

人と人を結ぶ
総合出版社



UJP

KIGYO GAIKYO NEWS
& UJP MAGAZINES

MEDIA KIT

人と人を結ぶ ビジネス情報紙

企業概況ニュース

UJP NEWS for Japanese Executives

UJP NEWS



Last Updated January 2019

Company Information

会社概要：UJPについて+出版物情報

U.S. Japan Publication N.Y., Inc は、月刊ビジネス新聞「企業概況ニュース」をはじめ、米国生活ガイドブック「デすます帳」、教育情報誌「マルチ教育ガイド全米版」、在米日系企業のデータバンク「企業概況」、米国ビジネスのトレンドを紹介する「Come to America」などの年間情報誌、そしてNYダイニング・ガイドや全米版日本食レストランなどを発行しております。これらの出版物を通じ、在米日本人の生活や仕事、教育現場など、幅広いシーンにおいて、最新の有益な情報を提供しています。

弊社は、1985年のニューヨークでの設立以来、在米日系企業をはじめとする多岐にわたる分野の団体やプロフェッショナルに向けて、信頼性の高いビジネス・生活情報を常に発信してまいりました。今後も「人と人を結ぶ総合出版社」の理念を基に、弊社の出版物、広告を通じ、米国を拠点とする日本のコミュニティと企業を結ぶネットワークを拡大し、相互の繁栄につながる架け橋になるよう、目指していきます。

U.S. Japan Publication N.Y., Inc. publishes a monthly business newspaper “KIGYO GAIKYO NEWS” and several annual publications, such as a U.S. living guidebook “DESUMASU-CHO”, American educational guidebook “KYOIKU GUIDE”, directory for Japanese companies “KIGYO GAIKYO” and U.S. business trend magazine “COME TO AMERICA”. There are also publications of New York Dining Guide, as well as North America’s Japanese Restaurant Guide. Through our publications, we are providing positive information which is vital to Japanese resident in the U.S. in their lives, works, educational environments, and many other occasions.

Since our company’s establishment in 1985 in New York City, we have been providing a reliable living and business information to Japanese companies and other wide-range of organizations and professionals. From now on, we will continue to rely on our goal of becoming the company that connects people to people. We will aim to expand the network among Japanese communities and companies in the U.S., help creating success for both sides just like a bridge, through our publications and advertisements.

▶ Come to America + 企業概況 (日系企業データバンク)

Letter size 508 pages

A business trend magazine with directory of Japanese affiliated companies.

(January 1/every year)



▶ デすます帳 (米国生活ガイドブック)

Letter size 412 pages

A living guide book for Japanese in the United States.

(May 1/every year)



(不定期刊行)

- あっぶるガイド
- 教育情報誌「マルチ教育ガイド全米版」
- ニューヨーク「ダイニング・ガイド」

▶ 企業概況ニュース

Tabloid 24~48 pages

A Japanese business newspaper, is printed 22,000 copies monthly throughout the United States. Our paper has become valuable assets for corporate executives, business owners, and people at the forefront of business.

(every 1st day of the month / 13 times/yr)



▶ 日本食レストランガイド

Tabloid 24~48 pages

A Japanese restaurant guide (Newspaper). There is more than 400 lists of finest Japanese restaurants in the United States.

(July and/or December)



KIGYO GAIKYO News

ビジネス新聞「企業概況ニュース」(タブロイド版)

企業概況ニュースは、全米へ向け 毎月 22,000 部の発行部数を誇る日本語ビジネス新聞です。創刊より「独自取材でアメリカのビジネスシーンをお伝えしていく」ことを目標に、在米日系企業の経営者・経営幹部のエグゼクティブ層など、第一線で活躍する多くのビジネスマンの方々にご愛読頂いています。

本紙は、カラーページを含めたタブロイド版で、企業のトップによるインタビュー記事やビジネス時事ニュース、経済米国の社会動向や事業展開に役立つ特集記事など、最前線のビジネス情報が満載です。また、各企業によるニュースリリースや新サービス・新商品の発表などの場にもご利用頂いております。多くの中小企業を含む日系企業の方々にご愛読されていることもあり、特にインタビュー記事において中小企業や経営トップ層の方からも高い評価を頂戴しています。また、法務や税務、不動産、健康などの連載コラムなど、米国生活に役立つ情報も充実しています。

また、企業の CEO やディレクター等、エグゼクティブ層に直接郵送しているため、読んで頂きたい読者層が明確で、その層へ確実にリーチし、有益な情報をご提供することを目的としています。

“KIGYO GAIKYO NEWS”, a Japanese business newspaper, is printed 22,000 copies monthly throughout the United States. Our paper has become valuable assets for corporate executives, business owners, and people at the forefront of business. The U.S. Japan Publication will celebrate its 35th anniversary in July, 2020.

