

# the japan times

## DIGITAL MEDIA GUIDE

2017 ver.2-1



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Contents with high credibility based on its 120-year history.

One of the largest English news website in Japan visited by people in more than 200 countries



The website of The Japan Times has long been the go-to source online for content about Japan, including news, commentary, features and sports, releasing about 80 articles a day.

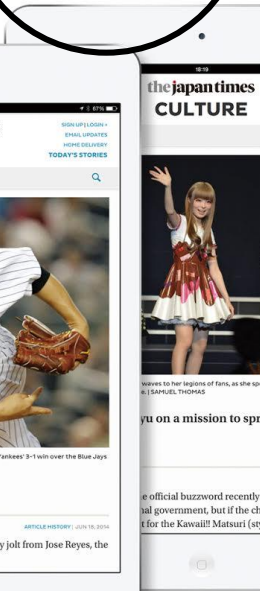
The website meets the needs of today's mobile and tablet users. The Japan Times has greatly broadened its reach by developing a site that automatically customizes its look and size according to users' screens, be it a smartphone, tablet or desktop computer. Anywhere, anytime, The Japan Times is always nearby, available on any device. Articles are archived almost permanently.\*With strong followings on Twitter, Facebook and other social media platforms, The Japan Times website also has an unrivaled online reach in the realm of English-language media on Japan.

※Some articles are not archived.

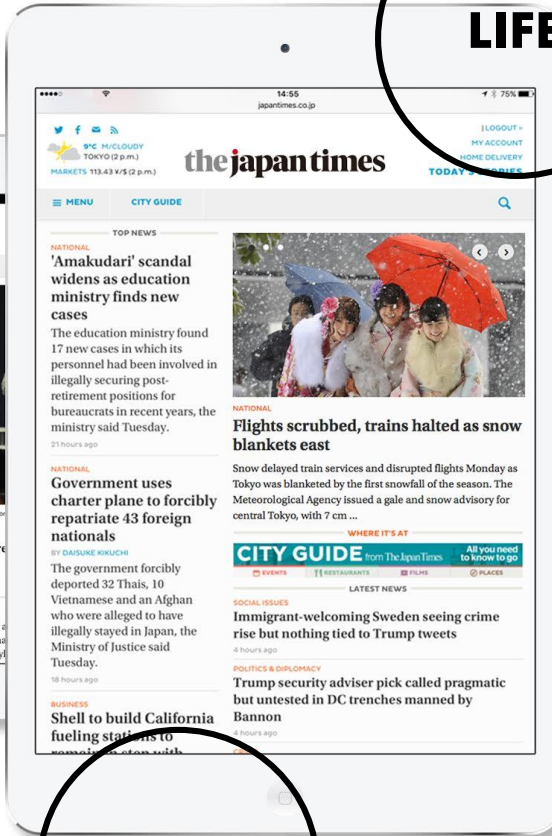
NEWS



CULTURE



LIFE



SPORTS



COMMUNITY

OPINION

High percentage of readers are global, well-educated businesspeople who are high-income earners

