

BC MEDIA

MEDIA KIT



BC Media is the one-stop shop for all your print, media and IT needs. Established in the heart of Tokyo in 2007, BC Media has grown our custom solution services to include multi-tier IT consulting and support, web development, design, digital media, print media, video, film and commercial production.

Our flagship product, Tokyo Weekender, Japan's premier English magazine, is a testament to our design and publication abilities. Thanks to our international team of experienced professionals and local market savvy, we can support and advise any client, be they foreign companies looking to succeed in the Japanese market or Japanese companies planning to expand their international offerings.

OUR SERVICES



PRINT SERVICES

- Print Production
- Print Distribution
- Graphic Design
- Advert Design
- Brochure Design



DIGITAL MEDIA

- Web Banners
- Web Production
- Web Marketing
- SEO Services
- SNS Marketing
- Email Marketing
- Video Production



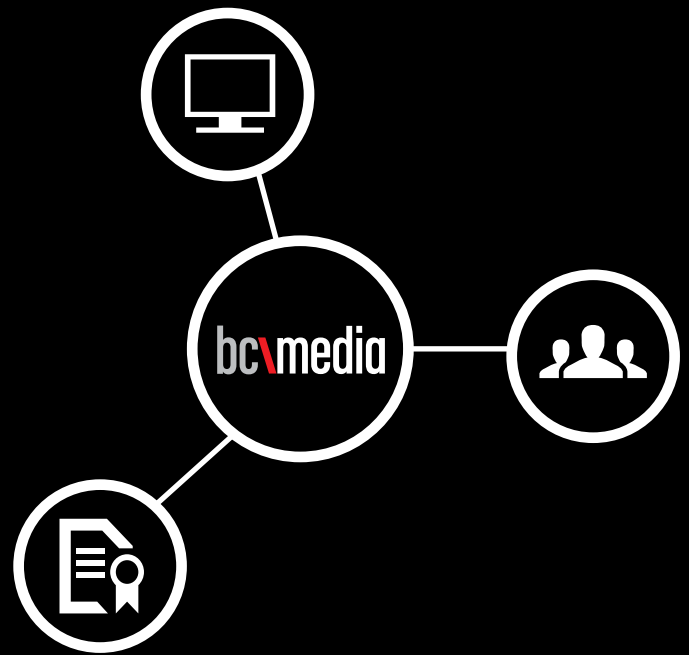
CLIENT SERVICES

- Branding & Marketing Services
- Event Consultancy
- Trade Shows



CONTENT PRODUCTION

In an age when texts are easily published and accessible across multiple platforms, it is essential to produce copy that is meaningful and engaging. At BC Media our years of experience in content production, through various channels and to a widespread audience, have allowed us to stay relevant and plugged in to the ever-changing digital space. Our multinational staff comprehends the subtleties of both foreign and domestic markets, and this critical skill allows us to strike the right tone for our targeted audiences. We connect consumers, products, and platforms to spark conversations and add unique value to the consumer experience, and our innovative, forward-thinking approach inspires ongoing engagement.



PRINT PRODUCTION & DISTRIBUTION

Do you need to produce a glossy magazine, a brochure or a booklet? Don't know where to go? We can handle every stage of production—from creative design to professional copywriting, editing and photography, all packaged to ensure the highest quality print finish.

Introducing new print publications in Japan is no easy business. The Japanese print market is complex, rigid and multi-layered with limited space for foreign publications. BC Media has the knowledge, distribution network and market experience to deliver your publication from press to reader. We have detailed demographic information on readers of English-language print publications in Japan that we have compiled over our years in the industry. We maintain a nationwide network of pick-up sites and handle subscription distribution, allowing us to deliver targeted publications to Japan's business leaders, travel magazines to foreign tourists and everything in between.



GRAPHIC DESIGN

Without strong visual appeal, even the greatest idea will fail to reach its audience. Our design team can take your concepts and transform them into images that will attract, inform, and appeal to your customers. Whether we're working with the materials you supply or building your brand from scratch, you can count on us to help you communicate the unique features of your products.

BC Media designs ready-to-print adverts, advertising features (sometimes known as advertorials) and brochures. Our clients come to us for our professional design skills as well as our deep knowledge of the Japanese market. We make sure every detail of our ads helps you build direct, lasting connections with your potential customers.