Our paper is tabloid based newspaper with few pages in color. It covers many topics such as corporate announcements, interviews with executives, as well as the coverage of trends in U.S. business and useful tips for business operations. It includes announcement of products, services, events, financial reports, executive appointments, and more.

Since our papers are also popular among small to mid-size business owners, interviews with executives are in high demand. The paper also includes columns that cover varieties of topics such as tax, corporate laws, finance, immigration, real estate, and health. This is the great way to reach Japanese company executives in USA.



▶ **ISSUE DATE / 発行日**

The 1st day of the month / 毎月 1 日

▶ **NUMBER OF PAGES / ページ数**

24~48 Pages / 24~48 ページ

▶ **DISTRIBUTION / 配布エリア**

Nationwide / 全米各地

▶ **CIRCULATION / 発行部数**

22,000 copies / 22,000 部

▶ **FORMAT / メディア形態**

Tabloid Newspaper / タブロイド新聞

▶ **CATEGORY / カテゴリー**

Business / ビジネス

▶ **FREQUENCY / 発行形態**

Monthly / 月刊

▶ **SPECIAL ISSUES / 特別号**

New Year Issue (1/1) / UJP Anniversary (7/15)

▶ **NAME OF PUBLICATION / 媒体名**

Kigyō Gaikyo News (UJP News for Japanese Executives)

▶ **RESTAURANT ISSUE / レストラン号**

We release Japanese Restaurant Guide also.

Circulation

媒体発行部数

在米企業の経営幹部から、あらゆる業界のビジネスマン、プロフェッショナルやそのご家族など、希望のターゲット層へリーチできる弊社媒体は、在米日系企業の広告展開としては理想の媒体です。ビジネス新聞「企業概況ニュース」は、毎年1月と7月に特別号を発行、全13回の発行となります。お客様の訴求ポイントやニーズに合わせて、掲載媒体や期間、スペースをフレキシブルにアレンジいたします。料金等の詳しい内容はページ後半部分をご覧ください。

Our magazines and newspaper is an ideal medium for companies that operate in both Japan and the United States for advertising. For KIGYO GAIKYO NEWS, we publish total of 13 issues yearly, including New Year and summer special issues. Based on your interests and needs, we are flexible to arrange your advertisement's placement and printing schedules.

For more information and the advertisement rate, please see the following pages.

▶ Distribution Data and Map

TOTAL CIRCULATION

22,000

■ Promotional Distribution

Asian Grocery Stores
Japanese Restaurants
Governmental Offices, etc.

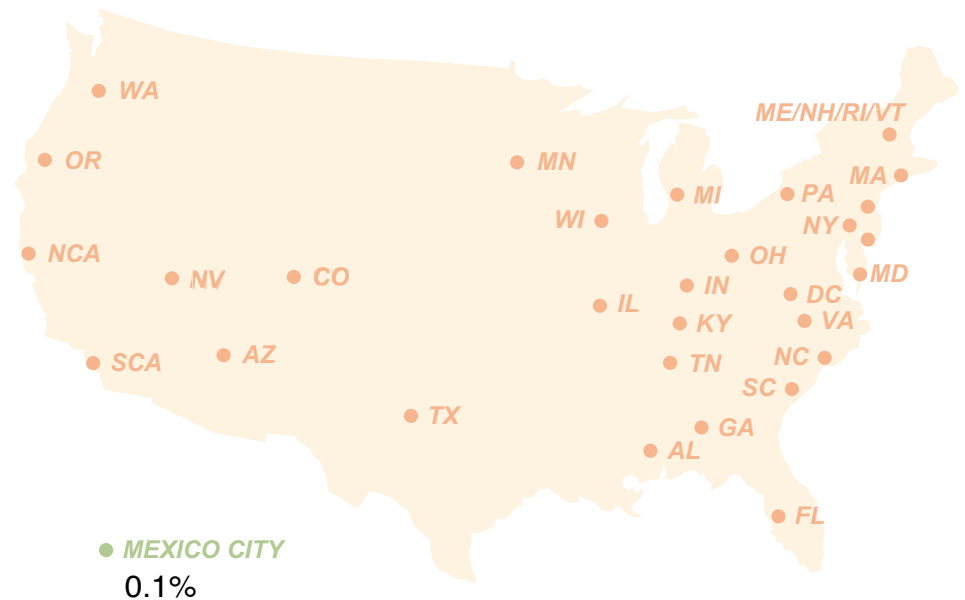
6,000

■ Subscription (Mail delivery)

