


MANGA

by SHUEISHA

PIUS



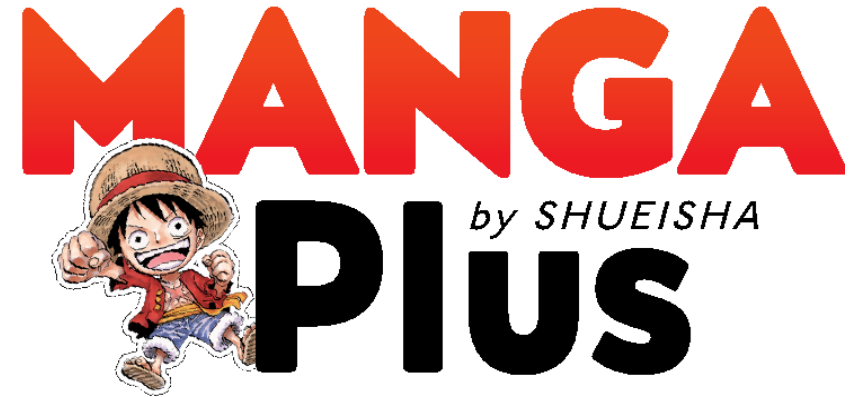
MEDIA GUIDE

2025.01-06



INDEX

- 1 What is “MANGA Plus by SHUEISHA”?
- 2 User Info (from questioners)
- 3 Direct Ads Menu
- 4 Submission Rules
- 5 Publication Criteria
- 6 Contact

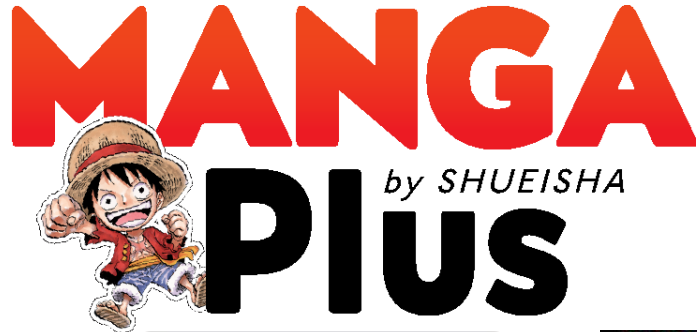




**What is “MANGA
Plus by SHUEISHA?”**

1

What is "MANGA Plus by SHUEISHA"?

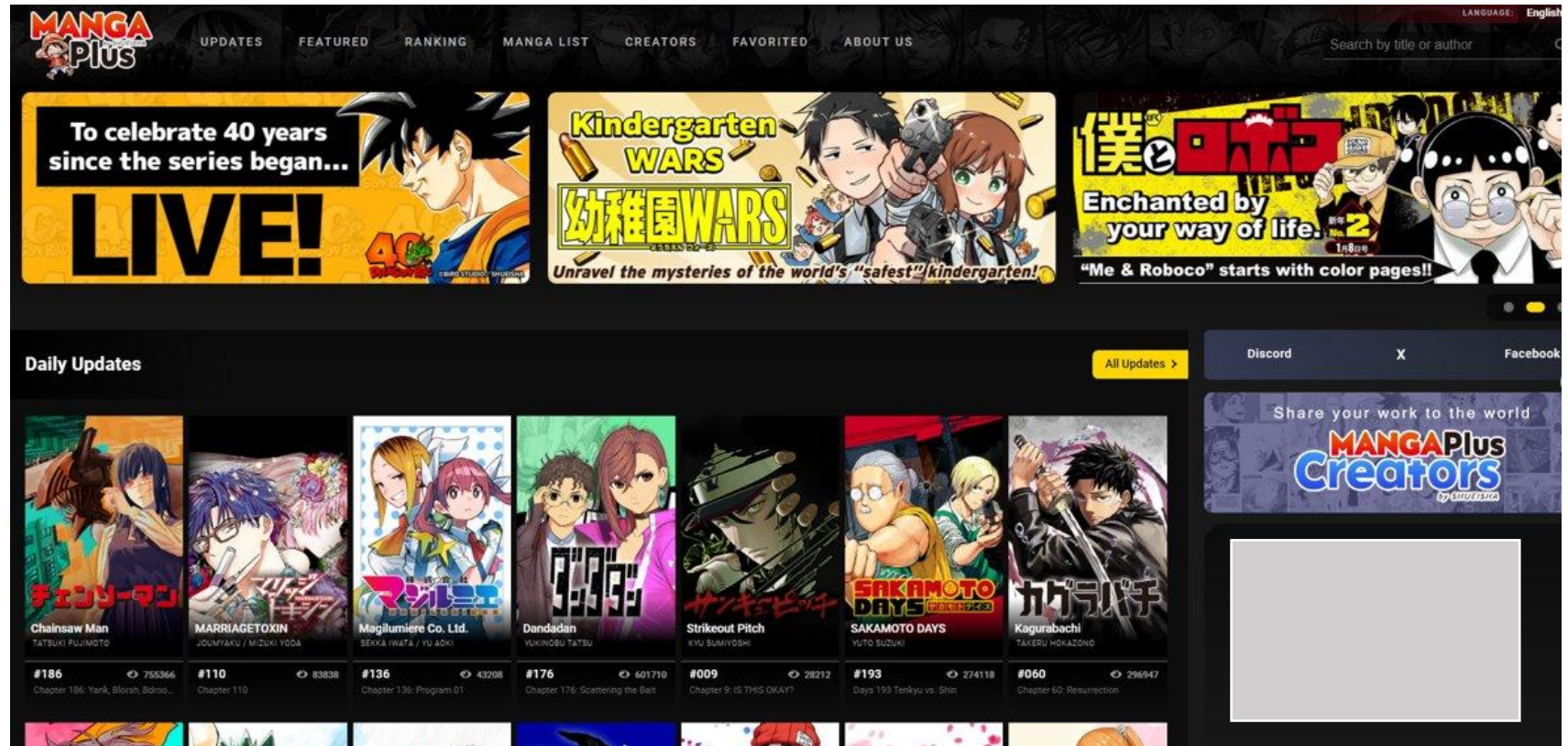
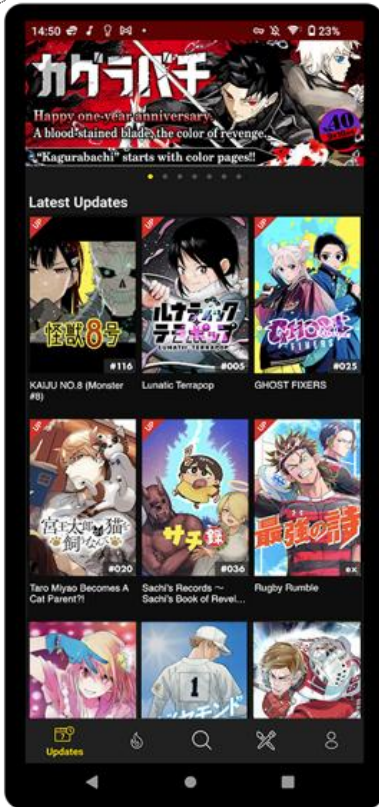


Official Shueisha Manga App for Overseas!!

The official manga magazine app/website from Shueisha for international readers.

Simul (published at the same time as in Japan) in 9 languages: English, French, Spanish, Portuguese, German, Thai, Indonesian, Russian, and Vietnamese.

The latest stories are updated free of charge to all countries except Japan, China, and Korea.



1

What is "MANGA Plus by SHUEISHA"?



1 Latest&First 3 episodes FREE

On the website you can read the first and latest three chapters for free
*This may vary depending on the title and the country/region.