OUR SERVICES

WEB/SNS MARKETING



Make a digital statement with our web marketing services. From brand awareness to focused campaigns, BC Media's web marketing experts help you deliver a clear message to your prospective customers online.

We're based in Asia—home to more than 40% of the world's internet users—so we know who's online and how to reach them. We'll get your message out to sophisticated online shoppers, new internet users, prolific media consumers, smartphone users and more.

At BC Media, we use our technical skills and market intelligence to develop web-marketing strategies that increase hits and traffic, enhance your digital presence, build your e-commerce platform and raise brand awareness.

Social Networking Services (SNS) in particular have become more and more significant for development, customer service, and engagement of consumers with a business and its brand image. BC Media provides social experts to launch and manage SNS in line with your company's strategy.

We help companies join a conversation with their consumers. Using our knowledge of plugged-in, socially active consumers, we can leverage our user insights and analytics to target established, loyal consumers as well as new markets and revenue streams.

BC Media acquires and engages 30% of its online readers through SNS, with steady growth each month. Ask us how you can do the same.



WEB PRODUCTION

Need an engaging website powered by industry standard technology? We build multilingual websites that look great and run well on both PC and mobile platforms.

We design all of our sites in close consultation with each client and use no recycled commercial templates or graphics; our sites run with only the minimum necessary HTML5, CSS and JavaScript needed to keep them streamlined, yet unique and fully customizable.

We design search engine-optimized sites ranging from one or two to hundreds of pages for businesses large and small. Our technical team is experienced in both developing and operating all the major CMS systems—including Wordpress, Joomla, and Drupal—and can take an existing site in any state and convert it to your choice of CMS with ease.



VIDEO PRODUCTION

We can provide you with the best in marketing and promotional video production. Our team will help you promote your company with a captivating video packed full of 3D animation, motion graphics, professional narration and a personalized musical score. Our team of professionals will see that you receive the most creative video production possible for anything from web use to displays at corporate conventions. We can showcase your brand and your products while at the same time helping you maintain a cohesive corporate identity. Striking visuals and professional camera work along with smart edits and production can be tailored with any audience in mind.



BRANDING

MARKETING

BRANDING & MARKETING SERVICES

Are you thinking about expanding your brand to overseas markets, or reaching out to tourists and foreigners in Japan? Our marketing team can help you identify your brand's unique selling points and work with you to develop the best tools to reach and attract foreign customers. Through our access to the top members of the foreign community in Tokyo and network of overseas contacts, BC Media is uniquely poised to provide insight into what will—and what won't—work in the expat market. We can help you make the right decisions at any stage in your marketing strategy, from conducting accurate market research and focus groups, to brand positioning and digital marketing.

EVENT CONSULTANCY

Thanks to the broad reach of its flagship publication, Tokyo Weekender Magazine, and the exclusive membership of its Insiders Club, BC Media has access to top business executives and the more affluent members of Tokyo's international community. If you're looking to draw a large, diverse crowd for your next event, or want to target a very select group of people for seminars or new product demonstrations, you can count on our ability to promote your event to high-level audiences in Tokyo.



TRADE SHOWS



Stand out from the crowd with BC Media bespoke exhibition design services. We design and manufacture creative, top-quality trade show displays, exhibits, and environments that enable our clients to engage their customers in a unique and dynamic style. Our creative team can provide your brand with a full spectrum of exhibit and display solutions including stand design, branding walls, video displays and printed materials.



TOKYO WEEKENDER - READER DEMOGRAPHICS



tokyo weekender is a 'tier one' publication in Japan, available in over 300 locations in Tokyo.

Whether you are having a meeting in the business lounge of a Tokyo hotel, dining in one of the city's finer restaurants, or relaxing in one of the city's finer cafés, you are in good company with a copy of the Weekender. We cover it all—from interviews with ambassadors and industry leaders, to restaurant tips, travel ideas, the latest events and more. The Weekender is Tokyo's leading glossy lifestyle magazine, and has been a pillar of the expat community for over 40 years.

Our readers' survey shows that Weekender readers are well educated, well travelled and earn more than enough to appreciate the finer things in life.

Our forty-five-year legacy and wealth of connections make us the ideal platform for reaching the city's movers and shakers. If you are new to Tokyo Weekender—Yokoso!

