

marie claire digital

MEDIA GUIDE

marieclairejapon.com

2024 Feb.

Bonjour!

marie claire digital

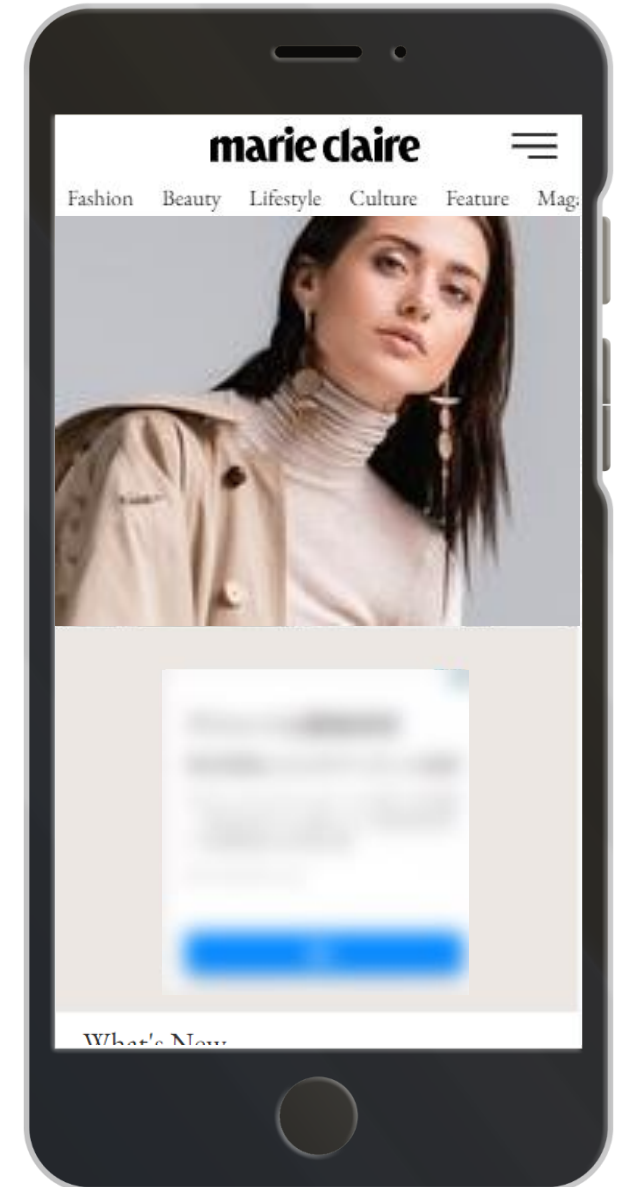
“marie claire digital” is the online version of “marie claire” (Japan edition), utilizing the invaluable network of publications in 29 countries around the world.

-It is a fashion magazine folded into The Yomiuri Shimbun and delivered to the homes of subscribers with an approximate circulation of 300,000.

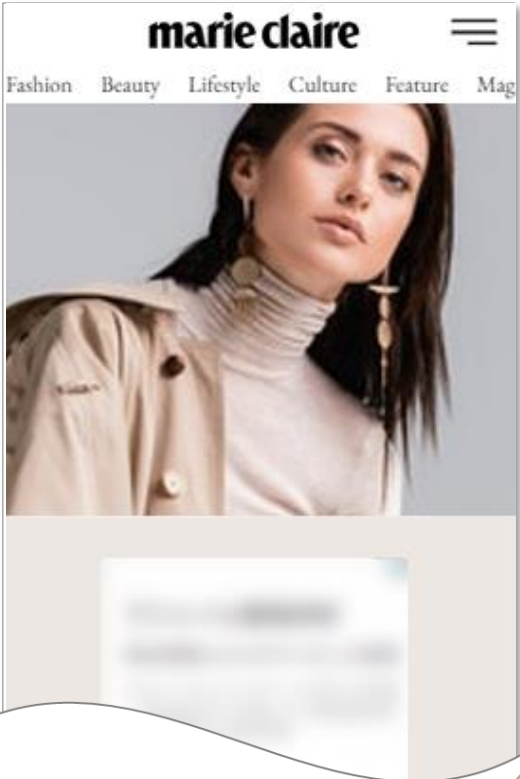
In addition to “marie claire’s world view”, the content also features important lifestyle categories.

“marie claire digital” delivers a range of useful information, such as fashion, beauty and exhibition information for women living in today’s society.

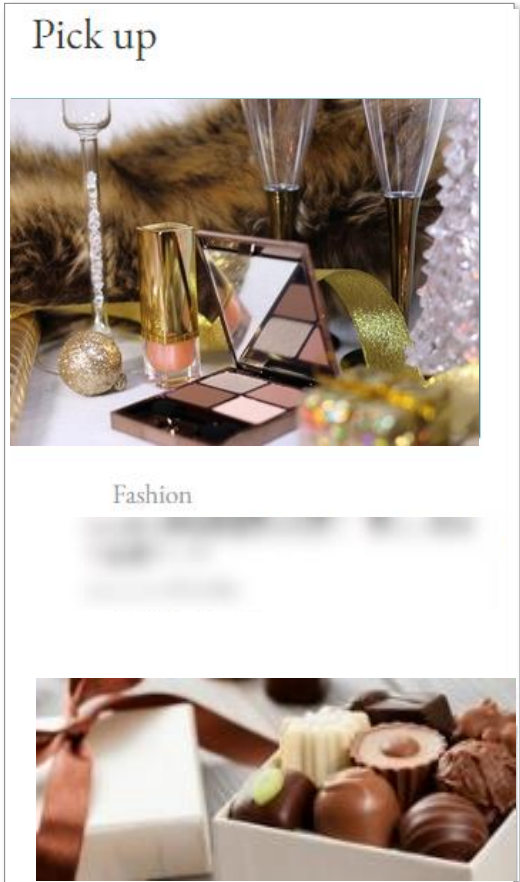
“marie claire digital” is not only for fashion conscious readers, but also intellectual readers fascinated by a wide range of “marie claire” content.



