



CONDÉ NAST

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VOGUE

JAPAN

VOGUE JAPAN MEDIA GUIDE 2023
Business Solutions Div. | Condé Nast Japan

The World's Most Influential Fashion Media

Founded in the United States in 1892, Vogue is currently published in 28 countries and regions around the world. Since 2020, when US Editor-in-Chief Anna Wintour was named Worldwide Chief Content Officer and Global Editorial Director, she has overseen VOGUE's global content, vision, and the VOGUE Heads of Editorial Content in each country and region communicate with each other to create and share content for their respective global and local markets. With VOGUE as "ONE TEAM," we have established a global medium that utilizes a truly worldwide media network, while employing every possible means of expression to produce creativity.



28 Editions

Middle East

Hongkong Taiwan

India Thailand Philippines
Singapore

Australia

Mexico

Latin America

Brazil

VOGUE JAPAN

Launched in July 1999, VOGUE JAPAN is the Japanese edition of the world's most influential fashion media, VOGUE. Delivering a sophisticated “world of VOGUE,” the magazine is packed from cover to cover with beautiful visuals created in collaboration with the world's top photographers, and its contents span everything from the latest fashion and beauty information to cultural and social trends. The VOGUE JAPAN Website, created in 2000, provides even more diverse high-quality information on the latest trends in world fashion and many other areas. And in addition to the magazine and website, VOGUE JAPAN is actively engaged in multi-platform development, including of digital magazines and events.



1999

PRINT MAGAZINE
LAUNCH

2009

TWITTER / FACEBOOK
LAUNCH



2013

YOUTUBE
LAUNCH



2016

LINE
LAUNCH



2022

Tiffany Godoy
Appointed as
『VOGUE JAPAN』
Head of Editorial
Content

VOGUE

2000

WEBSITE
LAUNCH



2011

INSTAGRAM
LAUNCH



2014

PINTEREST
LAUNCH



2020

TIKTOK
LAUNCH

| *THE FOUR STRENGTHS OF VOGUE THAT NO OTHER MAGAZINE SHARES*

1 *High-Level Contents in Terms of Both Quality and Quantity Deployed on Multiple Platforms*

2 *An Overwhelming Reach*

3 *A High-Quality Audience*

4 *Innovative Challenges*

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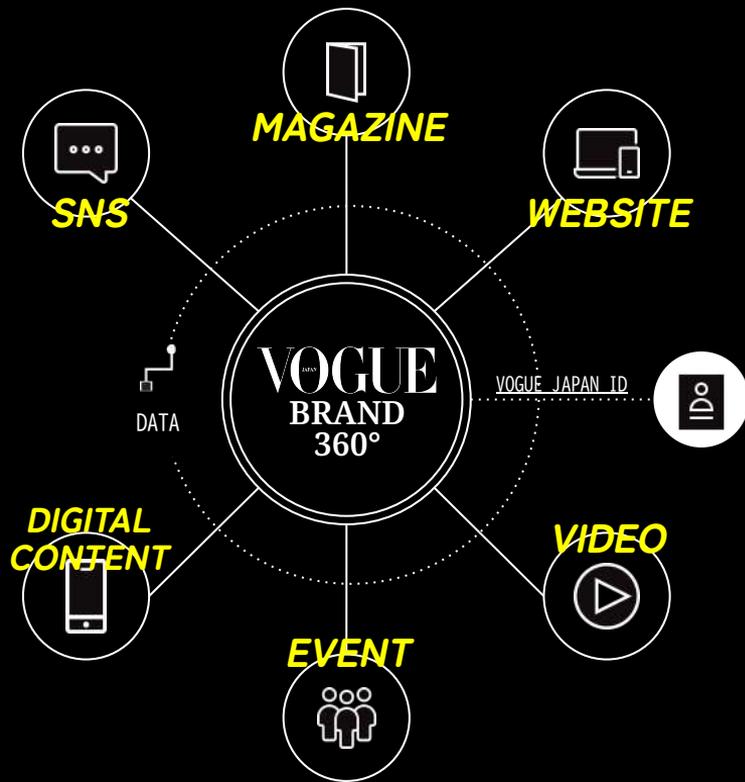
4 *Innovative Challenges*

“One Content, Multiple Platforms”



Under the strategy of "One Content, Multiple Platforms," VOGUE JAPAN is deploying premium content and experiences across multiple platforms, including the magazine, website, social media, and digital experiences, in order to capture a variety of touch points that allow it to reach its diverse audience.

