

# Kansai**scene**

⇒ [www.kansaiscene.com](http://www.kansaiscene.com)

## Guide for Advertisers

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REACH OUT TO THE  
INTERNATIONAL COMMUNITY  
IN KANSAI



## **Kansai**scene

**As a monthly free magazine with over 15,000 copies distributed each month, Kansai Scene offers a unique and powerful advertising opportunity. There is no better way to reach those interested in foreign lifestyle and cultures living in the Kansai area.**



# Kansai scene

## About Kansai Scene

**Kansai Scene** magazine is a free monthly publication dedicated to serving English-speaking residents and visitors to Japan's Kansai region.

The print and online versions of Kansai Scene feature articles covering **the best places to eat and drink, sports, outdoor activities, local and international travel and local history and culture.** The listings section - **Kansai Finder**, covers local events, festivals, art, flea markets, film, club and live music.

As a monthly free magazine with over **15,000 copies distributed monthly** to over **600 locations** throughout Kansai and the rest of Japan, Kansai Scene offers a unique and powerful advertising opportunity.

Contact us today to advertise your business or service to our readers. Tel. 06-6539-1717 or email [sales@kansaiscene.com](mailto:sales@kansaiscene.com).



## Kansai Scene in numbers<sup>1</sup>

**2000**

the year KS was first published

**600+**

distribution points across Kansai

**48**

pages per issue<sup>2</sup>

**15,000**

copies printed monthly

**75%**

of readers check [kansaiscene.com](http://kansaiscene.com) every month

**75%**

of readers are native English speakers

**7,000+**

unique visitors every month to [kansaiscene.com](http://kansaiscene.com)

**4,500**

Facebook page likes

<sup>1</sup>. Data sourced from a 2012 reader survey and Google Analytics <sup>2</sup>. Correct at time of press. Actual page numbers may fluctuate issue to issue from 40p to 64p.

Become a pick-up point

Kansai Scene can be found at over 600 locations across the Kansai region. Make sure your business is one of them.

Where to find Kansai Scene  
**Kansai Scene is available at some 600 locations throughout Kansai, including:**

Visitors' Information Centers, Kansai International Airport, Select Junkudo and Kinokuniya bookstores, major hotels and 100's shops, restaurants, bars, language schools, guesthouses and attractions throughout Kansai.

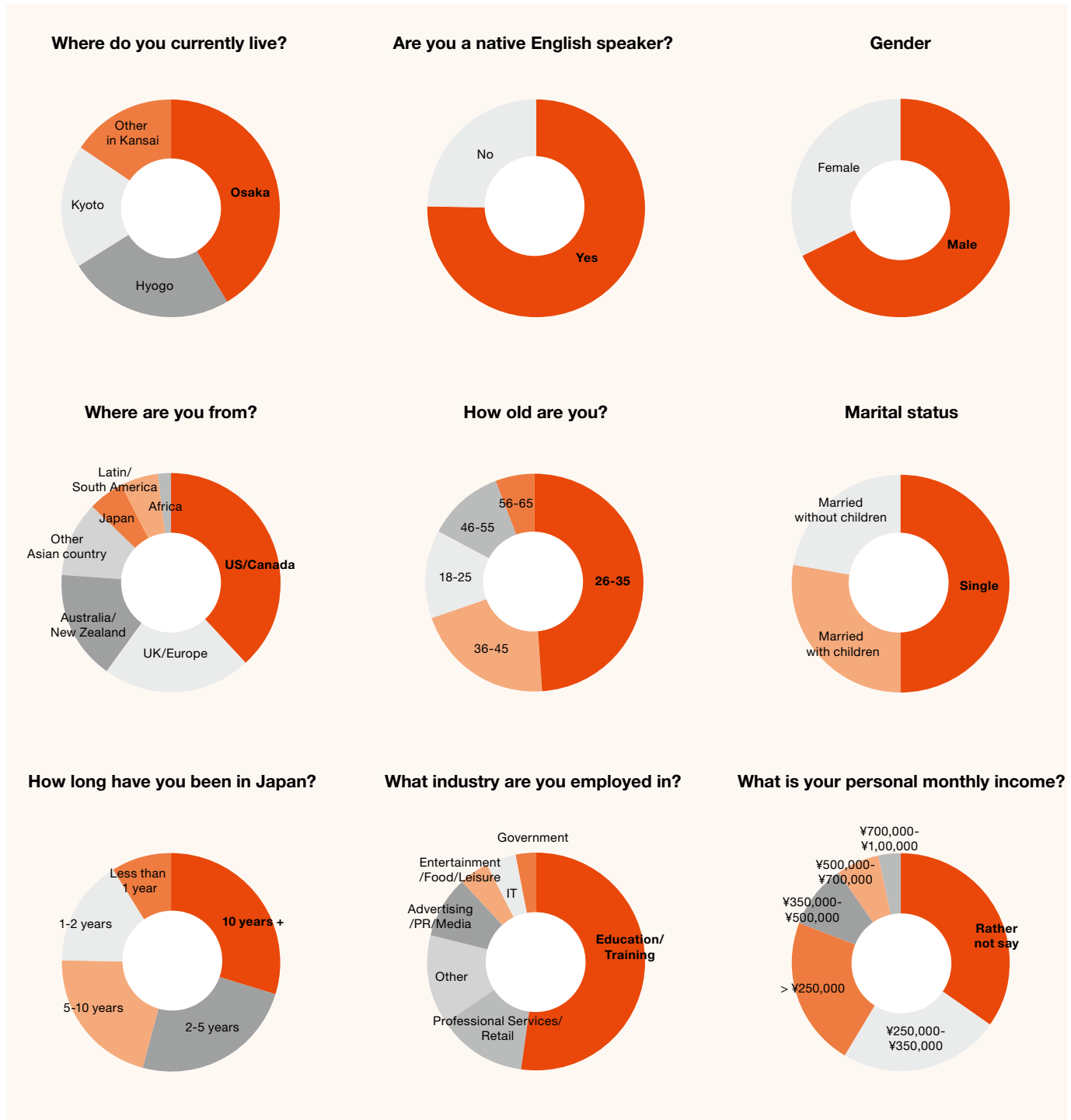
See [kansaiscene.com/get-kansai-scene](http://kansaiscene.com/get-kansai-scene) to find a point near you.

