



Photograph by Yusuke Miyazaki



Photograph by Akinori Ito



Photograph by Yasutomo Ebisu



Photograph by Yusuke Miyazaki



Photograph by Miguel Flores Vienna



Photograph by Seiji Fujimori

THE NEW YORK TIMES STYLE MAGAZINE JAPAN

MEDIA KIT

2025



About T JAPAN

T JAPAN is the Japanese version of T: The New York Times Style Magazine, which is available 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 4 million affluent readers. Each issue is a journey around where to eat, discover designs, find inspiration and be transported. T JAPAN contains articles that are selected and translated from the U.S. 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. It is delivered directly to readers who have a keen intellectual curiosity and who seek information on sophisticated lifestyles and products of true value.

- Approximately 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 have been expanding 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.)
- Approximately 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, Eiraku Club, The Prince Gallery Tokyo Kioicho, Palace Hotel Tokyo, Conrad Tokyo, Park Hyatt Tokyo, The Peninsula Hotels.)

NEW! Distribution to Mitsukoshi Isetan out-of-store customers nationwide

【U.S. edition】

Photograph by Collier Schorr



Photograph by Stefan Ruiz

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【Japanese edition】

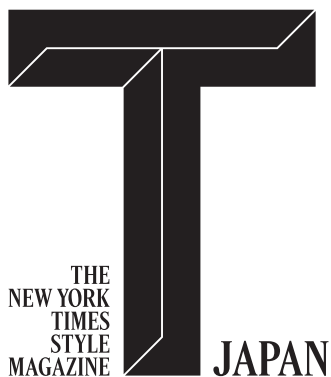


Photograph by Yusuke Miyazaki



Photograph by Yasutomo Ebisu

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

Thanks to everyone's support, T JAPAN will mark the 10th anniversary of its first edition in 2025. As the Japanese version of T Magazine issued by The New York Times Company in the United States, T JAPAN conveys the latest fashions and culture from a global perspective with a journalistic flavor. Our style introduces the "stories" behind finely selected authentic items, ranging from haute couture and high-end jewelry showcasing fine craftsmanship to foods that have been lovingly grown by producers. This approach has earned the immense trust of mature adults who lead richly varied lives. Targeting aesthetically and intellectually curious readers, we deliver the "true value" of products and services with our unique approach and high-quality visuals. We hope you will take full advantage of T JAPAN's pages.



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.



Deputy Editor **Ogoto Watanabe**

In charge of fashion, watches, jewelry, beauty, food, and fortune-telling

After working in the editorial department at non-no and serving as deputy editor of SPUR, she has been involved with T JAPAN since its launch in 2015.

She studied advanced ethics studies and conflict resolution studies at Kumamoto University Graduate School between 2013-2014. She also holds the position of deputy manager in Editorial Department No. 8.



Deputy Editor **Natsue Hanawa**

In charge of fashion, watches, jewelry, art, culture, and entertainment

After working in the editorial departments at non-no and SEVENTEEN and serving as chief editor of non-no, she moved to the editorial department of T JAPAN in 2020. She currently holds the concurrent posts of deputy section manager in Editorial Department No. 8 and Editors' Lab.



Deputy Editor **Yoko Yakushijin**

In charge of fashion, watches, jewelry, beauty, travel, and wine & liquor

After working in the editorial departments at MORE and BAILA and serving as chief Web editor and printed edition chief editor for MORE, she moved to the editorial department of T JAPAN in 2023. She currently holds the concurrent post of office manager of Editors' Lab.



About T JAPAN content development — “Conveying the creator's thoughts and stories behind the real thing”

Based on a unique perspective unrivaled by other magazines, in addition to introducing carefully selected top-drawer items, we capture and deliver to readers an abundantly creative worldview that can only be generated by truly valuable items.



Fashion

THE SHAPES OF EMOTIONS
(November 27, 2024 edition)



Jewelry

HARMONY OF RADIANCE
(September 27, 2024 edition)



Watch

SPORTING ELEGANCE
(June 1, 2024 edition)



Art

RESONANCES OF TIME
(March 25, 2024 edition)



Interview

CREATIONS UNLIMITED
Kabuki Actor:
Koushiro Matsumoto × Matsuya Onoe
(November 27, 2024 edition)



Design

THE NEW ART OF LIVING
(November 27, 2024 edition)



Business

DECADES OF CRAFTING BONDS
Axel Dumas - Executive Chairman of Hermès International
(March 25, 2024 edition)



Food

BACK ON HOME SOIL
(March 25, 2024 edition)



Who Reads T JAPAN?

T JAPAN readers are “wealthy people endowed with intellectual curiosity”, who live in major urban centers and have an average annual household income of about 13.5 million yen.