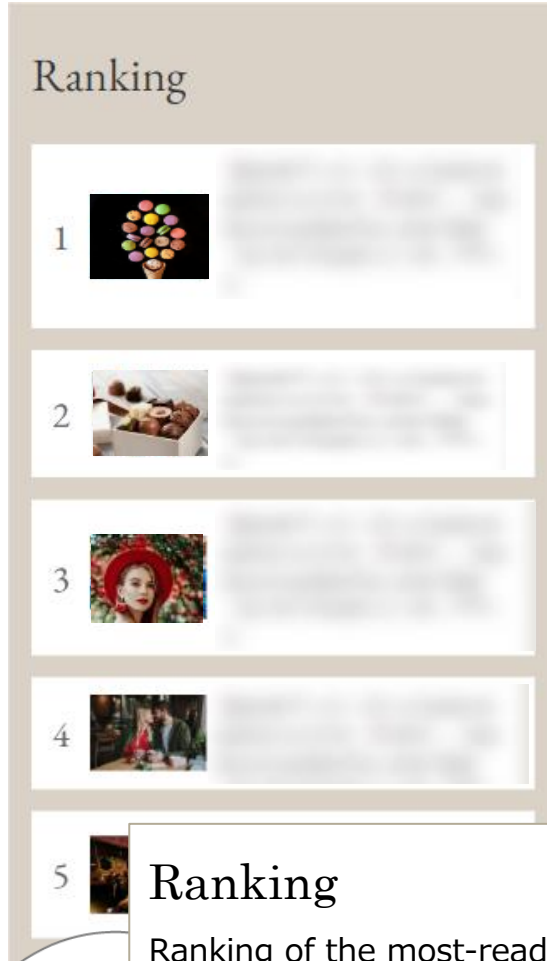
Home page Content



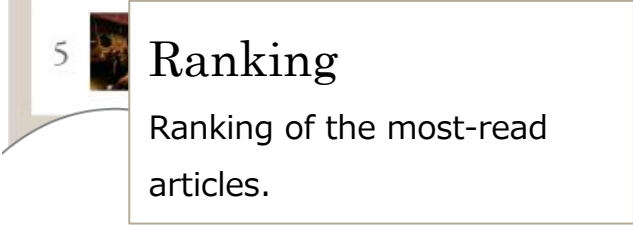
What's new
The latest articles are shown at the top of the content.



Pick up
Editorial recommendations are shown next to "What's new".



Ranking
Ranking of the most-read articles.



Content Category

Fashion

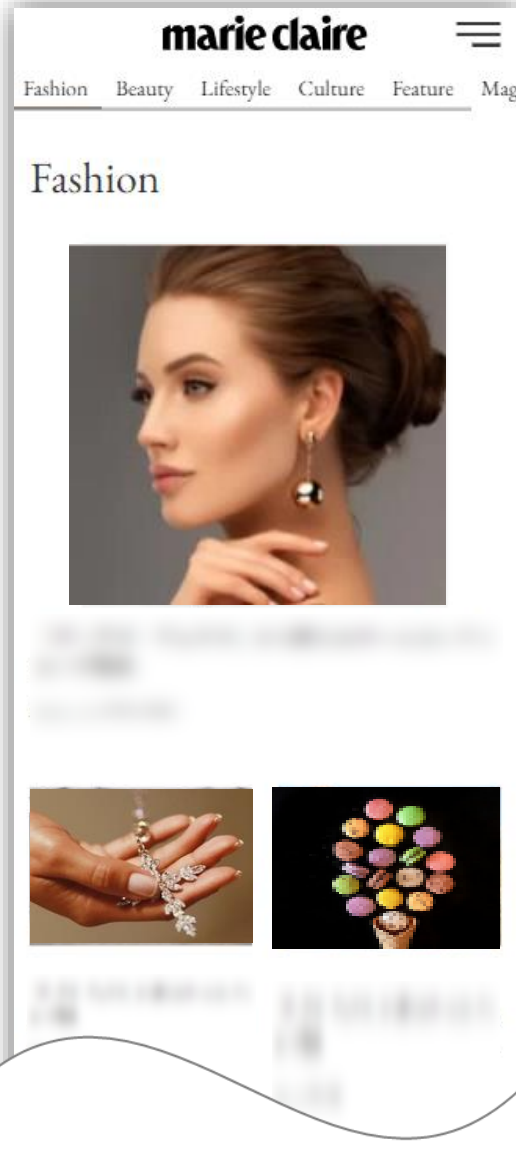
We provide information on the latest fashion trends, such as luxury brands, jewelry, casual line fashion, and trending items.

Beauty

Introducing in-trend, high-grade cosmetic and skin care products, as well as standard and seasonal items.

Lifestyle

Showcasing a wide range of topics to bring a touch of "quality" to your life, including recipes, gourmet food and tableware.



Culture

Read various interviews with artists, designers and musicians and receive information on movies and books. Make new discoveries through our articles and columns.

Feature

We deliver seasonal feature articles, including stories focusing on the magazine's cover model and the latest information from overseas.

