

the japan times

MEDIA KIT | GENERAL INFORMATION



The Japan Times is now distributed with the international edition of one of the world's most respected newspapers, The New York Times.

the japan times | **The New York Times**
International Edition

The history of The Japan Times

(A message from the President)

The Japan Times has a history closely connected with Japan's rapidly changing role in the world.

During the Meiji Era, the Japanese government's biggest diplomatic goal was to revise the unfair international treaties the country had signed during the chaotic time around the end of the Edo Period when Japan was pressured to open itself to the world. There were areas designated for non-Japanese residents where Japanese legal authorities had no jurisdiction in the seven cities of Hakodate, Niigata, Tokyo, Yokohama, Osaka, Kobe and Nagasaki. There were various conflicts near the designated areas and Japanese people began to harbor discontent.

Amid such circumstances, The Japan Times was first published on March 22, 1897, with the aim of solving misunderstandings between Japanese and non-Japanese, informing non-Japanese of the situation in Japan and promoting mutual understanding.

Sueji Yamada, a relative of Yukichi Fukuzawa, a philosopher and the founder of Keio University, was installed as president and Motosada Zumoto, a secretary for Prince Hirobumi Ito, the first prime minister of Japan, was appointed editor-in-chief.

The Japan Times was inaugurated with funds Fukuzawa helped collect by consulting the Bank of Japan and other major corporations and organizations. The paper enjoyed Japan-wide support at its inauguration.

Toward the end of the Edo Period, an Englishman had started an English-language newspaper in Yokohama, also called The Japan Times, which was absorbed by The Japan Mail, which was later incorporated into our The Japan Times. The Japan Times then absorbed both The Japan Chronicle (British background) and The Japan Advertiser (American background), merging all the English-language newspapers into one in the lead-up to World War II.

The Japan Times has since continued playing its unique role as the only independent English newspaper in Japan to report Japanese news to the world and world news to Japan.

As the number of overseas tourists visiting Japan has been rapidly growing and human interactions across borders have been intensifying in recent years, demand for accurate information about Japan is ever increasing. In October 2013, The Japan Times began an alliance with the New York Times, providing the best English journalism in Japan.

The Japan Times will continue to take on the great responsibility as "Japan's window to the world."

