

VOGUE

時尚雜誌 國際中文版
2019 MEDIA KIT

THE WORLD'S
MOST CELEBRATED
MEDIA BRAND

時尚聖經，制霸全媒

THE FASHION BIBLE

全球時尚聖經 潮流第一站

Held in the highest of esteem by brands and professionals throughout its 100-plus year history of covering all things fashion, VOGUE enjoys a global reputation as the Fashion Bible.

關於時尚，VOGUE說了算！

VOGUE身為Condé Nast International集團旗下歷史最悠久的時尚媒體，自1892年首本VOGUE出版以來，至今已有超過百年的歷史，始終被時尚專業人士所推崇，因此榮譽為「Fashion Bible時尚聖經」。

23 YEARS OF VOGUE TAIWAN

超越夢想 引領未來

VOGUE Taiwan took up the mantle for the Chinese-speaking world in 1996, meticulously providing the latest in global fashion news and trends, practical beauty advice, celebrity reports and the hottest topics, giving women in Taiwan the confidence to pursue and enjoy stylishly elegant lives at the forefront of fashion.

台灣VOGUE國際中文版，從1996年創刊至今，一直是台灣時尚的重要推手，為全球華文使用者提供流行時尚及美妝保養趨勢、潮流人物報導、以及最熱門的話題，引領著台灣女性以充滿自信與優雅的態度，走在時尚最前線。

As a key media player in the cultural conversation on aesthetics and fashion, VOGUE Taiwan aims to produce the strongest editorial coverage, across multiple platforms, from the point of view of our editors, photographers and video team, engaging readers in this most exclusive and educated of communities, while also providing comprehensive and effective marketing solutions for our partners.

身為時尚美學文化的龍頭媒體，我們旨在打造最頂尖的文字、攝影及影音編輯團隊，以製作出最精采的跨平台內容，進一步與金字塔高端的使用者產生互動，最終為我們的合作夥伴提供最全面有效的媒體行銷方案。

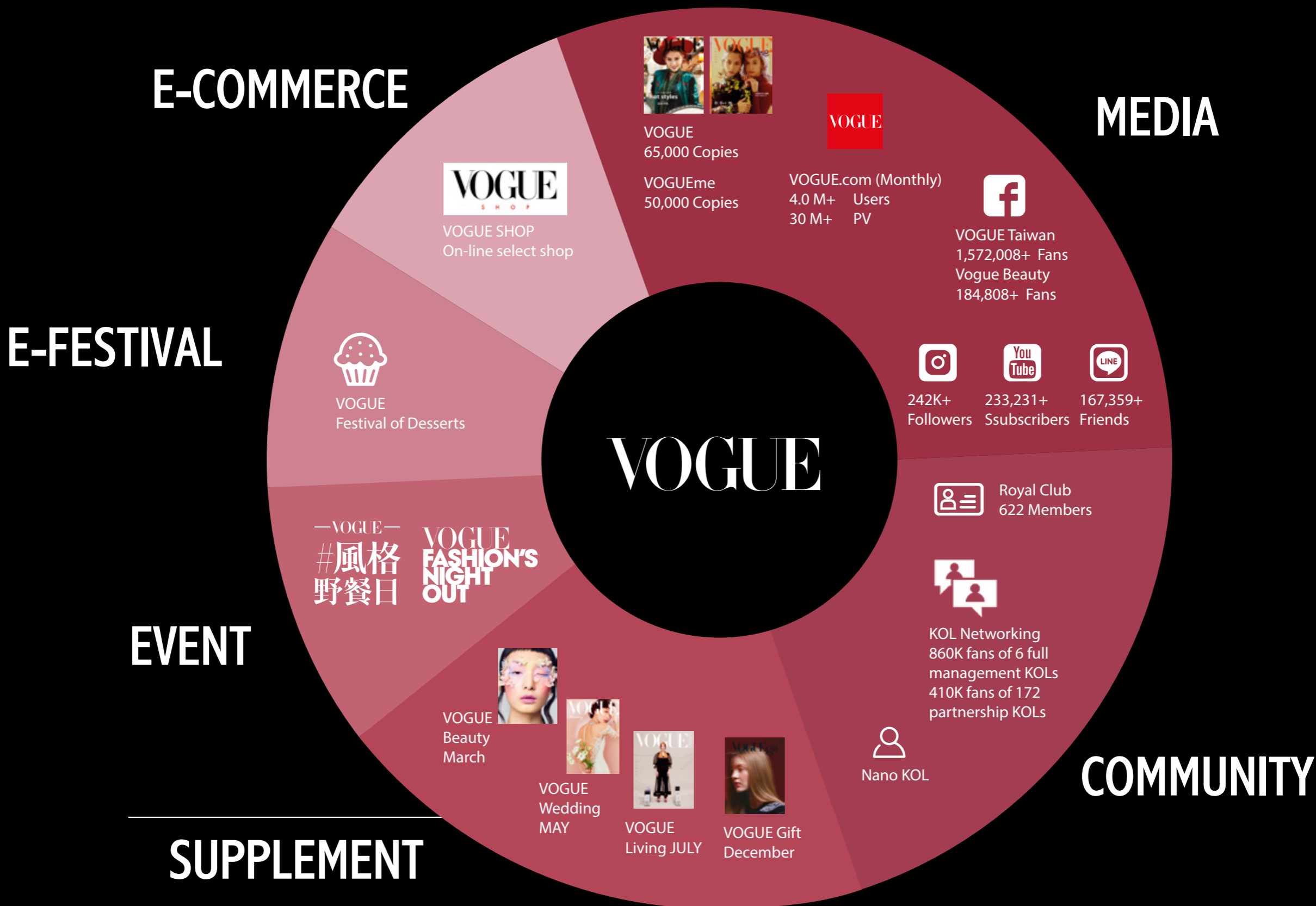
OUR MISSION

我們的使命

**Open the doors to a world of
EXCELLENCE, CREATIVITY AND PASSION.**

打開通往卓越，創意和熱情世界的大門。

LANDSCAPE OF VOGUE TAIWAN NOWADAYS 關於VOGUE



OVERVIEW 線上線下 延伸時尚觸角

CONTENT



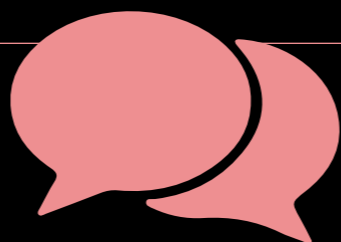
(Vogue.com)
4 M+ Users
30 M+ PV



(Magazine)
65,000 Copies



(EDM)
0.6 M+
21.89% Click rate



SOCIAL



Vogue Taiwan fans
1,572,008+
Vogue Beauty fans
184,808+



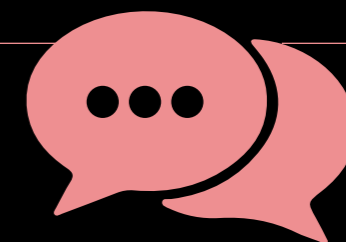
IG followers
242 K+



LINE friends
167,359+



YouTube subscribers
233,231+



COMMUNITY



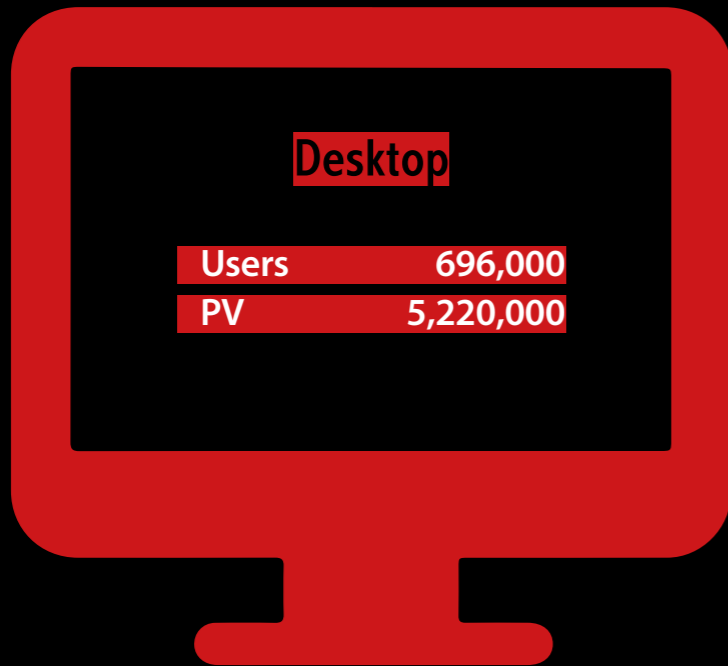
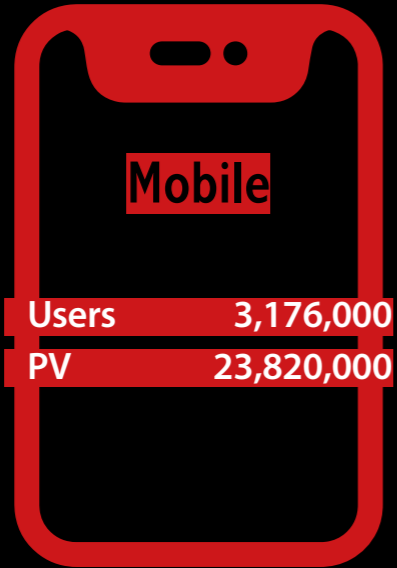
Royal Club
622 Members



