

T
THE
NEW YORK
TIMES
STYLE
MAGAZINE
JAPAN

The New York Times
Women's Fashion
September 27, 2023

オニール八葉がまとう唯一無二の輝き
「やまと絵」と「北宋書画」至高の美が響きあう
デュア・リバ ポップスターの人生計画表
中村聡太郎・市川剛子が描く歌舞伎の未来図

Photograph by Akimori Ito

A RARE
GLOW

THE
NEW YORK
TIMES
STYLE
MAGAZINE
T
JAPAN

T
THE
NEW YORK
TIMES
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MAGAZINE
JAPAN

Photograph by Johnny Dufort

The New York Times
Women's Fashion
March 27, 2023

Everyday fashion
made for
dreams and life

**THE
CITY IS**

クリスチン・ルブランのイタ
石井由起子「くまのこ」の母
野の魂に負けないもの
井上芳雄——歌川とワルツ

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The New York Times
Luxury
November 27, 2022

A Barefoot
Kind of Refuge

Photograph by Miguel Flores Vianna

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The New York Times
Luxury
November 27, 2022



デムナ、かく語りき
アンダーソン・パークの軌跡
田中浪と名和晃平——白州で起きていたこと
中川大志 時代を駆ける

Photograph by Kishin Shinoyama

The Greats

MEDIA KIT 2024

T
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The New York Times
Women's Fashion
September 27, 2022

勢無強、無限の宇宙に向かって
ウィレム・デフォー——進化をやめない男
レジェンドと、その志を継ぐ者の対話
ノーマのレネ・レゼビ、京都で語る

JUST A
SINGULAR
KIND OF
GUY

Photograph by Collier Schorr

Photograph by Yasutomu Ebisu

T
THE
NEW YORK
TIMES
STYLE
MAGAZINE
JAPAN

The New York Times
Women's Fashion
September 27, 2022

A NEW FORMULA
FOR LUXURY

ラグジュアリーは時代を超えて
永遠な時代のみわ
たのびのスタイル
織りあすの未来



About T JAPAN

T JAPAN is the Japanese version of T: The New York Times Style Magazine, which is available as part of The New York Times Sunday newspaper. T: The New York Times Style Magazine is distributed 11 times per year and reaches approximately 4 million affluent readers. It features articles that are underpinned with abundant intellect and insight, and it is regarded as one of the most influential magazines in the United States. T JAPAN contains articles that are selected and translated from the U.S. edition, as well as original Japanese content. All articles, which cover topics like fashion, beauty, art, architecture, food and travel, are imbued with a distinct style. The magazine conveys the “now” in the world and in Japan from a truly global perspective.

Frequently updated distribution destinations

T JAPAN has a domestic circulation of 200,000, more than any other free luxury magazine in Japan. It is delivered directly to readers who have a keen intellectual curiosity and who seek information on sophisticated lifestyles and products of true value.

-Approximately 180,000 copies are delivered to Asahi Shimbun readers in the Tokyo area, Kansai and Nagoya, who have an average annual household income of 15 million yen or more. (We have been expanding to include locations such as Aoyama, Azabu, Shirokane, Takanawa, Seijo, Kojimachi, Den-en-chofu, Futako-tamagawa and the central areas of Tokyo, the Osaka-Kobe area, including Ashiya and Sumiyoshiyamate; Kakuozan, Hoshigaoka and Yagoto in Nagoya.)

-Approximately 20,000 copies are delivered to prime customers of Shueisha's official fashion mail order website, HAPPY PLUS STORE.

-Copies are also placed in luxury brand shops, exclusive clubs, guest rooms and lounges in the highest class hotels around Japan. (These include the Imperial Hotel, Andaz Tokyo, Academy Hills, Eiraku Club, The Prince Gallery Tokyo Kioicho, Palace Hotel Tokyo, Conrad Tokyo, Park Hyatt Tokyo, The Peninsula Hotels.)

