

RATE CARD 2009

Product Ads

Rates are shown in US\$

Space / Frequency		1x	6x	12x	24x	36x	48x	72x	96x
Standard Size	Back Cover	6,000	5,700	5,580	5,400	5,340	5,280	5,160	5,040
	Front Cover	6,000	5,700	5,580	5,400	5,340	5,280	5,160	5,040
	Inside Front Cover	5,333	5,067	4,960	4,800	4,747	4,693	4,587	4,480
	Inside Back Cover	4,750	4,513	4,418	4,275	4,228	4,180	4,085	3,990
	4-Color Top Spread	10,267	9,959	9,548	9,240	9,137	9,035	8,829	8,624
	4-Color 1 Page	4,667	4,433	4,340	4,200	4,153	4,107	4,013	3,920
	4-Color 1/2 Page	3,333	3,167	3,100	3,000	2,967	2,933	2,867	2,800
	2-Color 1 Page (Cyan)	2,667	2,533	2,480	2,400	2,373	2,347	2,293	2,240
	2-Color 1/2 Page (Cyan)	2,000	1,900	1,860	1,800	1,780	1,760	1,720	1,680
	B&W 1 Page in Rear Section	2,000	1,900	1,860	1,800	1,780	1,760	1,720	1,680
Bleed Size	B&W 1/2 Page in Rear Section	1,333	1,267	1,240	1,200	1,187	1,173	1,147	1,120
	Back Cover	6,600	6,270	6,138	5,940	5,874	5,808	5,676	5,544
	Inside Front Cover	5,867	5,573	5,456	5,280	5,221	5,163	5,045	4,928
	Inside Back Cover	5,225	4,964	4,859	4,703	4,650	4,598	4,494	4,389
	4-Color Top Spread	11,294	10,955	10,503	10,164	10,051	9,939	9,712	9,486
	4-Color 1 Page	5,133	4,877	4,774	4,620	4,569	4,517	4,415	4,312
	2-Color 1 Page (Cyan)	2,933	2,787	2,728	2,640	2,611	2,581	2,523	2,464

Retailer / Shop Ads

Space / Frequency		1x	6x	12x	24x	36x	48x	72x	96x
Standard	B&W 1 Page in Rear Section	1,650	1,568	1,535	1,485	1,469	1,452	1,419	1,386
	B&W 1/2 Page in Rear Section	1,100	1,045	1,023	990	979	968	946	924
	Product Ad. Corner Top 1/3	833	No frequency discount						
	Dealer's Ad. Corner Top 1/3	833	No frequency discount						

Classified Ads

Space / Frequency		1x	6x	12x	24x	36x	48x	72x	96x
Standard	4-Color 1 Page	5,000	4,750	4,650	4,500	4,450	4,400	4,300	4,200
	2-Color 1 Page (Cyan)	3,000	2,850	2,790	2,700	2,670	2,640	2,580	2,520
	B&W 1 Page in Rear Section	2,333	2,216	2,170	2,100	2,076	2,053	2,006	1,960
	B&W 1/2 Page in Rear Section	1,500	1,425	1,395	1,350	1,335	1,320	1,290	1,260
Bleed	4-Color 1 Page	5,500	5,225	5,115	4,950	4,895	4,840	4,730	4,620
	2-Color 1 Page (Cyan)	3,300	3,135	3,069	2,970	2,937	2,904	2,838	2,772

Inserts

*No frequency discount

Postcard Size	6,000	B5, 1 sheet (2 pages)	10,833	B5, 4 sheet (8 pages)	11,667
Gatefold in three	9,167	B5, 2 sheet (4 pages)	10,833	B5, 6 sheet (12 pages)	12,500
				B5, 8 sheet (16 pages)	13,333

*Advertisements cannot be accepted for positions other than those listed.

*Advertising orders for periods longer than twelve months cannot be accepted.

*A charge of 10% will be added to all orders designating a specific page or position, with the exception of the inside front and back covers and the back cover.

*Recruitment copy cannot be included in product advertisements. If included, classified advertisement rates will be applied.

*Cancellation or exposure deferrals cannot be accepted after the published insertion order deadline.

*The publisher reserves the right to accept or reject any advertising at his sole discretion. When in doubt, please discuss advertising content in advance before submitting mechanical or film. Suitability of advertising is based on the Guidelines for Magazine Advertising published by the Japan Magazine Advertising Council. Advertising content is the sole responsibility for verification of the claims made in any

advertisement.

*The publisher does not accept liability for damages, invasion of privacy, copy right infringement or any other claims whatsoever resulting from advertising carried.

*As a general rule, all advertising orders should be prepaid.

*Advertising rates may be changed without notice. Please consult with the publisher before placing orders.

*Frequency discounts are only applicable when the same advertising agency books space for the same client company. Frequency discounts only apply for a contracted period of twelve calendar months following the first advertising exposure. Note that frequency discounts do not apply to insert advertisements.

*Frequency discounts apply to pages exposed. Full spread advertisements are counted as two pages and multi-page advertisements as the actual number of pages carried.

*Advertising rates are applied as shown. For example, five exposures would be billed at the once-only rate and eleven exposures at the six-times rate.

When the number of exposures within the contract period exceeds that initially booked, the publisher will refund the difference between the initial advertising rate and that higher frequency discount rate, if applicable, on all advertising exposed within that said period at the end of that period. Conversely, when the initially booked number of exposures is greater than that actually run during the contracted period and the higher frequency discount rate has been applied from the outset, the publisher will invoice the client for the difference in rates between that booked and that applicable to the number of exposures actually run during the said period.

*The publisher considers the corporate name carried in the Index of Advertisers to be the advertiser's name. Accordingly, the corporate name of the advertiser should be prominently displayed in all advertising copy.

*Advertising rates do not include any material costs. Please consult your advertising agency regarding production.

Advertising Time Schedule 2009

Issue	On Sale	Insertion Order	Material Due
²⁰⁰⁹ JAN	10-Dec-08	29-Oct-08	6-Nov-08
FEB	10-Jan-08	20-Nov	28-Nov
MAR	10-Feb	25-Dec	8-Jan-08
APR	10-Mar	29-Jan-08	5-Feb
MAY	10-Apr	2-Mar	9-Mar
JUN	9-May	26-Mar	2-Apr
JUL	10-Jun	28-Apr	8-May
AUG	10-Jul	2-Jun	9-Jun
SEP	10-Aug	30-Jun	8-Jul
OCT	10-Sep	31-Jul	7-Aug
NOV	10-Oct	28-Aug	4-Sep
DEC	10-Nov	30-Sep	7-Oct

Ad Sizes

Size	Standard (H) mm X (W) mm	Bleed (H) mm X (W) mm
2-page Spread	230 x 340	257 x 364
1 page	230 x 160	257 x 182
1/2 page 1	110 x 160	Not available
Postcard insert	150 x 100	150 x 100

■ For More Information, Please Contact:

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