By utilizing the characteristics of our various platforms while increasing the number of followers, primarily by providing continuous buzz content, and by developing content backed by data from the editorial and audience development teams, we are able to maintain high user engagement and action rates, while steadily acquiring site traffic.



| CONTENT

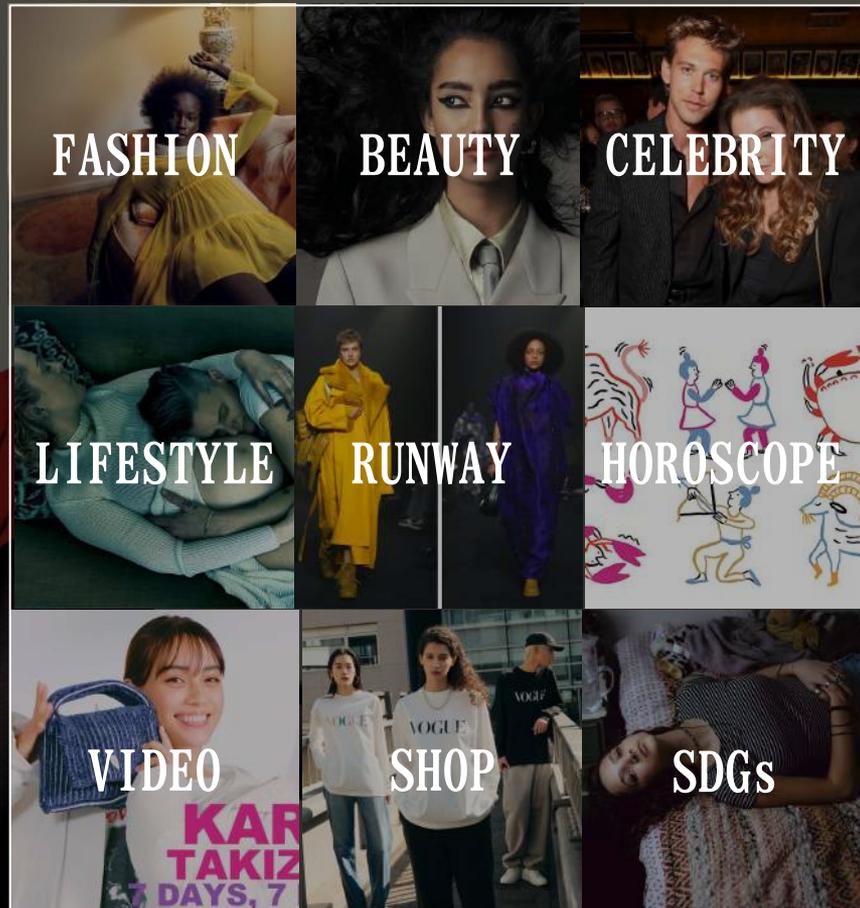
High-Level Content in Terms of Both Quality and Quantity

Monthly Digital Articles

500+

VOGUE analyzes search keywords and user content consumption data and distributes more than 500 articles per month.

We deliver a huge variety of content designed to empower women, focusing on themes ranging from the latest fashion, beauty, and collection trends to jewelry, travel, social issues such as SDGs and diversity, environmental issues, and more.



| PRINT × AVATAR EXPERIENCE

Multi-Platform Deployment Example



VOGUE's original avatar S6S can be used as an influencer for advertising promotions. In addition to enjoyable AR content and event utilization that people can access through 2D barcodes on the covers and inside the magazine, VOGUE welcomes collaboration with clients in a variety of fields including the website, SNS, video, OOH, etc., as a new form of communication powered by avatars from a perspective that only S6S can provide.

For details, please contact your sales representative.



| PRINT × DIGITAL × EVENT EXPERIENCE

Multi-Platform Deployment Example



Tie-up advertisements can be implemented from multiple angles, ranging from article publication on VOGUE WEB or in the magazine, to video, OOH, social media, and event promotion. Please contact us to discuss your needs.