Magazine

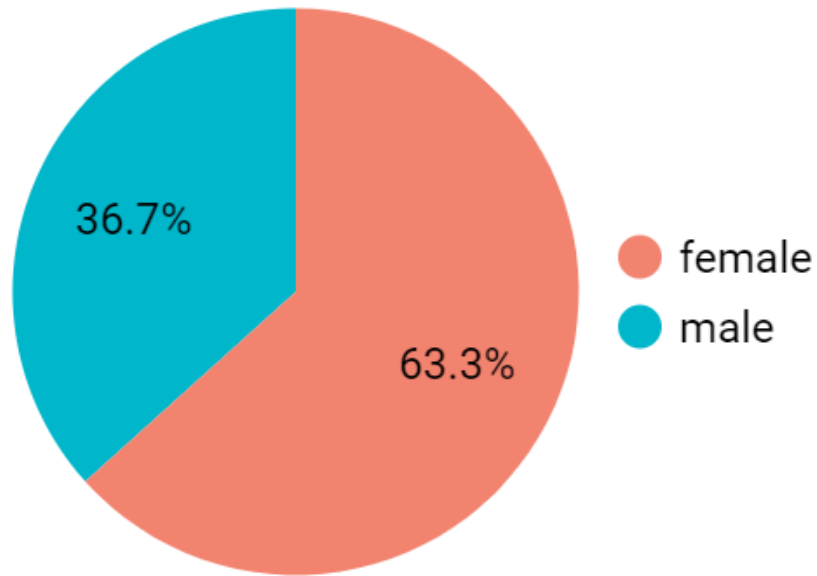
We archive magazines on the website so you can read the latest issue or back issues in PDF format.

Reader Profile

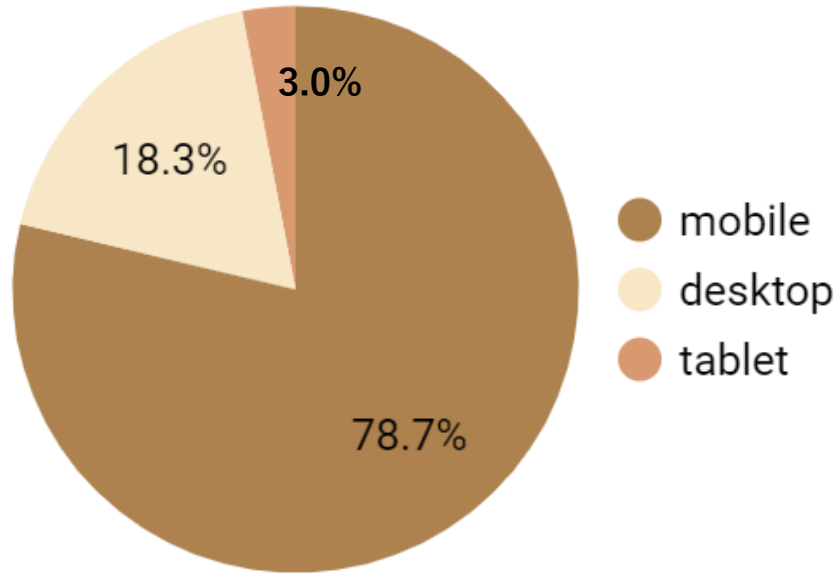
Reader Profile

Females account for more than 60% of readers, and smartphone users account for more than 75%. Readers aged 18 to 44 account for more than 55% of the total audience.

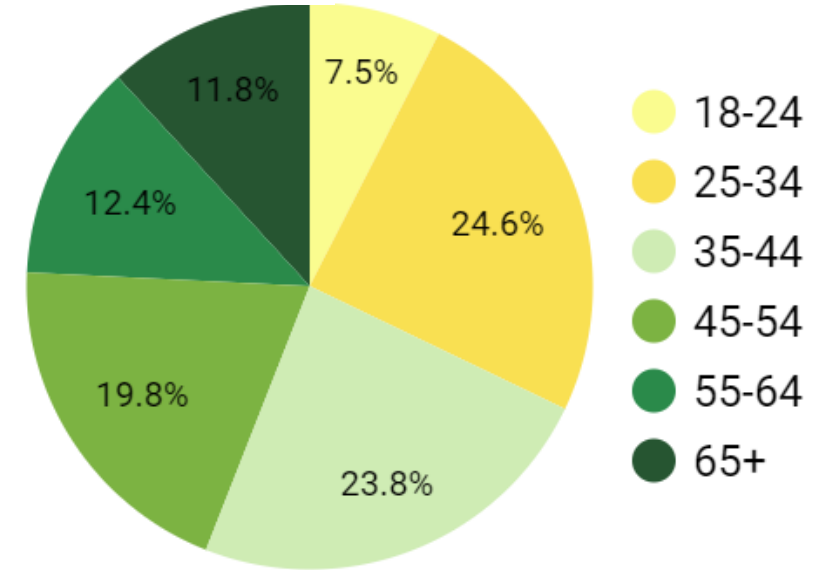
Gender (PV)



Device (PV)

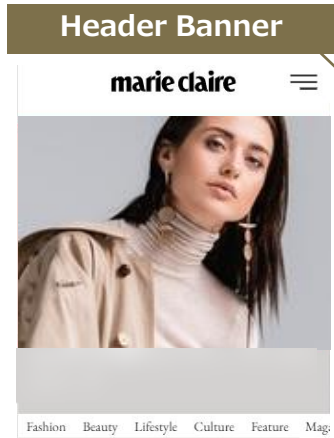


Age (PV)