【U.S. edition】

Photograph by Rahim Fortune



Photograph by Collier Schorr



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【Japanese edition】

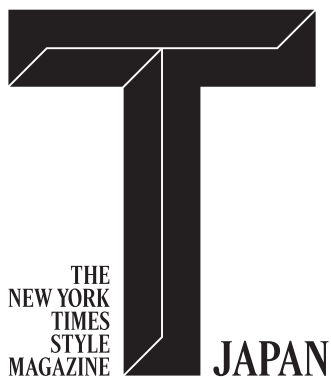


Photograph by Akinori Ito



Photograph by Miguel Flores Vianna

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T: The New York Times Style Magazine Japan Chief Editor **Fumiko Yamaki**

When asked to describe what they like about T JAPAN, most readers will say something like, “You can read articles that you can’t find anywhere else”. In a digital society, where information tends to become more uniform the more you follow your tastes, T JAPAN is like a personal gift arriving on your doorstep four times a year. Turning the pages is like opening a luxury treasure box adorned with beautiful, dream-like clothing and jewelry and packed with exciting articles covering such topics as culture, architecture, and technology that will stimulate your aesthetic and intellectual curiosity. Our style of introducing carefully curated “stories” that only authentic voices can tell, all underpinned by a global perspective, has earned us enormous trust from readers who lead affluent lives. We hope that you will take advantage of T JAPAN’s unique approach and high-quality visuals to deliver the value of your products and services to our readers who have an “insatiable appetite for the real thing”.



PROFILE

After working in the editorial department at non-no, Fumiko worked as chief editor of the fashion magazines MORE and UOMO, and joined the T JAPAN editing department in 2017. In July 2020, she succeeded inaugural chief editor Hidemi Uchida to become T JAPAN’S chief editor. She also currently works as the head of both Editing Department No. 8 (SPUR, MAQUIA and T JAPAN) and Editors’ Lab.



Deputy Editor **Ogoto Watanabe**

In charge of fashion, watches, jewelry, beauty, food, and fortune-telling

After working in the editorial department at non-no and serving as deputy editor of SPUR, she has been involved with T JAPAN since its launch in 2015.

She studied advanced ethics studies and conflict resolution studies at Kumamoto University Graduate School between 2013-2014.

She is now the T JAPAN office manager.



Deputy Editor **Natsue Hanawa**

In charge of fashion, watches, jewelry, art, culture, and entertainment

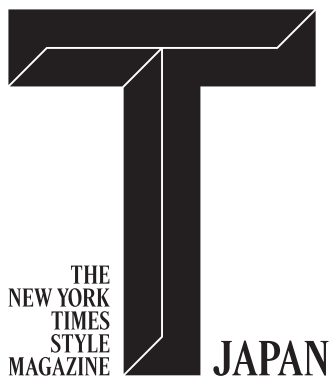
After working in the editorial departments at non-no and SEVENTEEN and serving as chief editor of non-no, she moved to the editorial department of T JAPAN in 2020. She currently holds the concurrent posts of deputy section manager in Editorial Department No. 8 and Editors’ Lab.



Deputy Editor **Yoko Yakushijin**

In charge of fashion, watches, jewelry, beauty, travel, and wine & liquor

After working in the editorial departments at MORE and BAILA and serving as chief Web editor and printed edition chief editor for MORE, she moved to the editorial department of T JAPAN in 2023. She currently holds the concurrent post of office manager of Editors’ Lab.



About T JAPAN content development — “Conveying the creator's thoughts and stories behind the real thing”

Based on a unique perspective unrivaled by other magazines,
in addition to introducing carefully selected top-drawer items, we capture and deliver to readers
an abundantly creative worldview that can only be generated by truly valuable items.



Fashion

A LIBERATING EMBRACE
(November 27, 2023 edition)



Jewelry

A RARE GLOW
(September 27, 2023 edition)



Watch

THE COSMIC METRONOME
(June 1, 2023 edition)



Art

DELIGHT IN THE COSMOS
(June 1, 2023 edition)



Interview

MIUCCIA PRADA
(November 27, 2023 edition)



Interview

**REI KAWAKUBO
THE GREAT LIBERATOR**
(October 28, 2018 edition)



Business

A NEW FORMULA FOR LUXURY
Kering Group Chairman and Chief Executive
Officer François-Henri Pinault
(September 27, 2022 edition)



Food

WHAT MAKES A RESTAURANT
(November 27, 2023 edition)



Who Reads T JAPAN?

T JAPAN readers are “wealthy people endowed with intellectual curiosity”, who live in major urban centers and have an average annual household income of about 13.5 million yen.

Profile of T JAPAN Readers

- Average age: 50 years old
- Female / Male = 71% : 29%

Business managers, directors, managers, physicians, lawyers and other persons in executive positions account for

30%

Average total value of owned assets

Savings, stocks, bonds, etc. 55 million yen
Land or real estate 70 million yen

Home ownership rate

76%

condominiums 32%, detached houses 44%

72% of readers conduct investment.
Of those, 26% invest

10 million yen or more.

