

A man in a dark suit is running away from the viewer, carrying a black handbag in his left hand. He is positioned on a rooftop or high vantage point, with the Eiffel Tower and Paris skyline visible in the background under a hazy sky. The overall mood is one of urgency and movement.

CONDÉ NAST

*Technical
Specifications | Digital
2024*

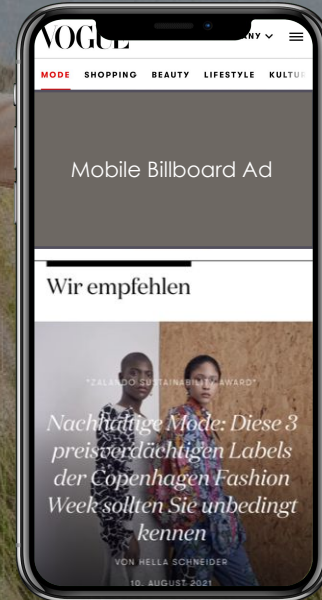
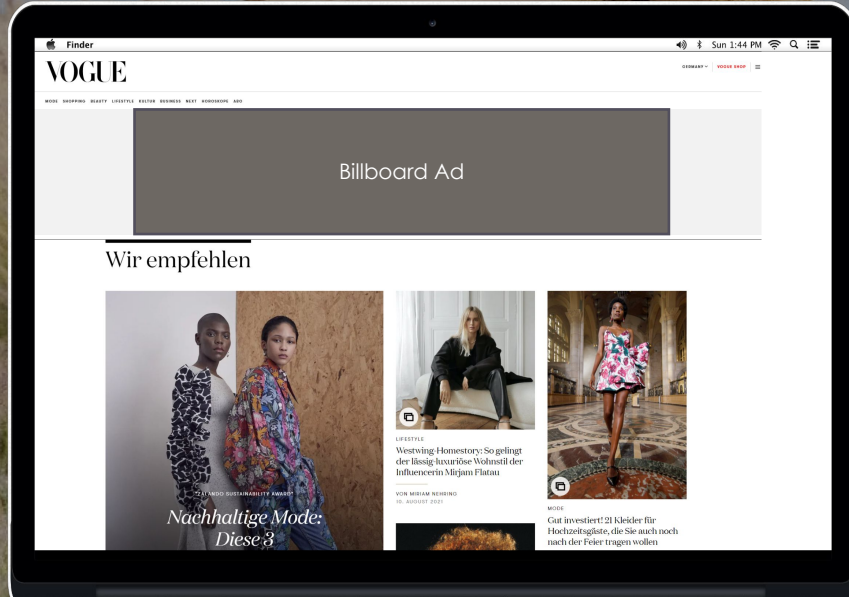
A black and white photograph of a Black woman standing on a beach. She is wearing a light-colored, horizontally striped halter-neck top. Her hands are on her hips, and she is looking directly at the camera with a slight smile. The background shows a sandy beach and a line of trees or bushes in the distance.

Display *Ads*

CONDÉ NAST

High Impact Formats

BILLBOARD AD & MOBILE BILLBOARD AD



Technical Specifications

BILLBOARD AD & MOBILE BILLBOARD AD

Billboard Ad

Format	970 x 250 px
File size	Max. 400 kb
Fallback	required
Physical submission	jpg, gif, png
3rd party tag submission	jpg/HTML5*
3rd party tag streaming	<ul style="list-style-type: none">• 3rd party tag only• Initial Load 400 kb• Polite loading max. 2 MB• Sound and repetitions must be initiated by the user (OnClick)
Submission deadline before Go Live	5 working days

Mobile Billboard Ad

Format	320 x 100 px oder 320 x 50 px
File size	Max. 400 kb
Fallback	required
Physical submission	jpg, gif, png
3rd party tag submission	jpg/HTML5*
3rd party tag streaming	<ul style="list-style-type: none">• 3rd party tag only• Initial Load 400 kb• Polite loading max. 2 MB• Sound und repetitions must be initiated by the user (OnClick)
Submission deadline before Go Live	5 working days

*) Image files can be delivered for Retina displays in 640x200 px format. Any HTML5 format must be responsive to the ad container or fixed 320 x 100 px or 320 x 50px. Ads via 3rd party tag must be 320 x 100px or 320 x 50px format. For HTML5 specifications, see delivery notes.

Tracking: Viewpixel and Click Command allowed by default. Follow GDPR instructions.

High Impact Formats

HALFPAGE AD

Technical Details

Format

300 x 600 px

File size

Max. 400 kb

Fallback

required

Physical submission

jpg, png, gif

3rd party tag submission

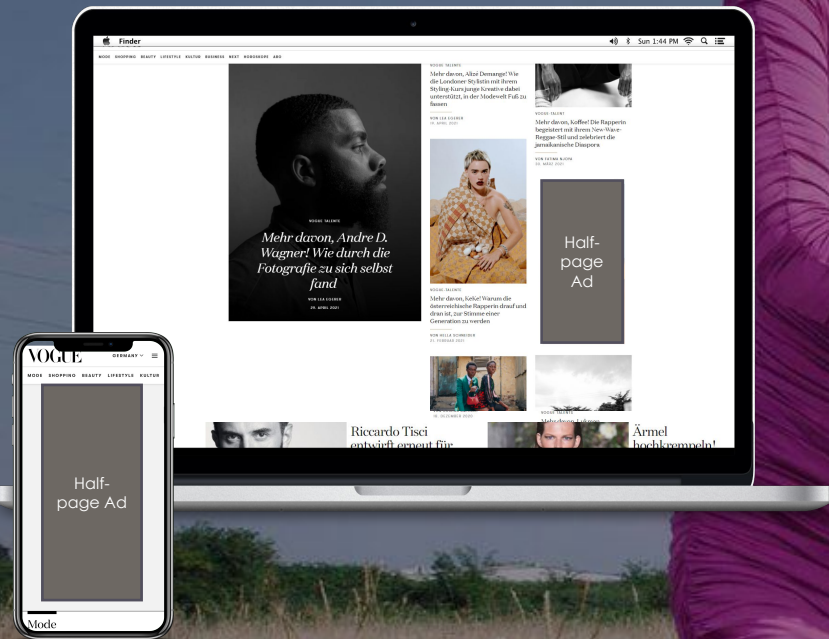
jpg/HTML5*

3rd party tag streaming

- 3rd party tag only
 - Initial Load 400 kb
 - Polite loading max. 2 MB
 - Sound and repetitions must be user initiated (OnClick)
- 5 Working day