*Minako Suematsu,
Chairperson and Publisher of The Japan Times*

The first issue of The Japan Times in 1897



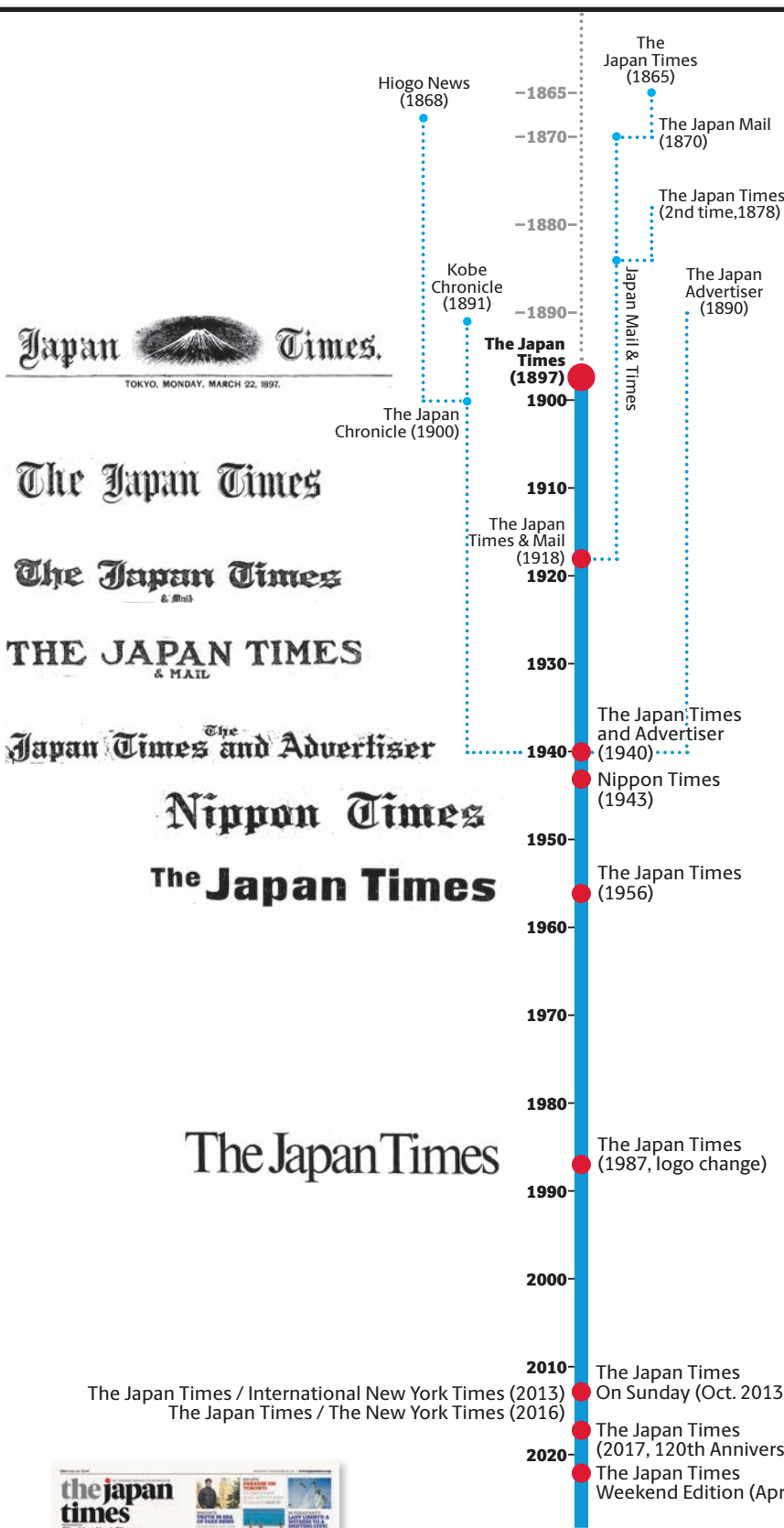
The Japan Times was first published on March 22, 1897, with the aim of solving misunderstandings between Japanese and non-Japanese, informing non-Japanese of the situation in Japan and promoting mutual understanding.



Yukichi Fukuzawa



Sueji Yamada



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Trust in quality, based on our 125-year history, is the brand of The Japan Times.

Japan's largest English newspaper

Founded in 1897, The Japan Times marked its 125th anniversary in 2022.

With a circulation of 19,101*, it has the largest circulation of any English newspaper in Japan.

Best medium to reach foreign residents

The Japan Times sends information to expats in Japan by consistently delivering to embassies, foreign companies and individuals, as well as hotels and kiosks.

Collaboration with The New York Times

Collaboration began with The New York Times, a leader of global public opinion, in 2013.

*Source: Japan Audit Bureau of Circulation 2021 Jul.-Dec.

Obtaining trust from stakeholders is one of the company's missions.

Trust

has to be earned

Dear readers,

The Japan Times is committed to presenting content of the highest quality, not only in our editorial but also in our advertising. To ensure our readers' trust, we vow to never deliver misleading news or engage in stealth marketing or any such deceitful practices. If you feel we are not maintaining this standard, please tell us.

