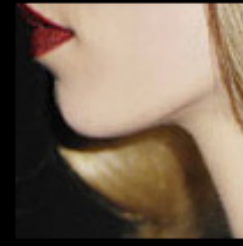


# CondéNet JP



A CONDÉ NAST COMPANY

## VOGUE.COM MEDIA GUIDE

July ~ September 2009 ver.1.1

VOGUE.COM

- p.2 What is VOGUE.COM?**
- p.3 Category Introduction**
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# What is VOGUE.COM?

VOGUE.COM

## “YOUR GUIDE TO A STYLISH LIFE”

VOGUE.COM is an Internet medium that provides chic lifestyle ideas to the trend setters on the leading edge of contemporary fashion.

For VOGUE.COM users, who themselves are often fashion dispatchers, what has value is not the quantity but the severely selected high quality of the information they receive. VOGUE.COM is an Internet medium that selects the most sensational information on worldwide fashion and the latest beauty news and provides them with from a unique VOGUE perspective. VOGUE.COM is supported by trend- and fashion-conscious women in their 20s and 30s who want to obtain genuine and valuable information ahead of everyone else.



VOGUE.COM is being developed in 15 countries around the world.

Please take a look at the national VOGUE.COM sites from around the world by clicking here ○.



- Name of medium : VOGUE.COM
- Establishment of medium : 2000
- Operating company : YK CondeNet.jp
- Total No. of page views : 10,000,000/month
- No. of VOGUE.COM members : 52,000

# Category Introduction



## NEWS

Updated daily and making full use of the VOGUE network, this channel delivers the latest VOGUE.COM originally selected news on fashion, beauty, culture, etc., both from Japan and abroad.



## FASHION

The core channel for information on the fashion that creates a new era, this frequently renewed category boasts wide-ranging contents including stylish snaps from 4 global cities, celebrity coordination checks, etc.



## COLLECTION

With killer contents popular among VOGUE.COM users who seek the latest cutting-edge mode, this channel provides even faster coverage of the NY, Paris, Milan and London Collections and is filled with unique information.



## JEWELRY

This channel features breathtaking contents that showcase luxury jewelry with beautiful visuals, and baked up by information on the latest developments, shop openings, etc.



## BEAUTY

Along with info on new cosmetics and topical spas and salons, we present beauty ranging from model and celebrity hot hair ideas to professional beauty tips for highly sensitive users who spare no expense to polish themselves.



## LIFE STYLE

This channel is packed with lifestyle contents for women who lead busy lives in big cities. Here we propose quality-time ideas such as gorgeous weekend + 2-day trips for weekend travelers, exhibition information, etc.



## VOGUE.COM TV

This is VOGUE.COM's open channel for movie contents. With its new full screen function, collection movies are brought vividly to life, and it also functions as an area for introducing tie-up movie contents.



## MEMBERS' SALON

A meeting point between users and VOGUE.COM, the Salon has a present guide, questionnaires, member registration, etc., plus info on VOGUE Cafe at the National Art Center (2F), where the special menu changes monthly.

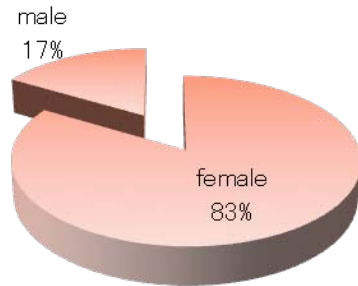


## MAGAZINE VOGUE

This page features the latest issue contents and an annual subscription application form, as well as including everything from the cover model's name to a back number search function.

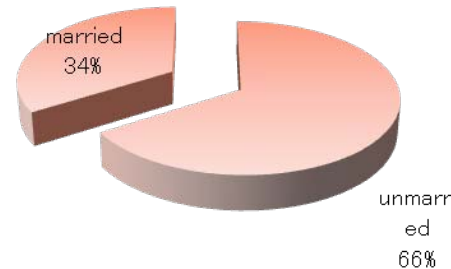
The average age of VOGUE.COM's user is 32 years old. That is the generation which they can put much money into themselves. They enjoy their job, their day off, also their everyday life, and they are very trendy. So, they are very powerful users because of their influence.

