



# 2020 MEDIA GUIDE

**NYジャピオン™**  
WEEKLY NY JAPION

NYジャピオンは、「アメリカ生活をもっと楽しくアクティブにする生活情報紙」として、ニューヨークトライステイトエリア、ボストンエリア、ワシントンDCエリアの在住邦人および日本からの短期滞在者に向けて2001年4月より発行しています。実用的で生活に役立つ情報を求める読者にも、また性別、世代を問わず多くの読者の目に触れ確実な広告効果を期待するクライアントにとっても、もっとも信頼される日本語媒体を目指しています。読者のアクションを促す編集記事と最大配布・最多設置数を確保した広告訴求効果の高いNYジャピオンを、御社のPR活動にどうぞご利用ください。

NY Japion has been delivering fun and useful information for the Japanese community and visitors from Japan in the NY tri-state area, Boston area and Washington DC area since April 2001. Our mission is to be the most reliable Japanese publication that caters to the readers' needs as well as businesses that seek to market products and services to a broad range of Japanese consumers. With our vast editorial coverage and large distribution in the NY tri-state area, Boston area and Washington DC area, NY Japion offers a highly effective marketing opportunity for your business.

## TREND POT NY, LLC

40 Exchange Pl., Suite 1902, New York, NY 10005  
TEL: 1-800-535-6863 (From NYC: 212-431-9970)  
info@trendpot.com www.ejapion.com

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Topics section	Latest headlines billboard
Community	Community and Club activities
Local Area	Stories about Brooklyn
Education	Column: Child raising in Global Era
Legal and accounting information	Practical legal and accounting tips
Business	Business Colum by Bestseller, Entrepreneur Interview
Restaurant review	Restaurant and food information
Beauty section	Cosmetic stories
Health and medical information	Medical advice and health tips
Classified	Job, business, event
Sports & Entertainment	Articles from Daily Sports

## Circulation

NYジャピオンは毎週金曜日発行です。ニューヨークトライステイトエリア、ボストンエリア、ワシントンDC近郊に約300ヶ所に無料店頭設置しております。東海岸の日系コミュニティ紙では最大級の配達網で、確実に読者にお届けします。

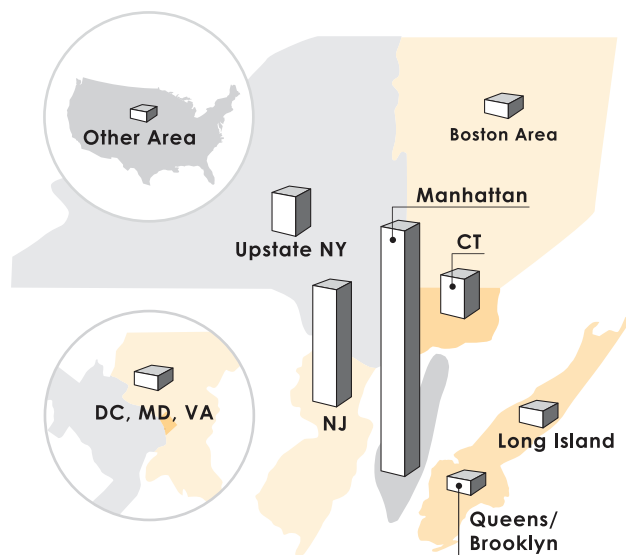
<b>発行部数</b>	22,000部/週
<b>発行</b>	週刊(毎週金曜日発行) 年間48週発行
<b>仕様</b>	タブロイド版(11"×17") 36~64ページ/全ページカラー
<b>配布方法</b>	無料店頭設置(約300店舗)、 無料オフィス配布(約200社)、有料購読
<b>読者層</b>	駐在員、会社員、およびご家族、自営、自由業、学生

NY Japion is a weekly free Japanese publication delivering latest on time information. It has the largest distribution and largest number of readers. This is the perfect media outlet for marketing activities targeting Japanese residents and short-staying Japanese in the Tri-State area (NY, NJ, CT), Boston area and Washington DC area.

