

marie claire digital

MEDIA GUIDE (Japan edition)

marieclairejapon.com

Bonjour !

marie claire digital

“marie claire digital” is the website of “marie claire” (Japan edition) —a fashion magazine folded into The Yomiuri Shimbun and delivered to the homes of subscribers.

In addition to “marie claire” content and topics, “lifestyle” content is also featured as an important category.

“marie claire digital” delivers a range of useful information such as fashion, beauty, interior design, food, automotive, and travel information for women living in today’s society. Overseas articles from “marie claire” are also featured in the digital version.

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



Content Category

Fashion

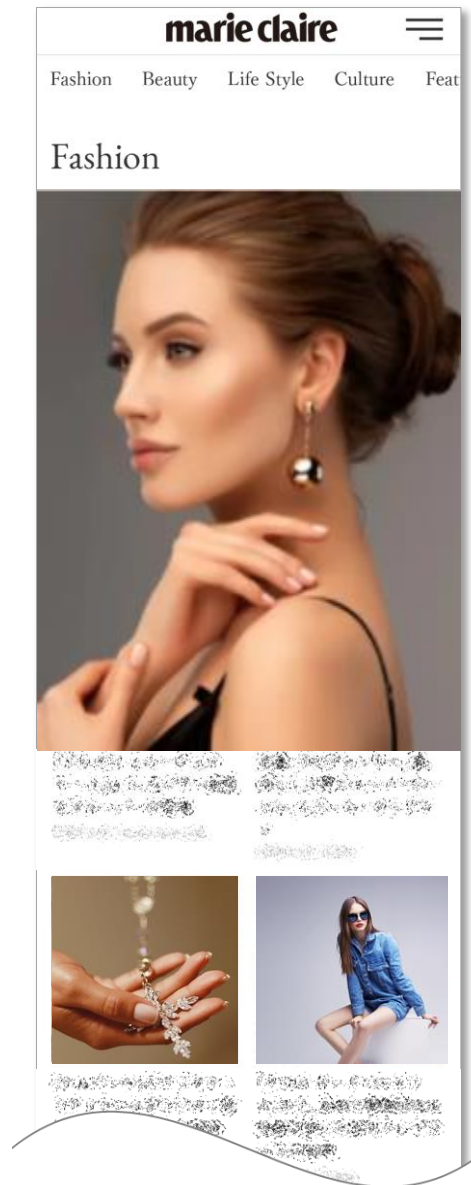
We provide information on the latest fashion trends such as luxury brands, jewelry, casual line fashion, and trending items.

Beauty

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

Life Style

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



Culture

Read a range of interviews with artists, designers and musicians. Introducing movies and books. Make new discoveries through our articles and columns.

Feature

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

Magazine

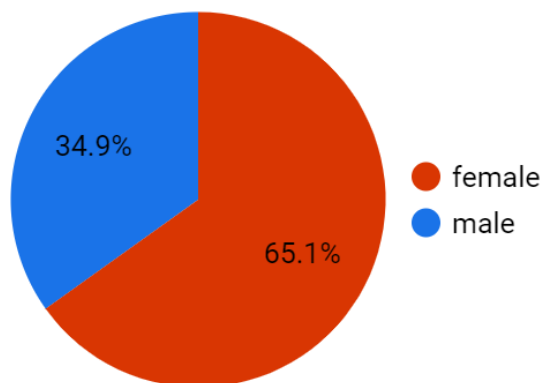
We archive magazines on the website so you can read the latest issue or back issues in PDF format.

User Profile

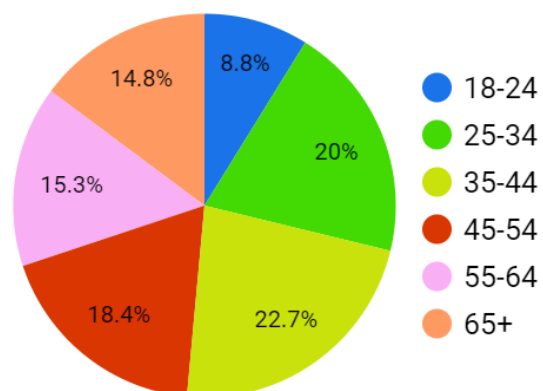
User Profile

Females, aged 25 to 54, and smartphone users each account for more than 60%.