2 First Read Free

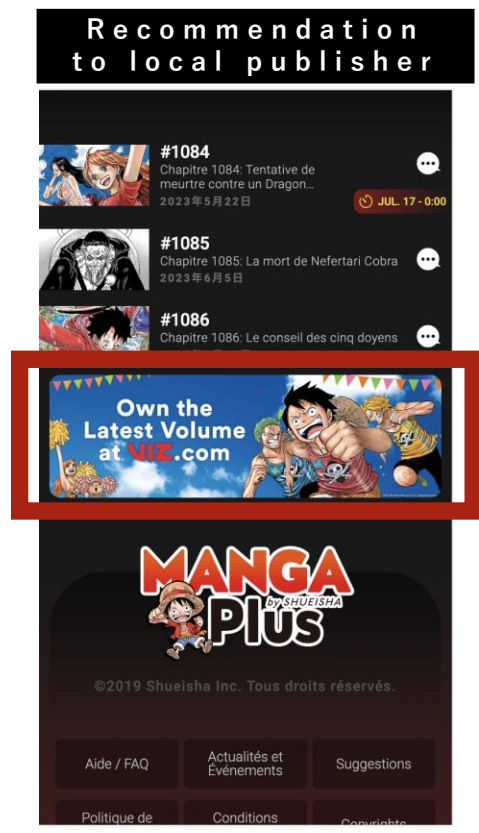
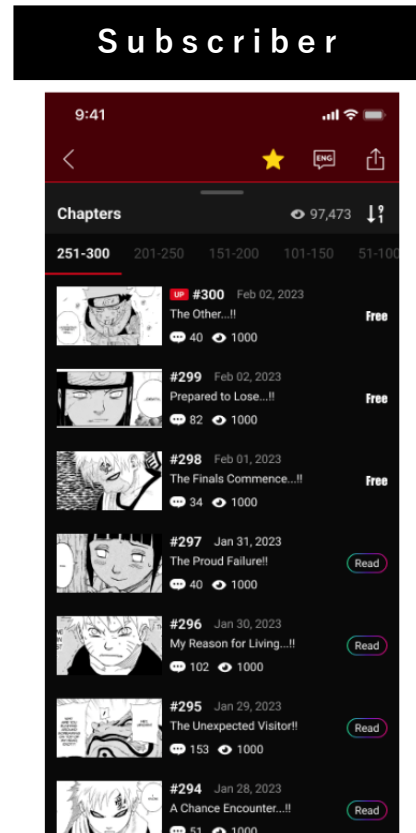
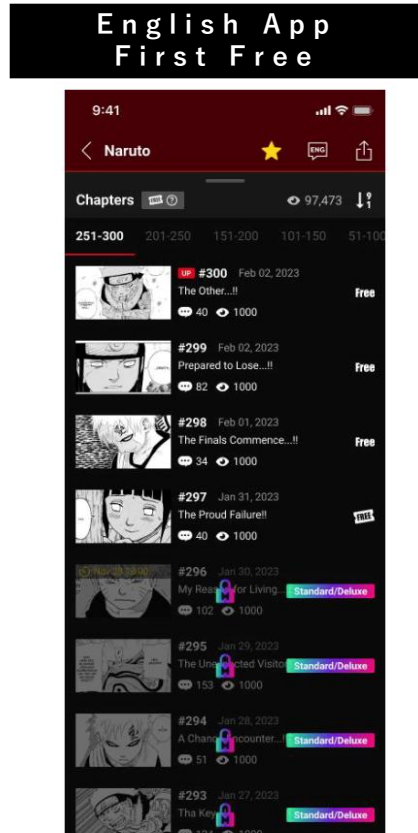
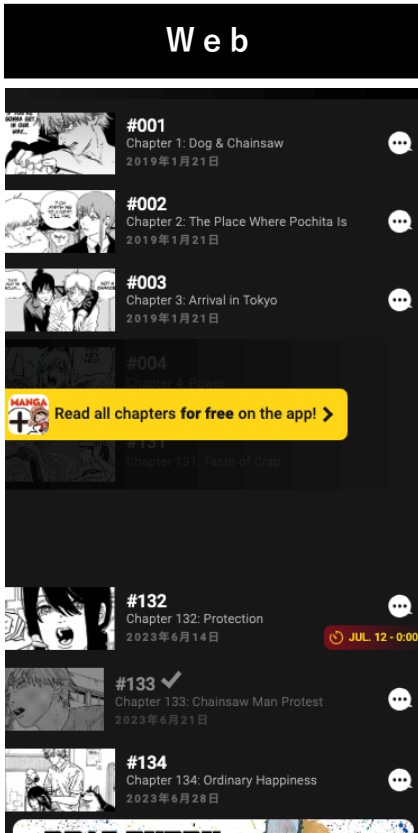
You can read all the chapter of ongoing serialized titles for free just once.
*This may vary depending on the title and the country/region.

3 Subscription

By subscribing to the subscription service, you can read the English version as much as you want.

4 Comic purchase at local publisher

Leads you to the website of the publisher in each country.
*Non-English language is not available to read the story of the middle of the chapter
*This may vary depending on the title and the country/region.



1

What is "MANGA Plus by SHUEISHA"?



Your plan: Basic Plan

Unlimited access to English chapters!
MANGA Plus MAX Choose from 2 plans :

Standard Plan

\$1.99/month

Read all chapters of currently serializing titles! More than XXX chapters! No ads.
*Exclusions apply.

Proceed to Subscribe

Deluxe Plan

\$4.99/month

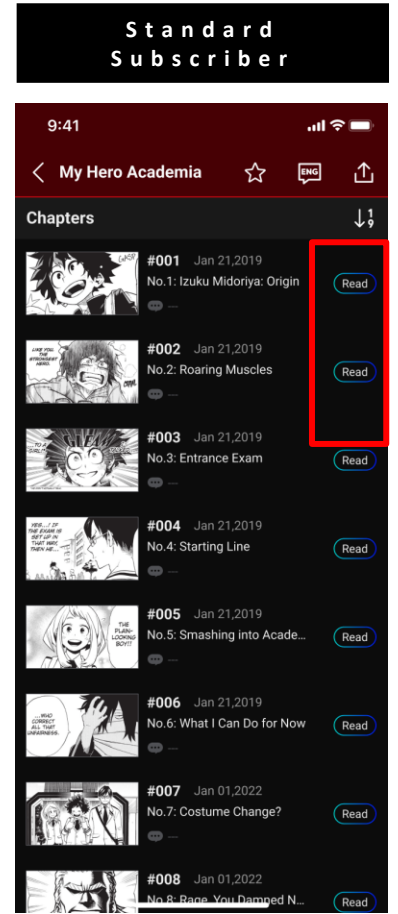
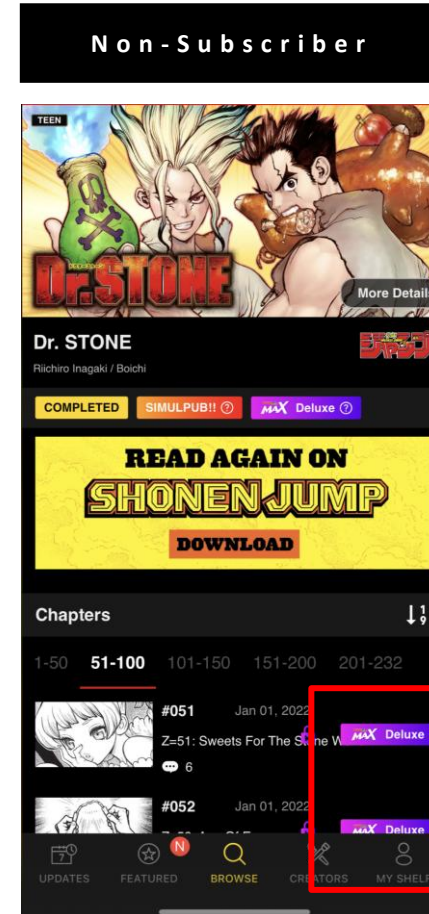
Read all chapters of currently serializing titles as well as all chapters of completed titles! Read more than XXX chapters! No ads.
*Exclusions apply.