KOL Networking
860K fans of 6 full management KOLs
410K fans of 172 partnership KOLs

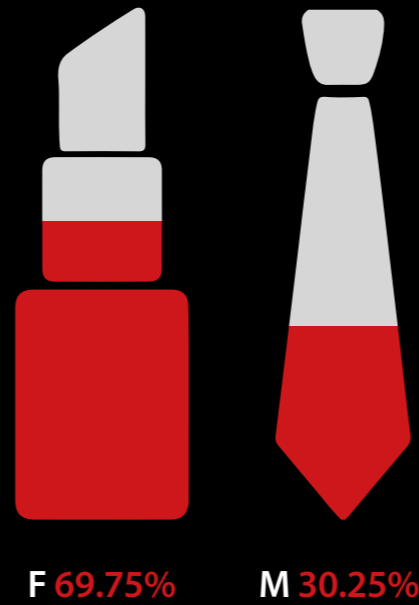
VOGUE DIGITAL 社群平台現況分析

Avg. Data / Per Month

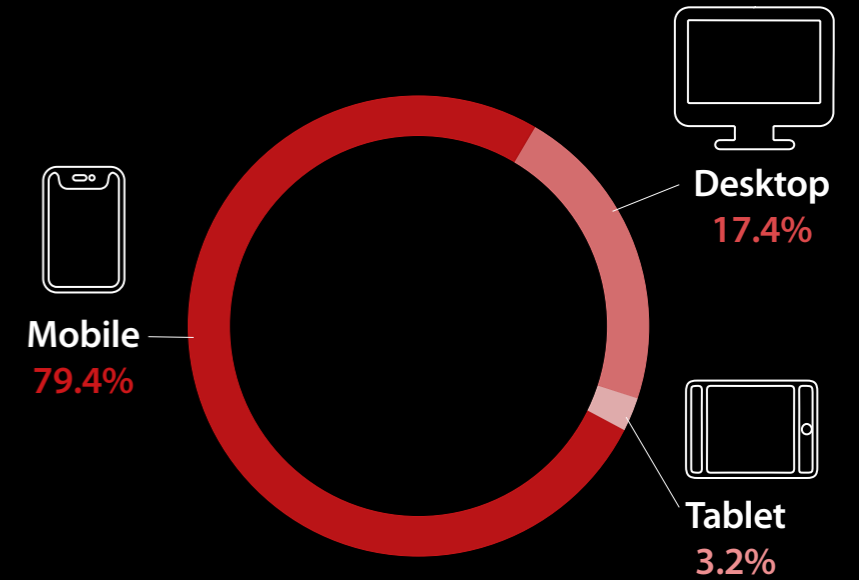


Users

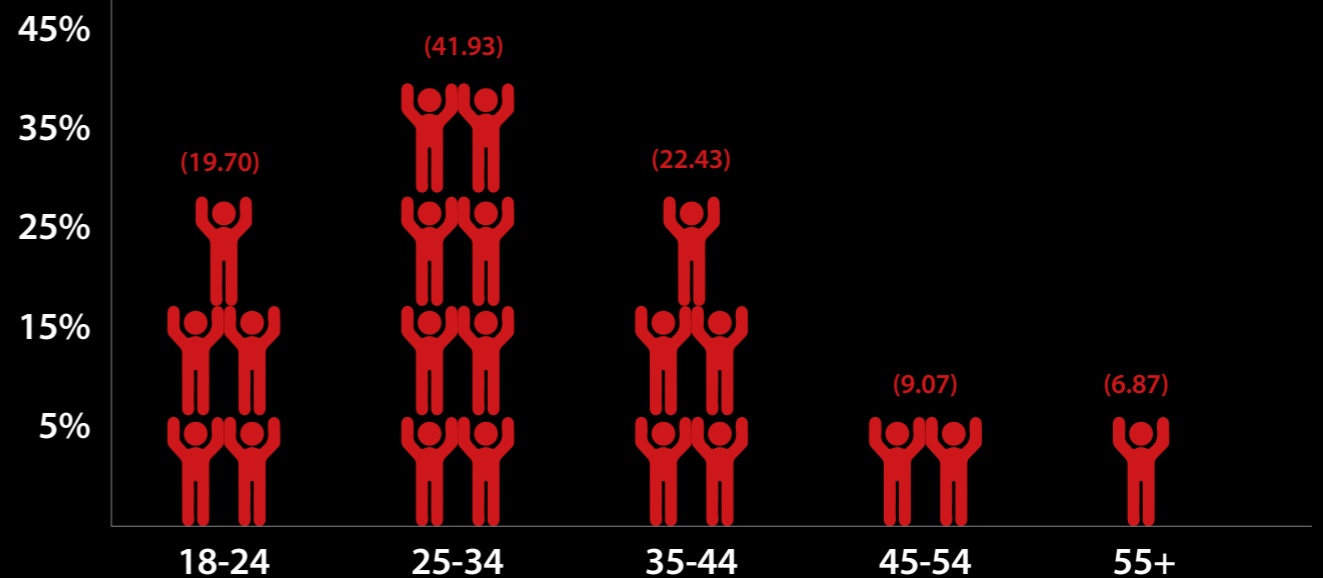
Gender



Device



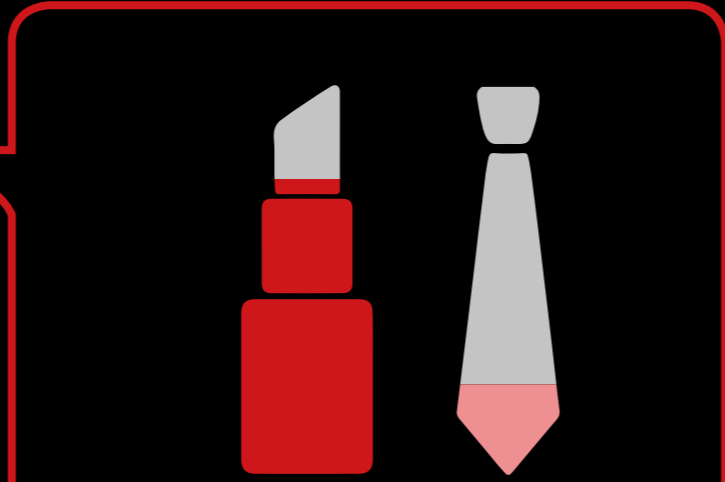
Age



VOGUE SOCIAL FACEBOOK



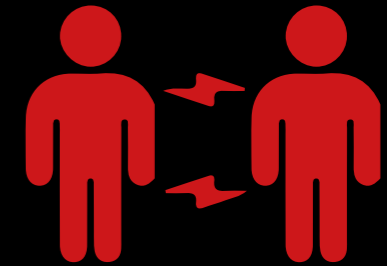
Fans
1,572,008+



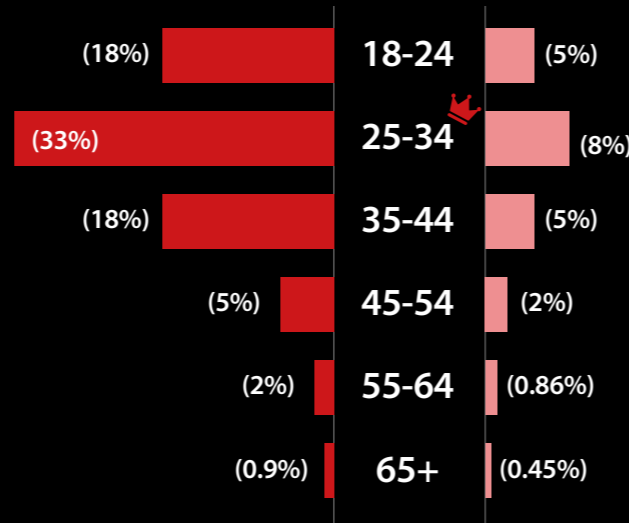
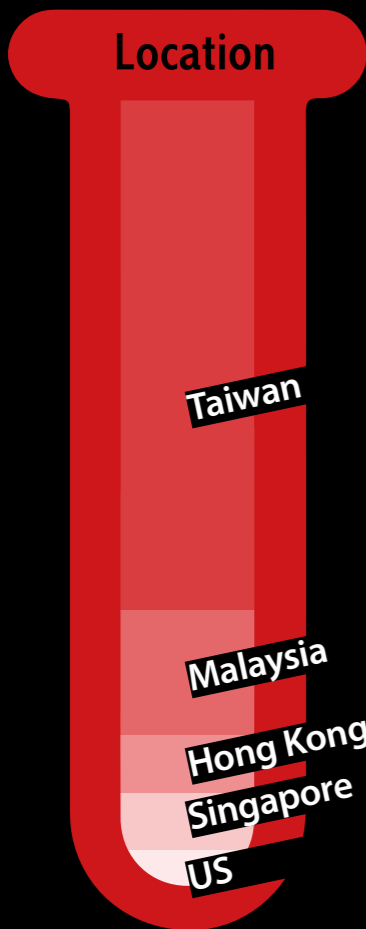
Avg. Data / Per Day



Organic Reach
