AHK Japan media
ARE THE FIRST STOP FOR GERMAN COMPANIES FOR NEWS, BACKGROUND INFO & ANALYSES ON THE JAPANESE ECONOMY.
Print, online and in your inbox.

WE ARE YOUR BEST OPPORTUNITY TO REACH THESE COMPANIES.
JAPANMARKT Magazine Profile

The JAPANMARKT magazine is the trimonthly business magazine of the German Chamber of Commerce and Industry in Japan (AHK Japan). It informs executives, experts and decision makers about the most recent and relevant trends of the Japanese business world.

With its unique focus, JAPANMARKT reaches a broad readership, all the way into the boardrooms of prominent, large German, Swiss and Austrian companies.

At a glance:

- **Circulation:** 1,500 copies per issue
- **Total Readers:** 3,750 per issue
- **Date of publication:** March, June, September/October, December 2020
- **Publishing frequency:** trimonthly, 4 times a year
- **Language:** German
- **Page volume:** 40 - 48 pages
- **Format:** Width 210 mm x Height 275 mm
- **Color:** 4/4 color

JAPANMARKT is available on our trilingual website [www.jupiter.ahk.de](http://www.jupiter.ahk.de) or the online bookstore Fujisan [www.fujisan.co.jp](http://www.fujisan.co.jp)
Focused, affluent and international readership

- German-speaking expatriates in Japan
- Over 450 AHK Japan-Member companies & organizations
- At least 45% of JAPANMARKT readers are executives
- Newcomers to the Japanese market

Every issue is read by mostly the same, loyal group of subscribers!

Readers’ Voices:

“Relevant, important topics, comprehensive, informative, well researched and presented.”

“JAPANMARKT is always interesting and the only way to acquire comprehensive information about the current situation of German companies in Japan.”

“Interesting mix of information concerning economy, businesses, industries, tech and lifestyle.”

Since 2020 the magazine is also provided to customers by more than 1,200 global companies * in the travel industry in over 40 countries.

* Lufthansa, Swiss, Austrian Airlines, Singapore Airlines, Etihad Airways, Best Western Hotels, Ritz-Carlton et al.
# JAPANMARKT Magazine 2020 Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertisement dead line</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.1/2020</td>
<td>Monday, March 23rd 2020</td>
<td>Friday, January 31st 2020</td>
</tr>
<tr>
<td>No.2/2020</td>
<td>Monday, June 19th 2020</td>
<td>Thursday, April 30th 2020</td>
</tr>
<tr>
<td>No.3/2020</td>
<td>Friday, October 2nd 2020</td>
<td>Friday, July 31st 2020</td>
</tr>
<tr>
<td>No.4/2020</td>
<td>Monday, December 4th 2020</td>
<td>Friday, October 9th 2020</td>
</tr>
</tbody>
</table>

* The above dates may be changed without notice.
# JAPANMARKT Magazine Ad Rates

**Full page**
W 210 x H 275 mm  
(Bleed size)
W 216 x H 281 mm

**Half page**
W 180 x H 110 mm

**Double page spread**
W 420 x H 275 mm  
(Bleed size)
W 426 x H 281 mm

## Ad rates:

<table>
<thead>
<tr>
<th>Place</th>
<th>Regular Price</th>
<th>Member Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover page 4 (Back cover)</td>
<td>400,000 円</td>
<td>250,000 円</td>
</tr>
<tr>
<td>Cover page 2 (Inside front cover)</td>
<td>360,000 円</td>
<td>200,000 円</td>
</tr>
<tr>
<td>Cover page 3 (Inside back cover)</td>
<td>300,000 円</td>
<td>180,000 円</td>
</tr>
<tr>
<td>Double page spread, inside</td>
<td>300,000 円</td>
<td>180,000 円</td>
</tr>
<tr>
<td>Full page, inside</td>
<td>200,000 円</td>
<td>120,000 円</td>
</tr>
<tr>
<td>Half page, inside</td>
<td>120,000 円</td>
<td>80,000 円</td>
</tr>
</tbody>
</table>

* Price in Yen includes sales tax.

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**Frequency discounts**

Annual contract (4 insertions) 10% OFF

*Applicable for members and non-members.
*Inserting promotional flyers and booklets is also possible. Please contact us for details.
JAPANMARKT Magazine Job Market

Post your job ad in our magazine and also on our trilingual online job market! You can reach not only German candidates in Japan but also Japanese candidates with international experience and German language skills.

