



ENGAWA

Building Shared Perspectives



ENGAWA

BUILDING SHARED PERSPECTIVES

The continual increase in foreign visitors in recent years has brought about the need for multilingual marketing tools. In addition, as a nation with a decreasing birthrate and aging population, the advancement into global markets is of vital importance for Japanese businesses.

ENGAWA's mission is to stand by our clients as a global communication partner and to connect Japan and the world. We are here to build tools essential for foreign-targeted marketing and inbound tourism strategies, represented through the unique and trusted views of our talented marketers, editors, and creators – all foreign residents of Japan.

SOLUTIONS



TOKYO WEEKENDER

Founded in 1970, Tokyo Weekender has been the cornerstone of expat life for over four decades. Today, it is published as a monthly print and digital magazine.



SOCIAL MEDIA

Our ever-growing social media channels include Facebook, Twitter, Instagram, Pinterest, and YouTube, helping to add value to your advertisement.



WEB

Our recently renewed website continues to attract more readers with plenty of lifestyle content, and offers even more opportunities for promotion.



KOL

The current buzz term amongst marketers and advertisers, Key Opinion Leaders can help position your company through direct public engagement.

TOKYO WEEKENDER

JAPAN'S NUMBER ONE ENGLISH LANGUAGE MAGAZINE

Established in 1970, Tokyo Weekender is the longest-running English-language lifestyle magazine and website in Japan. As a major source of reliable information about living or visiting Tokyo, we have gained the support and trust of the foreign resident community as well as of tourists visiting Japan.

Tokyo Weekender can be found at venues around the city including embassies, residences, luxury hotels, cafés, restaurants, tourist info centers and more – all hotspots for influential foreigners in Japan.

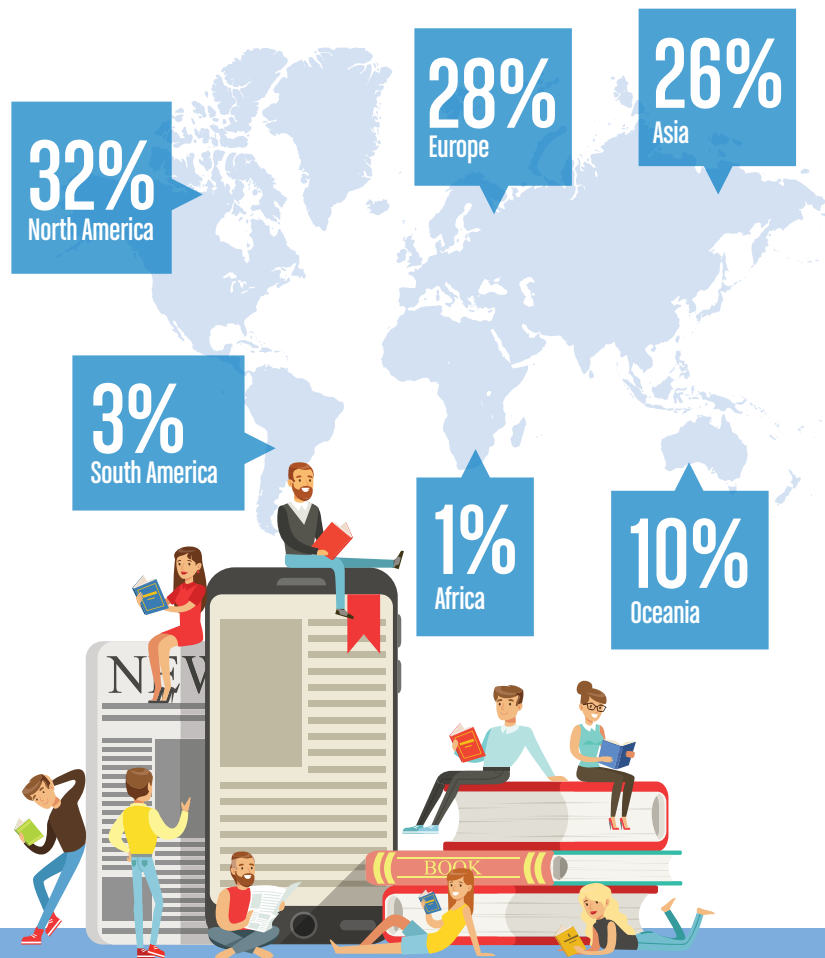
Responding to the inbound tourism trend, which is expanding our audience abroad via social media and the web, Tokyo Weekender is now also available at Haneda and Narita airports.