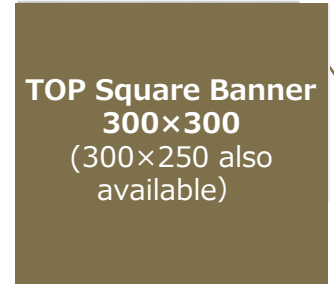


* Average from Oct. -Dec. 2023 / Google Analytics

Advertising Positions



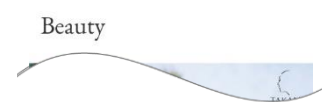
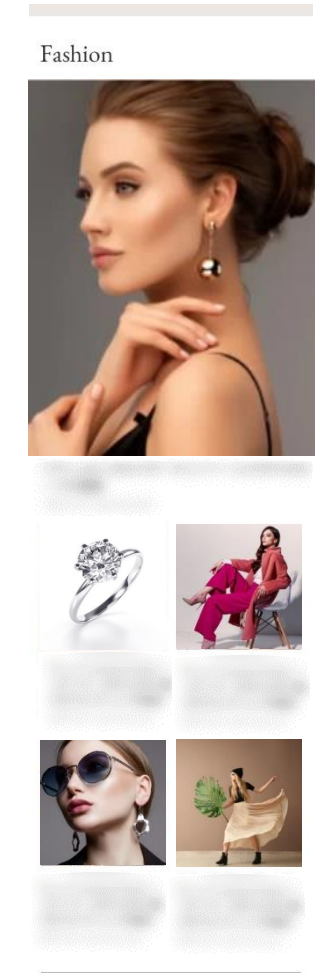
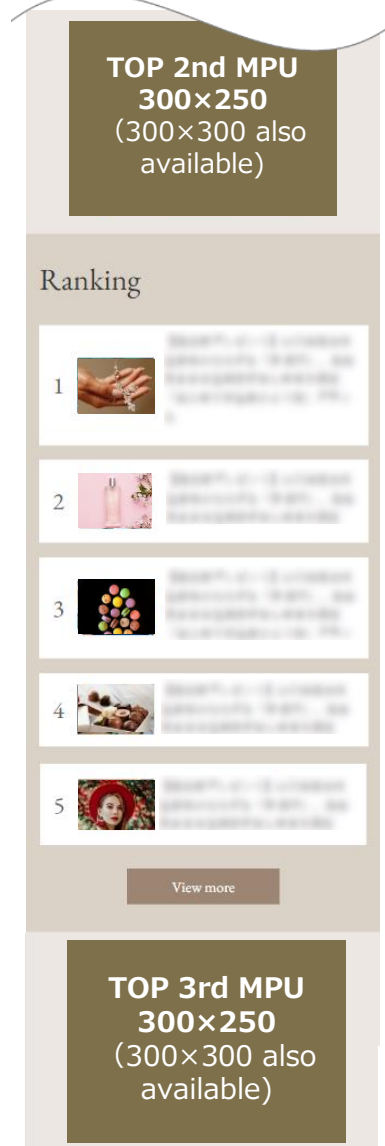
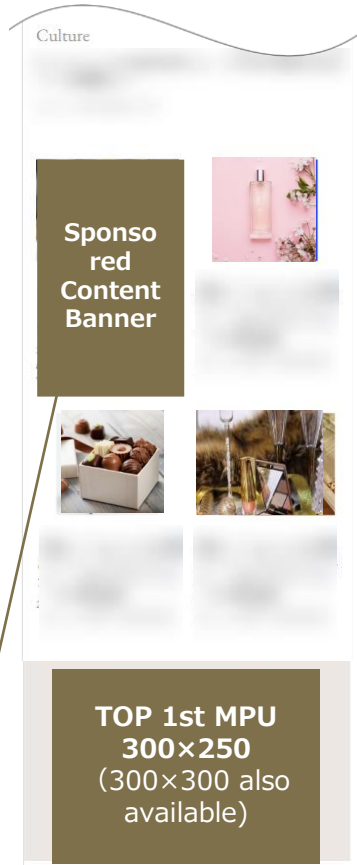
320x50
Disappears as
you scroll



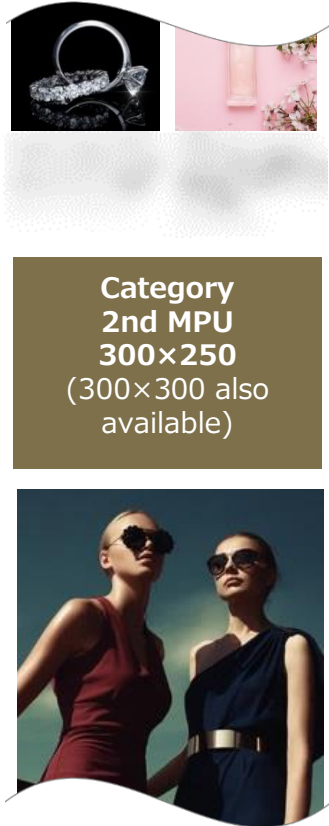
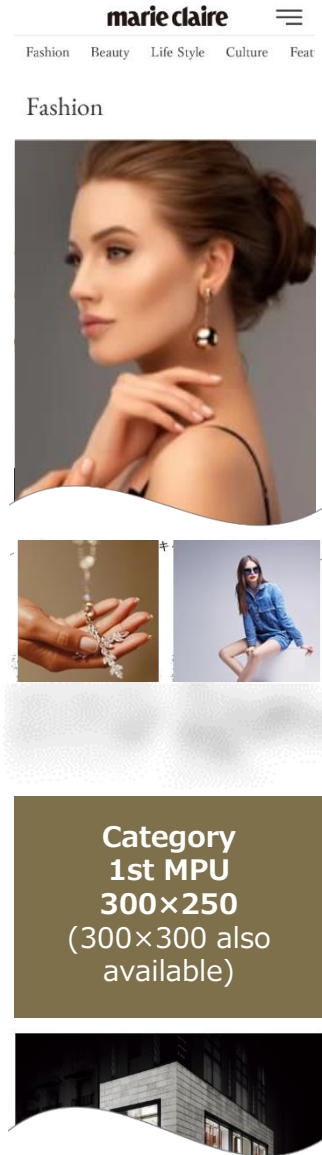
Can also be
combined with
Header Banner