[Sex]



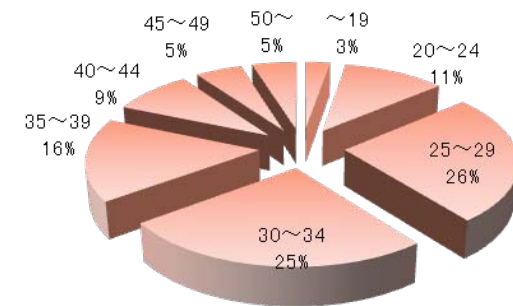
<Women are the main users >

[Marital Status]



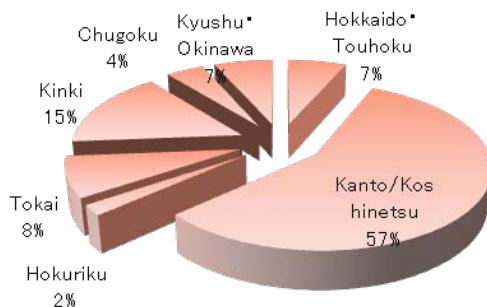
<Most users are unmarried women >

[Age]



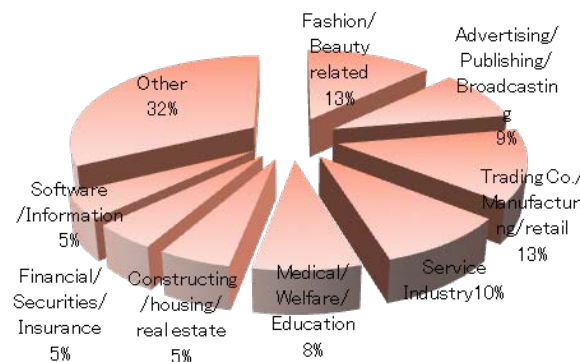
<80% are in their 20s or 30s >

[Region]

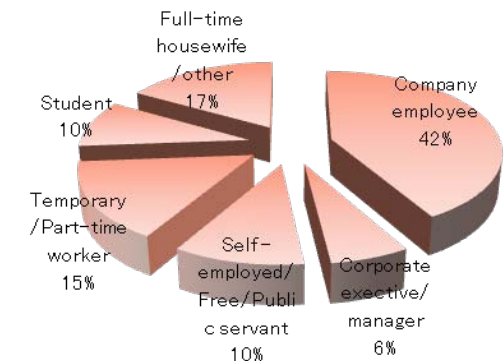


<Over 60% live in the Kanto Region >

[Line of Business]



[Employment]



※ As of the May 2009

# Advertising Menu

# Basic Menu



## ■ Leaderboard ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥450,000	40,000imps	30KB	728x90 pixel
Fashion	¥500,000	300,000imps		
Collection	¥350,000	240,000imps		
Beauty	¥150,000	83,000imps		
Life style	¥100,000	60,000imps		

## ■ Double Skyscraper ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥750,000	40,000imps	70KB	300x600 pixel
Fashion	¥600,000	300,000imps		
Collection	¥420,000	240,000imps		
Beauty	¥180,000	83,000imps		
Life style	¥120,000	60,000imps		

## ■ MPU ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥450,000	40,000imps	40KB	300x250 pixel
Fashion	¥500,000	300,000imps		
Collection	¥350,000	240,000imps		
Beauty	¥150,000	83,000imps		
Life style	¥100,000	60,000imps		

## ■ MPU Animation up to 2MB ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥550,000	40,000imps	2MB	300x250 pixel
Fashion	¥580,000	300,000imps		
Collection	¥400,000	240,000imps		
Beauty	¥200,000	83,000imps		
Life style	¥125,000	60,000imps		

※ ----First view range (the range generally considered as the index)

- ※ Concerning the insertion standard, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ Concerning the banner specifications, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ A creative review is conducted in advance.
- ※ For Double Skyscraper and MPU ads only, adjustments may be made in the case of products in competing categories. Please inquire for details.
- ※ Only the HOME page, the maximum number of serial advertisements is 3 (over 3 weeks).
- ※ When the system related troubles occurred, we will not guaranteed within 2 hours from the publish time, however will guaranteed after 2 hours and cover with another publish opportunities equivalent to those losses.