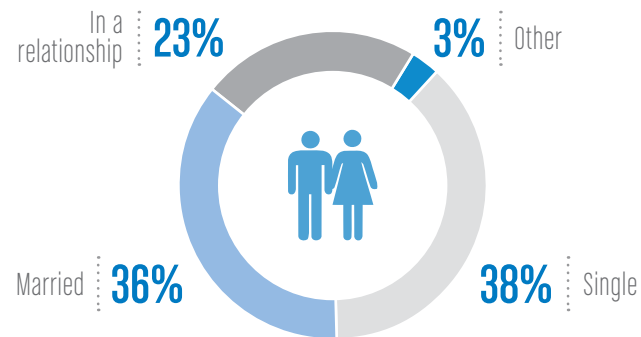
TOKYO WEEKENDER

READER DEMOGRAPHICS

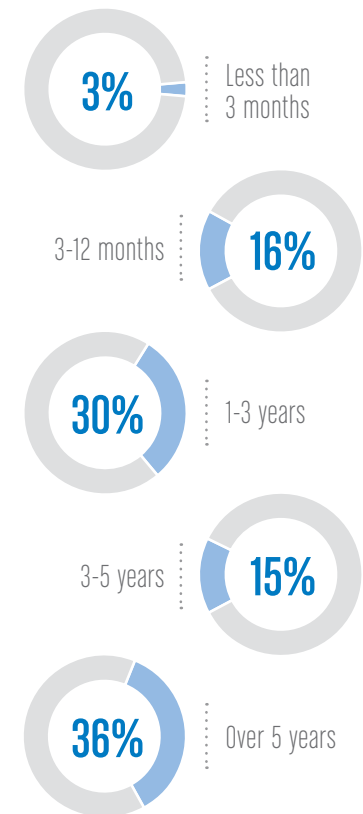
NATIONALITY



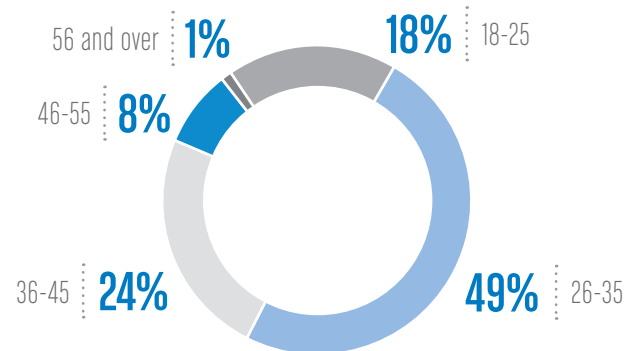
MARITAL STATUS



LENGTH OF TIME IN JAPAN



AGE



TOKYO WEEKENDER

READER DEMOGRAPHICS

HOUSING STATUS



63%
Renters



Home
owners **7%**



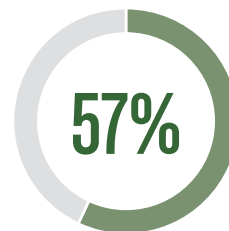
17%
Company Apartment

13%

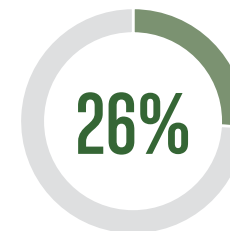


Others

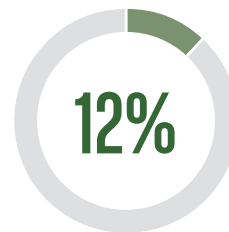
AVERAGE RENT



Under ¥100,000
a month



¥100,000 - ¥200,000