16,000

■ Digital Reader (PDF / Flash)

4,500+



▶ Circulation by Area

(Total : 22,000 Nationwide)

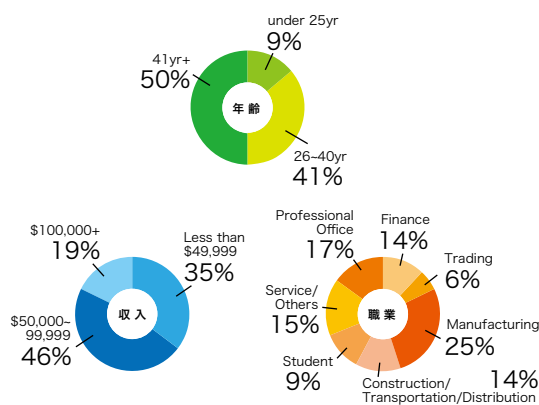
NORTH EAST		MID WEST		WEST COAST		SOUTH	
NY	28.4%	IL	11.8%	CA	20.9%	GA	4.2%
NJ	6.1%	MI	4.5%	OR	0.3%	TX	4.0%
CT	0.5%	OH	2.1%	WA	1.2%	KY	2.4%
MA	1.3%	IN	1.3%	NV	0.1%	TN	1.9%
PA	1.4%	MN	0.2%	AZ	0.1%	NC	1.3%
ME, NH, RI, VT	0.7%	WI	0.1%	CO	0.6%	FL	0.8%
						DC	1.4%
						VA	0.8%
						SC	0.6%
						MD	0.7%
						AL	0.2%
38.4%		20.0%		23.2%		18.3%	



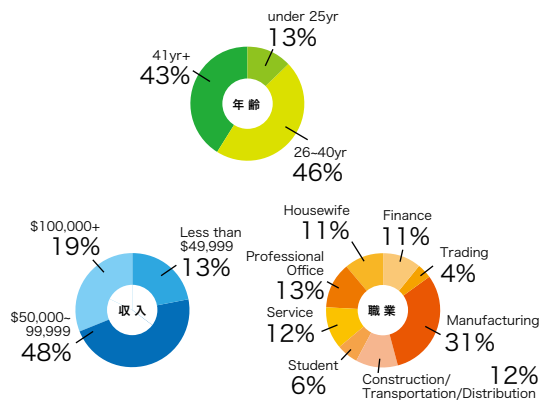
► **Readership Data**
(by Age, Income or Occupation)



Come to America /
Kigyo Gaikyo



Desumasu-Cho



► **Distribution Data for Magazine**

MAGAZINES TOTAL CIRCULATION
20,000

- **Sale**
Japanese Book Store, Online Shop
- **Membership Offer**
Sending to the Kigyo Gaikyo Members
- **Promotion**

MAGAZINES TOTAL CIRCULATION
18,500

- **Sale**
Japanese Book Store, Online Shop
- **Corporate Sale**
Sale to Corporate HR section for new expatriat staff
- **Promotion**

全米でビジネスを展開する日系企業、そして在米邦人のご家庭へ郵送でお送りしています。その他、日本語学校、語学学校、旅行代理店やレストラン、ホテル、ドクターズオフィスなどにも配布しています。在米日系書店、オンラインショップで購入可。

Mailed to Japanese business and Japanese-American business firms throughout the U.S. as well as to individual homes. Other distribution to Japanese language schools, travel agencies, restaurants and hotels. Sold at Japanese bookstores and online shop.

Advertisement Rate & Specification

広告掲載料金と広告原稿入稿の注意事項

▶ KIGYO GAIKYO NEWS (NEWS PAPER) / 新聞用

Recommendation : Screen = 85 line screen (Both 4C & 1C)

