

# Shukan Asahi

## General-interest weekly magazine



"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

102,475

(Average circulation numbers certified by The Printers' Association of Japan, Jul.-Sep. 2020)

### FORMAT

182mm wide × 257mm deep / B5 size

### DISTRIBUTION AREA

Nationwide

### COVER PRICE (Tax included)

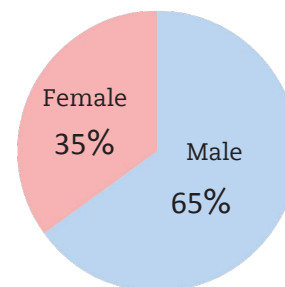
JPY 410

### DATE OF PUBLICATION

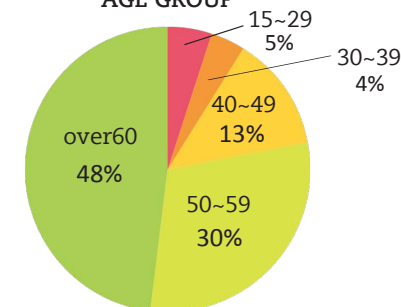
Every Tuesday (Cover date is 10 days prior to the publication date)

### READERSHIP

#### GENDER



#### AGE GROUP



Source: "MAGASCENE 2019, Tokyo," Video Research Ltd.

### ADVERTISING RATES

Position	Color	Space	Rate	Discount Rate	Size(W×D)mm
2nd cover	4	2 pages	¥1,700,000	¥1,550,000	182 × 257
3rd cover	4	1 page	¥1,550,000	¥1,400,000	182 × 257
Back cover	4	1 page	¥2,300,000	¥2,150,000	165 × 244
Offset	4	1 page	¥1,600,000	¥1,450,000	182 × 257
	1	1 page	¥950,000	¥850,000	182 × 257
	4	1/3 vert.	¥580,000	¥550,000	65 × 257

### GENERAL INFORMATION

- All bleed (Approximately 10mm bleed on each 4 side must be included in the ad image supplied from you.)
- Booking deadline: 60 days prior to the publication date
- Copy deadline: 20 days prior to the publication date
- Trademarks, company logos, pictures should be placed more than 10 mm inside for printing reason.
- All ads must be submitted in the digital format. Please ask your Asahi Shimbun representative for details.
- 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.
- An advertisement must comply with The Asahi Shimbun's Advertising Acceptability Standards.  
The advertiser assumes liability for all content of advertisement printed.
- The manuscript is required to be made of PDF data.
- 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.