



## Media Kit

WWDJAPAN MEDIA KIT  
January 1- March 31, 2024 ver.1.0

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# ABOUT WWD

WWDJAPAN's roots go back to 1910 when Women's Wear Daily (WWD), a fashion industry paper, was founded in the US. In Japan, INFAS Publications launched WWD Japan in 1979, and it was the only weekly fashion paper in the country at the time. Subsequently, INFAS launched WWD Beauty, which again was the only weekly beauty paper in Japan. Both papers were dubbed as the "must-read information source of the fashion and beauty industry", and our keen readers varied from top executives, designers, hair and make-up artists, buyers, shop staff, and editors. Today, our website WWDJAPAN.com attracts a broad range of fashionable trendsetters. WWDJAPAN, which comes out every Monday, is our opinion media for the fashion and beauty industry, while WWDJAPAN.com is a news site that aims to support and broaden the base of the industry. We have also launched Educations, a seminar business to offer class-room type lectures to learn various topics from experts in a friendly atmosphere, and Circle, an events business to create opportunities where our clients and readers can mingle and start conversations. Along with our social media and videos, our goal is to be the community hub of the fashion and beauty industry.

## Weekly

Advertisement menu ▶ P.6



Circulation : 35,000  
(Subscription 88%, Bookstore 12%)

First issue : 1979

Issued weekly on Mondays  
(48 issues/year)

Subscription fee:  
Annual 30,000 yen /Month 2,500 yen

## Digital

Advertisement menu ▶ P.8~



Monthly PV+CV : 44,000,000  
(PV : 27,000,000 + CV : 15,000,000)  
Monthly UU : 4,400,000

\*CV = Content view  
(Yahoo! · SmartNews, etc.)

Partners



## Social Media/Movie

Advertisement menu ▶ P.17~


 [@WWDJAPAN](https://www.facebook.com/WWDJAPAN)  
180,000 followers

 [@wwd\\_jp](https://www.instagram.com/wwd_jp)  
349,000 followers

 [@wwd\\_jp](https://twitter.com/wwd_jp)  
380,000 followers

 [WWDJAPAN](https://www.line.me/WWDJAPAN)  
284,000 followers

 [@wwd\\_jp](https://www.tiktok.com/@wwd_jp)  
396,000 followers

 [@WWDJAPANVIDEOS](https://www.youtube.com/WWDJAPANVIDEOS)  
48,000 subscribers

**Total reach : 6,000,000**

As of July 2023

## Educations&Circles

WWDJAPAN Circle



Hair & Make-up Trend Seminar



DX Seminar



# WWDJAPAN aims to brew your intellectual curiosity to fuel breakthroughs.

We want to cultivate the Japanese fashion & beauty industry's intellectual curiosity and support fostering their energy to take action stemming from that curiosity. That is what we are feeling right now.

With the three-year pandemic coming to an end, the domestic market is on its track to recovery. Inbound tourism is bouncing back in both fashion & beauty industries, and the next-gen affluent market is expanding in Japan. All in all, everyone's interest in new clothes, beauty products, and innovative services is growing - they want to discover "the new me". On the other hand, in this time of significant change, issues that cannot be solved with conventional business practices are increasing. If we look at the upstream/midstream of the industry, domestic production of clothes is becoming more difficult as fabric manufacturers and sewing plants are decreasing in Japan. Downstream companies are also having a hard time due to labor scarcity while they struggle to digitalize their whole business process, from distribution to communication with end consumers.

How can we solve these old problems, which have been left untouched, while we tackle the new issues that have arisen with the new era? The answer is easy - break existing barriers and leap to a new world. Which, of course, is easier said than done. This is why we settle for the status quo. Japanese companies are generally serious-minded for better or worse and are very cautious when trying something new. Because of this, many products and services lack the "breakthrough power" even though their top management yearns for breakthroughs.



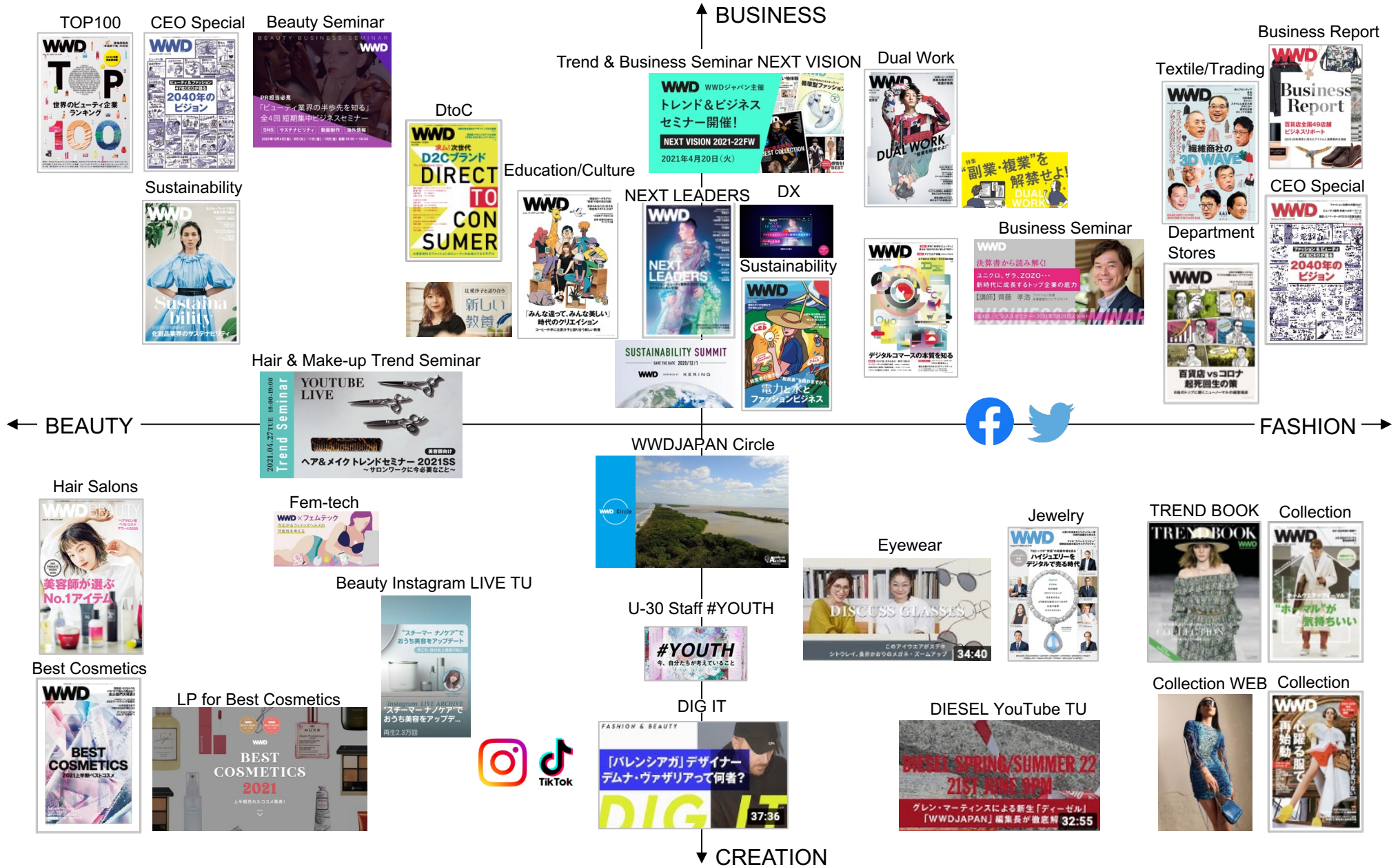
**Kaname Murakami**  
**Editor-in-Chief**  
**WWDJAPAN**

How can we create those breakthroughs that most top management longs for, like those strong overseas luxury brands? This question loops us back to the first paragraph - intellectual curiosity. In the last several years, WWDJAPAN has published special issues on new areas such as fashion law, metaverse, generative AI, and sustainability and achieved a certain level of success. We ventured into the world of social media and videos in addition to our weekly paper and website and established our seminar programs.

Looking back, all of these new departures started from one thing - our intellectual curiosity. What is this new thing? How can we solve this issue? How do we convey our thoughts to many users as possible? These questions brew our intellectual curiosity - we wanted to know more and try new ways to communicate. As a result, we started to carry new types of articles as mentioned above, created more special pieces for our paid members, started social media channels and videos, hosted seminars, and produced events with our clients. Needless to say, there were various hardships as we stepped out to do something new, but we overcame them thanks to our intellectual curiosity.

Changing the status quo, changing your mind or stance on how to do business which is more like a routine now, is quite difficult. We consider ourselves extremely lucky as we have many opportunities to meet interesting people and companies that stir our curiosity. Therefore, we thought, "Why not support other people to enhance their curiosity which will empower them to make a much-needed breakthroughs?" WWDJAPAN's rich resources, such as our weekly paper and website, social media, seminars, and events, will fuel and inspire your intellectual curiosity and will contribute to the further blossoming of the fashion & beauty industry. Let's spark up our intellectual curiosity together, shall we?

# Various Contents

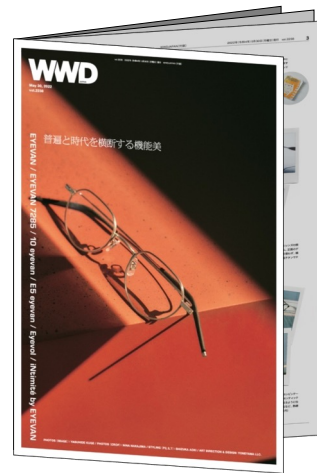




## Cover-on-Cover (4P)

Wrap your ad just like a book cover to our WWDJAPAN Weekly paper with beautifully created visuals. It's a highly popular ad menu that can express your brand story thoroughly.

Ex. [https://wwdjapan.meclib.jp/sales\\_WJ\\_200914\\_coc/book/](https://wwdjapan.meclib.jp/sales_WJ_200914_coc/book/)



## Original Booklet (4P-)

An accompanying ad booklet to our WWDJAPAN Weekly paper. You can customize everything to your liking; size, number of pages, and paper quality.

Ex. [https://wwdjapan.meclib.jp/sales\\_WJ\\_220530\\_everan/book/](https://wwdjapan.meclib.jp/sales_WJ_220530_everan/book/)



## Pure Advertisement

Visual materials provided by you will be carried on Cover 2 (inside of the front cover) and/or on the pages inside. Perfect to strengthen your branding.



## Tie-in Ads

Perfect to promote your product and services in depth as our editors will write the tie-in article just for you. The tie-in ad will be carried inside our Weekly paper.

| Space                       | Cover-on-Cover   | Booklet 4P  | Inside 2P   | Inside 1P  | Inside 1/2P  | Cover 2        |
|-----------------------------|--|---|---|--|--|----------------|
| No. of pages                | 4C 4P  | 4C 4P   | 4C 2P   | 4C 1P  | 4C 1/2P  | 4C 1P          |
| Ad size (Length x Width/mm) | Cover 1/Cover 4: 408x276<br>Heading: 408 x 552         | Format B:<br>Cover 1/Cover 4: 390x257<br>Heading: 390 x 530<br>*Can be printed on the inner (binding) margin as well. | 375 x 518   | 375 x 238  | 184 x 238  | 375 x 238      |
| Pure Ad Fee                 | ¥4,800,000 (G)   | ¥4,000,000 (G)  | ¥2,000,000 (G)  | ¥1,000,000 (G)   | ¥700,000 (G)   | ¥1,200,000 (G) |
| Tie-in Fee                  | Placement: ¥4,800,000 (G)<br>Production: ¥300,000~ (N) | Placement: ¥4,000,000 (G)<br>Production: ¥300,000~ (N)  | Placement: ¥2,000,000 (G)<br>Production: ¥300,000~ (N)      | Placement: ¥1,000,000 (G)<br>Production: ¥300,000~ (N) | Placement: ¥700,000 (G)<br>Production: ¥300,000~ (N) | -              |
| Paper type                  | Tabloid/Offset<br>Paper: New Mat F (FSC certified)     | Tabloid/Offset<br>Paper: White Kohaku-light (FSC certified)   | Tabloid/Offset<br>Paper: White Kohaku-light (FSC certified) |  |  |                |

\*Kindly consult in advance for article-type ads as it has restrictions on content and design.

\*Page to carry the ad can not be specified.