Proceed to Subscribe

1 Standard Plan
All chapters of currently serialized titles are available

2 Deluxe Plan
All chapters of currently serialized titles + completed titles are available

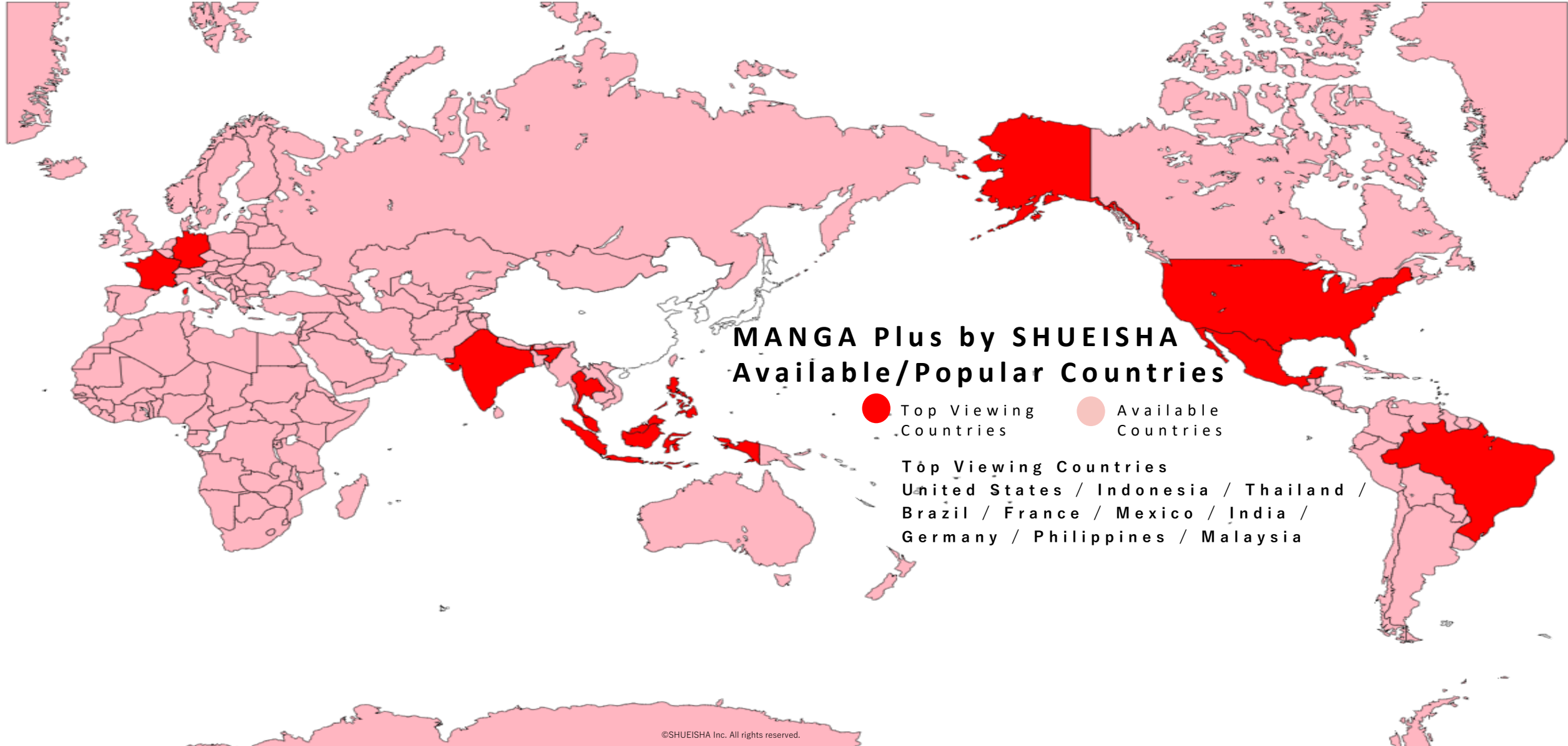
* No Ads for both plan



This function is available only when the application is used in English. Some titles may not be available in certain countries or regions.

1

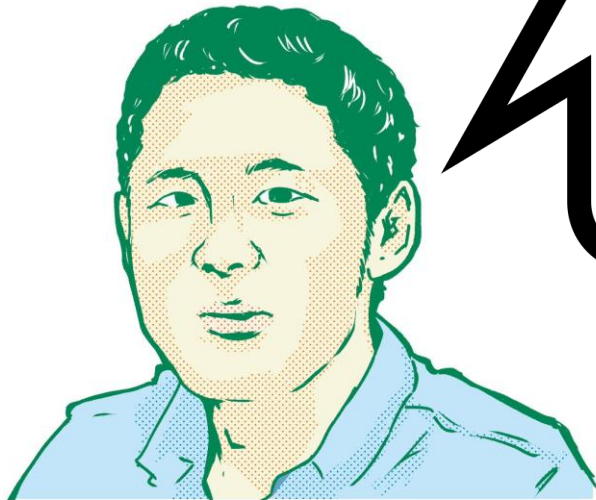
MANGA Plus by SHUEISHA とは？



MANGA Plus by SHUEISHA is a manga magazine app (also available in browser format) that delivers manga from the JUMP group, such as Shonen Jump+ and Weekly Shonen Jump, to audiences worldwide. The latest chapters of serialized works are released simultaneously with Japan, and the platform offers translations in nine languages, including English and Spanish.

"Come to MANGA Plus and discover exciting manga!" "Read the latest chapters!"—these passionate sentiments from overseas fans are fueling the growth of manga fans around the world. Building on this excitement, MANGA Plus aims to create popular works originating from the platform.

"The next generation of mega-hits will be manga enjoyed not only in Japan but across the globe." Such an era is just around the corner!

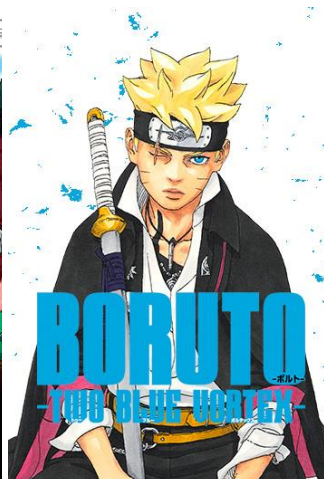


Shuhei Hosono
Editor-in-Chief MANGA Plus by SHUEISHA

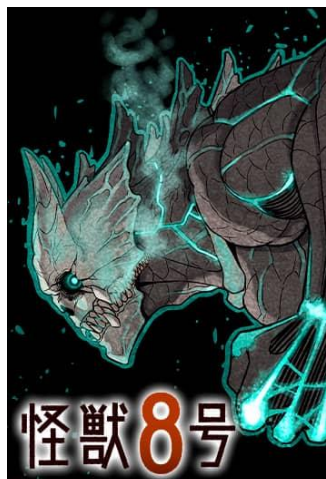
Joined the company in 2000. After working on Monthly Shonen Jump and Jump Square, he became the Deputy Digital Editor of Weekly Shonen Jump in 2012, where he oversaw the launch of the apps Jump LIVE and Shonen Jump+. Since 2017, he has served as the Editor-in-Chief of Shonen Jump+ and is currently involved in the operation of MANGA Plus by SHUEISHA.

1

MANGA Plus by SHUEISHA とは？



More than
90 Simul!
(2024.9)



Many other new, topical, and mediatized manga!

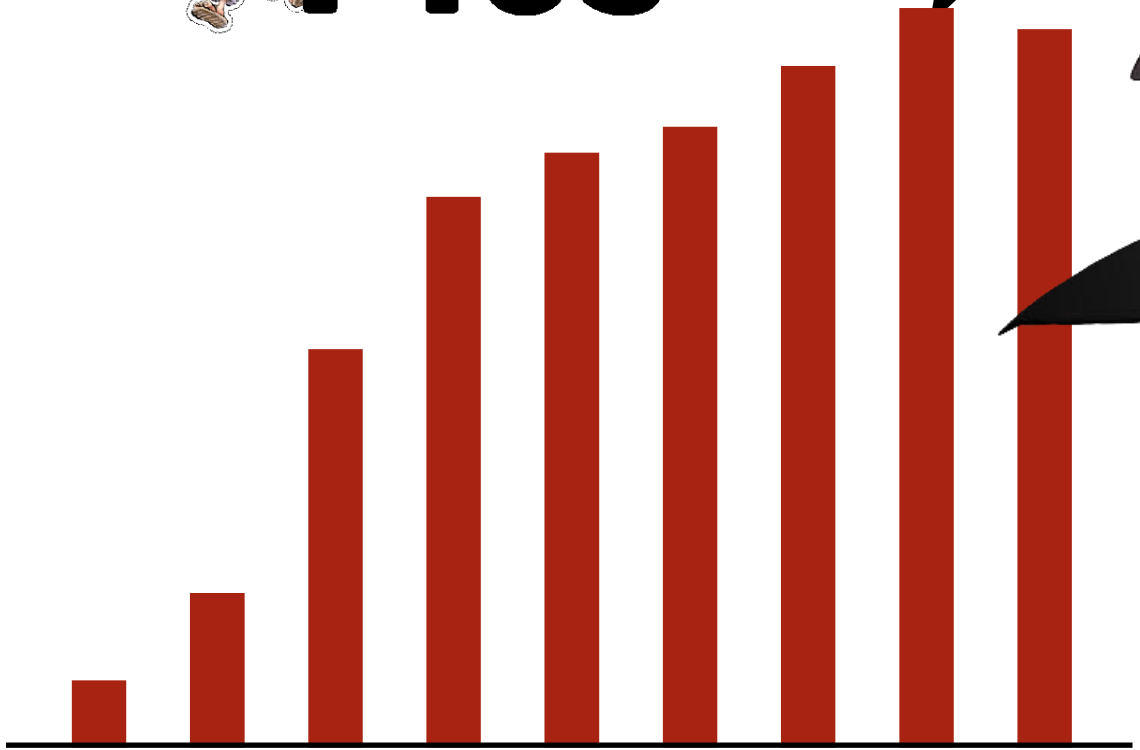
1

What is "MANGA Plus by SHUEISHA"?