Submission deadline before Go Live

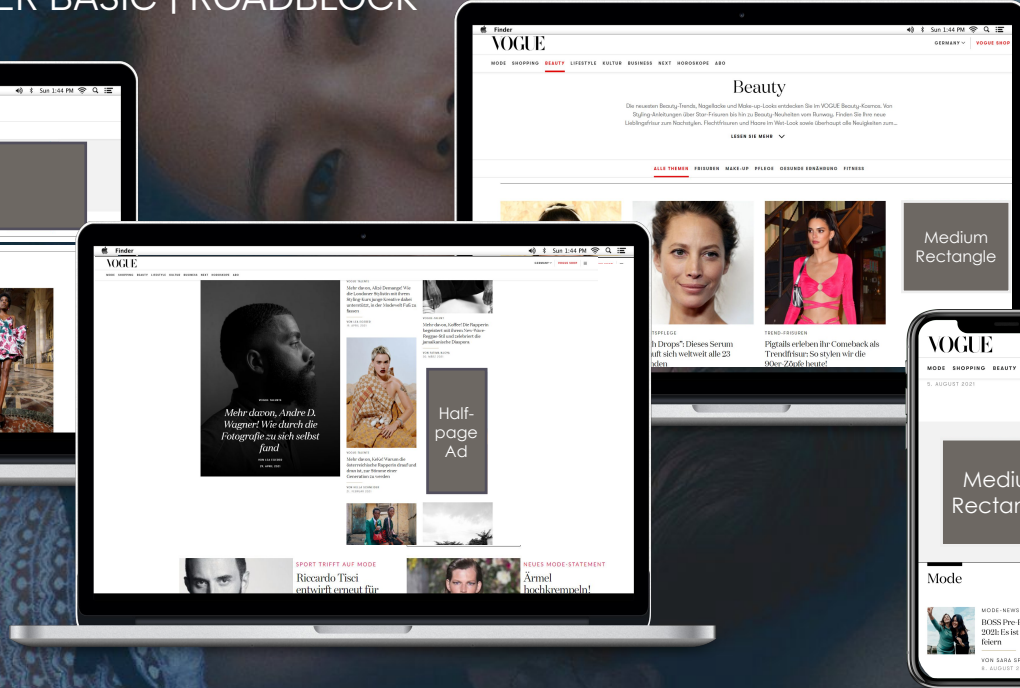
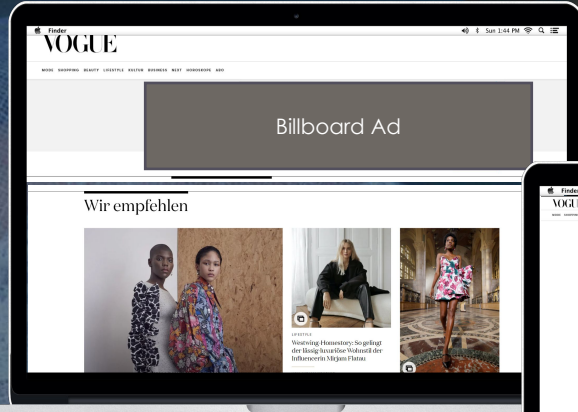
*) For HTML5 specifications, see delivery notes.



Tracking: Viewpixel and Click Command allowed by default. Follow GDPR instructions.

High Impact Formats

MULTIDEVICE TAKEOVER BASIC | ROADBLOCK



Technical Specifications

MULTIDEVICE TAKEOVER BASIC | ROADBLOCK

Components	Billboard Ad: 970 x 250 px Halfpage Ad: 300 x 600 px Medium Rectangle: 300 x 250 px Mobile Banner 2:1: 320 x 100 px oder 320 x 50 px
File size	Max. 400 kb per Format
Fallback	required
Physical submission	jpg, png, gif
3rd party tag submission	jpg/HTML5*
3rd party tag streaming	<ul style="list-style-type: none">• 3rd party tag only• Initial Load 400 kb• Polite loading max. 2 MB• Sound and repetitions must be user initiated (OnClick)
Submission deadline before Go Live	5 workings days

*) For HTML5 specifications, see delivery notes.

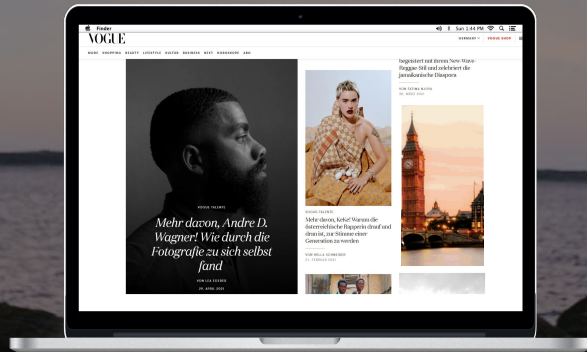
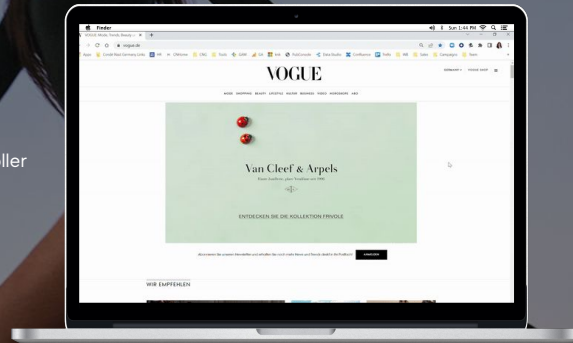
High Impact Formats

MULTIDEVICE TAKEOVER PREMIUM



Canvas Ad (Image oder Video) or Ad
Studio Crown | Full Bleed Video// Full
Bleed Image (Multiscreen) -
illustration Canvas AD

Interscroller

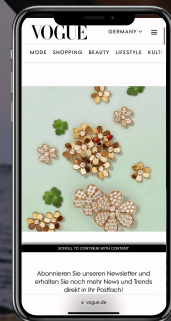


Halfpage Ad

Mobile Interscroller



SCROLLING



Technical Specifications

MULTIDEVICE TAKEOVER PREMIUM

Production exclusively through Condé Nast

Format

[Canvas Ad](#) (oder Crown Ad*)

[Interscroller](#)

[Halfpage Ad](#): 300 x 600 px

Required material

Images, Videos (see [Canvas Ad](#), [Interscroller](#) & [Halfpage Ad](#)), Logos, CI, Campaign-Layouts.