Traffic driver to
"Sponsored Content"
*Normally used for editorial
articles

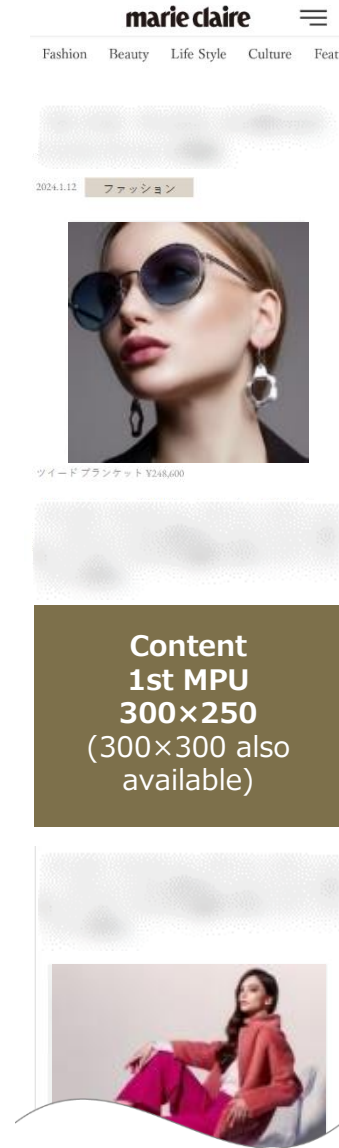


Category TOP



Content Page

*Sample Image



Advertising Placement

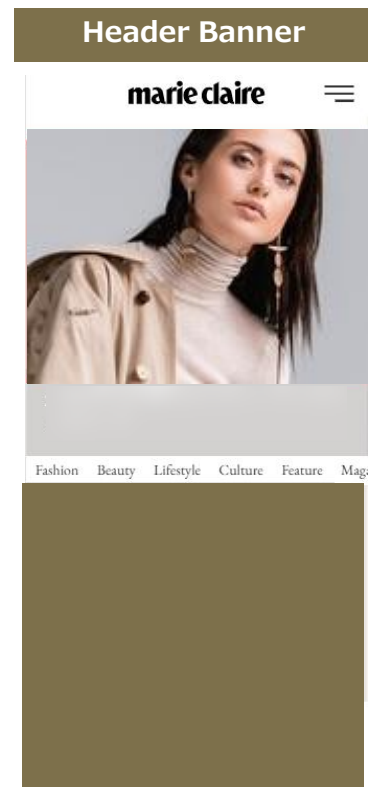
Header Banner

*Sample Image

A high-impact, premium banner, displayed above the “marie claire digital” title.

Can also be combined with a “TOP Square Banner”.

Insertion Period	1 week minimum *TBA
Insertion Page	Home page
Display Method	Rotation
Tech Specs	Size = 300×50 or 320×50 File Format = GIF or JPEG or PNG Video: MP4 File Size = under 100KB Animation = up to 30 seconds Loops = not applicable ALT Text = not applicable
Number of Creatives	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.
Material Deadline	5 business days before running
CPM	1,000 JPY (gross)



What's New

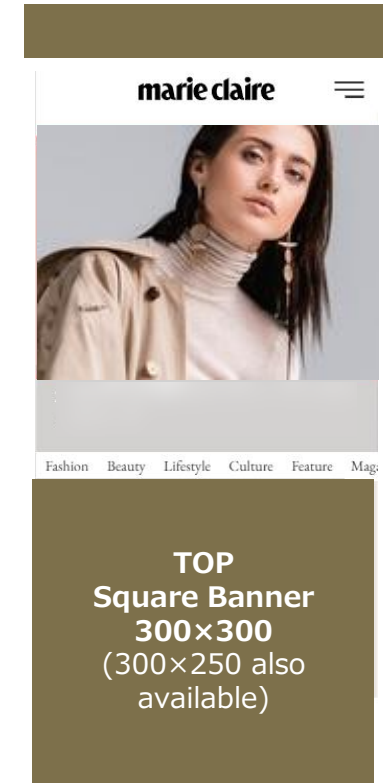


TOP Square Banner

*Sample Image

A square and stylish banner, displayed directly below the global navigation of "marie claire digital".
Can also be combined with a "Header Banner".

Insertion Period	1 week minimum *TBA
Insertion Page	Home Page
Display Method	Rotation
Tech Specs	Size = 300×300 (300×250 is also available) File Format = GIF or JPEG or PNG *Video: MP4 File Size = under 100KB *Video: under 4MB Animation = up to 30 seconds Loops = not applicable ALT Text = not applicable
Number of Creatives	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.
Material Deadline	5 business days before running
CPM	2,000 JPY (gross)



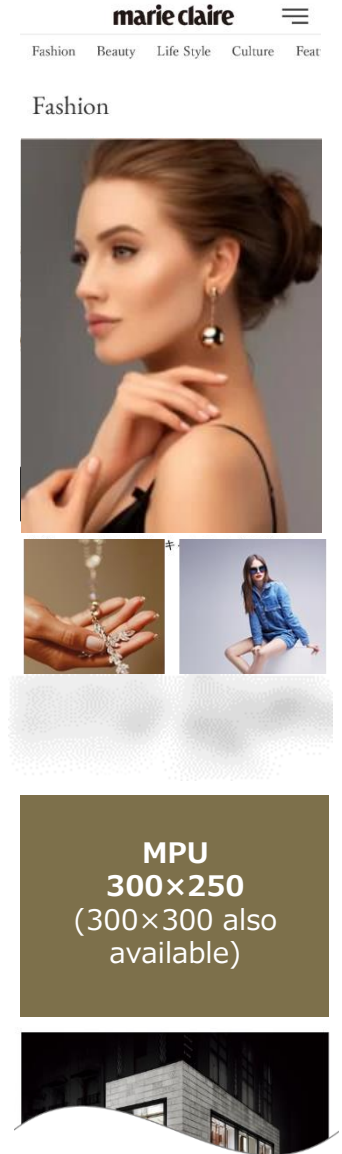
ROS (Run Of Site) MPU

*Sample Image

ROS MPU is an advertisement menu randomly posted on all pages in "marie claire digital".

"Video Ad" is also available.

