



The New York Times
Women's Fashion
September 28, 2020

ジョンとヨーコ——新著を機で出たすために
長押しかけたブライズ夫妻の情熱
見返り、かけがえのない場所
登場人物——ニューノーマルなコスメ

TOGETHER AS TWO

THE
NEW YORK
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STYLE
MAGAZINE

JAPAN

MEDIA KIT 2021



THE
NEW YORK
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WITH
DIFFERENT

KAWAIIと春爛漫が早くアートの地獄
戦時画という道
新本誌、「コロナの男」を巡る
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The New York Times
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FACE THE FUTURE

ファッション、旅行、美容、健康とライフスタイル
ワーク・ライフ・バランスのヒント
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The New York Times
Lifestyle
November 19, 2020

JAPAN

日本映画部
野田高梧
三浦春樹

THE GREATS



The New York Times
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June 1, 2021

THE
NEW YORK
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山下洋平——おだやかな美
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美術館の未来を担う女性たち

A GENTLE
FLAME

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THE
NEW YORK
TIMES
STYLE
MAGAZINE

JAPAN

T JAPAN: The New York Times Style Magazine Chief Editor **Fumiko Yamaki**

Thanks to everybody's support, T JAPAN marked its fifth anniversary in 2020. Delivering unique contents based on our editing policy of "style and intelligence", to date we have issued 27 editions thanks to the support of our readers and clients. For this we are truly grateful. I succeeded the post of chief editor in July, in the midst of the Covid-19 pandemic. Precisely because we are living in an age where people seek essential things of intrinsic value, I am convinced that T JAPAN's earnest contents can "reach" people's hearts. I look forward to continuing to deliver T JAPAN to you in 2021.



PROFILE

After working in the editorial department at non-no, she worked as chief editor of the fashion magazines MORE and UOMO, and joined the T JAPAN editing department in 2017. In July 2020, she succeeded inaugural chief editor Hidemi Uchida to become T JAPAN'S chief editor. She also currently works as the acting head of both Editing Department No. 8 (SPUR, MAQUIA and T JAPAN) and Editors' Lab.

Who Reads T JAPAN?

Forty percent of Asahi Shimbun readers who live in major urban centers and have annual household income in excess of 10 million yen. These "intellectual, high-income people" are the readers of T JAPAN.

Profile of T JAPAN Readers

- Average age: 48years
- Females / Males = 65.3% : 34.7%

Average annual household incomes

11 million yen

40% of our readers have an annual household of 10 million yen or higher

Average total assets

84 million yen

30% of readers have total assets of 50 million yen or higher

Home ownership rate

78%

condominiums 33%
detached houses 45%

46% of readers conduct "investment."

Of those, 30% invest

10 million yen or more.

20% of readers own a second house or a resort membership

20% "want to own in the future"

Criteria for purchasing products

High quality products even if they cost more **78%**

Quality items that can be used for a long time **63%**

(From the T JAPAN September 28, 2020 and June 1, 2019 edition readers survey)

Now even easier to use!

T JAPAN's Tie-up Ads 2021

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

Guide to Tie-up Options

1 T JAPAN regular tie-up plan

4C2P tie-up: advertisement placement fee G 4,000,000 + production fee G 1,000,000

2 **NEW** Column 1P tie-up plan (Each edition limited to 3 companies)

4C1P tie-up + T JAPAN web placement: G 2,500,000 (including production fee)

*Photography is 1 product shot without models. *Photograph placed facing an article.

*The magazine tie-up will also be placed on T JAPAN web. "PR" will be stated. * This plan is limited to 3 companies per edition.

3 Asahi Shimbun package plan

Simultaneous tie-ups in the Asahi Shimbun main paper (T JAPAN planning and production) and T JAPAN magazine are also possible.

*Conditional on placement of a tie-up of 4C1P or more in the magazine and placement of at least the same value as the magazine in Asahi Shimbun.

Cautions

- Based on the advertising acceptability standards of 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, facing an article and 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" and surrounding lines on the pages. • Throw-in pamphlet jointly packaged with the main magazine (up to 300g) tie-up ads can also be conducted.

*This information is current as of October 2020. 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

T JAPAN magazine tie-up ad (Total 6P, partially extracted)



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 3.5 million affluent 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, HAPPY PLUS STORE.

-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, Palace Hotel Tokyo)



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	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, up to weight of 300 grams.

*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.

2021 issue and deadline dates (scheduled)

Issue Number	2021, No.1 Women's Fashion	2021, No.2 Design & Luxury	2021, No.3 Women's Fashion	2021, No.4 Luxury
Publication Date	Sat., Mar.27	Tue., Jun.1	Mon., Sep.27	Sat., Nov.27
Advertisement Application	Mon., Feb.15	Tue., Apr.20	Mon., Aug.16	Tue., Oct.19
Deadline	Wed., Mar.3	Fri., May.7	Wed., Sep.1	Tue., Nov.2

T JAPAN web

<https://www.tjapan.jp/>



Information about advertising and tie-up options on
T JAPAN WEB is given separately. Contact the following address for details.
websales@ml.tjapan.jp

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, Project and Content Development Department

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