



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

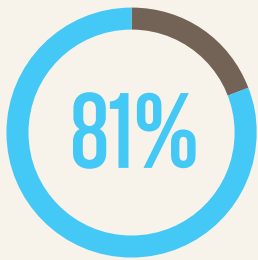


11%
ARE HOUSEWIVES

tokyo weekender



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

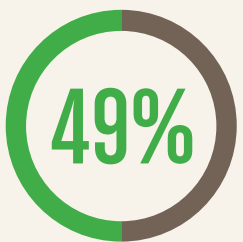
37%



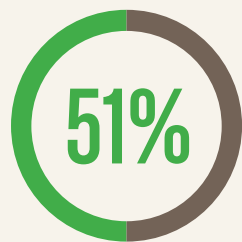
48%

GO TO A SPA OR ONSEN
TWICE A MONTH

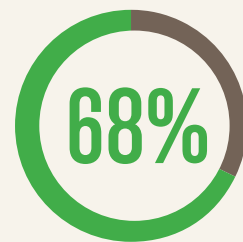
Culture



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%

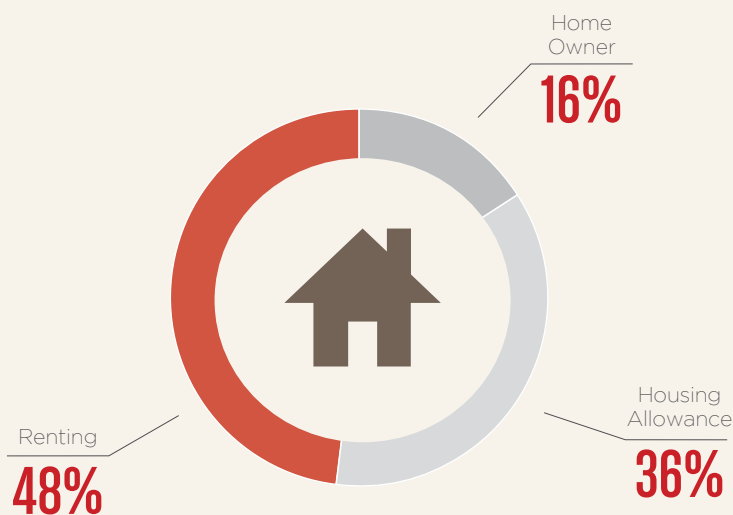
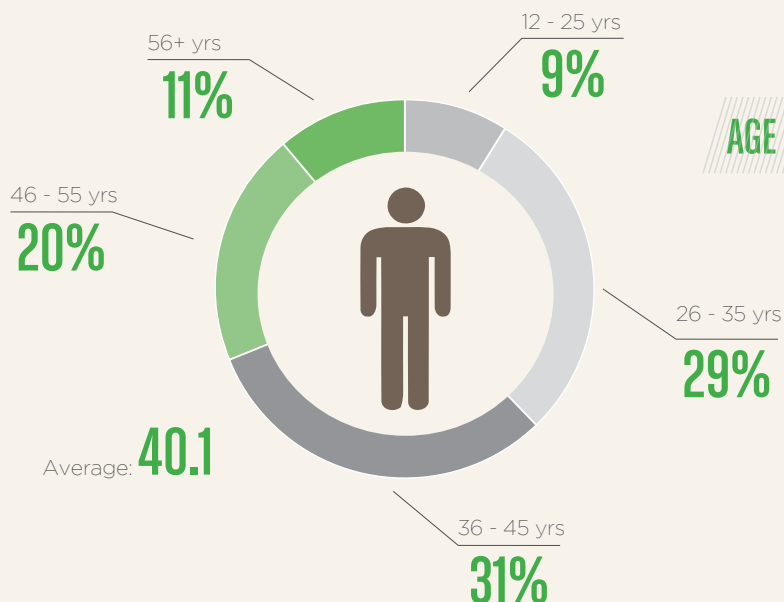
of our readers earn more than JPY 10 million a year

35%

of our readers own their own business or are CEOs

20,000

circulation with an average of 3 readers per copy



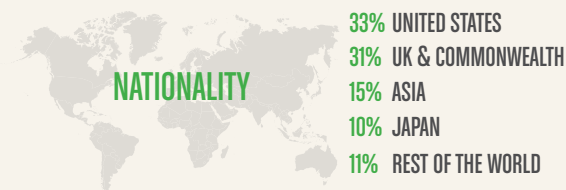
OUR READERS IN DETAIL



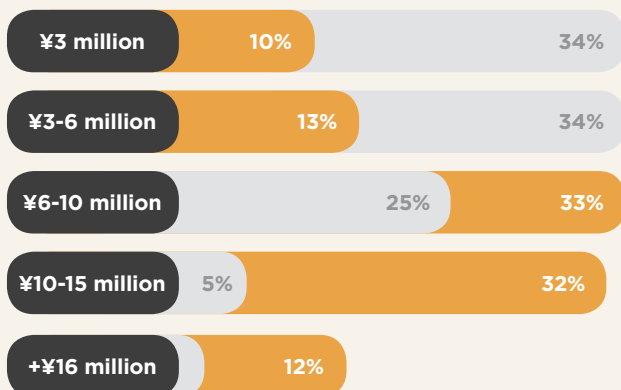
52% OF OUR READERS ARE MALE. 48% ARE FEMALE



