



tokyo  
**weekender**

MEDIA KIT



**ENGAWA**

Building Shared Perspectives



# 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%



GO SHOPPING MORE THAN FOUR TIMES A MONTH

35%



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

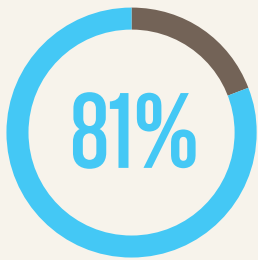


11%

ARE HOUSEWIVES



Health



GO TO THE GYM OR  
PLAY SPORTS  
4 TIMES A MONTH



52%

GO HIKING OR ENJOY  
OUTDOOR SPORTS  
TWICE A MONTH

ARE MEMBERS OF A  
SPORTS CLUB

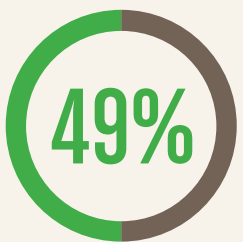
37%



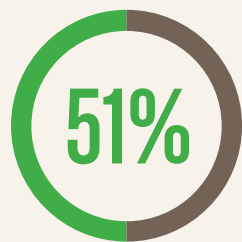
48%

GO TO A SPA OR ONSEN  
TWICE A MONTH

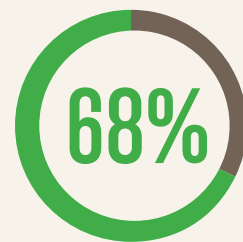
Culture



GO TO THE  
CINEMA  
TWICE A MONTH



GO TO A  
MUSEUM  
TWICE A MONTH



TRAVEL WITHIN  
JAPAN  
ONCE A MONTH

35%

GO TO MUSIC  
CONCERTS  
MORE THAN TWICE A MONTH



93%



ENJOY CONTEMPORARY JAPANESE CULTURE

90%



ENJOY TRADITIONAL JAPANESE CULTURE

Business



35%

ARE BUSINESS OWNERS  
OR CEOs



DO BUSINESS  
IN JAPAN

23%

ARE INTERESTED IN  
INVESTING IN JAPAN

82%



ARE INTERESTED IN INTERNATIONAL RELATIONS AND JAPANESE POLITICS

