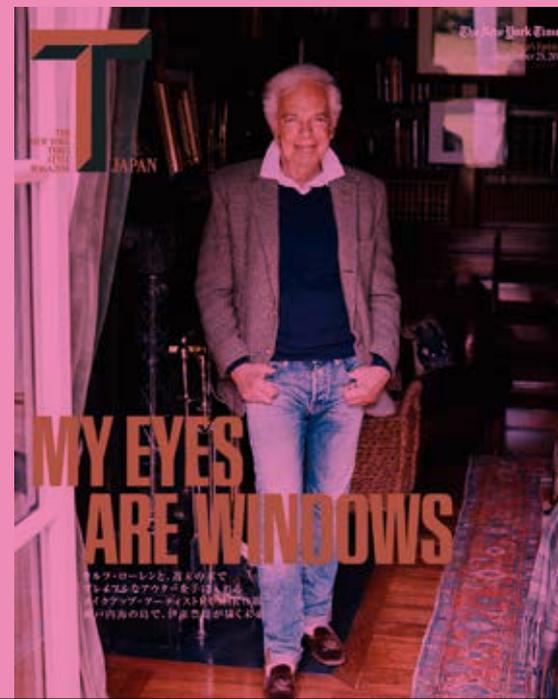


THE
NEW YORK
TIMES
STYLE
MAGAZINE

JAPAN

Medium Document 2019



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T JAPAN : The New York Times Style Magazine Chief Editor

Hidemi Uchida

Having been launched as a joint project by three companies, namely The New York Times, Asahi Shimbun Company, and Shueisha Inc., T JAPAN turned three in March 2018. It is said that three years is a good time to reflect and take stock, and this year certainly marks a new turning point for T JAPAN. Spring marked the opening of the magazine to tie-up ads. We realized an unprecedented collaboration between the pages of Asahi Shimbun and TJAPAN. TJAPAN web will undergo a revamping of design for better usability in September. Please look forward to T JAPAN and T JAPAN web from now on.

PROFILE



After working in the editing department for non-no, she helped launch the inaugural edition of the fashion magazine SPUR in 1989 and spent the next 24 years working exclusively on this journal. She was appointed as chief editor in 2007 and subsequently helped make SPUR the top fashion magazine, while gaining the trust of fashion and beauty clients and fashion designers in Japan and other countries. Moreover, in her work at SPUR and also in the communication design office that was established in 2013, she has launched various new initiatives including joint ventures and solutions with different sectors and so on. She currently fills the dual roles of manager of Editing Department No. 8 (SPUR, MAQUIA) and manager of the Communication Design Office.

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 newspaper. It is distributed about 11 times per year and reaches approximately 2.3 million readers. T: The New York Times Style Magazine 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.

Distribution method and destinations

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

-180,000 copies are delivered to Asahi Shimbun readers living in areas of the metropolitan region, Kansai and Nagoya that have the highest ratios of households with an annual income of 15 million yen or more.

(Aoyama, Azabu, Shirokane, Takanawa, Seijo, Kojimachi, Den-en-chofu, Between Osaka-Kobe Area include Ashiya, Kakuozan, Hoshigaoka and Yagoto as Nagoya Area, and so on)

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

-In addition, copies are placed in luxury brand shops, exclusive clubs, guest rooms and lounges in the highest-class hotels around Japan and so on. (Imperial Hotel, Andaz Tokyo, Palace Hotel Tokyo, Hotel Chinzanso Tokyo, Academy Hills, Hara Museum, Eiraku Club, Osaka Marriott Miyako Hotel, The Ritz Carlton Kyoto, Kyoto Hotel Okura, Westin Miyako Kyoto, Hotel Granvia Kyoto, ANA Crown Plaza Hotel Kyoto, Tawaraya Ryokan, Hiiragiya Ryokan and others)

T JAPAN Hot Topics 2019

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

Tie-up ads started in the spring of 2018. The innovative approach that utilizes editorial techniques is proving popular. Be sure to make use of T JAPAN's sophisticated and exclusive page designs.

Conditions for Tie-up Placement

1 Limited to clients who make a commitment to pre-order tie-up ads for 2019.

— Advertisers who, in 2019, place ads comprising the same or greater number of pure advertising real pages as in 2018. 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 2019.

