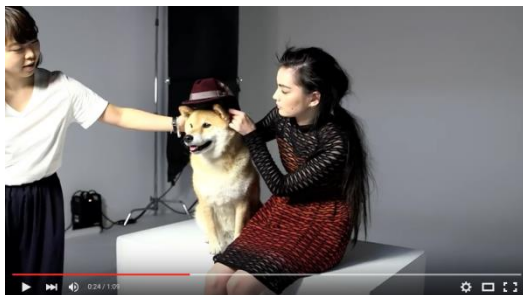
※The number of clicks is not guaranteed.

※ All of the above external media are editorial tie-up options.  
 ※ Across-the-board 20% of a profit margin for an advertising agency.



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 JAPAN official YouTube channel.

Behind the Scenes



Charge	¥600,000 ~ (NET)
No of titles	1
Rough length	30~120 sec.
Reference	2 cameras, lighting, sound

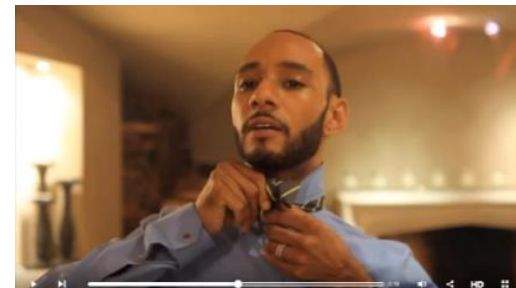
Interview Series



Charge	¥600,000~ (NET)
No of titles	1
Rough length	30~120 sec.
Reference	2 cameras, lighting, sound

※ Not including interviewer charge

Style Tips



Charge	¥600,000~ (NET)
No of titles	1
Rough length	30~120 sec.
Reference	2 cameras, lighting, sound

Event Report



Charge	¥1,000,000~ (NET)
No of titles	1
Rough length	30~120 sec.
Reference	3 cameras, lighting (approx. 6 hours required)

Live Streaming



Charge	¥1,800,000~ (NET)
No of titles	Consultation required
Rough length	Consultation required
Reference	1 video OUT image distributed

※Not including shooting, switching or internet line.

Tie-up Film



Charge	Consultation required
No of titles	Consultation required
Rough length	Consultation required
Reference	Consultation required

※If subtitling is required, an additional charge will be billed.

※In principle, secondary use of video material is not possible. If you desire secondary use, please consult with Condé Nast separately.

※In the event that you require shooting, switching or an internet line, please consult with Condé Nast separately.

※Production of these video products presumes the use of still photographs from magazine and web tie-up ads, scenes from events, etc.

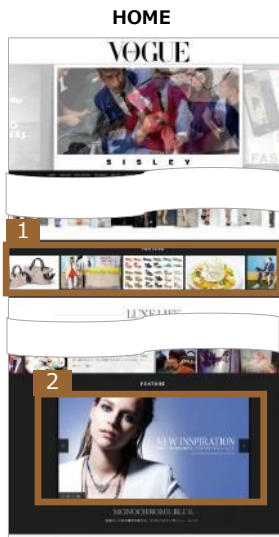
※In the event that studio shooting or celebrity involvement is requested, separate charges for these services are required.

※If you wish your video to be made available in the Video Category, please consult with Condé Nast separately.

※If an interpreter is required during shooting, an additional charge will be billed.

Tie-up Ad Spaces/Pattern A Advertising Spaces for Tie-ups Deployed Exclusively for PC Users

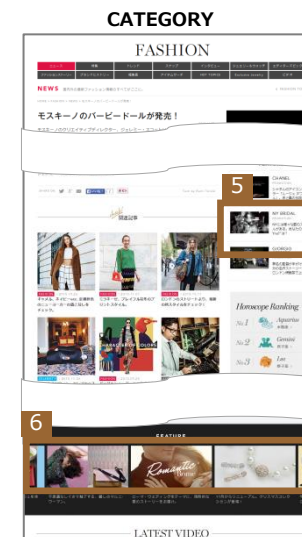
PC



1) FEATURE(Permanent)  
2) FEATURE(Rotation)

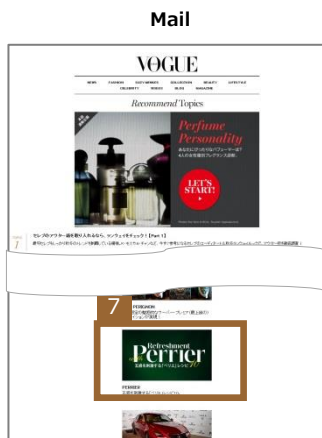


3) FEATURE(Rotation)  
4) FEATURE(Rotation)



5) FEATURE(Rotation)  
6) FEATURE(Rotation)

Mail



7) Mail Magazine SPECIAL Space (Permanent)  
Distribution circulation: 48,000/distributed 2-3 times per week

**SNS**

 Twitter <b>VOGUE JAPAN Followers</b> 8) Twitter Post	 Facebook <b>VOGUE JAPAN Likes!</b> 9) Facebook Post
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※1 The posting frequency is at the editors' discretion.  
 ※2 The posted contents are not guaranteed.