a month



¥200,000 - ¥500,000
a month



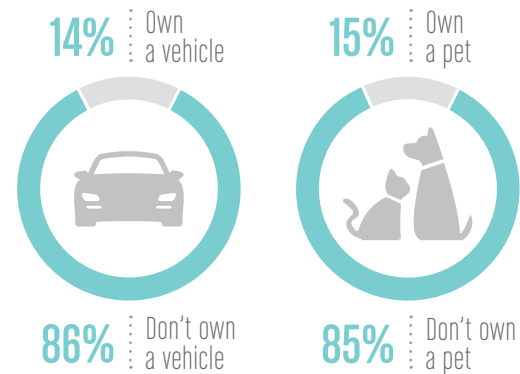
¥500,000 plus



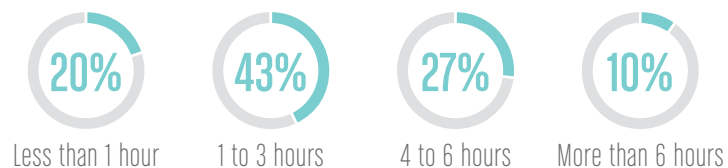
TOKYO WEEKENDER

READER DEMOGRAPHICS

VEHICLE & PET OWNERSHIP



TIME SPENT EXERCISING A WEEK

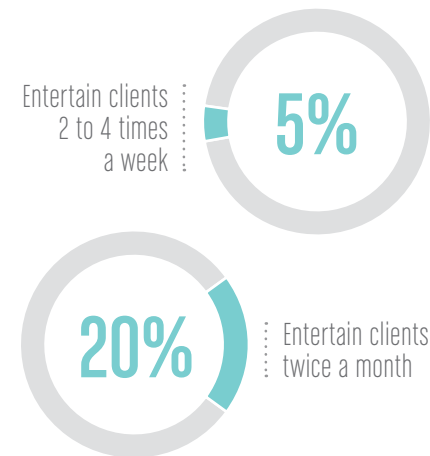


RESTAURANTS & BARS

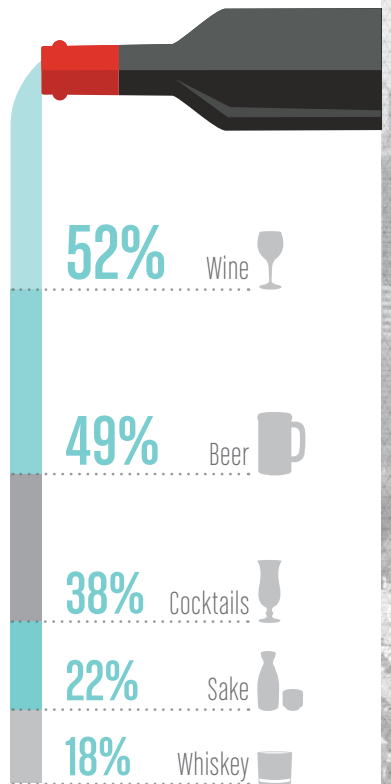


58% of our readers go out with family & friends 2 to 4 times a month

ENTERTAINING CLIENTS



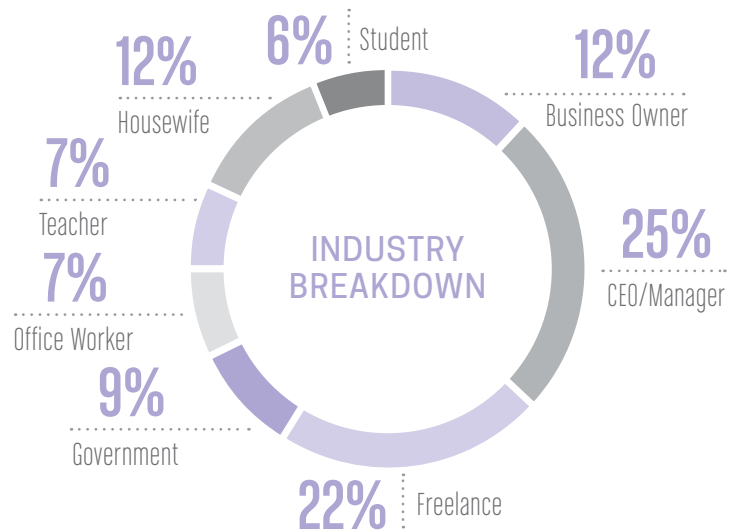
41% like to drink alcohol 2 to 3 times a week



