

THE SENKEN

The Most Widely Read Fashion Daily in Japan

MEDIA GUIDE

- **Date of Appearance:** Late January, Early March, Late August, Late September
(Link to the schedule of fashion trade shows and Fashion Week)
- **Media of Appearance:** Special Issue of Senken Shimbun
- **Number of Copies:** 15,000 to the most influential spots in Paris and Milan
200,000 to the subscribers of Senken Shimbun as an insert in Japan
- **Distribution points:**
 - **January issue** - Porte de Versailles, Maison&Objet, Première Vision, Playtime, Rendez-Vous Homme, and other Men's fashion trade shows.
 - **March issue** - Sites of Paris Collection, Rendez-Vous, Atmosphere's, and other Women's fashion trade shows.
 - **August issue** - Porte de Versailles, Maison&Objet and Première Vision
 - **September issue** - Same as March

** Also available in celebrated hotels, restaurants, shops and specialty stores.*

- **Editorial Contents:** Latest Fashion News from Japan
- **Advertising Rate**

Space	4 colours	B&W	size
Full page (inside pages)	¥1,960,000	¥1,470,000	depth534mm × width385mm
1/3 Page	¥650,000	¥490,000	depth175mm × width385mm
1/4 Page	¥400,000	¥300,000	depth131mm × width385mm
Advertorial *(1Page)	¥2,352,000	¥1,764,000	depth534mm × width385mm
Advertorial *(1/2Page)	¥1,176,000	¥700,000	depth265mm × width385mm
Advertorial *(1/4Page)	¥588,000	¥350,000	depth131mm × width385mm
Side box (inside pages)	¥140,000	¥70,000	depth69mm × width63mm You cannot choose the layout.

*For the advertorial, you can check the article and the layout.

Application Deadline: 35 days before the date of issue

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