WEB

SNS



VIDEO



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12,000,000

total Reach

Audience

VOGUE JAPAN is the largest mode fashion media outlet in Japan, with a total audience reach of approximately 12 million people*. The number of users who visit the VOGUE JAPAN website multiple times each month via SNS, such as LINE and INSTAGRAM, has been growing steadily.

Furthermore, by providing solutions that harness the value of our first-party data on quality audiences, we are able to create multifaceted data businesses and content that are tailored specifically to our clients' needs.

※ As of October 2023



4,000,000+
Monthly Unique User



909,000+
Followers



460,000+
Followers



1,590,000+
Followers



1,120,000+
Subscribers



3,090,000+
Friends



320,000+
Followers

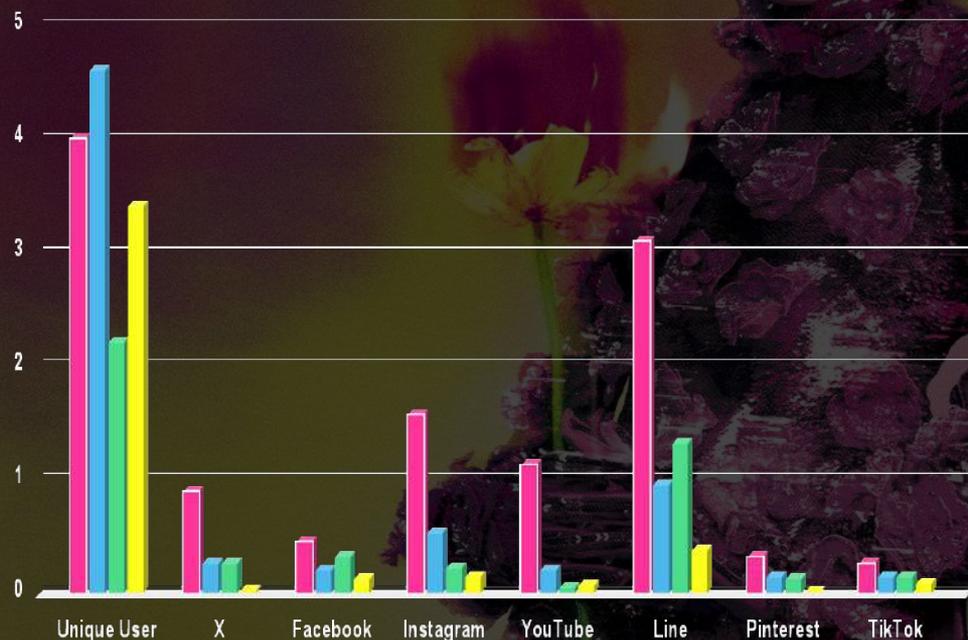


254,000+
Followers

Forging an Unparalleled Fan Community//The Industry's Leading Media Power

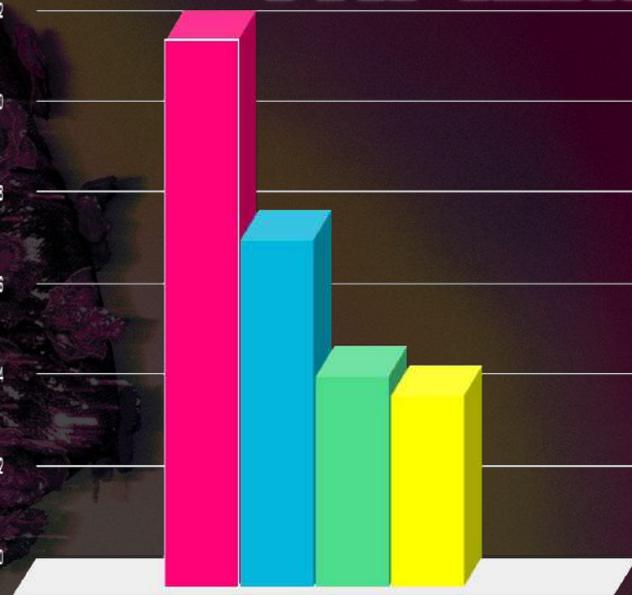
VOGUE Is the No. 1 Luxury Fashion Medium in Terms of Numbers of Followers

■ VOGUE ■ Company A ■ Company B ■ Company C



※Company A's figures are the DIGITAL total.