33%



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

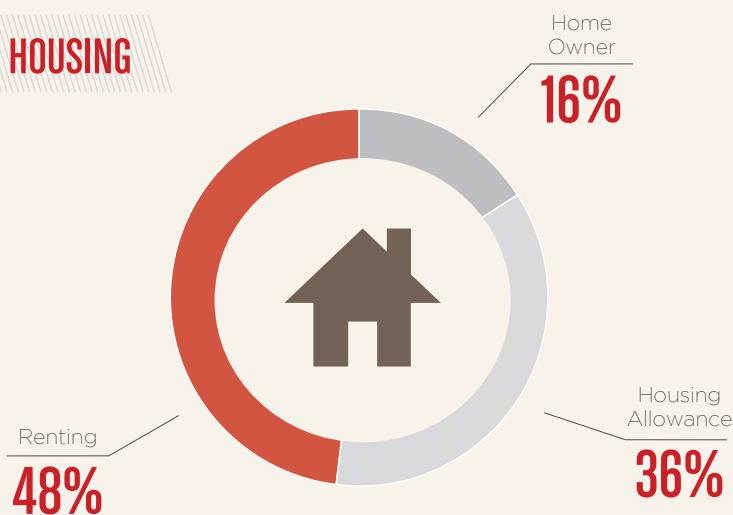
**35%**

of our readers own their own business or are CEOs

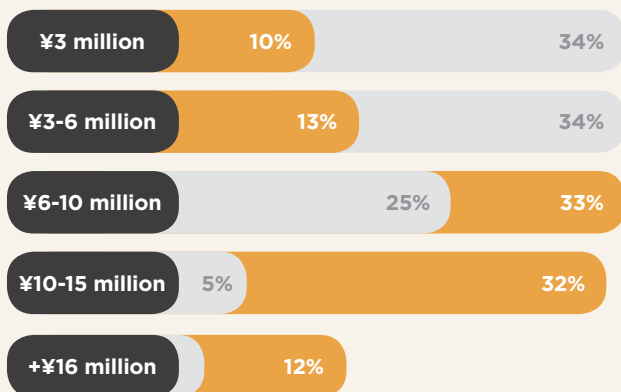
**20,000**

circulation with an average of 2 readers per copy

## HOUSING



## HOUSEHOLD INCOME

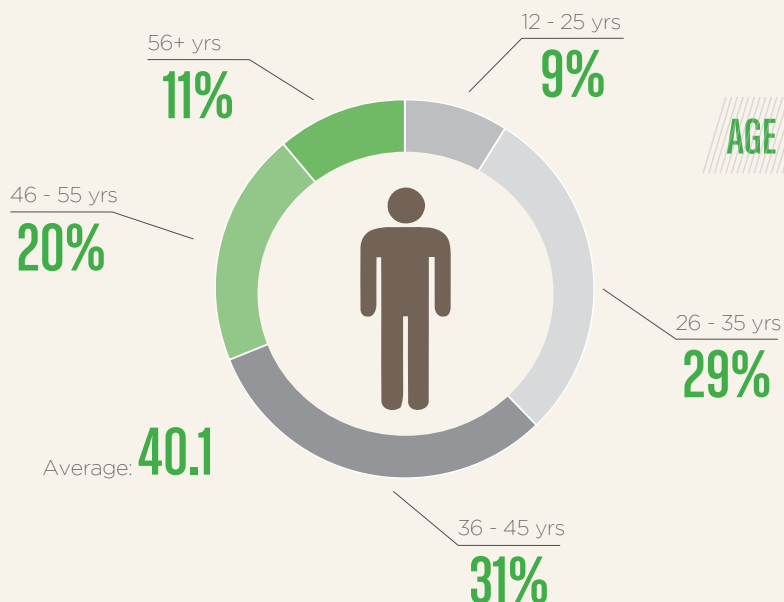


JAPAN AVERAGE:

%

AVERAGE INCOME: 12.1 MILLION

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## AGE

## OUR READERS IN DETAIL



52% OF OUR READERS ARE MALE. 48% ARE FEMALE



45% ARE MARRIED

55% ARE SINGLE

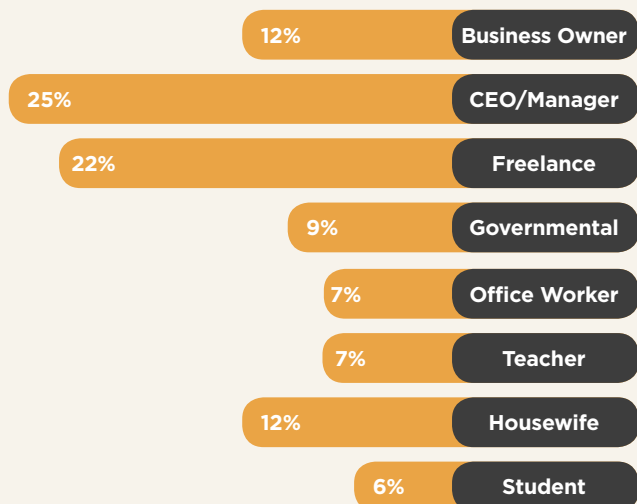


29% HAVE CHILDREN



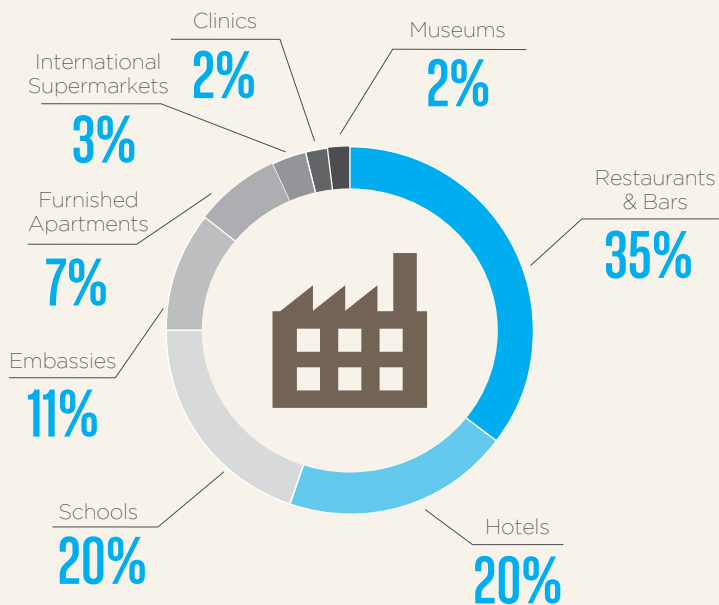
## NATIONALITY

## OCCUPATION

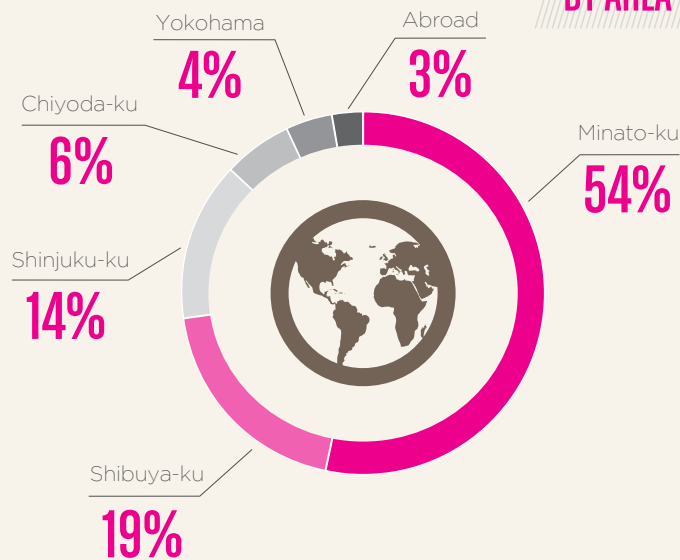




## BY INDUSTRY



## 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 &amp; 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 &amp; 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 &amp; 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 &amp; 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 &amp; Bookstores