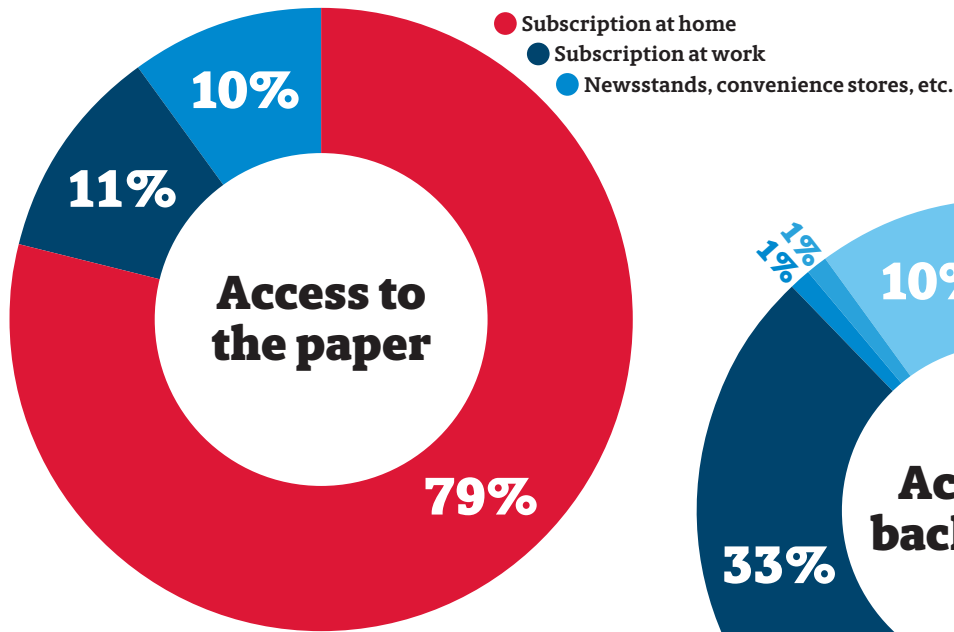
Earning and maintaining your trust is our highest priority.

Sincerely,

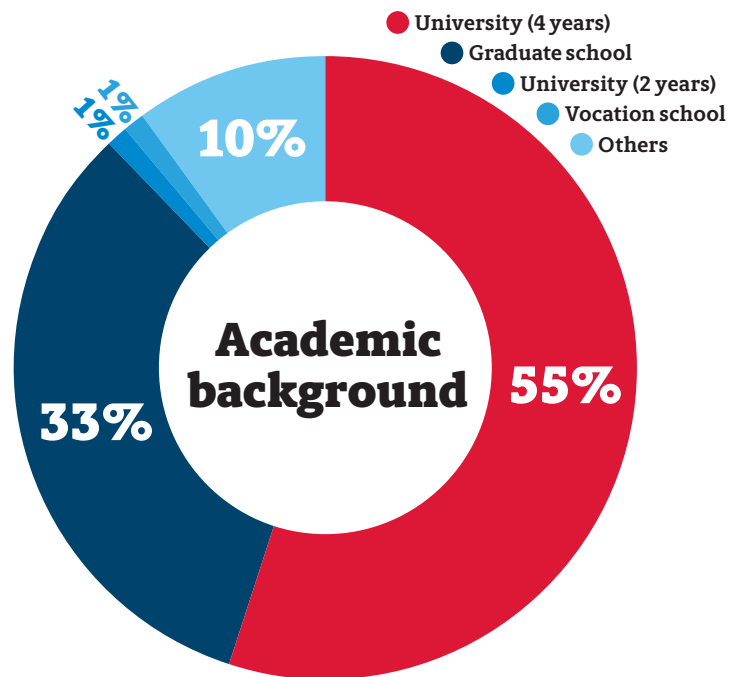
Chairperson and Publisher
Minako Suematsu