File size

Videos up to max 4 MB

Submission deadline before Go
Live

15 working days

Rich Media Formats

CANVAS AD

Technical Details

Production exclusively through Condé Nast

Required material

three videos (high resolution):

1280 x 720 px

768 x 432 px

320 x 320 px

Video delivery in portrait and

Landscape format preferred.

Video length up to 30 sec. possible.

File size

Videos up to max 4 MB

Submission deadline before Go

15 working days

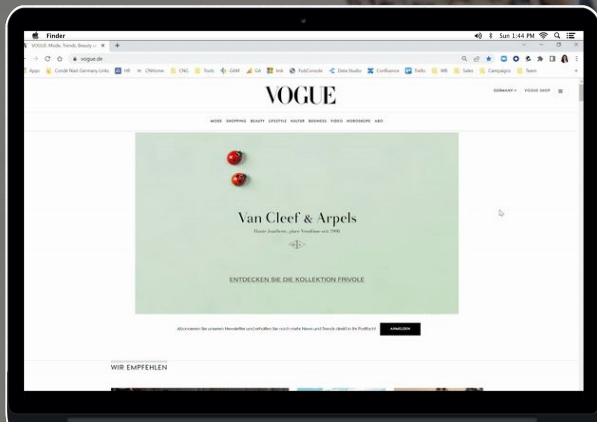
Live

Tracking: Viewpixel and Click Command allowed by default. Follow GDPR instructions.

CONDÉ NAST

Rich Media Formats

SCROLLER FORMATS



Desktop Interscroller

Technical Details

Production exclusively through Condé Nast

Required material

Two videos or two Images:

1.230 x 600 px

320 x 460 px

File type

Images as PNG, GIF, JPG, and SVG

Video as MOV, 3GP, or MP4

File size

Images up to max 60 MB

Videos up to max 4 MB

Submission deadline before Go
Live

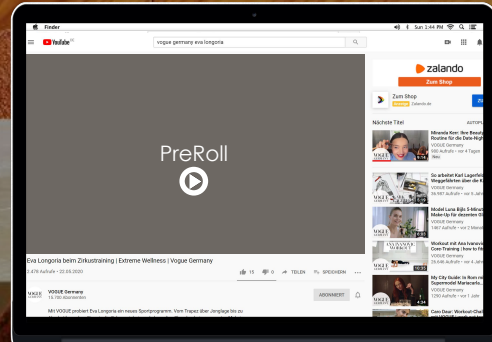
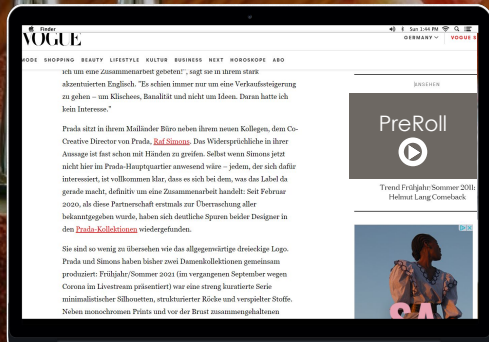
15 working days

Video Formats

PREROLL ON CONDÉ NAST GERMANY WEBSITES & YOUTUBE CHANNELS



Website PreRoll



YouTube PreRoll

Video Formats

PREROLL ON CONDÉ NAST GERMANY WEBSITES & YOUTUBE CHANNELS

Placement:

CNG-Network-Rotation: DE-Websites, DE-YT-Channels, US-YT Channels with DE-Targeting

Ad Format:

1. 6 sec. (Bumper) non-skippable
2. <=15 sec. non-skippable
3. 15+ sec. until <=20 sec. skippable
4. 20+ sec. until <=30 sec. skippable
5. max. 30 sec. non-skippable (Website only)

Preferred delivery:

VAST 2.0, 3.0

VAST 4.0 is not supported

- When booking multiple ad formats, a separate VAST tag is required for each ad format
- 1.280 x 720 px or 1.920 x 1.080 px
- Max. 10 MB
- VPAID only possible with desktop creatives
- **Video Encoding Specifications:**
 - Stream type: .mp4 (h.264); .m3u8
 - RTMP is not supported
 - Frame rate: 29.97 fps
 - Bitrate: 1.000 kbps minimum / 7.000 kbps maximum
- **Audio:**
 - Bitrate: 96 kbps
 - MP3
 - The volume should be normalized to -23 dBFS.
 - Must be user-initiated, no autosound
- **XML Max Variation:** Up to 5 Max XML variations allowed in a single VAST tag
- **Aspect Ratio:** 16 x 9
- As of March 15, 2020, all tracking must be ADH compliant (i.e., pixelless tags)
- YouTube Certified Vendors (<https://developers.google.com/third-party-ads/youtube-vendors>) apply.

Submission deadline before Go Live

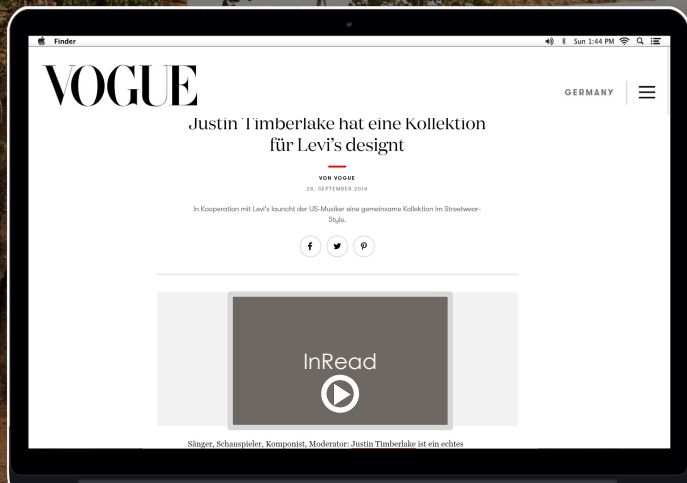
5 working days

Alternative: Physical submission

- H.264 (MP4) or YouTube URL; as high a resolution as possible.
- The information under VAST 2.0/3.0 on aspect ratio, audio, max. file size, ADH and Certified Vendors applies.