Job Advertisement in magazine and on JAPANMARKT.de

Online Job Market

https://japan.ahk.de/stellenmarkt/stellenangebote/

Ad rates:

<table>
<thead>
<tr>
<th>Place</th>
<th>Regular Price</th>
<th>Member Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print, full page, inside + online, 3 months</td>
<td>239,000 円</td>
<td>191,200 円</td>
</tr>
<tr>
<td>Print, half page, inside + online, 3 months</td>
<td>185,000 円</td>
<td>148,000 円</td>
</tr>
<tr>
<td>Print, full page, inside</td>
<td>200,000 円</td>
<td>160,000 円</td>
</tr>
<tr>
<td>Print, half page, inside</td>
<td>160,000 円</td>
<td>128,000 円</td>
</tr>
<tr>
<td>Online, 3 months</td>
<td>66,000 円</td>
<td>52,800 円</td>
</tr>
</tbody>
</table>

* Price in Yen includes sales tax.
Technical Requirements
for ads in the print magazine

Please prepare your ad data in one of the following formats:

A) Illustrator format: .ai (recommended)
B) Image file: .tif/.jpg (recommended)
C) PDF format: PDF/X-1a (recommended)

- **Size:** Please check if the size of advertisement is exact.
- **Fonts:** Please make sure to check “Convert all text to Outlines”.
- **CMYK Color Mode:** Color mode must be in CMYK to be a print ready file.
- **Images:** All images embedded in files need to be 350 dpi at correct size.
- **Grayscale:** Please create monochrome [K] with grayscale [K only in CMYK].
- **File Resolution:** The resolution should be set at 350 dpi.
- **3mm bleeds, Trim marks:** 3mm bleeds and Trim marks are required.
- **Cut line, Safety:** Letters and objects need to be placed not closer than 3mm to cut line.

* A **color proof is charged.** If you need it, please inform us in advance.

Do you need help with the creation of your ad?
We are happy to assist you in translation, design and technical realization.
Please feel free to ask us.

Data via e-mail: japanmarkt@dihkj.or.jp
Newsletter JAPANMARKT.telegaamm

JAPANMARKT.telegaamm is your overview of all relevant news on Japan from third party news sources in German. Sent out once a week, it reaches 965 subscribers in Germany and Japan and completes the general news and info offered by the AHK Japan.

At a glance:

<table>
<thead>
<tr>
<th>Language:</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope:</td>
<td>1 issue per week (Thursday)</td>
</tr>
<tr>
<td></td>
<td>Around 10-12 links to German news coverage on Japan</td>
</tr>
<tr>
<td></td>
<td>Listings of selected events by AHK Japan as well as third parties (Categories: i.a. Economy, politics, research, society)</td>
</tr>
<tr>
<td>Target group:</td>
<td>Anybody interested in news on Japan</td>
</tr>
<tr>
<td>Subscribers</td>
<td>981 (Average open rate: 57%)</td>
</tr>
</tbody>
</table>

Ad rates:

| 1 issue | 12,500円 (10,000円) |
| 1 month (continuous 4 times) | 40,000円 (32,000円) |

* Price in yen includes sales tax.
TECHNICAL REQUIREMENTS
for online ads

1. Banner:
Please prepare your ad data in one of the following formats:

JPG, PNG, GIF oder SWF-Datein (<30kb)
- Still image, animation image and Flash image are possible.
- Maximum of 3 loops in case of animations

2. Text with image (left to the text):
Please prepare your ad data in the following way:

JPG or PNG file (<30kb)
- Image: Max. 280x166px
- Text: Max. 436 characters incl. spaces

Data via e-mail: japanmarkt@dihkj.or.jp

Do you need help with the creation of your ad?
We are happy to assist you in translation, design and technical realization.
Please feel free to ask us.
Please contact us for individual consultation.
Our advertisement team is happy to help with words and deeds:

German Chamber of Commerce and Industry in Japan (AHK Japan)
Communications
Sanbancho KS Bldg. 5F, 2-4 Sanbancho, Chiyoda-ku, Tokyo 102-0075, Japan

Ms. Yuko Makita
Tel: +81-3-5276-8741
Email: japanmarkt@dihkj.or.jp
www.japan.ahk.de