trust@japantimes.co.jp

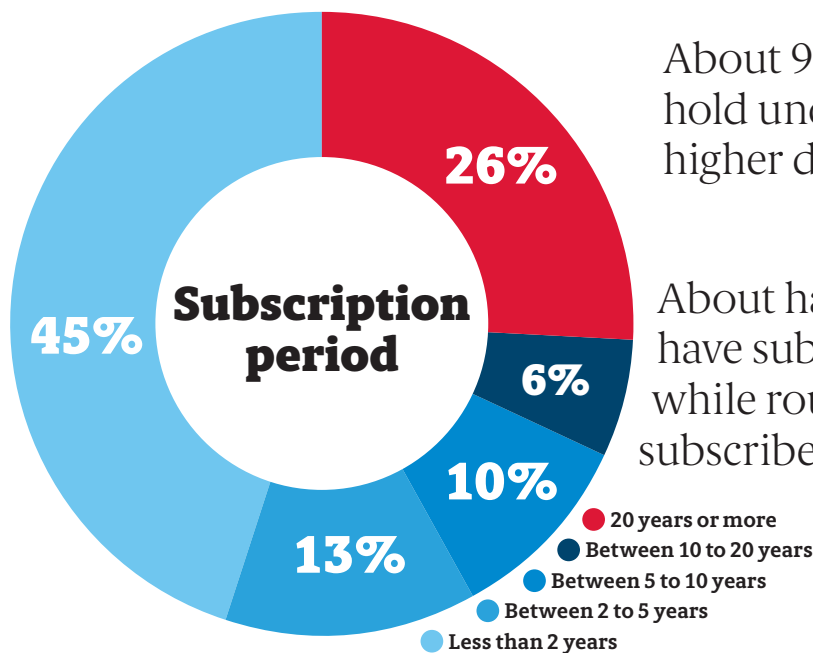
Many of our readers are highly educated and are key decision-makers.



Our subscribers number about 80 percent.

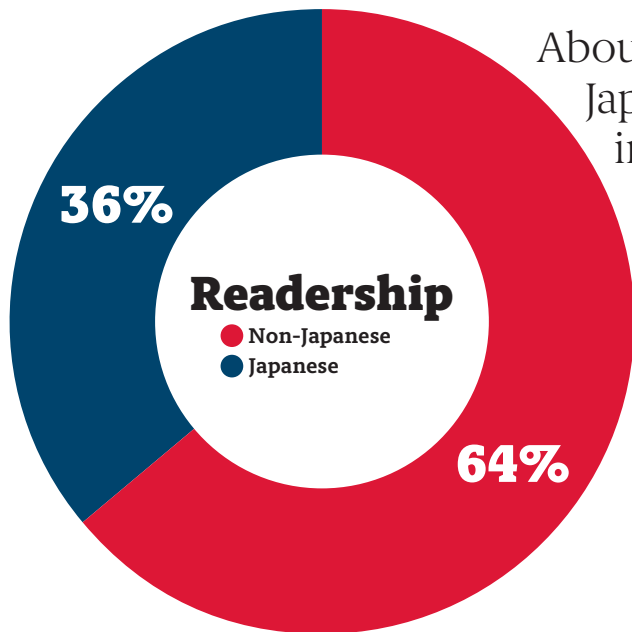


About 90 percent of our readers hold undergraduate or higher degrees

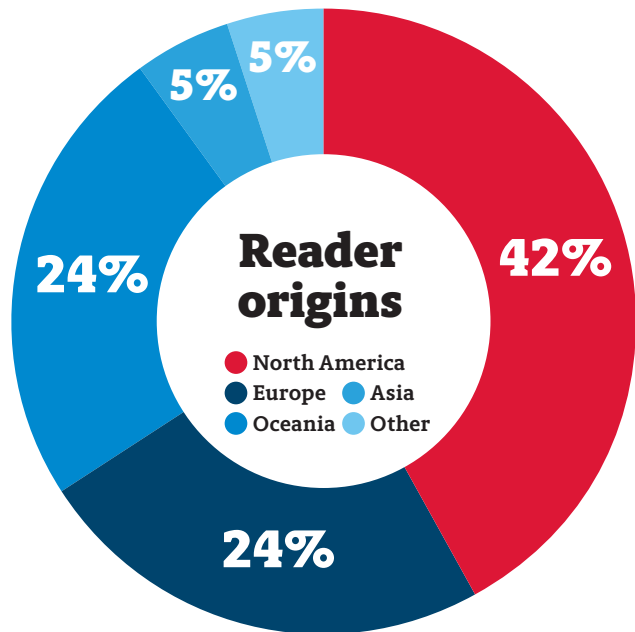


About half of our readers have subscribed for 2+ years, while roughly a quarter have subscribed for 20 years or more.

