

# AERA

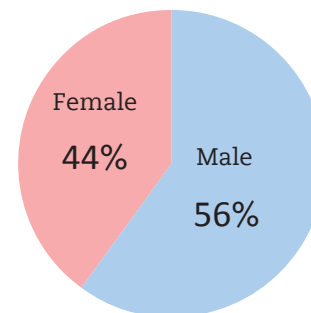
# News magazine



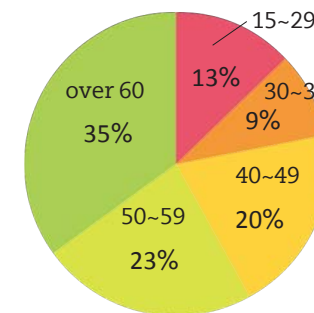
"AERA" has reported on the most critical domestic and international affairs including "the end of cold war", "the bursting of the Japanese economic bubble", "September 11 in 2001", "The Great East Japan Earthquake". The magazine also deals with current social issues such as corporate activities, work and life balance, love and marriage, a style of a couple and child care. "AERA" keeps its eyes on one step ahead of the era, and analyzes various issues with its own view point.

## READERSHIP

### GENDER



### AGE GROUP



Source: "MAGASCENE 2019, Tokyo," Video Research Ltd.

## ADVERTISING RATES

Position	Color	Space	Rate	Discount Rate	Size(W×D)mm
2nd cover (2-page spread)	4	2 pages	¥2,800,000	¥2,700,000	420 × 284
Inside 2nd cover (2-page spread)	4	2 pages	¥2,650,000	¥2,550,000	420 × 284
3rd cover	4	1 page	¥1,350,000	¥1,250,000	210 × 284
Back cover	4	1 page	¥2,000,000	¥1,850,000	200 × 270
Offset	4	1 page	¥1,300,000	¥1,200,000	210 × 284
Offset (center spread)	4	2 pages	¥2,650,000	¥2,550,000	420 × 284
Offset (the first single page)	4	1 page	¥1,500,000	¥1,400,000	210 × 284
Offset (the second single page)	4	1 page	¥1,500,000	¥1,400,000	210 × 284
Offset (the 3rd single page)	4	1 page	¥1,400,000	¥1,300,000	210 × 284
Offset (the 4th single page)	4	1 page	¥1,350,000	¥1,250,000	210 × 284
Offset	1	1 page.	¥900,000	¥850,000	210 × 284

## GENERAL INFORMATION

- All bleed ( Approximately 10mm bleed on each 4 side must be included in the ad image supplied from you.)
- Booking deadline: 60 days prior to the publication date
- Copy deadline: 25 days prior to the publication date
- All ads must be submitted in the digital format. Please ask your Asahi Shimbun representative for details.
- Discount rates are applied if you place an insertion order for at least 6 placements of ads (1 placement per month) for 6 months and over.
- Cancellation after the closing date will not be accepted.
- An advertisement must comply with The Asahi Shimbun's Advertising Acceptability Standards. The advertiser assumes liability for all content of advertisement printed.
- The manuscript is required to be made of PDF data.
- Corner marks are needed in the manuscript. Corner marks are composed of trim marks (printed size) and bleed marks (printed size + each side 3mm). Ground color should reach bleed marks. Corner marks and all ground color should be displayed in the manuscript.

## CIRCULATION

83,692

(Average circulation numbers certified by The Printers' Association of Japan, Jul.-Sep. 2020)

## FORMAT

210mm wide × 284mm deep / Modified A4 size

## DISTRIBUTION AREA

Nationwide

## COVER PRICE (Tax included)

JPY 400

## DATE OF PUBLICATION

Every Monday (Cover date is 7 days prior to the publication date)