



**the japan times**

**The New York Times**

International Edition

## MEDIA INFORMATION

NO.5

Issue Date: June 2017

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

# 120-year history of The Japan Times



The first issue of  
The Japan Times in 1897



Yukichi Fukuzawa



**Sueji Yamada**

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.

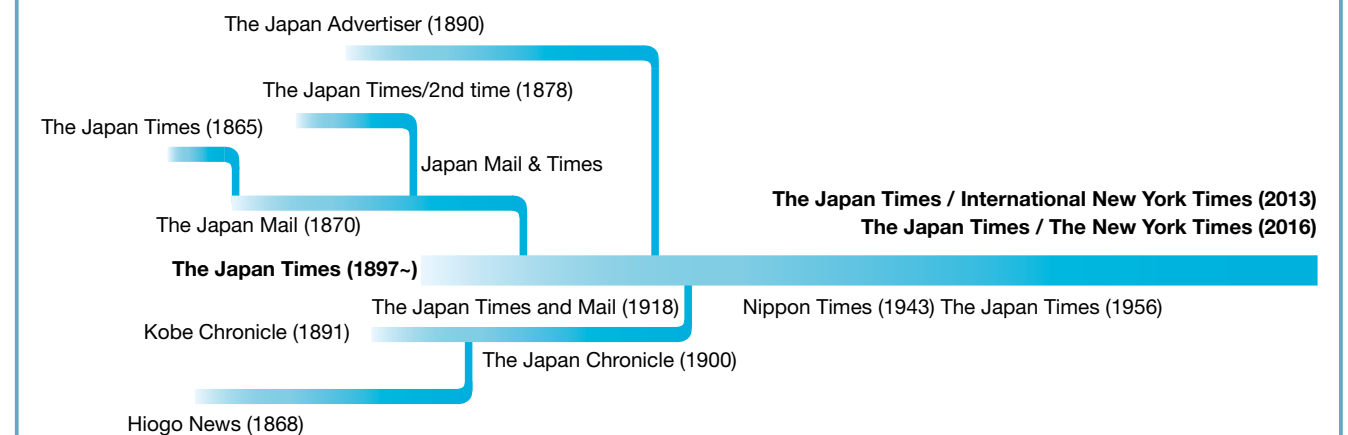
The Japan Times has since continued playing its unique role as the only independent English newspaper in Japan to report Japanese news to the world and world news to Japan.

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.”

**Takeharu Tsutsumi, president of The Japan Times**

## History of The Japan Times



## About The Japan Times

The Japan Times is the nation's biggest selling English-language newspaper, offering unrivaled diversity and depth of original English-language reporting on Japan. With our coverage of politics, business, culture, society and sports, The Japan Times has served as the world's window on Japan since the newspaper's establishment in 1897. The Japan Times published its first issue in 1897, changed its name to The Japan Times and Mail via a merger in 1918, before reverting to The Japan Times title in 1956.

### About The New York Times / International Edition

The New York Times / International Edition is the international version of The New York Times and a premier international newspaper for opinion leaders and decision-makers around the globe. It combines the extensive resources of its own correspondents with those of The New York Times and is for sale in more than 130 countries and territories.

## About The New York Times Company

The New York Times Company, a leading global, multimedia news and information company, includes The New York Times, International Herald Tribune, NYTimes.com and related properties. The company's core purpose is to enhance society by creating, collecting and distributing high-quality news and information.

# Three features that make JT special

Over its 120-year history, The Japan Times has consistently sought and upheld three goals. Those goals have supported The Japan Times over the years and made this newspaper distinctively different from other English-language publications. No matter what changing times and circumstances bring, The Japan Times is confident that as long as it maintains its distinctive features, it will continue to be the most suitable advertising medium for companies seeking continued growth.

- 1

**Largest Circulation of All Domestic English-Language Newspapers**  
The Japan Times has the largest circulation of all domestic English-language newspapers and reaches by far the largest number of non-Japanese readers living in Japan.
- 2

**Quality Writing That Comes from Independent Reporting and Editorial Policy**  
The Japan Times follows an independent reporting and editorial policy. Its writers do not rely on material translated from Japanese; they write original material in English based on their own reporting, producing quality articles that The Japan Times is proud of.
- 3

**Independent History over Three Centuries**  
The 120-year history of The Japan Times is proof of the widespread support and confidence it has enjoyed over the years.

