

WEEKLY JOURNEY

週刊ジャーニー

MEDIA PACK



About Weekly Journey

The only free Japanese **weekly** magazine in the UK

“Have fun and enjoy life in the UK.”

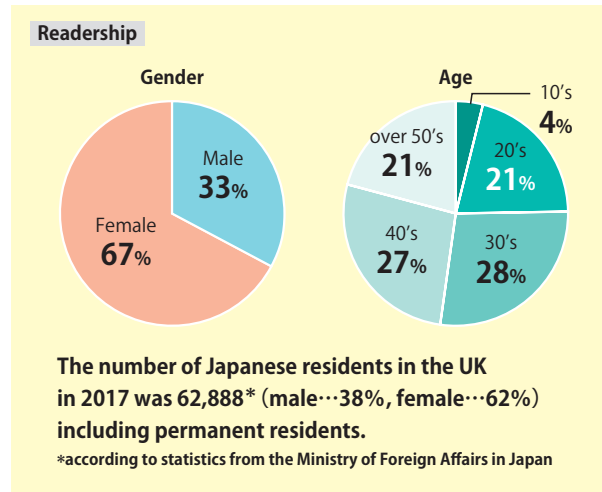
We publish **every Thursday**.

- ★ Weekly Journey gives you news and current affairs from Japan and the UK.
- ★ Covering such topics as politics, the economy, social affairs, entertainment and sport, Weekly Journey is full of the latest “hot” news, gossip and headlines with pictures.
- ★ Featured also are topical issues in Britain, restaurant reviews, current trends, a calendar of events and holiday destinations, proving Weekly Journey to be a valuable reference guide for residents of and visitors to the UK.
- ★ Readers will also be able to tune in to local services with our weekly London TV highlights guide in Japanese and a Classified Advertisement section.



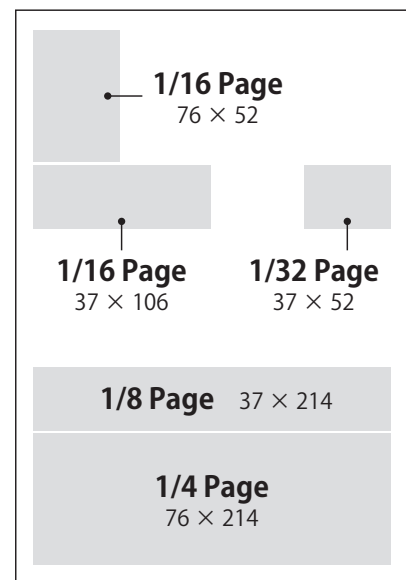
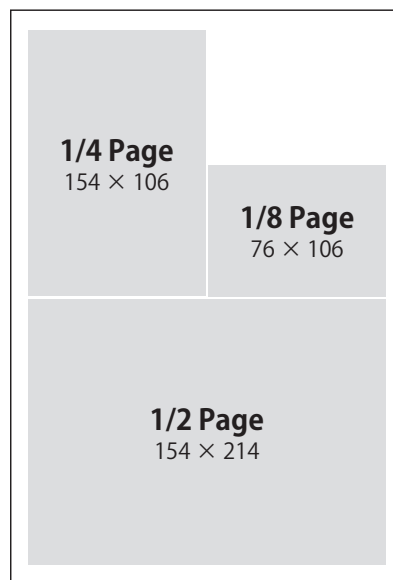
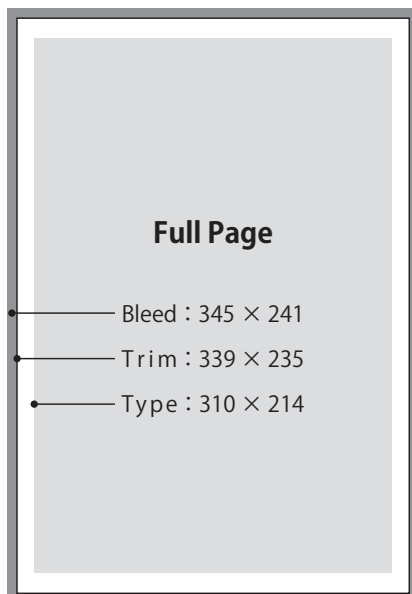
Medium name	Weekly Journey, founded June 1988
Publication schedule	Every Thursday (51 issues / year)
Circulation	10,000 / week
Publication size	H339mm × W235mm / 24-32 pages
Distribution	

- 220 outlets, mainly in central London. Pick-up points are Japanese supermarkets, hairdressers, restaurants, estate agencies, travel companies, department stores, English language schools, etc.
- Paid subscribers



Display Advertising Sizes

H(mm) x W(mm)