Insertion Period	1 week minimum *TBA	
Insertion Page	Home Page, Category Top and Content Page (Randomly posted)	
Display Method	Rotation	
Tech Specs	<p>Still Image AD</p> <p>Size = 300×250 (300×300 is also available) File Format = GIF or JPEG or PNG File Size = under 100KB Animation = up to 30 seconds Loops = not applicable ALT Text = not applicable</p>	<p>Video AD</p> <p>File Size = under 4 MB File Format = MP4 Sound = default off Aspect Ratio = 16:9 Video Limit = 30 seconds</p> <p>[Bit Rate] Video = under 1,000 kbps Sound = 64 kbps</p>
Number of Creatives	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
CPM	1,000 JPY (gross)	2,500 JPY (charged at the start of the video, includes delivery fee)



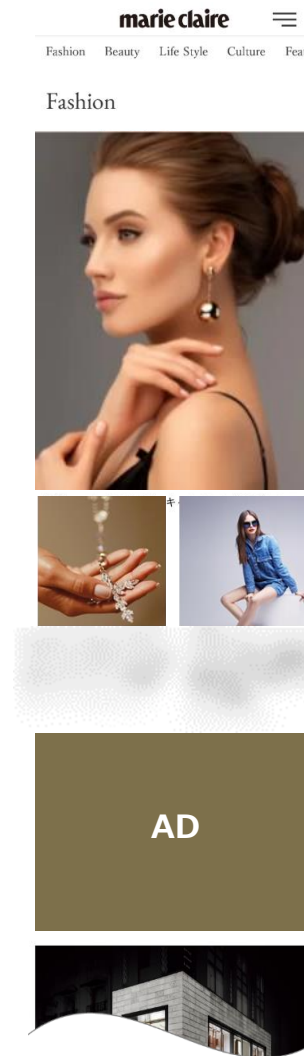
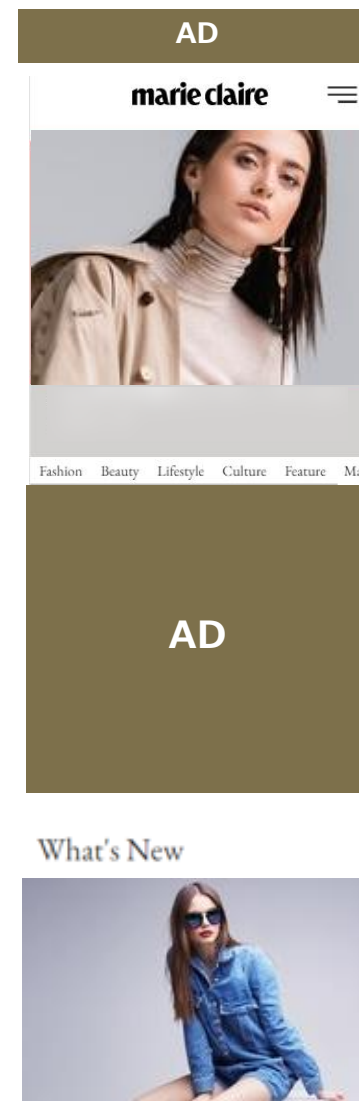
Take Over Plan

*Sample Image

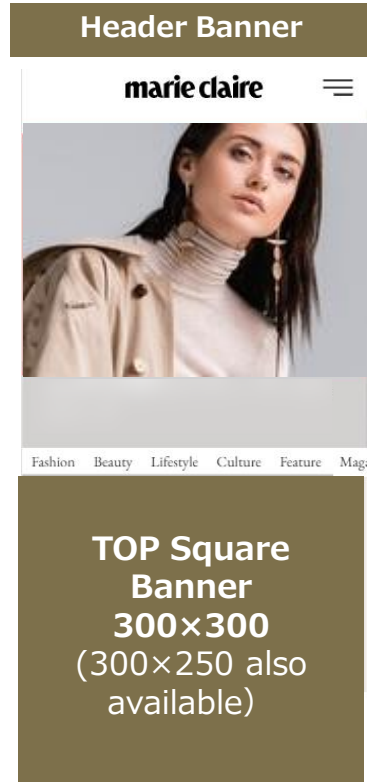
This is a special ad menu in which a single company's ads deliver all pages in "marie claire digital".

Only the "Header Banner" and "TOP Square Banner" are fixed in design. The ads will be randomly placed in all ad spaces on the site except for these two spaces.

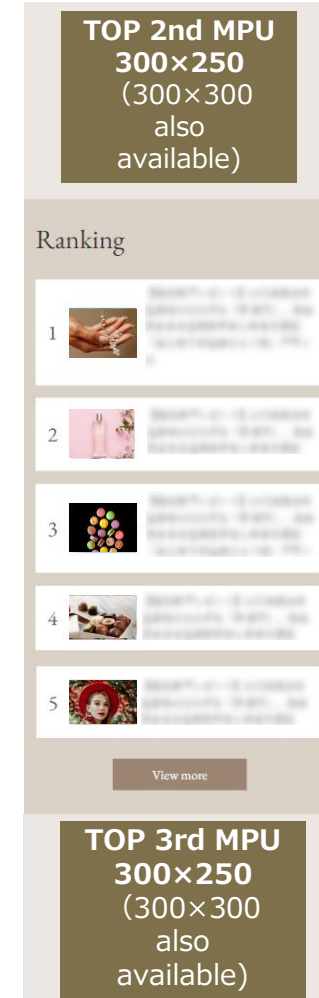
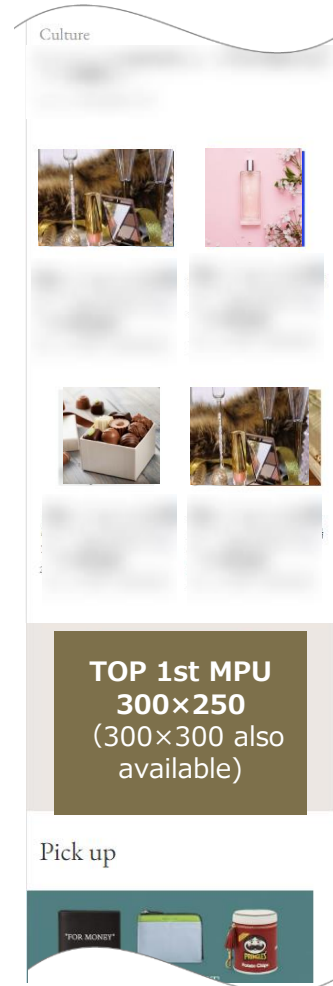
Insertion Page	The ads will be randomly placed in all ad spaces on the site except for the "Header Banner" and "TOP Square Banner".
Display Method	Rotation
Tech Specs	Please refer to each ad space's introduction page for regulations.
Number of Creatives	Header Banner = 1 TOP Square Banner = 1 Others = more than 7
Material Deadline	5 business days before running
CPM	3,000 JPY (gross)