## Sample pages from The Japan Times

■National News

You will find what's happening in Japan, ranging from politics to diplomacy, local news as well as social trends. The "FYI (For Your Information)" series seeks to offer a better understanding of news topics and their context for foreign and Japanese readers.



■Sports

We carry the latest sports news, including that featuring Japanese players in European soccer and Major League Baseball. Regular columns by staff writers and veteran columnists give insights into what's happening behind the games.



■Front Page

We deliver news and analysis on the latest domestic and international events, as well as timely features on a variety of issues, that are selected by editors based on different perspectives from other Japanese newspapers.



■World News

We cover a wide variety of international and Asia news/analysis and features that you will not find in the vernacular press.



■Business

We deliver news/analysis/features on major economic, industrial and financial topics in Japan and around the world from diverse sources.



# Introducing Classified Ads

The Japan Times Classified Ads serve the needs of foreign and Japanese companies seeking employees with language skills and an international outlook, as well as those individuals seeking employment in internationally related areas.

Industries using Classified Ads: International organizations, embassies/consulates, public offices, airlines, hotels, travel agencies, trading companies, international schools, language schools, universities, staffing/recruiting agencies

Main job types: Interpreters, translators, secretaries, teachers, sales, management position, reporters, editors

Kinds of classified ads

Line ads

Place a classified ad at a reasonable price. The ad can also be posted on our website for a nominal fee.

EDITOR-REPORT-ER. A native English speaker competent in Japanese. Computer skills (MS Word, Excel) a must. Please call (03) 3453-5552 for more details. The Japan Times.

Display ads (window)

Framed ads gain attention. Free placement in Sunday's paper and the ad can also be posted on our website for a nominal fee.

Display ads (bottom)

A large window display ad set apart at the bottom of the page for special emphasis, good for inserting company details and logos. Free placement in Sunday's paper and posting on our website.

Posting on our website

Line ads and display (window) ads can be placed on The Japan Times Classified Ads website for a 10% additional fee. Bottom display Ads are placed free.

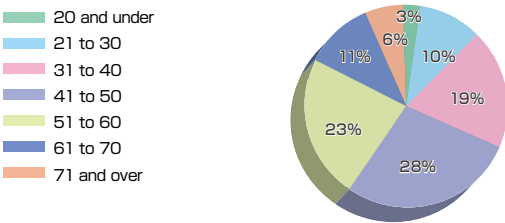


Japan Times Jobs

The Japan Times Jobs website links job seekers who want to make use of their English proficiency with enterprises looking for people with advanced English skills. The site combines the wealth of content of The Japan Times with know-how for acquiring English skills.



Readers Age (Japanese)





# Circulation of nearly 44,000 Copies. Total Readership over 120,000

## The Japan Times is Japan's largest English newspaper, boasting many socially active and highly educated readers.

Japan's largest English newspaper by circulation (as of October 2016) **43,965** copies

Total number of readers (2.8 readers per copy) **123,102** people

The percentage of English-speaking foreigners The Japan Times reaches in the three largest metropolitan areas of Tokyo, Nagoya and Osaka **58%**

The percentage of undergraduate and graduate degree holders by circulation **88%**

The percentage of board members and managers **34%**

The percentage of readers earning ¥10 million or more **39%**

Readers of The Japan Times are highly educated, socially active and have high household incomes.

The Japan Times is the largest English newspaper in Japan by circulation.

About 60 percent of English-speaking foreigners read The Japan Times in the nation's three largest metropolitan areas of Tokyo, Nagoya and Osaka.

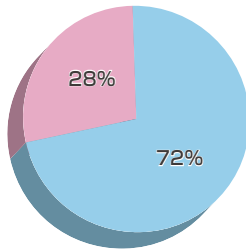
\*The number of English-speaking foreigners in Tokyo, Nagoya and Osaka metropolitan areas combined was 104,152 people, according to the 2013 statistics of the Immigration Bureau, the Ministry of Justice.

Sales channel - 5,000 Asahi Shimbun newspaper distribution outlets across the country (excluding the Tokai region) and 1,300 Chunichi Shimbun newspaper distribution outlets in the Tokai region.