Credit card ownership

Gold or higher **54%**
Platinum & Black **10%**

Criteria for purchasing products

High-quality products even if they cost more.	74%
High-quality products that can be used for a long time.	55%
A trustworthy brand in terms of tradition, reputation and the like.	33%

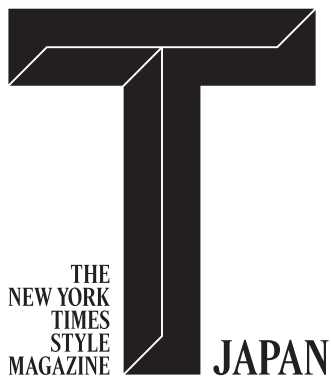
Department store's direct sales customers

20% Shinjuku Isetan, Nihombashi Mitsukoshi, Nihombashi Takashimaya, Ginza Matsuya, etc.

Average car purchase budget

5 million yen or more **33%**

(From the T JAPAN September 27, 2023 edition and September 27, 2022 edition readers survey)



T JAPAN readers have, “Unlimited intellect, sensitivity, and material desire”

Average age
50 years old

- Highly interested in fashion, art, and culture
- Intellectuals who seek information that cannot be found in other magazines or social networking services
- They have the ability to discern the authenticity, and the purchasing power to get it



“I have always been **interested in Kabuki and have even gone to watch it in the theater.** On reading the interview with the young actor, I felt a strong desire to go and watch it again. The photos of the Preface to the “Kokin Wakashu” (A Collection of Ancient and Modern Japanese Poetry) were amazing. I haven’t visited any exhibitions at all recently due to COVID-19, but reading T JAPAN inspired me to **experience and appreciate beautiful artworks.** I lose track of time reading through all of the intriguing

“For the first time in a long time, I was excited to read a magazine featuring so many high-brand products that one **rarely sees in recent Japanese magazines.**”

“I look forward to staying at home and leisurely reading each issue in my garden on Sunday afternoons. I appreciate **the beautiful photographs and topical interviews.** With other magazines, I just skim through at the library, but **T JAPAN is one of the few good magazines that I can enjoy for a whole month.** I like it because it is light enough to hold in my hand and read it in a hammock in the garden.”

“Recently I haven’t been interested in owning things, but I simply enjoyed **looking through a luxury magazine for the first time in a while and was thrilled by the beautiful products and articles.** For the first time in a long time, I felt like I wanted to hold Cartier jewelry, Mikimoto pearls, CHANEL clothes, and Versace dresses in my hands!”

“As **I am interested in fashion, while my husband is interested in AI, and our common interest is art,** we are both fascinated by T JAPAN.”

“As somebody who loves the printed word, I read articles on fashion, watches, food and beverages that interest me. I used to be satisfied with the jewelry and watches that my parents gave me, but **now that I have an inheritance, I would like to think about the pleasure of buying things for myself.**”

Most expensive item purchased in the past year

[Land on a remote island] [New Mercedes C-class car] [Lexus] [Hermes Kelly] [CHANEL Matelasse]
[Van Cleef & Arpels earrings] [Rolex watch] [Bespoke shoes] [John Lobb shoes] [Fully customized MacBook]

(From the T JAPAN September 27 edition readers survey)



T JAPAN's Tie-up Ads

Be sure to make use of T JAPAN's sophisticated and exclusive page designs.

1 Celebrity tie-up : T JAPAN hijack plan < 1 company per edition >

T JAPAN produced pamphlet in magazine style packaged with 4C4P +

T JAPAN web placement + external linking : G 9,000,000 yen + celebrity appointment fee (including production fee)

*Commitment to celebrity tie-up (subject to company review) *We may not be able to accept orders depending on the contract conditions. *Packaged with 200,000 distributed copies.

*The packaged pamphlet is produced by the editing department. Please leave the materials, size, etc. up to the discretion of the editing department.

*Tie-up articles in the magazine are also reproduced on T JAPAN web. "Promotional Content" label will be included.

2 T JAPAN regular tie-up plan

4C2P tie-up : advertisement placement fee

G 4,000,000 + production fee G 1,000,000

3 Column 1P tie-up plan

4C1P tie-up + T JAPAN web placement + external linking : G 3,000,000 (including production fee)

*Photography is 1 product shot without models. *Photograph is placed facing an article.

*Tie-up articles in the magazine are also reproduced on T JAPAN web. "Promotional Content" label will be included.

4 Quick tie-up plan with provision of materials

In this plan, a tie-up article is compiled with photographic materials and releases provided by the client.