Video Formats

INREAD



Technical Details

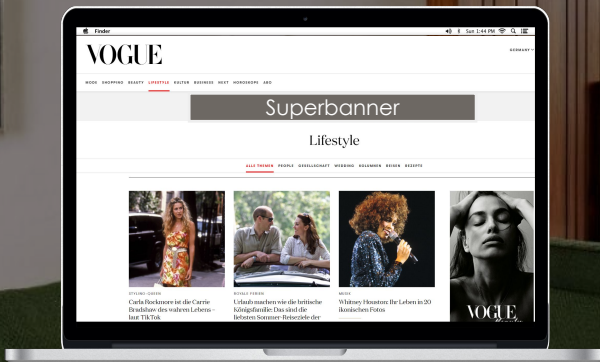
Format	1280 x 720 px (responsive)
Aspect ratio	16:9
File size	Max. 100 MB
Length	15/30 sec.
Physical submission	mp4
Tags	1x1, VAST, VPAID, JS (for all tags applies: SSL only)

Submission deadline
before Go Live

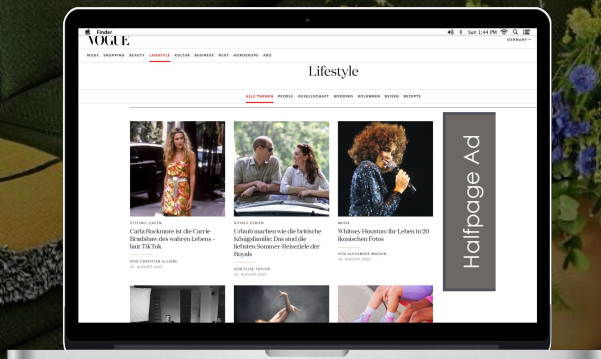
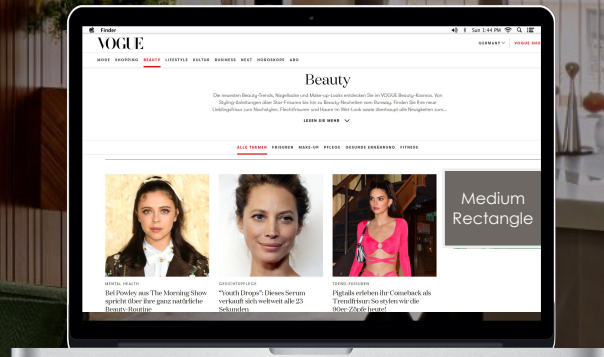
5 working days

Standard Formats

AD BUNDLE



Superbanner



Halfpage Ad



Medium Rectangle

Technical Specifications

AD BUNDLE

Format	Superbanner: 728 x 90 px or 970 x 90 px Halfpage Ad: 300 x 600 px Medium Rectangle: 300 x 250 px
File size	Max. 400 kb per format
Fallback	required
Physical submission	jpg, png, gif
3rd party tag submission	jpg/HTML5*
3rd party tag streaming	<ul style="list-style-type: none">• 3rd party tag only• Initial Load 400 kb• Polite loading max. 2 MB• Sound and repetition must be initiated by the user (OnClick)

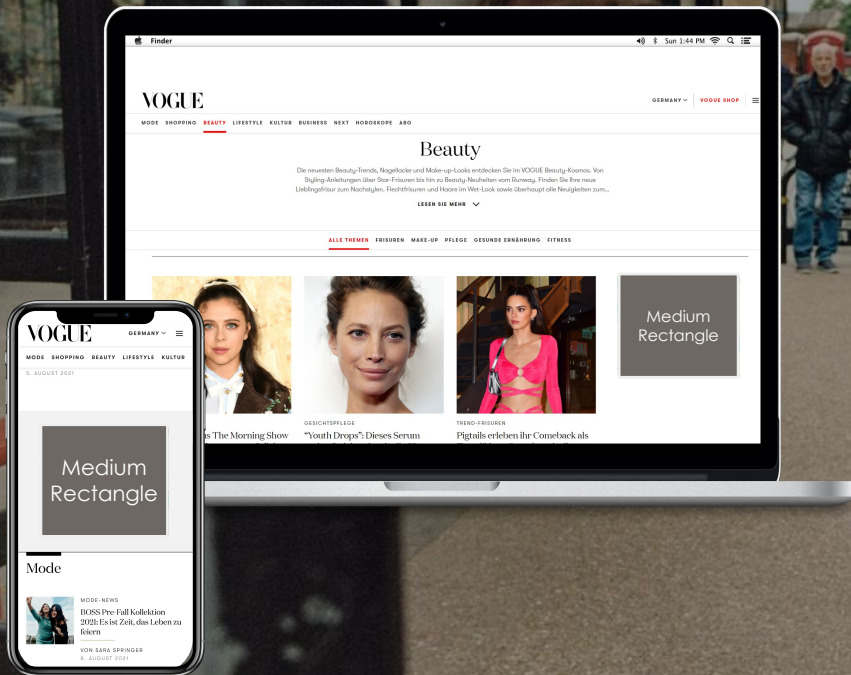
Submission deadline before Go Live 5 working days

Live

*) For HTML5 specifications, see delivery notes.

Standard Formats

MEDIUM RECTANGLE



Technical Details

Format 300 x 250 px

File size Max. 400 kb

Fallback required

Physical submission jpg, png, gif

3rd party tag submission jpg/HTML5*

3rd party tag streaming

- 3rd party tag only
- Initial Load 400 kb
- Polite loading max. 2 MB
- Sound and repetition must be initiated by the user(OnClick)

Submission deadline before Go 5 working days

Live

*) For HTML5 Specifications, see delivery notes.

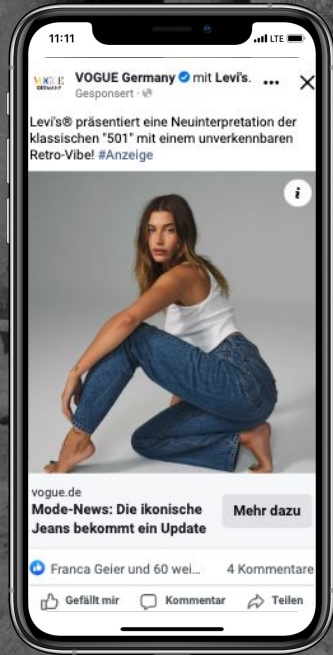
A person is sitting on a dark wooden floor, wearing a shimmering, sequined dress and black high-heeled shoes. They are holding a smartphone in their right hand. The text "Social Media" is overlaid in the center of the image.