1,507,538



Engaged Users
283,544



TW RANK
No.9

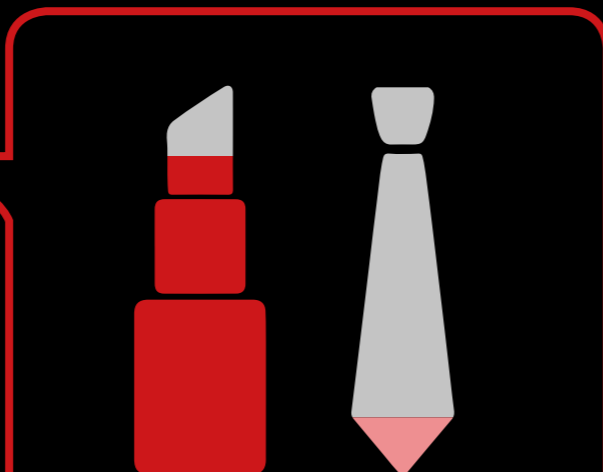
#	粉絲團名稱	不重複互動人數	25-34歲用戶佔該媒體互動人口比
1	東森新聞	1,278,274	18.55%
2	ETtoday新聞雲	1,107,137	20.23%
3	蘋果日報 台灣	1,008,543	23.62%
4	ETtoday星光雲	865,984	21.46%
5	Yahoo奇摩新聞	752,248	26.02%
6	壹週刊	712,370	21.65%
7	三立新聞	670,801	22.16%
8	ETtoday分享雲	670,028	22.16%
9	VOGUE Taiwan	665,853	34.29%
10	TVBS新聞	632,003	21.54%

Most favored media among users aged 25-34 on Facebook

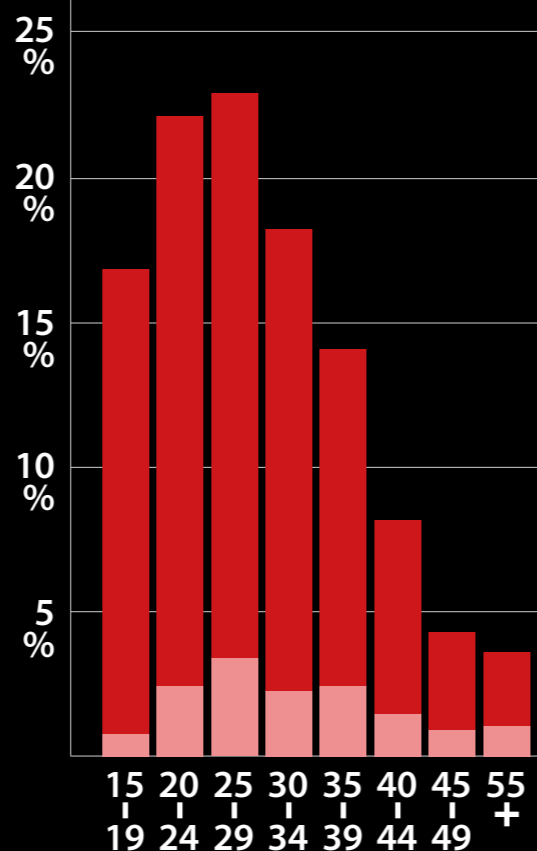
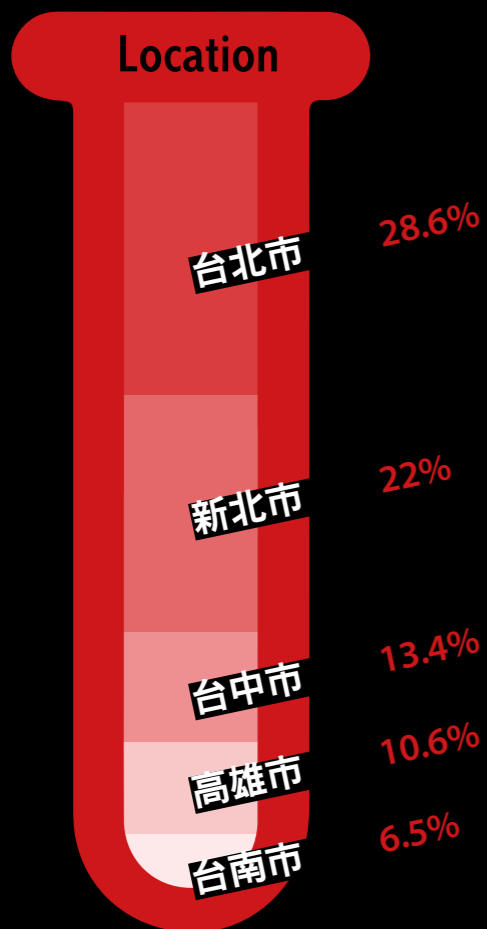
VOGUE SOCIAL LINE