Mori Art Museum  
Setagaya Art Museum  
Tower Records  
Tsutaya Book Stores

## Sports &amp; Leisure

Tokyo American Club  
Gold's Gym  
Hiroo Club



## ADVERTISING OPTIONS - ONLINE (AS OF JAN 2016)



tokyo  
**weekender.com**

**50,000** UNIQUE VISITORS  
PER MONTH AVERAGE

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

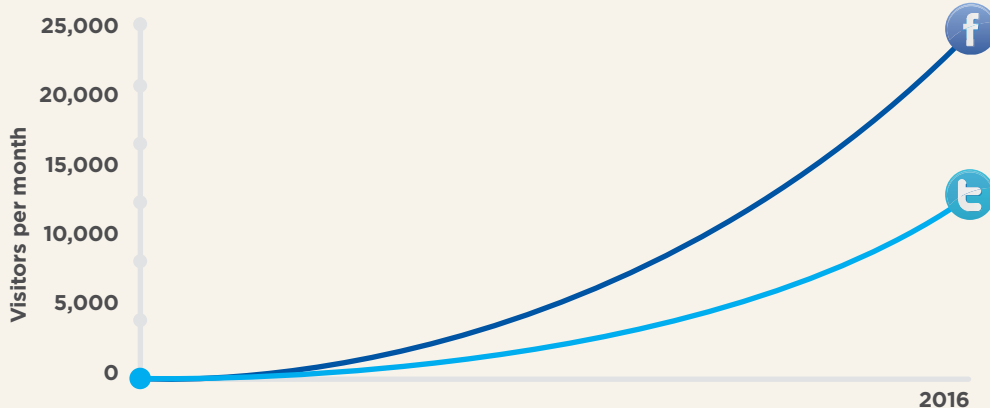
CLICK THROUGH RATE **0.07%\***  COST PER CLICK **¥100\***

\* Estimated

### VISITOR DEMOGRAPHICS



### SOCIAL MEDIA



**OVER 25,000  
FANS**

**OVER 8,000  
FOLLOWERS**

### 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](http://www.tokyoweekender.com)
- 1 month web banner
- SNS posts on TW Facebook and Twitter

Estimated combined reach: 20,000

Total Price: **¥70,000 + Tax**

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## 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)
<b>Cover Special (Front cover + 3 pages)</b>	Multiple Pages	¥2,000,000	-	-	-
<b>Double Front Spread</b>	420mm x 297mm	¥1,000,000	¥800,000	¥666,000	¥500,000
<b>Double Page Spread</b>	420mm x 297mm	¥700,000	¥600,000	¥533,000	¥400,000
<b>Back Cover</b>	210mm x 297mm	¥500,000	¥400,000	¥333,000	¥250,000
<b>Inside Back Cover</b>	210mm x 297mm	¥450,000	¥365,000	¥330,000	¥250,000
<b>Full Page</b>	210mm x 297mm	¥400,000	¥333,000	¥300,000	¥250,000
<b>1/2 Page Horizontal</b>	183mm x 132mm	¥250,000	¥200,000	¥166,000	¥125,000
<b>1/2 Page Vertical</b>	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





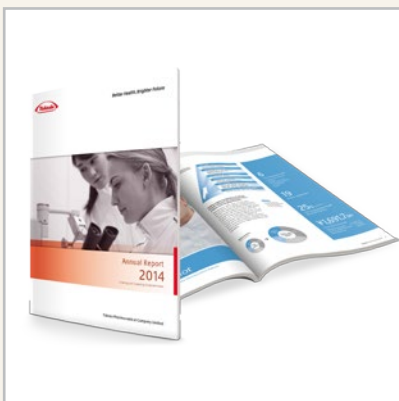
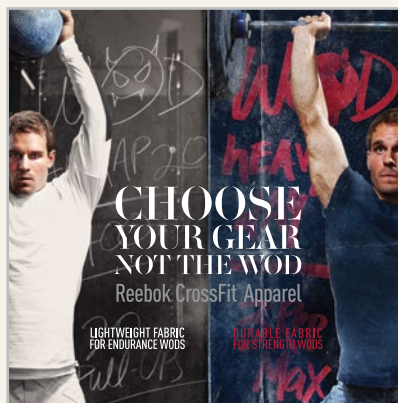
## MAJOR ADVERTISER & PARTNERS



**TAGHeuer**  
SWISS AVANT-GARDE SINCE 1860



**Reebok**



**GYMBOREE** **PLAY & MUSIC**



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