TTR 12M



TOTAL REACH

*As of October 2023

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| October 2022 Issue - VOGUE JAPAN Renewal!

Starting with the October 2022 issue, the magazine's content has been revamped to standardize the print and digital elements. The design, expression, and colors were redesigned to integrate print, web, and social media, and VOGUE's original avatar, S6S, also made her first appearance with this issue. Since the renewal, a variety of content experiences, including AR, have become accessible via 2D barcodes on the cover and inside the magazine.



Print circulation 50,000
*With JMPA printing certification
July-September 2022

1 New iCON “S6S”

The original avatar S6S, who embodies the identity of VOGUE JAPAN, has become the face of the “Vogue·verse.”

2 Playfulness

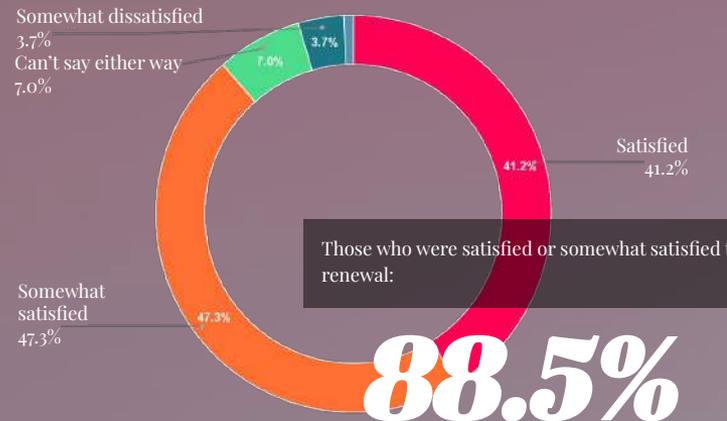
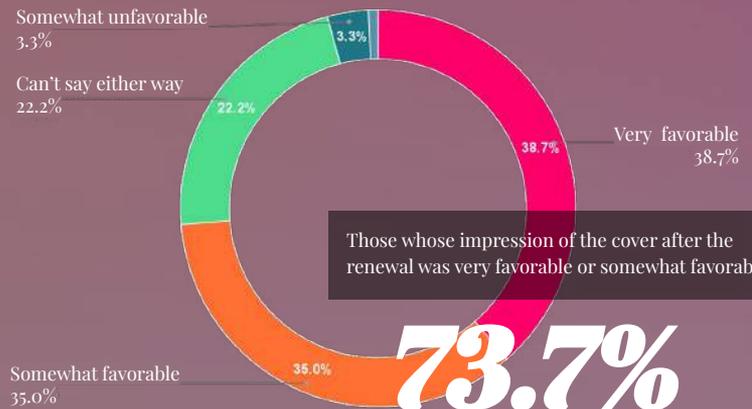
S6S does not limit herself to the pages of the magazine. She also plays an important role as a “paper toy” that links various dimensions such as magazine, the website, and SNS.

3 Look and feel

A unified worldview that reflects “Japan’s unique sense of beauty and love of innovation” in its overall layout, expressions, fonts, and tastes.

