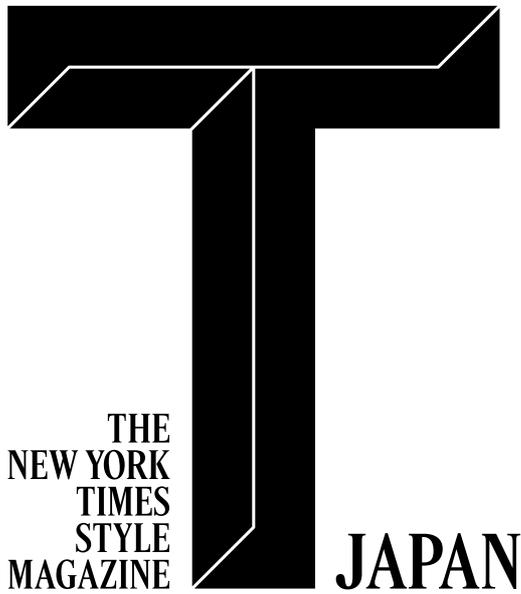


THE
NEW YORK
TIMES
STYLE
MAGAZINE

JAPAN

MEDIA KIT 2020





T JAPAN : The New York Times Style Magazine Chief Editor

Hidemi Uchida

Thanks to everybody's support, the November 2019 issue of T JAPAN marks our magazine's 25th edition. When we published the inaugural edition in March 2015, it was hard to imagine what the future would hold, but we are grateful to our clients for their favor and support in allowing T JAPAN to grow and be loved in this way for so long. We recently had the opportunity to interview our readers and hear some heartwarming comments about their relationship with the magazine. One female reader says that she always leaves a copy of T JAPAN in her living room and that her daughter, who is in her 20s, and her husband, whose hobby is cars, both like to read it. Many other respondents said that they read it with their families. One of the advantages of distributing 200,000 copies to households is that we reach people of all generations. We aim to buckle down and continue to produce magazines that resonate with intellectual groups like only T JAPAN can.



Deputy Editor
Fumiko Yamaki

After working as chief editor of the fashion magazine MORE and the men's fashion magazine UOMO, she joined T JAPAN as deputy editor in 2017.



Deputy Editor
Ogoto Watababe

After working in the editorial department at the fashion magazine non-no and SPUR, she has been T JAPAN's deputy editor since it launched in 2015.



PROFILE

After working in the editorial department at non-no, Hidemi Uchida helped launch the inaugural edition of the fashion magazine SPUR in 1989 and spent the next 24 years there. She became chief editor in 2007 and subsequently helped make SPUR Japan's top fashion magazine. In six and a half years as chief editor of SPUR, she gained the trust of fashion and beauty clients and fashion designers inside and outside of Japan. Working in the communication design office, established in 2013, she launched various initiatives, including joint ventures and solutions with different sectors, which she turned into "Editors' Lab" in June 2019. She has been T JAPAN's chief editor since it launched in 2015, and she also currently works as both the head of Editing Department No. 8 (SPUR, MAQUIA and T JAPAN) and the head of Editors' Lab.

About T JAPAN

T JAPAN is the Japanese version of T: The New York Times Style Magazine, which is purchased as part of The New York Times Sunday newspaper. T: The New York Times Style Magazine is distributed 11 times per year and reaches approximately 2.3 million readers. It features articles that are underpinned with abundant intellect and insight, and it is regarded as one of the most influential magazines in the United States. T JAPAN contains articles that are selected and translated from the American edition, as well as original Japanese content. All articles, which cover topics like fashion, beauty, art, architecture, food and travel, are imbued with a distinct style. The magazine conveys the "now" in the world and in Japan from a truly global perspective.

Frequently updated distribution destinations

T JAPAN has a domestic circulation of 200,000, more than any other free luxury magazine in Japan. Utilizing the diverse distribution routes of Asahi Shimbun Company and Shueisha Inc., it is delivered directly to readers who have a keen intellectual curiosity and who seek information on sophisticated lifestyles and products of true value.