Profile of T JAPAN Readers

- Average age: 50 years old
- Female / Male = 72% : 28%

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

30%

Average total value of owned assets

Savings, stocks, bonds, etc. 50 million yen
Land or real estate 80 million yen

Home ownership rate

72%

condominiums 35%, detached houses 37%

71% of readers
conduct investment.
Of those, **32%** invest

10 million yen or more.

Credit card ownership

Gold or higher **69%**
Platinum & Black **12%**

Criteria for purchasing products

High-quality products even if they cost more.	67%
High-quality products that can be used for a long time.	62%
A trustworthy brand in terms of tradition, reputation and the like.	33%

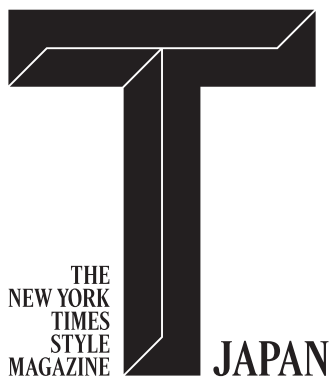
Department store's direct sales customers

25% Shinjuku Isetan, Nihombashi Mitsukoshi, Nihombashi Takashimaya, Ginza Matsuya, etc.

Average car purchase budget

5 million yen or more **48%**

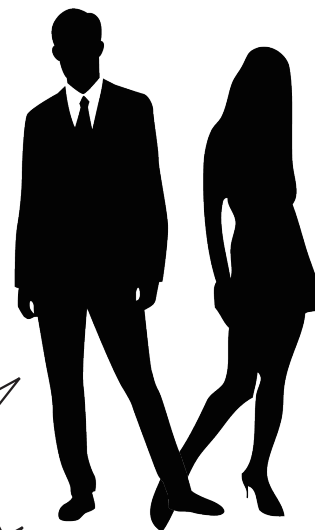
(From the T JAPAN September 27, 2024 edition and September 27, 2023 edition readers survey)



T JAPAN readers have, “Unlimited intellect, sensitivity, and purchasing power”

Average age
50 years old

- Highly interested in fashion, art, and culture
- Intellectuals who seek information that cannot be found in other magazines or social networking services
- They have the ability to discern the authenticity, and the purchasing power to get it



Every edition is **packed with the essence of the latest information. It feels satisfying, as though I'm reading multiple magazines in one.** This month's edition covers secondhand book districts, antique violins, beautiful high-end jewelry, and overseas interior designs. Flipping through the pages feels like unwrapping a box of toys and brings me joy.

After reading the T JAPAN article about gardens that harmonize antique and modern elements, **I redesigned my house's garden.**

I am delighted to discover more about **sophisticated fashion trends.**

T JAPAN **seamlessly connects global issues with issues in Japan.**

I particularly enjoy the unique features of overseas residences. Since I recently traveled around Southern Italy this year, I was captivated by the stunning interior designs of the Etro residence featured in the September edition.

At first sight, I fell in love with the featured Hermes green low-heel shoes, and I decided to **purchase a pair at Mitsukoshi in Ginza or Nihonbashi.**

T JAPAN sharpens my sensitivity as it features sophisticated information and beautiful photographs.

While the internet is flooded with articles that aren't even written in proper Japanese, **T JAPAN is one of the few magazines that offers high-quality content.**

Most expensive item purchased in the past year

[Van Cleef & Arpels long necklace] [Yuki Tsumugi fabric (pongee) and obi] [LEXUS] [Cartier necklace] [Painting]
[Trip to Southern Italy] [Margaux bag from The Row] [Mercedes Benz] [TASAKI pearl earrings for my wife]

(From the T JAPAN September 27 edition readers survey)



T JAPAN's Tie-up Ads

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

1 Joint packaging plan < Fee per package: 1 copy : G180yen >

We can include catalogs, pamphlets, etc., as a package with 200,000 copies of T JAPAN in circulation.

- Per package : maximum weight 250g, maximum thickness 3mm, size from a minimum of A5 to a maximum of T JAPAN dimensions (H 279mm × W 210mm).
- Minimum number of copies: 5,000 · Area can be selected in units of the Asahi Shimbun dealers that deliver T JAPAN.

The maximum number of items that can be included in one edition is 2 per Asahi Shimbun dealer.

- This plan is conditional on placing ad space of 1 page or more in the edition concerned.
- Schedule : Application deadline is 40 working days before the date of issue

Sample submission deadline is 1 month before the proofreading / Delivery deadline is the day of proofreading

*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.

2 【For timepiece / accessory clients only】 T JAPAN hijack plan

< 1 company per edition, G 9,000,000 yen (including production fee) >

< Implementation contents > 【Including cover model dressing service】

① Inside 4C4P tie-up, ② Reposting on T JAPAN web, ③ External linking

< Details > 【Cover model dressing service】 The model will wear the client's products on the front cover.