Only the "Header Banner" and "TOP Square Banner" are fixed in design. The ads will be randomly placed in all ad spaces on the site except for these two spaces.



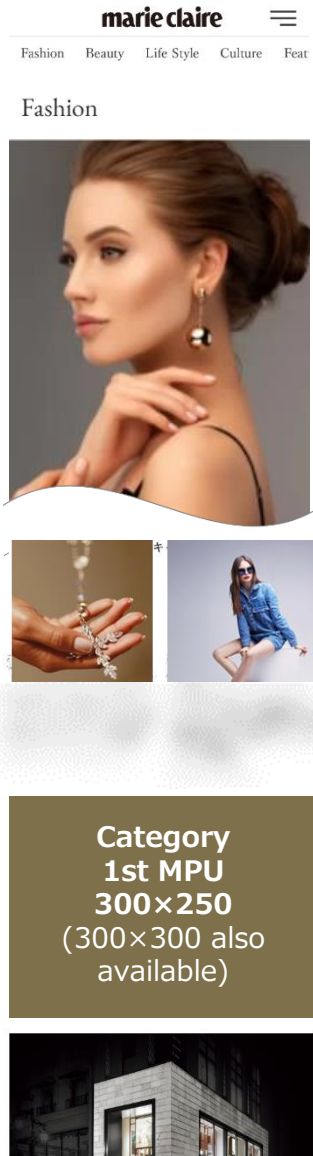
Fixed Design



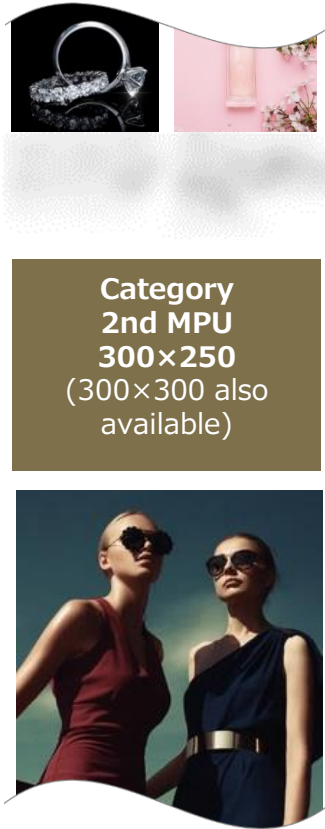
What's New



Category TOP

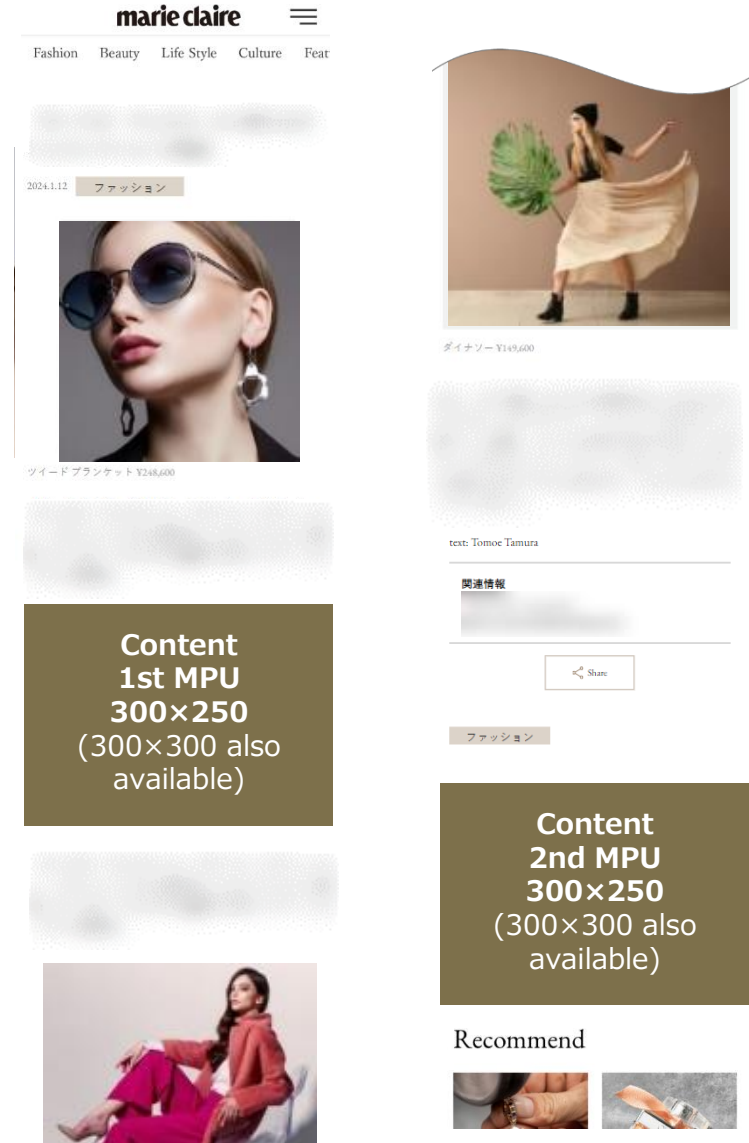


Category TOP has 5 categories, Fashion, Beauty, Lifestyle, Culture, and Feature.