\*Please note that we may have to decline the ad in case it is considered inappropriate. WWDJAPAN shall not be deemed responsible for issues such as defamation, breach of privacy, breach of copyright related to the content of the ad.

\*Cover-on-Cover ads will be applied to copies sent to subscribers (it will not be on issues sold generally).

\*Please note that all tie-ins and pure ads placed on our Weekly paper will be posted on our website as well. If you do not want it to be reposted, kindly let us know when ordering your ad. Currently, we do not plan to create a link from the reposted ad.

### Option: Online BOOK

Ad placement: ¥1,800,000(G) Production: ¥200,000(N)

\*Cover-on-cover or Booklet (4P and above)

Example: Tiffany & Co.

[https://wwdjapan.meclib.jp/sales\\_WJ\\_200914\\_coc/book/](https://wwdjapan.meclib.jp/sales_WJ_200914_coc/book/)

Prompt user actions by interactive elements such as movies and external links, which are features you can only get by online ads.

[Usage Examples]

- Send to clients via mail magazine
- Display at stores on iPad



### Options: Reprint, Offprint

Reprints or your cover-on-cover/booklets and offprints of your tie-ins can be utilized in many ways.

[Usage Examples]

Give out at stores/events, DM it to your clients, include it in EC packages, utilize as sales pitch materials

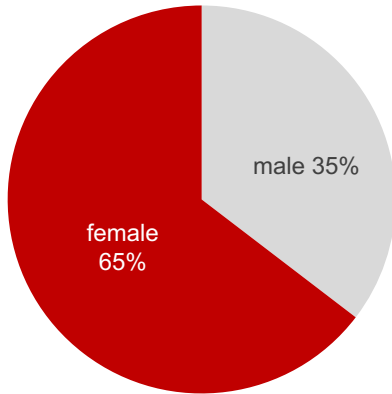
\*Consult us for usage fees.



### Pure ads: Data submission regulations (Updated regularly)

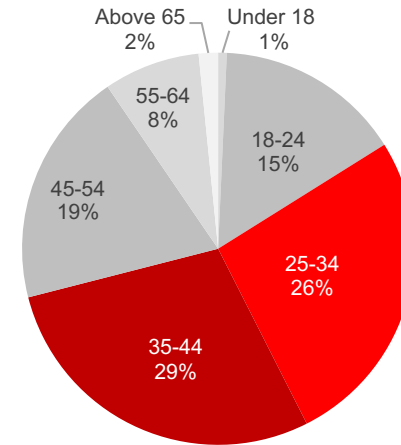
[https://ac.ebis.ne.jp/tr\\_set.php?argument=OmMW8Pal\\_&ai=a645da17b1a20d](https://ac.ebis.ne.jp/tr_set.php?argument=OmMW8Pal_&ai=a645da17b1a20d)

Gender



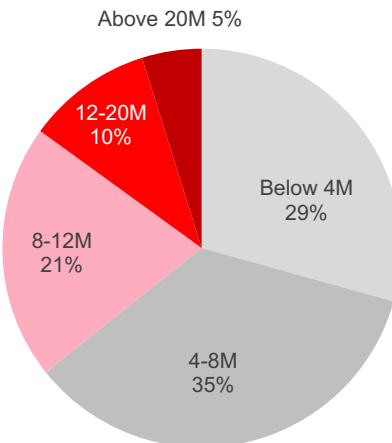
65% are female users

Age



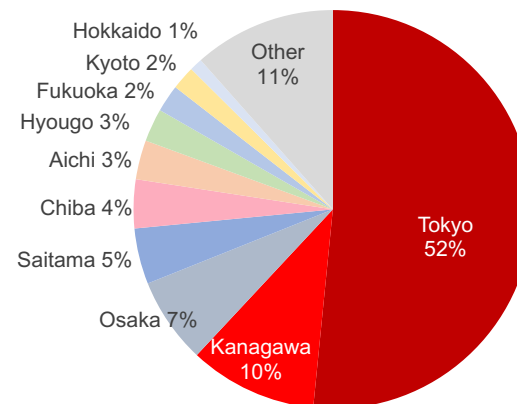
55% of our users are 25 to 44 years old

Household income



36% users earn more than 8 mn yen.

Place of residence (prefecture)



Kanto Region 71% (East Japan)  
Kansai Region 12% (West Japan)

As of July 2021, in-house survey.

## 【OG image】

An Open Graph used within the website as thumbnail and SNS posts.



Facebook

## 【Eye catch image】

Square thumbnail Image for articles.



## 【FEATURE banner】



## Example : ISSEY MIYAKE

<https://www.wwdjapan.com/articles/1508470>



The article will be made based on the information provided from press release or an interview. We will invite users by posting the article twice in our social media accounts, once on Facebook and once on Twitter, that has 545,000 followers in total. [https://www.wwdjapan.com/ad\\_class\\_tag/paid-publishing](https://www.wwdjapan.com/ad_class_tag/paid-publishing)



Case Studies

|                          |  |
|--------------------------|--|
| Price                    | ¥ 800,000 (G)<br>*An additional fee for interviews or shootings will be charged for ¥200,000.  |
| Assumed PV (4 weeks)     | 3,000~4,500  |
| Ad duration              | Semi-permanent.  |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included).   |
| Banners and in-feed ad   | See page 16. FEATURE banner and PR STORIES for 2 weeks.<br>All ads will be on rotation.  |
| Number of placements     | 4 frames / day   |
| Image size (recommended) | <p>【Ad space】 W1200px × H630px (For OG image etc.),<br/>W1200px × H1200px (For eye catch image etc.),<br/>W600px × H500px (For FEATURE banner)<br/>W1200px × H800px (For Main image in the article)</p> <p>*Images for ad spaces will be created by WWDJAPAN using materials provided by the client.<br/>*YouTube videos may be embedded at the top of the page.</p>   |
| Number of images         | Up to 10 gallery images  |
| Format                   | JPEG, GIF, PNG (no animations)   |
| Capacity                 | Less than 600 KB   |
| Number of external links | 1 destination  |
| Number of characters     | Approximately 28 characters for the title, Up to three lines of summary of the article (each line for 15 characters), About 800 characters for the body.   |
| Submission Deadline      | 12 business days before the publishing date.   |
| Report                   | A report will be created for PV, numbers of clicks and Unique Users<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 5 business days after the calculation period.  |
| Other                    | <p>*It will be noted as a PR article.<br/>*For the contact information, you can include either your company name, phone number (for SP), social media account, or an inquiry form. Clickable links available.<br/>*Proofreading: We offer fact checking for once if requested.<br/>*SNS advertisement posts are available on Facebook, Instagram, or Twitter. (excluding videos and ads made in carousel format)<br/>*Either OG or Eye catch image can be used for our SNS advertisement post.</p> |



Example : L'OREAL PROFESSIONNEL

<https://www.wwdjapan.com/articles/1242334>

Main image



One block consists of  
 • Title  
 • Images  
 • Text  
 Up to 4 blocks can be displayed (not including the top image)

One page can have 2 photo galleries out of 4 blocks, and each gallery can contain images up to 10.

The tie-in article will be fixed into the template from WWDJAPAN Digital. It allows a short-term publication with a simple design similar to news articles. [https://www.wwdjapan.com/ad\\_class\\_tag/silver](https://www.wwdjapan.com/ad_class_tag/silver)



Case Studies

|                          |  |
|--------------------------|--|
| Price                    | Publishing: ¥1,600,000(G) Production: From ¥300,000~ (N)<br>*Production fees are variable, please contact us for specific details.   |
| Assumed PV (4 weeks)     | 7,000~10,000   |
| Ad duration              | Semi-permanent.  |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .  |
| Banners and in-feed ad   | See page 16. FEATURE banner and PR STORIES for 4 weeks. All ads will be on rotation.   |
| Number of placements     | 4 frames / day   |
| Format                   | See client example   |
| Number of external links | 1 destination  |
| Image size (recommended) | <p>【Ad space】W1200px × H630px(For OG image etc.)、<br/>                     W1200px × H1200px(For eye catch image etc.)、<br/>                     W600px × H500px(For FEATURE banner)</p> <p>【Tie-in article】W1200px × H700px(TOP image)、<br/>                     W800px × H1200px or W1200px × H800px etc. (Gallery image)</p> <p>*A youtube video can also be inserted.<br/>                     *Images for ad spaces/tie-in articles will be created by WWDJAPAN using materials provided by the client. *We recommend using the same size for all images in the gallery.</p>  |
| Capacity                 | Less than 600 KB   |
| Application Deadline     | 25 business days before the publishing date.<br>*The exact deadline varies by contents.  |
| Report                   | A report will be created for PV, numbers of clicks, Unique Users, Rate of users finished reading, and Comments based on analysis<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 5 business days after the calculation period.   |
| Other                    | <p>*It will be noted as a PR article.<br/>                     *Proofreading: We offer fact checking if requested.<br/>                     *For the contact information, you can include either your company name, phone number (for SP), social media account, or an inquiry form. Clickable links available.<br/>                     *The production fee mentioned above is estimated based on the usage of materials prepared for paper publication by us or any provided contents. Please note that we will create a separate estimation in case we need to arrange a separate shooting or interviews.<br/>                     *Inserting an external link is unavailable.<br/>                     *System requirements are listed here: <a href="https://www.wwdjapan.com/browser">https://www.wwdjapan.com/browser</a></p> |

Example : GUCCI

<https://www.wwdjapan.com/articles/1202823>

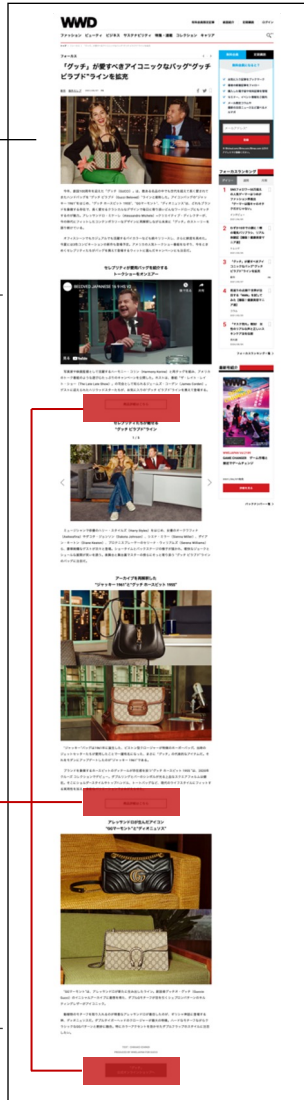
Main image

One block consists of

- Title
- Images
- Text

Up to 4 blocks can be displayed (not including the top image)

3 links



One page can have 2 photo galleries out of 4 blocks, and each gallery can contain images up to 15.

The format is based on the silver plan, however, this plan additionally allows to list 3 external links, and a photo gallery up to 15 images. Tags can also be listed.

[https://www.wwdjapan.com/ad\\_class\\_tag/silver-plus](https://www.wwdjapan.com/ad_class_tag/silver-plus)



Case Studies

|                          |   |
|--------------------------|---|
| Price                    | Publishing: ¥3,000,000(G) Production: From ¥300,000~ (N)<br>*Production fees are variable, please contact us for specific details.  |
| Assumed PV (4 weeks)     | 8,000~12,000  |
| Ad duration              | Semi-permanent.   |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .   |
| Banners and in-feed ad   | See page 16. FEATURE banner and PR STORIES for 4 weeks.<br>All ads will be on rotation.   |
| Number of placements     | 4 frames / day  |
| Format                   | See example   |
| Number of external links | 3 destination   |
| Image size (recommended) | <b>【Ad space】</b> W1200px × H630px(For OG image etc.)、W1200px × H1200px(For eye catch image etc.)、W600px × H500px(For FEATURE banner)<br><b>【Tie-in article】</b> W1200px × H700px(TOP image)、W800px × H1200px or W1200px × H800px etc. (Gallery image)<br>*A Youtube video can also be inserted.<br>*Images for ad spaces/tie-in articles will be created by WWDJAPAN using materials provided by the client. *We recommend using the same size for all images in the gallery.  |
| Capacity                 | Less than 600 KB  |
| Application Deadline     | 25 business days before the publishing date.<br>*The exact deadline varies by contents.   |
| Report                   | A report will be created for PV, numbers of clicks, Unique Users, Rate of users finished reading, and Comments based on analysis<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 5 business days after the calculation period.  |
| Other                    | *It will be noted as a PR article.<br>*Proofreading: We offer fact checking if requested.<br>*For the contact information, you can include either your company name, phone number (for SP), social media account, or an inquiry form. Clickable links available.<br>*Inserting an external link is available.<br>*The production fee mentioned above is estimated based on the usage of materials prepared for paper publication by us or any provided contents. Please note that we will create a separate estimation in case we need to arrange a separate shooting or interviews.<br>*System requirements are listed here: <a href="https://www.wwdjapan.com/browser">https://www.wwdjapan.com/browser</a> |

## Example : VANS

<https://www.wwdjapan.com/s/1284010>

Main image  
-Title  
-Lead text

Image:1  
Lead text

Module area  
3 contents available  
- Images, lead text  
- Video  
- Product catalog

Product catalog: Choose from gallery or square panel format  
-Product image, item name, lead text, link  
\*Gallery: Up to 8-12 images  
\*Images are to be provided by the client. An additional fee will be charged in case we need to arrange a shooting

INFORMATION  
-Image, title, lead text, link

### Square Panel

OR



Based on the purpose, content, target of the ad, you can combine modules as you like in this plan. We recommend this plan if you want to lead the users to your EC site, further improve brand awareness and understanding of your services.