-180,000 copies are delivered to Asahi Shimbun readers in the Tokyo area, Kansai and Nagoya, who have an average annual household income of 15 million yen or more.

(We are frequently updating to include locations such as Aoyama, Azabu, Shirokane, Takanawa, Seijo, Kojimachi, Den-en-chofu; the Osaka-Kobe area, including Ashiya; Kakuozan, Hoshigaoka and Yagoto in Nagoya; and other areas.)

-20,000 copies are delivered to prime customers of Shueisha's official fashion mail order website, FLAG SHOP.

-Copies are also placed in luxury brand shops, exclusive clubs, guest rooms and lounges in the highest class hotels around Japan. (These include the Imperial Hotel, Andaz Tokyo, Academy Hills, Hara Museum, Eiraku Club, Hyatt Centric Ginza Tokyo, The Prince Gallery Tokyo Kioicho, Osaka Marriott Miyako Hotel, The Ritz Carlton Kyoto, Kyoto Hotel Okura, Westin Miyako Hotel Kyoto, Hotel Granvia Kyoto, ANA Crown Plaza Hotel Kyoto, Tawaraya Ryokan, Hiiragiya Ryokan and others.)

T JAPAN Hot Topics 2020

T JAPAN's Tie-up Ads are in the News !

Be sure to make use of T JAPAN's sophisticated and exclusive page designs.

Conditions for Tie-up

1 T JAPAN regular advertisers plan

Advertisers who, in 2020, place ads comprising the same or greater number of pure advertising real pages as in 2019. Alternatively, advertisers placing new orders for pure advertising can apply for tie-up ads over the scope of the number of pages pre-ordered in 2020.

2 Asahi Shimbun package plan

Advertisers placing orders for a feature tie-up ad with the T JAPAN Editing Department in the Asahi Shimbun main paper can simultaneously include a tie-up ad in T JAPAN.

*This is conditional on placing an ad in Asahi Shimbun for an amount equivalent to or higher than the tie-up ad placement fee in the main magazine.

Cautions

- The tie-up production fee is 500,000 yen per page in T Japan, and 1,000,000 yen per page in the Asahi Shimbun main paper. (Overseas reportage will incur additional charges.)
- Reprinting in T JAPAN WEB is available. (Please inquire about details)
- Tie-ups can be conducted from 2 pages.
- Serial tie-up ads are also possible. However, ads are only possible from 2 pages per edition.
- Throw-in pamphlet (up to 300g) tie-up ads can also be conducted.
- Based on our agreement with The New York Times Company, we may refuse placement of tie-up advertisements. Moreover, we may request that page contents and design be changed according to that company's policy.
- We cannot accept any designations concerning page allocation (front matter, adjacent articles, etc.). Please leave to the discretion of the editing department.
- There is no lifting of tie-up ads to the T MAGAZINE home country version.
- We will always print "T JAPAN PROMOTION" on the pages.

*This information is current as of October 2019. Contents may be subject to revision.

Please check the latest conditions for placing tie-up ads with the marketing staff before making your proposal.

Tie-up Schedule

O r d e r ▼	Up to 3 months before issue
O r i e n t a t i o n ▼	Up to 2.5 months before issue
P h o t o g r a p h i c s h o o t i n g ▼	Up to 2 months before issue
P r o o f r e a d i n g ▼	Up to 1-1.5 months before issue *Text proofreading: Once. Color proofreading: Once. More than that will require consultation.
F i n a l p r o o f r e a d i n g	Up to 1 month before issue

Example



Asahi Shimbun
15-column tie-up ad

T JAPAN magazine
tie-up ad 2P



Digital Signage
tie-up ad for
Transportation

Who reads T JAPAN?

Forty percent of our readers have an annual household income of 10 million yen or higher. They are “intellectual, high-income people” who enjoy traveling, art and traditional performing arts in their free time, and who shop for trustworthy brand goods or high-quality products regardless of price. Although it is a free magazine, a feature of T JAPAN is its high ratio of “loyal readers,” with more than 60% reading “almost every edition.”