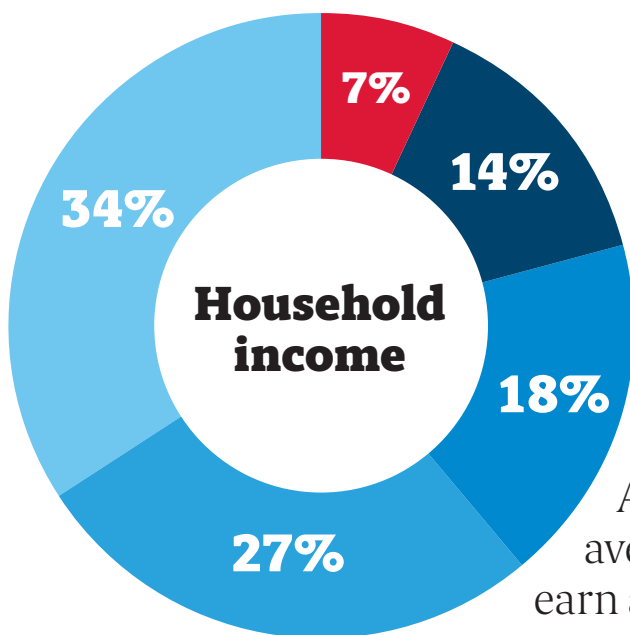
Our readers are diverse, with many earning high incomes and holding high-level positions.



About 70 percent of our readership is non-Japanese. Japanese readership figures increase on Mondays in conjunction with a rise in kiosk and convenience store sales.



The Japan Times readers hail from around the world, with Europe and North America accounting for over 60 percent of our readership.



Almost 70 percent earn higher than average salaries. About 40 percent earn approximately ¥10 million per year.

- More than ¥30 million
- Between ¥15 million and ¥30 million
- Between ¥10 million and ¥15 million
- Between ¥5 million and ¥10 million
- Less than ¥5 million

Survey name: The Japan Times readers survey 2018 | Survey period: May 29 to June 27, 2018

Survey method: Readers responded to advertisement carrying the URL of survey websites of The Japan Times/International New York Times.

Number of valid answers: 163 | Survey conductor: The Japan Times

The Japan Times is distributed to major hotels, airline lounges and airplanes, as well as university libraries.

Hotels

Hotel New Otani
ANA InterContinental Tokyo
Park Hyatt Tokyo
Mandarin Oriental Tokyo
Shangri-La Hotel Tokyo
Ritz Carlton Tokyo
The Peninsula Tokyo
Grand Hyatt Tokyo
Conrad Tokyo
Imperial Hotel Tokyo
and others

Delivery to about
80%
of domestic hotels with
over 800 rooms

Universities

University of Tokyo
Waseda University
Keio University
Kyoto University
Hitotsubashi University
Tokyo Institute of Technology
Tsukuba University
Sophia University
Nagoya University
Chiba University
Osaka University
International Christian University
and others

Airlines

In lounges and on planes:
JAL
ANA
American Airlines
Delta Air Lines
Thai Airways
Singapore Airlines
Korean Air Lines
China Eastern Airlines
Vietnam Airlines
and others

Delivery to about
70%
of airlines, including JAL
and ANA, which operate
flights to and from
Haneda airport

Delivery to about
60%
of airlines, including JAL
and ANA, which operate
flights to and from
Narita airport

Kiosks, convenience stores, bookstores

Major train station kiosks in metropolitan area
Tsutaya Tokyo Roppongi
7-Eleven (Roppongi 5-chome, Tokyo Midtown, Ebisu Station East Exit, Ebisu Minami 3-chome, Shibuya Higashi 3-chome, etc.)
FamilyMart, (Minato Ward), Kinokuniya
Maruzen
Junkudo

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MEDIA KIT | DIGITAL INFORMATION



www.japan-times.com

People in more than 200 countries visit **www.japantimes.com**, the largest of all English news websites in Japan.

Global online readership per month

8,000,000
Monthly page views

3,000,000
Monthly unique users



Page views mainly come from English-speaking countries.