Models are selected at the discretion of the editing department. Published contents are subject to review based on the rules of The New York Times Company. Also, the front cover may comprise a coordinated mixture of multiple brands.

① Inside 4C4P tie-up ② Reposting on T JAPAN web

③ External linking: You can select your preferred menu from external linking with an equivalent value of G 500,000 yen.

- Application deadline ... 4 months before issue

* "Promotional Content" notation and design regulations based on The New York Times Company rules are applicable.

3 T JAPAN regular tie-up plan

4C2P tie-up : advertisement placement fee G 4,000,000 + production fee G 800,000 yen.

* "Promotional Content" notation and design regulations based on The New York Times Company rules are applicable.

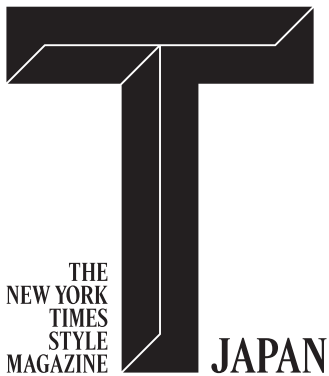
4 Column 1P tie-up plan

4C1P tie-up + Reposting on T JAPAN web + External linking : G 3,000,000 (including production fee)

External linking: You can select your preferred menu from external linking with an equivalent value of G 500,000 yen.

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

* "Promotional Content" notation and design regulations based on The New York Times Company rules are applicable.



T JAPAN's Tie-up Ads

5 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 + Reposting on T JAPAN web + External linking : G 2,500,000 yen (including production fee)

4C2P tie-up + Reposting on T JAPAN web + External linking : G 4,500,000 yen (including production fee)

External linking: You can select your preferred menu from external linking with an equivalent value of G 500,000 yen.

*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.

* "Promotional Content" notation and design regulations based on The New York Times Company rules are applicable.

6 Asahi Shimbun package plan

Simultaneous tie-ups in the Asahi Shimbun main paper 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.

Example
T JAPAN magazine tie-up ad

(September 27, 2024 edition, Van Cleef & Arpels)



(November 27, 2024 edition, Kao Corporation)



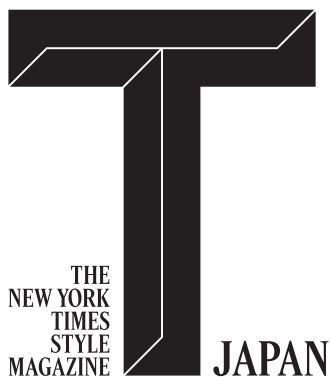
(June 1, 2023 edition, Toho Co.,LTD.)



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.

*This information is current as of November 2024. Contents may be subject to revision. Please check the latest conditions for placing tie-up ads with the marketing staff before making your proposal.



Information on T JAPAN advertising

Paper version

Advertisement Placement Fees

	広告掲載料金	原稿サイズ(天地×左右)
Back cover gatefold (4p)	G ¥ 10,000,000	Contact us for details.
Back cover	G ¥ 3,000,000	279 × 200 mm
Inside cover gatefold (4p)	G ¥ 9,000,000	Contact us for details.
Inside cover spread	G ¥ 4,500,000	279 × 420 mm
Spread following inside front cover spread	G ¥ 4,300,000	279 × 420 mm
Inside back cover	G ¥ 2,000,000	279 × 210 mm
Four-color full page facing table of contents	G ¥ 2,200,000	279 × 210 mm
Four-color full page	G ¥ 2,000,000	279 × 210 mm

Special System Price Chart

Letter 4P	G ¥ 9,000,000
4C postcard	G ¥ 2,000,000
1C postcard	G ¥ 1,500,000
Magazine cardboard 1P (includes paper cost)	G ¥ 2,400,000
Laminate 4C 1P (includes paper cost)	G ¥ 3,400,000

*Please contact us for sizes.

*An additional production cost of N 400,000 yen per page is charged for tie-ups.

*Advertising rates do not include tax.

*See SHUEISHA ADNAVI for the issuing schedule.

*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 Schedule



*If there are any special regulations, the schedule indicated in each menu will be a priority.

2025 issue and deadline dates (scheduled)

Issue Number	2025, No.1 Women's Fashion	2025, No.2 Design & Luxury	2025, No.3 Women's Fashion	2025, No.4 Luxury
Special feature schedule		Feature on Timepieces		Feature on Jewelry
Publication Date	Thu., Mar.27	Sun., Jun.1	Sat., Sep.27	Thu., Nov.27
Advertisement Application	Fri., Feb.7	Fri., Apr.11	Fri., Aug.8	Fri., Oct.10
Final proofreading	Fri., Feb.28	Wed., May.7	Mon., Sep.1	Thu., Oct.30

JAPAN TIME

<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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