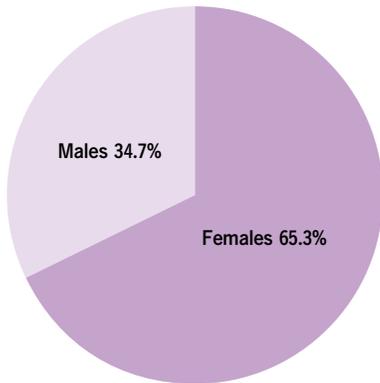
Profile of T JAPAN Readers

■ Average age: females, 47 years : males, 51 years
 ■ Gender ratio: Females / Males = 65.3% : 34.7%

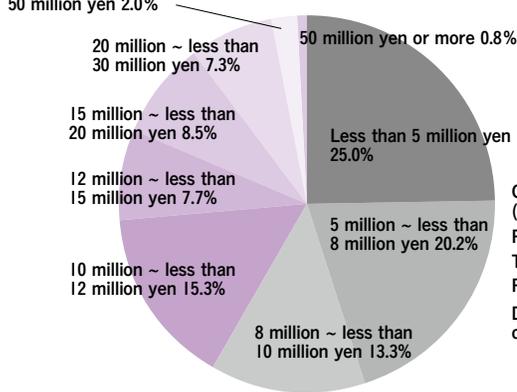
Average annual household income is more than 11 million yen.
 Roughly 42% of our readers have an annual household income of 10 million yen or higher, while around 10% earn 20 million or more.

Company owners, company executives, managers, lawyers, physicians, etc.
 Among employed people, 32% are business elite workers.

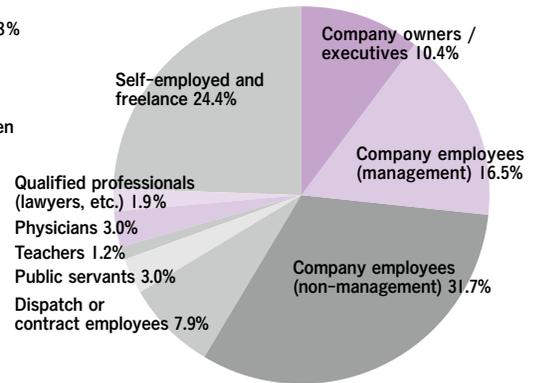
Male to Female Ratio



Household Income



Occupations

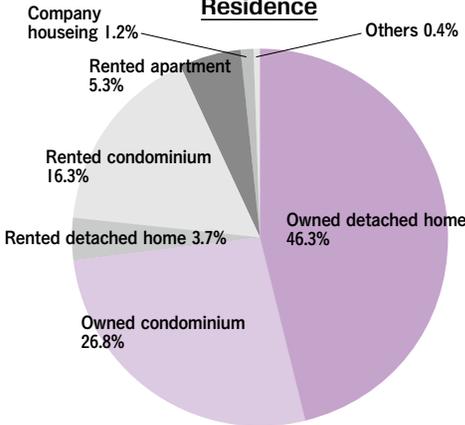


Home ownership rate is 73% (detached houses, condominiums)

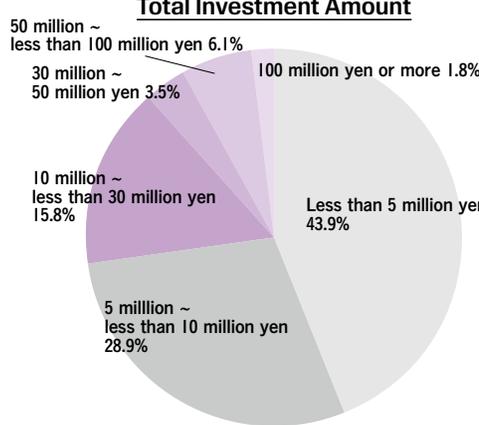
48% of readers conduct “investment.” Of those, 26% invest 10 million yen or more.