### Ratio of Japanese to Non-Japanese

Over half The Japan Times' readers are non-Japanese. On Mondays, however, when one-off sales are higher than on other days of the week, the ratio of Japanese to non-Japanese readers is roughly equal.

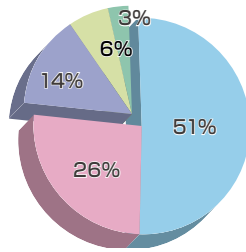
Non-Japanese Japanese



### Non-Japanese Readers' Countries of Origin

People from all over the world read The Japan Times. Over half of The Japan Times readers are from Western countries.

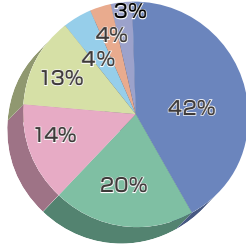
North America Oceania  
Europe Other  
Asia



### Circulation by Region in Japan Kanto, Kinki areas - 87%

Circulation is concentrated in centers of international business, mainly the two major urban areas of Tokyo and Osaka.

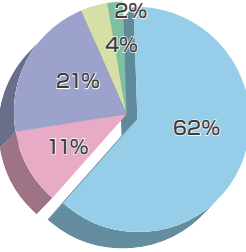
Tokyo  
Kinki (including Kyoto, Osaka, Kobe)  
Kanto (excluding the Tokyo area)  
Chubu, Hokuriku (including Nagoya)  
Tohoku, Hokkaido  
Kyushu  
Chugoku, Shikoku



### Sales Modes (Home delivery - 62%)

Nearly 70 percent of readers get The Japan Times by direct delivery, ensuring that they receive their copy of the paper regularly.

Direct delivery (home)  
Direct delivery (office)  
Newsstands, convenience stores, etc.  
Hotels  
Bookstores

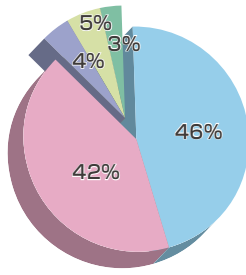


# Readers: Well-Educated and High-Profile

### Educational Background (University, graduate school - 88%)

JT/NTY readers are well-educated, with about 90 percent having graduated from a university or graduate school.

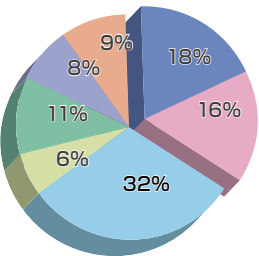
University (4-year)  
Graduate school  
Junior college (2-year)  
High school  
Professional training school



### Occupation or Position (Executive manager - 34%)

34 percent of readers are corporate executives or managers.

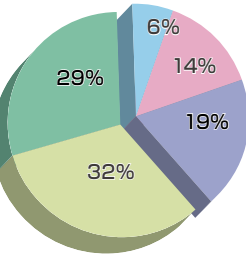
Executive  
Manager  
Employee  
Student  
Homemaker  
Part-timer or casual worker  
Not employed



### Yearly Household Income (Over ¥10 million - 39%)

Nearly 70 percent of JT/NTY readers earn more than the average annual salaried worker's income of 4.12 million yen\*, and approximately 39 percent have an annual income of 10 million yen or more.

30 million yen and over  
15 to under 30 million yen  
10 to under 15 million yen  
5 to under 10 million yen  
5 million yen or less

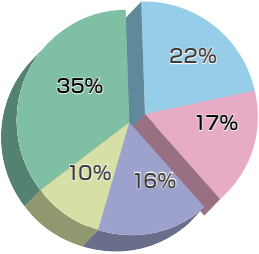


\* Average annual salaried worker's income according to Japanese National Taxation Agency data for fiscal 2010. This survey was conducted among working adults.

### Length of Subscribership

Over half of JT/NTY readers have been subscribers for five years or more; nearly one-quarter have been subscribing for over 20 years.

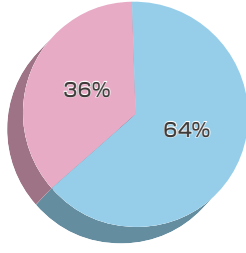
20 years or more  
10 to less than 20 years  
5 to less than 10 years  
2 to less than 5 years  
Less than 2 years



### Male-to-female Ratio

60 percent of JT/NTY readers are men and 40 percent are women.