<b>Circulation</b>	22000 copies/week
<b>Number of issues</b>	Weekly (every Friday), 48 issues/year
<b>Publication style</b>	Tabloid (11" x 17"), 36 to 64 pages, all fullcolor printings
<b>Distribution</b>	Free distribution at stores (300 stores), free distribution through commercial facilities (Japanese video rentals, Japanese food delivery service, etc.), and paid subscription
<b>Reader demography</b>	Japanese expatriate businessmen, business professionals and their families, independent business owners, freelancers, and students

## Circulation of Area

Area	# of locations	Type of distribution locations
<b>Circulation</b>	<b>22,000</b>	<b>300</b>
Manhattan	11,000	166
Long Island	1,000	16
Queens/Brooklyn	1,000	13
New Jersey	5,000	53
Upstate NY, CT	1,500	33
Boston Area	1,500	33
DC, MD, VA	1,000	15
Amount per week/ Current Circulation Effective April, 2017		
		Restaurants 49%
		Bakery, Café 2%
		Doctor's offices 5%
		Grocery stores 12%
		Book Stores 1%
		Offices 7%
		Renal Video Stores 1%
		School 8%
		Others 15%



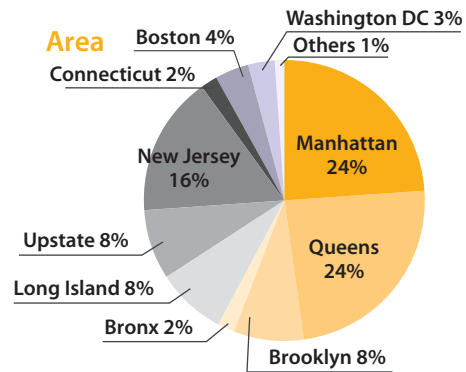
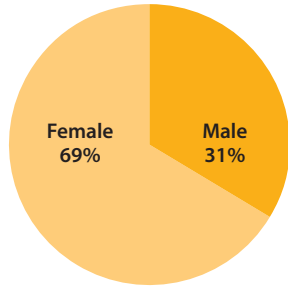
## Issuing Schedule

広告お申し込み締切は発行日より9日前(水曜日12:00PM)  
 広告入稿締め切りは発行日より8日前(木曜日12:00PM)です。

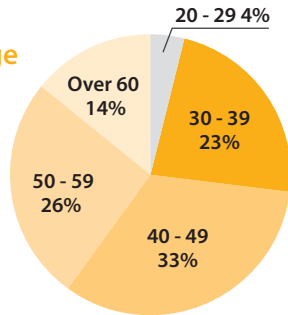
Order deadline is 9 days before the issue date. (12:00pm on Wednesday)  
 Submission of artwork deadline is 8 days before the issue date. (12:00pm on Thursday)