2 Advertisers placing orders for a feature tie-up ad (4cl5d) with the T JAPAN Editing Department in the Asahi Shimbun main paper can simultaneously conduct a tie-up for up to 4 pages in T JAPAN. (*Placing ads in T JAPAN will incur a separate charge)

- The tie-up production fee is 500,000 yen per page. (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 (8 pages or more, up to 300g) tie-up ads can also be conducted.

However, the T JAPAN logo cannot be placed in such pamphlets.

- The maximum number of tie-up ad pages per edition is 32 (not including throw-in pamphlets).

Orders will be handled on a first-come-first-served basis.

- 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 2018. Contents may be subject to revision.

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

Schedule of Tie-up

(figures in parentheses indicate the case of issue on March 25, 2019)

O r d e r ▼	Up to 3 months before issue (during December 2018)
O r i e n t a t i o n ▼	Up to 2.5 months before issue (if possible, during December 2018)
P h o t o g r a p h i c s h o o t i n g ▼	Up to 2.5 months before issue (if possible, during December 2018)
P r o o f r e a d i n g ▼	Up to 1-1.5 months before issue (mid-to-end of February) *Text proofreading: once, color proofreading: once. More than that will require consultation.
F i n i s h p r o o f r e a d i n g	Up to 1 month before (scheduled for February 27)

Example

T JAPAN magazine tie-up ad 4P



Reprinting on T JAPAN web



Asahi Shimbun 15-column tie-up ad

Who reads T JAPAN?

T JAPAN readers are “intellectual high-income people” who have deep interest in art and select trustworthy branded goods or high-quality products regardless of price. Now that T JAPAN has been in circulation for three years, a solid group of “loyal readers” that prefer the T JAPAN style has been formed.

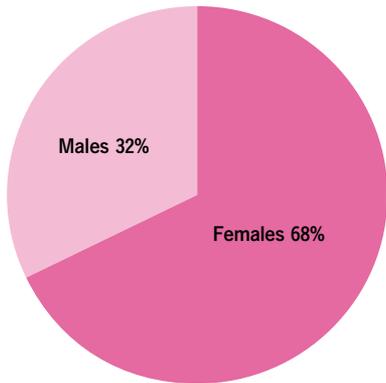
Profile of T JAPAN Readers

- Average age:
females 45 years, males 50 years
- Gender ratio:
Females / Males = 67.8% : 32.2%

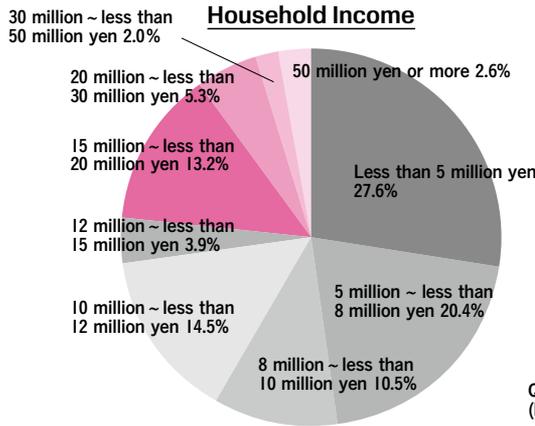
Average annual household income is more than 11 million yen.
Roughly one quarter of the readership has annual household income of 15 million yen or higher.

There are many company owners, company executives, lawyers,
Among employed people,
23% are business elite workers

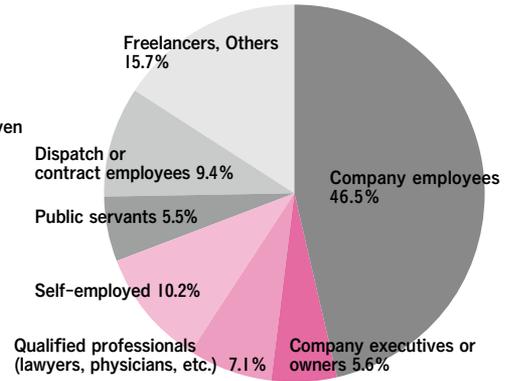
Male-to-Female Ratio



Household Income



Occupations

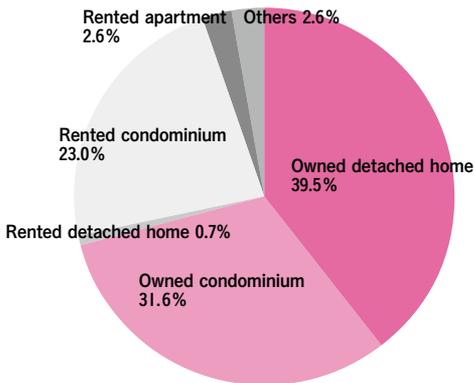


Home ownership rate is 71% (detached houses, condominiums)