Display Advertising Rates

Circulation: 10,000/ week in Greater London
As of 2020

DPS on request

Rates are for each week of advertising, exclusive of VAT

AD SIZE	DIMENSIONS H(mm) × W(mm)	COLOUR	Category A SERIES 1 - 10	Category B SERIES 11 - 25	Category C SERIES 26 - 35	Category D SERIES 36 - 51
Full Page /per week	345 × 241 (Bleed) 339 × 235 (Trim) 310 × 214 (Type)	mono	£935	£820	£695	£630
		spot colour	£975	£860	£735	£670
		4-colour	£1020	£905	£780	£715
1/2 Page /per week	154 × 214	mono	£580	£505	£435	£390
		spot colour	£620	£545	£480	£430
		4-colour	£660	£590	£520	£475
1/4 Page /per week	76 × 214 (Horizontal) or 154 × 106 (Box)	mono	£345	£305	£250	£230
		spot colour	£390	£345	£295	£275
		4-colour	£430	£390	£335	£315
1/8 Page /per week	37 × 214 (Horizontal) or 76 × 106 (Box)	mono	£205	£180	£155	£135
		spot colour	£245	£220	£195	£180
		4-colour	£290	£265	£235	£220
1/16 Page /per week	37 × 106 (Horizontal) or 76 × 52 (Box)	mono	£120	£105	£90	£80
		spot colour	£155	£135	£120	£110
		4-colour	£185	£170	£155	£140
1/32 Page /per week	37 × 52	mono	£70	£60	£55	£45
		spot colour	£90	£80	£75	£65
		4-colour	£110	£100	£95	£85

Additional surcharge

Outside Front Cover	25%	Inside Front Cover	15%	Inside Back Cover	15%	Outside Back Cover	20%	any other fixed page	10%
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Artwork Costs

AD SIZE	1/32 Page	1/16 Page	1/8 Page	1/4 Page	1/2 Page	Full Page
mono or spot	£20	£30	£50	£80	£130	£200
4-colour	£40	£45	£75	£120	£180	£280

This cost will be charged for the first advertisement. Any minor changes on subsequent ads will be charged according to complexity. Complete changes will be chargeable as shown.

Advertorial Rates

An extra 50% surcharge on top of the display advertising rate

* additional charges apply if you require us to interview or compose.

Loose Insertion Rates

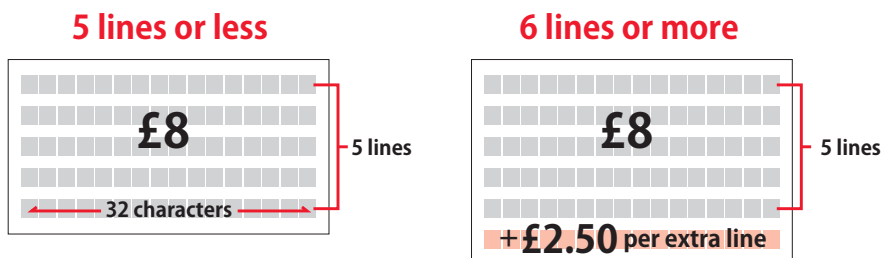
9,000 copies: £400 +VAT

If you order and pay outside of EU countries, you won't have to pay VAT (currently 20%).

General Advertising Information

	by 10 days before printing		by 4 days before printing			by 2 days before printing (Tuesday)	Thursday
advertiser	by phone or email	fullfill the space order form	Ready data: send Adobe Acrobat PDF file Artwork: ready resorces	receive a JPEG file	finish proofreading		you receive a copy
	enquire	order	design	proofreading	OK proof	ad submission print	distribution
our company	☎ 020-7307-3210 mail sales@Japanjapanjournals.com	we book the space you order	Ready data: check your file Artwork: we design with images, text and logos	fix detail		ad submission print	delivery

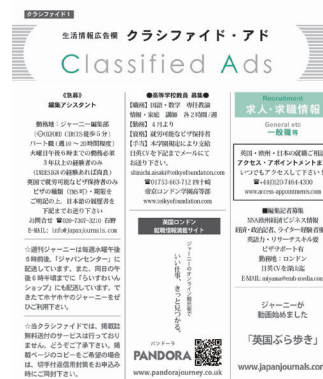
Classified Advertising Rates Rates are for each week of advertising, inclusive of VAT



Example 5 issues = £8 × 5 = £40

Each line allows 32 characters, including spaces, full stops and commas.

Example 7 lines ad × 3 issues
{£8 + (2 × £2.50)} × 3 = £39



Optional Extras (on top of basic cost above)

translation	The first 5 lines of translation into Japanese is included free in the £8 fee. For more than 5 lines, each extra line is £3 instead of £2.50.
box	£8 × no. of issues
bold line	£2.50 × no. of bold lines × no. of issues

horizontal photograph/logo (max 2.4 × 3.5cm)	Black & White £12 extra each Colour £17 extra each
vertical photograph/logo (max 4 × 2.7cm)	Black & White £18 extra each Colour £23 extra each

Deadline Information

Normal

strictly by **12noon Thursday** for the following week's inclusion (this may vary at certain times of the year).

Express Application

by **12noon Monday** for that week's inclusion with a 50% surcharge on top of the normal rate.

Super Express Application

by **12noon Tuesday** for that week's inclusion with a 100% surcharge on top of the normal rate, i.e. double the normal rate.

12:00 noon

additional offer

We also place the text of your ad online on www.japanjournals.com (updated every Thursday evening for 1 week) as a free service. The online version will, therefore, not show any options such as box, bold line, logos or photos.

How to apply

You can apply on our website

<http://www.japanjournals.com/classified/apply.html>



Cancellation fee

£3 (cancellation to be informed before 12noon of the Thursday 1 week before publication)