# Reader Profile (From the reader survey conducted in 2016)

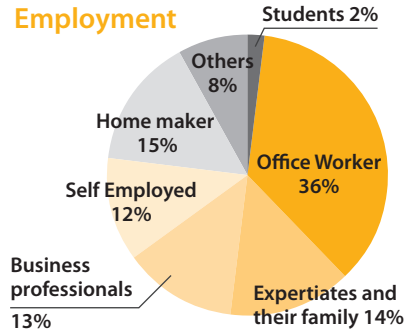
**Gender**



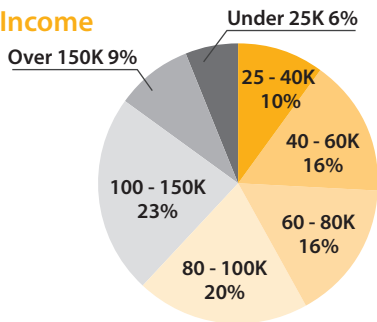
**Age**



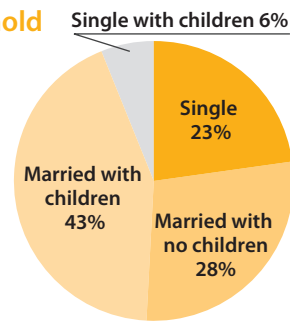
**Employment**



**Income**

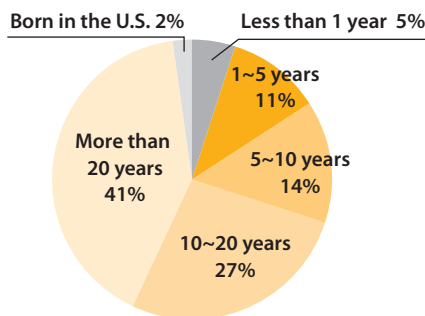


**Household size**

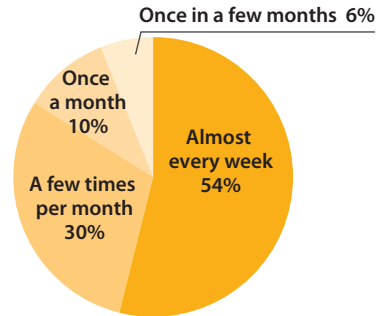


■ More than 80% of readers are 30's - 50's. ■ Average annual income is over \$70k or more. Nearly 50% of readers are married with children. These facts indicate many readers have purchasing capacity.

**Number of years living in the U.S.**



**How often do you read NY Japion?**



■ More than 70% of readers are long-term residents of 5 years or more. ■ More than 80% of our readers read NY Japion at least 2 times a month, and utilize the advertisements in NY Japion for their dining, shopping and leisure activities.

## Advertising Rate (Display Ads)

Ad type	Size	Width x Height (W x H)		Price (color)	Production Fee (color)
		W x H (mm)	W x H (inch)		
P2	Full 2p	518 x 404	20.39" x 15.90"	\$3,200	\$1000
Back page	Full	252 x 404	9.92" x 15.90"	\$2,600	\$500
Cover 2, 3	Full	252 x 404	9.92" x 15.90"	\$2,400	\$500
Full	Full	252 x 404	9.92" x 15.90"	\$2,100	\$500
E(vertical)	1/2	124 x 381	4.88" x 15.00"	\$1,050	\$400
E(horizontal)	1/2	252 x 188	9.92" x 7.40"	\$1,050	\$400
D2	1/3	252 x 150	9.92" x 5.90"	\$750	\$300
D(vertical)	1/4	124 x 188	4.88" x 7.40"	\$625	\$300
D(horizontal)	1/4	252 x 111	9.92" x 4.37"	\$625	\$300
C(vertical)	1/5	124 x 150	4.88" x 5.90"	\$500	\$200
C(horizontal)	1/5	252 x 72	9.92" x 2.83"	\$500	\$200
B2	1/8	124 x 111	4.88" x 4.37"	\$375	\$200
B1	1/10	124 x 72	4.88" x 2.83"	\$300	\$150
LA	1/10	252 x 34	9.92" x 1.34"	\$300	\$150
A(vertical)	1/20	60 x 72	2.36" x 2.83"	\$160	\$80
A(horizontal)	1/20	124 x 34	4.88" x 1.34"	\$160	\$80
SA	1/40	60 x 34	2.36" x 1.34"	\$100	\$80

**Front Cover Page Ad Space:** A (1/20) \$180, B1 (1/10) \$360, Must head1 \$500  
(Minimum contract term is one year. No discount rates are available for the above space.)

### Insertion Advertisement

20¢ per copy (letter size sheet), Minimum quantity of 5,000 and up to 20,000 copies.

## Dimensions

●Full 9.92" x 15.90" \$1600(B/W) \$2100(4C)	●A(v) 2.36" x 2.83" \$160(4C)	●SA 2.36" x 1.34" \$100(4C)
●A(h) 4.88" x 1.34" \$160(4C)	●D(v) 4.88" x 7.40" \$625(4C)	
●B1 4.88" x 2.83" \$300(4C)		
●B2 4.88" x 4.37" \$375(4C)		
●D2 9.92" x 5.90" \$750(4C)		

●LA 9.92" x 1.34" \$300(4C)
●C(h) 9.92" x 2.83" \$500(4C)
●D(h) 9.92" x 4.37" \$625(4C)
●E(h) 9.92" x 7.40" \$1050(4C)