Friends
167,359+



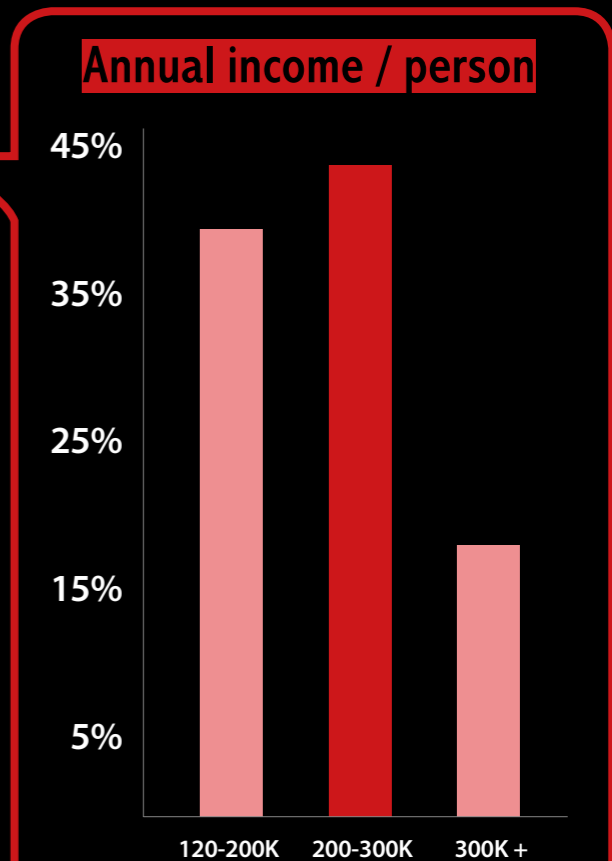
F 85.4% **M 14.6%**



ROYAL CLUB

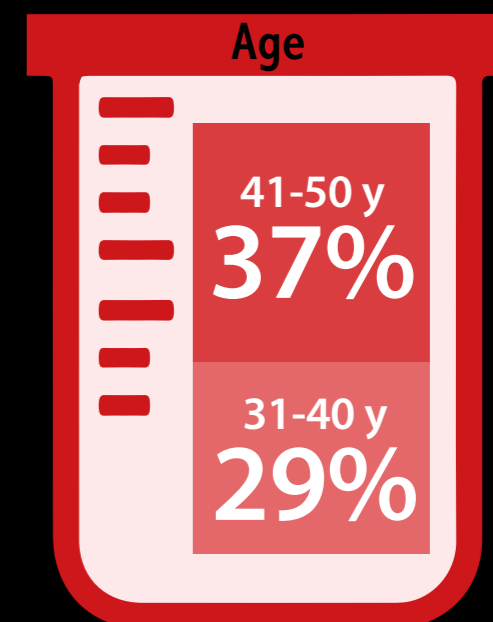


Members
620+



Business Owner
35%

Housewife
31%



VOGUE MAGAZINE 年度重要議題

2019 SPECIAL ISSUES



March VOGUE BEAUTY

The ultimate skincare and makeup book.
新年伊始，傳授保溼、美白、煥膚及彩妝等全方位美顏之法。



April VOGUE PICNIC

An ultra-fashionable picnic filled with family, friends, and laughter.
提倡時尚生活態度，享受最有風格的美好生活。



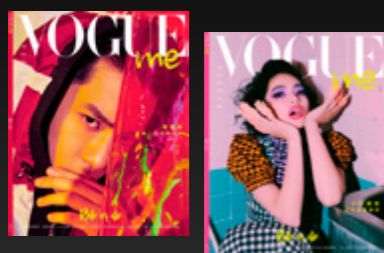
May VOGUE WEDDING

The best guide for stylish wedding inspirations.
打造一場頂級的夢幻婚禮。



July VOGUE E-FESTIVAL

A quick guide to beauty appliances, 3c products, and electrical appliances for women.
第一本為女性而生的3C、美容電器及小家電用品指南，即將登場！



April, October VOGUE ME

The most effective solution to Millennial generation.
從未來世代的觀點重新詮釋美好生活與風格消費！



October VOGUE FNO

The annual event to inspire shoppers around the world to participate in.
全球時尚圈的頭條盛事！



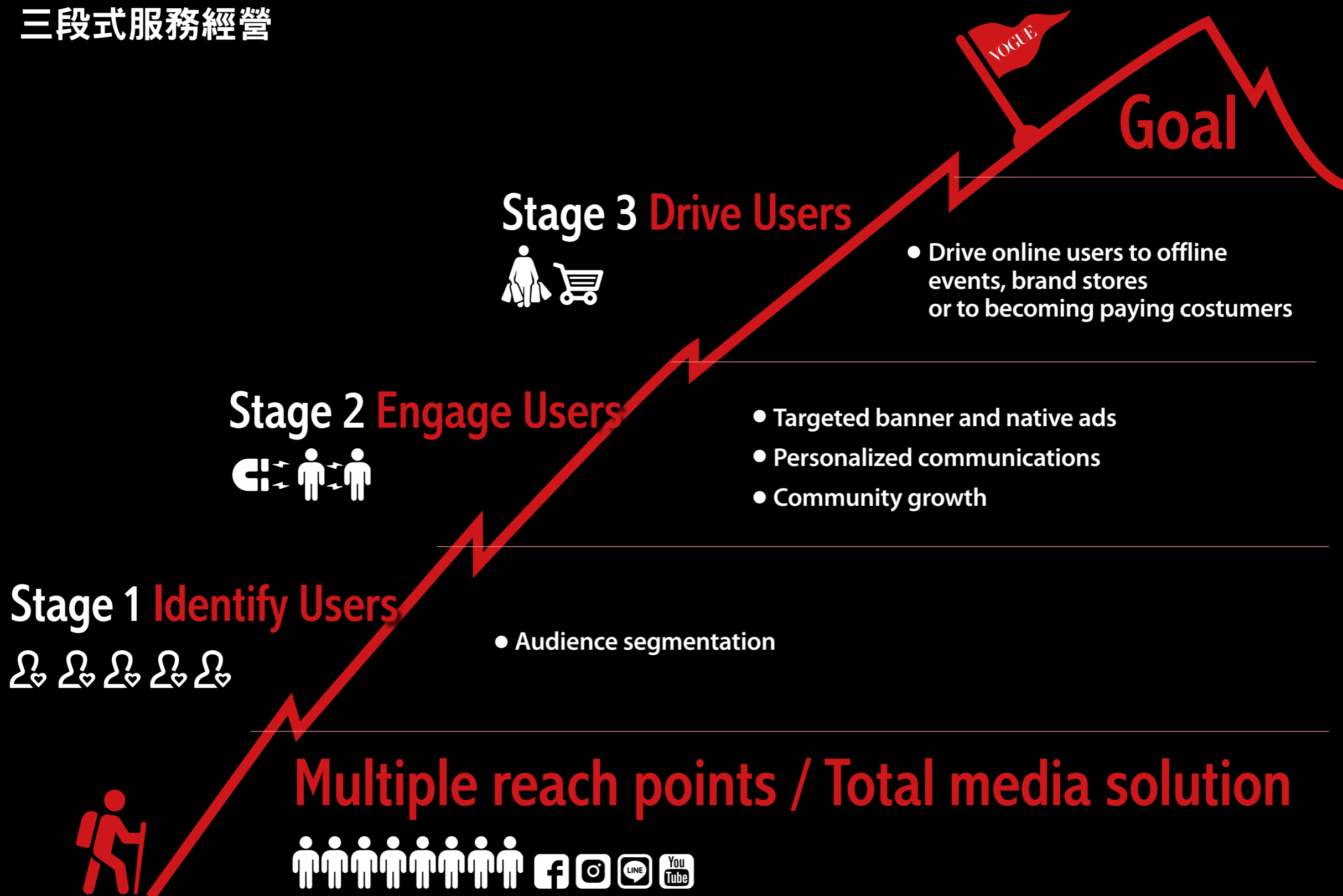
December VOGUE GIFT

First issue launch on December, 2016.
As the leader of fashion magazine, Vogue selected the best gifts of the season.
在歲末之際，Vogue Gift 謹以絕佳品味，為讀者精選本季精挑細選時尚單品作為佳節贈禮。



THREE STAGES OF THE EXPERIENCE JOURNEY

三段式服務經營



STAGE 1 OF THE EXPERIENCE JOURNEY 精準分析與定義使用者



Identify Users

Pre-step (before visiting website)

With CNI and local data team support, we can reach as many of our potential target audience as possible through:

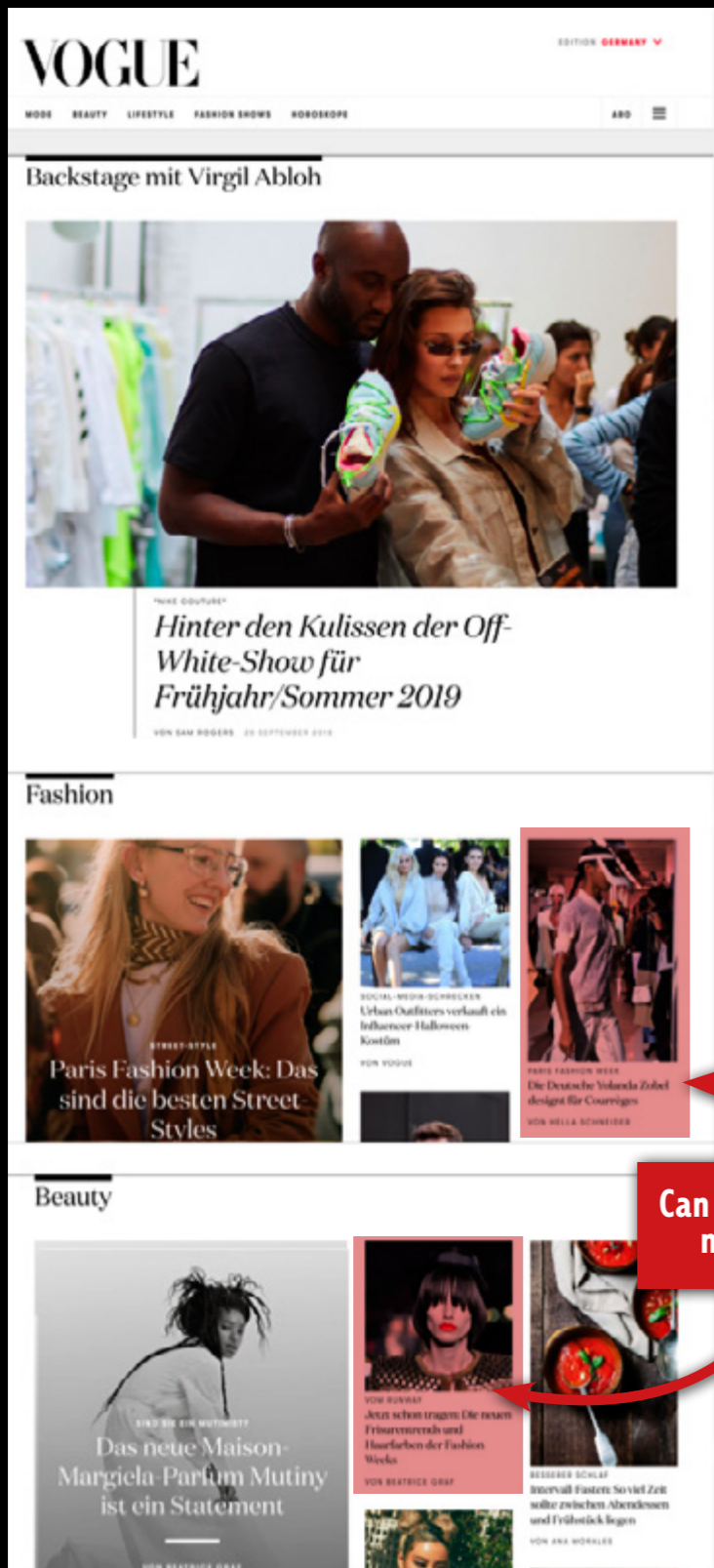
- Our leading digital offering
- Search engine optimization strategy
- Adopting new advertising technologies

While on our websites

In addition to demographics, we can also use social affinity and user behavior to target segmented audiences on the VOGUE websites, adding weight to native ads by feeding the right content to the right audience at the right time.

STAGE 2 OF THE EXPERIENCE JOURNEY 觸動並引發體驗動機

Engage Users



Website revamp-Compass

A new global project called Compass launched by Condé Nast International aims to increase usability and solve technical problems facing multinational campaigns by unifying both the front and back ends of VOGUE websites in all countries.

Several benefits are expected with Compass:

1. A better user experience
2. High compatibility of local ad banners with global ad materials
3. A better layout for native ads
4. Luxury brands get more attention with better image quality and a grid layout

STAGE 3 OF THE EXPERIENCE JOURNEY 虛實整合 創造「雙店」經營模式



1 2019 VOGUE Picnic with floral dress code
2 VOGUE Picnic is truly a city-sized event

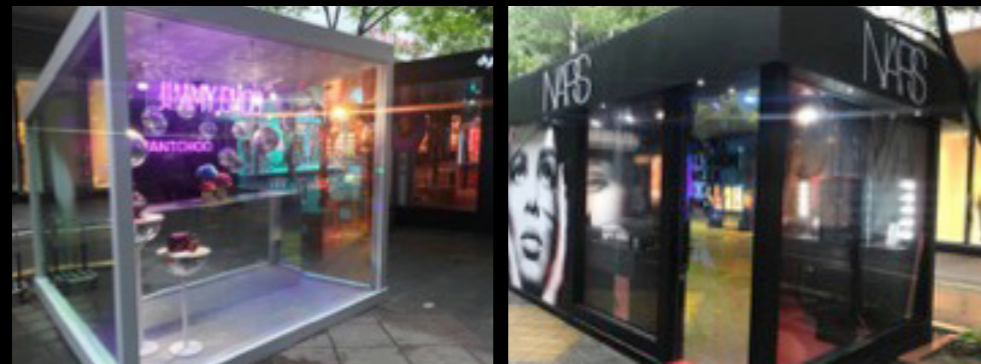
Drive Users

VOGUE Picnic

Dates: 2019, 4/27@Taipei

Launched in 2015, VOGUE Picnic is now a city-sized event with lots of enticing activities for consumers. With 60+ booths, 2019 VOGUE Picnic attracted over 100,000 people went to the event, and the VOGUE Picnic Newspaper and social promotions ensured exposure to many more people. VOGUE Picnic really inspires people to enjoy better living.

STAGE 3 OF THE EXPERIENCE JOURNEY 虛實整合 創造「雙店」經營模式



The Creative Fashion market display in the Xinyi area

Drive Users

Fashion's Night Out

Date: 2018 10/13, 14

The 10th Fashion's Night Out (FNO), the most authoritative fashion event in Taiwan, was a truly city-sized event as it morphed into the first ever Taipei Fashion Week thanks to the involvement of Taipei City Government's Department of Cultural Affairs.

There were two large fashion shows, and international and local fashion heavyweights taking part in a fashion summit, while the the Xinyi area was transformed into a fashion and art spectacular.

And it was also the second year for the online FNO Select Shop.

FNO teaser: <https://youtu.be/951EDhkTpss>

Event site: <https://bit.ly/2QnFZC7>

STAGE 3 OF THE EXPERIENCE JOURNEY 虛實整合 創造「雙店」經營模式



Flower In VOGUE e-Shop
Website: <https://shop.VOGUE.com.tw/>

Drive Users

VOGUE EC platform new launch!

Date: 2018 10/02

When VOGUE first launched a pop-up online shop for Dior, it was a milestone marking VOGUE's ability to offer a total solution to the customer journey, from content and community to events and sales.

With considerable influence in fashion, beauty and lifestyle, VOGUE has successfully run several EC projects, including the VOGUE Picnic online shop and Summer Select Shop (beauty appliances and gadgets for women), and finally launched our own EC platform so as to offer a comprehensive service for users and clients.

SHOWCASE

年度精彩案例

SHOWCASE

Celebrity's Wardrobe

Since starting in March, Celebrity's Wardrobe has been one of the most popular video series on VOGUE Taiwan's YouTube channel. For each video, VOGUE invites a celebrity to open up her wardrobe, show her personal collections and share the stories behind the items.



打開蔡詩芸衣櫃 接棒媽媽經典單品: <http://bit.ly/2RN29TH>

- 1 Video cover
- 2 Playlist for Celebrity's Wardrobe



SHOWCASE

Audemars Piguet

Type Post & Boost

Creative In-house

Markets Taiwan

Platforms Print + Web + Facebook + YouTube

Objective To increase awareness of the new watch Code 11.59 and its design concept.

Strategy & Execution

- Six interviews, each covering different subjects like product features and celebrity points of view of time.
 - Vogue invited four artists to the HK Art Basel event, who posted a total of 24 FB/IG posts.
- A video was also created during the same period to attract even more attention.



Links: <https://pse.is/GQEUD>, <https://pse.is/F8UZ9>

SHOWCASE

Cartier

Type Post & Boost

Creative In-house

Markets Taiwan

Platforms Print + Web + Facebook + YouTube + LINE

Objective To create social media awareness of the Cartier Coloratura High Jewelry Exhibition.

Strategy & Execution

- One article communicating brand story, as well as one article and one video featuring actress Annie Chen giving a preview of the Cartier Coloratura High Jewelry Exhibition.