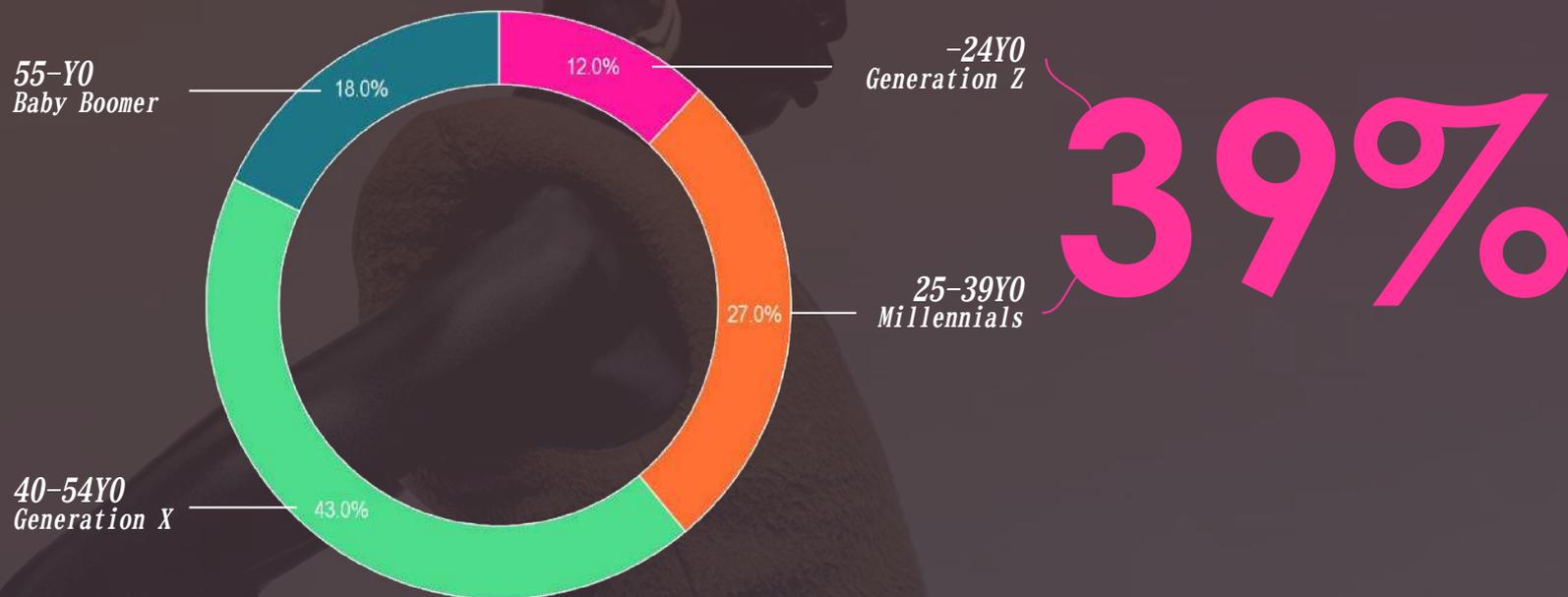
4 VOGUE JAPAN·PINK

Our signature color scheme reflects a “positive and optimistic view of a bright future” and a “playful spirit.”



/ MAGAZINE AUDIENCE DATA

Roughly 40% of the audience are between 24 and 39 years old, and regardless of their generation, 70% purchased the magazine at a bookstore, even during the COVID-19 pandemic. Among Millennials or members of Gen Z, close to half of VOGUE users browse VOGUE on social networking sites, while a quarter do so in the e-book format.



*Based on a year of purchasing data covering the March 2020 issue to the February 2021 issue from the TSUTAYA membership system.

*Male/female ratio: 26%/80%

| VOGUE JAPAN AUDIENCE

Beauty lovers who like fashion, beauty and wellness

Sensitive to international trends and high-end brands, and want to get reliable information

Power women who invest in jewelry, travel, lifestyle, etc.

Intellectually curious and eager to explore and acquire new products

Household income averages 8.31 million yen, with 22% in the high income bracket of 10 million yen or more

Want to purchase environmentally friendly items even if they are expensive



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VOGUE IPs

As a brand that constantly takes on innovative challenges, we develop VOGUE IPs that provide signature branded content and new experiences that serve as a testament to the brand.

VOGUE JAPAN IPs



VOGUE ALIVE



VOGUE BEAUTY AWARDS



S6S

GLOBAL IPs



VOGUE WORLD



THE MET GALA



VOGUE BEAUTY AWARDS

VOGUE BEAUTY AWARDS is a beauty festival that selects outstanding cosmetics representative of the current year from a unique VOGUE viewpoint. This award is not based merely on "what sold well = majority vote", but also selects winners from a fashion perspective in addition to future predictions made by professionals.