Trends

73%
GO TO BARS
OR DINE OUT
MORE THAN TWICE A WEEK



54%
35%



GO SHOPPING MORE THAN FOUR TIMES A MONTH



PURCHASE FASHION GOODS AND JEWELRY

60%



TAKE PHOTOS
4 TIMES A MONTH

57%



SPEND SIGNIFICANT
MONEY ON
HOME IMPROVEMENTS

90%



TRAVEL REGULARLY
OVERSEAS
FOR BUSINESS
AND PLEASURE

Education

29%
OF READERS
ARE MARRIED
WITH CHILDREN

15%
ARE INTERESTED IN ENROLLING
IN AN MBA PROGRAM

19%

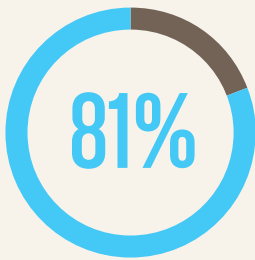
ENJOY EDUCATIONAL
ACTIVITIES AND
SELF IMPROVEMENT



11%
ARE HOUSEWIVES



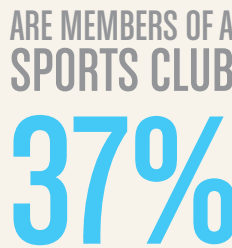
Health



GO TO THE GYM OR PLAY SPORTS 4 TIMES A MONTH



GO HIKING OR ENJOY OUTDOOR SPORTS TWICE A MONTH

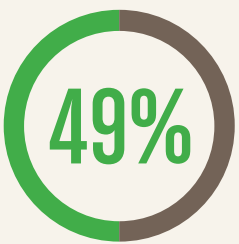


ARE MEMBERS OF A SPORTS CLUB

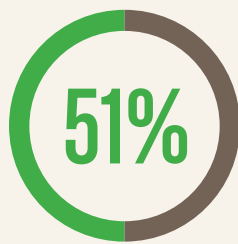


GO TO A SPA OR ONSEN TWICE A MONTH

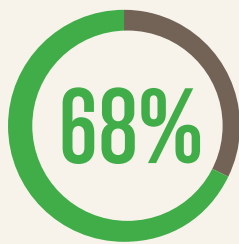
Culture



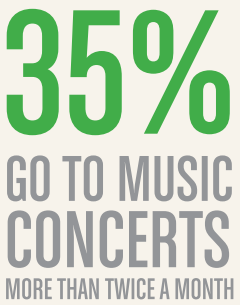
GO TO THE CINEMA TWICE A MONTH



GO TO A MUSEUM TWICE A MONTH



TRAVEL WITHIN JAPAN ONCE A MONTH



GO TO MUSIC CONCERTS MORE THAN TWICE A MONTH



ENJOY CONTEMPORARY JAPANESE CULTURE



ENJOY TRADITIONAL JAPANESE CULTURE



Business



ARE BUSINESS OWNERS OR CEOs



DO BUSINESS IN JAPAN



ARE INTERESTED IN INVESTING IN JAPAN



ARE INTERESTED IN INTERNATIONAL RELATIONS AND JAPANESE POLITICS



EARN MORE THAN JPY 15 MILLION A YEAR





READER DEMOGRAPHICS

QUICK STATS

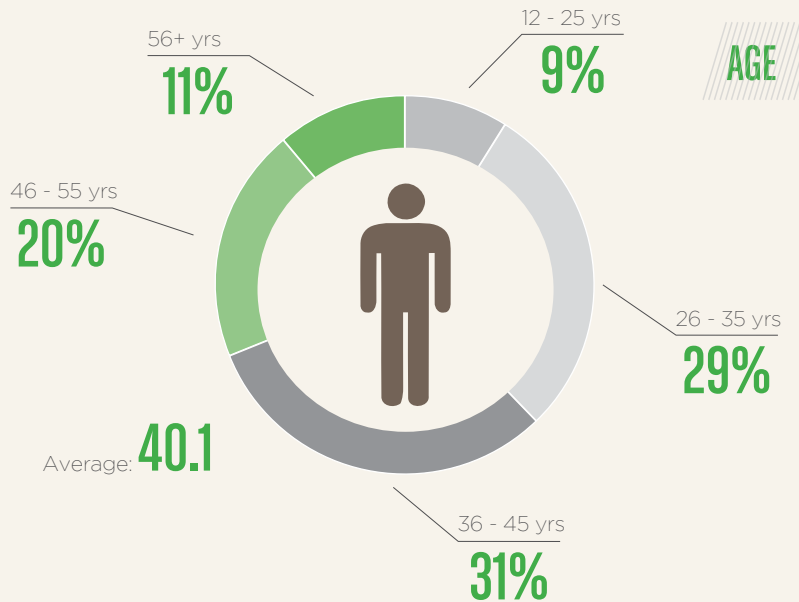
66% of our readers are native English speakers.