Social *Media*

CONDÉ NAST

Social Amplify *Reach*

CPM | META



Facebook
FEED



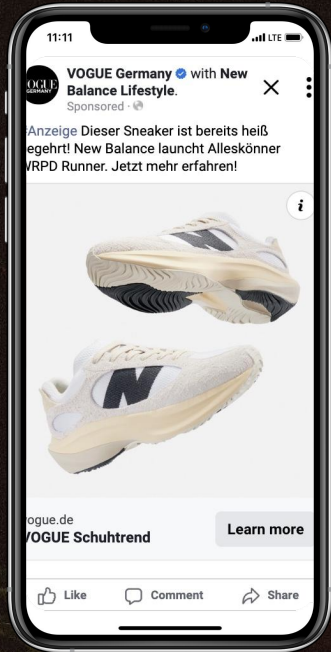
Instagram
STORIES

Required Input

- Thematic input and desired content orientation of the ad
- Formulation of customer-specific dos & don'ts
- Image material: at least 5 suitable images as JPEG, JPG or PNG
- Text input (press material etc.)
- Facebook profile & Instagram profile of the client to link to
- Approval of the CN Brand for Partnership Ads. [Go to instructions.](#)
- Linking of Instagram account with Facebook account in Meta Business Suite
- Target URL for tracking (tracking via UTM parameters or tag as tracking link possible)

Social Amplify *Traffic*

CPC | META



Facebook
FEED



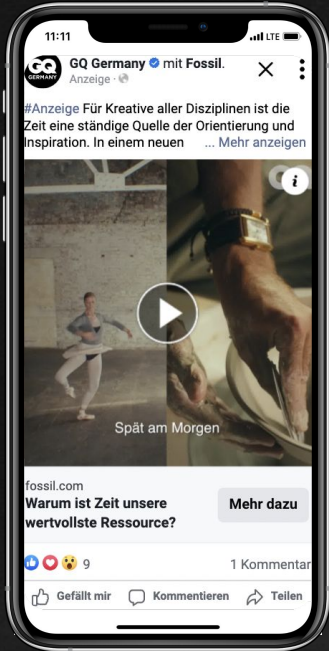
Instagram
STORIES

Required Input

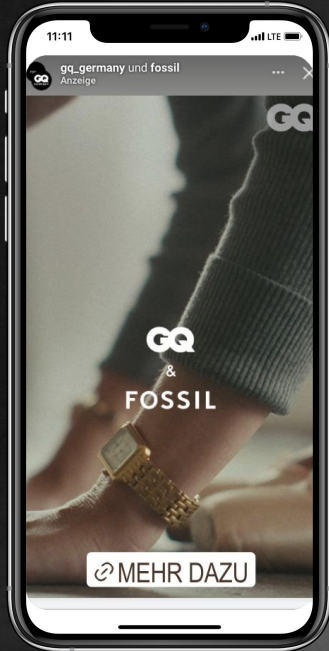
- Thematic input and desired content orientation of the ad.
- Formulation of customer-specific dos & don'ts
- Image material: at least 5 suitable images as JPEG, JPG or PNG
- Text input (press material etc.)
- Facebook profile & Instagram profile of the client to link to
- Approval of the CN Brand for Partnership Ads. [Go to instructions.](#)
- Linking of Instagram account with Facebook account in Meta Business Suite.
- Target URL for tracking (tracking via UTM parameter or tag as tracking link possible)

Social Amplify *Video*

CPV + CPV-E | META



Facebook
FEED



Instagram
STORIES

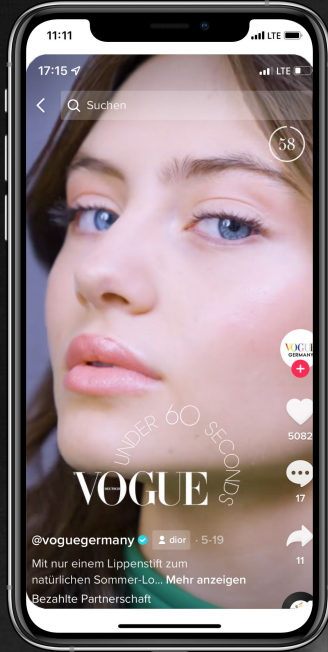
Required Input

- Thematic input and desired content orientation of the ad.
- Formulation of customer-specific dos & don'ts
- Image material: at least 5 suitable images as JPEG, JPG or PNG
- Text input (press material etc.)
- Facebook profile & Instagram profile of the client to link to
- Approval of the CN Brand for Partnership Ads. [Go to instructions.](#)
- Linking of Instagram account with Facebook account in Meta Business Suite.
- Target URL for tracking (tracking via UTM parameter or tag as tracking link possible)
- Video Asset:
 - GIF, MOV or MP4
 - 1:1 or 4:5 & 9:16
 - 15–60 seconds (up to 240 minutes)

CONDÉ NAST

Social Amplify *Video*

CPVV-E, CPM & CPC | TikTok & Reels



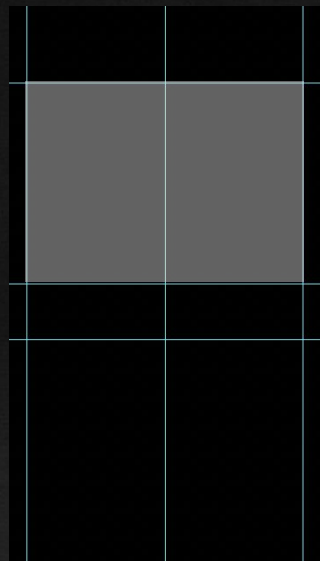
TikTok
INFEED

Required Input

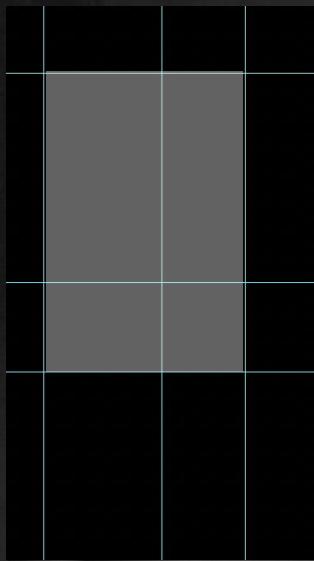
- Thematic input and desired content orientation of the ad.
- Formulation of customer-specific do's & don'ts
- Text input (press material etc.)
- If desired, target URL for linking (tracking via UTM parameters or tag as tracking link possible)
- Video asset:
 - MOV or MP4
 - 9:16
 - 9-15 seconds (max. 60 seconds possible)
 - Important: Consideration of Safe Spaces see slide 23
 - Strong hook within the first 1-3 seconds