### Basic Menu Banner Details

Insertion screen	Each Category	Insertion format	Patch(only Fashion category:2-frame rotation)
File format	fla/gif/jpg	Loop	Available
Size	※Refer to each menu	Simultaneous ads	Only one ad at a time
Capacity	※Refer to each menu	Script replacement	Unavailable
Insertion period	1 week (Mon. 10:00 - next Mon. 09:59)		
Script reception deadline	18:00 on 15th business day before insertion		

# Set Menu

## 《Corner》



## 《Tower》



## 《Roadblock》



### ■ Animation Menu

For each category's MPU of Tower /MPU of Road block animation development are available up to 2MB  
**Normal price+¥100,000**



### ■ Corner

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥1,000,000	80,000imps	30KB 70KB	728x90 pixel 300x600 pixel
Fashion	¥900,000	600,000imps		
Collection	¥650,000	480,000imps		
Beauty	¥280,000	166,000imps		
Life style	¥180,000	120,000imps		

### ■ Tower

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥1,000,000	80,000imps	70KB 40KB	300x600 pixel 300x250 pixel
Fashion	¥900,000	600,000imps		
Collection	¥650,000	480,000imps		
Beauty	¥280,000	166,000imps		
Life style	¥180,000	120,000imps		

### ■ Roadblock

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥1,260,000	120,000imps	30KB 70KB 40KB	728x90 pixel 300x600 pixel 300x250 pixel
Fashion	¥1,200,000	900,000imps		
Collection	¥850,000	720,000imps		
Beauty	¥380,000	249,000imps		
Life style	¥250,000	180,000imps		

### ■ HOME (TOP page) exclusive menu

TOP Jack	Roadblock+backgnd	¥2,700,000	120,000imps
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※For details, contact our sales representative.

### Set Menu Banner Details

Insertion screen	Each Category	Insertion format	Patch(only Fashion category:2-frame rotation)
File format	fla/gif/jpg	Loop	Available
Size	※Refer to each menu	Simultaneous ads	Only one ad at a time
Capacity	※Refer to each menu	Script replacement	Unavailable
Insertion period	1 week (Mon. 10:00 - next Mon. 09:59)		
Script reception deadline	18:00 on 15th business day before insertion		

- ※ Concerning the insertion standard, please refer to the VOGUE.COM Advertising Regulation Guide.
- ※ Concerning the banner specifications, please refer to the VOGUE.COM Advertising Regulation Guide.
- ※ A creative review is conducted in advance.
- ※ For Double Skyscraper and MPU ads only, adjustments may be made in the case of products in competing categories. Please inquire for details.
- ※ Only the HOME page, the maximum number of serial advertisements is 3 (over 3 weeks).
- ※ When the system related troubles occurred, we will not guaranteed within 2 hours from the publish time, however will guaranteed after 2 hours and cover with another publish opportunities equivalent to those losses.

※ ----First view range (the range generally considered as the index)

# Large Capacity Menu

## 《Corner up to 2MB》



## 《Tower up to 2MB》



## 《Roadblock up to 2MB》



※ ----First view range (the range generally considered as the index)

### ■ Corner up to 2MB ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥1,300,000	80,000imps	2MB 2MB	728x90 pixel 300x600 pixel
Fashion	¥1,960,000	1,200,000imps		
Collection	¥850,000	480,000imps		
Beauty	¥500,000	166,000imps		
Life style	¥420,000	120,000imps		