VOGUE BEAUTY AWARDS 2022

JAPAN

IN ASSOCIATION WITH TAKASHIMAYA

Event name: VOGUE BEAUTY AWARDS 2022 in association with TAKASHIMAYA
Holding period: Thursday, December 1, 2022 – Tuesday, January 10, 2023
Official website: <https://www.vogue.co.jp/beautyawards/2022/winners/>
Best item introductions: <https://www.vogue.co.jp/beauty/article/six-best-cosmetics-vha2022>
YOUTUBE project contents video: <https://youtu.be/CncV3PMhXhQ>

VOGUE BEAUTY AWARDS 2022 IN ASSOCIATION WITH TAKASHIMAYA

プレゼント キャンペーン

フォロー&いいねで 当たる!

B I F U

BE THE BEST YOU

VOGUE BEAUTY AWARDS 2022

Takashimaya

VOGUE BEAUTY AWARDS 2022 WINNERS

VOGUE BEAUTY AWARDS 2022 最優秀賞 (VOGUE BEAUTY AWARDS 2022 最優秀賞)

What's VBA?

1. MAKEUP

2. SKINCARE

3. HAIR

4. BODY

5. NAIL

6. PERFUME

7. OTHER

20

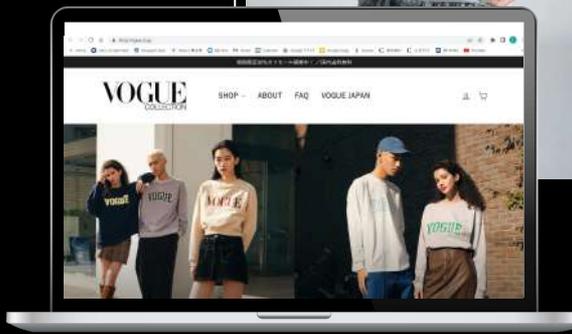
VOGUE
COLLECTION

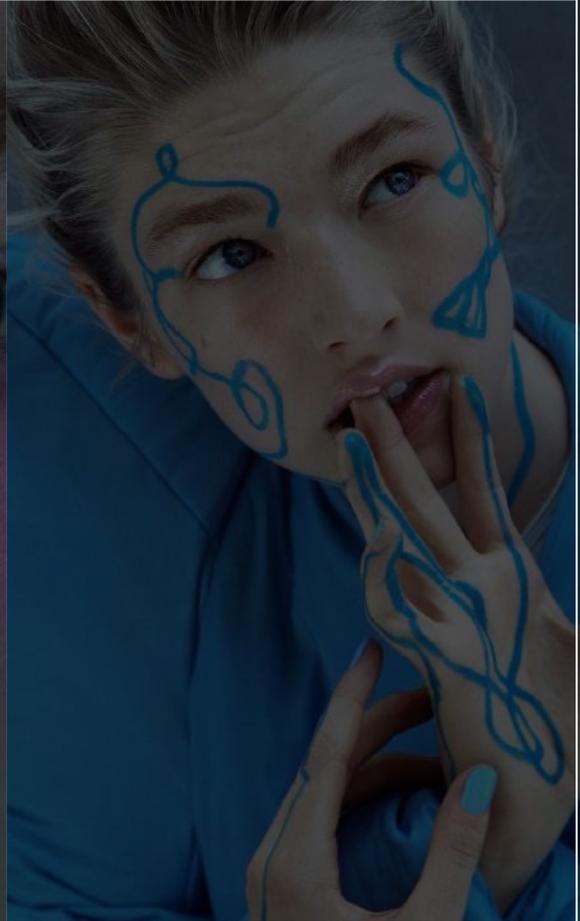
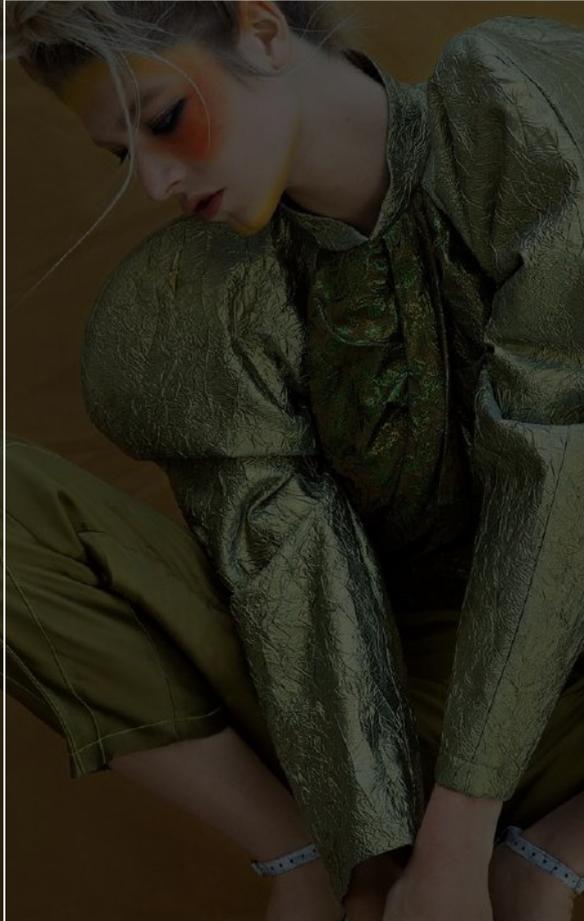
VOGUE Collection

