

AERA with Kids



The concept and goals of "AERA with Kids" are 'to grow up children with respecting their own will' and 'to guide children to become intelligent'. This magazine reports on how to study efficiently, to improve academic ability, to select school and so on. You can also get to know about healthy foods for children, book and leisure information.

CIRCULATION

40,000

FORMAT

210mm wide × 284mm deep / Modified A4 size

DISTRIBUTION AREA

Nationwide

COVER PRICE (Tax included)

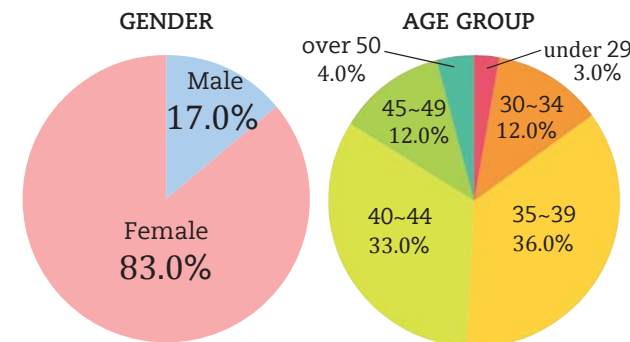
JPY 998

DATE OF PUBLICATION

Quarterly (5th day of Mar., Jun., Sep., Dec.)

Magazine on Education

READERSHIP



OCCUPATION

Employee	28.0%
Business owner	4.0%
Housewife	40.0%

HOUSE INCOME

4~6million	13.0%
6~8million	28.0%
8~10million	18.0%
10~12million	15.0%

Source: ASAHI Shimbun Publications Inc.

ADVERTISING RATES

Position	Color	Space	Rate	Size(W×D)mm
2nd cover (2-page spread)	4	2 pages	¥2,600,000	420 × 284
Inside 2nd cover	4	2 pages	¥2,500,000	420 × 284
3rd cover	4	1 page	¥1,200,000	210 × 284
Back cover	4	1 page	¥1,700,000	200 × 270
Offset	4	1 page	¥1,200,000	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: 45 days prior to the publication date
- Copy deadline: 30 days prior to the publication date
- All ads must be submitted in the digital format.
Please ask your Asahi Shimbun representative for details.
- 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.