Links: <http://bit.ly/2JqTaCf>, <http://bit.ly/2JhYxDC>, <http://bit.ly/2JjuQSo>

SHOWCASE

MAC

Type Post & Boost

Creative In-house

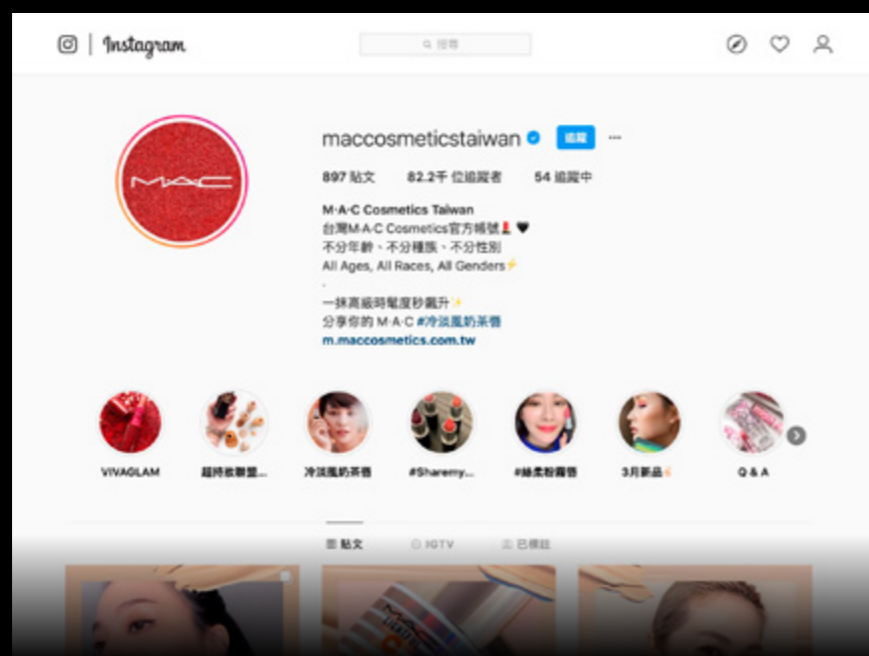
Markets Taiwan

Platforms Web + Instagram + Facebook + YouTube

Objective To officially launch MAC Taiwan on Instagram and grow the number of fans.

Strategy & Execution

- Collaboration with three influential KOLs, @kiwileehan, @Kerina_hsueh, @an9lina to create an article and a video.
- Three MAC makeup artists created different looks for three KOLs featuring key products of the season.
- Created a social media event to encourage users to upload photos of their favorite MAC lipstick to win a prize.
- Another event was created to drive social media users to the MAC shop, where they received a gift if they were a MAC IG follower.



Links: <https://bit.ly/2QD3W8T>, <https://bit.ly/2FcTHqG>, <https://bit.ly/2QBehCe>, <https://bit.ly/2OEkqag>

SHOWCASE

Estée Lauder

Type Post & Boost

Creative In-house

Markets Taiwan

Platforms Web + Instagram + Facebook + YouTube

Objective To deliver Estée Lauder product messages for the Double Wear Foundation and Double Wear Cushion.

Strategy & Execution

- Collaboration with KOL Kimi Ji to create an article and a video.
- VOGUE used freeze frame effects in the video to emphasize product claims and a sense of fun.
- The KOL also helped increase traffic to the content by sharing posts.



Links: <http://bit.ly/2J0liMV>

SHOWCASE

NIKE

Type Post & Boost

Creative In-house

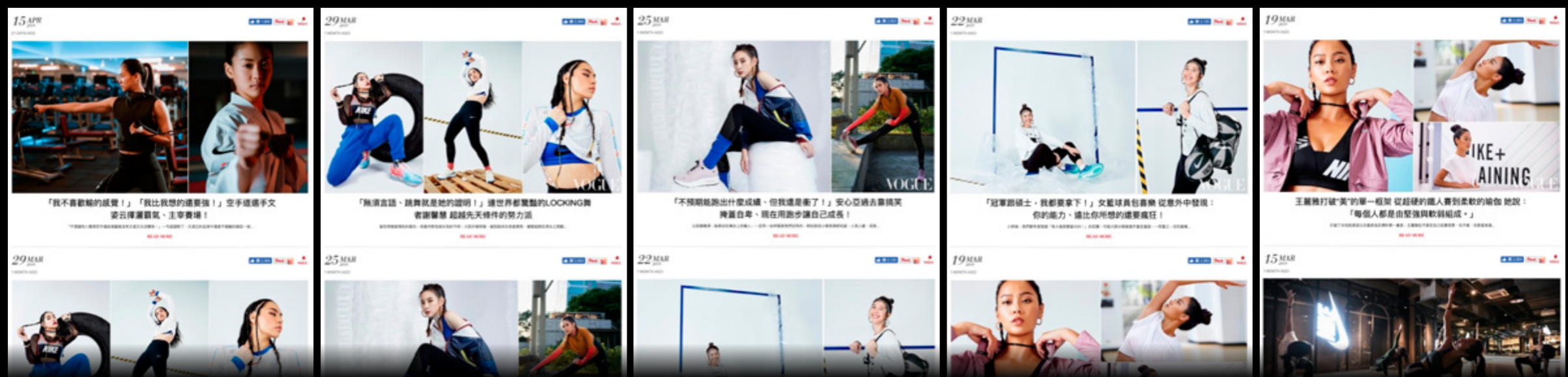
Markets Taiwan

Platforms Web + Facebook + YouTube

Objective To increase awareness of the Nike 21 Days of #betterforit program and deliver React & AirMax product messages.

Strategy & Execution

- Several interviews to share the points of view of four celebrities, including an actress, a super model, a professional athlete and a dance instructor, subtly deliver product messages, and create a stylish look for NIKE products.
- NIKE bought all photos to use across all media, including online and offline.
- A custom-made sign-up event page for the Nike 21 Days program received 400 applications in two days via just a single Facebook post.



Links: <http://bit.ly/2JInEFt>

SHOWCASE

Pantene

Type Post & Boost

Creative In-house

Markets Taiwan

Platforms Web + Facebook + YouTube

Objective To increase awareness of Pantene Miracles hair products.

Strategy & Execution

- An advertorial article covering product benefits in detail, along with a highly entertaining video, designed to grab social media attention, featuring a famous makeup artist helping YouTuber The Crazy Lady.

20 FEB 2019 日本超火的「髮界青春露」到底在紅什麼？小凱老師揭露：髮品界第一支雙管護髮精華，養護加抗老，超神！
 編輯：Amber Yang VOGUE.TW | 更新：2/20/2019 7 DAYS AGO

今日BEAUTY推薦TOP3

- 1 「設計師髮品專家訂製髮膏、...
- 2 寫字三公分、多層吹乾包、滾燙...
- 3 「TOM FORD太陽輕吻時尚黑髮粉...

別說你還沒聽過「髮界青春露」的稱號，去年從日本火到台灣，各大討論版Dcard、PTT都已經討論好幾波了，台灣藥妝店貴到斷貨還不斷接到私訊駁詢，跪求快點補貨...如果你到現在還不知道什麼是「髮界青春露」，不知道它在紅什麼，快來聽聽小凱老師怎麼說！

VOGUE Taiwan
 2月27日下午4:15 · 🌐

日本空運來台補貨到！👉👉👉「頭髮的青春露」超熱賣，看小凱老師怎麼用它來拯救 到處都是瘋女人的燙染乾枯髮！💧

>> 護髮撇步+哪裡買：<https://pse.is/FQZR7>

#Beauty特別報導 #青春露洗髮精 #青春露雙鑽精華 #日本樂天銷售冠軍 #日本通婷

👍👍👍 饒啟德和其他 272 人 12則留言 15次分享 5.4 萬次觀看

Links: <http://bit.ly/2J0liMV>

SHOWCASE

VS Sassoon

Type Post & Boost

Creative In-house

Markets Taiwan

Platforms Facebook + YouTube

Objective To promote new VS Sassoon product.

Strategy & Execution

- VOGUE created a video about making an unexpected visit to the home of a celebrity, having her share beauty secrets and eventually introduce her new favourite VS Sassoon hair product.
- Along with the video, one advertorial and one Facebook post were created to better deliver the product message and maximise communication.