62% read every edition or almost every edition of T JAPAN.

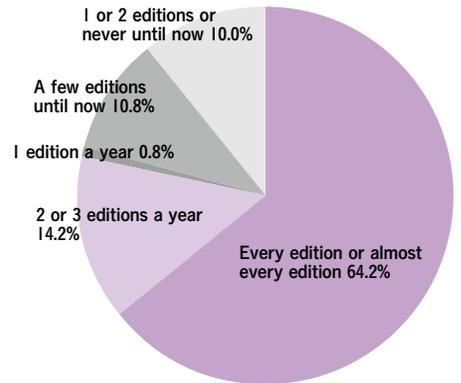
Residence



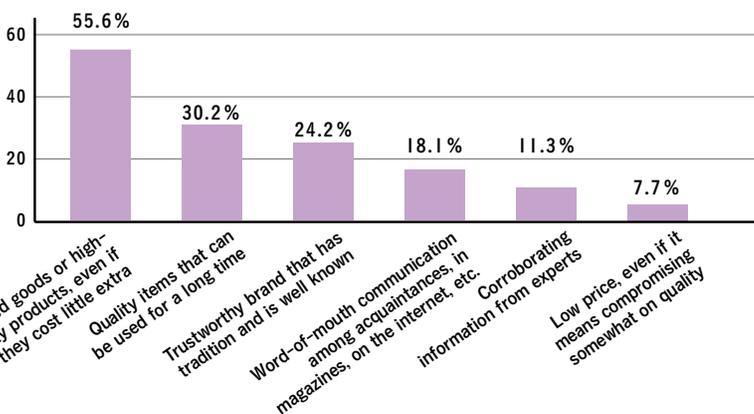
Total Investment Amount



Frequency of Reading T JAPAN



56% are people who “select high quality products even if they cost more.”



And more...

20% of readers own a second house or a resort membership
 20% “want to own in the future”

27% utilize department store institutional services

The following comments were received in the interviews about readers' lifestyles

(Conducted July 2019)

"At weekends, I do yoga and then go shopping in the Futako-Tamagawa area."

(46 years old, female)

"I own 11 cars. When I built a new residence in Seijo, I had the house designed so that I could see the garage from my own room."

(55 years old, male)

"I have eight credit cards. I personally use around 1 million yen per month."

(51 years old, female)

"I have a soft spot for unique high-brand items and limited edition products."

(49 years old, female)

"I go to art exhibitions and kabuki a lot."

(44 years old, female)

"I go to stay in a condominium I own in Hawaii two or three times a year."

(53 years old, male)

"I left a major corporation to become an independent management consultant. I purchased two rooms in a condominium in Harumi for my own residence and office."

(53 years old, male)

"I make a conscious effort to buy Japanese products. My cars is a Nissan GT-R. My watch is by Grand Seiko."

(50 years old, male)

"When Dyson and Vermicular launch new products, I immediately buy them."

(42 years old, female)

"I always give my wife a Hermes scarf on her birthday. I, too, have five Hermes briefcases that I cherish."

(53 years old, male)

"I purchase my watches and clothes from department store staff in charge of institutional customers because they know my preferences."

(57 years old, male)

"I like to go driving and eat sushi in regional areas."

(50 years old, female)

T JAPAN web has reached its third anniversary

"T JAPAN web" posts articles reprinted from the main magazine, content lifted from the U.S. version of T Magazine and The New York Times, original web content and other stories that cannot be found elsewhere. Just like the main magazine,

T JAPAN web has earned a good reputation for its intellectual, high quality content and visuals that range from interviews with celebrities and artists to introductions of wines and restaurants, and information on hotels and tourist spots. It also has a steady, reliable presence on its official Facebook, Twitter and Instagram accounts,

and it distributes articles to curation sites such as Yahoo! NEWS, LINE NEWS and antenna. After its third anniversary in 2019,

T JAPAN web established a "NEWS" category, enabling it to also post seasonal news articles. In 2020, it intends to improve services for members by implementing members-only initiatives and special events. It will increase opportunities for delivering messages directly to T JAPAN web users who are interested in fashion, art, travel and more.