The Kansai region is comprised of the Osaka, Kyoto, Hyogo, Nara, Wakayama, Mie and Shiga prefectures.



Kansai Scene is essential reading for **Kansai's English speaking foreign residents and tourists**. We also have a loyal following of **internationally minded Japanese readers** and other, **non-native English speakers**, all equally eager to get their hands on the latest event information and enjoy our feature articles and recommendations.

Reader Survey Results



**Kansai Scene reaches 20,000\* readers every issue**

*\*Based on an estimated pass-through rate of 1-2 readers per copy on a distribution of 15,000 copies per month*



## Full page

Trim size: 182 x 257mm

Bleed size: 188 x 263mm

## 1/2 page v

Trim size: 89 x 257mm

Bleed size: 92 x 263mm

## 1/2 page H

Size: 164 x 116mm

## 1/4 page

V Size: 80 x 116mm

H Size: 164 x 56mm

## 1/8 page

Size: 80 x 56mm

## Display Advertising Rates\*

Pay-as-you-go or purchase blocks of ads for discounts

		Pay-as-you-go	15% off	25% off	40% off
Ad size	Design fee (if required)	1 month (per insertion)	3 month block (per insertion)	6 month block (per insertion)	12 month block (per insertion)
1/8 page	¥5,000	¥20,000	¥17,000 (¥51,000)	¥15,000 (¥90,000)	¥12,000 (¥144,000)
1/4 page	¥6,000	¥37,000	¥31,450 (¥94,350)	¥27,750 (¥166,500)	¥22,200 (¥266,400)
1/2 page	¥12,000	¥70,000	¥59,500 (¥178,500)	¥52,500 (¥315,000)	¥42,000 (¥504,000)
1 page	¥20,000	¥138,000	¥117,300 (¥351,900)	¥103,500 (¥621,000)	¥82,800 (¥993,600)
Inside covers	¥20,000	¥200,000	¥170,000 (¥510,000)	¥150,000 (¥900,000)	¥120,000 (¥1,440,000)
Back cover	¥20,000	¥230,000	¥195,500 (¥386,500)	¥172,500 (¥1,035,000)	¥138,000 (¥1,656,000)

\* All payments required in advance before 17th of the month preceding insertion. Block payments required in full.