MANGA
by SHUEISHA
Plus

2024/6
MAU over
6.5mil



2019

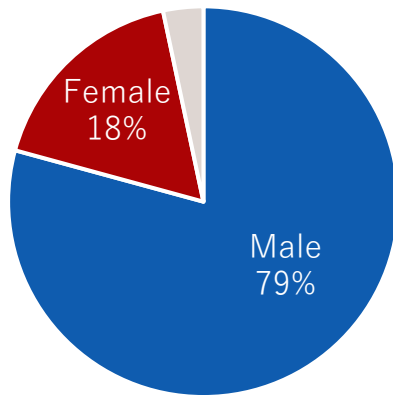
2024/6



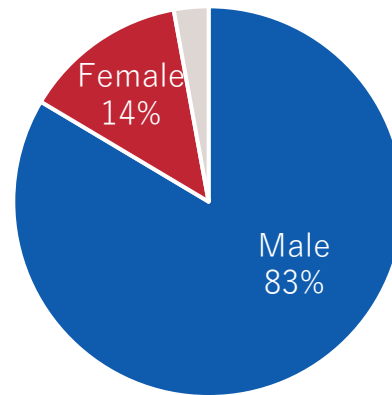


User Info

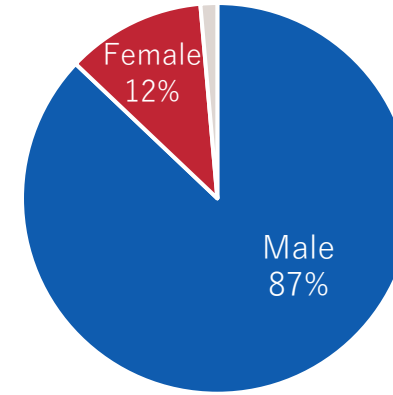
English



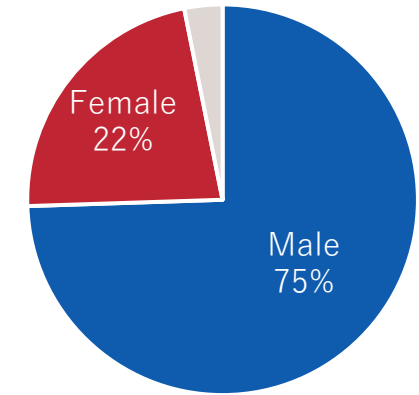
Spanish



French

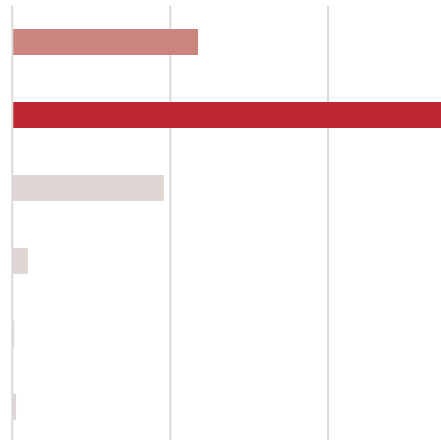


Thai

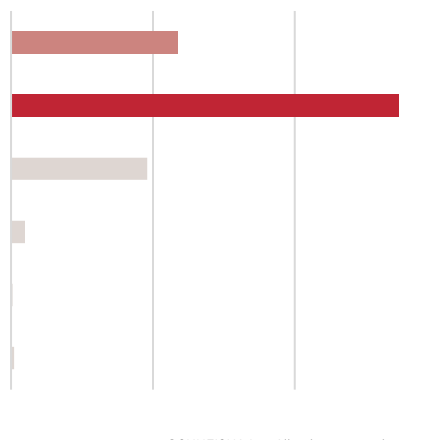


Gender

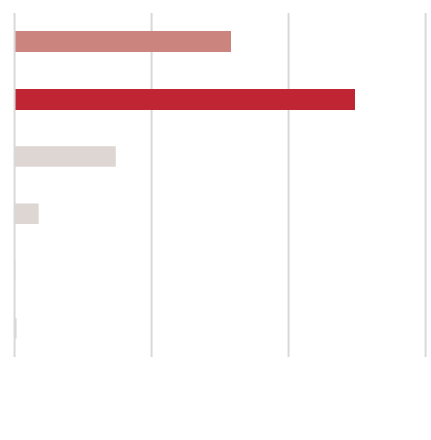
0% 20% 40%

10代