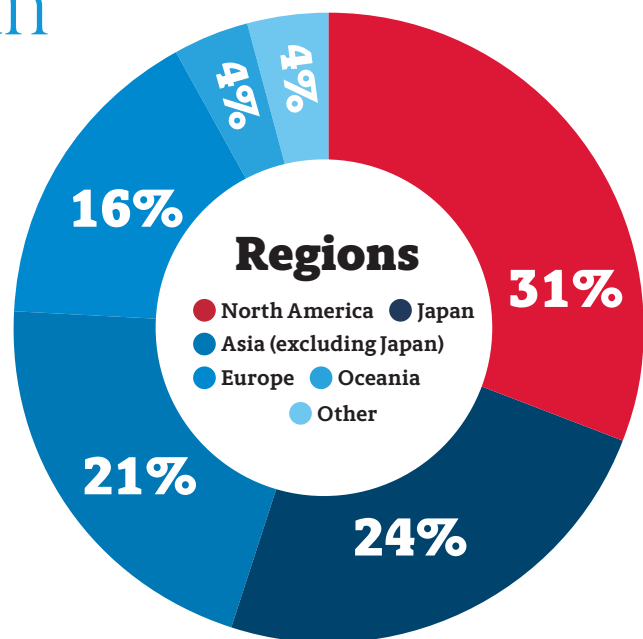
The Japan Times makes it possible to efficiently increase exposure to English speakers beyond those who travel to Japan.

Percentage of page views from outside Japan

76%

Top 10 countries by page views

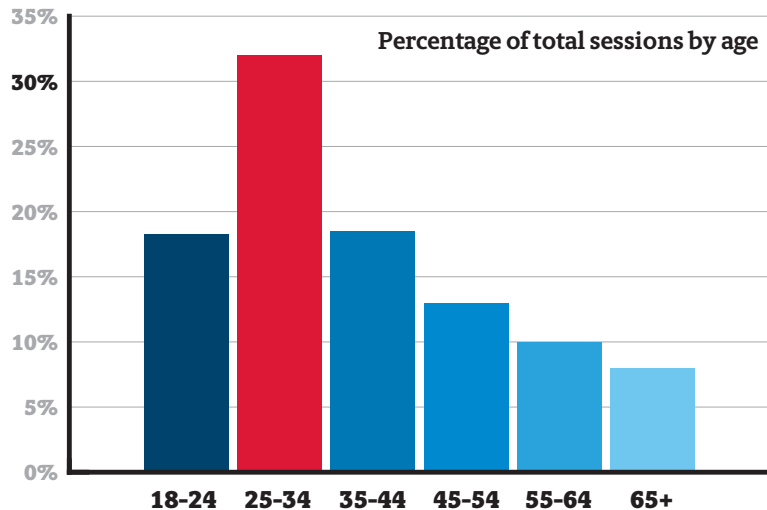
- | | |
|---|---|
| 1  The U.S. | 6  India |
| 2  Japan | 7  Singapore |
| 3  The U.K. | 8  Indonesia |
| 4  Canada | 9  The Philippines |
| 5  Australia | 10  Malaysia |



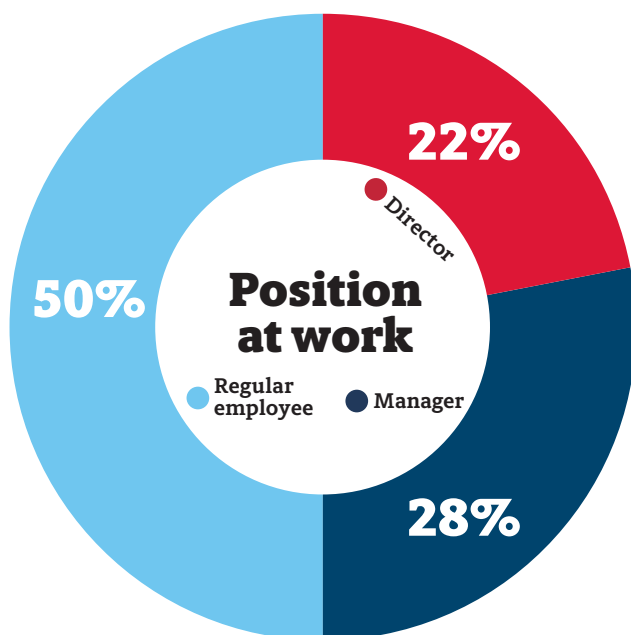
Source: Google Analytics data for www.japantimes.co.jp for the period 2019

Our readers are mainly young, highly educated people in managerial positions.