Social Amplify *Video*

CPVV-E, CPM & CPC | TikTok & Reels



TikTok
INFEED



Instagram
REELS

Title safe zones

Instagram Reels:

- 9:16 1.080 x 1920 px
- Guidelines:
 - Centered vertically & horizontally
 - Top horizontal 268 px
 - Bottom horizontal 1160 px
 - Left and right vertical 64 px

TikTok Infeed:

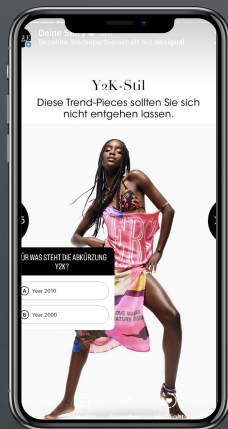
- 9:16 1.080 x 1920 px
- Guidelines:
 - Centered vertically & horizontally
 - Top horizontal 268 px
 - Bottom horizontal 1160 px
 - Left and right vertical 64 px

SOCIAL MEDIA

Insta *Story* Reader

ORGANIC INTEGRATION

PLUS paid
Push
(see next
Chart)



Editorial Story
Slide 1



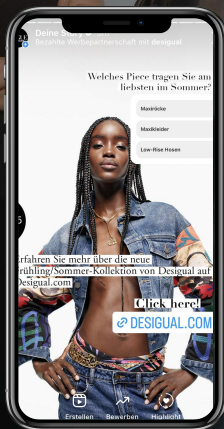
Slide 2



Slide 3



Slide 4



Slide 5

Required Input

- Thematic input and desired content orientation of the ISR.
- Formulation of customer-specific Dos & Don'ts
- Image material: at least 7 suitable images in JPEG, JPG or PNG format
- Text input (press material etc.)
- Release of CN Brand for branded partnership posts. [Go to instructions.](#)
- Target URL for tracking (Tracking via UTM parameters possible)



Paid *Push*

INSTAGRAM STORY READ PAKET

Required Input

- Facebook profile & Instagram profile of the client for linking.
- Approval of CN Brand for Partnership Ads. [Go to instructions.](#)
- Link Instagram account to Facebook account in Meta Business Suite.
- Target URL for tracking (tracking via UTM parameter or tag as tracking link possible)

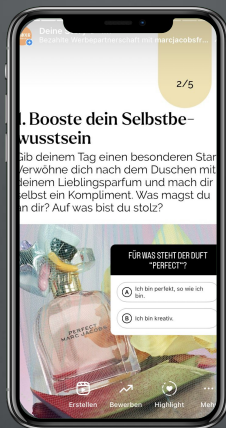
SOCIAL MEDIA

Insta *Story* Read

ORGANIC INTEGRATION & PAID PUSH **GLAMOUR**



Editorial Story
Slide 1



Slide 2



Slide 3



Slide 4



Slide 5



SOCIAL MEDIA

Insta *Story* Read

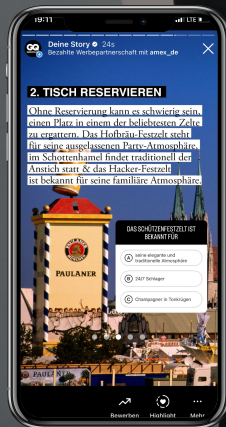
ORGANIC INTEGRATION & PAID PUSH **GQ**



Editorial Story
Slide 1



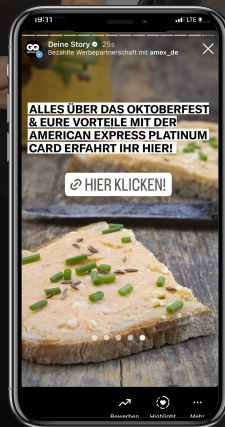
Slide 2



Slide 3



Slide 4



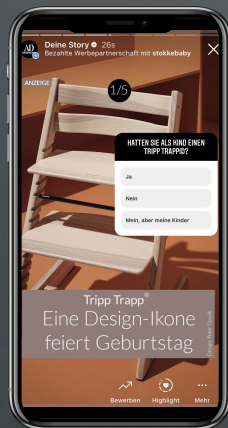
Slide 5



SOCIAL MEDIA

Insta *Story* Read

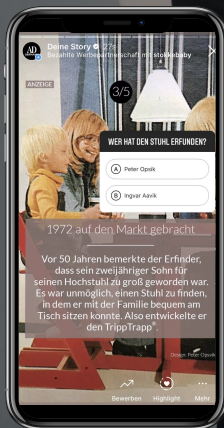
ORGANIC INTEGRATION & PAID PUSH **AD GERMANY**



Editorial Story
Slide 1



Slide 2



Slide 3



Slide 4



Slide 5





Snapchat

Required Input

- Thematic input and desired content orientation of the ad.
- Formulation of customer-specific dos & don'ts
- Image material: at least 5 suitable images as JPEG, JPG or PNG
- Text input (press material etc.)
- Target URL for tracking (tracking via UTM parameters possible)



Pinterest

Required Input

- Thematic input and desired content orientation of the ad
- Formulation of customer-specific dos & don'ts
- Image material: At least 5 suitable images as JPEG, JPG or PNG
- Text input (press material etc.)
- Target URL for tracking (tracking via UTM parameters or tag as tracking link possible)



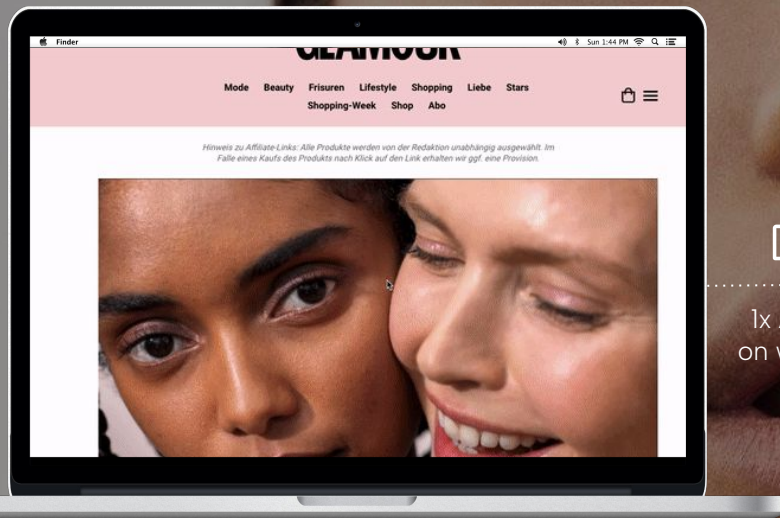
A fashion photograph featuring two women posing closely against a neutral, textured background. The woman on the left is wearing a light blue, ribbed, off-the-shoulder crop top and dark pinstriped trousers with a wide, gold-toned belt featuring a repeating geometric pattern. The woman on the right is wearing a pink, ribbed, off-the-shoulder crop top and similar dark pinstriped trousers with a wide, gold-toned belt featuring circular medallions. A black and white striped shawl is draped over her left shoulder. Both women have dark hair styled in short, wavy bobs and are looking directly at the camera with serious expressions. The text 'Custom Solutions' is overlaid in the center, with 'Custom' in a white sans-serif font and 'Solutions' in a white italicized serif font.