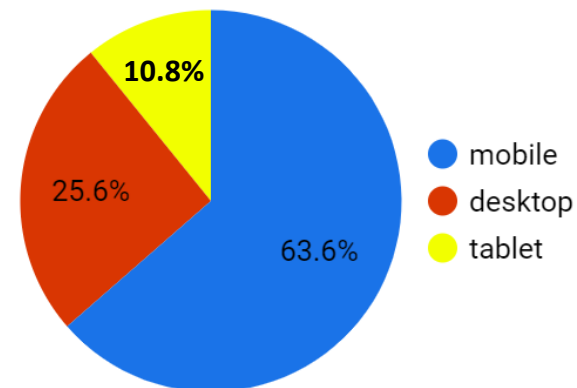
Gender (PV)



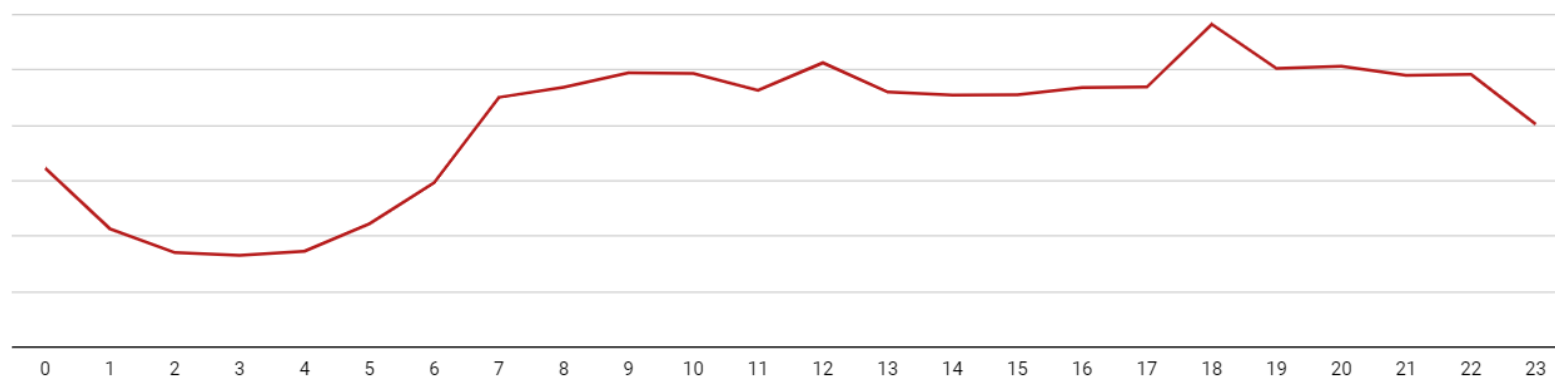
Age (PV)



Device (PV)



Access Time (PV)

