

Advertising Rates

	Space	Price (yen)	Size: length × width (mm)	LPI
4-color/ 1-color	Cover 4: 4-color, 1 full page	2,400,000	241 × 172	Full bleed 175
	Cover 2, spread: 4-color, 2 full pages	3,900,000	257 × 364	
	Cover 2, full page: 4-color, 1 full page	1,950,000	257 × 182	
	Cover 3, spread: 4-color, 2 full pages	2,900,000	257 × 364	
	Cover 3, full page: 4-color, 1 full page	1,450,000	257 × 182	
	4-color, 1 full page	1,850,000	257 × 182	No bleed
	4-color, vertical, 1/3 page	770,000	243 × 55	
	4-color, horizontal, 1/5 page	400,000	50 × 170	
	1-color, 1 full page	1,080,000	257 × 182	Full bleed 133
	1-color, vertical, 1/3 page	440,000	243 × 55	
Letterpress	1 full page	650,000	217 × 145	No bleed 85
	Horizontal, 2/5 page	280,000	82 × 145	
	Vertical, 1/3 page	250,000	217 × 50	
	Horizontal, 1/4 page	170,000	50 × 145	
	Below the table of contents, horizontal, 1/5 page	155,000	38 × 155	
	Horizontal, 1/5 page	140,000	38 × 145	
	Side box	120,000	82 × 50	
	Postcard (color: 1/1)	2,100,000	150 × 100	Full bleed 133

*Cover 4 has a logo space of 10 mm length × 55 mm width at the top right corner. *The safety margins for both one- and four-color printing are 4 mm from the horizontal trim lines and 10 mm from the vertical trim lines (12 mm from the vertical trim lines, in the case of spread pages). *Spread pages for letterpress printing require margins of 217 mm at the top and bottom, 320 mm at the sides, and 30 mm at the center.

- **Deadline** Deadline for regular issues: 4 weeks before the release date
Deadline for 4- or 1-color ads: 14 days before the release date
Deadline for letterpress printing: 9 days before the release date
*Note that the deadlines for an issue after a combined issue come earlier.

● Examples of additional exposures

Featured on Bunshun Online
(60 million PVs/month;
19 million UUs/month)*1



*1 As of June 2018

Featured in d Magazine
(228,662 UUs/month)*2



*2 Based on the ABC audit from January to December 2017.

Use in other booklets



Use as web contents



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● Website of Bungeishunju Ltd., Media Division: <http://koukoku.bunshun.co.jp>

Weekly Bunshun

Media Data

Weekly Bunshun Celebrates its 60th Anniversary - A Milestone in the Art of Revealing Human Folly and Vice.

“People make rational decisions for the sake of their own interests.” This conventional wisdom of economics has been rejected by a recent theory as a naivete that is blind to the truth of human nature. The theory that man is irrational is such a breakthrough in the ivory tower of academia that its mastermind won the Nobel Prize in Economics in 2017.

For Weekly Bunshun, however, the idea of man as an irrational animal is nothing new. This magazine has long been captivating readers with stories woven around the irrationality of human behavior.

Everywhere around us, we see all sorts of people behaving in illogical and absurd ways. Even men and women of high honor and status lie and slip into folly and vice. We are interested in and attracted to our fellow human beings all the more because of such behavior.

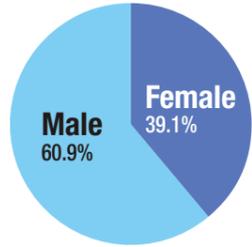
Ever since its first publication in April 1959, Weekly Bunshun has been witnessing and reporting on scandals and other human dramas unfolding in our society. In December 2018, the magazine will release its 3,000th issue, and in 2019, it will celebrate the 60th anniversary of publication.

Editor-in-chief
Akihiko Kato

Undisputed No.1 General-Interest Weekly Magazine in Japan with a 60-Year History

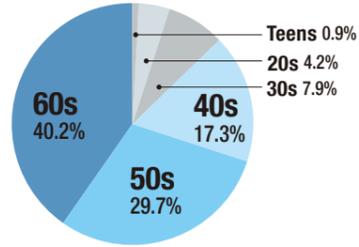
Reader Demographics

Gender



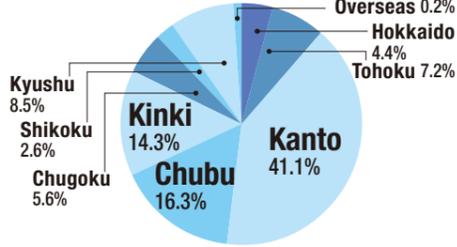
A sensible weekly for parents to read at home

Age



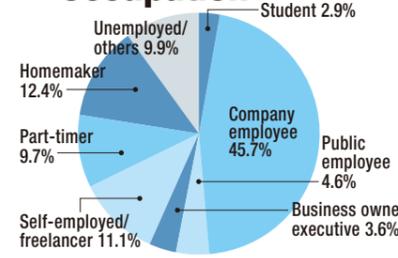
A weekly popular among middle-age and senior readers with high social status in particular

Covered area



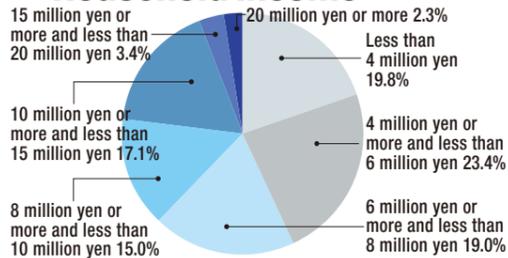
Enjoying a wide readership across the nation, particularly in metropolitan areas

Occupation



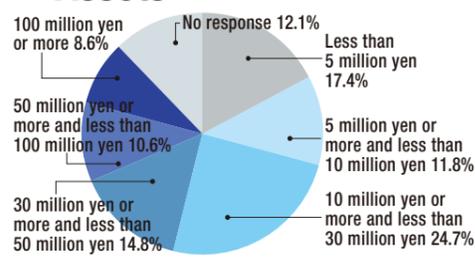
Widely read not only among salaried workers but also among business owners and self-employed people.