### ■ Tower up to 2MB ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥1,300,000	80,000imps	2MB 2MB	300x600 pixel 300x250 pixel
Fashion	¥1,960,000	1,200,000imps		
Collection	¥850,000	480,000imps		
Beauty	¥500,000	166,000imps		
Life style	¥400,000	120,000imps		

### ■ Roadblock up to 2MB ■

Menu name	Insertion fee	Assumed impressions	Capacity	Size
HOME (TOP page)	¥1,650,000	120,000imps	2MB 2MB 2MB	728x90 pixel 300x600 pixel 300x250 pixel
Fashion	¥2,680,000	1,800,000imps		
Collection	¥1,120,000	720,000imps		
Beauty	¥650,000	249,000imps		
Life style	¥520,000	180,000imps		

### Set Menu Banner Details

Insertion screen	Each Category	Insertion format	Patch
File format	fla/gif/jpg	Loop	Available
Size	※Refer to each menu	Simultaneous ads	Only one ad at a time
Capacity	※Refer to each menu	Script replacement	Unavailable
Insertion period	1 week (Mon. 10:00 - next Mon. 09:59)		
Script reception deadline	18:00 on 15th business day before insertion		

- ※ Concerning the insertion standard, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ Concerning the banner specifications, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ A creative review is conducted in advance.
- ※ For Double Skyscraper and MPU ads only, adjustments may be made in the case of products in competing categories. Please inquire for details.
- ※ Only the HOME page, the maximum number of serial advertisements is 3 (over 3 weeks).
- ※ When the system related troubles occurred, we will not guaranteed within 2 hours from the publish time, however will guaranteed after 2 hours and cover with another publish opportunities equivalent to those losses.

# HOME (VOGUE.COM TOP Page) Expand Menu



Only the double skyscraper within the set expands.

## HOME Expand Menu

Menu name	Insertion place	Insertion fee	Assumed impressions
Tower Expand	( ii + iii )	¥1,200,000	80,000imps
Roadblock Expand	( i + ii + iii )	¥1,510,000	120,000imps

◆ MPU of Tower/Road block animation development are available up to 2MB  
**Normal price + ¥100,000**

## HOME Expand Menu Banner Details

Insertion place	Capacity	Size
Double Skyscraper (Ordinary Time)	50KB	300x600 pixel
Double Skyscraper (Expand Time)	220KB	983x350 pixel

※ The figures are for the case where the expand time size is at its largest extent shown on a 1024x768 display.

## Expandable Menu Banner Details

Insertion screen	Home	Insertion format	Patch
File format	fla/gif/jpg	Loop	Available
Size	※Refer to each menu	Simultaneous ads	Only one ad at a time
Capacity	※Refer to each menu	Script replacement	Unavailable
Insertion period	1 week (Mon. 10:00 - next Mon. 09:59)		
Script reception deadline	18:00 on 15th business day before insertion		

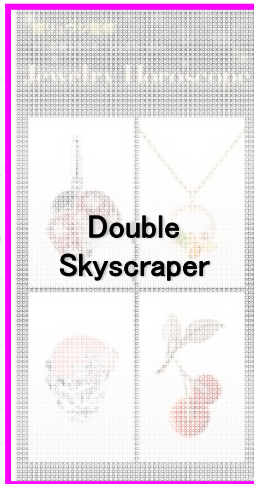
- ※ Concerning the HOME Page insertion standard, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ Concerning the banner specifications, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ A creative review is conducted in advance.
- ※ The maximum number of serial advertisements is 3 (over 3 weeks).
- ※ When the system related troubles occurred, we will not guaranteed within 2 hours from the publish time, however will guaranteed after 2 hours and cover with another publish opportunities equivalent to those losses.

※ ----First view range (the range generally considered as the index)



◆ VOGUE.COM's mail magazine is distributed twice each week on Tuesdays & Fridays to inform users of the site's latest contents.

HTML-based with easy-to-see visuals and packed with originality and seasoned contents, this magazine obtains extremely high opening and clicking rates.