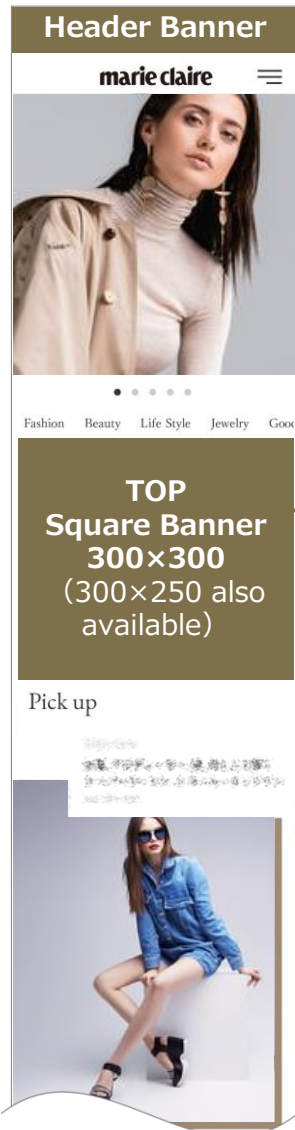


※Average from Oct. - Dec. 2021 / Google Analytics

Advertising Positions

Home Page

※Sample Image



Header Banner

marie claire

300×50
or
320×50

Disappears as
you scroll

**TOP
Square Banner
300×300**
(300×250 also
available)

Can also be
combined with
Header Banner

Pick up

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

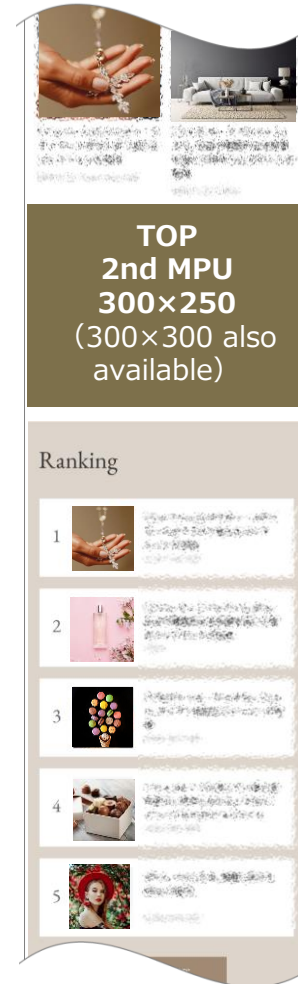


**TOP
1st MPU
300×250**
(300×300 also
available)

What's new



Sponsored
Content
Banner



Ranking

1



2



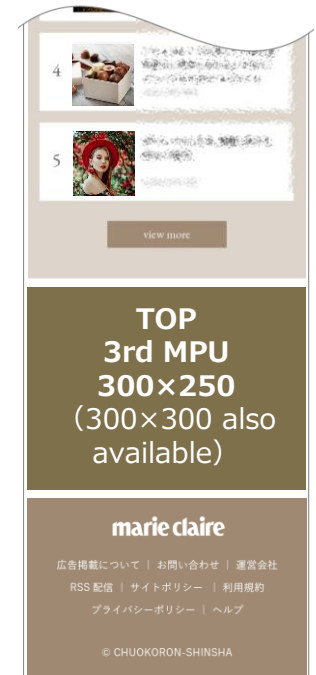
3



4



5



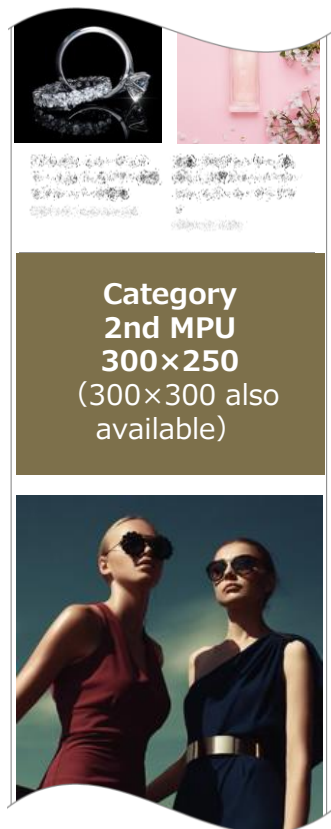
**TOP
3rd MPU
300×250**
(300×300 also
available)

marie claire

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RSS 配信 | サイトポリシー | 利用規約
プライバシーポリシー | ヘルプ