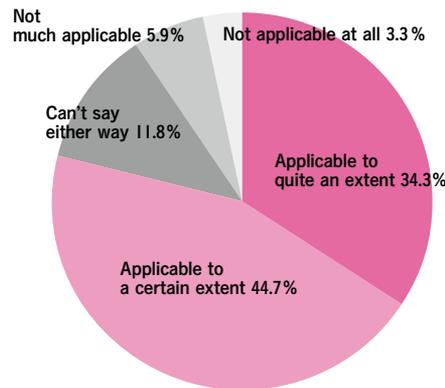
79% are the people who “select high quality products even if they cost more”

Imported cars account for 45% of frequently used private vehicles.

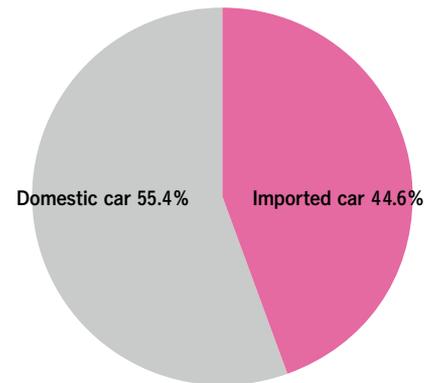
Residence



I select branded goods or high-quality products, even if they cost little extra



What type of car do you frequently drive?

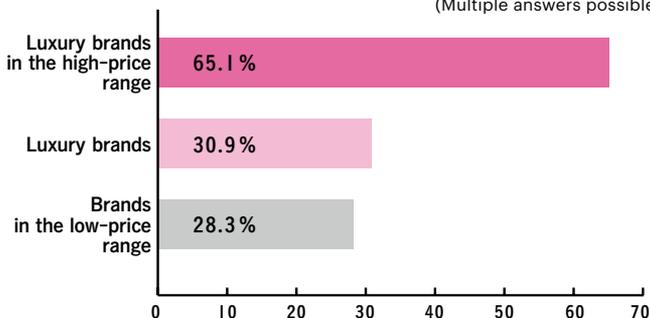


Purchased fashion items mainly comprise of “luxury brands in the high-price range”

Cosmetics are mainly purchased at department stores.

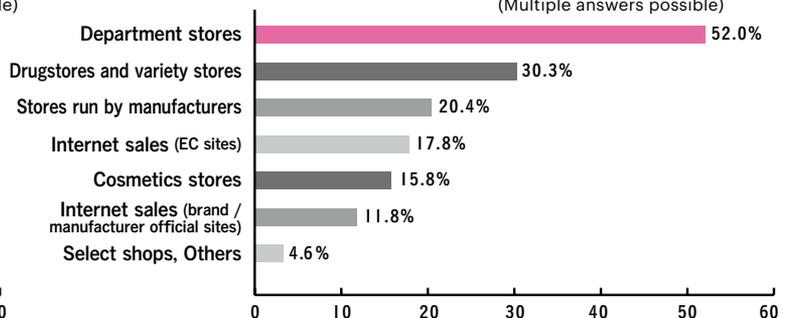
What type of fashion items do you frequently purchase?

(Multiple answers possible)



Where do you usually purchase cosmetics?

(Multiple answers possible)



T JAPAN web Renewal!

"T JAPAN web", the official site of T JAPAN, will undergo a major renewal in September 2018.

This will entail enhancement of the site features and usability along with the expansion of the scope of site.

We have also prepared a new lineup of ads in response to needs for SOV, viewability, SOS and more.

While further strengthening our reach and content capabilities, we will provide optimum services for use in content marketing.



What are the contents?