TOKYO WEEKENDER

READER DEMOGRAPHICS

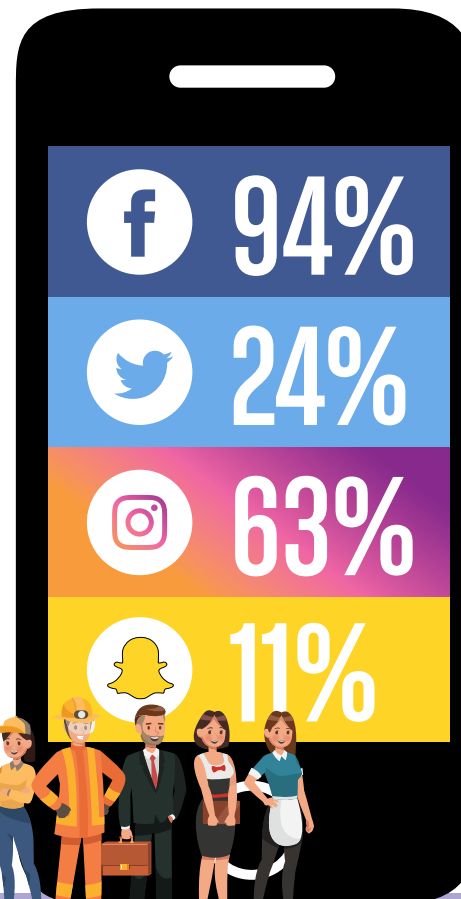
EMPLOYMENT



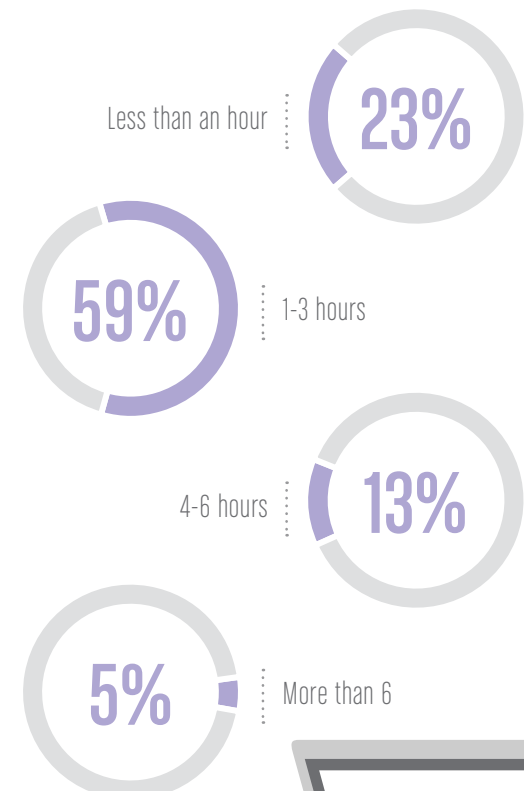
SENIORITY LEVEL



SOCIAL MEDIA USAGE



TIME SPENT ON SOCIAL MEDIA PER WEEK

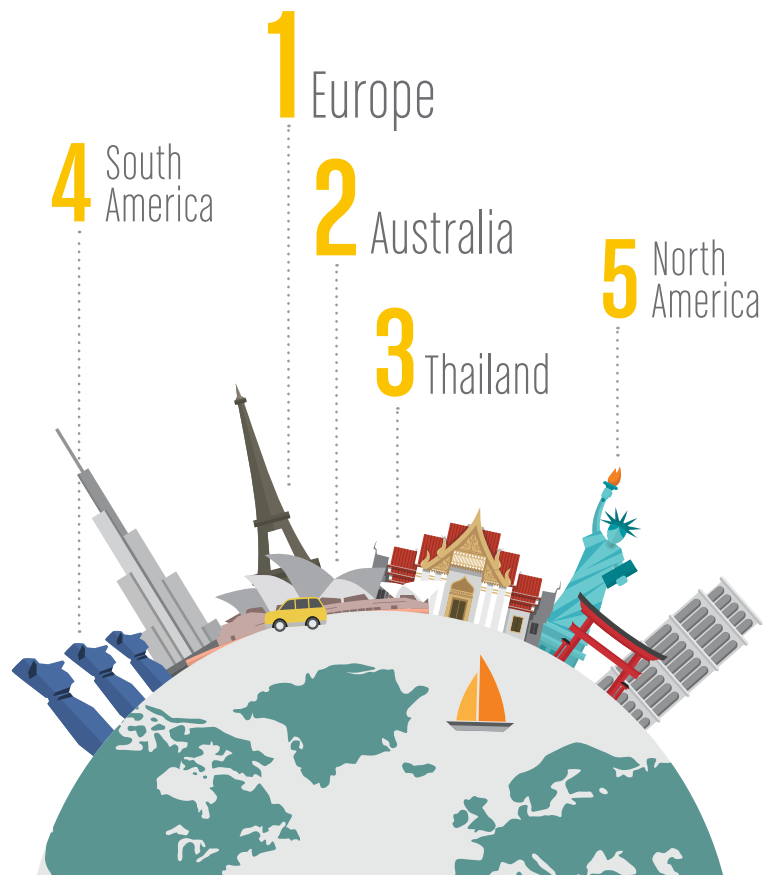


TOKYO WEEKENDER

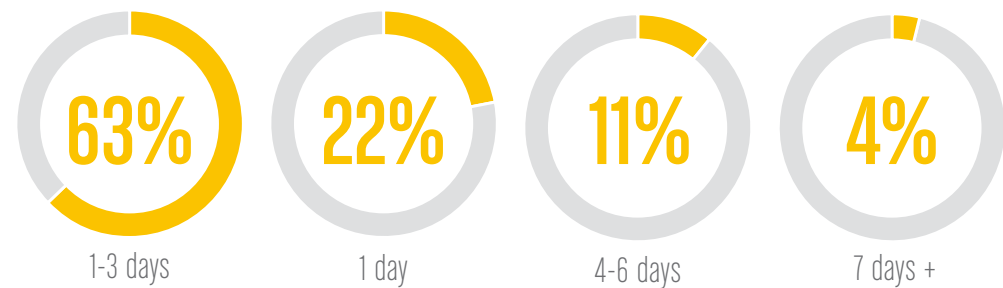
READER DEMOGRAPHICS

TRAVEL

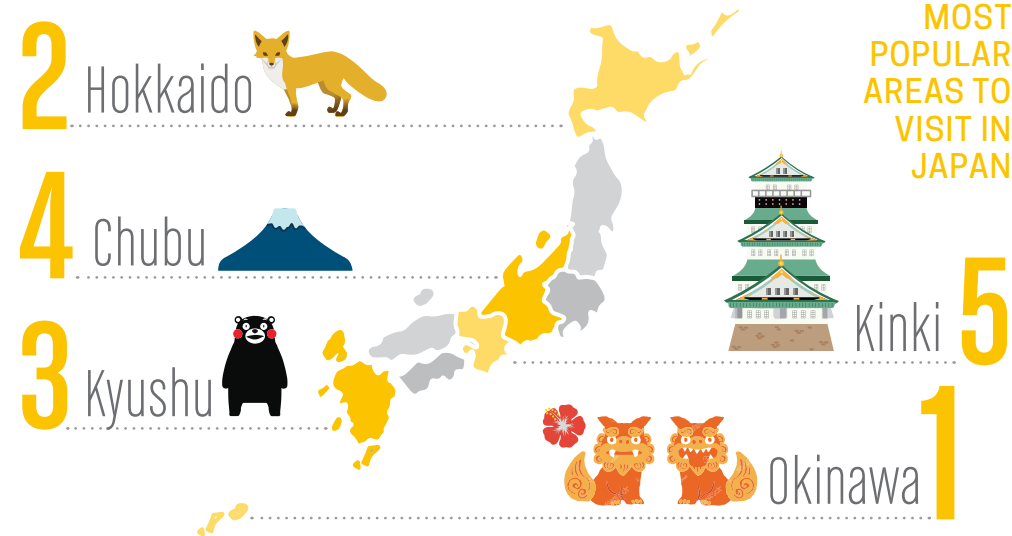
MOST DESIRABLE OVERSEAS PLACE TO VISIT



AVERAGE LENGTH OF HOLIDAY IN JAPAN



MOST POPULAR AREAS TO VISIT IN JAPAN



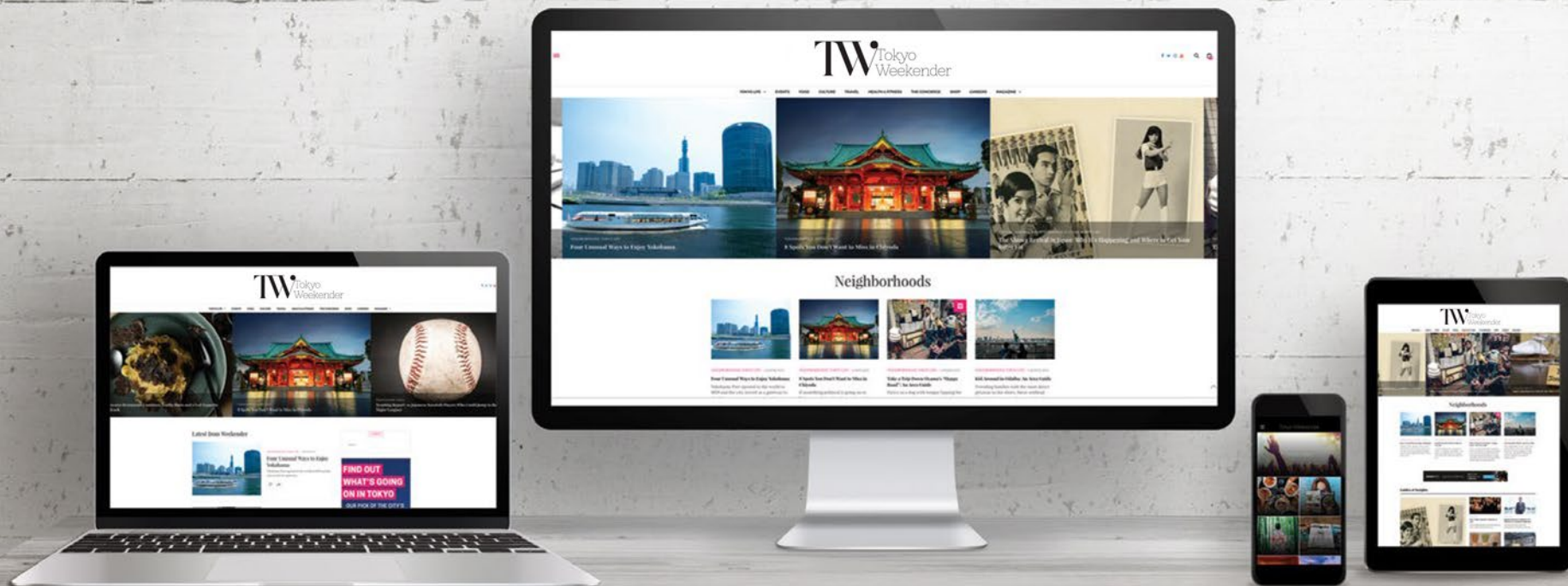


RATE CARD

TOKYO WEEKENDER MAGAZINE

Ad Size	Dimensions	1 Insertion (price per issue)*
Cover Special (Front cover + 3 pages)	Multiple Pages	¥2,000,000
Double Front Spread	420mm x 297mm	¥1,000,000
Double Page Spread	420mm x 297mm	¥700,000
Back Cover	210mm x 297mm	¥500,000