### Mail Magazine Menu

Menu name	Insertion fee	Distributed copies	Capacity	Size
Double Skyscraper	¥300,000	Approx. 38,000 copies	70KB	300x600 pixel

### Mail Magazine Menu Banner Details

Insertion screen	VOGUE.COM mail magazine	Insertion format	Patch
File format	gif/jpg	Loop	Unavailable
Size	300x600 pixels	Simultaneous ads	Only one ad at a time
Capacity	70KB	Script replacement	Unavailable
Insertion days	Tuesday or Friday at around 11:00		
Script reception deadline	18:00 on 15th business day before insertion		

- ※ Concerning the insertion standard, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ Concerning the banner specifications, please refer to the *VOGUE.COM Advertising Regulation Guide*.
- ※ A creative review is conducted in advance.
- ※ Please note that the mail magazine design may be subject to change without notice.

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# Promotional Mail



This HTML-style promotional mail magazine is sent to VOGUE NIPPON readers as special information from VOGUE.COM. It can be used to appeal the advertiser's products and services effectively through a mixture of text and beautiful visuals.

We are developing promotional mail magazines for a wide range of purposes including:

- Event information and subscription
- Present campaign notification
- Shop opening notification

### Mail Magazine Menu

Menu name	Insertion fee	Distributed copies	size
Promotion Mail (EDM)	¥750,000	Approx. 38,000 copies	HTML 1page

Mail Magazine Menu Details			
Insertion screen	—	Insertion format	HTML 1 page
File format	※ Production is carried out by VOGUE.COM	Loop	—
Size		Simultaneous ads	—
Capacity		Script replacement	—
Insertion days	Monday, Wednesday or Thursday at around 11:00		
Detailed decisions	At least two month in advance		
	※ Limited to one client per week in principle, but we may dispatch for two clients in the same week.		

- ※ Please provide us with an orientation at least one month in advance.
- ※ Proofreading twice, please allow one day to return corrections.
- ※ Production will be carried out by VOGUE.COM.
- ※ Please prepare several images and text reference materials about the product.
- ※ Ad placement may not be possible depending on the advertiser's type of business.

# Menu List

Menu name	Category (insertion screen)	Size (W x H)	Capacity	Assumed impressions/week	Charge
① Leader Board	HOME (TOP Page)	728 × 90	30KB	40,000imps	¥450,000
	Fashion			300,000imps	¥500,000
	Collection			240,000imps	¥350,000
	Beauty			83,000imps	¥150,000
	Lifestyle			60,000imps	¥100,000
② Double Skyscraper	HOME (TOP Page)	300 × 600	70KB	40,000imps	¥750,000
	Fashion			300,000imps	¥600,000
	Collection			240,000imps	¥420,000
	Beauty			83,000imps	¥180,000
	Lifestyle			60,000imps	¥120,000
③ MPU	HOME (TOP Page)	300 × 250	40KB	40,000imps	¥450,000
	Fashion			300,000imps	¥500,000
	Collection			240,000imps	¥350,000
	Beauty			83,000imps	¥150,000
	Lifestyle			60,000imps	¥100,000
④ MPU Animation	HOME (TOP Page)	300 × 250	2MB	40,000imps	¥550,000
	Fashion			300,000imps	¥580,000
	Collection			240,000imps	¥400,000
	Beauty			83,000imps	¥200,000
	Lifestyle			60,000imps	¥125,000
Corner (①+②)	HOME (TOP Page)	728 × 90/300 × 600	30KB / 70KB	80,000imps	¥1,000,000
	Fashion			600,000imps	¥900,000
	Collection			480,000imps	¥650,000
	Beauty			166,000imps	¥280,000
	Lifestyle			120,000imps	¥180,000
Corner up to 2MB (①+②)	HOME (TOP Page)	728 × 90/300 × 600	2MB / 2MB	80,000imps	¥1,300,000
	Fashion			1200,000imps	¥1,960,000
	Collection			480,000imps	¥850,000
	Beauty			166,000imps	¥500,000
	Lifestyle			120,000imps	¥420,000