[https://www.wwdjapan.com/ad\\_class\\_tag/module](https://www.wwdjapan.com/ad_class_tag/module)



Case Studies

|                          |   |
|--------------------------|---|
| Price                    | Publishing: ¥3,200,000(G) Production: From ¥800,000~ (N)  |
| Ad duration              | Semi-permanent.   |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .   |
| Banners and in-feed ads  | See page 16. FEATURE banner and PR STORIES for 4 weeks.<br>All ads will be on rotation.   |
| Number of placements     | 4 frames / day  |
| Format                   | See example   |
| Number of external links | Product catalog images (8-12), official site (1)  |
| Application Deadline     | 30 business days before the publishing date.<br>*The exact deadline varies by contents.   |
| Report                   | A report will be created for PV, numbers of clicks, Unique Users, Rate of users finished reading, and Comments based on analysis<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 10 business days after the calculation period.   |
| Other                    | <p>*It will be noted as a PR article.</p> <p>*The production fee mentioned above only includes design and coding fee for one page and is estimated based on the condition that images/materials are provided by the client, or the images/materials prepared by us for the tie-in ad are used. Please note that we will create a separate estimation in case we need to arrange a separate shooting or interviews.</p> <p>*Design: Colors can be changed.</p> <p>*Additional links in the module area: ¥ 100,000(G) per link.</p> <p>*Up to 8-12 product images can be contained in the gallery.</p> <p>*For the contact information, you can include either your company name, phone number (for SP), social media account, or an inquiry form. Clickable links available.</p> <p>*Tags available. Needs to be tested in advance except for DCM.</p> <p>*System requirements are listed here: <a href="https://www.wwdjapan.com/browser">https://www.wwdjapan.com/browser</a>.</p> |

Example : ANNA SUI

<https://www.wwdjapan.com/s/1228372>



Example : POLO RALPH LAUREN

<https://www.wwdjapan.com/s/1211990>



One page can have photo galleries up to 2, and each gallery can contain maximum 20 images.

Originally designed advertisement by WWDJAPAN Digital.

\*A single page

[https://www.wwdjapan.com/ad\\_class\\_tag/gold](https://www.wwdjapan.com/ad_class_tag/gold)



Case Studies

|                          |  |
|--------------------------|--|
| Price                    | Publishing: ¥4,500,000(G) Production: From ¥1,500,000~ (N)<br>*Production fees are variable, please contact us for specific details.   |
| Assumed PV (4 weeks)     | 25,000~30,000  |
| Ad duration              | Semi-permanent.  |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .  |
| Banners and in-feed ads  | See page 16. FEATURE banner and PR STORIES for 4 weeks.<br>All ads will be on rotation.  |
| Number of placements     | 4 frames / day   |
| Number of external links | 3 per one page   |
| Application Deadline     | 2.5 months before the publishing date.<br>*The exact deadline varies by contents.  |
| Report                   | A report will be created for PV, numbers of clicks, Unique Users, Rate of users finished reading, and Comments based on analysis<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 10 business days after the calculation period.  |
| Other                    | *It will be noted as a PR article.<br>*The price listed above includes design and coding fee for one page. More pages can be added by ¥1.5 million per page. Please consult us for more details.<br>*Tags can be added with additional fee. Please contact us for further information.<br>*System requirements are listed here:<br><a href="https://www.wwdjapan.com/browser">https://www.wwdjapan.com/browser</a> |

### Example : Tiffany

<https://www.wwdjapan.com/s/1239513>



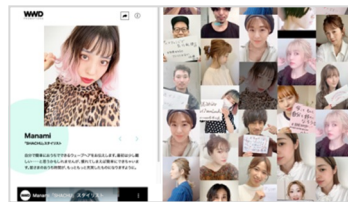
### Example : Tiffany

<https://www.wwdjapan.com/s/1144899>



### Example : PANTENE

<https://www.wwdjapan.com/s/1076732/?i=39>



### Example : PIAGET

<https://www.wwdjapan.com/s/827366>



### Example : SHISEIDO

<https://www.wwdjapan.com/s/885187>



Multi-page layout and page development with gimmicks are available.

We will present an advertisement plan customized in accordance with KPI incorporating features such as product introduction, video production, booking celebrities, artists, models, influencers and fashion shooting.

[https://www.wwdjapan.com/ad\\_class\\_tag/platinum](https://www.wwdjapan.com/ad_class_tag/platinum)



Case Studies

|                          |  |
|--------------------------|--|
| Price                    | Publishing: ¥8,000,000(G) Production: From ¥2,000,000 (N)<br>*Production fees are variable, please contact us for specific details.  |
| Assumed PV (4 weeks)     | 40,000~50,000  |
| Ad duration              | Semi-permanent.  |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .  |
| Banners and in-feed ad   | See page 16. FEATURE banner and PR STORIES for 4 weeks.<br>All ads will be on rotation.  |
| Number of placements     | 4 frames / day   |
| Number of external links | Unlimited (depending on the format)  |
| Application Deadline     | Up to 3 months before the publishing date.<br>*The exact deadline varies by contents.  |
| Report:                  | A report can be customized<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 10 business days after the calculation period.  |
| Other                    | *It will be noted as a PR article.<br>The price listed above includes design and coding fee for one page.<br>More pages can be added by ¥2 million per page. Please consult us for more details.<br>*Tags can be added with additional fee. Please contact us for further information.<br>*System requirements are listed here:<br><a href="https://www.wwdjapan.com/browser">https://www.wwdjapan.com/browser</a> |

## Example : LOUIS VUITTON

<https://www.wwdjapan.com/articles/1524870>

### Career column articles



We will also list the ad article on career column articles which marks high rate in the user stay time.

※Application Banner appears upon scrolling.

The article will be made based on list of requirements provided by the company. We will invite users by posting the article twice in our social media accounts, once on Facebook and once on Twitter, that has 545,000 followers in total.

[https://www.wwdjapan.com/ad\\_class\\_tag/recruit](https://www.wwdjapan.com/ad_class_tag/recruit)



Case Studies

|                          |   |
|--------------------------|---|
| Price                    | ¥ 500,000 (G)   |
| Ad duration              | Semi-permanent.   |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .   |
| Banners and in-feed ad   | See page 16. FEATURE banner and PR STORIES for 2 weeks. All ads will be on rotation.  |
| Number of placements     | 4 frames / day  |
| Image size (recommended) | <p>【Ad space】W1200px × H630px(For OG image etc.)、<br/>W1200px × H1200px(For eye catch image etc.)、<br/>W600px × H500px(For FEATURE banner)<br/>W1200px × H800px(For Main image in the article)</p> <p>*Images for ad spaces will be created by WWDJAPAN using materials provided by the client.</p>   |
| Number of images         | Up to 10 gallery images   |
| Format                   | JPEG, GIF, PNG (no animations)  |
| Capacity                 | Less than 600 KB  |
| Number of external links | 1 destination   |
| List of Contents         | An introduction (approximately 200 characters), job type, recruitment conditions, work location, employment status, work hours, holidays, salary, deadline of the offer, etc.   |
| Submission Deadline      | Materials must be submitted 12 business days before the publishing date.  |
| Report                   | <p>No report will be submitted.<br/>*A report will be made only with external submission</p>  |
| Other                    | <p>*Conditions for the job offer must be entered in our original format.<br/>*Articles will be created according to the application guidelines.<br/>*It will be noted as a PR article.<br/>*Proofreading: We offer fact checking for once if requested.<br/>*SNS advertisement posts are available on Facebook, Instagram, or Twitter. (excluding videos and ads made in carousel format)<br/>*Either OG or Eye catch image can be used for our SNS advertisement post.</p> |

Example : CADILLAC

<https://www.wwdjapan.com/articles/988942>



Main image Up to 1

Place a gallery in ② or ③.  
Maximum of 10 images can be stores in the gallery.

Insert a YouTube video in ② or ③.

External Link 1

9 to 30 SNAP (whole body cut) can be posted. Click to enlarge the snapshot in a pop-up.



The advertisement will be made into our popular snapshot contents. It can post images to Instagram for event reports, product recommendation, and visitor snapshots.

[https://www.wwdjapan.com/ad\\_class\\_tag/snap](https://www.wwdjapan.com/ad_class_tag/snap)



Case Studies

|                          |  |
|--------------------------|--|
| Price                    | Publishing: ¥1,600,000(G) Production: From ¥300,000 (N)<br>*Production fees are variable, please contact us for specific details.  |
| Assumed PV (4 weeks)     | 7,000~10,000   |
| Ad duration              | Semi-permanent.  |
| Starting date            | Weekdays during business hours (Weekends and holidays are not included) .  |
| Banners and in-feed ad   | See page 16. FEATURE banner and PR STORIES for 4 weeks.<br>All ads will be on rotation.  |
| Number of placements     | 4 frames / day   |
| Format                   | Refer to client example  |
| Number of external links | 1 destination  |
| Image size (recommended) | <b>[Ad space]</b> W1200px × H630px(For OG image etc.), W1200px × H1200px(For eye catch image etc.)、W600px × H500px(For FEATURE banner)<br><b>[Tie-in article]</b> W1200px × H700px(TOP image)、W800px × H1200px or W1200px × H800px etc. (Gallery image)<br>*Images for ad spaces/tie-in articles will be created by WWDJAPAN using materials provided by the client. *We recommend using the same size for all images in the gallery.  |
| Application Deadline     | 2 months before the publishing date.<br>*The exact deadline varies by contents.  |
| Report                   | A report will be created for PV, numbers of clicks, Unique Users, Rate of users finished reading, and Comments based on analysis<br>*It will be calculated for 4 weeks after the date of publish.<br>It will be submitted within 5 business days after the calculation period  |
| Other                    | *It will be noted as a PR article.<br>*Proofreading: We offer fact checking if requested.<br>*For the contact information, you can include either your company name, phone number (for SP), social media account, or an inquiry form. Clickable links available.<br>*The production fee mentioned above is estimated based on the usage of materials prepared for paper publication by us or any provided contents. Please note that we will create a separate estimation in case we need to arrange a separate shooting or interviews.<br>*We will provide a separate quotation in case you need us to invite influencers to the event.<br>*YouTube videos can be embedded.<br>*Inserting an external link is unavailable.<br>*System requirements are listed here: <a href="https://www.wwdjapan.com/browser">https://www.wwdjapan.com/browser</a> |

## How to lead users to company ads within the website

### <Desktop>

Users will be guided to the ad article by banners and in-feed ad spaces, which are highlighted in red, on our desktop website. A featured banner will be placed in every 10 articles. In addition, we have created new ad spaces, four PR STORIES spaces for Silver Plans, and four PR NEWS spaces for paid ads and job offering ads.

### <Mobile>

A featured banner will be placed in every five articles on our mobile site. A PR STORIES Ad will be posted for 15 articles for Silver Plan and so on, and PR NEWS Ads will be posted for 25 articles.

## Official Social Media

We will invite users to the article through our social media accounts that has approx. 560,000 followers



380,000 followers

180,000 followers

As of July 2023

- \*It will be noted as a PR article.
- \*The time to post the article cannot be specified.
- \*See page 28-32 for additional ad spaces. (quotation provided upon request).
- \*See page 17-24 for other options for ads using our social media and/or external websites.