T JAPAN web users

Users mainly comprise businesspersons, both male and female, in their 30s and 40s. Sixty percent are double-income couples with no children, while approximately 70% of all users prefer to purchase high quality products even if it means paying a little more.

Advertising and tie-up services

Movie ads and rich media ads can also be deployed. Not only are tie-up ads reprinted from the main magazine, but original web ads are also available and proving popular. Please contact the following address for more details.

websales@ml.tjapan.jp

We look forward to hearing from you!

Contact the following address for new product and event releases, i.e. content sources, for T JAPAN web

release@ml.tjapan.jp



T JAPAN web <https://www.tjapan.jp>



The New York Times Style Magazine: Japan

Information on T JAPAN advertising

Paper version

*Advertisement size will be changed as below from the issue published from 2020.

Advertisement Placement Fees

	Advertisement Placement Fees	Advertisement Size
Back cover	¥ 3,000,000	279 × 200 mm
Inside cover spread	¥ 4,500,000	279 × 420 mm
Spread following inside front cover spread	¥ 4,300,000	279 × 420 mm
Inside back cover spread	¥ 4,000,000	279 × 420 mm
Four-color full page facing table of contents	¥ 2,200,000	279 × 210 mm
Four-color full page	¥ 2,000,000	279 × 210 mm

Special System Price Chart

Letter 4P	¥9,000,000
4C postcard	¥2,000,000
1C postcard	¥1,500,000
Magazine cardboard 1P (includes paper cost)	¥2,400,000
Laminate 4C 1P (includes paper cost)	¥3,400,000

Please contact us for sizes.

Annual discount

Only advertisers applying for one-year contracts are eligible for the following discounts.
3P to 7P ... 10% discount 8P or more ... 15% discount

Tie-up

In addition to the placement fee, production fee of 500,000 yen per page is charged.

Joint packaging plan

T JAPAN can be packaged together with catalogs, pamphlets and so on.

- Fee per package: 1 copy up to 200 grams: 100 yen. For packages weighing in excess of 200 grams, an additional fee of 1 yen per gram will be charged. Orders can be accepted up to 300 grams.
- Area can be selected in units of the Asahi Shimbun dealers that deliver T JAPAN.
- Minimum number of copies: 10,000 ● Possible dimensions: T JAPAN size or smaller. Thickness 10 mm or less.

*This plan is conditional on placing ad space of 1 page or more in the edition concerned. *Please apply by 40 days before the sale date.
*Since some materials, etc. cannot be jointly packaged, prior submission of a number of samples is required. *The contents of jointly packaged items will be also be subject to prior review. *Competition will not be excluded.

2020 issue and deadline dates (scheduled)

Issue Number	2020, No.1 Women's Fashion	2020, No.2 Design & Luxury	2020, No.3 Women's Fashion	2020, No.4 Men's Style & Design	2020, No.5 Luxury
Publication Date	Sat., Mar.28	Mon., Jun.1	Mon., Sep.28	Wed., Oct.28	Sat., Nov.28
Advertisement Application	Fri., Feb.14	Mon., Apr.20	Mon., Aug.17	Fri., Sep.18	Mon., Oct.19
Deadline	Wed., Mar.4	Thu., May.7	Wed., Sep.2	Tue., Oct.6	Wed., Nov.4

T JAPAN web Information is given on a separate page.

INQUIRIES

Advertising Sales Division, Shueisha Inc.

2-5-10 Hitotsubashi, Chiyoda-ku, Tokyo, 101-8050, Japan Phone:+81-3-3230-6200 Fax:+81-3-3221-7167

Asahi Shimbun Tokyo Headquarters, General Production Office

5-3-2 Tsukiji, Chuo-ku, Tokyo, 104-8011, Japan Phone:+81-3-5540-7759 Fax:+81-3-3541-9600