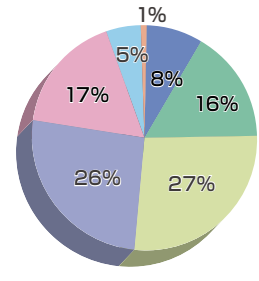
Men  
Women



### Age

Readers are spread over a broad range of ages, but are mostly between 31 and 60.

20 and under  
21 to 30  
31 to 40  
41 to 50  
51 to 60  
61 to under 70  
71 and over



### Survey outline

Name Japan Times Readership Survey 2014  
Period February 25-April 15, 2014  
Method Questionnaires, Internet

Valid responses 278  
Sponsored by The Japan Times, Ltd.

Number of Foreign Residents in Japan

According to Immigration Bureau of Japan data, the number of registered foreign residents in Japan was 2,066,445 as of the end of 2013. Of them, mid- and long-term residents numbered 1,693,224 and there were 373,221 special permanent residents. Foreign residents made up about 1.6 percent as of Jan. 1, 2013, of the population of Japan, which was 127.14 million.

Number of foreign residents (2012) (Ministry of Justice)

Regions	Number
Tohoku, Hokkaido	66,978
Kanto (excluding the Tokyo area)	521,720
Tokyo	409,067
Chubu, Hokuriku	412,458
Kinki (including Kyoto, Osaka, Kobe)	431,549
Chugoku, Shikoku	114,214
Kyushu, Okinawa	109,277
Total	2,066,445

Status report on foreign employment

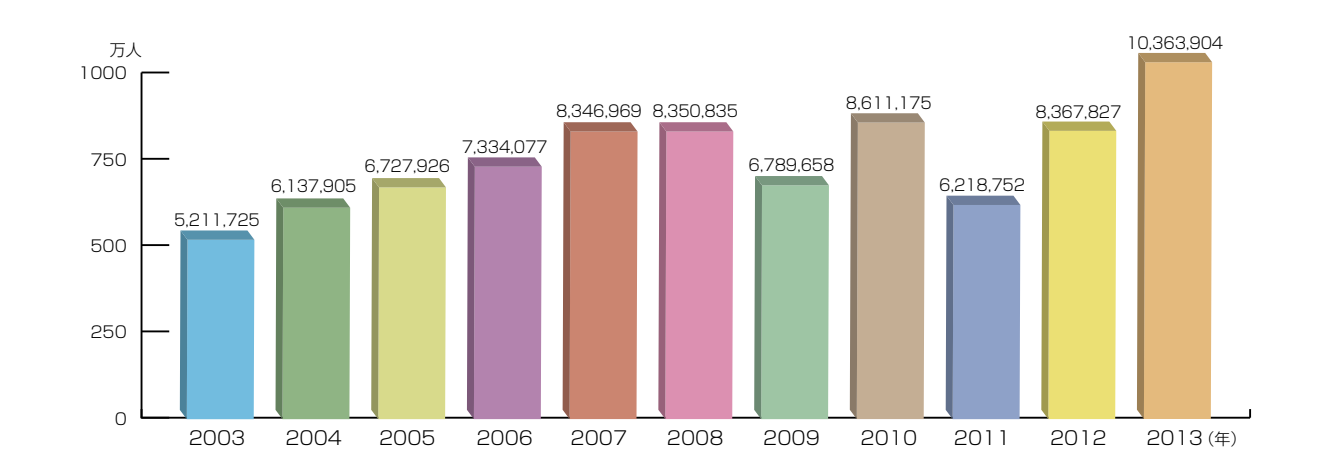
Enrollment of foreign employees.

Number of establishments with foreign employees

The number of establishments with foreign employees was 126,729 in 2013, up by 6,998 in 2012.

Foreign Tourists to Japan

(Japan National Tourist Organization)



Foreign Tourists to Japan

The number of foreign tourists visiting Japan jumped 24 percent to a record 10,363,904 in 2013, up from 8,367,827 in 2012. This figure indicates Japan's inbound tourism recovered completely from the 2011 and 2012 slumps in the wake of the March 11 crisis in 2011.