20代
30代
40代
50代
その他

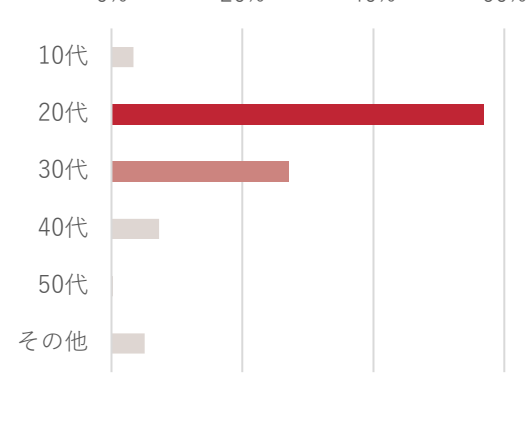
0% 20% 40% 60%

10代
20代
30代
40代
50代
その他

0% 20% 40% 60%

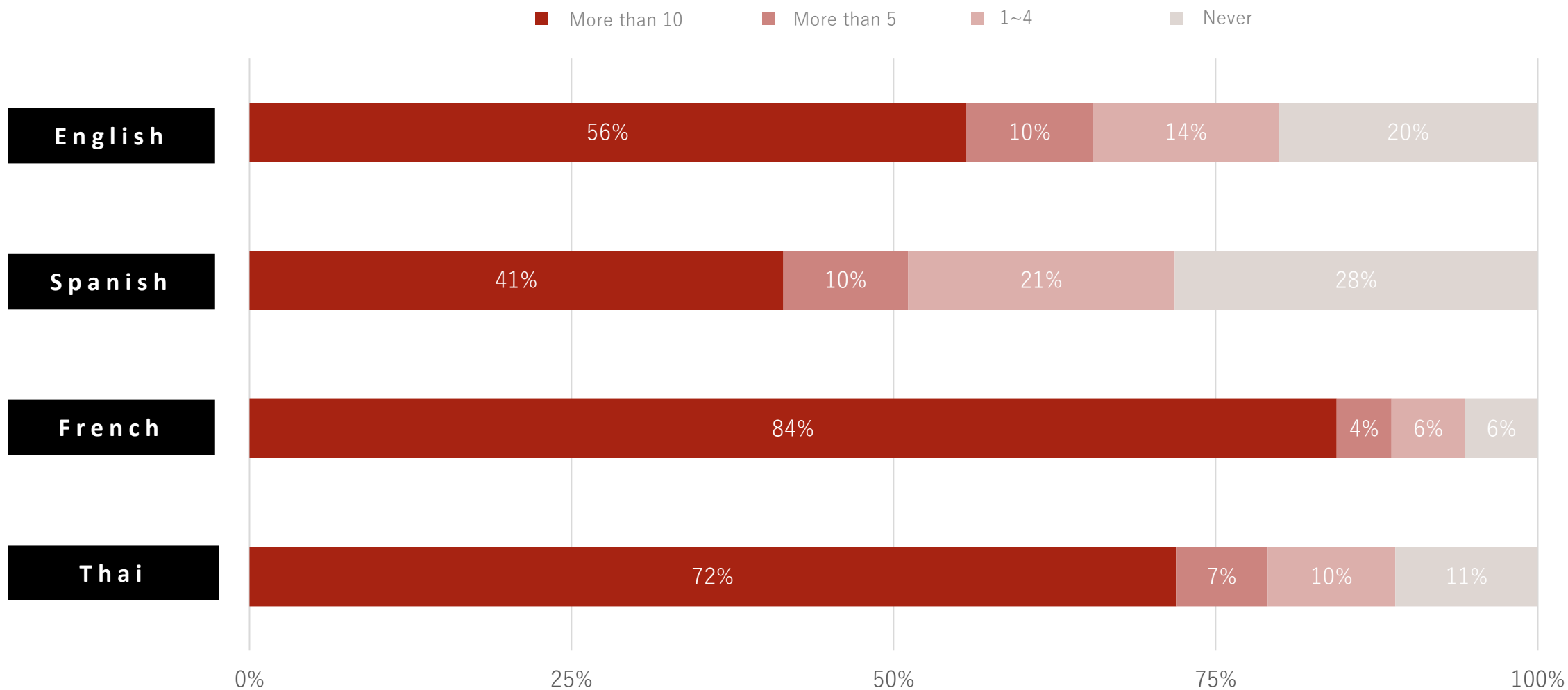
10代
20代
30代
40代
50代
その他

0% 20% 40% 60%

10代
20代
30代
40代
50代
その他

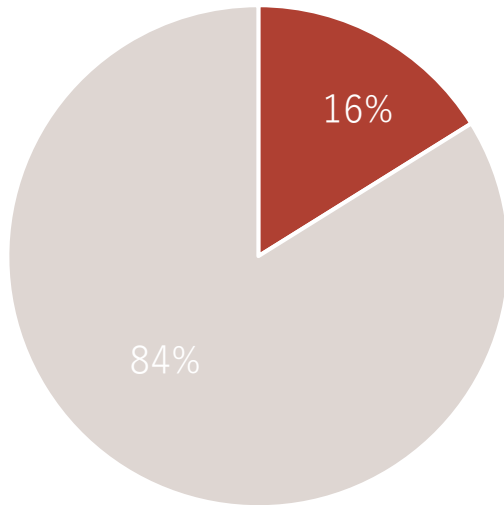
Age

Q, How many physical manga books have you bought?

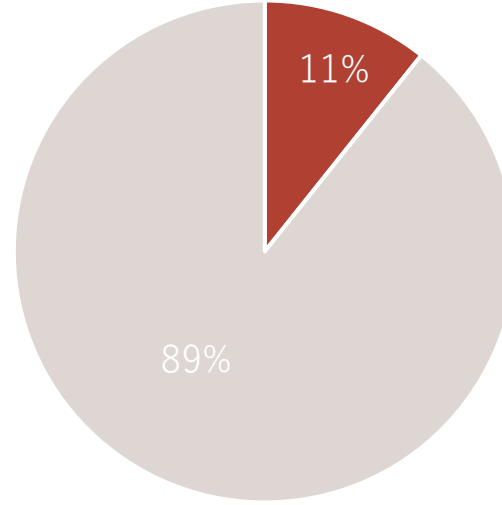


Q, Have you ever bought in-app currency to buy digital manga?