† Design fees waived if client submits print-ready artwork. Contact us for submission guidelines

Please note: All rates subject to an additional 8% consumption tax

## Editorial Advertising Rates\*

Communicate effectively with a professionally written promotional article. Articles are published both in the print edition and online<sup>†</sup>

Content	Details	Rate
Front cover	Your business or product featured on the cover. Must be purchased together with either a one, two or four page feature article.	¥500,000
1 Page Advertorial	450 word promotional feature about your business, product or service	¥100,000
Online Advertorial	Same as the standard 1 page advertorial, but published online only	¥50,000
2 Page Advertorial	900 word promotional feature about your business, product or service	¥180,000
4 Page Advertorial	1,800 word promotional feature about your business, product or service	¥300,000

*\* Advertorials will be written by KS staff writers unless otherwise agreed, and photographs or other supporting images must be supplied by the client. Additional fees for travel, accommodation or photography expenses may also be incurred, depending on the location and circumstances of the request. Please note: All rates subject to an additional 8% consumption tax*

*† With the exception of Online Advertorials, all articles appear both in print and online.*

## Plus...

All Kansai Scene advertisers receive

- Up to 40 copies of KS delivered to your place of business every month free of charge
- Inclusion in our offline and online maps (where applicable)
- Online advertising discounts
- Preferential rates on printing and design from Mojoprint

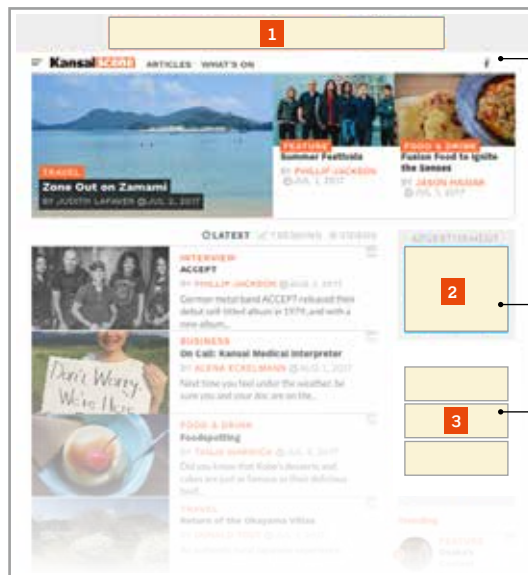


Don't have a website?  
We can build you one.

Kansai Scene also creates websites.  
Big or small, we have a solution  
for your business.  
Contact us for a free consultation.



Kansaiscene.com provides an online version of the magazine, including all the articles from both the current and back issues in an easy to read, mobile phone friendly format. We offer both banner ads and contextual link advertising.



- 1 Header banner  
970 x 90px
- 2 Sidebar banner  
300 x 250px
- 3 Sidebar banner  
300 x 100px