Content Page

*Sample Image

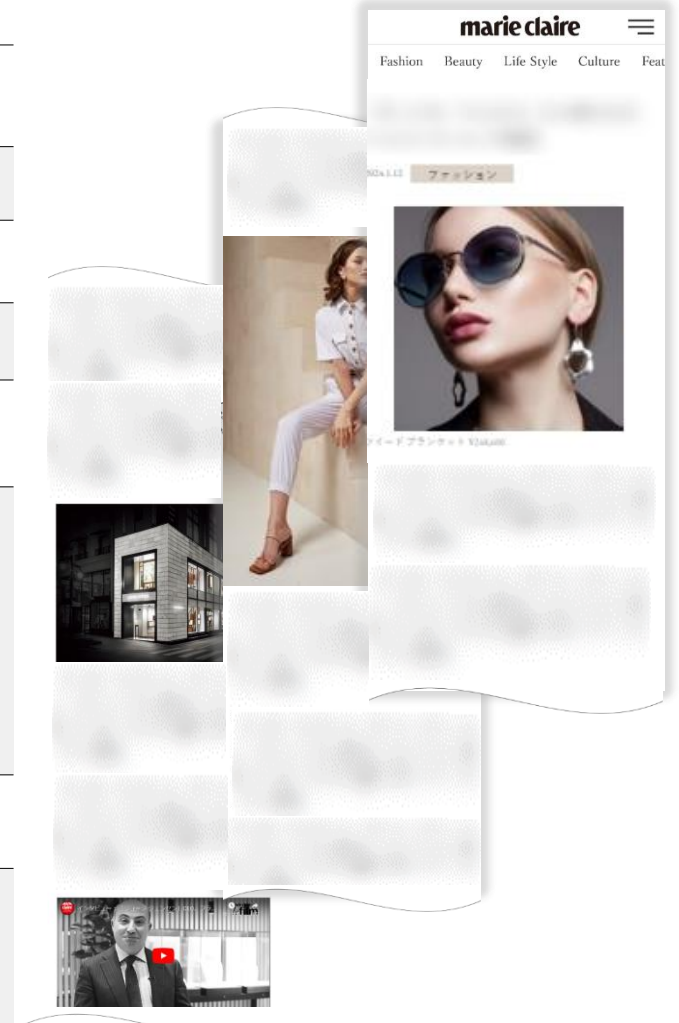


Sponsored Content

*Sample Image

The header, footer, and font are all the same as the editorial content because they are uploaded by editorial CMS. This can promote brand engagement in the form of helpful content without hindering the viewing experience.

Content Volume	1,300-1,500 characters in Japanese and 4-5 photos
Credit	【PR】 Sponsored by Advertiser name or your brand
Order Deadline	2 months prior to the advertiser's preferred starting date
Structure	1 page (SP/PC responsive support)
Posting Period	Traffic drivers from the Home Page are more than 2 weeks (TBC) *This content is archived after the posting period
Guaranteed PV	10,000 PV In-feed banner in Marie Claire digital (see page 8), and using Yomiuri Shimbun digital media, and external boost. (Yomiuri manages the breakdown of the traffic drivers) *External boost (such as NATIVE OCEAN) may be used depending on the inventory of Marie Claire digital'simps.
Ad Rate	2,000,000 JPY (gross)
Production Cost	From 400,000 JPY(net) *Produced by Marie Claire Team *Information sources and images are provided by the client. *Yomiuri also can produce customized design pages with HTML upon request, starting from 2,000,000 JPY (net)



SNS Boost for Advertorials

We run advertising posts on Facebook/Instagram/X using the “marie claire” account. This boost is only shown to the core target, making it possible to complement basic traffic drivers.

Platform		Estimated Clicks	Running Period	Regular Rate
Facebook	Placement optimization will be applied	4,000 Clicks*	2 Weeks -	From 1,000,000 JPY(net)
Instagram				
X				

*We do not guarantee the above clicks.

*Estimated clicks vary based on target setting.



Advertorial webpage



Your website

Directed to your website

*The above image is for illustration purposes only. Actual design may change.

marie claire "Magazine x Digital" Tie-up

"marie claire" magazine, which is folded into The Yomiuri Shimbun and delivered to the homes of subscribers, is different to other magazines sold in bookstores. "marie claire" magazine has the power to reach new customers, including newspaper subscribers. On the other hand, "marie claire" digital has the power to reach compatible, potential customers through the use of targeted ads. Yomiuri can produce articles for both separately, depending on the targets. Readers are able to experience the appeal of your products through the Tie-up content Yomiuri produces. Readers can also be directed smoothly to your branding site or EC site.



■ Magazine Tie-up

Ad Rate = 2,200,000 JPY(gross)

Production Cost = From 400,000 JPY(net)

■ Digital Tie-up *Guaranteed PV = 10,000 PV

Ad Rate = 2,000,000 JPY(gross)

Production Cost = From 400,000 JPY(net)

Reproduce Content from the Magazine to Digital Format

This plan is to reproduce articles from the "marie claire" magazine in digital format.

*Titles, headings, and some of the text will be re-edited by Yomiuri for digital use.

Content Volume	1,300-1,500 characters in Japanese and 4-5 photos
Credit	【PR】 Sponsored by Advertiser name or your brand
Structure	1 page (SP/PC responsive support)
Guaranteed PV	5,000 PV In-feed banner in Marie Claire digital (see page 8), and use of Yomiuri Shimbun digital media, and external boost. (Yomiuri manages the breakdown of the traffic drivers) *External boost (such as NATIVE OCEAN) may be used depending on the inventory of Marie Claire digital's imps.
Ad Rate	1,000,000 JPY (gross)
Production Cost	From 200,000 JPY (net)