60% of our readers earn more than JPY 10 million a year

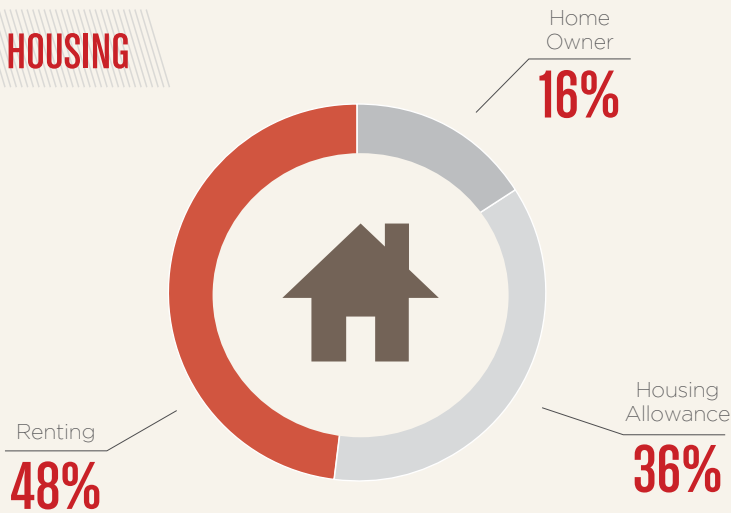
35% of our readers own their own business or are CEOs