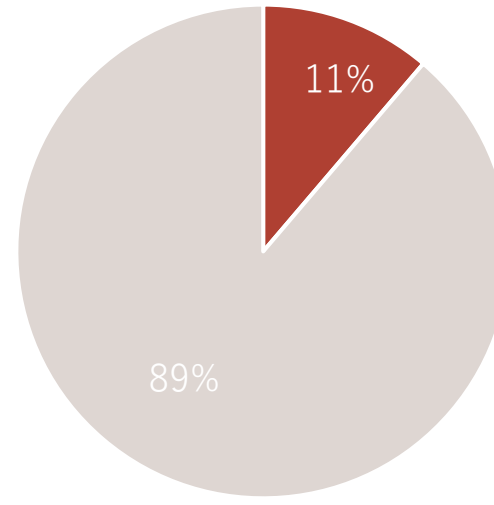
English



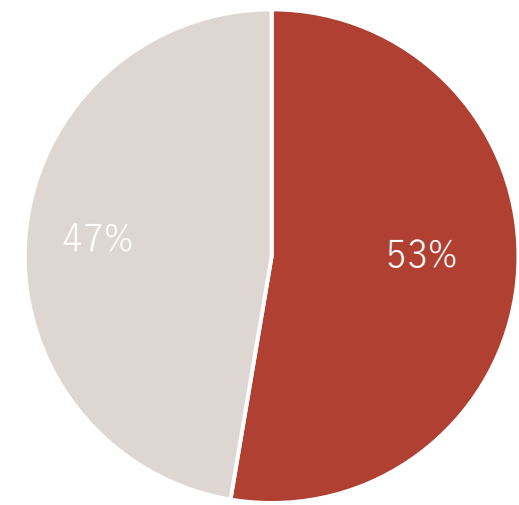
Spanish



French

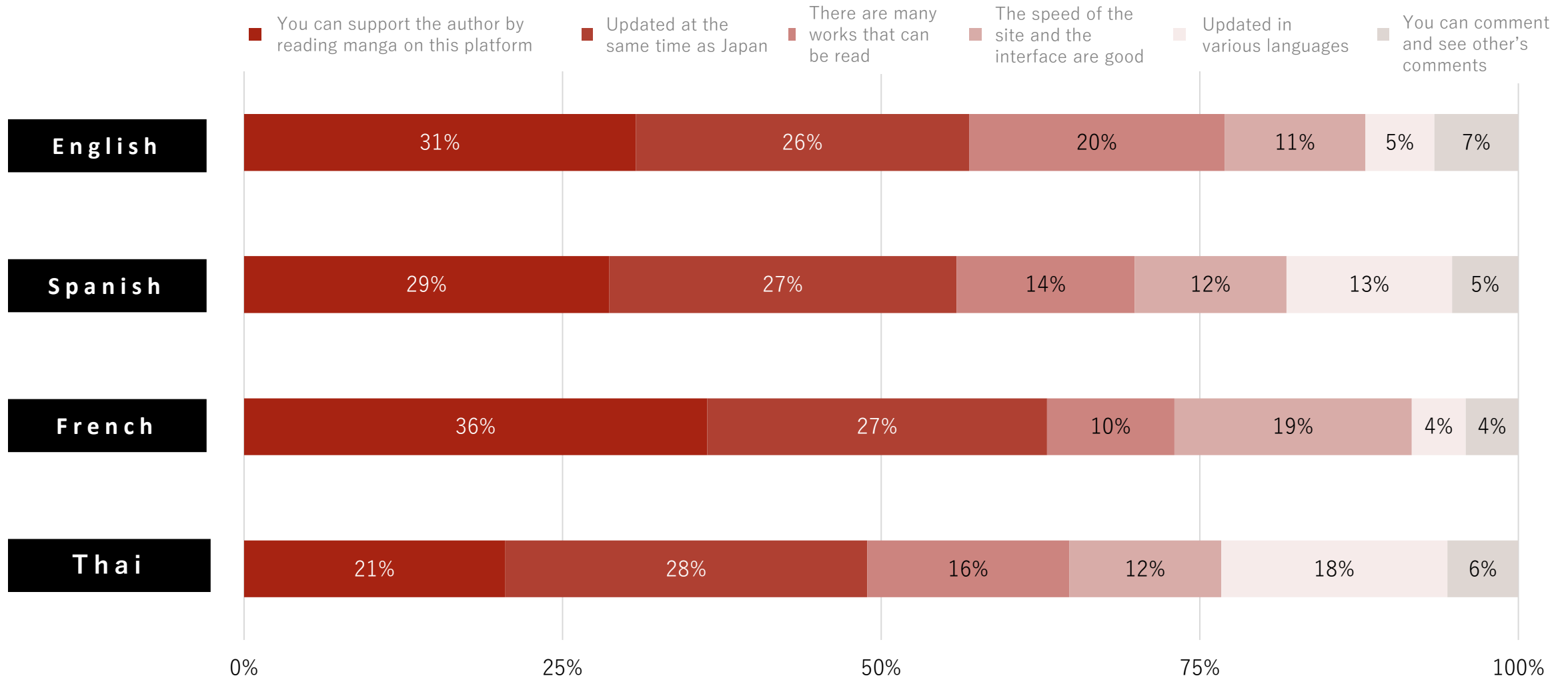


Thai

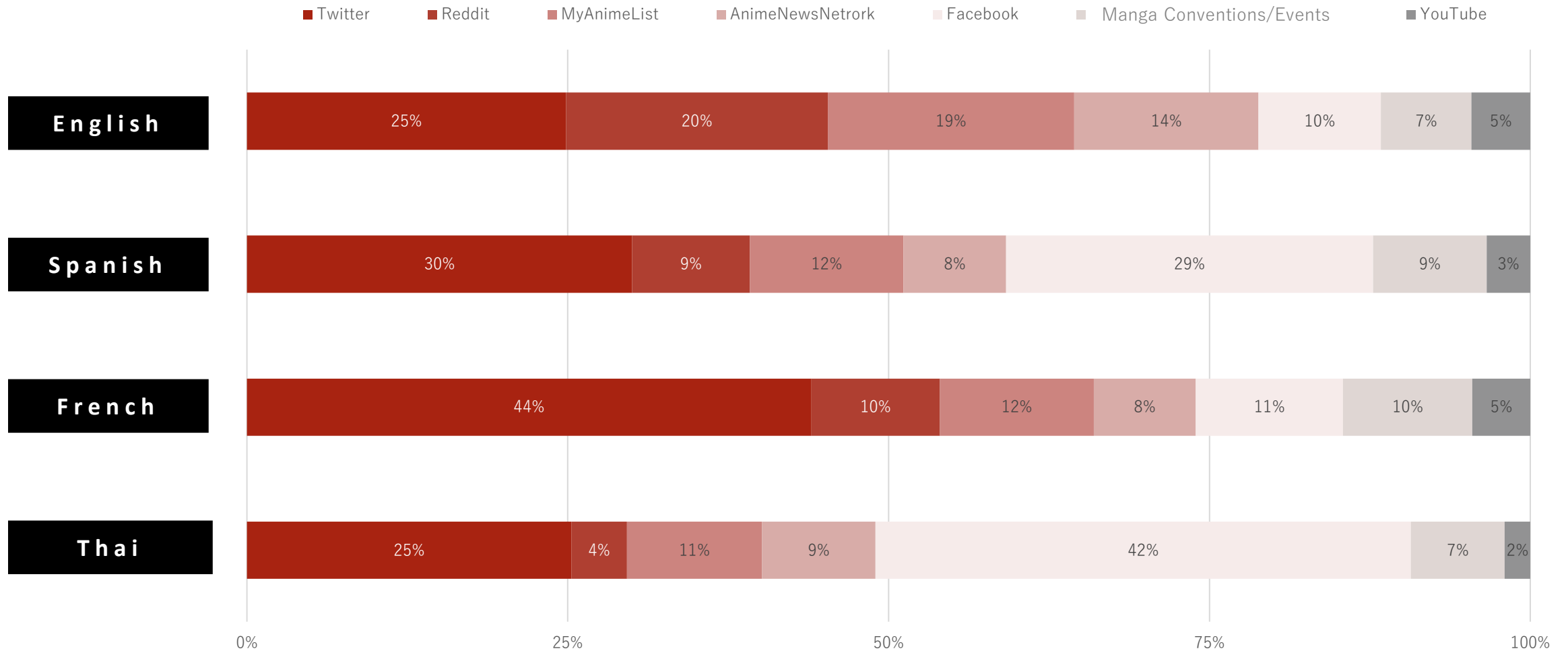


● Yes ● No

Q, What do you like about MANGA Plus?



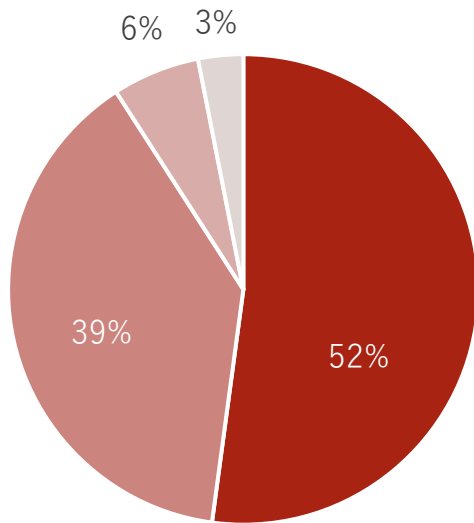
Q, Where do you get information about manga?



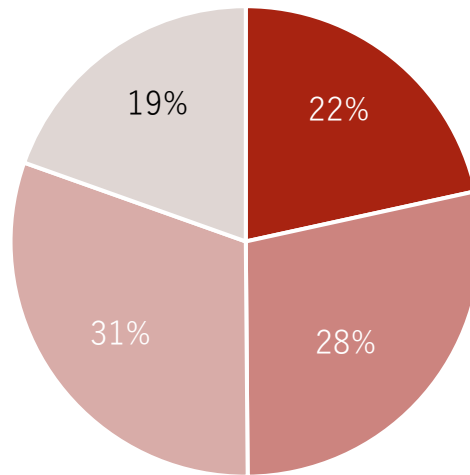
Q, Do you read manga on pirate sites?