●E(v) 4.88" x 15.00" \$1050(4C)
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●C(v) 4.88" x 5.90" \$500(4C)
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※(h)= horizontal  
 ※(v)= vertical  
 ※All ad prices are net prices.  
 ※All ad prices are weekly rates.  
 ※Reservation is required for Cover-2, Cover-3 and Back Page ad spaces. Please contact the sales desk.  
 ※If you wish to purchase the digital(EPS) file of your advertisement appearing in NY Japion, that will cost 1.6 times the production fee. (The price is based on the standard rate; additional usage of photographs and images may cost extra.)

## Advertorial (PR記事広告)

通常広告では伝えきれない商品価値を紹介する最適なメソッドとして、PR記事広告が利用できます。お客様のニーズにあわせて、1ページの広告スペースを記事や写真などを用いて有効に活用し、読者の注目を惹きつけます。

Our advertorial section is where you can maximize your message with pictures and articles. Use our most effective advertorial layout to maximize your advertisement messages!

### 広告料金

#### 紙面+ Web

Full (4C) **\$2,100**  
制作費 **\$500**

### Rates

#### Print + Web

Full (in full colors) **\$2,100**  
Production cost **\$500**

### お申込締切

発行日の1ヶ月前

### Application deadline

1 month before the issuing date

## Special Volume Discount

Ad size	Color	11 times or less	12-24 times	25-47 times	48 times or more
		Regular	10% off	15% off	40% off
Full 2P	Color	\$3,200	お問い合わせ下さい		
Back page	Color	\$2,600			
Cover 2, 3	Color	\$2,400			
Full	Color	\$2,100			
E (1/2)	Color	\$1,050			
D2 (1/3)	Color	\$750			
D (1/4)	Color	\$625			
C (1/5)	Color	\$500	\$450	\$425	<b>\$300</b>
B2 (1/8)	Color	\$375	\$338	\$319	<b>\$225</b>
B1/LA (1/10)	Color	\$300	\$270	\$255	<b>\$180</b>
A (1/20)	Color	\$160	\$144	\$136	<b>\$96</b>
SA (1/40)	Color	\$100	\$90	\$85	<b>\$60</b>

※上記の広告料金は全てNet Priceで、1回(1週)のご掲載料金です。  
 ※Above prices are net prices and weekly rates.  
 ※No cancellation accepted during the agreed contract period.  
 ※Monthly installments are available.

# Artwork Submissions

## ●Ad Size

Send your artworks in the actual size. ジャパン紙面での実際の掲載サイズでご入稿ください。

Size	W & H (inch)	W & H (mm)	Size	W & H (inch)	W & H (mm)	Size	W & H (inch)	W & H (mm)
SA	2.36 × 1.34	60 × 34	D (h)	9.92 × 4.37	252 × 111	D2	9.92 × 5.90	252 × 150
A (h)	4.88 × 1.34	124 × 34	D (v)	4.88 × 7.40	124 × 188	E (v)	4.88 × 15.00	124 × 381
A (v)	2.36 × 2.83	60 × 72	B2	4.88 × 4.37	124 × 111	E (h)	9.92 × 7.40	252 × 188
LA	9.92 × 1.34	252 × 34	C (h)	9.92 × 2.83	252 × 72	Full	9.92 × 15.90	252 × 404
B1	4.88 × 2.83	124 × 72	C (v)	4.88 × 5.90	124 × 150	2P	20.39 × 15.9	518 × 404

## ●Guidelines

ファイル形式	<b>File Format</b>	PDF, JPEG, TIFF, PNG, photoshop EPS, EPS/AI <b>注意!</b> 上記のファイル以外は受け付けておりません。We DO NOT accept any other files.
テキスト	<b>Text</b>	テキストはアウトライン化する <i>All fonts must be <b>outlined</b>. Please do not embed fonts. Minimum font size: White: 7pt, Black: 6pt</i>
写真画像	<b>Images</b>	写真画像はファイルに埋め込む <i>All images must be <b>embedded</b>. (not 'Linked')</i>
解像度	<b>Resolution</b>	300dpi(広告サイズ) <i><b>300dpi</b> in the actual size.</i>
枠	<b>Borderline</b>	白背景は枠を入れる <i>A <b>borderline</b> must be inserted if the background is white.</i>
カラーモード	<b>Color modes</b>	カラー(CMYK)かモノクロ(Grayscale) <i>Color modes must be in <b>CMYK</b> or <b>Grayscale</b>.</i>