On a daily basis, T JAPAN web transmits articles reprinted from the main magazine, contents borrowed from the US version of T Magazine, and its original web contents. As is the case with the main magazine, it has earned a good reputation for its intelligent and high-quality text and beautiful graphics. It also transmits information via its official social media accounts on Facebook, Twitter, and Instagram, and it distributes articles on LINE NEWS too.

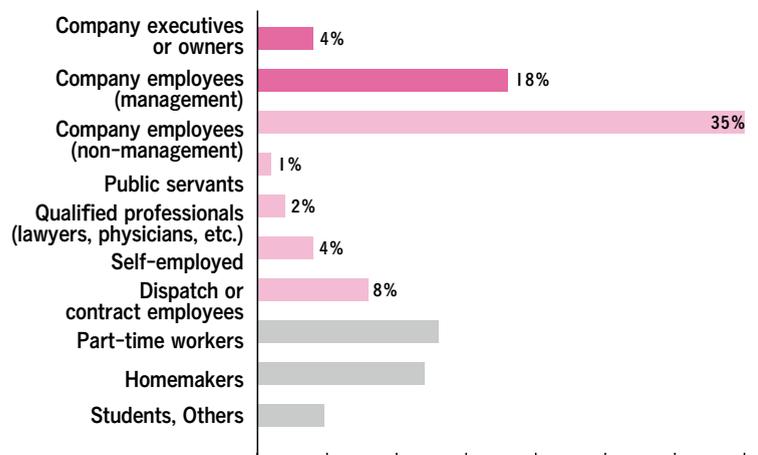
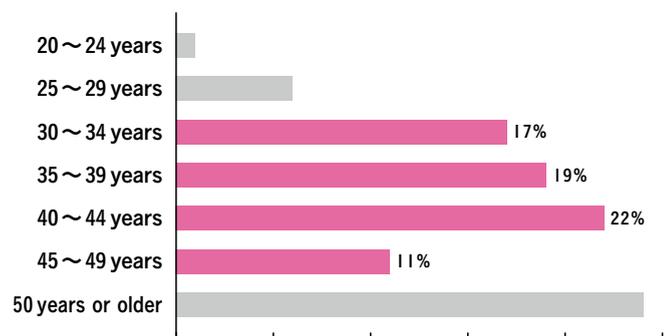
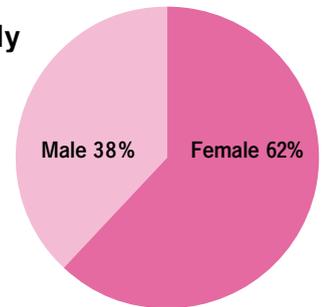


Advertising and tie-up services

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

T JAPAN web users mainly consist of male and female business people in their 30s and 40s. From these, people in management positions account for approximately 40%.



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 Placement Fees

	Advertisement Placement Fees	Advertisement Size
Back cover	¥ 3,000,000	284 × 223 mm
Inside cover spread	¥ 4,500,000	284 × 464 mm
Spread following inside front cover spread	¥ 4,300,000	284 × 464 mm
Inside back cover spread	¥ 4,000,000	284 × 464 mm
Four-color full page facing table of contents	¥ 2,200,000	284 × 232 mm
Four-color full page	¥ 2,000,000	284 × 232 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.
- These prices are applicable only for domestic contracts.

*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.

2019 issue and deadline dates (scheduled)

Issue Number	2019, No.1 Women's Fashion	2019, No.2 Design & Luxury	2019, No.3 Women's Fashion	2019, No.4 Men's Style & Design	2019, No.5 Luxury
Publication Date	Thu., Mar.28	Sat., Jun.1	Sat., Sep.28	Mon., Oct.28	Thu., Nov.28
Advertisement Application	Fri., Feb.15	Fri., Apr.19	Fri., Aug.16	Tue., Sep.17	Fri., Oct.18
Deadline	Thu., Feb.28	Tue., May.7	Thu., Aug.29	Mon., Sep.30	Thu., Oct.31
Offline Data Deadline	Fri., Mar.1	Wed., May.8	Fri., Aug.30	Tue., Oct.1	Fri., Nov.1

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:+81-3-5540-7761 Fax:+81-3-3248-0939