Inside Back Cover	210mm x 297mm	¥450,000
Full Page	210mm x 297mm	¥400,000
1/2 Page Horizontal	183mm x 132mm	¥250,000
1/2 Page Vertical	90mm x 265mm	¥250,000

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



WEBSITE



205,000

PAGE VIEWS PER MONTH

Tokyo Weekender's website is updated daily with new content under the main pillars of Food, Travel, Tokyo Life, Culture, Health & Fitness, and Events. We offer plenty of lifestyle content including guides to life and travel in Japan as well as tips on where to eat, shop, play, sleep, and more. Our Concierge section provides a hotlist of some of our favorite venues around town, and our recently added Experiences section includes links for ticket bookings and discount offers. We also delve into deeper topics, with interviews and opinion pieces that highlight more serious issues, ensuring our content is well-rounded and appealing to both foreign residents and tourists.



RATE CARD

TOKYO WEEKENDER WEBSITE

Ad Type	Dimensions/Word Count	Details	Price
Web Banner Basic	300 x 250px	Artwork to be supplied by client in .jpg, gif or. png format* - Advert displayed on Homepage	¥150,000
Web Banner Basic	720 x 80px	Artwork to be supplied by client in .jpg, gif or. png format* Advert displayed on: - Homepage - Homepage and Article pages - Homepage, Article and Section pages	¥150,000 ¥180,000 ¥200,000
Sponsored Web Article	1000 words max. Plus 1 image	Copy and artwork to be supplied by client	¥300,000
“Concierge” Listing	200 words max. Plus 1 image	Copy and artwork to be supplied by client	¥100,000
Event Listing	200 words max. Plus 1 image	Copy and artwork to be supplied by client	¥50,000
SNS Sponsored Post	150 words max. Plus 1 image	Shared on official Tokyo Weekender Facebook, Twitter & Instagram platforms	¥150,000

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SOCIAL MEDIA

BUILDING THE TOKYO WEEKENDER COMMUNITY

We are here for marketers who are having trouble with multilingual management of social media, or are worried about their account's stagnating number of followers. Our bilingual team is dedicated to finding the best way to approach non-Japanese customers.

Not only do we manage various platforms such as Facebook, Instagram, Twitter, Weibo, and WeChat, we also work with KOL (Key Opinion Leaders), a source of great influence in China, to efficiently market clients' products and services