Sequential boost posts on social media

Initial ad post on WWDJAPAN Digital: Lead-in ad spaces (see left for details), and it will also be in the "New Articles" list.

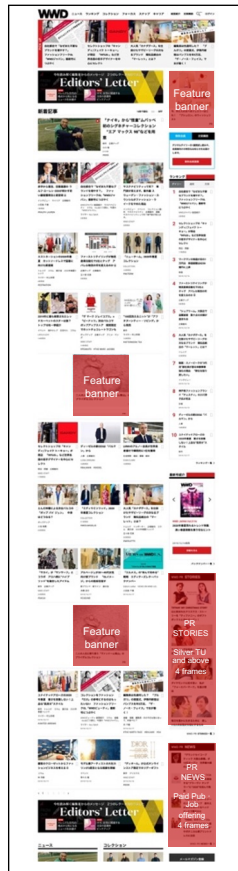
SNS: Facebook x 1, Twitter x 1

Second post and onwards

On WWDJAPAN Digital: Lead-in ad spaces (see left for details). One page of the article will be displayed in the "New Articles" when updated.

SNS: Twitter x 1

[TOP · Each category]



[Article]



[TOP · News etc]



\*Featured banners are displayed in every 10 articles. Our PR STORIES and PR NEWS space are displayed in the right column and carries 4 ads respectively.

\* Our PR STORIES and PR NEWS space are displayed in the right column.

\*A PR STORIES ad will be posted under 5 and 15 articles, and a PR NEWS ad under 25 articles.

\*Please note that the space to insert ads indicated above may change.



# Tie-in Option : Ad Post to SNS

Weekly






Digital TU

**Boost / SNS**

LIVE

Digital AD

Further extend your reach by posting ads to WWDJAPAN's official SNS accounts.

| Platform   | Menu                             | Details   | Number of clicks (leads) | Segmentation  | Starting Price (Production cost included) |
|--|----------------------------------|---|--------------------------|---|---|
| <br>Facebook & Instagram AD | Image, Video Advertisements etc. | Lead users to your tie-in ad on WWDJAPAN Digital<br>*We will plan/provide content to suit your needs. | 3,600~6,800 Clicks       | Ads can be targeted by age, gender, and keywords (or other factors) | ¥ 500,000~ (G)                            |
| <br>Facebook AD             | Image, Video Advertisements etc. | Lead users to your tie-in ad on WWDJAPAN Digital<br>*We will plan/provide content to suit your needs. | 3,100~5,900 Clicks       | Ads can be targeted by age, gender, and keywords (or other factors) | ¥ 500,000~ (G)                            |
| <br>Twitter AD              | Promo Tweets                     | Lead users to your tie-in ad on WWDJAPAN Digital<br>*We will plan/provide content to suit your needs. | 2,200~4,200 Clicks       | Ads can be targeted by age, gender, and keywords (or other factors) | ¥ 500,000~ (G)                            |
| <br>Instagram AD            | Image, Video Advertisements etc. | Lead users to your tie-in ad on WWDJAPAN Digital<br>*We will plan/provide content to suit your needs. | 3,400~6,500 Clicks       | Ads can be targeted by age, gender, and keywords (or other factors) | ¥ 500,000~ (G)                            |
| <br>TikTok AD               | Image, Video Advertisements etc. | Lead users to your tie-in ad on WWDJAPAN Digital<br>*We will plan/provide content to suit your needs. | 2,200~4,200 Clicks       | Ads can be targeted by age, gender, and keywords (or other factors) | ¥ 500,000~ (G)                            |

\*Above are options for tie-in ads.

\*For paid publicities and employment ads, feed ads (not including videos and carousels) of either Facebook, Instagram, Twitter can be selected for additional external ads.

\*For paid publicities and employment ads, either OG or Eye catch image can be used for our SNS advertisement post.

\*Expected number of clicks are not provided for paid publicities and employment ads.

\*Our running/production fee (percentage of the total fee) may change if requested amount of ad post to SNS exceeds the tie-in advertising amount.

\*Fee breakdown: Agency/rep margin 20% (15% for agency only), operation/production fee of WWDJAPAN Digital 20%, and the rest is the ad placement fee. Please note that digital operation/production fee of WWDJAPAN will be 30% if the SNS ad fee exceeds the tie-in ad fee.

\*Number of clicks (leads) above are for ¥300,000 ad placement fee (not including agency/rep margin and operation/production fee).

\*Delivery start day may be delayed due to screening by the media.

\*Report will include Imp, CTR, number of clicks, CPC, and balance (amount used).

\*Capturing (recording) of the ad will not be provided.

# Tie-in Option : Additional Ad Space Options

Weekly







Digital TU

Boost / SNS

LIVE

Digital AD

Further extend your reach by running ads on external media via WWDJAPAN Digital's accounts.

| Platform  | Menu                           | Details  | Details             | Starting Price<br>(Production cost included) |
|---|--------------------------------|--|---------------------|--|
|    | LINE Ads Platform              | Distribute your ads on LINE, a platform with 81 million monthly users. You can reach to users that are difficult to reach on other platforms through their programmatic advertising.                                       | 5,400 ~ Click       | ¥ 600,000 ~ (G)                              |
|    | Standard Native for publishers | Based on their text analysis and matching technology by categories, interested (in-context) users will be directed to your tie-ins and featured contents.  | 10,800 ~ Click      | ¥ 600,000 ~ (G)                              |
|    | Basic Distribution             | Using their unique algorithm, personalized content for each user will be recommended based on their interest. You can gain a high number of clicks efficiently.  | 12,500,000 Imp      | ¥1,000,000 ~ (G)<br>※Max, 3 images 4 titles  |
|    | Targeted DSP Distribution      | A demand side platform for targeted ad delivery. By utilizing more than 10 million business data, they will target your ad to corporates and decision makers. Perfect to increase visibility of B2B products and services. | 1,650 ~ 3,300 Click | ¥ 600,000 ~ (G)                              |
|    | LINE Ads Platform              | Distribute your ads on LINE, a platform with 81 million monthly users. You can reach to users that are difficult to reach on other platforms through their programmatic advertising.                                       | 5,400 ~ Click       | ¥ 600,000 ~ (G)                              |
|  | Standard Native for publishers | Based on their text analysis and matching technology by categories, interested (in-context) users will be directed to your tie-ins and featured contents.  | 10,800 ~ Click      | ¥ 600,000 ~ (G)                              |

\*The above options are for Platinum, Gold, Silver, Silver Plus, Snap, Comments plan and the digital version (paid publicities and employment ads are only applicable for SNS ads, P.17).

\*Please note that ads will be reviewed by each media in advance.

\*Manuscript will be created by WWDJAPAN Digital .

\*Agency/rep margin by WWD is 20% (15% for agency only). Our running/production fee is 25% and the balance will be the ad amount. Digital operation/production fee of WWDJAPAN will be 35% if the cost for directing to external media exceeds the tie-in ad fee.

\*Please note that the expected exposure/number of clicks are estimated numbers and will vary depending on the product and/or content.

\*Delivery start day may be delayed due to screening by the media.

\*Capturing (recording) of the ad will not be provided.

# Tie-in Option: LINE DIGEST Spot

Weekly


Digital TU

**Boost / SNS**

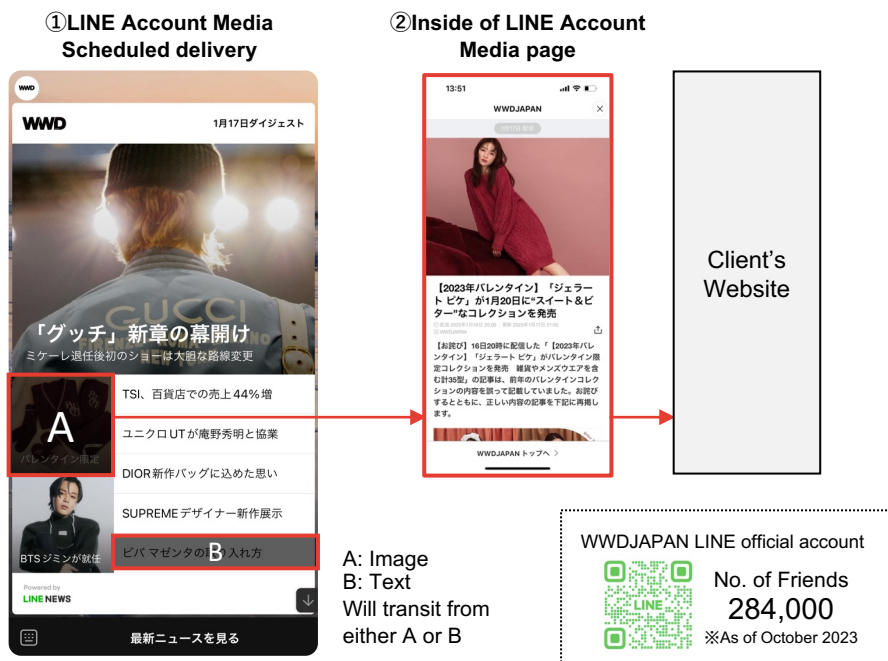
LIVE

Digital AD

Your ad will be delivered on WWDJAPAN's official LINE account.

| Menu  | Details  | Number of "Friends"            | Ad fee (Production included) |
|---|--|--------------------------------|------------------------------|
|  | <b>LINE DIGEST Spot for Account Media</b><br>Digest version of your article will be delivered on WWDJAPAN, a LINE Account media. Our original content with your ads will be delivered directly to our "friends (followers)". | 284,000<br>※As of October 2023 | ¥ 500,000 (G)                |

|                  |   |
|------------------|---|
| Fee              | ¥ 500,000 (G) (Production fee included)   |
| Delivery date    | Weekday, 20:36-   |
| No. of Ad frames | One company per delivery (A or B)   |
| Content          | Repost of tie-ins   |
| Expected PV      | 3,000-5,000PV   |
| Details          | Scheduled Delivery<br>A: Text (16 letters/8 2-byte letters) + 1 image (W640px × H640px, JPEG/PNG, up to 10MB) *Do not include text and logos.<br>B: Text (24 letters/12 2-byte letters)<br><br>Inside of LINE Account Media Page<br>Title: Up to 27 letters, main image (W640px × H480px, JPEG/PNG, up to 10MB)<br>Text: Recommended word count: 500, image (more than one): up to W1280px × H640px, JPEG/PNG, up to 10MB<br>Link URL: 1 *Values cannot be measured for shortened URLs. |
| Replacement      | Not available   |
| Deadline         | 30 business days prior to ad star date<br>*Reviewing period (5 business days) not included.   |
| Report           | Number of PVs of the article inside of LINE Account media page, number of transitions to the designated URL   |



\* This option is available for Platinum, Gold, Module, Silver, Silver Plus, and Snap ads (Kindly note that only SNS ads (P. 17) is available for Paid publicities and job ads).

\* Ads will be created by WWDJAPAN.

\* Agency/representative margin is 20% (15% for Agency only).

\* Please note that exposure volume/number of clicks stated above are a rough estimate. It may differ largely depending on your product and content.

\* Please note that ads which have passed the review will be delivered.

\* Delivery start date may be delayed due to ad reviewing process.

\* Word-of-mouth and personal feedback on efficacy/effects of quasi-drugs, medical devices, cosmetics, etc. must not be included in the image/text of your ad. Expressions allowed in tie-in ads may be rejected based on LINE's judgement.

\* As a general rule, link destination from articles in LINE Account media is not included in LINE's review. However, we may consult you if the destination site's content is against public policy.

\* Other rules conform to LINE Account media's regulations.

Run your WWDJAPAN Digital tie-in articles and videos on Tokyo Prime in taxis to appeal to the business elites working in the city center.

## TOKYO PRIME



### still image + text



- 1 image
- Title
- Text
- URL

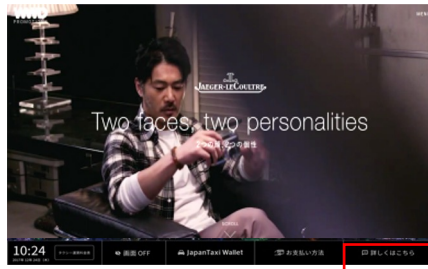
Details displayed when clicked



Leads to the tie-in page on WWD JAPAN.com via QR code.

\*It will be marked as PROMOTION.  
\*Media logo + brand name required.