30%
or more of
our readers
are aged 25-34



84% or more of our readers are **undergrad** or **graduate degree** holders



50%
or more of our readers
hold **high positions**
in their company



Strong SNS presence enables
global multichannel reach.



about

700,000

Facebook likes



about

300,000

Twitter followers



about

45,000

Instagram followers



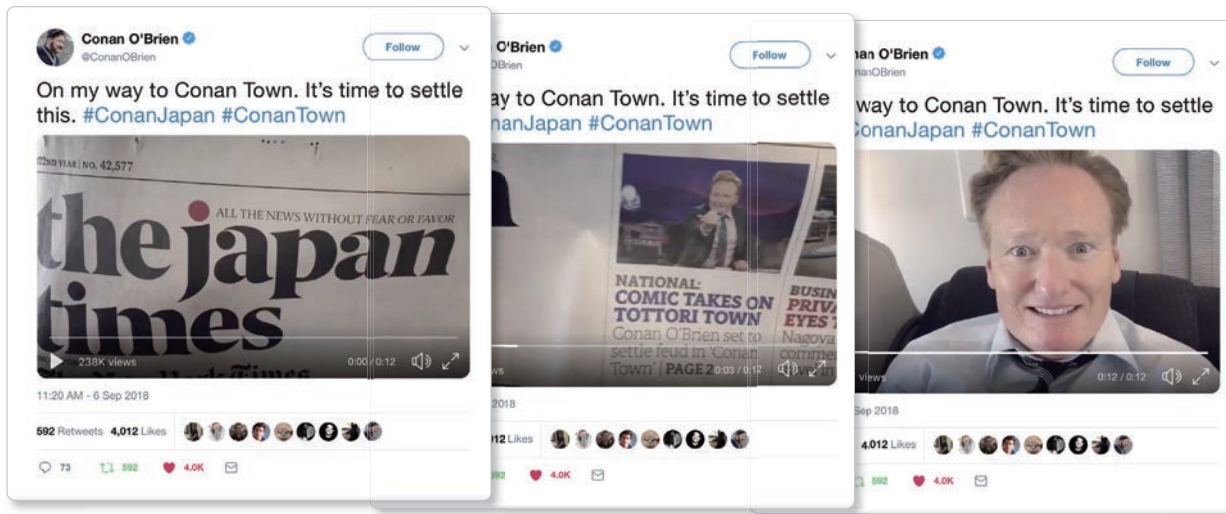
about

25,000

YouTube subscribers

As of March 2019 | The Japan Times

When people come to Japan it's The Japan Times they read, celebrities included.



On a visit to Japan late-night talk-show host Conan O'Brien shared a video on Twitter, of himself reading an article about his trip in The Japan Times (Sept. 8, 2018)

<https://twitter.com/ConanOBrien/status/1037525904002449408>



Actor Hugh Jackman tweeted this photo during a visit to Tokyo of him holding The Japan Times (Feb. 13, 2018)

<https://twitter.com/RealHughJackman/status/963223217107296256>



When former U.S. President Donald Trump visited Japan he tweeted a photo of taken inside Airforce One that showed The Japan Times on his desk (Nov. 9, 2017)

<https://twitter.com/realDonaldTrump/status/928325667556548608>



The Japan Times is also the first place people look for news from Japan, late-night TV hosts included.



OVER 5.1 MILLION SUBSCRIBERS



A Japan Times article was included in a TV program hosted by popular comedian Stephen Colbert on his Late Show on CBS

<https://www.youtube.com/watch?v=oFMQ-5s0f30>



OVER 6.5 MILLION SUBSCRIBERS



Last Week Tonight host John Oliver referred to an article in The Japan Times on Japanese mascots in April 2015.

https://youtu.be/C_9EDUvkgio?t=176



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