English

2020

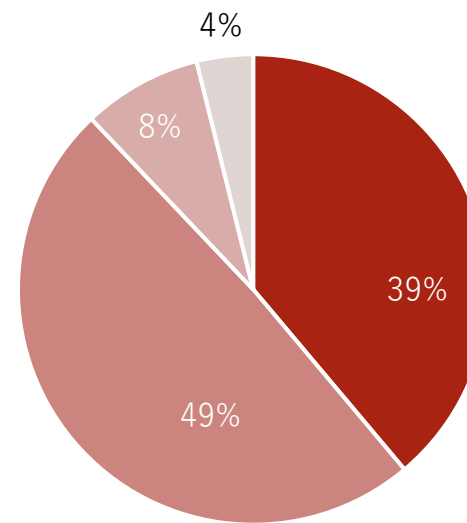


2022

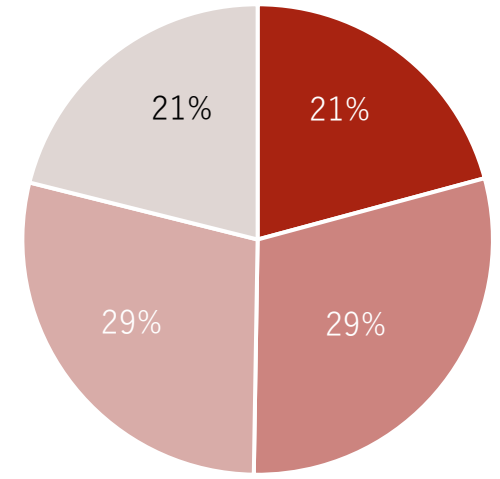


Spanish

2020



2022



● Often
 ● Occasionally
 ● Hardly
 ● Never



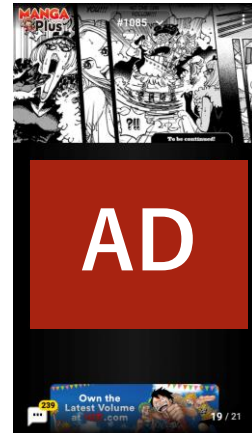
Direct Ads

Placement Image

Web Mobile/App Chapter End Horizontal



Web Mobile/App Chapter End Vertical



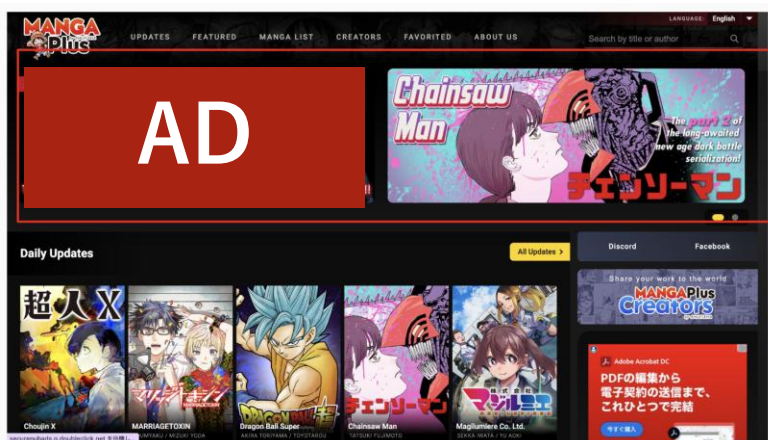
Web PC Chapter End



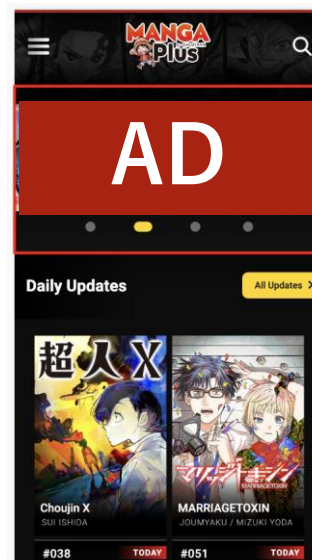
| | |
|-------------------------------|---|
| Placement | Chapter End of each manga chapter *Both for Web/App |
| Price/Est. Performance | 【Term Guarantee】 Can select a specific country North America/Europe South East Asia · South America · UU Top 3 countries : G500,000yen · UU Top 3 countries : G250,000yen · UU Top 5 countries : G1,000,000yen · UU Top 5 countries : G500,000yen Estimated CTR : 0.1~0.2% Estimated TR : 0.1~0.2% |
| Duration | 1 week ~ (UTC AM0:00 start) |
| Application | Please consult with us approximately one month prior to the start of the campaign. *Confirmation of available slots in advance is required. |
| Creative Deadline | 7 business days prior to the campaign start |
| Submission Rules | Please refer to the P.23 |
| Report | Imp · Click · CTR *Submission is due within 10 business days of the end of the campaign. |
| Remarks | <ul style="list-style-type: none"> · Margin is flat 20%. (Including agencies and reps). · Please note that there is a prior review of the creatives. · Selecting a specific title is not available. · This menu does not guarantee any impression target |

Placement Image

Web PC Top



Web Mobile/App Top



Placement

Top Page Carousel

*Both for Web/App

Price/ Est. Performance

【Term Guarantee】 Can select a specific country

North America/Europe

South East Asia · South America

· UU Top 3 countries : G500,000yen

· UU Top 3 countries : G250,000yen

· UU Top 5 countries : G1,000,000yen

· UU Top 5 countries : G500,000yen

Estimated CTR : 0.1~0.2%

Estimated CTR : 0.1~0.2%

Duration

1 week ~ (UTC AM0:00 start)

Application

Please consult with us approximately one month prior to the start of the campaign.

*Confirmation of available slots in advance is required.

Creative Deadline

7 business days prior to the campaign start

Submission Rules

Please refer to the P.24

Report

Imp · Click · CTR

*Submission is due within 10 business days of the end of the campaign.

Remarks

· Margin is flat 20%. (Including agencies and reps).

· Please note that there is a prior review of the creatives.

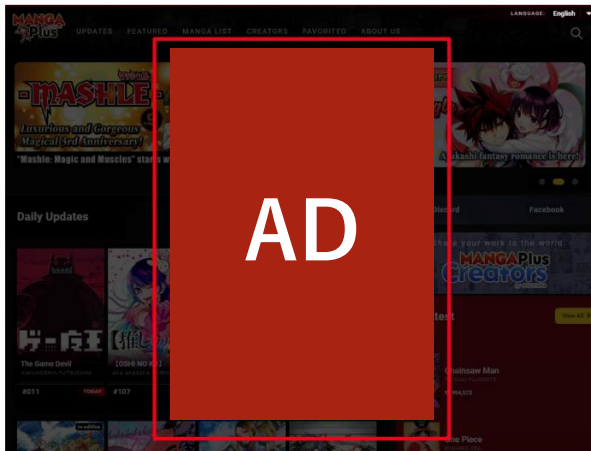
· Please note that other companies' advertisements may be placed in the same ad space.

· This menu does not guarantee any impression target

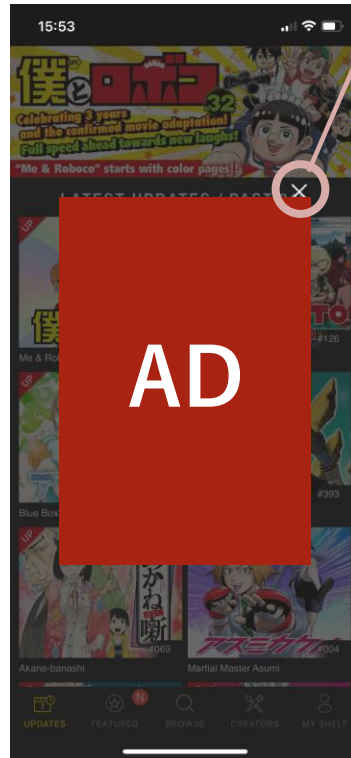
· The placement order is depending on the editorial team

Placement Image

Web PC Top



Web Mobile/App Top ※close button



Display when a user
access MANGA plus top
Page by web or app

| | |
|--------------------------------|--|
| Placement | <p>Popup Banner</p> <p>※Only displayed once for each user</p> |
| Price/ Est. Performance | <p>【Term Guarantee】 Can select a specific country</p> <p>North America/Europe South East Asia · South America</p> <p>· UU Top 3 countries : G500,000yen · UU Top 3 countries : G250,000yen</p> <p>· UU Top 5 countries : G1,000,000yen · UU Top 5 countries : G500,000yen</p> <p>· Estimated CTR : 5% · Estimated CTR : 5%</p> |
| Duration | <p>1 Day (UTC AMO Start) / 1 Client</p> <p>* If the date overlaps with an editorial campaign or a work announcement date, we may not be able to accept your request for the requested date.</p> |
| Application | <p>Please consult with us approximately one month prior to the start of the campaign.</p> <p>*Confirmation of available slots in advance is required.</p> <p>*Only projects that are either (1) newly drawn or (2) collaborations with Shueisha's works can be published.</p> <p>*We can provisionally hold a space for one week from the time of inquiry.</p> |
| Creative Deadline | <p>7 business days prior to the campaign start</p> |
| Submission Rules | <p>Please refer to the P.25</p> |
| Report | <p>Imp · Click · CTR</p> <p>*Submission is due within 10 business days of the end of the campaign.</p> |
| Remarks | <ul style="list-style-type: none"> · Margin is flat 20%. (Including agencies and reps). · Please note that there is a prior review of the creatives. · This menu does not guarantee the impressions. |