20,000 circulation with an average of 2 readers per copy

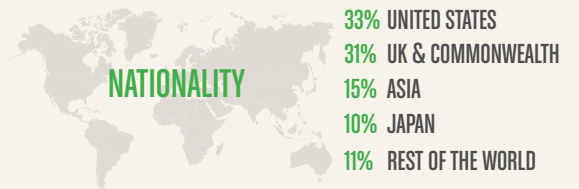
AGE



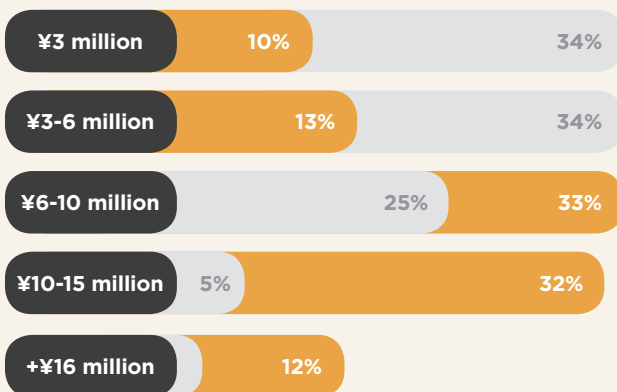
HOUSING



OUR READERS IN DETAIL

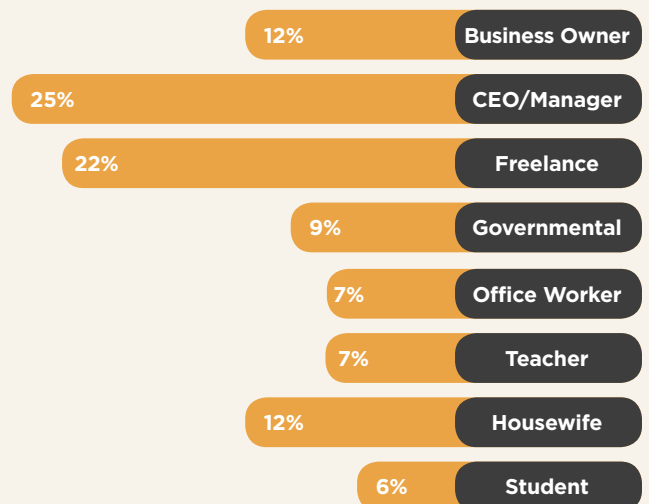


HOUSEHOLD INCOME



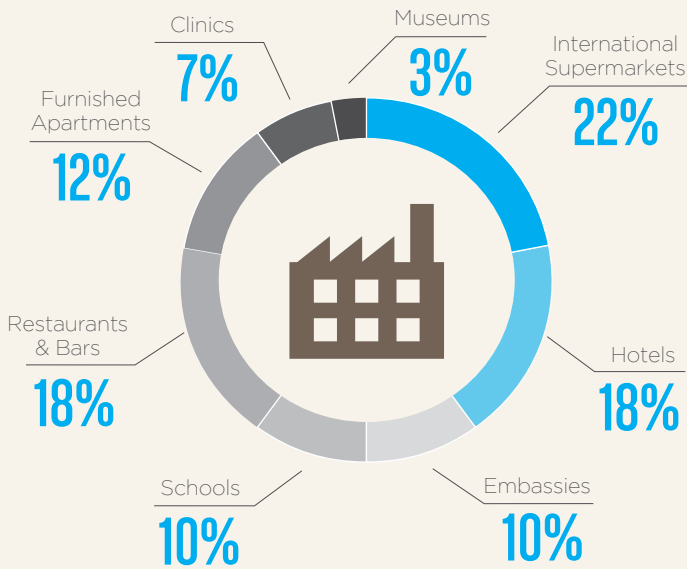
JAPAN AVERAGE: % AVERAGE INCOME: 12.1 MILLION

OCCUPATION

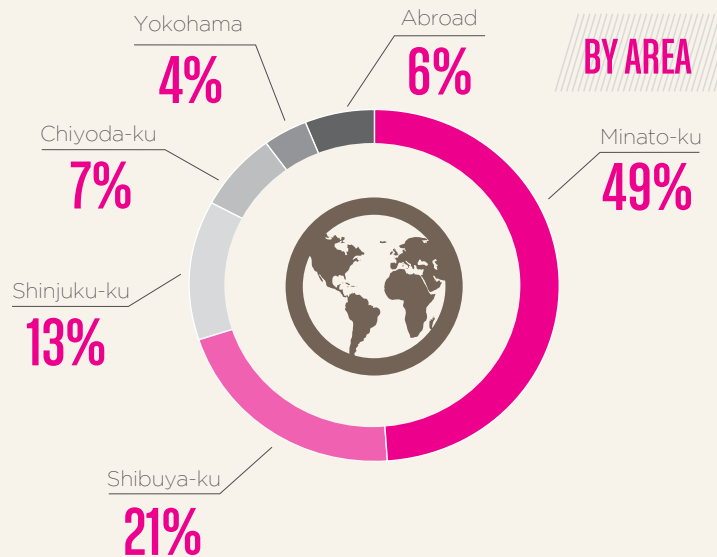




BY INDUSTRY



BY AREA



DISTRIBUTION POINTS

Tokyo Weekender Magazine can be found in over 300 places in Tokyo, Kanagawa and other locations throughout Japan. You can find the magazine to the following places and many more.

Embassies

United States Embassy
British Embassy
German Embassy
French Embassy
Australian Embassy
Canadian Embassy
Italian Embassy

Chambers of Commerce
and more than 50 other
embassies

Schools & Universities

Ai International School
Columbia International School
German School In Japan
Globis
Gymboree
Hokkaido International School
International Secondary School
New International School
Sacred Heart Intl School
Sophia University
St Mary's International School
The Montessori School of Tokyo
Ohana International School
Nishimachi International School
Seisen International School
Somos International School
The American School in Japan
Willowbrook International School

Retail Shops & Tourist spots

National Azabu Supermarket
Nissin World Delicatessen
Segafredo
Softbank Harajuku
Starbucks
Lexus Dealerships
Haneda Airport
Sky Bus Tokyo

Hotels

ANA Intercontinental
Cerulean Tower Hotel
Conrad Tokyo Hotel
Four Seasons Hotel
Hilton Niseko Village
Hilton Tokyo
Hotel New Otani
Hotel Okura
Imperial Hotel
Intercontinental Tokyo Bay
Ishin Hotels Group
JAL Nikko Hotels
Keio Plaza Hotel
Mandarin Oriental Hotel
Park Hyatt Tokyo
Royal Park Shiodome Tower
Shangri La Hotel
The Westin
Tokyo Dome Hotel
Tokyo Prince Hotel
Yokohama Royal Park Hotel