Resolution = 200dpi and up

	TYPE		CL	SIZE (W x H)	RATE
A	9 Columns Full	Full	4C	246.38mm (9.7") x 393.7mm (15.5")	\$3,800
B	4 Columns Full	1/2	4C	246.38mm (9.7") x 167.64mm (6.6")	\$2,500
C	4 Columns Half	1/4	4C	120.65mm (4.75") x 167.64mm (6.6")	\$1,500
D	2 Columns Full	1/4	4C	246.38mm(9.7") x 81.28mm (3.2")	\$1,500* ¹
E	2 Columns Half	1/8	4C	120.65mm (4.75") x 81.28mm (3.2")	\$800
F	Cover Island	IS	4C	57.15mm (2.25") x 38.1mm (1.5")	\$475* ²
G	9 Columns Full	Full	BW	246.38mm (9.7") x 393.7mm (15.5")	\$2,200
H	4 Columns Full	1/2	BW	246.38mm (9.7") x 167.64mm (6.6")	\$1,300
I	4 Columns Half	1/4	BW	120.65mm (4.75") x 167.64mm (6.6")	\$700
J	2 Columns Full	1/4	BW	246.38mm(9.7") x 81.28mm (3.2")	\$700
K	2 Columns Half	1/8	BW	120.65mm (4.75") x 81.28mm (3.2")	\$400
L	1 Column Full	1/8	BW	246.38mm (9.7") x 38.1mm (1.5")	\$400
M	Island	Island	BW	38.1mm (1.5") x 38.1mm (1.5")	\$250

• Discounts for long term ads :
7 times = 5 % 13 times = 10 % 26 times = 20 %

*¹ If you want to place in the first cover page, it will be \$1,800.

*² Cover Island should be at least 2 years contract required.

• No bleed and no gutter printing available.

• Rate subjects to change without notice.

▶ DIGITAL AD (Website) / デジタル用

www.ujp.com or/ and www.ujpdb.com

	TYPE	SPACE	SIZE (W x H)	RATE	
A	www.ujp.com	TOP PAGE	Right-side Banner	180px x 180px	\$500 /month (production \$200)
			Middle Banner	240px x 234px	\$350 /month (production \$200)
		SEARCH PAGE	Right-side Banner	400px x 200px	\$450 /month (production \$250)
B	www.ujpdb.com	TOP PAGE	Top Banner	980px x 142px	\$900 /month (production \$300)
			Middle Banner	730px x 92px	\$450 /month (production \$250)
			Bottom Banner	728px x 90px	\$250 /month (production \$250)
C	Mail Magazine	ARTICLE		\$400 / 1time (production \$150)	

▶ MAGAZINES / 雑誌用

Recommendation : Resolution = 300dpi and up

	TYPE	CL	NON-BLEED AD	BLEED AD		RATE
			W x H	BLEED SIZE	TRIM SIZE	
				W x H	W x H	
A	BACK COVER	4C		8.5" x 11.75" 215.9mm x 285.75mm	8.25" x 11" 209.55mm x 279.4mm	\$7,000
B	INSIDE COVER	4C	7" x 9.75" 177.8mm x 247.65mm	8.75" x 11.75" 222.25mm x 285.75mm	8.5" x 11" 215.9mm x 279.4mm	\$5,500
C	FIRST PAGE	4C	7" x 9.75" 177.8mm x 247.65mm	8.75" x 11.75" 222.25mm x 285.75mm	8.5" x 11" 215.9mm x 279.4mm	\$6,000
D	FULL PAGE	4C	7" x 9.75" 177.8mm x 247.65mm	8.75" x 11.75" 222.25mm x 285.75mm	8.5" x 11" 215.9mm x 279.4mm	\$4,500
E	HALF PAGE	4C	7" x 4.75" 177.8mm x 120.65mm			\$3,000
F	FULL PAGE	BW	7" x 9.75" 177.8mm x 247.65mm	8.75" x 11.75" 222.25mm x 285.75mm	8.5" x 11" 215.9mm x 279.4mm	\$2,500
G	HALF PAGE	BW	7" x 4.75" 177.8mm x 120.65mm			\$1,600
H	1/3 PAGE	BW	7" x 3.5" 177.8mm x 88.9mm			\$1,000
I	QUARTER PAGE	BW	3.5" x 4.75" 88.9mm x 120.65mm			\$850
J	ARTICLE	BW				\$2,200~

• Rate subjects to change without notice.

AD MATERIAL REQUIREMENT

▶ FILE FORMAT

We accept only High-Resolution PDF or Illustrator EPS Data. Please attach the low-resolution JPEG image as proof. Prepare your artwork in the actual size.

▶ FONTS and IMAGES

Please make sure ALL FONTS MUST BE OUTLINED. (not embed fonts) Also, embed all images in actual size and high-resolution at least 300 dpi.

▶ LINE and CROP-MARK

Please add at least 0.8pt line around of your artwork with crop-mark. All images used in black & white must be GRAY SCALE and in full color ad must be CMYK. Please attach the color sample for color ad. If you use black on the color, please choose over-print.

▶ HOW TO SEND THE ARTWORK

Please compress the files and e-mail to the hishida@ujp.com. If your file is bigger than 8MB, please send CD or use your FTP site or FILE transfer service like "We Transfer" (<https://wetransfer.com>).

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