## ●Deadlines By Friday, one week in advance

### Classified Ad

求人、教授、ビジネスサービスやイベント告知などにご利用いただけます。

詳細は、本紙またはウェブサイト ([https://www.ejapion.com/classified\\_overview/](https://www.ejapion.com/classified_overview/)) をご覧ください。

#### To Place an Online Ad & a Print Ad

Please visit us at the above website and follow the five easy steps for placing your classified ad online.

Please note that only credit card payment is accepted.

If paying by check or money order, order form is available online or in the newspaper. One-week ad price is \$20 for 5 lines; more than 6 lines: \$4/week/additional; Logo or Photo: \$20

Deadline is on Monday at 11:00 am (EST) for the same week's issue.

クラシファイドは、  
毎週更新されます!  
(Classified Ads are uploaded  
to our website every week!)



### Long-term Classified Ad Rates (長期連載割引料金)

We offer discount rates for long-term listing as below. The full amount must be paid upon the contract.

Ad Run	Discount Rate
12-15 runs	<b>15% off</b>
24-47 runs	<b>30% off</b>
48 runs	<b>40% off</b>

#### Discount Rate

Discount rate will be applied for a long term contract and advance payment.

※ No cancellation or refund is accepted during the term of your contract.

For help with ads, please call **212-431-9970** or e-mail [classified@nyjapion.com](mailto:classified@nyjapion.com).

### Banner AD (バナー広告)

必ず目に留まるWEB広告スペースで、御社サイトへの集客UPが期待できます。

Banner ad provides a simple solution to increase visibility while driving traffic to your site.

- Format: gif or jpg
- Animation: up to 3 loops
- Link: 1 UR

L size \$250/month (all pages) W300 X H260 pixel

M size \$200/month (all pages) W300 X H130 pixel

## Payment Methods (お支払方法について)

掲載開始日に、クレジットカード (Amex, Visa, Master) によるお支払いです。

※新規御取引のお客様でチェックによるお支払いの場合は広告掲載前の一括入金となります。

Advertising fees must be paid on the date of publication, and we accept the payment by credit cards (Amex, Visa, and Master Card).

\*In the case of the payment by check, the advertising fee must be paid in full before the advertisement runs.

## 広告掲載基準および著作権について

### ●広告掲載基準

TREND POT NY, LLCは当社の定める広告掲載基準に基づいた広告を掲載します。当社は以下に該当する広告はいかなる媒体においても取り扱いませぬ。

- 1.倫理に反する性産業に直接的及び間接的に関わる広告主
- 2.事業内容、営業方法にあきらかに違法性があると認められる広告主
- 3.悪徳商法など現在または過去に社会的に問題視されている広告主
- 4.読者に著しく不利益・誤解を招く恐れのある広告主
- 5.プライバシーの侵害、差別を肯定・助長する可能性が認められる広告主
- 6.広告料金未払い等、経営難により広告実現能力が欠如またはその可能性が認められる広告主
- 7.当社と係争中またはその可能性が認められる広告主
- 8.その他1~7の広告主と関連性が深い広告主

当社は以下に該当する広告表記はいかなる媒体においても表記できません。

- 1.性的なイメージを意図する直接的・間接的な言葉、絵、写真などの表記
  - 2.うそ・誇大広告など読者を欺くことを意図した表記
  - 3.違法性があると認められる内容の表記
  - 4.客観的な証明のないナンバーワン表記
  - 5.他社の中傷、誹謗を意図した比較表記
  - 6.その他1~5の表記と関連性が高い表記
- ※上記の他、当社が妥当でない判断した場合には、掲載をお断りすることがあります。
- ※ご出稿にあたり審査に必要な資料の提出や審査へのご協力をお願いします。

