



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

Peak View 40,000,000 PV
 Unique User 4,000,000 UU
 (As of November 2023)

■ Native AD (HTML Type)

Product	Objective	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
Premium Plan/HTML Type Rich Native Article	Rich ads produced by an original design make it easier than ever to deliver your message with a rich format. We produce HTML pages with a presentation technique tailored to the advertiser's purpose. This menu allows the advertiser to design a rich native ad that highlights the points of appeal.	30,000	Media Fee - 4,000,000 Production Fee - 1,000,000	40 Business Days	4weeks	○

■ Native AD (CMS template Type)

Product	Objective	ESTIMATED PAGE VIEWS	Price	Lead Time	Term	Report
Standard Plan/Branded Native Article	These native articles feature substantial story produced by the WIRED Editorial Dept. The Story Insight Article is a text-rich ad that digs down into the "story," providing "insight" into a brand, product, service, person, etc., and delivers this to the audience.	30,000	¥1,000,000	20 Business Days	4weeks	○
Light Plan/News Article Native Article	WIRED produces news native articles based on information provided by the advertiser. News articles are produced by WIRED using its outside contractors from news release materials supplied by the advertiser. This product is especially recommended for clients who want to place ads in timely manner with least time of material gathering process.	17,000	¥2,000,000	20 Business Days	4weeks	○

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

Product	Objective	Term	ESTIMATED CLICKS	Price (CPI)
Facebook	Purchase through various ad networks to supplement the natural audience engagement by existing content on organic.	Approx. 2 week - 4 week insertion	4,500 clicks	¥1,000,000
Twitter	Purchase through various ad networks to supplement the natural audience engagement by existing content on organic.	Approx. 2 week - 4 week insertion	4,300 clicks	¥1,000,000
Taboola	Targeted exposure to relevant content reader (demographic oriented) to reach with highly engaged to readers of various lifestyle (high income and high education) *Not available for some countries *Purchase through the WIRED AdNet Account. *Not available for tobacco, alcohol, gambling.	Approx. 2 week - 4 week insertion	15,000 clicks	¥1,000,000



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Print Price: 450,000 JPY
 Circulation: 4,000,000 copies
 (As of November 2015)

Device	Content	Ad Placement	Display Method	Size (cm) / Ratio	Color	Area	Rate	Cost	Rate	Rate	No. of Displays to be Estimated	Lead Time
Desktop/Smartphone Billboard Post	Content/Photo/Video/Text/Other content to be used on a screen which cannot be changed or replaced for the entire length of the screen	Desktop/Full ad space Smart displayed on entire page	1 week (from 10:00 on Monday until 04:00 on the following Monday) Period guaranteed	Size: 150 (H) x 250 (W) Ratio: 3:5 Color: Full Color Smart: Full Color Smart: Full Color	Billboard/SmartPHONE: Within 200cm SmartPHONE: Within 150cm	30square	1,800,000	12,200,000	11,776	No. of Displays (up to 1)	18:00 on the 15th business day before insertion	
						20square	1,200,000	12,500,000	11,000	No. of Displays (up to 1)		
						10square	600,000	11,700,000	11,633	No. of Displays (up to 1)		
Smartphone AD												
SmartPHONE RECTANGLE	Shows the technology ad for instant to be read, recognition and high performance	SmartPHONE ad space Smart displayed on entire page	1 week (from 10:00 on Monday until 04:00 on the following Monday) Period guaranteed (Contract)	Size: 150 (H) x 250 (W) Ratio: 3:5 Color: Full Color	Within 150cm	10square	800,000	11,800,000	12,000	No. of Displays (up to 1)	18:00 on the 15th business day before insertion	
SmartPHONE VIDEO	Shows the full length video ad for program	SmartPHONE ad space Smart displayed on entire page	1 week (from 10:00 on Monday until 04:00 on the following Monday) Period guaranteed (Contract)	Video: 150cm x 250cm (H) Please arrange at a minimum, video content	Within 150cm Please confirm the supporting video content	10square	800,000	12,200,000	12,750	Up to 1	18:00 on the 15th business day before insertion	