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Category Top



Content Page

※Sample Image



Advertising Placement

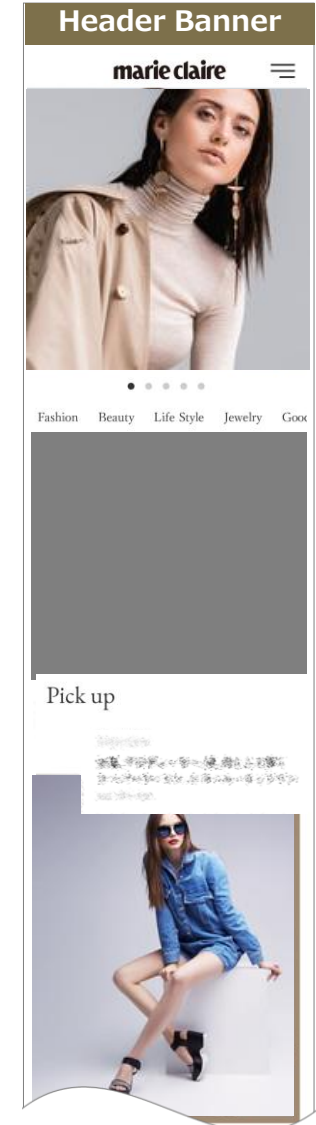
Header Banner

※Sample Image

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

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 File Size=under 100KB Animation: up to 30 seconds Loops = not applicable ALT Text=not applicable
Number of Creatives	up to 4
Material Deadline	5 business days before running
CPM	1,000 JPY (gross)



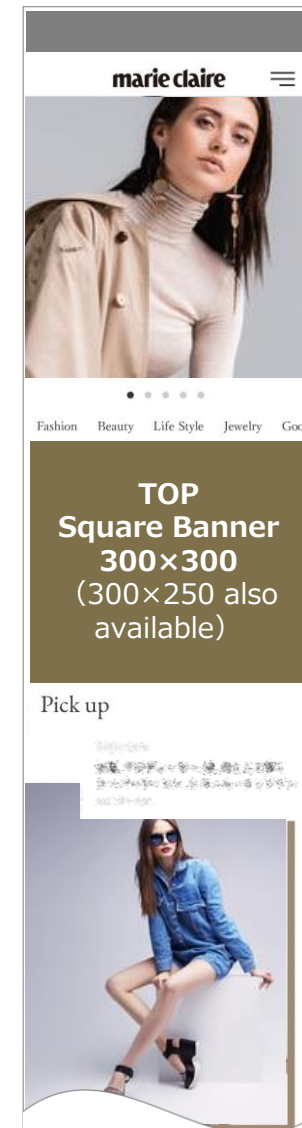
TOP Square Banner

※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 File Size=under 100KB Animation: up to 30 seconds Loops = not applicable ALT Text=not applicable
Number of Creatives	up to 4
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 that is 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	Ad Size = 300×250 (300×300 is also available) File Format=GIF or JPEG File Size=under 100KB Animation: up to 30 seconds Loops = not applicable ALT Text=not applicable	Video Ad File Size = under 4 MB Sound = default off Aspect Ratio = 16:9 Video Limit = 30 seconds Bit Rate Video: under 1,000 kbps Sound: 64 kbps
Number of Creatives	Up to 4	
Material Deadline	5 business days before running	
CPM	1,000 JPY / 1 imp	2,500 JPY / CPM (Charged at the start of the video)



Sponsored Content

※Sample Image

The header, footer, and font will all be the same as the editorial content because it is uploaded by editorial CMS. Promote brand engagement in the form of useful content without hindering the viewing experience of the user.

Content Volume	1,300-1,500 characters in Japanese and 3-5 photos
Credit	【PR】 sponsored by (Advertiser)
Order Deadline	2 months prior to the advertiser's preferred starting date
Production Period	One and a half months
Structure	1 page structure (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 6), and using Yomiuri Shimbun digital media, external boost. (Yomiuri manages the breakdown of the traffic drivers)
Rate	2,000,000 JPY (gross)
Production Cost	500,000 JPY (net)~ * Produced by Marie Claire editorial team * Information sources and images are provided by the client.

