

**“senken h” &
tabloid papers**

Advertising Rates



Contact: paris@senken.co.jp

Media Guide

senken h - Monthly Free Lifestyle Paper-

- Introduction: Published by SENKEN SHIMBUN, “senken h” is a consumer media which provides trend-sensitive consumers with information regarding fashion, music, arts, and food.
- Tabloid size, printed in 4 colors.
- Circulation: 300,000 copies. 200,000 copies as an insert to Senken Shimbun (Daily fashion newspaper for professional) + 100,000 copies in major selected shops, beauty salons, cafes, etc.
- Publishing date: Every last Monday of the month

Tabloid papers

- Introduction: Published by SENKEN SHIMBUN, this tabloid size paper is a professional media. There are three categories. KIDS, focused on kids fashion/ GOODS treating mainly accessories, and IFF which is published prior to the IFF, the biggest fashion exhibition in Japan organized by SENKEN SHIMBUN.
- Tabloid size, printed in 4 colors.
- Circulation: 200,000 copies as an insert to Senken Shimbun (Daily fashion newspaper for professional).
- Publishing date:

“senken FASHION GOODS”	June 14, 2010 (Mon) / Dec 7, 2010 (Mon)
“senken KIDS fashion”	Aug 16, 2010 (Mon) / Feb 14, 2011 (Mon)
“senken JFW-IFF ISSUE”	July 12, 2010((Mon) / Jan 10, 2011 (Mon)

senken h

Full Page	Back Covers	Publicity	¥ 1,600,000	Depth 384mm × Width 259mm Bleed 3mm Size of the copy Depth390mm × Width265mm
	Inside Covers		¥ 1,400,000	
	Inside Pages		¥ 1,000,000	
Half Page	Under Contents		¥ 800,000	Depth 176mm × Width 239mm
	Inside Pages		¥ 600,000	
1/3 Page	Inside Pages		¥ 400,000	Depth 114mm × Width 239mm or Depth 362mm × Width 73mm
1/4 Page			¥ 300,000	Depth 83mm × Width 239mm or Depth 176mm × Width114.5mm
1/6 Page			¥ 200,000	Depth 52mm × Width 239mm or Depth 114mm × Width 114.5mm
Full Page			Tie-in Advertisement	¥ 1,050,000 ~
1/2 Page	¥ 550,000 ~			
1/4 Page	¥ 300,000 ~			
1/6 Page	¥ 200,000 ~			

SENKEN JFW-IFF ISSUE Advertisement Rates

Full Page	Back Covers	Publicity	¥ 1,600,000	Depth 384mm × Width 259mm Bleed 3mm
	Inside Covers		¥ 1,400,000	
	Inside Pages		¥ 1,200,000	Size of the copy Depth 390mm × Width 265mm
Half Page	Under Contents	Publicity	¥ 800,000	Depth 176mm × Width 239mm
	Inside Pages		¥ 700,000	
1/3 Page	Inside Pages	Publicity	¥ 500,000	Depth 114mm × Width 239mm
1/6 Page			¥ 250,000	Depth 52mm × Width 239mm
Spot A (1/6 Page)	Inside Pages	Tie-in Advertise ment	¥ 200,000	Please see the image. The spot advertisement contains 1 photo and texts which will be arranged by our staff.
Spot B (1/12Page)			¥ 150,000	
Spot C (1/18Page)			¥ 100,000	

Spot B

1F CV in HALL

アクセサリーを中心に、時計、ストール、インテリア、椅子など4社がアクセサリーゾーンに、また、大塚の伝統工芸品はファッションコートでは従来最大規模の展示が期待できる。シューズゾーンは東京シューズフェアなどの団体出展を中心に45社が集まった。