**Making Use of the SNS Diffusion Potential of Japan's No.1 Luxury Fashion Magazine to Guide the Audience**

※ The "VOGUE PROMOTION" notation will be included in every pages.

※Facebook posting is available in cases where the application amount is at least ¥1,500,000.

※The FEATURE Space and SPECIAL Space display positions may differ according to the page on which they appear.

Tie-up Ad Spaces/Pattern B

Advertising Spaces for Tie-ups Deployed Exclusively for Smartphone Users

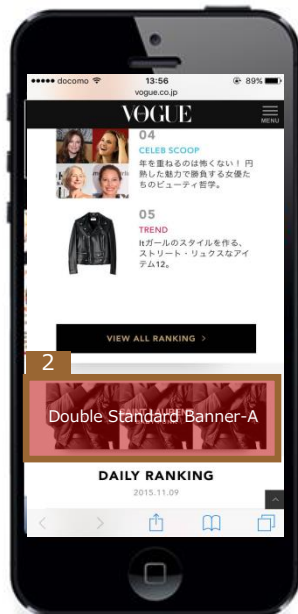
Smartphone

Smartphone Optimized All Pages



1) FEATURE(Rotation)  
Up to 5 spaces can be installed

Smartphone Optimized Article Pages



2) Double Standard Banner-A or B  
(inline display/rotation)

Mail

Mail



2) Mail Magazine SPECIAL Space (Permanent)  
Distribution circulation: 48,000/distributed 2-3 times per week

SNS

twitter/facebook



3) Facebook Post  
4) Twitter Post

※1 The posting frequency is at the editors' discretion.  
※2 The posted contents are not guaranteed.

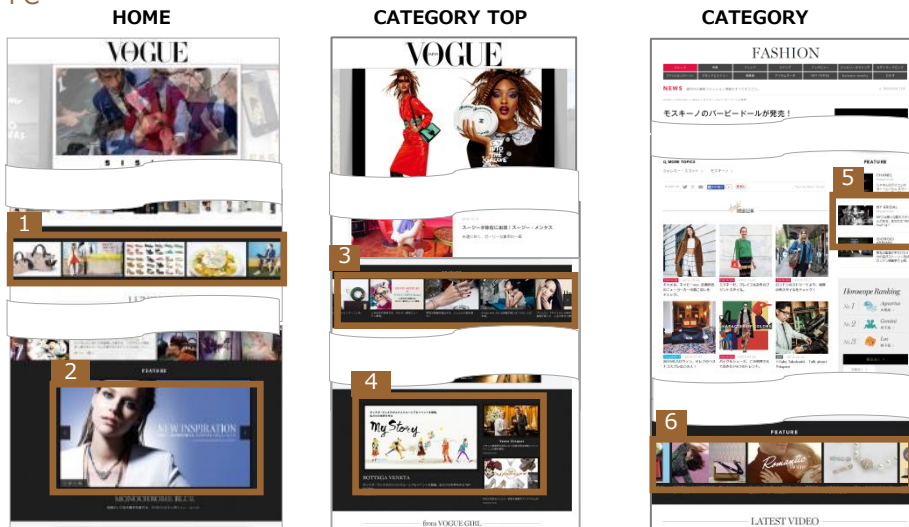
**Making Use of the SNS Diffusion Potential of Japan's No.1 Luxury Fashion Magazine to Guide the Audience**

※The "VOGUE PROMOTION" notation will be included in every pages.  
※Facebook posting is available in cases where the application amount is at least ¥1,500,000.  
※The FEATURE Space and SPECIAL Space display positions may differ according to the page on which they appear.