Links: <http://bit.ly/2Jgz5yc>

ADVERTISING RATES & SPECIFICATIONS

廣告版位與規格

VOGUE ADVERTISING RATES

MAGAZINE
2018

Position / Frequency (in NT\$)	1	x6-12	x12-18	x18-24	x24-36
Gatefold	640,952				
First Double Spread (1st Fashion brand)	300,000	280,000			
Second Double Spread (1st Beauty brand)	290,000	270,000			
3rd Double Spread (2nd Fashion brand)	280,000	260,000			
4th Double Spread (2nd Beauty brand)	270,000	250,000			
5th Double Spread (3rd Fashion brand)	260,000	240,000			
6th Double Spread (3rd Beauty brand)	250,000	230,000			
7th Double Spread (4th Fashion brand)	240,000	220,000			
8th Double Spread (4th Beauty brand)	230,000	210,000			
9th Double Spread (5th Fashion brand)	220,000	208,000			
10th Double Spread (5th Beauty brand)	220,000	208,000			
Double Page Spread before Table of Content	220,000	208,000			
Single Page facing TOC	117,000	110,900	107,000	102,900	90,000
Double Spread in TOC	225,000	213,750	205,700	196,000	
Single Page facing Masthead	115,000	110,000	105,000	100,000	86,000
Double Spread between Masthead	223,300	212,300	205,700	196,000	171,500
Single Page facing Vogue Digital Section	110,500	105,000	101,700	97,200	85,000

The above prices include VOGUE Print and Tablet.
 All advertorial pages and special production are subject to extra cost quotation.
 5% Value-added tax is not included in the above rates. Circulation: 65,000 copies. Launch date: October 1, 1996.
 Publication frequency: Monthly publication. Cover price: NT\$200.

VOGUE ADVERTISING RATES

MAGAZINE
2018

Position / Frequency (in NT\$)	1	x6-12	x12-18	x18-24	x24-36
Single Page facing In Vogue	110,500	105,000	101,700	97,200	84,000
Double Spread in In Vogue Section	220,880	209,770	203,000	194,300	168,000
Single Page facing Vogue View	110,000	104,500	101,200	96,800	83,000
Double Spread in Vogue View Section	210,000	199,500	193,200	184,800	160,000
Single Page facing Mode News	104,000	99,000	96,000	91,200	79,000
Double Spread in Mode News Section	208,000	198,500	192,200	183,000	158,000
Single Page facing Talk@ Vogue (column, gioiello, living)	90,900	86,000	83,600	80,000	69,000
Double Spread in Talk @Vogue Section	174,000	165,800	160,600	153,600	136,000
Single Page facing Beauty Section	83,000	78,700	73,600	73,000	62,000
Double Spread in Beauty Section	157,300	149,400	144,700	138,500	119,000
Single Page in the last 1/3 section	73,000	69,500	67,300	64,000	59,000
Double Spread in the last 1/3 section	148,000	140,500	136,000	130,000	114,000
Inside Back Cover Single Page	73,000	69,500	64,000		
Back Cover	252,381				

The above prices include VOGUE Print and Tablet.

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5% Value-added tax is not included in the above rates. Circulation: 65,000 copies. Launch date: October 1, 1996.

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VOGUE ADVERTISING RATES

ONLINE
2017

Website 網站	AD Offering 廣告名稱	Channel Placement 廣告位置	Day 天數	Duration(F/R) 頻率	AD Spec 素材製作規範	Embedding video 影音內嵌	Est. IMPS 預估流量	Est.CTR 預估點擊率	Est.Click 預估點擊數	Rate Card 媒體定價	Remarks 備註	Discount 折扣	CPM	CPC
A1 形象型廣告 首頁大視覺														
VOGUE.com	首頁變天廣告組合 Crazy AD(HP)	首頁+內頁 Homepage+ROS	1	F	首頁呈現1024x970px<500k 影片播完後 縮回1024x50px<50k 程式不限秒數 左右兩側各為 300x800px<100k 150px 靠內為安全範圍 請提供底色延伸色碼 需要墊檔圖1024x50px <50K 內頁呈現 1024x970px<500k 影片播完後關閉	FLV<1.5mb 絕對 小於1.5MB Mp4 若 大於1.5MB則透過 VIMEO傳遞	30,000	1.50%	300	70,000		70%	1633	109
VOGUE.com	首頁刊頭展開組合 Top PushDown(HP)	首頁+內頁 Homepage+ROS	1	F	首頁呈現先展開 1024x250px<100k 8秒後收合1024x50px<50k 需要墊檔圖1024x50px<50K 左右兩側各為 300x800px<100k 150px 靠內為安全範圍 請提供底色延伸色碼 內頁呈現 1024x250px<500k 影片播完後關閉	FLV<1.5mb 絕對 小於1.5MB 若大於 1.5MB則透過VIMEO 傳遞	30,000	1.50%	300	70,000		70%	1633	109
VOGUE.com	首頁大圖瀏覽 Big BANNER AD (HP)	首頁 Homepage	1	F*3	1024x435px< 80K 大圖自動切換 Rotating Banner 下方會有1024x100的menu區 請避開在此區放重要的圖檔 (產品/人物臉/文字/LOGO)	內嵌影音NO	5,000	0.90%	45	10,000	不可透過 第三方遞送	60%	1200	133
VOGUE.com	首頁橫幅 BANNER AD (HP)	首頁 Homepage	1	3R	970x250px<100k (每五則內文出現一則廣告) 需要墊檔圖970x250<50k	FLV<1.5mb 絕對小於1.5MB Mp4 若大於1.5MB 則透過VIMEO傳遞	4,000	0.90%	36	5,000		60%	750	83
VOGUE.com	首頁包版	首頁 Homepage	1	F	變天廣告+大圖瀏覽+橫幅廣告		30,000	1.50%	300	150,000		60%	3000	200

VOGUE ADVERTISING RATES

ONLINE
2017

Website 網站	AD Offering 廣告名稱	Channel Placement 廣告位置	Day 天數	Duration(F/R) 頻率	AD Spec 素材製作規範	Embedding video 影音內嵌	Est. IMPS 預估流量	Est.CTR 預估點擊率	Est.Click 預估點擊數	Rate Card 媒體定價	Remarks 備註	Discount 折扣	CPM	CPC
A2 形象型廣告 次頻道大視覺														
VOGUE.com	次頻道首頁變天廣告組合 Crazy AD(Sub)	頻道首頁+內頁 Sub-Channel HP+ROS	1	F	次頻道首頁呈現 1024x970px<500k 影片播完後 縮回1024x50px<50k 程式不限秒數 左右兩側各為 300x800px<100k 150px靠內為安全範圍 請提供底色延伸色碼 需要墊檔圖1024x50px <50K 內頁呈現 1024x970px<500k 影片播完後關閉	FLV<1.5mb 絕對小於1.5MB Mp4 若大於1.5MB 則透過VIMEO傳遞	25,000	1.50%	375	50,000		70%	1400	93
VOGUE.com	次頻道首頁刊頭展開組合 TOP Pushdown (Sub)	頻道首頁+內頁 Sub-Channel HP+ROS	1	F	次頻道首頁呈現先展開 1024x250px<100k 8秒後收合1024x50px<50k 需要墊檔圖1024x50px<50K 左右兩側各為300x800px<100k 150px靠內為安全範圍 請提供底色延伸色碼 內頁呈現 1024x250px<500k 影片播完後關閉	FLV<1.5mb 絕對小於1.5MB Mp4 若大於1.5MB 則透過VIMEO傳遞	25,000	1.50%	375	50,000		70%	1400	93
VOGUE.com	次頻道首頁橫幅 BANNER AD(Sub)	頻道首頁 Sub-Channel HP	1	3R	970x250px<100k (每五則內文出現一則廣告) 需要墊檔圖970x250px<50k	FLV<1.5mb 絕對小於1.5MB Mp4 若大於1.5MB 則透過VIMEO傳遞	2,000	0.90%	18	2,500		60%	750	83
VOGUE.com	次頻道首頁包版	頻道首頁 Sub-ChannelHP	1	F	變天廣告+橫幅廣告		25,000	1.50%	375	100,000		60%	2400	160