### Video



- Main video
- URL

Details displayed when clicked



Leads to the tie-in page of WWD JAPAN.com via QR code.

\*It will be marked as PROMOTION.  
\*Media logo + brand name required.

|                                  |  |
|----------------------------------|--|
| Display timing                   | After Collaboration Video Ads<br>Played randomly in the content window (frame)   |
| Price / Number of frames         | Plan A Half (33,500 cars):¥1,200,000(G)<br>Plan B Full (67,000 cars):¥2,000,000(G)<br>+ ¥300,000 for image production (N) or editing fee of ¥500,000 (N) per week * Tie-up option menu.<br>* Please contact us for availability.   |
| Screen (display size)            | 9 or 10 inch horizontal HD touch panel   |
| Publication contents             | Still image + text: 1 image, 120-140 characters (displayed for 15 seconds) video (up to 30 seconds)<br>*Still image ads will be placed in the tie-up image/article created by us. *Video ads will be placed in the tie-up video created by us.<br>Please note that it cannot be placed on materials provided by the client.<br>*Video content will be something enjoyable to watch during a taxi ride and not a direct product/service ad.   |
| Audio                            | For videos only.<br>*Audio will be off by default for midnight hours (22:00-5:59). No audio for still images.  |
| Broadcast times / running period | Plan A Half (25,500 cars):1,000,000 times/ 1 week<br>Plan B Full (52,000 cars):2,000,000 times/ 1 week *Monday 0:00 to Sunday 23:59<br>*Aired for 24 hours<br>*Guaranteed to be aired within running period *Cannot specify to be aired per every ride   |
| Maximum number of manuscripts    | Content will be created by our Editorial team.<br>1Still image<br>Format: png or jpeg format, size: 1080p (W: 1920 x H: 1080)<br>File size: Up to 2MB<br>2Video<br>Format: mp4 format, size: 1080p (W: 1920 x H: 1080)<br>Length: Max 30 seconds, File size: Max 100MB<br>Video codec: H.264, Audio codec: AAC LC<br>Average loudness value: -24.0LKFS ± 1, Frame rate: 29.97FPS or 30FPS<br>Maximum bit rate: 4Mbps or more recommended<br>*We may adjust irregular materials.<br>*New contents required for each week in case of running the ad for 2 or more consecutive weeks.<br>3 Tie-up article URL |
| Maximum number of manuscripts    | 1set   |
| Material change mid-production   | Not possible   |
| Application deadline             | When applying the tie-in ad<br>*We recommend to consult us well in advance as the advertiser and content will be reviewed by TOKYO PRIME.  |
| Submission deadline              | 10 business days (17:00) prior to the start date   |
| Report                           | Post-delivery report<br>1Still image Number of impressions / detailed taps<br>2Video Number of playbacks / number of completed playbacks / number of detailed taps   |

\*The number of impressions is a guideline and cannot be guaranteed as it varies depending on the taxi's working status. \*Ad content will be about one product or service.

\*All content needs to be reviewed in advance. Please consult us at an early stage when you can make corrections to your materials.

\*Agency/rep margin is 20% (15% for agency only). 21 \*Listed prices are before tax.

A new generation of premium video ads that run in taxis driving in major cities in Japan including Tokyo, one of the leading international cities in the world.



◆ Area

32 major cities nationwide (Tokyo, Kanagawa, Saitama, Kyoto, Osaka, Hyogo, Fukuoka, Hokkaido, Iwate, Miyagi, Akita, Fukushima, Ibaraki, Tochigi, Gunma, Niigata, Nagano, Ishikawa, Toyama, Gifu, Shizuoka, Aichi, Mie, Shiga, Nara, Hiroshima, Ehime, Saga, Nagasaki, Kumamoto, Okinawa)

◆ Number of taxis with Tokyo Prime's signage 67,000 units (25,500 units in Tokyo)

◆ Delivery

In-car signage on Nihon Kotsu's taxis and other taxi companies

\*Taxi might go beyond the service range (i.e. Narita Airport).

\*Installation timing to additional car units are subject to change.

\*Please note that the number of taxis with this service listed above is as of September 2021 and are subject to change.

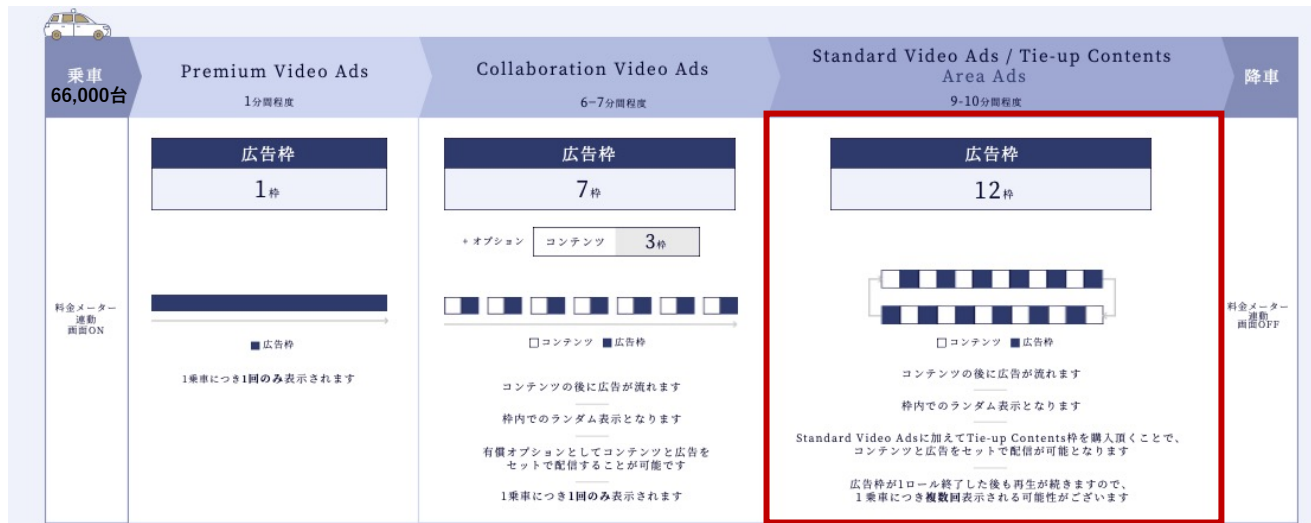
\*Taxi might go beyond the service range (i.e. Narita Airport).

\*Installation timing to additional car units are subject to change.

\*Please note that the number of taxis with this service listed above is as of September 2021 and are subject to change.

< Delivery frame / timing >

The branded content (video) created by content partners will be played randomly on rotation during the content frame (the red parts below) after the Collaboration Video Ads.



\*Ad will start playing when the taxi meter is turned on.

\*Public service announcement to wear a seatbelt and the use of facial recognition system will be notified at the beginning.

\*The passenger can turn off the video anytime by tapping "Screen Off." Ads will not be played until the next passenger unless the screen is tapped again.

# Tie-in Option: Tokyo Metro

Weekly

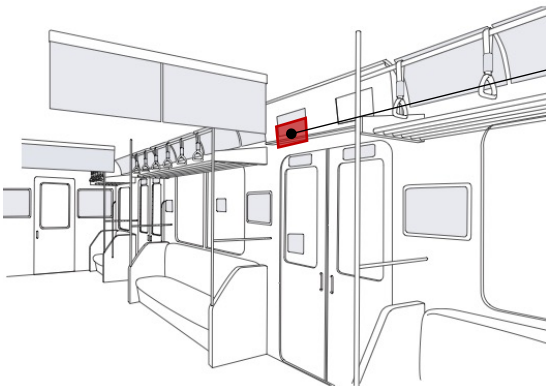
Digital TU

Boost / SNS

LIVE

Digital AD

Ads will be displayed on Tokyo Metro Vision (TMV), a digital ad vision on nine Tokyo Metro subway lines in the Tokyo metropolitan area. You can communicate to a wide range of commuters/subway users about your events and new products.



TMV is placed inside above the door



Delivered on 9 subway lines in the metropolitan area

- Ginza ● Marunouchi ● Hibiya
- Tozai ● Chiyoda ● Hanzomon
- Nanboku ● Yurakucho ● Fukutoshin

\*Ad of 1 product/service will be delivered per application.  
 \*Please consult in advance (at a point where the ad can be adjusted) as the ad must be reviewed prior to delivery.  
 \*Ads on subways must be approved by the media and its appointed agency. WWDJAPAN is not responsible to bear compensation liability of the damage due to the ad not being approved.  
 \*Ads of the same industry may be delivered as they are no restrictions on the number of industries.  
 \*Please note that material replacement on a short notice or ad cancellation will be charged separately. Also, it may take some time to complete in such cases.

|                             |   |
|-----------------------------|---|
| Displayed on                | Tokyo Metro Vision (19,492 liquid crystal displays as of April 2023) placed above doors inside of 9 major Tokyo Metro lines.  |
| Fee                         | <p>【①Stills】 Ad placement ¥ 3,400,000 (G) + Image production ¥ 300,000 (N)</p> <p>【②Video】 Ad placement ¥ 3,400,000 (G) + Video editing ¥ 500,000 (N)</p> <p>*Option menu for tie-ins. *Please consult us for availability.</p>   |
| Display size                | <p>17" Horizontal (Ginza, Marunouchi, Hibiya, Tozai, Chiyoda, Hanzomon, Nanboku, Yurakucho, Fukutoshin ((17000)) line)</p> <p>15" Horizontal (Yurakucho, Fukutoshin ((10000)) line) *17" (16:9) will be used for TMVs when ready.</p> <p>*Due to the delivery system, some of the Yurakucho and Fukutoshin (10000) lines with 15" monitors will show the ad at a 16:9 ratio.</p>  |
| Details                     | <p>【①Stills】 Image &amp; text: 1 image, 120-140 characters (15 sec.)</p> <p>【②Video】 Video (15 sec., no audio)</p> <p>*For Stills, image &amp; article of the tie-in ad created by WWDJAPAN will be used. Please note that your original materials cannot be used for this option.<br/>                 *Movies will be created to be something enjoyable for the subway users and will not directly advertise your product.</p>  |
| Ad length/Delivery schedule | 15 sec. / 7 days (First train on Monday-Sunday) *Ad delivery duration guaranteed. *Your ad may not be delivered per one ride.   |
| Expected no. of deliveries  | Approx. 76 times/day, 532 times/week  |
| Materials/Data              | <p>*WWDJAPAN will create all materials.</p> <p>【①Stills】<br/>                     Format: JPEG<br/>                     Size: W1280 × H720 (17"), W1024 × H768 (15")<br/>                     File size: Under 700KB</p> <p>【②Video】<br/>                     Format: WMV9, MPEG2 PS/TS<br/>                     Size: W1920 × H1080 (16:9), W1440 × H1080 (4:3)<br/>                     Length: 15 sec.<br/>                     Bit rate: CBR 15Mbps-20Mbps (WMV9), CBR 15Mbps-55Mbps ※25Mbps-30Mbps recommended (MPEG2 PS/TS)<br/>                     Frame rate: CFR 29.97FPS</p> <p>*The video will be encoded based on the display size. Please note that the video quality will be degraded.<br/>                     *Please take a record of your video (do not express in Black and White) as outside of the safety area will be displayed as well.<br/>                     *Please do not include unnecessary cuts/audio data.<br/>                     *PAL format and progressive JPG (for stills) are not supported.</p> |
| Max. number of materials    | 1 set   |
| Material replacement        | Not available   |
| Deadline                    | 30 business days prior to delivery start date (Delivery starts on Monday)   |
| Schedule                    | <p>Order: 30 business days prior to delivery start date</p> <p>Material submission: 23 business days prior to delivery start date</p> <p>First proof: 16 business days prior to delivery start date *Proofreading: Once</p> <p>Final Proofreading: 8 business days prior to delivery start date</p> <p>Submit the final version: 7 business days prior to delivery start date</p> <p>Delivery: First train on Monday - Sunday</p>   |
| Reporting                   | After the ad delivery duration (Number of deliveries)   |

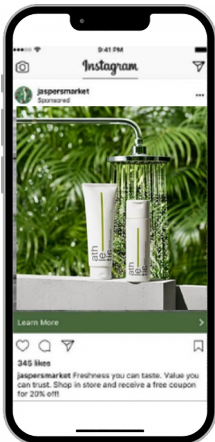
\*Ad delivery may be suspended in the event of a major operational disruption or disaster. Please note that ad fees will not be refunded in principle in such cases.  
 \*Information provided by Tokyo Metro and other important announcements of an urgent and public nature may be broadcasted.  
 \*Up to 4 edits for the Ginza line, 2 edits for the Marunouchi, Hibiya, and Tozai line may be reused for Ad chartered trains.  
 \*Agency/representative margin is 20% (15% for Agency only).