### ●著作権の取り扱いについて

当社では情報誌及び情報サービスに掲載される広告及び情報の著作権につ

いて、適切な取り扱いを行うよう努めております。

### ●広告の著作権は制作者に帰属します。

著作権は著作者に帰属します。広告は著作物であり、第三者から提供されたコンテンツを除いて、原則としてその著作権は制作者たるTREND POT NY, LLCに帰属します。

### ●当社の情報誌及び情報サービスに掲載された広告は承諾なしに使用できません。

当社の情報誌及び情報サービスに掲載または掲載を予定している広告および情報、記事、写真、イラストなどのコンテンツ(以下、「広告等」といいます)の著作権等は制作者であるTREND POT NY, LLCまたはコンテンツ提供者に帰属しています。TREND POT NY, LLCまたはコンテンツ提供者の承諾がない限り、全部または一部使用、複製、転載等はできません。

### ●他社メディアに掲載された広告は承諾な

### しに利用できません。

一方、他社メディアに掲載された広告の著作権は、原則としてサービス提供企業(情報誌発行企業、情報サービス提供企業)に帰属すると推測されます。よってお客様からサービス提供企業への事前の了解をとっていただくことなしに、全部または一部利用、複製、転載等による広告制作もしくはそのままの転載はお受けできません。

### ●当社が著作権侵害の可能性があると判断した場合、ご掲載できないことがあります。

掲載前または掲載後にかかわらず、広告等の内容がサービス提供企業等、第三者の著作権等を侵害する可能性があると当社が判断した場合には、広告等の掲載をとりやめることがありますので、ご了承ください。

趣旨ご理解のうえ、ご協力くださいますよう、よろしくお願いたします。

## Advertisement Listing Terms and Conditions

### ●Advertisement listing policy

TREND POT NY, LLC lists advertisement material that meets the standards and conditions for our listing policy. TREND POT NY, LLC shall not list any advertisement materials in any of our media publications if the advertiser has any of the conditions described below:

1. If the advertiser's business field is, directly or indirectly, related to unethical sex industry.
2. If the advertiser's business activity or policy is explicitly recognized against the law.
3. If the advertiser has been convicted for vicious business practice or any other social malpractice.
4. If the advertiser would potentially cause disadvantage to readers or cause their misunderstanding.
5. If the advertiser is recognized with possibilities of invasion of privacy, agitation or support for gender discrimination.
6. If the advertiser has potentials of late payments or misconduct or failure of achieving business activities listed in the advertisement due to their financial difficulties.
7. If the advertiser is involved in any

dispute with TREND POT NY, LLC, or if there is a possibility of any dispute with TREND POT NY, LLC.

8. If the advertiser has a strong relationship with an advertiser with any of above conditions.

TREND POT NY, LLC shall not list or publish expressions of any of conditions described below:

1. Graphics, photography or written expressions with sexually-oriented images
2. Expressions with false information and misleading advertisement that may deceive readers
3. Expressions with possibility of illegal perception
4. Expressions with no proof or supporting sources for being "the number one"
5. Expressions challenging competitors or defamation of others in the same industry
6. Any other expressions that may be strongly related to expressions with above conditions

※TREND POT NY, LLC may decline any other expression if recognized inappropriate for the publica-

tion. ※TREND POT NY, LLC may require extra time before application deadlines for assessment on materials

### ●Copyrights

TREND POT NY, LLC pursues appropriate handling of copyrights of listed information and advertisements appeared in our publications.

### ●All copyrights belong to the producer.

All advertisements are the publisher's products, and all advertisement created by the publisher belong to the publisher, TREND POT NY, LLC except for materials and content provided by a third party.

### ●All advertisements shall not be transferred or reused for other materials without permission of TREND POT NY, LLC.

All copyrights of advertisement, information, articles, photography, illustrations and other content (described hereunder as the Advertisement Materials) belong to TREND POT NY, LLC and the party who provides the content materials. Without official permission from these parties, no other party shall allow transferring reusing of

partial or all materials.

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