VOGUE Collection is the "official" apparel line from VOGUE. It was previously sold exclusively in seven countries around the world: the United States, the United Kingdom, Germany, France, Italy, Spain, and Mexico, and it was launched in Japan from April 2022. As a responsible fashion brand, we offer "VOGUE" real clothes that add a touch of mode fashion to everyday life, while paying close attention to sustainable manufacturing, with a particular focus on materials and production processes.

Official website: <https://shop.vogue.co.jp/>

VOGUE COLLECTION





TOPICS

New and Popular Menus that Were Rated Highly by Our Clients

/ MEDIA TOPICS : VIDEO / YOUTUBE

The number of subscribers to the VOGUE JAPAN YouTube channel, which began operating in May 2018, has grown at an accelerating pace and has now reached **1.13 million**. In addition to the popular video series such as *Beauty Secrets*, *Shopping with*, and *In The Bag*, more original series will be developed. We can also propose storytelling content similar to editorial content as a sponsored project. For more information, please contact your sales representative.



| Shopping with

This is a shopping project series in which various artists, actors, and models who have their own lifestyles and worldviews visit their favorite shops and stores that interest them.

For examples from the series, click [here](#).

JAPAN
VOGUE



| Beauty Secrets

This series features models, actors, and other celebrities from various fields showing their makeup techniques and favorite cosmetics.

For examples from the series, click [here](#).



| In The Bag

This series introduces what's inside the bags of actresses, models, artists, and other fashionable celebrities.

For examples from the series, click [here](#).

/ MEDIA TOPICS : BRAND EVENT PROMOTION

We support brand-sponsored events as “VOGUE.” We are also implementing initiatives for spreading the word and creating content, such as a live-streaming project on the VOGUE JAPAN official Instagram account and talk show events utilizing in-store stages and other locations. For details, please contact your sales representative.



We are also offering an original advertising menu for *d Magazine*, NTT DOCOMO's unlimited subscription e-magazine service that allows users to read the latest issues and back issues of more than 1,200 popular magazines in a wide variety of genres. For details, please contact your sales representative.



▼ d Magazine Saleable Ad Menu

- Original ad (pure ad) G2,500,000/2P (inc. link placement fee)
 - Magazine reprint (pure ad) G550,000/1P + link placement fee 100,000~
 - Magazine reprint (tie-up) G550,000/1P + link placement fee 100,000~
- ※Please contact our sales representative for details.

dMagazine users tend to be in their 30s or older, and the proportion of tablet users is second only to that of smartphone users.

Men
54.3%



Women
45.7%



32.8%



7.2%



60.0%

*From d Magazine Media Guide January-June 2023 ver1.0



Print Magazine Advertising Rates/Advertising Manuscript Production Guidelines

<https://condenast.jp/wp-content/uploads/2017/03/07d9b68e8a59bcae2c9fd95755a34e2e.pdf>

VOGUE

Condé Nast Japan Media Kit List

<https://condenast.jp/media/>

CONDÉ NAST

VOGUE Business Solutions Div.

☎03-5485-9190

〒150-0002

Osuga Bldg. 7F, 2-11-8 Shibuya,

Shibuya-ku, Tokyo Japan

<https://condenast.jp/>