# Menu List

Menu name	Category (insertion screen)	Size (W x H)	Capacity	Assumed impressions/week	Charge
Tower (②+③)	HOME (TOP Page)	300 × 600/300 × 250	70KB/40KB	80,000imps	¥1,000,000
	Fashion			600,000imps	¥900,000
	Collection			480,000imps	¥650,000
	Beauty			166,000imps	¥280,000
	Lifestyle			120,000imps	¥180,000
Tower Plus (②+③)	HOME (TOP Page)	300 × 600/300 × 250	2MB/2MB	80,000imps	¥1,300,000
	Fashion			1,200,000imps	¥1,960,000
	Collection			480,000imps	¥850,000
	Beauty			166,000imps	¥500,000
	Lifestyle			120,000imps	¥400,000
Roadblock (①+②+③)	HOME (TOP Page)	728 × 90/300 × 600/300 × 250	30KB/70KB/40KB	120,000imps	¥1,260,000
	Fashion			900,000imps	¥1,200,000
	Collection			720,000imps	¥850,000
	Beauty			249,000imps	¥380,000
	Lifestyle			180,000imps	¥250,000
Roadblock Plus (①+②+③)	HOME (TOP Page)	728 × 90/300 × 600/300 × 250	2MB/2MB/2MB	120,000imps	¥1,650,000
	Fashion			1,800,000imps	¥2,680,000
	Collection			720,000imps	¥1,120,000
	Beauty			249,000imps	¥650,000
	Lifestyle			180,000imps	¥520,000
Tower Expand	HOME (TOP Page)	983 × 350 (300 × 600)/ 300 × 250	220KB (50KB)/40KB	80,000imps	¥1,200,000
Roadblock Expand		728 × 90/983 × 350 (300 × 600) /300 × 250	30KB/220KB (50KB)/ 40KB	120,000imps	¥1,510,000
TOP Jack (①+②+③+Background)		728 × 90 / 300 × 600/ 300 × 250	2MB/2MB/2MB	120,000imps	¥2,700,000
Mail Magazine Double Skyscraper	VOGUE.com mail magazine	300x600	70KB	Approx. 38,000 copies	¥300,000
Promotion Mail (EDM)	-	HTML 1page	-	Approx. 38,000 copies	¥750,000
Tie-up (custom solution) ※Menu for tie-ups will be prepared separately.	-	-	-	-	¥1,000,000 ¥1,200,000 ¥1,700,000 ¥2,500,000 ¥3,500,000~

# Concerning Insertion

✂ For further details, please refer to the VOGUE.COM Advertising Regulation Guide.

VOGUE.COM

## When Making Applications

- For details of the flow up to the point of insertion, please refer to the *VOGUE.COM 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.COM regulations.
- For advertising production, please be sure to refer to the *VOGUE.COM Advertising Regulation Guide*.
- While these ad specifications are correct as of July, 2009, size, capacity, etc. are subject to change.
- The Company may conduct surveys, etc., using the ad menus for the purpose of improving services to users and advertisers.
- Services are subject to temporary interruption due to system maintenance, etc.

## Advertisement Insertion Standards

VOGUE.COM 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.COM 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.
  - ✂ 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.

## Regulations Governing Use of Media Materials

- Please ensure that information provided by VOGUE.COM 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.COM Media Guide (July~September2009)* is limited to product explanations, introductions, planning document production, and sales promotion materials for advertisements appearing in VOGUE.COM. 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.COM 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.COM.
  - 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.COM and the image insertion company, (b) content that violates intellectual property rights, and (c) content falsifying the relationship between VOGUE.COM 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.COM can not accept any responsibility whatsoever.

## Concerning the Creative Preliminary Examination

Preliminary inspection objects:

- Creative items with no record of insertion in the Magazine or on the Web.

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⟩

Nagano or Koga at Web Sales, CondeNet.jp

23F Shibuya Cross Tower, 2-15-1 Shibuya, Shibuya-ku, Tokyo 150-0002

Email: [websales@condenast.jp](mailto:websales@condenast.jp) TEL: 03-5485-9150