

Japanese magazine in the UK

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**.

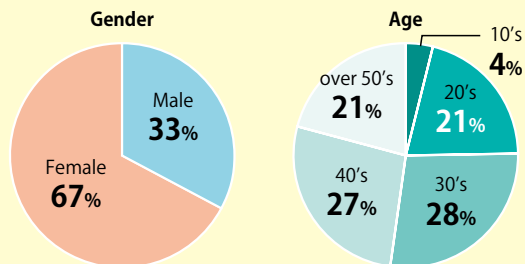
- ★ Weekly Journey gives you news and current affairs from Japan and the UK.
- ★ Covering such topics as politics, the economy, social affairs, entertainment and sport, Weekly Journey is full of the latest "hot" news, gossip and headlines with pictures.
- ★ Featured also are topical issues in Britain, 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 / 16-32 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

Readership

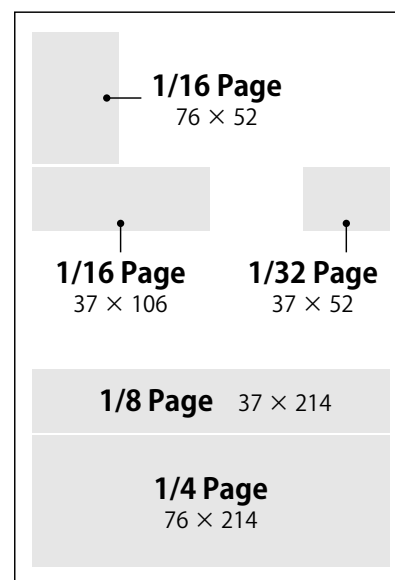
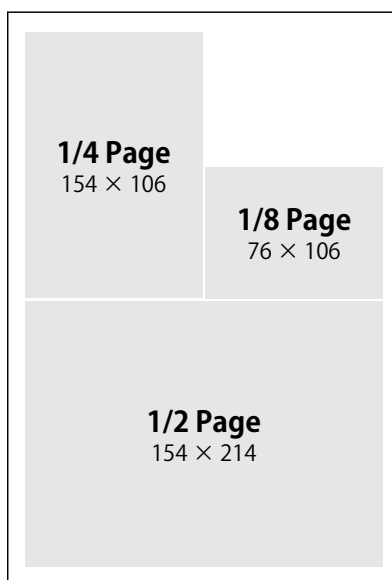
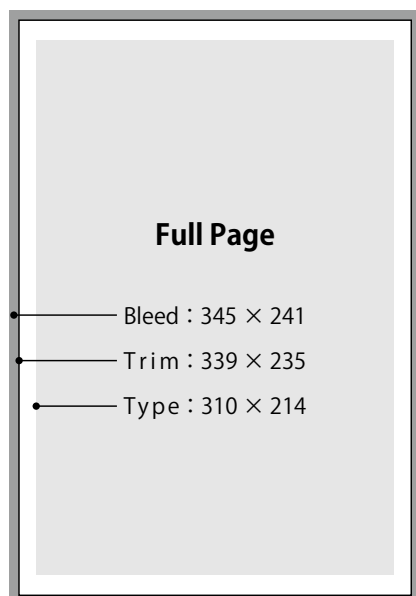


The number of Japanese residents in the UK
in 2023 was 64,970 *
including permanent residents.

*according to statistics from the Ministry of Foreign Affairs in Japan

Display Advertising Sizes

H(mm) x W(mm)



Display Advertising Rates

Print run: 10,000 copies / week +ebook

DPS on request

Special discount rates offered to customers signing long-term contracts

As of 2024

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	£965	£845	£715	£650
		spot colour	£1,005	£885	£755	£690
		4-colour	£1,050	£930	£805	£735
1/2 Page /per week	154 × 214	mono	£595	£520	£450	£400
		spot colour	£640	£560	£495	£440
		4-colour	£680	£605	£535	£490
1/4 Page /per week	76 × 214 (Horizontal) or 154 × 106 (Box)	mono	£355	£315	£255	£235
		spot colour	£400	£355	£305	£285
		4-colour	£440	£400	£345	£325
1/8 Page /per week	37 × 214 (Horizontal) or 76 × 106 (Box)	mono	£210	£185	£160	£140
		spot colour	£250	£225	£200	£185
		4-colour	£300	£270	£240	£225
1/16 Page /per week	37 × 106 (Horizontal) or 76 × 52 (Box)	mono	£125	£110	£90	£80
		spot colour	£160	£140	£125	£115
		4-colour	£190	£175	£160	£145
1/32 Page /per week	37 × 52	mono	£70	£60	£55	£45
		spot colour	£90	£80	£75	£65
		4-colour	£115	£105	£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 [1,000 copies are for promotional purposes]