Custom *Solutions*

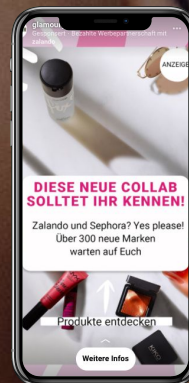
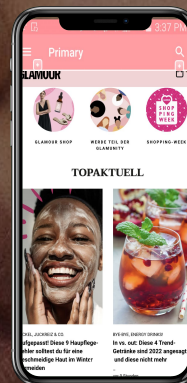
CONDÉ NAST

Custom Solution

CLASSIC ADVERTORIAL



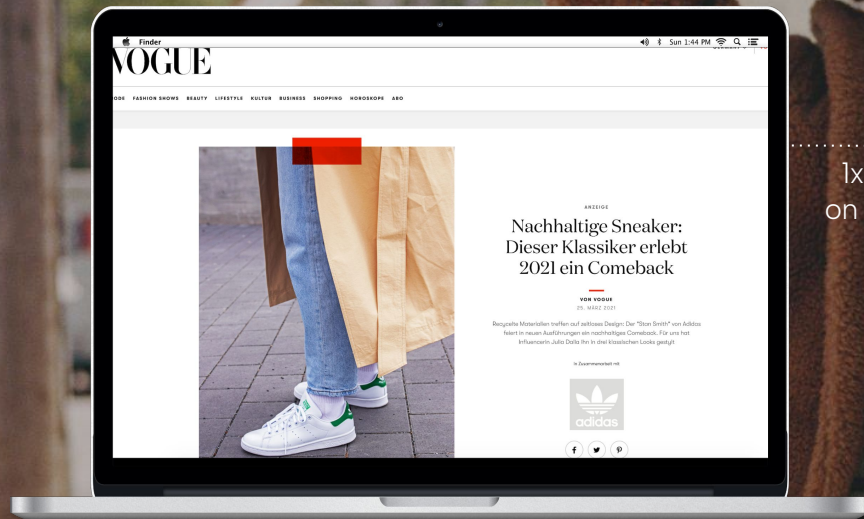
1x Article
on website



1x Newsletter Integration
1x Social Amplify CPM-Campaign
1x Promoteaser on website

Custom Solution

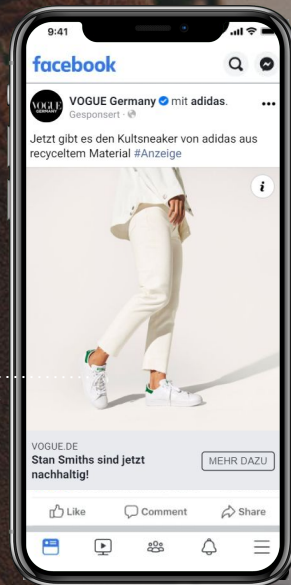
BRAND ARTICLE



1x Article
on Website



1x Social Amplify
CPC-Campaign



CONDÉ NAST

Technical Specifications

CLASSIC ADVERTORIAL || BRAND ARTICLE

Material needed for advertorials or brand articles

Topic input, text content, images, videos, target links, designs and logos video graphics, photo credits.

Required material for additionally booked traffic drivers

Images, Text

Physical submission

jpg, png, gif

Submission deadline before Go Live

Classic Advertorial: 15 working days

Brand Article: 20 working days

Offer creation

5 working days

Tracking

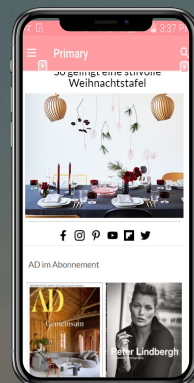
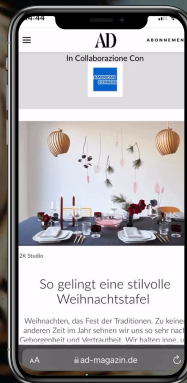
Advertorials/Brand Article: Click Command, Traffic drivers: Viewpixel & Click Command

Custom Solution

HUB SPONSORING



1x Hub Sponsoring
Billboard Multiscreen



1x Advertorial in the Hub
1x Social Amplify CPC-Campaign
1x Integration into Newsletter

Technical Specifications

HUB SPONSORING

Required ad formats

Billboard Ad: 970 x 250 px

Mobile Billboard Ad: 320 x 100 px (view Specs

[Billboard Ad & Mobile Billboard Ad](#))

Material needed for Advertorial
& Traffic Driver

Theme-Input, Text content, images, videos,
destination links, designs and logos, Video graphics,
photo credits

Physical submission

jpg, gif, png

Submission deadline before Go Live

25 working days

Offer creation

5 working days

Custom Solution

CUSTOMIZED NEWSLETTER



Send your topics directly to newsletter subscribers' inboxes with a Customized Newsletter designed just for you.