NATIONALITY



HOUSEHOLD INCOME

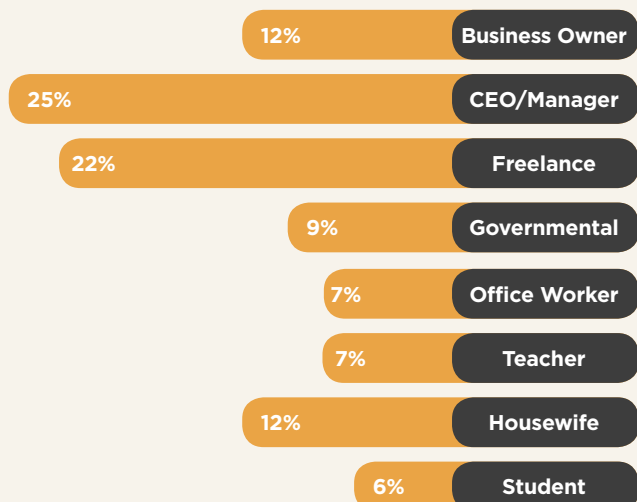


JAPAN AVERAGE:

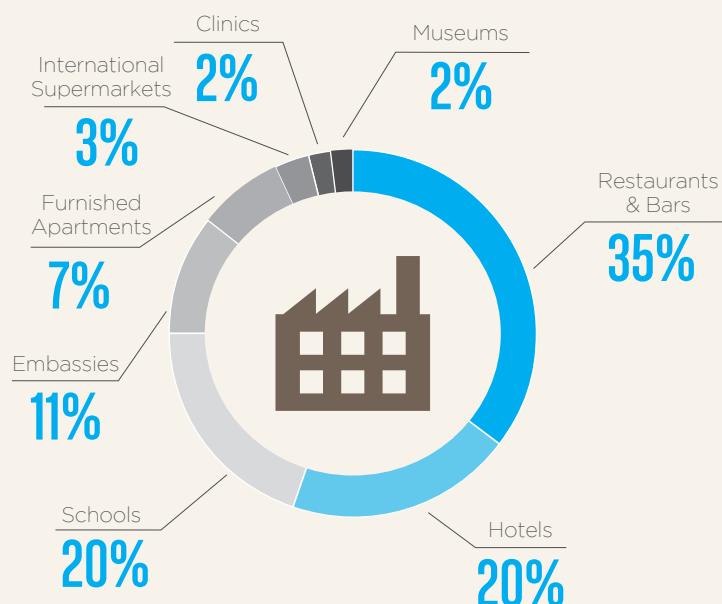
%

AVERAGE INCOME: **12.1 MILLION**

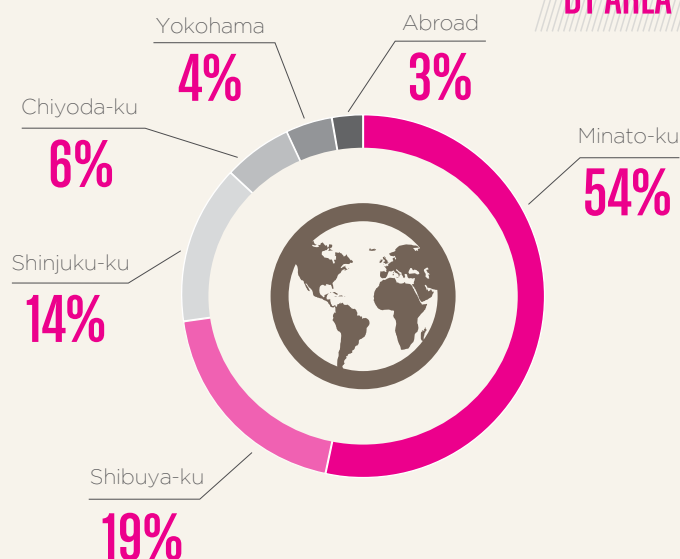
OCCUPATION



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 2017)



