“Shukan Asahi” was first published in 1922 as a pioneer of a Japanese weekly news magazine and has maintained a favorable reputation for years. Articles cover a wide variety of topics such as politics, economics, entertainment and everyday life. Readers can also enjoy a series of novels written by famous Japanese novelists.

CIRCULATION
207,359
(Average circulation numbers certified by the Printers’ Association of Japan, Apr.-Jun. 2013)

FORMAT
182mm wide × 257mm deep / B5 size

DISTRIBUTION AREA
Nationwide

COVER PRICE
JPY 380

DATE OF PUBLICATION
Every Tuesday (Cover date is 10 days prior to the publication date)
"AERA" has reported on the most critical domestic and international affairs including "the end of cold war", "the bursting of the Japanese economic bubble", "September 11 in 2001", "The Great East Japan Earthquake". The magazine also deals with current social issues such as corporate activities, work and life balance, love and marriage, a style of a couple and child care. "AERA" keeps its eyes on one step ahead of the era, and analyzes various issues with its own view point.

READERSHIP

GENDER

Female 39.9%
Male 60.1%

AGE GROUP

over60 7.9%
50–59 20.0%
40–49 27.8%
30–39 20.8%
15–29 15.6%

Average Household Income

JPY 6,620,000

Source: "MAGASCENE 2012, Tokyo," Video Research Ltd.

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>Color</th>
<th>Space</th>
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<th>Discount Rate</th>
<th>Size(W×D)mm</th>
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<tr>
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<tr>
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<td>¥1,500,000</td>
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<tr>
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<td>1 page</td>
<td>¥1,400,000</td>
<td>¥1,300,000</td>
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</tr>
<tr>
<td>Offset (the 4th single page)</td>
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<td>1 page</td>
<td>¥1,350,000</td>
<td>¥1,250,000</td>
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<td>¥850,000</td>
<td>210 × 284</td>
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GENERAL INFORMATION

1. All bleed (Approximately 10mm bleed on each 4 side must be included in the ad image supplied from you.)
2. Booking deadline: 60 days prior to the publication date
3. Copy deadline: 25 days prior to the publication date
4. All ads must be submitted in the digital format. Please ask your Asahi Shimbun representative for details.
5. Discount rates are applied if you place an insertion order for at least 6 placements of ads (1 placement per month) for 6 months and over.
6. Cancellation after the closing date will not be accepted.
7. An advertisement must comply with The Asahi Shimbun’s Advertising Acceptability Standards. The advertiser assumes liability for all content of advertisement printed.
8. The manuscript is required to be made of PDF data.
9. Corner marks are needed in the manuscript. Corner marks are composed of trim marks (printed size) and bleed marks (printed size + each side 3mm). Ground color should reach bleed marks. Corner marks and all ground color should be displayed in the manuscript.
"ASAHI CAMERA" has been published for nearly 90 years and is the most popular camera magazine in Japan. This magazine has had an enormous influence on Japanese professional photographers and amateur camera users. It has been publishing a series of artworks made by many highly notable photographers, reviews of new products and argument on the latest photo culture for a long time.

CIRCULATION
43,934
(Average circulation numbers certified by the Printers' Association of Japan, Apr.-Jun. 2013)

FORMAT
179mm wide × 257mm deep / B5 size

DISTRIBUTION AREA
Nationwide

COVER PRICE
JPY 900

DATE OF PUBLICATION
Monthly (Every 20th day)

READERSHIP
- GENDER
  - Male: 88.3%
  - Female: 11.7%
  - Average Household Income: JPY 6,920,000

- AGE GROUP
  - under 29: 7.9%
  - 30–39: 18.6%
  - 40–49: 23.6%
  - 50–59: 15.5%
  - 60–69: 10.3%
  - over 70: 64.9%

- OCCUPATION
  - Employee: 18.5%
  - Business owners: 10.7%
  - Retired: 57.0%

ADVERTISING RATES

<table>
<thead>
<tr>
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<th>Space</th>
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</tbody>
</table>