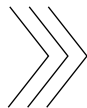
Facebook:feed



Instagram:feed



Client's website (EC)

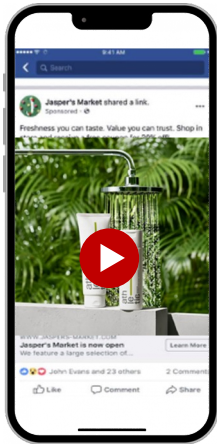


By placing ads on WWDJAPAN's Facebook/Instagram feed, you can directly lead the users to your web site. WWDJAPAN's editorial team will create the text part to give a natural content-like feeling to the post.

|                         |   |
|-------------------------|---|
| Price                   | ¥ 3,000,000 (G)   |
| Starting date           | Weekdays during business hours (Weekends and holidays are not included) .   |
| Ad duration             | 3 weeks<br>*May end earlier depending on the budget consumption speed.  |
| Number of placements    | 2 frames /week  |
| Estimated no. of clicks | 11,000-17,000 clicks<br>*Please note that this is an estimate and subject to change by when it is run, targeting, content, etc.   |
| Delivery format         | Facebook:feed, Instagram:feed<br>*Ad frequency is automatically optimized.  |
| Delivery                | Facebook/Instagram PO (mixed) delivery  |
| Creative                | Image: To be provided by client (up to 3)<br>Text: Title will be created by our editorial team (1 proofreading included). *Content may look different depending on the device.  |
| Creative Operation      | To optimize it to each media, we will be in charge of targeting and segmenting. *Please note that we may change the title/text based on the performance without prior notice.   |
| Image size/Text         | Feed: W1080xH1080 px<br>Text: Title 25 characters (FB), text: 125 characters  |
| Image format            | JPG, PNG (up to 200KB)  |
| Submission Deadline     | 15 Business days in advance   |
| Links                   | 1 link (Client's website/EC)  |
| Report                  | Imp · CTR · Click · CPC · Budget consumption  |
| Other                   | <ul style="list-style-type: none"> <li>- It will be screened by the editorial team in advance.</li> <li>- It will be noted as PR.</li> <li>- Start date may be delayed due to ad screening by the media.</li> <li>- Delivery platform's specification may change.</li> <li>- Price mentioned above doesn't include images/materials. Trimming and resizing of the image will be charged separately. Please note that we will create a separate estimation in case we need to arrange a separate shooting or interviews.</li> <li>- Additional charge is required for secondary usage of the images created by us.</li> <li>- Capture service of the ad is not available.</li> </ul> |



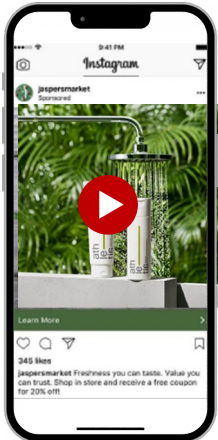
Facebook:feed



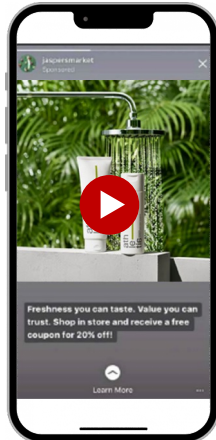
Client's website (EC)



Instagram :feed



Instagram :stories



By placing ads on WWDJAPAN's Facebook/Instagram feed, you can directly lead the users to your web site. WWDJAPAN's editorial team will create the text part to give a natural content-like feeling to the video.

|                        |  |
|------------------------|--|
| Price                  | ¥ 3,000,000 (G)  |
| Starting date          | Weekdays during business hours (Weekends and holidays are not included) .  |
| Number of placements   | 3 weeks<br>*May end earlier depending on the budget consumption speed.   |
| Number of placements   | 2 frames /week   |
| Estimated no. of views | 400,000 VIEWS<br>*It will be counted as 1 view after played for 2 seconds.<br>*Please note that this is an estimate and subject to change by when it is run, targeting, content, etc.  |
| Delivery format        | Facebook:feed, Instagram:feed and stories  |
| Delivery               | Facebook/Instagram PO (mixed) delivery   |
| Creative               | Video: To be provided by client (up to 3)<br>Text: Title will be created by our editorial team (1 proofreading included). *Content may look different depending on the device.   |
| Creative Operation     | To optimize it to each media, we will be in charge of targeting and segmenting. *Please note that we may change the title/text based on the performance without prior notice.  |
| Video size             | Feed: W1080xH1080 px, Stories: W1080xH1920 px ※W1080xH1080 px can be used for both feed and stories.   |
| Format                 | GIF, mp4, MOV/Under 1GB  |
| Video length           | Recommended:15 sec / Max:120 sec<br>*After 15 seconds, video will be continued when the user taps "continue". If not, the video will end at 15 seconds.  |
| Submission Deadline    | 15 Business days in advance  |
| Links                  | 1 link (Client's website/EC)   |
| Report                 | Number of views · Imp · Click · CPC · Budget consumption   |
| Other                  | <ul style="list-style-type: none"> <li>- It will be screened by the editorial team in advance.</li> <li>- It will be noted as PR.</li> <li>- Start date may be delayed due to ad screening by the media. - Delivery platform's specification may change.</li> <li>- Price mentioned above doesn't include images/materials. Trimming and resizing of the image will be charged separately. Please note that we will create a separate estimation in case we need to arrange a separate shooting or interviews.</li> <li>- Additional charge is required for secondary usage of the images created by us.</li> <li>- Capture service of the ad is not available.</li> </ul> |



## Event Shooting

Our editorial team will report the event and will video shoot with mobile phone (iPhone).  
 \*Video will be shown vertically and video shooting will be around 2-3 hours.  
 As a general rule, please check the final outcome at the event venue.

## SNS organic post & distribution

From video shooting, we will carry out an organic social media posting.  
 Advertisement will run from the next business day.  
 \*Schedule is a subject of negotiation. This will depend on the progression status.

SNS postage platform options will be Instagram, TikTok, or both.

### Organic social media posting



\*It is unable to set the link within the organic social media post

### Advertisement sharing

Next  
1 business day



### Client's website



Within this plan, WWDJAPAN editorial team will report the event, video shoot and share on the SNS platforms.  
 Unlike normal Tie-in advertisement, this plan will enable quick release for the on going events and others.

|                                       |   |
|---------------------------------------|---|
| Price                                 | Either Instagram or TikTok: ¥ 2,500,000(G)<br>Share on both Instagram or TikTok: ¥ 3,000,000(G)   |
| Starting Date                         | Excluding Saturday, Sunday, and national holidays. This will be carried out during the business hours.  |
| Post                                  | Organic social media posting : Semi-permanent<br>Advertisement: 3 days up to 1 week<br>*this may finish earlier than expected, depending on the budget used.  |
| Number of posts                       | 2 posts/week according to the general rule  |
| Number of views                       | One media: 150,000 views guaranteed<br>Two media: 180,000 views guaranteed  |
| Posting platforms                     | Instagram : Reels, Stories<br>TikTok : Feed<br>*On Instagram, advertisement posting ratio will automatically suited   |
| Creative                              | Video: taken by editorial team 5-30 seconds<br>Text: produced by the editorial team<br>As a general rule, number of proof reading is once<br>*Please check this at the event venue<br>*Visuals of the creative may change depending on the device   |
| Advertisement operation               | Targeting and segmentation will be suited to the media, so this will be dependent to our company by the general rule.<br>*Depending on the performance, there is a possibility that header and the text may change, but primary check will not be carried out.  |
| Size of the video                     | W1080xH1920   |
| Image format / capacity               | MP4、MOV・within 4GB  |
| Application deadline                  | 15 business days before the event   |
| Link destination (only advertisement) | One link per post and the destination will be the client's website according to the general rule  |
| Report                                | Number of playback starts / CTR / Click / Budget used   |
| Other                                 | *Our editorial team will examine prior to the posting.<br>*It will be noted as PR within the post.<br>*Due to our media's advertisement examination, there is a possibility that advertisement posting may delay.<br>*Posting platform's specification maybe a subject to change.<br>*Capturing (recording) of the ad will not be provided.<br>*This will be shot by mobile device (iPhone).<br>*Shooting by the equipment which are not mobile devices are subject to separate estimation. |

Ex: AXA Life Insurance

【Title】  
Up to 40 characters  
(two-byte)



Up to 3 links

【Text】  
Approx. 3,000  
characters

With this plan, your promotion emails will be sent to our mail magazine subscribers. As WWDJAPAN's editorial team creates the email, high-quality, content-like emails will be delivered.

|                      |   |
|----------------------|---|
| Price                | ¥ 800,000 (G)   |
| Delivery Start Day   | Weekdays, within business hours   |
| Number of deliveries | 22,000  |
| Delivery format      | Mail magazine   |
| Manuscript format    | Title: Up to 40 characters (two-byte)<br>Text: Approx. 3000 characters/HTML   |
| Application deadline | 15 business days prior to the delivery start date   |
| Link destination     | Your website<br>*Up to 3 links  |
| Image format         | GIF/JPEG, Up to 500KB   |
| Reports              | Number of deliveries/Click<br>*Data will be gathered for 1 week including the delivery start date.<br>*Report will be submitted after approx. 7 business days after the data gathering period.  |
| Other                | <ul style="list-style-type: none"> <li>- It will be noted as PR.</li> <li>- Please note that there is a screening process (company &amp; creation) after application.</li> <li>- WWDJAPAN will create the promotion email using materials provided by your company.</li> <li>- Proofreading: Provided once for fact checks.</li> <li>- The promotion email will be displayed in text format in case the receiver cannot display HTML emails.</li> <li>- Linked web sites should be launched 3 business days prior to the delivery start date. In case of delay, kindly provide the launch date.</li> <li>- Images in the promotion email may not be displayed due to the receiver's mail software.</li> <li>- For your contact information, your company name and phone number can be included.</li> <li>- We will perform a test delivery approx. 4 business days prior to the delivery start date.</li> </ul> |

With this plan, you can live stream information about your new products and services on WWDJAPAN's official YouTube channel. Live streaming can be done remotely via Zoom and other video calling apps.

Limited to 3 companies/month



### Advance notifications

Advance notifications on WWDJAPAN's official SNS accounts (2 Instagram Stories, 1 Facebook, 1 Twitter)

- \*Time of posting cannot be specified.
- \*Countdown stickers on Instagram (optional).
- \*Instagram stories will be archived in the Highlight section for 4 weeks after the initial 24 hours.
- \* Pinned tweet notification will be posted 6 hours prior to the live stream.



### YouTube live streaming and archive of the video

It will be live streamed on WWDJAPAN's official channel (WWD JAPAN VIDEOS) within 60 min.

- Live streaming via Zoom with 3 or more speakers
- Post real-time commentaries to Twitter every 10 minutes to direct users to the live stream

Recorded video of the live stream will be archived to our official YouTube channel within 3 business days from the day after the live stream.

- Our editorial department will take care of what to post on Twitter and also select the content for the video to be uploaded later on.



### Report: Tie-in page and Instagram Archive

Report: Tie-in and Instagram Archive

We will upload the video to YouTube and embed it to the tie-in page.

- Embedding to tie-ins are available for Paid Publicity Ads and Silver Plan.
- We will direct our users to the tie-in page from WWDJAPAN's SNS accounts (Facebook x 1, Twitter x 1).
- Additional external ad placement to accelerate directing users to the tie-in page.

\*Tie-in page is expected to be launched within 5 business days from the next day of the Live stream. The video will be archived to WWDJAPAN's Instagram. We will notify to our users on our Instagram feed and stories. Instagram stories will be archived in the Highlights section for 4 weeks.