4C1P tie-up + T JAPAN web placement + external linking : G 2,500,000 (including production fee)

4C2P tie-up + T JAPAN web placement + external linking : G 4,500,000 (including production fee)

*Photographic materials should have resolution of 350dpi, up to 7 million pixels, and around 20MB of data volume per photograph.

Please consult for details. *In the case of a 1P tie-up, the photograph is placed facing the article. *Contents and photographs will be subject to prior review.

*Tie-up articles in the magazine are also reproduced on T JAPAN web. "Promotional Content" label will be included.

5 Asahi Shimbun package plan

Simultaneous tie-ups in the Asahi Shimbun main paper (T JAPAN planning and production) and T JAPAN magazine are also possible.

*Conditional on placement of a tie-up of 4C1P or more in the magazine and placement of at least the same value as the magazine in Asahi Shimbun.

Example

T JAPAN magazine tie-up ad

(June 1, 2023 edition, Toho Co.,LTD.)



(September 27, 2022 edition, Breguet)



Cautions

- Based on the advertising acceptability standards of The New York Times Company, we may refuse placement of tie-up advertisements. Moreover, we may request that page contents and design be changed according to that company's policy.
- We cannot accept any designations concerning page allocation (front matter, facing an article and adjacent articles, etc.). Please leave to the discretion of the editing department.
- There is no lifting of tie-up ads to the T MAGAZINE home country version.
- We will always print "Promotional Content" and surrounding lines on the pages.
- Throw-in pamphlet jointly packaged with the main magazine (up to 300g) tie-up ads can also be conducted.

*This information is current as of November 2023. Contents may be subject to revision. Please check the latest conditions for placing tie-up ads with the marketing staff before making your proposal.



Information on T JAPAN advertising

Paper version

Advertisement Placement Fees

	Advertisement Placement Fees	Advertisement Size
Back cover gatefold (4p)	¥ 10,000,000	Contact us for details.
Back cover	¥ 3,000,000	279 × 200 mm
Inside cover gatefold (4p)	¥ 9,000,000	Contact us for details.
Inside cover spread	¥ 4,500,000	279 × 420 mm
Spread following inside front cover spread	¥ 4,300,000	279 × 420 mm
Inside back cover	¥ 2,000,000	279 × 210 mm
Four-color full page facing table of contents	¥ 2,200,000	279 × 210 mm
Four-color full page	¥ 2,000,000	279 × 210 mm

Special System Price Chart

Letter 4P	¥9,000,000
4C postcard	¥2,000,000
1C postcard	¥1,500,000
Magazine cardboard 1P (includes paper cost)	¥2,400,000
Laminate 4C 1P (includes paper cost)	¥3,400,000

Please contact us for sizes.

Annual discount

Only advertisers applying for one-year contracts are eligible for the following discounts.
3P to 7P ... 10% discount 8P or more ... 15% discount

Tie-up

In addition to the placement fee, production fee of 500,000 yen per page is charged.

Joint packaging plan

T JAPAN can be packaged together with catalogs, pamphlets and so on.

- Fee per package: 1 copy up to 200 grams: 100 yen. For packages weighing in excess of 200 grams, an additional fee of 1 yen per gram will be charged. Orders can be accepted up to 300 grams.
- Area can be selected in units of the Asahi Shimbun dealers that deliver T JAPAN. ● Minimum number of copies: 5,000
- Possible dimensions: T JAPAN size or smaller. Thickness 10 mm or less, up to weight of 300 grams.

*This plan is conditional on placing ad space of 1 page or more in the edition concerned. *Please apply by 40 days before the sale date.
*Since some materials, etc. cannot be jointly packaged, prior submission of a number of samples is required.
*The contents of jointly packaged items will also be subject to prior review. *Competition will not be excluded.



Tie-up Schedule



2024 issue and deadline dates (scheduled)

Issue Number	2024, No.1 Women's Fashion	2024, No.2 Design & Luxury	2024, No.3 Women's Fashion	2024, No.4 Luxury
Publication Date	Mon., Mar.25	Sat., Jun.1	Fri., Sep.27	Wed., Nov.27
Advertisement Application	Fri., Feb.9	Fri., Apr.12	Wed., Aug.14	Wed., Oct.16
Final proofreading	Wed., Feb.28	Thu., May.9	Fri., Aug.30	Fri., Nov.1

JAPAN TIME

T JAPAN web

<https://www.tjapan.jp/>



Information about advertising and tie-up options on T JAPAN WEB is given separately. Contact the following Shueisha ADNAVI website for details.

<https://adnavi.shueisha.co.jp/contact/>



INQUIRIES

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