



MEDIA KIT 2023

THE
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STYLE
MAGAZINE
JAPAN

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PROFILE

After working in the editorial department at non-no, Fumiko 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 head of both Editing Department No. 8 (SPUR, MAQUIA and T JAPAN) and Editors' Lab.

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

In an age of constant and tumultuous change around the world, readers of T JAPAN continue to love fashion and culture and enjoy life, while retaining a high interest in and remaining sensitive to social issues and current events. More than ever, they are seeking increasingly sophisticated, unrivalled and unique objects and experiences that meet their ideal life stories. The T JAPAN style, which carries high-quality articles with a global perspective and introduces only top-drawer, truly authentic items, enjoys the deep trust of such readers. Now more than ever, be sure to utilize T JAPAN's sincere approach to magazine production that conveys the true value of your products and services.

Who Reads T JAPAN?

Most readers live in major urban centers and 40% of them have annual household income in excess of 10 million yen. These intellectual, high-income professionals are the readers of T JAPAN.

Profile of T JAPAN Readers

- Average age: 51 years old
- Female / Male = 61% : 39%

Business managers, directors, managers, physicians, lawyers and other persons in executive positions account for

30%

Average annual household income

13 million yen

20% have assets worth 100 million yen or more

Home ownership rate

73%

condominiums 23%
detached houses 50%

65% of readers conduct investment.

Of those, 28% invest

10 million yen or more.

20% of readers own

a second house or

a resort membership

17% "want to own in the future"

Criteria for purchasing products

High-quality products even if they cost more	52%
A trustworthy brand in terms of tradition, reputation and the like	55%
High-quality products that can be used for a long time	58%

Average car purchase budget

5 million yen or more

30%

(From the T JAPAN September 27, 2022 edition and September 27, 2021 edition readers survey)

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 2.5 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.

T JAPAN's Tie-up Ads 2023

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 Column 1P tie-up plan

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

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

*Tie-up articles in the magazine are also reproduced on T JAPAN web. "Promotional Content" label will be included. *Web report is not provided.

3 Quick tie-up plan with provision of materials

In this plan, a tie-up article is compiled with photographic materials and releases provided by the client.

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

4C2P tie-up + T JAPAN web placement: G 4,000,000 (including production fee)

*Photographic materials should have resolution of 350dpi, up to 7 million pixels, and around 20MB of data volume per photograph.

Please consult for details. *In the case of a 1P tie-up, the photograph is placed facing the article. *Contents and photographs will be subject to prior review.

*Tie-up articles in the magazine are also reproduced on T JAPAN web. "Promotional Content" label will be included. *Web report is not provided.

4 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 "Promotional Content" 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 November 2022. 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

Order ▼	Up to 3 months before issue
Orientation ▼	Up to 2.5 months before issue
Photographic shooting ▼	Up to 2 months before issue
Proofreading ▼	Up to 1-1.5 months before issue *Text proofreading: Once. Color proofreading: Once. More than that will require consultation.
Final proofreading	Up to 1 month before issue

Example T JAPAN magazine tie-up ad (September 27, 2022 edition, Breguet)



Frequently updated distribution destinations

T JAPAN has a domestic circulation of 200,000, more than any other free luxury magazine in Japan.

It is delivered directly to readers who have a keen intellectual curiosity and who seek information on sophisticated lifestyles and products of true value.

-Thanks to the cooperation of Asahi Shimbun, 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, Futako-tamagawa and the central areas of Tokyo, the Osaka-Kobe area, including Ashiya and Sumiyoshiyamate; Kakuozan, Hoshigaoka and Yagoto in Nagoya.)

-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, 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 gatefold (4p)	¥ 10,000,000	Contact us for details.
Back cover	¥ 3,000,000	279 × 200 mm
Inside cover gatefold (4p)	¥ 9,000,000	Contact us for details.
Inside cover spread	¥ 4,500,000	279 × 420 mm
Spread following inside front cover spread	¥ 4,300,000	279 × 420 mm
Inside back cover	¥ 2,000,000	279 × 210 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: 5,000
- 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 also be subject to prior review. *Competition will not be excluded.

2023 issue and deadline dates (scheduled)

Issue Number	2023, No.1 Women's Fashion	2023, No.2 Design & Luxury	2023, No.3 Women's Fashion	2023, No.4 Luxury
Publication Date	Mon., Mar.27	Thu., Jun.1	Wed., Sep.27	Mon., Nov.27
Advertisement Application	Wed., Feb.15	Thu., Apr.20	Wed., Aug.16	Thu., Oct.19
Deadline	Fri., Mar.3	Mon., May.8	Fri., Sep.1	Thu., 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 Shueisha ADNAVI website for details.
<https://adnavi.shueisha.co.jp/contact/>

INQUIRIES

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