Technical Details

Required material

Topic input, text examples, subject line, target links, individual motifs in the design of the respective page/medium, logos as video graphics, image credits

Physical submission

jpg, gif, png

Submission deadline
before Go Live

15 working days

Offer creation

3 working days

When submitting an
HTML newsletter

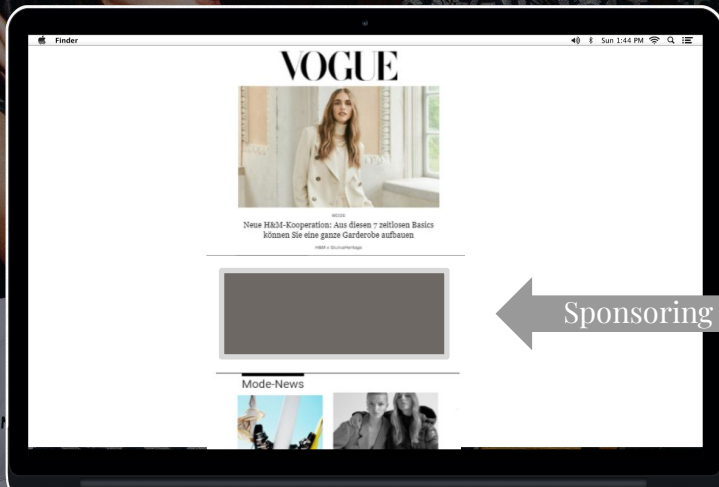
max. 500 kb, 680 px Width, height
var, optional: 1,500 px, resolution 150
dpi

Tracking

Click Command (no Javascript)

Custom Solution

NEWSLETTER SPONSORING



Sponsoring

Generate attention and traffic as an editorial newsletter sponsor.

Technical Details

Required Material	Banner
Format-Type	1200 x 400 px
Submission	Physical
Tracking	Clickcommand (no Javascript)
Submission deadline	5 working days
before Go Live	
Offer creation	1 working day

A photograph of three people in a bathroom. Two men in the foreground are wearing white shirts and black overalls, looking down. A woman with blonde hair and sunglasses stands behind them, looking down. The background shows a tiled wall and a shower area.

Delivery *information*

CONDÉ NAST

Delivery information

TECHNICAL SPECIFICATIONS / HTML5 ADVERTISING MATERIAL

HTML-File

The HTML5 ad material should be delivered in a single HTML file.
None of the delivered HTML files should be named index.html.

File hierarchy and folder structure

The layer and folder structure should contain a maximum of one layer (scripts, images).

File number and code compression

To keep server requests as low as possible, the number of individual elements should be kept as low as possible.

Animation

Multiple simultaneous animations and overlapping transparent graphics should be avoided. The use of CSS3 or JavaScript animations should be selected with respect to CPU and GPU usage.

Browser compatibility and fallback

Since not all desired functions or libraries are supported by all browsers, it is recommended to supply fallback JPG or GIF. The ads are to be tested on all browsers by the customer. Condé Nast reserves the right to exclude certain browser versions from delivery.

Frameworks, Libraries and Namespaces

HTML5 ads are played on the web pages within a frame to avoid complications with website functionalities. Frameworks and libraries (e.g. Bootstrap) can be included within our frame. If global JavaScript variables are used, they should be executed in their own namespace or, alternatively, uniquely named. Similarly, names for mapping HTML IDs as well as ID, class, and type selectors in CSS must be clearly chosen.

Specific guidelines

It is mandatory to comply with the Google Ad Manager guidelines:
https://support.google.com/admanager/answer/7046799?hl=de&ref_topic=7041998

Delivery

The HTML5 ad material is delivered to the brand or agency as a compressed zip file that must contain all elements of the ad material, except for external added libraries or fonts. The zip file must be an HTML document (not index.html) and all included scripts and elements must be relatively linked. Absolute links must be used for external hosting. Alternatively, a redirect can be supplied. In this case, all of the above standards regarding document size and file number must be followed.



Submission information

TECHNICAL SPECIFICATIONS / HTML5 ADVERTISING MATERIAL

Advertising media with initial sound are not offered. Exceptions are advertising media that are initially set to mute and can be activated by clicking on the loudspeaker icon. The maximum duration is 30 seconds. We recommend a clearly visible audio bar with the functions "Volume", "Start" and "Stop". The sound must not be triggered via mouse-over.

Custom Solutions:

If your ad does not meet our specifications, please contact us. We will be happy to plan your campaign individually and discuss what is feasible.

Delivery information

GDPR

- Third party tracking: Yes
- Third party tag: Yes

Tracking Information:

- The maximum weight per format applies incl. all tracking scripts!
- Cookie quantity: 5
- Number of providers: 5
- Cookie lifetime: 390 days
- ePrivacy Information: In the future, we will support the IAB TCF v2 framework and are legally obligated to actively obtain the consent of each user via a query during the initial contact. Our delivery systems will be changed so that only those providers (vendors) who are listed on the IAB vendor list can be delivered. Please check if your vendors are part of TCFv2 before starting your campaign. If they are not, we cannot guarantee the punctual start of the campaign.
- IAB Vendor List: <https://iabeurope.eu/vendor-list-tcf-v2-0/>

Delivery information

FURTHER GUIDELINES FOR SOCIAL ADS

Ads are displayed as so-called dark posts and not on Condé Nast Brands accounts. This ensures that the post can be optimized to achieve the best results based on the campaign objective. The advantage of this is that the ads can be seen in the newsfeed of a selected target group.

This also requires Condé Nast Brands (VOGUE, GQ, GLAMOUR, AD) to tag the client's account with the "Partnership AdsTag" (handshake).

Partnership Ads:

- For sponsored posts (both on Facebook and Instagram), Condé Nast must always specify the cooperation partner.
- The cooperation partner must have an official Facebook and Instagram page.
- Each Condé Nast title must be approved once by the cooperation partner as a "Branded Content Partner".
- Click here to get to the [manual](#).



Delivery information

FURTHER GUIDELINES FOR SOCIAL ADS

Pictures

- Use of high-resolution, high-contrast images and a visual language that fits Condé Nast and the social media platform.
- Coherence of image and text (message)
- No text & no logo on images: will be "penalized" or not even approved by Facebook algorithm in the first place.
- Ideally, at least two to three different image motifs should be tested.

Text

- The optimal text length consists of a maximum of 60 characters.
- Too much text is distracting and can have a negative impact on reach.
- No ad copy: a "native" message that matches the brand presence helps build credibility and interaction.
- Clear user targeting and focus on one message per ad.
- Moderate emoji usage.
- Hashtags do not have a positive impact on performance.
- Call for interaction (e.g. ask questions, contests/sweepstakes) leads to more engagement and higher organic reach.

Delivery information

CONTACTS & DEADLINES

Unless otherwise stated in the technical specifications, a submission and booking period of five working days applies to ad formats.

Please coordinate deadlines for Condé Nast Creative Studio productions individually: projektmanagement@condenast.de

Please send display and video material by e-mail to: adops@condenast.de

Please send material for Custom Solution and Social Ads via email to: projektmanagement@condenast.de

Please always be sure to specify:

- Customer name and contact person
- Period
- Placement
- Advertising media
- Target URL



CONDÉ NAST
GERMANY