If you order and pay outside of UK, 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	complete the space order form	Ready data: send Adobe Acrobat PDF file Artwork: supply resources	receive a JPEG proof	proofread and approve		you receive a copy
	enquiry	order	design	proofreading	approval	ad submission / printing	distribution
Weekly Journey	☎ 020-7307-3210 mail sales@japanjournals.com	we book the space you order	Ready data: check your file Artwork: we design with images, text and logos			ad submission / printing	delivery

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

5 lines or less

£8

32 characters

5 lines

6 lines or more

£8

+£2.50 per extra line

5 lines

Example 5 issues = £8 × 5 = £40

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

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



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

Deadline Information

Standard

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 www.japanjournals.com/classified/apply.html

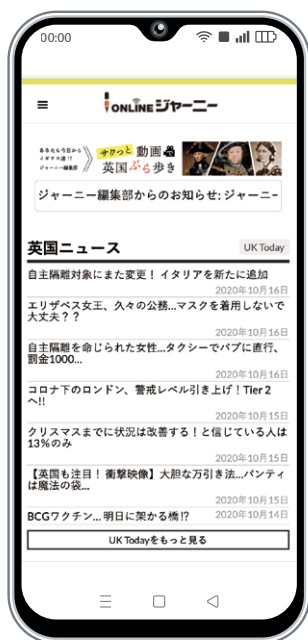


Cancellation Fee £3 (cancellation to be informed before 12noon of the Thursday 1 week before publication)

About Online Journey

Online Journey is published by Japan Journals Ltd, from content produced for Weekly Journey, a printed magazine for UK-based Japanese readers. It is a lifestyle guide to living in or visiting the UK and is aimed at Japanese businessmen, housewives, students and tourists. Weekly Journey has a 10,000/week print run, access details for Online Journey are below.

www.japanjournals.com



User Information (December 2023)

Monthly average PV **300,000**

Monthly average UU **80,000**

SNS followers

(December 2023)



Facebook @weekly.journey
1,940



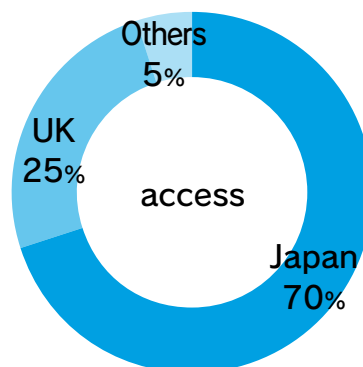
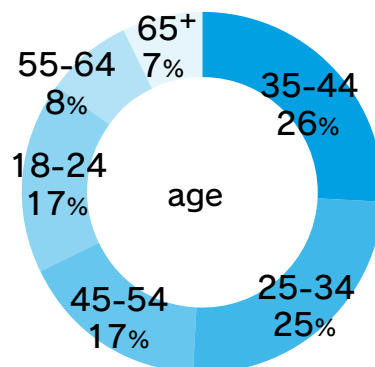
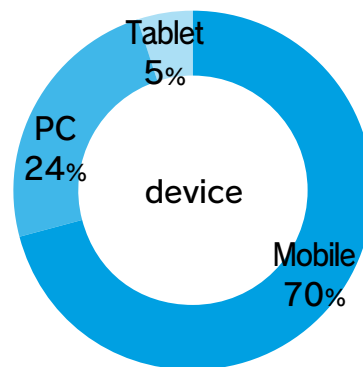
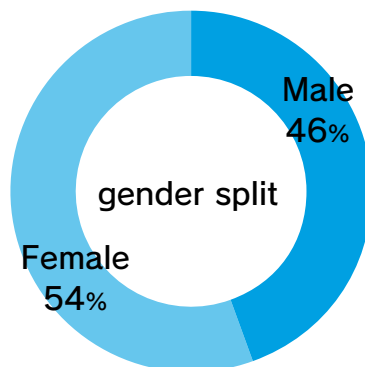
X (Twitter) @WeeklyJourney
3,080



Instagram @journey.london
1,580



YouTube 英国ぶら歩き
15,050



Banner Advertising Rates

exclusive of VAT

Condition \ Type	① Header		② Square
	① M Size	① L Size	
AD SIZE 【PC】 (H×W)	100px×730px	240px×940px	250px×300px
AD SIZE 【Mobile】 (H×W)	130px×480px	240px×480px	
PERIOD (minimum)	from 1 week	from 1 week	from 1 week
RATE / per week	£260.00	£380.00	£260.00
IMPRESSIONS (expected)	300,000	300,000	300,000
METHOD	random rotation max 5 banners	random rotation max 5 banners	random rotation max 5 banners
PAGE	all pages	all pages	all pages
CONTRACT	based on display period not click through rate		
FILE	JPEG /GIF	JPEG /GIF	JPEG /GIF
FILE SIZE	max 100KB	max 100KB	max 100KB



Artwork guide

Deadline : 3 working days prior

Link URL : 1 URL only per 1 banner (in order for us to verify the URL, please prepare it 5 working days before the start date)

Gif animation : maximum 20 seconds (we do not accept unlimited)

Artwork sending address : sales@japanjournals.com