Restaurants & Bars

Las Chicas
Aux Bacchanales Akasaka
Barbacoa
Dubliners
Happo-En
Hobgoblin
Mermaid Bar
Mosaïque
Outback Steakhouse
Robot Restaurant
Tableaux
West Park Cafe
What the Dickens Ebisu
Wolfgang Puck

Clinics & Hospitals

Daktari Animal Hospital
International Clinic
Tokyo Medical Clinic
Tokyo Midtown Medical Center

Apartment buildings

Akasaka Residence Top of the Hill
ARK Towers
Atago Green Hills Residence
Holland Hills Mori Tower RoP
Mori Building Co., Ltd.
Oakwood Residence
Roppongi Hills

Museums & Bookstores

Mori Art Museum
Setagaya Art Museum
Tower Records
Tsutaya Book Stores

Sports & Leisure

Tokyo American Club
Gold's Gym
Hiroo Club



ADVERTISING OPTIONS - ONLINE (AS OF JAN 2015)



tokyo **weekender.com**

50,000 UNIQUE VISITORS
PER MONTH AVERAGE

AVERAGE IMPRESSIONS
PER DAY FOR BANNER: **2,000**

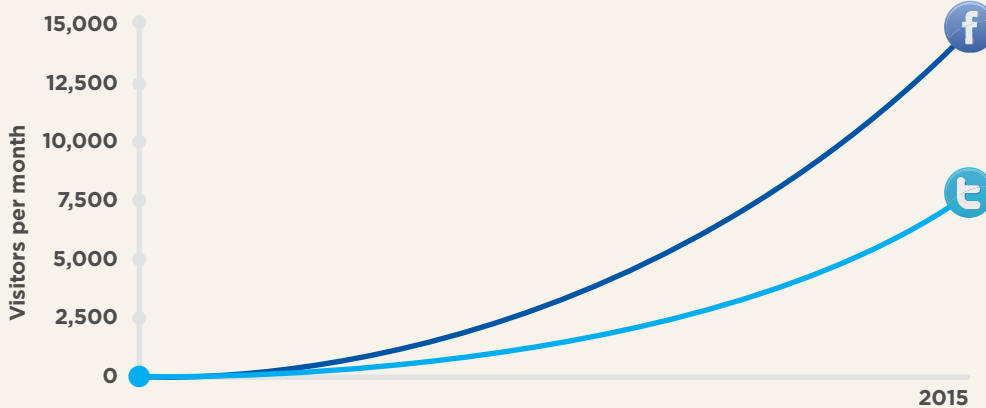
CLICK THROUGH RATE **0.07%*** COST PER CLICK **¥100***

* Estimated

VISITOR DEMOGRAPHICS



SOCIAL MEDIA



PRICES & PACKAGES

	1 month	3 months	6 months	12 months
Revolving Banner	¥40,000	¥90,000	¥150,000	¥240,000

Web Posts from **¥50,000**

WEB PROMOTION PACKAGE:

- Web post on www.tokyoweekender.com
- 1 month web banner
- SNS posts on TW Facebook and Twitter

Estimated combined reach: 20,000

Total Price: **¥70,000 + Tax**





RATE CARD (EFFECTIVE FROM JANUARY 2015)

Ad Size	Dimensions	1 Insertion (price per issue)	3 Insertions (price per issue)	6 Insertions (price per issue)	12 Insertions (price per issue)
Cover Special (Front cover + 3 pages)	Multiple Pages	¥2,000,000	-	-	-
Double Front Spread	420mm x 297mm	¥1,000,000	¥800,000	¥666,000	¥500,000
Double Page Spread	420mm x 297mm	¥700,000	¥600,000	¥533,000	¥400,000
Back Cover	210mm x 297mm	¥500,000	¥400,000	¥333,000	¥250,000
Inside Back Cover	210mm x 297mm	¥450,000	¥365,000	¥330,000	¥250,000
Full Page	210mm x 297mm	¥400,000	¥333,000	¥300,000	¥250,000
1/2 Page Horizontal	183mm x 132mm	¥250,000	¥200,000	¥166,000	¥125,000
1/2 Page Vertical	90mm x 265mm	¥250,000	¥200,000	¥166,000	¥125,000

Artwork Requirements

1. Artwork quality must be 300 DPI
2. Formats including EPS, Illustrator and Photoshop are acceptable
3. Ads are subject to 8% consumption tax (not included above)

