



Photograph by Seiji Fujimori



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Photograph by Miguel Flores Vienna

Photograph by Miss Bean



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.)

■ Distribution to Mitsukoshi Isetan out-of-store customers nationwide

【U.S. edition】

Photograph by Mikael Olsson



Photograph by Piczo

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【Japanese edition】

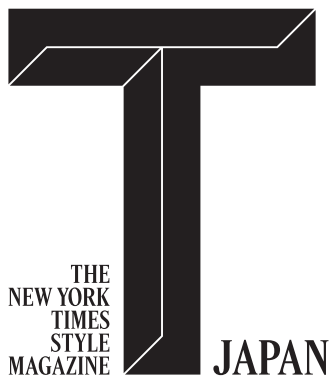


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T: The New York Times Style Magazine Japan

Chief Editor **Natsue Hanawa**

Celebrating the 10th anniversary of its first edition in 2025, T JAPAN will embark on a new chapter in 2026. Ever since its launch as the Japanese version of T Magazine issued by The New York Times Company in the United States, based on a global perspective and journalistic integrity, we have sought to serve as a bridge connecting the sensibilities of Japan and the world through our coverage of fashion, art, design, cuisine, architecture, and the “philosophy of beauty” that resides in the way people live.

The world today is in an era of significant transformation and redefinition. Amid such times, T JAPAN continues to shine a light on the spirit and craftsmanship that dwell in authenticity, envisioning a future of richness and grace. Targeting readers with mature taste and intellectual curiosity, we leverage our refined editorial insight and sophisticated visual expression to deliver the “true stories” and “timeless resonance” of your brand and services. We invite you to utilize T JAPAN’s editorial expertise to enhance your brand’s communication.



PROFILE

After working in the editorial departments at non-no and SEVENTEEN, Natsue worked as chief editor of non-no and joined the T JAPAN editing department in 2020. She also currently serves as the head of Editing Department No. 8.



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 also holds the position of deputy manager in Editorial Department No. 8.



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.



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

BEYOND THE NORM
(September 27, 2025 edition)



Jewelry

GLOW OF THE COSMOS
(November 27, 2025 edition)



Watch

GRACEFULLY NARRATED
(June 1, 2025 edition)



Art

SOLITUDES IN ORBIT —
Nicolas Winding Refn × Hideo Kojima
(June 1, 2025 edition)



Interview

KNOWING NO BOUNDARIES —
Ren Meguro
(March 27, 2025 edition)



Design

TOWNSCAPING FOR TOMORROW —
Tadao Ando
(March 27, 2025 edition)



Business

ILLUMINATING PATHS
Tiffany & Co. CEO Anthony Ledru
(November 27, 2025 edition)



Food

TASTING THE NEW CURRENTS
(November 27, 2025 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: 52 years old
- Female / Male = 79% : 21%

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. 51 million yen
Land or real estate 97 million yen

Home ownership rate

78%

condominiums 41%, detached houses 37%

67% of readers
conduct investment.
Of those, 32% invest

10 million yen or more.

Credit card ownership

Gold or higher **70%**
Platinum & Black **15%**

Criteria for purchasing products

High-quality products even if they cost more.	71%
High-quality products that can be used for a long time.	61%
A trustworthy brand in terms of tradition, reputation and the like.	32%

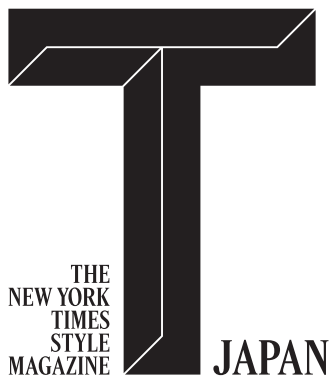
Department store's direct sales customers

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

Interest in a second home

36% already own or
wish to own one in the near future.

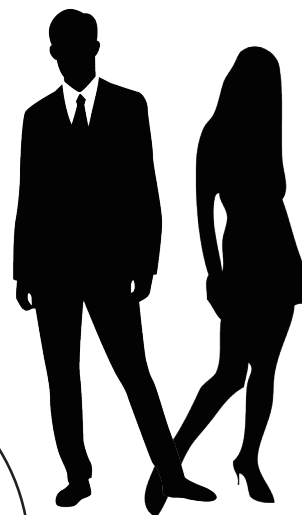
(From the T JAPAN September 27, 2025 edition and September 27, 2024 edition readers survey)



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

Average age
52 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



The articles are always very insightful. **Even the advertisements are sophisticated and inspiring.**

I found it fascinating how **the magazine features so many people with an innovative and pioneering spirit.**

The magazine is **rich in art information, which I find very useful.**

The magazine features **refined products and carefully selected items**, making it deeply satisfying to read.