The Japan Times and education

As the demand for people with the ability to use English remains high in a globalizing world, The Japan Times is a useful tool for language education as it offers a wealth of native English used in various situations. Also, for university entrance exams, articles from The Japan Times are often used to test English ability.

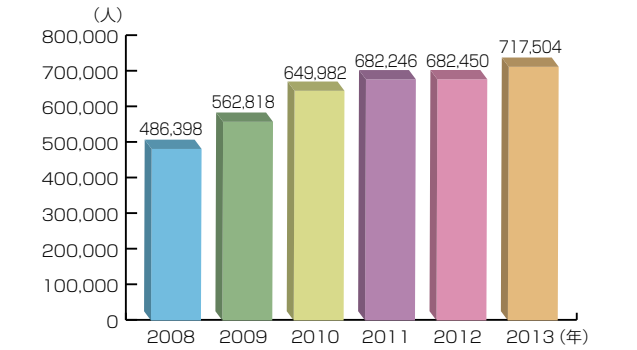
Universities that used Japan Times articles for their entrance exams in fiscal 2012 (Number of universities: 115 Number of questions: 156)

Aichi University, University of Aizu, Atomi University, Ibaraki Christian University, Iwate Prefectural University, Utsunomiya University, Ehime University, Otemon Gakuin University, Osaka Kyoiku University, Osaka University of Economics, Osaka Institute of Technology, Osaka Sangyo University, Otsuma Women's University Graduate School, Kagoshima University, Kwassui Women's College, Kanagawa University, Kanazawa University, Kamakura Women's University, Kawamura Gakuen Woman's University, Kanto Gakuin University, Kyoto Tachibana University, Kyoto Notre Dame University, Kyoto Bunkyo University, Kinjo Gakuin University, Kunitachi College of Music, Kumamoto University, Kurume University, Gunma University, Keio University, Kochi University of Technology, Kochi University, Konan University, Kobe City College of Nursing, Kobe Women's University • Junior College, Kobe Shoin Women's University, Kobe Pharmaceutical University, Komazawa University, Sapporo University, Shibukawa Nurse College, The University of Shimane, Shukutoku University, Sophia University, Showa Women's University, Shinshu University

Universities that used The Japan Times articles for their entrance exams in fiscal 2013 (The number of such universities was 118 and the number of questions in the exams was 181.)

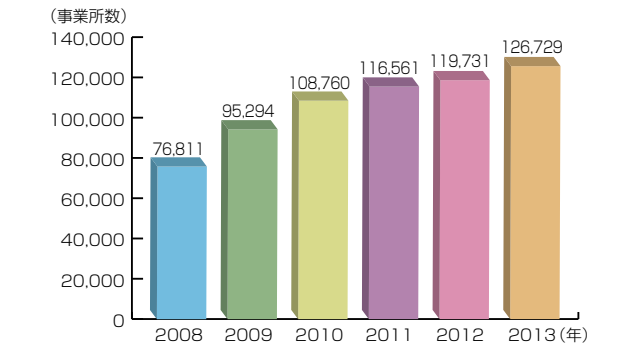
Aichi University, Atomi University, Iwate Prefectural University, Otsuma Women's University, Kagoshima University Graduate School, Keio University Graduate School, Nihon University, Notre Dame Seishin University, Ferris University, Fukuyama City University, Hitotsubashi University, Yasuda Women's University, Yasuda Women's College, Sonoda Women's University, Sonoda Women's College, Yokohama National University, Yokohama College of Commerce, Yokohama College of Pharmacy, Gakushuin University, Kwassui College, International Pacific University, Kamakura Women's