Notes:  
 -Please note that while you are welcome to attend the live streaming shoot, we may have to limit the number of people depending on the venue.  
 -Video stream may be lagging and/or distorted unintentionally due to the Internet connection or YouTube's server load. Thank you for your understanding.

|                      |                          |  |   |
|----------------------|--------------------------|--|---|
| Price                |                          | Paid Publicity Advertising   | Silver plan   |
|                      |                          | Advertising/ ¥3,500,000 (G)<br>(Including external ad costs of ¥100,000)   | Advertising/ ¥4,200,000 (G)<br>Production/ ¥200,000~ (N)<br>(Including external ad costs of ¥200,000) |
| Live streaming video | Time length              | Up to 60 minutes   |   |
|                      | Venue                    | Decided upon consultation depending on the content   |   |
|                      | Starting date            | Delivery date: Any weekday / Start time: Negotiable  |   |
| Tie-in articles      | Run period               | Semi-permanent   |   |
|                      | Expected PV (4 weeks)    | 3,600~4,800  | 13,900~18,300   |
|                      | Start date               | During business hours, excluding weekends and holidays   |   |
|                      | Number of external links | 1 place  |   |
| Application deadline |                          | 20 business days prior to the LIVE streaming date  | 60 business days prior to the LIVE delivery date  |
| Report               |                          | [LIVE stream]<br>-Instagram view counts<br>-YouTube view counts, total play time<br>[TU]<br>Number of pageviews and clicks<br>*Data will be collected for 4 weeks after the launch of the tie-in page. We will submit our report in around 7 business days after data collection.  |   |
| Other                |                          | -We will arrange a meeting with you in advance to understand your needs and then submit a script for the LIVE streaming based on that meeting.<br>-We will provide a separate quotation for video photographers/camera operators (if required), venue rental fee, travel and accommodation costs, and hiring beauticians or models, etc.<br>-It will be noted as PR in the tie-in page, guidance page, our SNS posts, and YouTube videos.<br>-For details on tie-in pages, please see p.17 and 19.<br>-Program of the stream will be on the tie-in page and the YouTube description section.<br>-Secondary use will be charged separately. |   |

With this plan, you can live stream information about your new products and services on WWDJAPAN's official Instagram account. As a special limited-time offer, an external ad is also included.

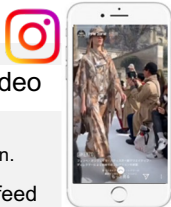
Limited to 3 companies/month



### Advance notifications

Advance notifications on WWDJAPAN's official SNS accounts (2 Instagram Stories, 1 Facebook, 1 Twitter)

- \*Time of posting cannot be specified.
- \*Countdown stickers on Instagram (optional).
- \*Instagram stories will be archived in the Highlight section for 4 weeks after the initial 24 hours.



### Instagram live streaming and release of recorded video

WWDJAPAN official Instagram live stream (up to 60 minutes)

\* Our editorial department will select the content for the video to be uploaded later on.

Show it on Instagram later. We will announce its release on our Instagram feed and stories once.

\* timing cannot be specified.



### Report: Tie-in page and YouTube Archive

Report: Tie-in and YouTube

We will upload the video to YouTube and embed it to the tie-in page.

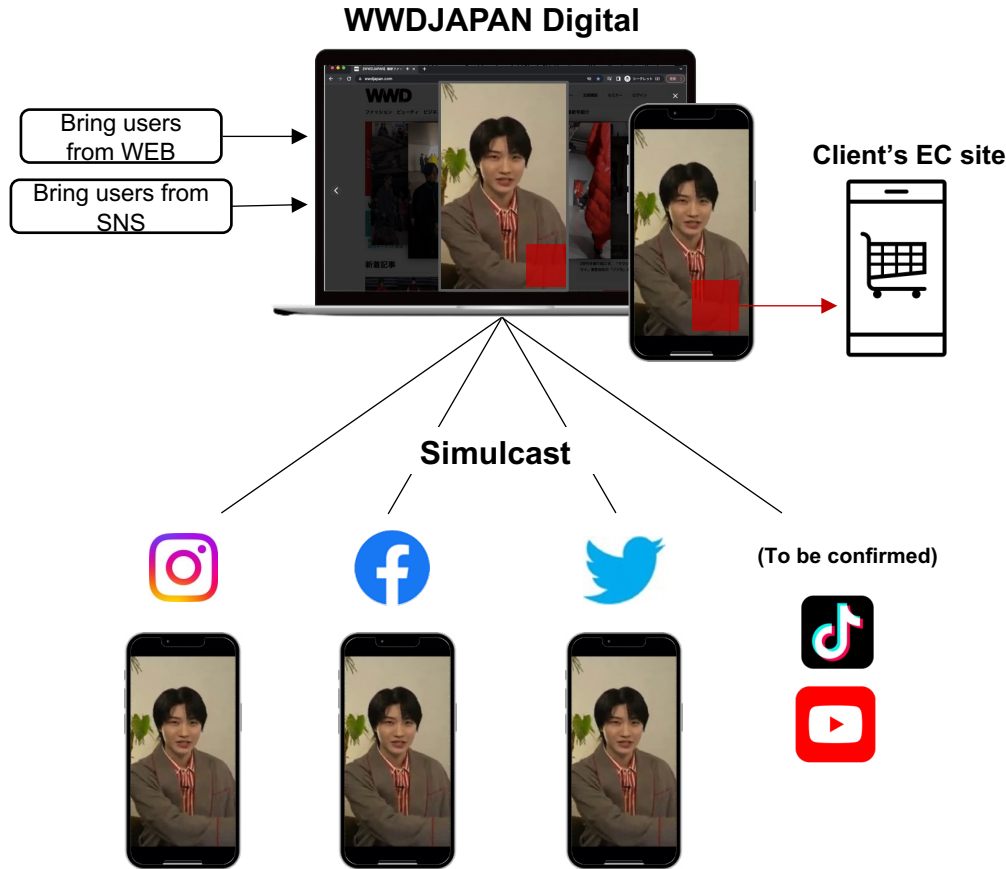
- Embedding to tie-ins are available for Paid Publicity Ads and Silver Plan.
- We will direct our users to the tie-in page from WWDJAPAN's SNS accounts (Facebook x 1, Twitter x 1).
- Additional external ad placement to accelerate directing users to the tie-in page. \*Tie-in page is expected to be launched within 5 business days from the next day of the Live stream.

The video will be streamed on WWDJAPAN's official YouTube channel (WWD JAPAN VIDEOS) later. Instagram stories will be archived in the Highlights section for 4 weeks.

Notes:  
 -We will test stream it as a preview in advance.  
 -Please note that while you are welcome to attend the live streaming shoot, we may have to limit the number of people depending on the venue.  
 -Video stream may be lagging and/or distorted unintentionally due to the Internet connection or YouTube's server load. Thank you for your understanding.

| Price                |                          | Paid Publicity Advertising  | Silver plan  |
|----------------------|--------------------------|---|--|
|                      |                          | Advertising/ ¥ 3,500,000 (G)<br>(Including external ad costs of ¥100,000)   | Advertising/ ¥ 4,200,000 (G)<br>Production/¥200,000 ~ (N)<br>(Including external ad costs of ¥200,000) |
| Live streaming video | Time length              | Up to 60 minutes  |  |
|                      | Venue                    | Decided upon consultation depending on the content  |  |
|                      | Starting date            | Delivery date: Any weekday / Start time: Negotiable   |  |
| Tie-in articles      | Run period               | Semi-permanent  |  |
|                      | Expected PV (4 weeks)    | 3,600~4,800   | 13,900~18,300  |
|                      | Start date               | During business hours, excluding weekends and holidays  |  |
|                      | Number of external links | 1 place   |  |
| Application deadline |                          | 20 business days prior to the LIVE streaming date   | 30 business days prior to the LIVE streaming date  |
| Report               |                          | [Live stream]<br>• Total number of viewers for live stream (counted during the stream)<br>- Instagram view counts<br>- YouTube view counts, total play time<br>* Please note that the total number of Live stream viewers will be an approximate calculation as it will be counted based on the numbers shown on screen.<br>[TU] Number of pageviews and clicks<br>*Data will be collected for 4 weeks after the launch of the tie-in page. We will submit our report in around 7 business days after data collection.  |  |
| Other                |                          | -We will arrange a meeting with you in advance to understand your needs and then submit a script for the LIVE streaming based on that meeting.<br>-The shooting will be done with a smartphone.<br>-We will provide a separate quotation for video photographers/camera operators (if required), venue rental fee, travel and accommodation costs, and hiring beauticians or models, etc.<br>-It will be noted as PR in the tie-in page, guidance page, our SNS posts, and YouTube videos.<br>-For details on tie-in pages, please see p.17 and 19.<br>-Program of the stream will be on the tie-in page and the YouTube description section.<br>-Secondary use will be charged separately. |  |

This plan is perfect for live commerce - we offer close interactivity with users through live streaming and simultaneous delivery on various SNS. We will simultaneously deliver your video/audio on WWDJAPAN's official Facebook, Instagram, Twitter account, and influencers' account to attract more audience to your EC website through WWDJAPAN Digital.



**Example: Koala Mattress**  
<https://www.wwdjapan.com/articles/1507958>

- Note:
- \*Simulcasting is not an ad-on of each SNS.
  - \*We pass on the video/audio delivered on WWDJAPAN Digital to various SNS.
  - \*User Interface depends on each SNS.
  - \*Any operation required on the SNS side need to be done on each SNS.

|                  |                       |  |  |
|------------------|-----------------------|--|--|
| Ad placement fee |                       | Live Commerce Plan   |  |
|                  |                       | Ad placement: ¥ 5,000,000 (G)<br>Production: ¥ 400,000~ (N)<br>(External ad placement fee of ¥ 200,000 included)   |  |
| Live streaming   | Length                | Max. 60 min.   |  |
|                  | Venue                 | Please consult us (to be decided based on the content)   |  |
|                  | Date/Time             | Streaming date: Weekdays, Time: Please consult   |  |
| Tie-in ads       | Pub. period           | Semipermanent  |  |
|                  | Expected PV (4 weeks) | 13,900-18,300  |  |
|                  | Start date            | During business days/hours   |  |
|                  | External links        | 1  |  |
| Deadline         |                       | 60 business days prior to the Live streaming day   |  |
| Reporting        |                       | <p>【Live streaming】</p> <ul style="list-style-type: none"> <li>- Number of viewers (count while live streaming)</li> <li>- Number of viewers, peak numbers, number of chats, etc.</li> <li>- Total views on tie-in page (calculation period depends on the tie-in plan)</li> </ul> <p>*Type of data/numbers we can obtain depends on each SNS.</p> <p>【TU】</p> <p>Number of PV, clicks, etc.</p> <p>*Aggregation period is generally 4 weeks from the tie-in ad publishing date. After aggregation, we will report you in about 7 business days.</p>   |  |
| Misc.            |                       | <ul style="list-style-type: none"> <li>- We will conduct an orientation meeting to understand your requests and submit a script based on it.</li> <li>- Shooting will be done by one smartphone.</li> <li>- Please note that professional photographers/camera crew, specific venues, travel expenses for staff, accommodation fee, hiring beauticians/models will be charged separately.</li> <li>- It will be noted as PR on the tie-in page, SNS, and YouTube.</li> <li>- Please refer to P9-10 for the tie-in ad details.</li> <li>- Program name will be stated in the description box of the tie-in, Instagram, and YouTube.</li> <li>- Secondary use will be charged separately.</li> </ul> |  |

## BIG PANEL



|                                  |                       |   |                |                |
|----------------------------------|-----------------------|---|----------------|----------------|
| Price                            | Ad delivery (general) | ¥1,500,000 (G)  | ¥2,700,000 (G) | ¥3,600,000 (G) |
|                                  | Targeted ad delivery  | ¥ 2,250,000 (G)   | ¥4,050,000 (G) | ¥5,400,000 (G) |
| Number of impressions guaranteed |                       | 300,000   | 600,000        | 900,000        |
|                                  |                       | *Delivery volume will depend on how it is targeted. Please consult us in advance.   |                |                |
| Targeting terms                  |                       | Price for ads targeted by area (47 prefectures) or by articles(fashion/beauty/sustainability)   |                |                |
| Starting date                    |                       | Monday through Friday at noon<br>*Except Saturdays, Sundays and Holidays.   |                |                |
| Run period                       |                       | Approximately 1 Week  |                |                |
| Number of spaces                 |                       | Up to 3   |                |                |
| Run space                        |                       | Whole screen *Tie-in page not included.   |                |                |
| Size                             |                       | W600px × H500px<br>*Refer to the diagram below for making banners.  |                |                |
| Format                           |                       | JPEG, GIF, PNG<br>(animation possible/loop once, or up to 3 times)  |                |                |
| File size                        |                       | Less than 200 KB  |                |                |
| Submission deadline              |                       | 5 business days before starting date  |                |                |
| Number of materials              |                       | 1 material can be submitted<br>*Extra charge of ¥100,000 (G) will be added per material.  |                |                |
| Report                           |                       | Number of impressions and clicks, CTR   |                |                |
| Measurement tag                  |                       | Items that can be measured in URL format (such as DCM) can be measured separately. If you would like a third-party tag, please contact us in advance. |                |                |