We offer professional advertising design services, charged at 20% of the single insertion price



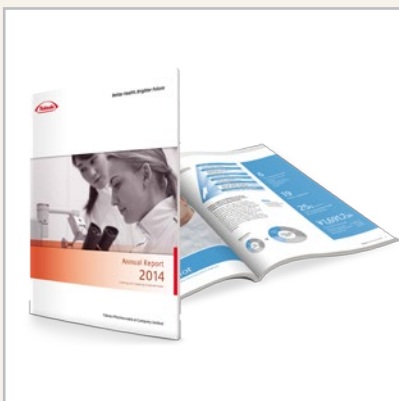


MAJOR ADVERTISER & PARTNERS

You're in good company. Below is a selection of some of our regular advertisers



TAGHeuer
SWISS AVANT-GARDE SINCE 1860



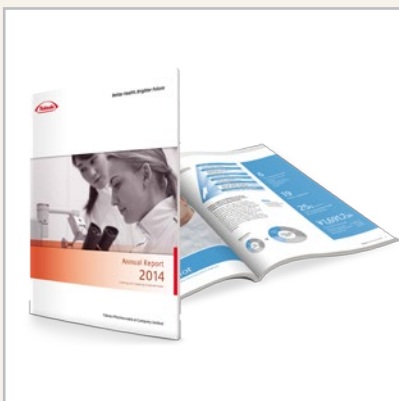


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TAGHeuer
SWISS AVANT-GARDE SINCE 1860





WASEDA DIGEST
From Tokyo

Latest News

Waseda is Chosen as One of Japan's Top Global Universities

The University has been recognized as a member of the top class of research schools as a part of the Super Global University program. This is just one small stage in helping Waseda revolutionize its research and education programs, as a part of a goal of reaching a global top 100 ranking in at least 18 to 25 research areas.

Read More

Waseda in Numbers

27

27 is the Magic Number

How Many Languages Can You Learn at Waseda? From Arabic to Spanish and Hindi to Thai, cultural classes and workshop courses broaden our students' language learning experience.

Read More

RUNNING THROUGH HISTORY

EST | EDUCATION SPECIAL | 33

by Brian Christian, Principal of The British School in Tokyo

In the dark, it is raining. The traditional vehicle emerges, splashing up columns of grey mist. The headlights illuminate a road of slightly damp asphalt and scattered leaves. The British School in Tokyo are bundled together at the end of an ancient bridge in Kyoto. They are about to head out if a crazy idea can possibly be made to work. They are preparing to run the Nakasendo Way.

In just six short months, with the aid of those who do conventional things, we have been chosen around some 100 miles above us to which we would be the 2012 US Ambassador's award. We are about to find out if a crazy idea can possibly be made to work. We are preparing to run the Nakasendo Way.

journey from Kyoto Osaka to Kyoto in 1862. The Nakasendo Way was used to do it as an ox-drawn cart. It is a 100 mile journey that goes up to the peak of the mountain. It is a 100 mile journey that goes up to the peak of the mountain. It is a 100 mile journey that goes up to the peak of the mountain.

24 | EDUCATION | ASU

EDUCATION BY DESIGN

At the American School in Japan, students learn how thinking like a designer can help solve problems in a variety of subjects

Students are inspired to design their own problem-solving approaches that will prepare them for university life and the challenges that lie beyond.

design and back into ancient history that showed just how flexible—and powerful—Design Thinking could be. The fourth grade had developed a lesson on dinosaurs and the various inventions that those ancient had developed, and as their final assignment, rather than presenting an answer, they had chosen the Roman road system, another way of making the architecture of the Roman Empire's most famous building and another way of looking at these powerful materials that made all of these possible.

As the year unfolded, the process they were through in order to try to recreate the ancient technology, the crucial elements of Design Thinking, could be seen very clearly.



facebook

Okura Hotels & Resorts is on Facebook. To connect with Okura Hotels & Resorts, sign up for Facebook today.

Okura Hotels & Resorts Travel/Culture

943 likes

It's all in the details. The warm comfort of "Homestay" means taking care of our guests and ensuring our service teams make their day memorable. #OkuraStay

Okura Hotels & Resorts



weekender

FARMING FRONTIER

weekender

FARMING FRONTIER



AKITA PREFECTURE

NAGASAKI PREFECTURE