University, Kamakura Women's University Junior College, Kanto Gakuin University, Gifu Shotoku Gakuen University, Gifu Shotoku Gakuen Junior College, Gifu University, Kurume University, Miyagi Gakuin Women's University, Kyoto Gakuen University, Kyoto Tachibana University, Kyoto Koka Women's University, Kyoto Koka Women's College, Tamagawa University, Kinjo Gakuin University, Kanazawa University, Kyushu Nutrition Welfare University, Kyushu Kyoritsu University, Komazawa University, Gunma University, Konan Women's University, Astronautical Safety College, Takachiho University, University of Kochi, Yonezawa Women's Junior College, National Rehabilitation Center for Persons with Disability, Yamaguchi Prefectural University, University of Yamanashi, Juntendo University, Showa University, Matsuyama University, Sophia University, Josai International University, Niigata University of Management, Niigata University of Health and Welfare, University of Niigata Prefecture, Niigata University of International and Information Studies, Niigata University, Seikei University, Morinomiya University of Medical Sciences, Kobe International University, Kobe City College of Nursing, Kobe Women's University, Kobe Women's Junior College, Kobe Shoin Women's University, Bunri University of Hospitality, Aoyama Gakuin University, Kawasaki College of Allied Health Professions, Kurashiki University of Science and the Arts, Osaka Gakuin University, Osaka Kyoiku University, Osaka University of Economics and Law, Osaka Institute of Technology, Osaka Sangyo University, Osaka University, Taisho University, Otani University, Chuo University, Otemon Gakuin University, Teikyo University, Tokai Gakuen University, Tokyo Polytechnic University, Tokyo City University, Tokyo Future University, Tokyo University of Science, Higashi Chikushi Junior College, Tohoku Institute of Technology, Toyo University, Toyo Eiwa Women's University, Fujita Health University, Doshisha University, Nanzan University, Nishogakusha University, Japan Women's College of Physical Education, Nippon Sport Science University, Nihon University, Baiko Gakuin University, University of Toyama, Fukui University of Technology, Fukuoka Institute of Technology, Fukushima University, Bunkyo University, Hosei University, National Defense Academy of Japan, University of Kitakyushu, Nagoya University, Meiji University, St. Margaret's Junior College, Rikkyo University, Reitaku University, Wayo Women's University



Foreign Capital Companies (3,194 companies)

According to METI's Survey of Trends in Business Activities of Foreign Affiliates (2012), 30.5% of foreign capital-affiliated enterprises answered that they are planning to hire more staff. The amount of profit and recurring profits are also expected to increase, and 51.4% say they would likely expand their business. Thus, it is expected that the number of foreign capital companies actively seeking to operate their business in Japan will increase.



Overseas Corporations

The number of overseas-affiliated companies that have over 10% domestic investment ratio is now 23,800 and it is rising. Therefore, many need to conduct business in accordance with each local situation, though human resources that can assume the positions are lacking. So various efforts to hire and/or develop such multinational human resources are being deployed.



# Effective Display Ads and Advertising Sections/Supplements

The Japan Times — a trusted source of valuable information for the non-Japanese market in Japan and internationally minded Japanese. The various types of display ads and advertising sections and supplements produced taking advantage of its unique approach are well regarded among companies and organizations as powerful marketing and public relations tools.

## International conferences

We issue special supplements of international meetings held in Japan and around the world to inform not only our readers, but also governments and foreign media.



## Forums

We hold symposiums and seminars, and run advance informative articles as well as reports recapping the events.



## National days • VIP visits

Our national day specials celebrate over 130 countries with the support from the respective embassies. When VIPs visit, we also run a supplement welcoming these world leaders to Japan.



## Expos • Conventions

Japan hosts international exhibitions and conventions every year and our special reports provide the information in English sought by foreign participants.



## Airlines

Targeting our well-heeled readers such as expatriates and those on diplomatic service, the airline specials we run are effective ways to publicize various services, such as a new business class cabin, new routes or special campaigns.



## Hotels

Many of our readers are businesspeople who frequently stay at hotels on business, so we offer them a source of information on new hotels, special services and accommodation plans.



## Beverages

Advertisements and special features in our paper help raise the global profile of Japanese beverages such as sake. We can help host or sponsor events such as tastings for foreign residents and readers.





Tourism (inbound / outbound)

We run publicity for foreign governments' tourism agencies as well as offer information on events and places to visit in Japan.



Local governments

We provide a medium for local governments to publicize their activities as they seek to host international meetings and conventions or introduce cutting-edge technologies and tourism sites.



Food

Throughout the year, we publish special supplements to introduce restaurants that are popular among foreigners in Japan through themes, such as cafes and bars, hamburger shops, seasonal dining, helping to raise the profile of these establishments.