BIG PANEL & Overlay



In-Read



|                                  |   |   |                 |                  |                  |                  |
|----------------------------------|---|---|-----------------|------------------|------------------|------------------|
| Price                            | Ad delivery (general)   | ¥ 3,000,000 (G)   | ¥ 5,500,000 (G) | ¥ 7,500,000 (G)  | ¥ 9,000,000 (G)  | ¥ 10,000,000 (G) |
|                                  | Targeted ad delivery  | ¥ 4,500,000 (G)   | ¥ 8,250,000 (G) | ¥ 11,250,000 (G) | ¥ 13,500,000 (G) | ¥ 15,000,000 (G) |
| Number of impressions guaranteed |   | 600,000   | 1,200,000       | 1,800,000        | 2,700,000        | 3,600,000        |
|                                  |   | *Delivery volume will depend on how it is targeted. Please consult us in advance. |                 |                  |                  |                  |
| Targeting terms                  | Price for ads targeted by area (47 prefectures) or by articles (fashion/beauty/sustainability)  |   |                 |                  |                  |                  |
| Starting date                    | Monday through Friday at noon<br>*Except Saturdays, Sundays and Holidays.   |   |                 |                  |                  |                  |
| Run period                       | Approximately 1 Week  |   |                 |                  |                  |                  |
| Number of spaces                 | Up to 5   |   |                 |                  |                  |                  |
| Run space                        | Whole screen *Tie-in page not included.   |   |                 |                  |                  |                  |
| Size                             | [1][3]: W600 px×H500 px [2]: W750 px×H100 px<br>*Refer to the diagram below for banners.<br>*The size is automatically reduced.                       |   |                 |                  |                  |                  |
| Format                           | JPEG, GIF, PNG<br>(Animation GIF will be placed in either [1] or [2]. Loops: 1 or 3x)   |   |                 |                  |                  |                  |
| File size                        | Less than 200 KB each   |   |                 |                  |                  |                  |
| Submission deadline              | 5 business days before starting date  |   |                 |                  |                  |                  |
| Number of materials              | 1 material can be submitted<br>*Extra charge of ¥100,000 (G) will be added per material.  |   |                 |                  |                  |                  |
| Report                           | Number of impressions and clicks, CTR   |   |                 |                  |                  |                  |
| Measurement tag                  | Items that can be measured in URL format (such as DCM) can be measured separately. If you would like a third-party tag, please contact us in advance. |   |                 |                  |                  |                  |

AD Image 640px X 70px

Width: 750px Height:

\*Please make sure your image is within the size of the white section. Any image and/or text in the blue section maybe cut off.

## Top Movie & Overlay



## In-Read

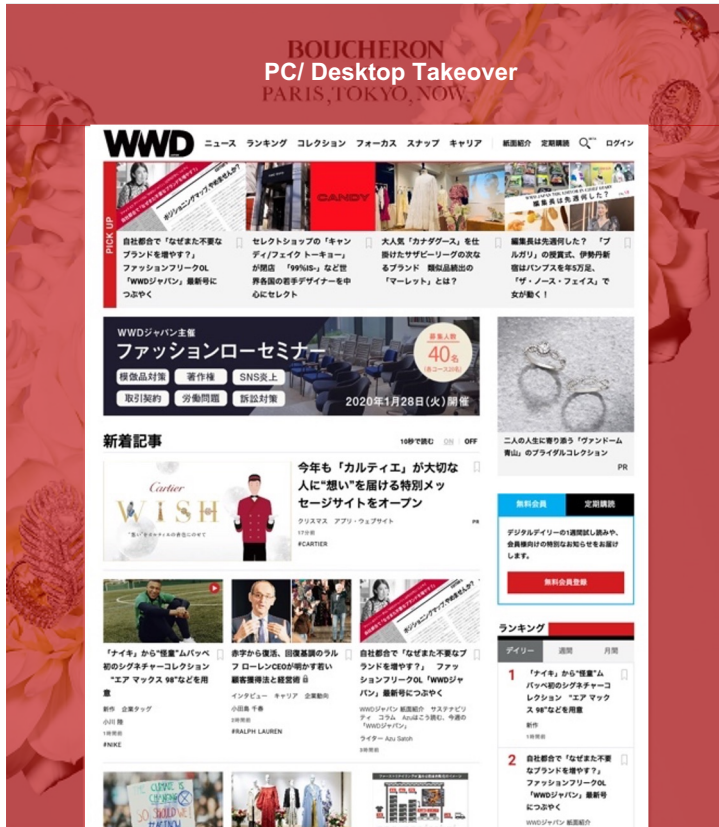


AD Image 640px X 70px

\*Please make sure your image is within the size of the white section. Any image and/or text in the blue section maybe cut off.

|                                  |   |                 |                 |                  |                  |                  |
|----------------------------------|---|-----------------|-----------------|------------------|------------------|------------------|
| Price                            | Ad delivery (general)   | ¥ 3,600,000 (G) | ¥ 6,000,000 (G) | ¥ 8,000,000 (G)  | ¥ 9,500,000 (G)  | ¥ 10,500,000 (G) |
|                                  | Targeted ad delivery  | ¥ 5,400,000 (G) | ¥ 9,000,000 (G) | ¥ 12,000,000 (G) | ¥ 14,250,000 (G) | ¥ 15,750,000 (G) |
| Number of impressions guaranteed |   | 600,000         | 1,200,000       | 1,800,000        | 2,700,000        | 3,600,000        |
|                                  | *Delivery volume will depend on how it is targeted. Please consult us in advance.   |                 |                 |                  |                  |                  |
| Targeting terms                  | Price for ads targeted by area (47 prefectures) or by articles (fashion/beauty/sustainability)  |                 |                 |                  |                  |                  |
| Starting date                    | Monday through Friday at noon *Except Saturdays, Sundays and Holidays.  |                 |                 |                  |                  |                  |
| Run period                       | Approximately 1 Week  |                 |                 |                  |                  |                  |
| Number of spaces                 | Up to 5   |                 |                 |                  |                  |                  |
| Run space                        | Whole screen *Tie-in page not included.   |                 |                 |                  |                  |                  |
| Still image Size                 | [2]: W750 px×H100 px [3]: W600px X H500px<br>*Refer to the diagram below for banners. *The size is automatically reduced.                             |                 |                 |                  |                  |                  |
| Still image Format               | JPEG, GIF, PNG (no animation GIFs)  |                 |                 |                  |                  |                  |
| Still image File size            | Less than 200 KB each   |                 |                 |                  |                  |                  |
| Movie Size                       | 【1】 W600px×H500px *The size will be resized by device.  |                 |                 |                  |                  |                  |
| Movie Capacity                   | Less than 10MB (max 30 second)  |                 |                 |                  |                  |                  |
| File Format                      | MP4   |                 |                 |                  |                  |                  |
| Frame rate                       | Less than 30fps   |                 |                 |                  |                  |                  |
| Bit rate                         | 1000kbps  |                 |                 |                  |                  |                  |
| Audio                            | stereo128kbps *off by default   |                 |                 |                  |                  |                  |
| Submission deadline              | 10 business days before starting date   |                 |                 |                  |                  |                  |
| Number of materials              | 1 material can be submitted<br>*Extra charge of ¥100,000 (G) will be added per material.  |                 |                 |                  |                  |                  |
| Report                           | Number of impressions and clicks, CTR   |                 |                 |                  |                  |                  |
| Measurement tag                  | Items that can be measured in URL format (such as DCM) can be measured separately. If you would like a third-party tag, please contact us in advance. |                 |                 |                  |                  |                  |





|                                  |                       |   |
|----------------------------------|-----------------------|---|
| Price                            | Ad delivery (general) | ¥1,700,000 (G)  |
|                                  | Targeted ad delivery  | ¥2,600,000 (G)  |
| Number of impressions guaranteed |                       | 280,000   |
| Targeting terms                  |                       | Price for ads targeted by area (47 prefectures) or by articles (fashion/beauty/sustainability)  |
| Starting date                    |                       | Monday through Friday at noon<br>*Except Saturdays, Sundays and Holidays.   |
| Run period                       |                       | Approximately 1 Week  |
| Number of spaces                 |                       | 1   |
| Run space                        |                       | All pages of PC<br>* Regular Subscription and tie-in page not included.   |
| Size                             |                       | W1280px x H1470px<br>※AD design: Desktop 220p x both sides 140px  |
| Format                           |                       | JPEG, GIF, PNG (no animation GIFs)  |
| File size                        |                       | Less than 500 KB each   |
| Submission deadline              |                       | 5 business days before starting date  |
| Number of materials              |                       | 1 material can be submitted<br>*Extra charge of ¥100,000 (G) will be added per material.  |
| Report:                          |                       | Number of impressions and clicks, CTR   |
| Measurement tag                  |                       | Items that can be measured in URL format (such as DCM) can be measured separately. If you would like a third-party tag, please contact us in advance. |

# Pure Advertisement \*Available by CPM


Weekly

Digital TU

Boost / SNS

LIVE

Digital AD

| Image  |                          | Smartphones : Big Panel   | Smartphones : Big Panel & Overlay with In-Read | Smartphones : Top Movie & Overlay with In-Read   | PC :Top Page Takeover  |  |
|--|--------------------------|---|--|--|--|--|
| Price<br>(Cost Per<br>impression<br>)                    | Ad delivery<br>(general) | ¥5 (G)  | ¥5 (G)   | ¥6 (G)   | ¥6 (G)   |  |
|  | Targeted ad<br>delivery  | ¥7.5 (G)  | ¥7.5 (G)                                       | ¥9 (G)   | 9.3 (G)  |  |
| Targeting terms  |                          | Price for ads targeted by area (47 prefectures) or by articles (fashion/beauty/sustainability)  |  |  |  |  |
| Max imp  |                          | ~300,000  | ~600,000                                       | ~600,000   | ~280,000   |  |
| Starting date  |                          | Monday through Friday at noon *Except Saturdays, Sundays and Holidays.  |  |  |  |  |
| Run period   |                          | Varies based on ad volume   |  |  |  |  |
| Number of spaces   |                          | Up to 3   | Up to 5  |  | 1  |  |
| Run space  |                          | SP Whole screen *Tie-in page not included.  |  |  | PC Whole screen<br>*Tie-in page not included.  |  |
| Size   |                          | [1][3]: W600 px×H500 px [2]: W750 px×H100 px *Refer to the diagram below for banners. *The size is automatically reduced.                             |  |  | W1280px × H1470px※AD design:<br>Desktop 220p x both sides 140px                                |  |
| Format   |                          | JPEG, GIF, PNG (Animation GIF will be placed in either [1] or [2]. Loops: 1 or 3x)  |  | JPEG, GIF, PNG (no animation GIFs)   |  |  |
| Still image File size                                    |                          | Less than 200 KB each   |  |  | Less than 500 KB each  |  |
| Movie Capacity/File Format/<br>Frame rate/Bit rate/Audio |                          |   |  |  | Less than 10MB (max 30 second)/MP4/<br>Less than 30fps/1000kbps /stereo128kbps *off by default |  |
| Submission deadline                                      |                          | 5 business days before starting date  |  | 10 business days before starting date  | 5 business days before before<br>starting date   |  |
| Number of materials                                      |                          | 1 material can be submitted *Extra charge of ¥100,000 (G) will be added per material.   |  |  |  |  |
| Report   |                          | Number of impressions and clicks, CTR   |  |  |  |  |
| Measurement tag  |                          | Items that can be measured in URL format (such as DCM) can be measured separately. If you would like a third-party tag, please contact us in advance. |  |  |  |  |
| Overlay details  |                          |  <p>デザイン領域 640px × 70px<br/>横断 750px 高さ 100px</p>                 |  | *Please make sure your image is within the size of the white section.<br>Any image and/or text in the blue section may be cut off. |  |  |