GENERAL INFORMATION
1. All bleed (Approximately 10mm bleed on each 4 side must be included in the ad image supplied from you.)
2. Booking deadline: 60 days prior to the publication date
3. Copy deadline: 30 days prior to the publication date
4. All ads must be submitted in the digital format. Please ask your Asahi Shimbun representative for details.
5. Cancellation after the closing date will not be accepted.
6. An advertisement must comply with The Asahi Shimbun’s Advertising Acceptability Standards.
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   Corner marks and all ground color should be displayed in the manuscript.
"AERA with Baby" is an intellectual and quality baby care magazine. Each article is based on a number of interviews with scientists, and along with its cutting-edge design this publication is highly regarded in Japan.

**GENERAL INFORMATION**

1. All bleed (Approximately 10mm bleed on each 4 side must be included in the ad image supplied from you.)
2. Booking deadline: 45 days prior to the publication date
3. Copy deadline: 30 days prior to the publication date
4. All ads must be submitted in the digital format.
   Please ask your Asahi Shimbun representative for details.
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<td>4</td>
<td>1 page</td>
<td>¥1,200,000</td>
<td>210 × 284</td>
</tr>
</tbody>
</table>

**READERSHIP**

- **GENDER**
  - Male: 8.0%
  - Female: 92.0%
- **AGE GROUP**
  - under 24: 26.0%
  - 25–29: 22.0%
  - 30–34: 42.0%
  - 35–39: 26.0%
  - over 40: 7.0%

**OCCUPATION**

- Employee: 13.0%
- Child-care leave: 33.0%
- Housewife: 43.0%

**HOUSE INCOME**

- 4~6 million: 33.0%
- 6~8 million: 21.0%
- 8~10 million: 15.0%
- 10~12 million: 6.0%

Source: ASAHI Shimbun Publications Inc.
The concept and goals of "AERA with Kids" are 'to grow up children with respecting their own will' and 'to guide children to become intelligent'. This magazine reports on how to study efficiently, to improve academic ability, to select school and so on. You can also get to know about healthy foods for children, book and leisure information.

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"sesame" has been published for over 30 years as a pioneer of a kids fashion magazine. It introduces the latest fashion trends, arts, culture and leisure guide. Readers can also enjoy sophisticated photos and design of the magazine.

READERSHIP

AGE GROUP
- under 30: 34.6%
- 31-35: 31.2%
- 36-40: 29.5%
- over 40: 18.2%
- unknown: 5.5%

AGE of CHILDREN
- under 3: 17.2%
- 4-5: 25.0%
- 6-7: 23.4%
- 8-9: 15.6%
- over 10: 18.8%

HOUSE INCOME
- under 6 million: 26.0%
- 6-8 million: 29.0%
- 8-10 million: 16.0%
- over 10 million: 24.0%
- unknown: 5.0%

Source: ASAHI Shimbun Publications Inc.

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<tbody>
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<tr>
<td>Inside 2nd cover</td>
<td>4</td>
<td>2 pages</td>
<td>¥2,200,000</td>
<td>460 x 297</td>
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<tr>
<td>3rd cover</td>
<td>4</td>
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<td>4</td>
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<td>¥1,500,000</td>
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CIRCULATION
50,000

FORMAT
230mm wide × 297mm deep / Modified A4 size

DISTRIBUTION AREA
Nationwide

COVER PRICE
JPY 830

DATE OF PUBLICATION
Bimonthly (7th day of Feb., Apr., Jun., Aug., Oct., Dec.)
The manuscript must be sent in PDF format.

Corner marks must be shown in the manuscript. Corner marks are composed of trim marks (printed size) and bleed marks (printed size + each side 3mm)*. Ground color should reach bleed marks. Corner marks and all ground color should be displayed in the manuscript.

The pattern, such as a logo or company name, should be placed inside more than 10 mm from the bleed marks.

Outline characters on a colored background need to be more than 10 points.

An ink tack value which are composed of 4 colors should be 320% less. This is intended to prevent crushed shadows and stains on printing.

The resolution of pictures should be more than 350dpi.

Please create one color and one black and white QR code.

If you would like to place monochrome manuscripts, they should only be created in black.