Household income



Our main customers are households with high spending power.

Assets



Clients can reach Japan's wealthy class through Weekly Bunshun.

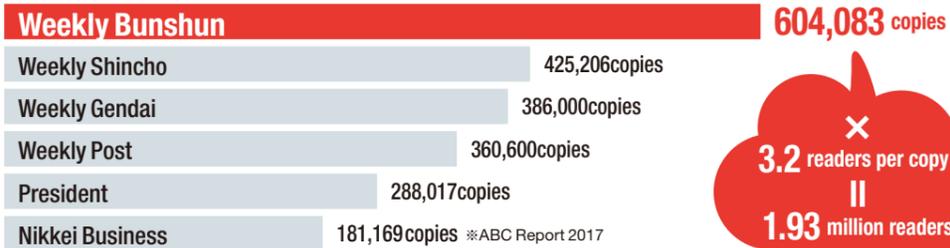
Source: The gender and age mixes of readers: Video Research Ltd.; areas of distribution: the actual distribution data concerning the July 6, 2017 issue; readers' occupation and family income profiles: a Macromill survey; readers' asset profile: a reader survey related to a feature issue on asset investment and inheritance.

Comparison of Circulation

Comparison against competitors

Circulation easily outstripping rival magazines, including weeklies and monthlies

※Source: Circulation data released by the Japan Magazine Publishers Association (July to September 2018)



3.2 readers per copy
1.93 million readers!

Rankings of magazines and journals popular among medical practitioners

No. 1 among general-interest magazines popular among medical practitioners

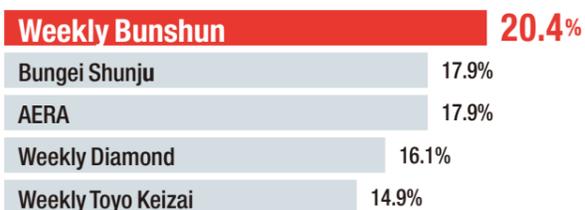
※Source: Doctor Media Research 2016



Rankings of magazines popular among first-class travelers

Popular among middle-age and senior people who ride first-class railway cars (equivalent to people who fly business or executive class), including company executives and other wealthy individuals

※Source: Rakuten Research



What's Weekly Bunshun?

In Japan, general-interest weekly magazines are in wide circulation as a news media category covering a broad range of matters, including political and social issues, culture, fashion, sports and celebrity news. They are different from gossip magazines, as they go beyond merely entertaining readers. Their stories provide perspective and insight on the comings and goings in Japanese society better than straight news available from newspapers and TV. Of those weekly magazines, Weekly Bunshun enjoys the widest readership and is regarded as the most prestigious. It is popular among the well-heeled, including professionals such as doctors, and also among women.

With its enticing combination of exposé stories and serialized novels and columns by noted writers and celebrities, Weekly Bunshun continues to attract loyal readers' eyeballs.

Examples

the style



A long-running fashion feature series that delights readers with its high-quality pictures and sophisticated sense of style.

the style plus



A tie-in advertising page that showcases clients' products using a format similar to the one used in "the style" feature.

Insights for Beauty Care: by Kaoru Saito



A tie-in feature series written by Kaoru Saito, a popular beauty care journalist.

Bunshun PLUS



An article based on a theme selected by the client is placed on the page opposite the ad picture page.

Dietary Lessons for the Health-Conscious

A food and health-related ad feature series that explains the health-enhancing benefits of various foods and ingredients.



Doctors' Advice on Disease Risks and Risk Management

A tie-in feature series that takes advantage of Weekly Bunshun's wide readership among medical practitioners to reach both medical professionals and laymen.



Reactions to ads in Weekly Bunshun

Readers' voices

- "Classy." (A 62-year-old man)
- "I have the impression that ads in this magazine introduce high-quality goods to us." (A 55-year-old man)
- "Ads in Weekly Bunshun appear credible." (A 62-year-old man)
- "Tie-in ads are also interesting." (A 52-year-old man)
- "I have a favorable opinion of the ads carried by the magazine, as they leave strong impressions on the reader but do not distract their attention too much." (A 41-year-old man)
- "Most ads in this magazine are a match for the best-selling weekly and are enjoyable to look at." (A 51-year-old woman)

Advertisers' voices

- "Since we placed an ad, more and more people have been coming to our shops with Weekly Bunshun in their hand, asking for the product advertised in the magazine." (An apparel company)
- "We are placing the highest priority on Weekly Bunshun as advertising media among the numerous magazines out there." (A food maker)
- "We received many more responses than we had expected after placing an ad offering gifts for readers." (An apparel company)
- "After placing a tie-in ad for men's cosmetics products, we received more than 90 inquiries, so our impression is that this magazine is very effective advertising media." (A cosmetics maker)
- "When we co-sponsored a feature article inviting requests for further written information, that led to the conclusion of a contract worth more than 50 million yen." (A housing builder)
- "We have received donations totaling tens of millions of yen (after placing an ad), so we have the sense that there are many wealthy people among readers." (An NPO)