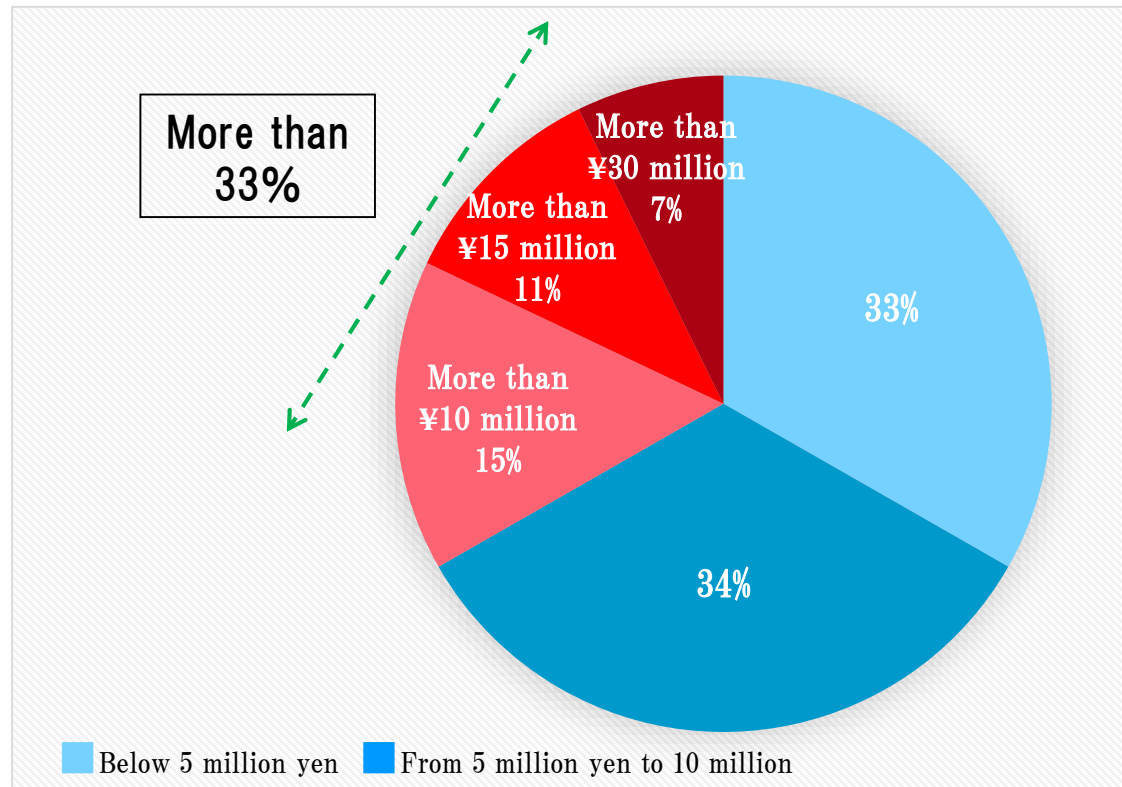
Annual income more than 30 percent earn ¥10 million or more a year

Monthly PV:

8,000,000 PV

Monthly UU:

2,900,000 人

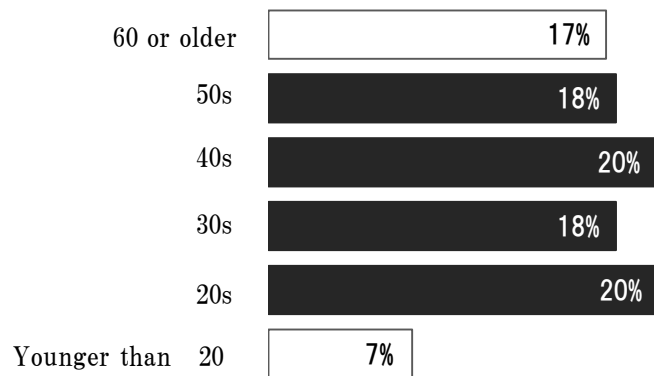


※Membership data, March 2016

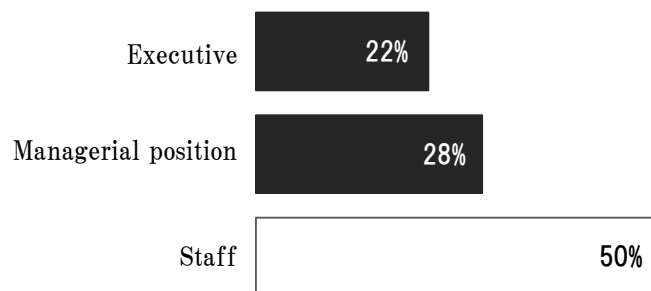
67% / 33%  
male / female

Over 84%  
College grads or higher-education holders

**Age** Working-age people, big spenders, are majority.



**Title** 50% are board members, managers



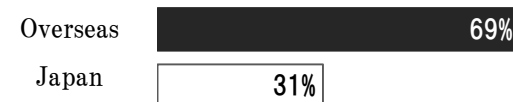
**Nationality**

60 percent are foreigners



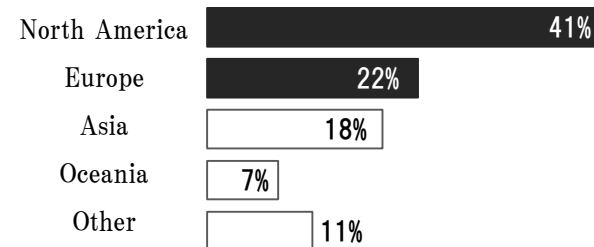
**Residence**

70% live overseas



**Nationality (non-Japanese only)**

60% are Americans, Europeans



※Membership data, March 2016

602K +



242K +



2,205



23,8K



30,614

※The Japan Times / The Japan Times ST combined



※as of April 2017

The Japan Times website used by many business leaders



sex: male

age: 50s

title: board member

residence: Japan

language: English

annual income: more than ¥30 million



sex: female

age: 20s

title: employee

residence: Japan

language: English

annual income: ¥10 million to ¥15 million



sex: female

age: 40s

title: board member

residence: overseas

language: English

annual income: ¥10 million to ¥15 million



sex: male

age: 30s

title: manager

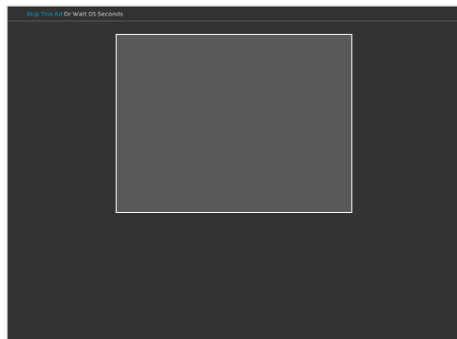
residence: Japan

language: Japanese

annual income: ¥5 million to ¥10 million

# Advertising menu

## Top impact

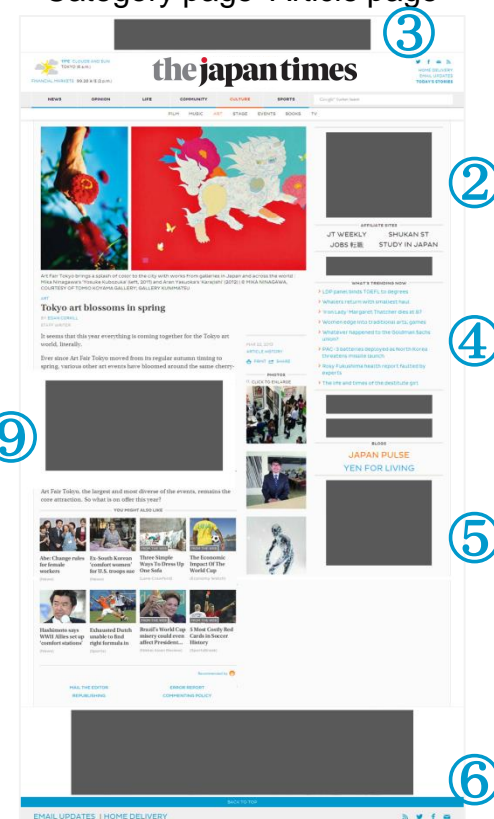


※After appearing for seven seconds, top page will appear.

## Top page



## Category page • Article page



## Advertising rate

Menu	How it appears	Page	Duration	Guaranteed/Estimated	Impression • View	Rate (before tax)	Quantity
① Top impact+Top rectangle	Paste	Top page	-	Guaranteed	200,000imp + 150,000imp	¥700,000	1
② Rectangle	Rotation	All pages	-	Guaranteed	450,000imp	¥600,000	2
Leader board	Rotation	All pages	-	Guaranteed	500,000imp	¥600,000	2
③ Leader board, area targeting overseas	Rotation	All pages	-	Guaranteed	500,000imp	¥750,000	1
Leader board, area targeting in Japan	Rotation	All pages	-	Guaranteed	400,000imp	¥600,000	1
④ Small banner	Paste	All pages	4 weeks	Estimated	2,000,000imp	¥300,000	3
⑤ Second rectangle	Paste	All pages	4 weeks	Estimated	2,000,000imp	¥300,000	1
⑥ Bottom billboard	Paste	All pages	4 weeks	Estimated	2,000,000imp	¥300,000	1
⑦ Top first text	Paste	Top page	4 weeks	Estimated	600,000imp	¥300,000	1
⑧ Top second text	Paste	Top page	4 weeks	Estimated	600,000imp	¥250,000	1
⑨ In-Read video	15 to 30 seconds	Article page	-	Guaranteed	150,000view	¥750,000	1

## Advertising regulations

	Size (width×height)	File size	Looping limit	Remarks
Top impact	640×480	20KB (gif•jpg)	-	Frequency control (once every 48 hours per user)
Rectangle	300×250	20KB (gif•jpg)	Twice, within 15 seconds	
Second rectangle	300×250	20KB (gif•jpg)	Impossible	
Leader board	728×90	20KB (gif•jpg)	Twice, within 15 seconds	
Small banner	300×55	20KB (gif•jpg)	Impossible	
Bottom billboard	970×250 (970×90, 728×90)	40KB (gif•jpg)	Impossible	
Top first text	80 letters	Text	-	
Top second text				
In-Read video	640×360	4MB (mp4•flv)	Impossible	Frequency control (once every 12 hours per user)



Reach all smartphone users browsing our site with an ad that is displayed on every page.

