

# 2010 JAPAN

International Editions



Published six times per year in Japanese, the Japan edition of *Departures* presents an unparalleled opportunity to reach this nation's most qualified consumers—Platinum Card® and Centurion® members from American Express. These individuals depend on *Departures* as the coveted sourcebook for privileged access to extraordinary experiences and insider recommendations. Whether it's the latest news on a fashionable resort, a remarkable watchmaker, a rare automobile or a custom tailor, the Japan edition of *Departures* is the ultimate source of information for your customers and top prospects.

## THE GLOBAL LUXURY LIFESTYLE SOURCEBOOK FOR THE WORLD'S MOST DESIRABLE AUDIENCE

### READER DEMOGRAPHICS

Median Age	35-49
Avg. Household Income \$100,000+	84%
Company Owner	48%
Own Residence	74%

### HAVE BUDGET TO SPEND ON

Avg. Spend on Watches	68%
Avg. Spend on Jewelry	64%
Avg. Spend on Home Theater equipment	55%

### TOOK OVERSEAS TRIP IN LAST 12 MONTHS

	<b>79%</b>
For Business	45%
For Personal	69%
Average Annual Budget for TRAVEL	\$22,430

### TRIPS PLANNED TO TAKE IN NEXT YEAR

Domestic	77%
Overseas	65%

SOURCE: 2008 DEPARTURES JAPAN READERSHIP STUDY

### ADVERTISING RATES (4/C GROSS) CIRCULATION: 70,000

	1-2x	3-4x	5-6x	7-8x	9x
Full Page	\$18,000	\$17,100	\$16,200	\$15,300	\$14,400
Two Page Spread	36,000	34,200	32,400	30,600	28,800
1/3 Page (Vertical)	9,000	8,550	8,100	7,650	7,200
1/2 Page	11,340	10,773	10,206	9,639	9,072
Second Cover Spread	43,200	41,040	38,880	36,720	34,560
Third Cover	19,200	18,240	17,280	16,320	15,360
Third Cover Spread	36,000	34,200	32,400	30,600	28,800
Fourth Cover	32,400	30,780	29,160	27,540	25,920
Spread before TOC	40,800	38,760	36,720	34,680	32,640
1 Page facing first TOC	21,000	19,950	18,900	17,850	16,800
Spread between TOC	38,400	36,480	34,560	32,640	30,720
1 Page facing second TOC	20,400	19,380	18,360	17,340	16,320
Spread after TOC	37,200	35,340	33,480	31,620	29,760
1 Page facing special column	19,800	18,810	17,820	16,830	15,840

ADDITIONAL PREMIUM POSITIONS ARE AVAILABLE. PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION. ALL RATES ARE GUARANTEED IN U.S. DOLLARS.

## 2010 CLOSING DATES

ISSUE	SPACE CLOSING	MATERIAL CLOSING	IN-HOME
Feb/Mar (Vol. 34)	January 1	January 5	February 20
April/May (Vol. 35)	March 1	March 15	April 20
June/July (Vol. 36)	April 30	May 14	June 20
Aug/Sept (Vol. 37)	July 1	July 9	August 20
October (Vol. 38)	September 1	September 14	October 20
November (Vol. 39)	October 12	October 20	November 30

### TECHNICAL INFORMATION

Printing procedure:	Offset, colors
Screen lines per cm:	70
Screen lines per inch:	175
Density of picture files:	300 dpi

### SIZE REQUIREMENTS

Outside Back Cover (full page)	275 x 213 mm
Spread (two pages)	275 x 456 mm
Full Page	275 x 228 mm
1/2 Page	255 x 104 mm
1/3 Page	255 x 66 mm

NOTE: ALL MATERIALS MUST BE SUBMITTED WITH A COLOR ACCURATE PROOF.

**Digital file on CD:** QuarkXPress Mac (logos, fonts, 300 dpi scans) plus 300 dpi PDF file based on Euroscale offset standard and color-accurate proof. UCR (under-color removal) treatment. Total ink density under 300%. Provide each PDF with 300 dpi and correct color proof (Epson, HP, Iris).

### Files may be uploaded to:

<http://ftp.journal-international.de/login>

User ID: ftp\_adver / Password: gda3b / Folder: adver

**Travel Advertisers:** Creative modifications may be required to promote Platinum and Centurion Travel Service call-to-action.

### TRANSLATIONS

Translations of advertisements into other languages for local magazine editions available upon request. Cost will be calculated depending on extent and complexity.

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