シューズブランドが2ブランドにシューズブランドを中心に集めたイコルゾーンはブランド、シューズブランドがブランドに。

Spot C
1photo, texts
50 letters &
Company's
profile

Spot C

Spot B
1photo, texts 100
letters &
Company's
profile

Spot A 1photo,
texts 150 letters
& Company's
profile

MILANOで大人気!!
日本技術を誇る佐藤織維

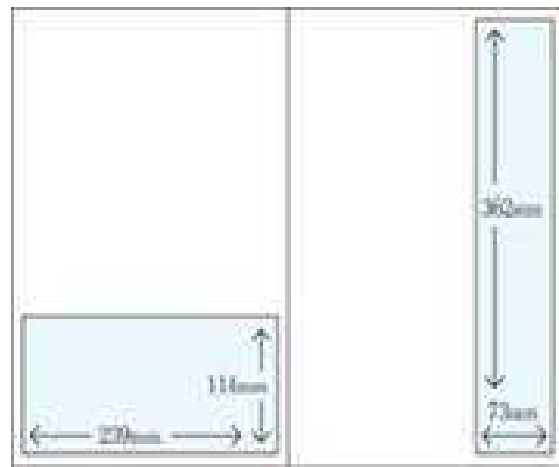
日本の伝統工芸を60社集めた
ゾーンは、ひと味違う。

senken FASHION GOODS & senken KIDS fashion

Full Page	Back Covers	Publicity	¥ 1,600,000	Depth 384mm × Width 259mm Bleed 3mm Size of the copy Depth390mm × Width265mm
	Inside Covers		¥ 1,400,000	
	Inside Pages		¥ 1,200,000	
Half Page	Under Contents		¥ 800,000	Depth 176mm × Width 239mm
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1/6 Page			¥ 250,000	Depth 52mm × Width 239mm or Depth 114mm × Width 114.5mm
Full Page	Inside Pages		Tie-in Advertisement	¥ 1,050,000 ~
1/2 Page		¥ 550,000 ~		You can't see and adjust the article, before that will issue. Please ask for any special shooting.
1/3 Page		¥ 400,000 ~		The fee for the special shooting will be charged in addition to the price indicated on the left
1/4 Page		¥ 300,000 ~		
1/6 Page		¥ 200,000 ~		

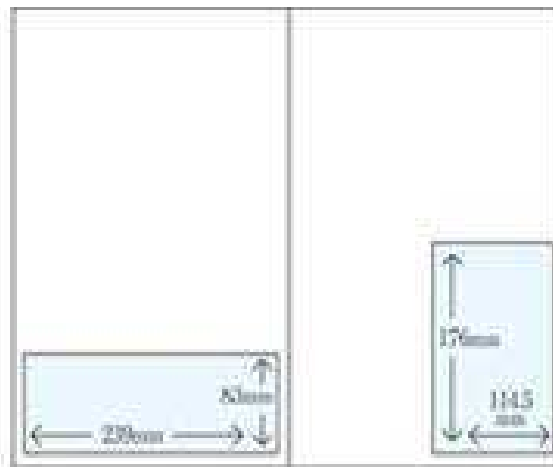
Advertisement Size

1/3 page



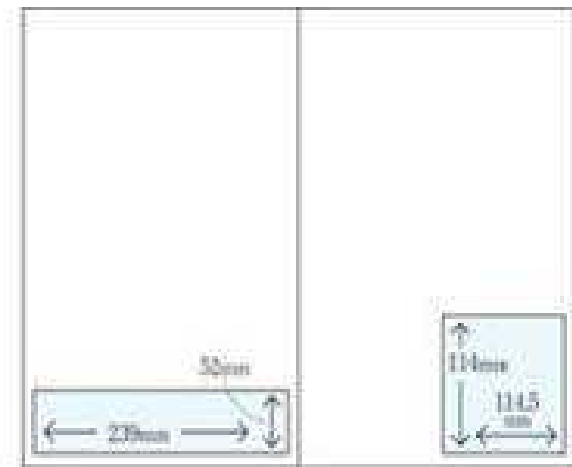
1/3 ページ

1/4 page



1/4 ページ

1/6 page



1/6 ページ