- Menu : smartphone banner
- Guaranteed imp : 1,000,000 imp (total placements)
- Duration : about two weeks
- Page : all pages
- Place : three places, top, middle and bottom of all pages
- Quantity : 2

**¥400,000**  
\* before tax

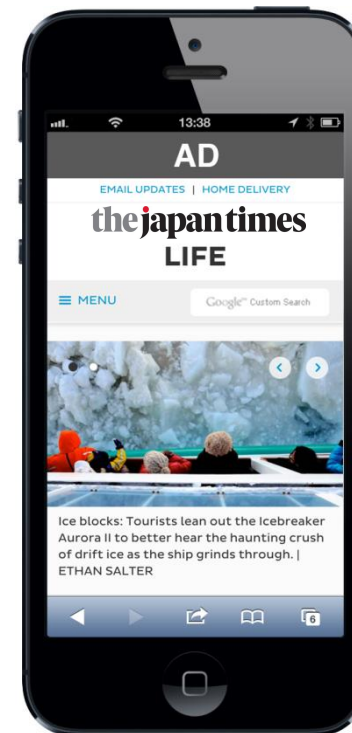
Ad specs

Size (width×height)	siize	loop
320×50	10KB (gif•jpg)	impossible

Top page



Category page • Article page



※The above image shows banners on top, but they also appear in the middle and bottom. For more information, ask our salespeople.

The Japan Times promotes your products/services with global view.

Our editorial staff does their own reporting directly, and thus we can make effective promotions.

- **menu** Article tie-up

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- **rate** ¥1,500,000 (gross rate • before tax)

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- **duration** 4 weeks

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- **place (PC/SP)** Top page inside Special Supplements  
The Japan Times official Facebook and Twitter  
Text in email newsletters for members

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- **timing of release** Anytime on weekdays, noon, others

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- **deadline for application** 17:00, 20 business days before

- ※The article must have credit such as “presented by” and “publicity.”
- ※We charge for interviews requiring travels.
- ※We may charge for creating movies and other irregular works.
- ※We charge for second usage of contents.
- ※Contents will be archived.
- ※The timing of release may not be exact.
- ※We reserve the right to decline the tie-up, depending on contents and other conditions.

Page image



Facebook  
Twitter



Appearing on PC•SP



Introducing various areas in Japan. Popular content in The Japan Times.



【Facebook】



**JAPAN SHOWCASE | NAGANO PREFECTURE**  
**Rich world of traditional crafts in Nagano prefecture**  
 APRIL 21 2016

Nagano Prefecture, located in the center of Japan, has so much to offer – ski resorts in the mountains, traditional ryokan, Japanese inns, onsen hot springs, snow monkeys and many more attractions.

Japanese craftsmanship is one draw as there are many industrial arts and crafts, with long histories and skills passed down from generation to generation.

Visiting a world, traditional handmade paper, atelier and a Buddhist altar shop provides a deeper understanding of how the climate of the area influenced the development of Nagano's arts and crafts. The Mizuhiki Museum demonstrated that traditional Japanese crafts are gaining more international attention. The amazing collection of clay dolls at the Japan Clay Doll Museum showed that dolls are closely connected to local events, and the daily lives of people all over Japan.

**Uchiyama gami papermaking**

Washi is made from kouzo all-natural mulberry bark fiber without mixing in wood pulp. Because the fibers of mulberry bark are longer than those of wood pulp, washi is stronger than today's common paper made from wood pulp. Additionally, people love washi for its delicate texture and smoothness.

Uchiyama-gami, the washi made in the northern Nagano city of Iiyama, is particularly renowned for its durability, breathability, as well as heat retention and color fastness. One of Iiyama's traditional industrial arts and crafts, the techniques for making uchiyama-gami have been passed down for more than 400 years. A craftsman who learned the skill of papermaking in Mino, Gifu Prefecture brought papermaking to Iiyama. He took advantage of the cold winters and heavy snow in the area, creating the snow-bleaching process called *yuki zensaki*, which involves spreading kouzo across snow banks to dry in the sun. This process gives the paper a distinctive white color and higher durability, as well as allowing it to stay white through prolonged exposure to sunlight. The craftsmen who make uchiyama-gami also know certain tricks to create an even and smooth finish. High-quality uchiyama-gami is traditionally used for shoji, Japanese sliding doors made of paper and wood, and other paper products.