Education

We publish special supplements for those interested in career advancement or improving their skills. Among the subjects we cover are studying in Japan, international schools, MBA schools and other graduate schools, interpretation and translation classes, and Japanese language schools.



Automobiles

We issue a special for each Tokyo Motor Show that helps foreign and domestic automakers draw attention to their green, next-generation vehicles. Throughout the year, we also run special features that help publicize individual manufacturers.



Real estate

We offer information on real estate that may be popular among foreign residents such as luxury condominiums and serviced apartments. Special reports also detail the technology that makes it possible to live in an earthquake-prone country.



Entertainment

We have abundant information on entertainment, from films to festivals and from music to art, that makes for effective targeted ad placements. Our TV schedule in English is also important to many readers.



Shopping

For many who live in or visit Japan, shopping, whether for the latest electronics or duty free collectibles, is one of the simple pleasures. We offer information on shops and goods that help retailers reach a wider audience.



Sports

As Japan continues to host major international sporting events, we publish special supplements that help publicize the sports, participants and sponsors for a global readership.



Advertising campaign on paper and website

We place advertising specials on paper as well as on The Japan Times website. Advertisers can enhance the effects of advertising to foreign and Japanese executives in and outside Japan by placing ads on paper and website.





Free Newspaper

Spotlight

This free newspaper was first issued in October 2003 (Weekend Scene) as a publication to support foreign residents in Japan as well as a tourism campaign run by the Japanese government. It is printed every week with useful information about Japan, from culture and lifestyle, to movies and restaurants. Raising the appeal of Japan and The Japan Times to English speakers from around the world, the 12,000 issues per week are placed at visitor information centers in Tokyo and Yokohama, hotels, restaurants, retailers and about 120 transportation facilities.



Website

The Japan Times website

The Japan Times website has established a solid position as the website bringing news from Japan to people around the world. Bringing together our coverage of domestic and global affairs, business, politics and sports to arts and entertainment, opinion and community affairs, the site provides readers with hundreds of new articles per day. Visitors to The Japan Times website are mainly Japanese businesspeople with high English skills as well as non-Japanese. The website also has a number of visitors who classify themselves in a high income bracket.



<DATA>  
Page Views: 8,300,000 pv/month Unique User: 1,400,000 people/month  
Twitter: 111,000 followers Facebook: 106,000 fans (as of April 2014)

Tabloid

The Japan Times ST

ST supports English learning from many aspects such as advice on the TOEIC Test, columns written by English experts in various fields, introduction of conversational English using a film screenplay, English crossword puzzles and English trivia, with translations, articles and explanations in Japanese. It is popular across many generations of people studying English in Japan.



Sunday Edition

The Japan Times On Sunday

Japan's only English-language tabloid Sunday newspaper features everything you need to know about your world around you in a compact 28-page format (8 color pages). Offering a wide range of news from a global perspective, The Japan Times On Sunday provides in-depth analysis on the essential elements behind the top issues of the week alongside concise snapshots of breaking international/domestic news, business and sports stories as they come to hand. Complete your weekend with us, On Sunday.



Magazine

The Japan Times for WOMEN

The Japan Times for Women: A magazine that provides effective information to the modern generation of "Yamato Nadeshiko," ladies who have healthy self-esteem to thrive on the global stage. Targeting females who have intermediate- to advanced-level skills in foreign languages, abundant experience in foreign countries or foreign workplaces, as well as high career orientation, the magazine helps spread the message of the "power of women" to young Japanese women. We have unique contents that do not exist in other women's magazines.



The Japan Times Career Guide

The Japan Times Career Guide: Through a journalistic point of view, the magazine focuses on the charms, challenges, rewards as well as the professional mind-set needed for a career in translation and interpretation. From paths on how to be a translator and interpreter to relaying actual job situations, the guide offers information on the current state of the occupation.



Events

The Japan Times Nifco Hall can be used to hold events for various purposes. Through announcements in The Japan Times and through our social networking systems, we can draw many of the target audience to our facility. We hold job hunting events focusing on foreign capital companies and an event for those seeking to study abroad. Our recent event, an English learning party targeting young Japanese ladies, was extremely popular.





**thejapan times** Crossmedia Sales Division

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