Tie-up Ad Spaces/Pattern C

Advertising Spaces for Tie-ups Deployed for Both PC and Smartphone Users

PC



- 1) FEATURE(Permanent)
- 2) FEATURE(Rotation)

- 3) FEATURE(Rotation)
- 4) FEATURE(Rotation)

- 5) FEATURE(Rotation)
- 6) FEATURE(Rotation)

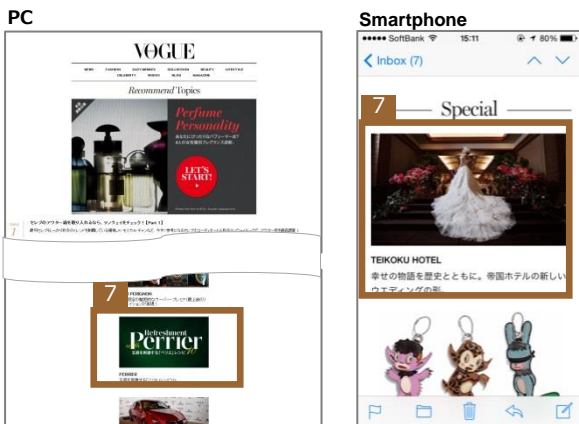
Smartphone



- 9) FEATURE(Rotation)  
Up to 5 spaces can be installed

- 10) Double Standard Banner-A or B  
(Inline display/rotation)

Mail



- 7) Mail Magazine SPECIAL Space (Permanent)  
Distribution circulation: 48,000/distributed 2-3 times per week

**SNS**

 <b>Twitter</b> VOGUE JAPAN Followers 8) Twitter Post	 <b>Facebook</b> VOGUE JAPAN Likes! 9) Facebook Post
--	---

※1 The posting frequency is at the editors' discretion.  
 ※2 The posted contents are not guaranteed.

**Making Use of the SNS Diffusion Potential of Japan's No.1 Luxury Fashion Magazine to Guide the Audience**

※The "VOGUE PROMOTION" notation will be included in every pages.

※Facebook posting is available in cases where the application amount is at least ¥1,500,000.

※The FEATURE Space and SPECIAL Space display positions may differ according to the page on which they appear.



## 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 JAPAN magazine or the VOGUE JAPAN 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.
- 4. Application Decision** After accepting an application, we will convey our official decision using an official "Application Received Email" reply.
- 5. Creative Survey** For products with no prior insertion record with VOGUE JAPAN magazine or the VOGUE JAPAN website, we will perform a creative review. In the case of newly produced items, we may also confirm the rough version, etc.
- 6. Reception Format** Please send the script as an email attachment according to the format listed below.
- 7. Competition Adjustment** Competition adjustment is not carried out in all frames.

### 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 JAPAN Advertising Regulation Guide.
- ※ For details regarding banner advertising specifications, please refer to the VOGUE JAPAN Advertising Regulation Guide.



**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.

**Cancellation 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 JAPAN 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 JAPAN. (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 JAPAN 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 JAPAN.)
- 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).

**Others**

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

**(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 ad 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 JAPAN 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 JAPAN regulations.
- For advertising production, please refer to the VOGUE JAPAN Advertising Regulation Guide.
- While these ad specifications 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 JAPAN 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 JAPAN 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 JAPAN 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 JAPAN Media Guide is limited to product explanations, introductions, planning document production, and sales promotion materials for advertisements appearing in VOGUE JAPAN. 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 JAPAN 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 JAPAN.
  - 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 JAPAN and the image insertion company, (b) content that violates intellectual property rights, and (c) content falsifying the relationship between VOGUE JAPAN 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 JAPAN can not accept any responsibility whatsoever.

### Concerning the Creative Preliminary Examination

- Preliminary inspection objects: Creative items with no record of insertion in VOGUE JAPAN magazine or on the VOGUE JAPAN 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:

Web 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.

## PC Browser Distribution

※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
Premium	1	Premium Canvas (large capacity distribution/2MB)	Sizmek			○ Available only with Flash
	2	Premium Canvas(300KB)	CNJ	○		
	3	Horizontal banner A ~ D	CNJ	○	○	
	4	Background	CNJ			○ Available only with Still image
	5	Background (clickable/Flash production)	Sizmek			○ Available only with Flash
	6	Big board expanded	Sizmek			○ Available only with Flash
	7	Interstitial	CNJ			○ Available only with Still image
	8	1 a week : Premium Canvas (large capacity distribution/2MB)	Sizmek			○ Available only with Flash
	9	1 a week : Premium Canvas(300KB)	CNJ	○		
	10	1 a week : W Sky scraper	CNJ	○	○	
	11	1 a week : Horizontal banner A	CNJ	○	○	
Category	12	Big board expanded	Sizmek			○ Available only with Flash
	13	Background	CNJ			○ Available only with Still image
	14	Background (clickable/Flash production)	Sizmek			○ Available only with Flash
	15	W Sky scraper	CNJ	○	○	
	16	Horizontal banner A	CNJ	○	○	
	17	Interstitial	CNJ			○ Available only with Still image