Visitors can find postcards, name cards, notebooks and lampshades made with uchiyama-gami at souvenir shops in the area. NATURA, the Kengo Kuma-designed Iiyama Cultural Center that opened in January, has a small hall that uses uchiyama-gami as wallpaper.

There are some washi makers that offer opportunities for visitors to try making uchiyama-gami of their own. The process involves scooping pulp liquid from a trough into a flat sifter, then letting the water run out to create a thin, even layer of mulberry paper fibers. The larger the paper, the more complicated the process, but small size sheets can be made fairly easily. Approximately 10 elementary schools in Iiyama maintain a tradition of having students receive their diplomas written on uchiyama-gami they made themselves as part of school curricula.

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View Large Map

Latest News

Leading-edge technology in the heart of the country

AD

Many shades made with uchiyama-gami

<JAPAN SHOWCASE>

<http://showcase.japantimes.co.jp/>



【Instagram】



The Japan Times can produce content in languages other than English.

※Please consult with our salespeople on prices and production schedules.

English

Japanese

<Qatar Friendship Fund>

<http://info.japantimes.co.jp/special/qatar-friendship-fund/>

We can create photo gallery as well.

Introduction of past banner ads on The Japan Times.

Some business categories enjoy more than 0.14 percent CTR.

■ Airlines/Transport/Tourism

• Emirates

- Delta
- Finnair
- Qantas
- JTB
- Club Tourism
- JR East Japan i-Stations

Rectangle  
CTR 0.14%

■ State/Local governments

• Tokyo Metropolitan Government

- Australia Defense Ministry
- Cabinet Office
- Bureau of Waterworks, Tokyo Metropolitan Government

Bottom  
CTR 0.14%

■ Education/Universities(The Japan Times ST)

- Josai University
- Dokkyo University

• Japan Visualmedia Translation Academy

- Shibuya Gaigo Gakuin

Leader Board  
CTR 0.23%

■ Hotel/Accommodations

• Wynn Palace

- Rosewood
- Tokyo American Club
- Pimalai Resort & Spa
- Airbnb

Mobile  
interstitial  
CTR 12.35%

Mobile banner  
CTR 0.16%

■ General/Consumer goods

- FERIA TOKYO
- Domino Pizza

• Simmons

Leader Board  
CTR 0.14%

■ Fashion/Entertainment/Broadcasting

• Burberry

- Noritake
- NHK

Rectangle  
CTR 0.14%

■ Finance/Trading

- Axa Direct Life
- Toyo Securities
- Sony Life Insurance

■ Electronics/Communications/Others

- Panasonic
- Mitsukoshi Isetan
- FedEx
- France-Japan Culture Center
- The Japan Foundation

### ① Deadline for submission, ad changes

Deadline for gif•jpg files and texts is noon five business days before. Deadline for flash•mp4 files is noon 10 business days before. Ad changes are acceptable every other week on business days only. Please submit a replacement ad before the deadline.

### ② Start of ad display, duration of ad display

Start of ad display is a weekday at noon. Time from then to midnight of the same day is the period of display–confirmation time. The Japan Times does not have to cover any losses during the period.

## Notes on placing ads

### ① The number of imp

More users visit website on weekdays. Thus, months with more Saturdays and Sundays tend to have lower impressions. Impressions in May, August, December and January tend to be low. We appreciate your understanding.

### ② Compensation

- In case impressions do not reach assumed imp, we will not reduce rates or provide compensation. We appreciate your understanding.
- In case of natural disasters, a big incident, server malfunction caused by illegal access from a third party or other cases for which we are not responsible, we will not provide compensation.
- In case ad display is suspended due to system maintenance and other events, we will notify advertisers in advance. We will not provide compensation.

### ③ User environment

Depending on user environments such as browser settings, firewalls and security software, ads may not appear properly. We appreciate your understanding.

### ④ Standards on ad auditing

In case an advertiser does not fit our standards after auditing the ad, we will turn down the ad application. We will also audit an ad and the website the ad is linked to. We will turn down ad applications if they do not comply with our standards. We appreciate your understanding.

## For more information

Email: [websales@japantimes.co.jp](mailto:websales@japantimes.co.jp)

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