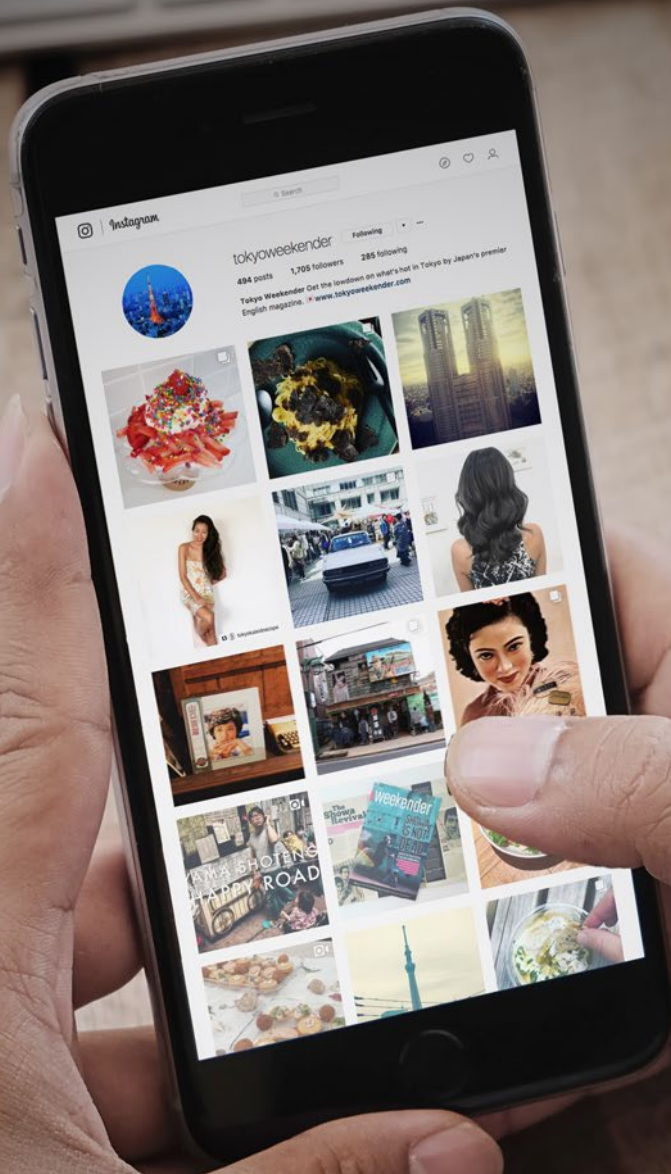
135,000+
FOLLOWERS



13,000+
FOLLOWERS



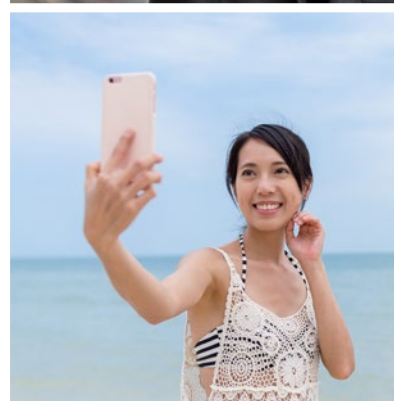
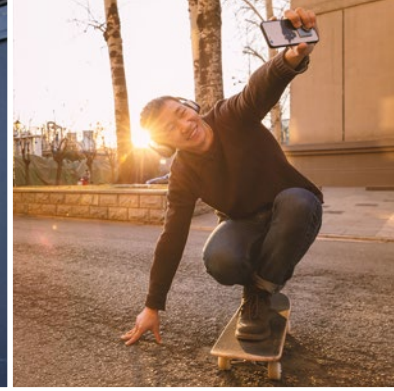
3,500+
FOLLOWERS



KOLs

THE NEW INFLUENCERS

As social media and online blogging increasingly become valuable marketing and advertising tools, so Key Opinion Leaders (KOLs) are increasingly being looked towards for brand and service promotion. We work with KOLs from around the world to help you spread awareness of your company in different countries. Some of the most popular methods we employ include live streaming on Weibo, which has the potential of reaching millions of viewers during one session, and video creation. To keep up with changing times and younger audiences, KOLs are one of the most important aspects of your current and future overall marketing strategy.





INSIDER'S CLUB

REACH 2,000 EXCLUSIVE CLUB MEMBERS

Tokyo Weekender's Insider's Club is a private member's-only group that was launched to further build our community and to offer a way for us and our clients to engage directly with a core group of readers. We currently have more than 1,000 members, and aim to increase our membership on a continuous basis. Members receive a monthly newsletter from Tokyo Weekender including special invites to events, discounts and tickets to shows and exhibitions, and a roundup of our latest featured content from our magazine and website. As an additional tool for your marketing strategy, the Insider's Club is an ideal way to talk directly to our readers.



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