Submission Rules

Placement Image

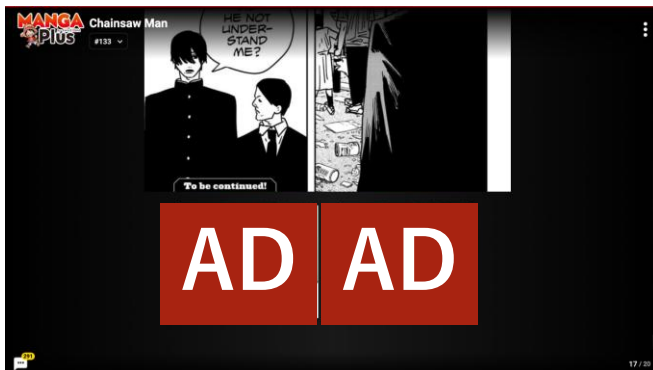
Web Mobile/App Chapter End



Web Mobile/App Chapter End



Web PC Chapter End



Menu

①Chapter End Banner

Creative Size

Width 600 pix × Height 500 pix

File Format

jpg/png ※no animation

File size

Within 500KB

Number of Creatives

One

Creative replacement

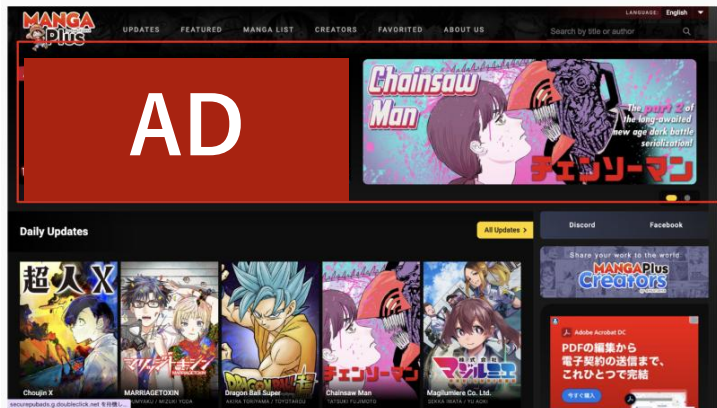
Possible. Please let us know

Other

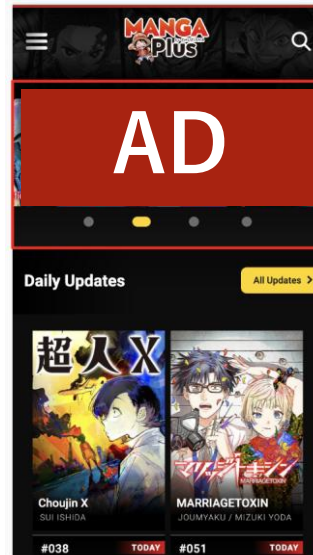
- URL : one (can be separated for iOS/Android)
- Please use a notation that identifies the advertising entity.
- In advance review of creative is needed
- Please refer to the menu pages for submission deadlines.

Placement Image

Web PC Top



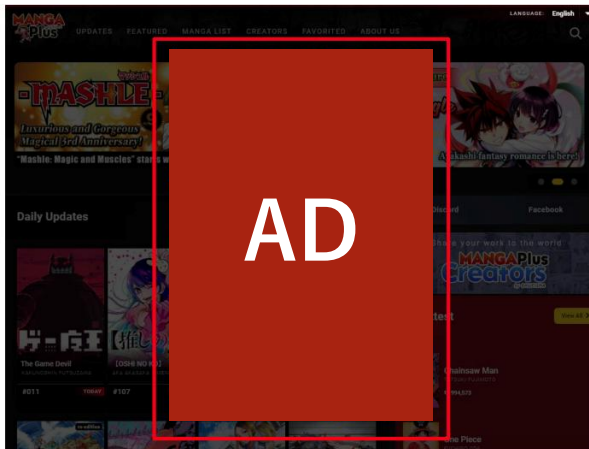
Web Mobile/App Top



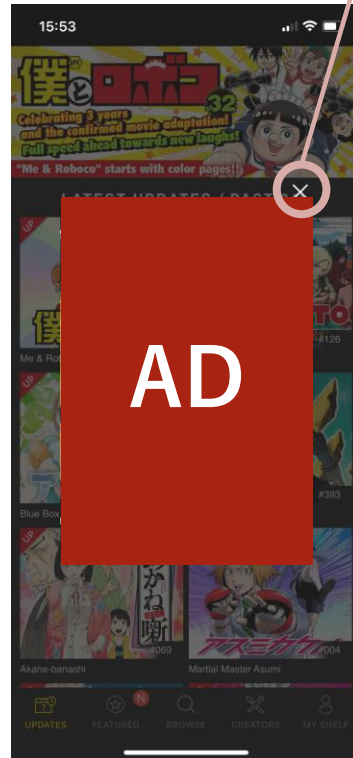
| | |
|----------------------|--|
| Menu | Top Page Carousel |
| Creative Size | Width 1,280 pix × Height 480 pix |
| File Format | jpg/png ※no animation |
| File size | Within 500KB |
| Number of Creatives | One |
| Creative replacement | Possible. Please let us know |
| Other | <ul style="list-style-type: none"> • URL : one (can be separated for iOS/Android) • Please use a notation that identifies the advertising entity. • In advance review of creative is needed • Please refer to the menu pages for submission deadlines. |

Placement Image

Web PC Top



Web Mobile/App Top



※close button

Display when a user
access MANGA plus top
Page by web or app

| | |
|----------------------|---|
| Menu | ⑤Popup Banner |
| Creative Size | Width: 700 pix × Height1,000 pix |
| File Format | jpg/png ※no animation |
| File size | Within 400KB |
| Number of Creatives | One ※one frequency |
| Creative replacement | None |
| Other | <ul style="list-style-type: none"> • URL : one (can be separated for iOS/Android) • Only available for the products/services collaborating with Shueisha • Please use a notation that identifies the advertising entity. • "PR" word must be included in the creatives. • In advance review of creative is needed. • Please refer to the menu pages for submission deadlines. |



Publication Criteria

◆ Submission Rules

- *Ad submissions: Please refer to Submission Rules of each media.
- *Creative: Limited to one creative per slot per company.
- *Submission deadlines: Please refer to the Advertisement Menu of each media described separately.
- *How to submit: Please send your submissions by e-mail with the attached file. We will send a confirmation email after confirming your submission.
- *Links: Please launch the specified URL at least 5 business days prior the start of the advertising date because the link will be checked. Do not include “#” in URLs.

◆ Important Notes

- * We do not accept cancellation of applications after our confirmation of receipt.
Please note that even if you decide not to publish your advertisement, there will be no refund.
- * In general, we start publishing at 10:00 a.m. on a business day, and confirm the publication by 12:00 p.m. (noon) on the same day.
- * Prices, number of slots, inventory, and specifications of each advertising slot are subject to change without notice. Please confirm the latest status with the person in charge.
- * There may be times when advertisements are not posted or delivered due to force majeure such as fire, power outages, or natural disasters, periodic system maintenance, system transfers, or other problems beyond the control of Shueisha.
In such event, please note we will not be liable if the disruption does not exceed 48 hours in a month, and if the advertising is published within 24 hours.
- * Prices indicated do not include tax.
- *Some advertisements may not be displayed depending on the user access environment, etc..

◆ Rules for Advertising Publications

- * Please note we may refuse to publish your advertisement if deemed inappropriate.
- * We do not eliminate or adjust competitors for advertised products.
- * We do not allow the following types of advertisements. In addition, we may refuse the publication of some types of advertisements (consumer finance, unscientific advertisements, gambling, Dial Q2, home-based work, pyramid schemes, Internet work business, dating sites, marriage information industry, sex industry, and complex businesses such as cosmetic surgery and esthetics).
Please inquire for details.

1. Advertisement for which the advertiser is not identified and for which the responsibility is unclear;
2. Advertisement that violates or potentially violates laws, government ordinances, ministerial ordinances, ordinances, treaties, or fair competition codes;
3. Advertisement by an advertiser without a license or approval;
4. Fraudulent, misleading, or false advertisement;
5. Advertisement of medical service, medical product, and cosmetics whose efficacy and performance have not been approved by the Ministry of Health, Labour and Welfare of Japan;
6. Advertisement that affirms or glorifies acts of violence, gambling, drugs, prostitution, etc., or those that may induce criminal acts;
7. Advertisement pertaining to fraudulent or unsound economic practices;
8. Advertisement pertaining to solicitation or missionary activities of religious organizations;
9. Advertisement that may harm the dignity of nations, peoples, etc., both within and outside Japan;
10. Pre-election campaigning, election campaigning or similar activities, and advertisement that may violate the Public Offices Election Law;
11. Photographs, illustrations, or copies that include the following content:
 - Those that are ugly, cruel, bizarre, or likely to cause disgust or discomfort;
 - Those that may infringe on intellectual property rights, such as trademark rights and copyrights;
 - Those that may constitute libel, defamation, violation of trust, violation of privacy, violation of portrait rights, or obstruction of business;
 - Unscientific or superstitious contents that may cause confusion or anxiety.
12. Other advertisements we deem inappropriate.

◆ Recommended Environments

[PC] OS: Windows10,11 Mac / Browser: latest versions of Chrome, FireFox or Safari
 [Smartphone] OS: iOS 12 or later, Android OS 8 or later / Browser: Standard browsers



Contact

Contact

**Shueisha Advertising Department
Katsuhiko Sato**

MAIL : ka_sato@shueisha.co.jp