VOGUE ADVERTISING RATES

ONLINE
2017

Website 網站	AD Offering 廣告名稱	Channel Placement 廣告位置	Day 天數	Duration(F/R) 頻率	AD Spec 素材製作規範	Embedding video 影音內嵌	Est. IMPS 預估流量	Est.CTR 預估點擊率	Est.Click 預估點擊數	Rate Card 媒體定價	Remarks 備註	Discount 折扣	CPM	CPC
B 成效型廣告 內頁全站廣告/EDM														
VOGUE.com	內頁上方橫幅 TOP BANNER AD (ROS)	全網內頁 ROS Banner AD	7	R	970x250px<100k 需要墊檔圖 970x250px<50K	內嵌影音NO	200,000	0.08%	160	80,000		60%	240	300
VOGUE.com	內頁圖片側邊廣告 Side BANNER AD (ROS)	全網內頁 ROS Banner AD	7	R	300x250px<100k 需要墊檔圖 300x250px<50K	內嵌影音NO	300,000	0.10%	300	120,000		60%	240	240
VOGUE.com	內頁大廣告 Big BANNER AD (ROS)	全網內頁 ROS Banner AD	7	R	300x600px<100k 需要墊檔圖 300x600px<50K	內嵌影音NO	100,000	0.03%	30	40,000		60%	240	800
VOGUE.com	大圖瀏覽廣告 Gallery play Banner	全網大圖瀏覽視窗 ROS Viewer	7	R	300x250px<100k 需要墊檔圖 300x250px<50K	內嵌影音NO	200,000	0.10%	200	80,000		50%	200	200
VOGUE.com	VOGUE潮流焦點 VOGUE EDM	EMAIL 60萬訂閱會員 email 400k subscribers	1	F	寬 770px 高不限 150k-200k +25開信主旨	內嵌影音NO	500,000	0.20%	1000	100,000	10%開信率 2%點擊率	50%	100	50
VOGUE.com	PC包站廣告	PC全站	1	F	PC全站廣告		500,000	0.30%	1500	500,000		100%	1000	333

VOGUE ADVERTISING RATES

ONLINE
2017

Website 網站	AD Offering 廣告名稱	Channel Placement 廣告位置	Day 天數	Duration(F/R) 頻率	AD Spec 素材製作規範	Embedding video 影音內嵌	Est. IMPS 預估流量	Est.CTR 預估點擊率	Est.Click 預估點擊數	Rate Card 媒體定價	Remarks 備註	Discount 折扣	CPM	CPC
M 手機版廣告														
Mobile VOGUE.com	手機大圖蓋版廣告 Mobile Big Banner AD	VOGUE.com Mobile site 手機版網站	1	R	全站任一位置 同一裝置 460x661 (可視範圍320x460) 蓋版廣告遞送2次 (JPG,GIF), 20秒後自動關閉 (左上角請留65px X 65px 關閉鈕空間 關閉鈕統一使用 VOGUE設計型式)	可接受 多媒體廣告形式	85,000	0.60%	510	70,000	不折扣	100%	824	137
Mobile VOGUE.com	手機內頁展開廣告 Mobile Pushdown Banner AD	VOGUE.com Mobile site 手機版網站	1	2R	全站內頁廣告 320x50 展開320x480 可呈現靜態圖或影音 螢幕滾動後展開	可接受 多媒體廣告形式	85,000	0.20%	170	40,000	不折扣	100%	471	235
Mobile VOGUE.com	手機內頁廣告 Mobile Inner Banner AD	VOGUE.com Mobile site 手機版網站	1	6R	內文頁中廣告 300x250px<100k	內嵌影音NO	60,000	0.05%	30	10,000	不折扣	100%	167	333
Mobile VOGUE.com	手機包站廣告	VOGUE.com Mobile site 手機版網站	1	F	手機網站廣告包站 形式可特開討論	可接受 多媒體廣告形式	300,000	0.40%	1200	300,000	不折扣	100%	1000	250



VOGUE ADVERTISING RATES

VIDEO
2017

	PRODUCTION			VOGUE Facebook	Vogue YouTube	Period	Price
	VIDEO 影片	AMOUNT 數量	TYPE 影片形式	EXPOSURE 露出方式	EXPOSURE 露出方式		
A-1	FB直播影片含企劃 FB Live with pre-plan	1	立即直播 Live Stream	立即直播 Live Stream			250,000
A-2	FB直播影片含企劃 FB Live with pre-plan	1+1	後製直播或立即直播 Re-edit live video or live Stream	事前預告貼文一則及直播影片一則 One pre-notice post and one video post	<ul style="list-style-type: none"> 上傳精華版創長尾效益 Upload the condensed version to create long tail effect 強勢播放清單曝光 Front of section on homepage 		300,000
B-1	廣編影音 Video advertorial	1	代製 (含分鏡腳本) Video production (including script)	Power Editor高擴散率貼文 (需有廣編稿) Influential post (the advertorial article is a must-have)	強勢播放清單曝光 Front position of the Section on Vogue Channel	一週 One week	200,000
B-2	廣編影音 Video advertorial	1	代製 (含分鏡腳本) Video production (including script)	Power Editor高擴散率貼文 (需有廣編稿) Influential post (the advertorial article is a must-have)	黃金首頁曝光 What To Watch Next of homepage	一日 One day	300,000
					強勢播放清單曝光 Front of section on homepage	一週 One week	

** All the prices include script, directing, editing, and exposure cost by VOGUE, and exclude KOL, makeup and hair, styling, props and site cost.

VOGUE ADVERTISING RATES

VIDEO
2017

	PRODUCTION			VOGUE Facebook	Vogue YouTube	Period	Price
	VIDEO 影片	AMOUNT 數量	TYPE 影片形式	EXPOSURE 露出方式	EXPOSURE 露出方式		
C	客製創意影片 Media tie-up video (Partner-ship)	1+1	創意內容 客製提案 Creative concept and production exclusively for client	<ul style="list-style-type: none"> Power Editor高擴散率貼文 (需有廣編稿) Influential post (the advertorial article is a must-have) 精華版露出 Condensed version 	<ul style="list-style-type: none"> 完整版露出 Complete version uploaded 黃金首頁曝光 What To Watch Next of homepage (one day) 強勢播放清單曝光 Front of section on homepage CTA導流至指定網址 Call-to-action overlays drives visits to the assigned website 片尾放置客戶指定影片 Client's video on end screen 	一次性不下稿 One time (without removing)	400,000
D	商品置入影音內容 Product placement (Sponsor ship)	1	編輯影音內容置入商品 Product placed in VOGUE's regular show (including script)	<ul style="list-style-type: none"> Power Editor 高擴散率貼文 (需有廣編稿) Influential post (the advertorial article is a must-have) 	<ul style="list-style-type: none"> 完整版露出 Complete version uploaded 黃金首頁曝光 What To Watch Next of homepage (one day) 強勢播放清單曝光 Front of section on homepage CTA導流至指定網址 Call-to-action overlays drives visits to the assigned website 片尾放置客戶指定影片 Client's video on end screen 		300,000

** All the prices include script, directing, editing, and exposure cost by VOGUE, and exclude KOL, makeup and hair, styling, props and site cost.

VOGUE ADVERTISING SPECS 廣告規範與展望

WEB & MOBILE

透過Vogue.com各式不同的廣告模組，吸引讀者並增加宣傳效益。
Vogue offers a full range of online display ad formats across screens.

Vogue.com 廣告素材規範與版位示意

中文：https://www.vogue.com.tw/ad/2017vogue_advertising_specs.html

English：http://www.vogue.com.tw/ad/2015Vogue_Advertising_specs_en.html

通用備註：

- 1.文字請務必打散成圖片。
- 2.FLA請提供CS4以上之版本。
- 3.Flash素材的frame rate最高為18。
- 4.swf 必須輸出成 Flash Player 8 版本。
- 5.URL的限制:Standard banner:不接受網域名稱或是檔名為中文的網址
- 6.不接受GIF動態圖檔
- 7.as2 點擊語法

```
on (release) { String.prototype.replace = function(searchStr, replaceStr):String { return this.split(searchStr).join(replaceStr); };
```

```
getURL(link.replace('<";').replace('>";'), "_blank");}=====以下為DFP=====
```

```
on (release) { getURL(_level0.clickTAG, "_blank"); }
```


**Vogue provides innovative solutions,
helping you overcome the challenges through effective communications!**

**與我們結盟，在全媒體新時代中
追求更高的行銷效益！**