## Online Advertising Rates

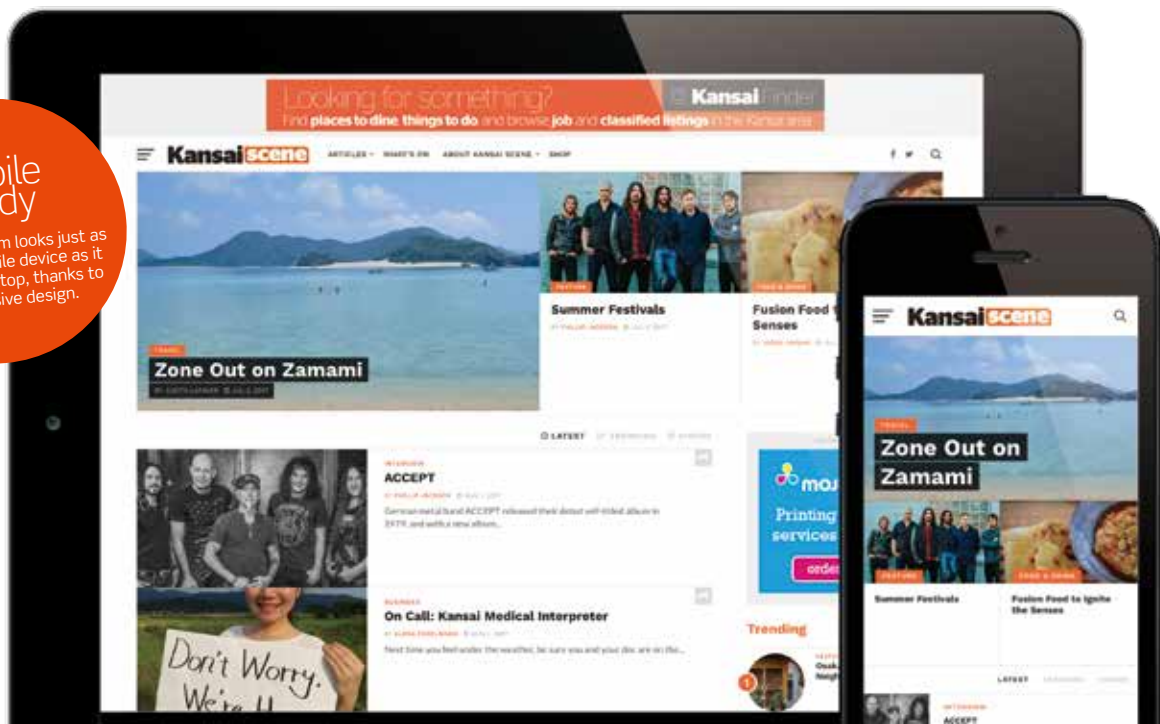
Advertise online at kansaiscene.com

Ad Size / Type	Design fee*	1 month (30 days)	3 months (per month)	6 months (per month)	12 months (per month)
1 Header Banner 970 x 90px	¥5,000	¥40,000	¥38,000	¥36,000	¥34,000
2 Sidebar Banner 300 x 250px	¥5,000	¥30,000	¥28,000	¥26,000	¥24,000
3 Sidebar Banner 300 x 100px	¥3,000	¥16,000	¥15,000	¥14,000	¥13,000
Contextual text link	N/A	¥8,000	¥7,000	¥6,000	¥5,000

Please note: 8% consumption tax not included  
\* Design fees are optional and will be waived if client submits print-ready ad data

Mobile ready

Kansaiscene.com looks just as good on a mobile device as it does on a desktop, thanks to its responsive design.



## Promotional articles

If a display ad is not right for your business or service then please call us to discuss an advertorial treatment. These are offered as part of long-term advertising strategies but will also be considered for one-off promotions.

*Please note: Promotional articles will be labelled in a way that provides transparency to our readers.*

## Kansai Scene party and event sponsorship opportunities

Kansai Scene organises **parties, seminars and other events** for its readers and from time to time offers sponsorship opportunities to its advertisers. Advertisers will also be given priority as potential venues for events where appropriate.

## Kansai Scene calendar

Kansai Scene produces an **annual wall calendar** that is distributed freely to its readers and advertisers in the January issue. Advertise your product or service in the calendar and get your business on our readers walls every day of the year!

## Custom design and print

Combine an advertising campaign in Kansai Scene with flyers and other printed material. Benefit from special deals on custom design and print for Kansai Scene advertisers through our sister company **Mojoprint.jp**.

## Website development

Combine an advertising campaign in Kansai Scene with a brand new web presence. We offer website solutions for every size of business through our sister company **Mojoworks.jp**.



## Monthly Advertising Schedule

Contact us by the 10th of each month for inclusion in the following printed issue of Kansai Scene

**01<sup>st</sup>**

**Current issue in circulation** *The current month's magazine arrives at the 500+ pick-up points across Kansai*

**10<sup>th</sup>**

**Deadline for ad changes or new advertisers** *Current advertisers whose ad is designed by KS, should ask for changes to their ad data before this date*

**17<sup>th</sup>**

**Deadline for client submitted ad data** *If you are supplying your own ad design, please do so before this date. KS will email you a PDF proof of your ad*

**25<sup>th</sup>**

**KS goes to print**

**31<sup>st</sup>**

**Next KS issue ready to hit the streets**



## Contact information

<b>Publisher</b>	Daniel Lee, Mojoworks KK
<b>Distribution</b>	15,000 copies monthly
<b>Pages</b>	36-64
<b>Size</b>	JIS B5 (182 x 257mm)
<b>Language</b>	English
<b>Tel</b>	06-6539-1717
<b>Fax</b>	06-7635-4791
<b>Address</b>	Osaka, Nishi-ku, Shinmachi 3-5-7, Eiko Bldg 2F
<b>Email</b>	sales@kansaiscene.com
<b>Website</b>	www.kansaiscene.com



To discuss your advertising options, check ad data requirements and/or to confirm ad sizes, please contact us at [sales@kansaiscene.com](mailto:sales@kansaiscene.com)

➔ [www.kansaiscene.com](http://www.kansaiscene.com)