From the latest updates on luxury brands to features on interiors, high-end collections, and everyday topics, I found it so engaging that I ended up putting aside work to read it. I look forward to receiving the delivery every time.

Normally, I only read articles of interest on X or in newspapers, but **every article in T JAPAN, categorized under the heading of “luxury and intellectual curiosity,” was thoroughly engaging.**

I generally love things of beauty. The fashion pages are stunning in terms of layout and photography. I always make sure to **check the event information as well.**

As someone who loves bags and accessories, I felt excited just browsing through the pages. Since I can really grow attached to items that last a long time, **I have a penchant for quality goods, even if they cost more.**

I used to live in Italy, and **the stylish, sophisticated atmosphere of T JAPAN reminded me of international magazines.**

Most expensive item purchased in the past year

[Louis Poulsen lighting] [Ekornes Stressless sofa] [Hermès bag] [Bvlgari necklace and brooch]
[Tiffany ring] [Celine jacket] [Artworks] [Stock certificates and gold] [Bathroom renovation]

(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.

NEW 1 Special Booklet Production & T JAPAN Insert Plan < Exclusive to one company per issue >

< Implementation contents > The T JAPAN advertising production studio will produce a 4-page or 8-page tie-up booklet for insertion into the T JAPAN main issue.

< Cost > The total cost is the sum of the tie-up production fee and the printing, binding, and insertion fee as listed below: 4P: from G 6,900,000 yen / 8P: from G 11,700,000 yen

【Tie-up fee】 Available in either a 4-page or 8-page format:

① 4 pages (bi-fold) < 4P tie-up: G 5,500,000 yen > ② 8 pages (saddle-stitched) < 8P tie-up: G 10,000,000 yen >

* The above rates apply when models are selected at the discretion of the T JAPAN advertising production studio or for product-only photography. If a well-known personality or celebrity is used, an additional casting fee will be quoted separately. * Due to the contractual agreement with The New York Times Company, the T JAPAN logo may not, in principle, be displayed. All production must comply with regulations stipulated in the said contract concerning layout, logos, credit notation, etc. * An inquiry/contact notation will be included in the booklet. * The booklet size will match the dimensions of T JAPAN (H 279 × W 210 mm), which is slightly smaller than standard A4.

【Printing, binding & T JAPAN insertion fee】

① 4 pages (bi-fold) G 280 yen x number of copies (minimum 5,000) ② 8 pages (saddle-stitched) G340 yen x number of copies (minimum 5,000)

* Minimum number of copies: 5,000 * Area of distribution can be selected in units of the Asahi Shimbun dealers that deliver T JAPAN. Regardless of this plan, up to 2 items can be included in a single edition for each Asahi Shimbun dealer. Competition will not be excluded.

• Application deadline ... Three and a half months before issue

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

We can include the client's own 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.

3 【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.

4 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.



T JAPAN's Tie-up Ads

5 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.

6 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 2,500,000yen (including production fee)

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

7 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, 2025 edition, THE ROW)



(September 27, 2025 edition, KERING)



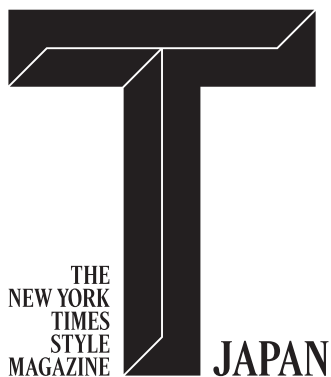
(November 27, 2025 edition, SK-II)



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 2025. 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	Advertisement Size
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.

2026 issue and deadline dates (scheduled)

Issue Number	2026, No.1 Women's Fashion	2026, No.2 Design & Luxury	2026, No.3 Women's Fashion	2026, No.4 Luxury
Special feature schedule		Feature on Timepieces		Feature on Jewelry
Publication Date	Fri., Mar.27	Mon., Jun.1	Sun., Sep.27	Fri., Nov.27
Pure Advertisement Application	Thu., Feb.5	Mon., Apr.6	Thu., Aug.6	Thu., Oct.8
Final proofreading	Mon., Mar.2	Fri., Apr.24	Mon., Aug.31	Fri., 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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