tokyo
weekender.com

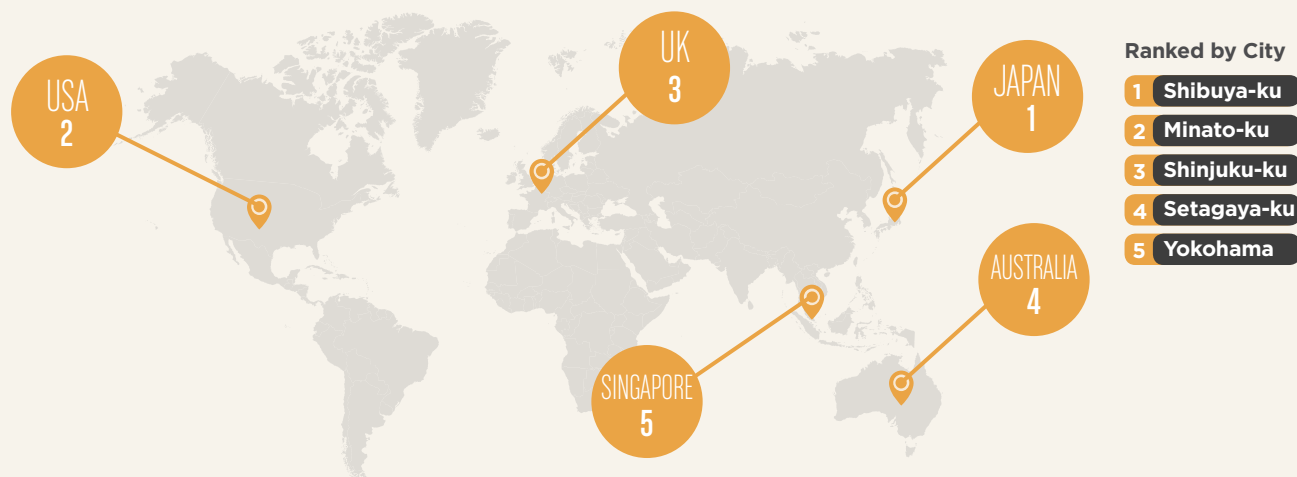
70,000 UNIQUE VISITORS
PER MONTH AVERAGE

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

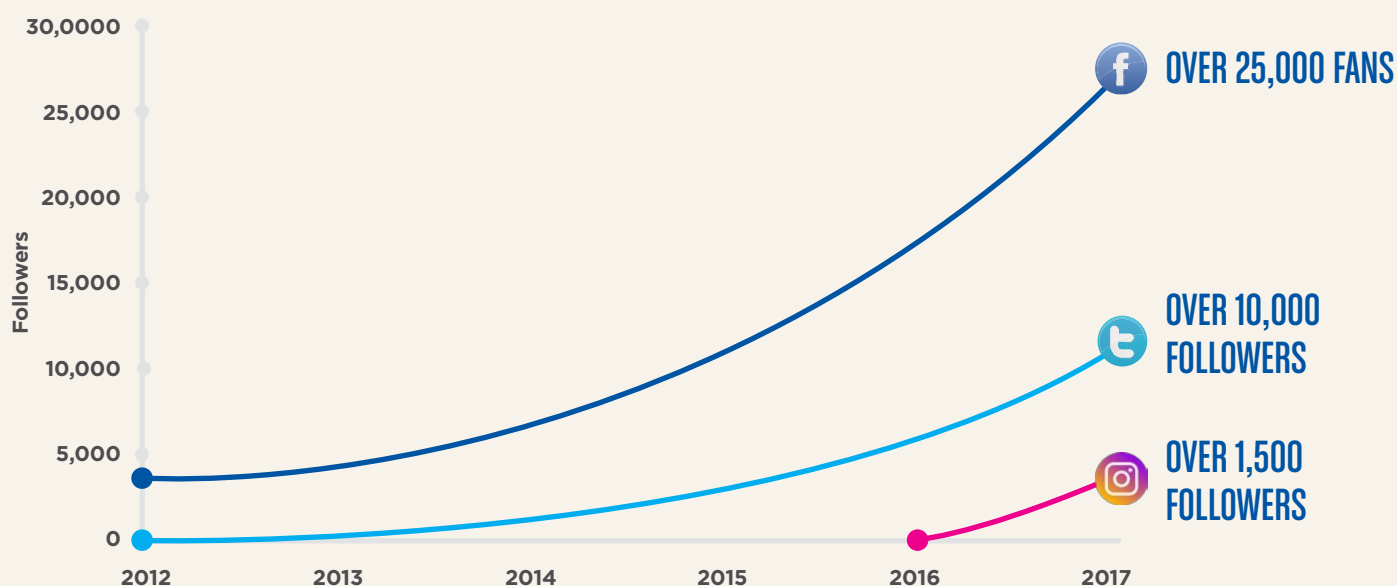
CLICK THROUGH RATE **0.07%***  COST PER CLICK **¥100***

* Estimated

VISITOR DEMOGRAPHICS



SOCIAL MEDIA



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RATE CARD (EFFECTIVE FROM JANUARY 2017)

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



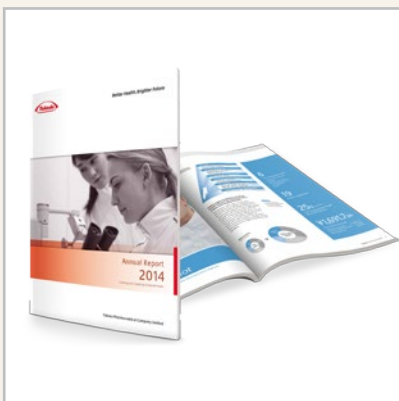
MAJOR ADVERTISER & PARTNERS



TAGHeuer
SWISS AVANT-GARDE SINCE 1860



Reebok



GYMBOREE **play & music**



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Building Shared Perspectives

