

An English daily newspaper conveying “Japan now”

THE JAPAN NEWS

BY THE YOMIURI SHIMBUN

Media Kit 2024

読売新聞社

はじめに Introduction

The Japan Newsは、世界最大発行部数を誇る読売新聞の日刊英字紙で、1955年に創刊しました。

「日本の今」を分かりやすく伝え世界の日本理解を進めることや、読者が日本や世界の出来事についていち早く知り、英語で自分の考えを伝えるために役立つ紙面の提供を編集方針の柱に据えています。

また、「メディアコングロマリット」として、読売新聞グループの持つ総合力を生かし、ビジネスを推進していきます。

プロ野球チーム、交響楽団、遊園地を運営するなど、さまざまな分野で事業を展開し、社会貢献にも積極的に取り組んでいます。

The Japan News is a daily English-language newspaper launched in 1955 and published by The Yomiuri Shimbun, Japan's leading national newspaper with the largest circulation in the world.

Our fundamental editorial goals are to communicate “Japan, now” in an easy-to-understand way, advance the world's understanding of Japan, and quickly inform readers about news in Japan and the world.

As a media conglomerate we are developing various businesses by leveraging The Yomiuri Shimbun Group's wide range of strengths.

The business activities of the conglomerate extend to various fields such as owning a professional baseball team, a musical orchestra and an amusement park in Tokyo. In addition, the conglomerate is actively engaged in contributing to society.

圧倒的な取材力
全国312か所、海外27か所の取材拠点

Extensive reporting network worldwide

言論・提言報道を通して日本の針路をリード

Function as a compass of Japan's future



詳しくはこちら
see more information ▶

<https://info.yomiuri.co.jp/english/>



圧倒的な取材力

Extensive Reporting Capability

読売新聞の国内312か所、海外27か所の取材網を生かし、The Japan Newsは、海外のみならず国内のニュースも広く、深く読者に届けています。

The Japan News covers news broadly and in-depth by utilizing The Yomiuri Shimbun's network of 312 domestic bureaus and 27 overseas bureaus.



312

国内拠点 Domestic bureaus

本・支社 6
Head and Branch bureaus

総局・支局 138
Regional bureaus

通信部 168
Regional reporters' offices



● Regional Head Bureaus

27

海外拠点 Overseas bureaus

ヨーロッパ Europe	London (General Bureau of Europe), Paris, Brussels, Geneva, Berlin, Rome, Moscow
アメリカ Americas	Washington (General Bureau of the Americas), New York, Los Angeles, Havana, Rio de Janeiro
東アジア East Asia	Beijing (General Bureau of China), Shanghai, Shenyang, Guangzhou, Hong Kong, Taipei, Seoul Southeast Asia Bangkok (General Bureau of Asia), Jakarta, Hanoi
西南アジア Southwest Asia	New Delhi
中東 The Middle East	Cairo, Jerusalem, Tehran
アフリカ Africa	Johannesburg

Function as a Compass of Japan's Future

The Japan Newsは、言論や解説記事も翻訳して発信。国内外で課題を浮き彫りにし、鋭く切り込んでいます。

The Japan News translates and carries opinions and commentary articles of The Yomiuri Shimbun, highlighting issues in Japan as well as internationally and providing sharp insights into them.

Yoshida's proposal: Build up Japan's economy for the long term

U.S.-China talks highlight deep rift between global superpowers

社説

新型コロナウイルス提言

長期戦を見据え医療体制築け

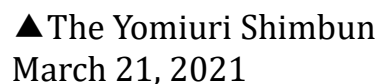
[illegible]

米中高官協議

対立の根深さが鮮明になった

[illegible]

vocabulary	
① 国際会議: international value	⑤ 軍事化する: militarize
② 高水準協議: high-level talks	⑥ 超力: superpower
③ 法の支配: rule of law	⑦ 信頼に足る: trustworthy
④ 強制力: coercive action	⑧ 併呑(する): comply with
⑨ 人権(を) 蹂躞(する): infringe on human rights	⑩ 力ずく: deterrence



読売新聞の最新の記事や日本の現状に関する詳細な分析などを英訳し掲載しています。また、欧米からアジアまで、海外の主要なメディアと提携し、その独自の切り口や分析を連日掲載しています。The Japan Newsを通して、海外紙の着眼点に触れることができます。

The latest news from The Yomiuri Shimbun is translated and published on the front page and inside pages. Detailed analysis of the current situation in Japan is also provided.

The Japan News includes articles from a number of overseas partners, The Washington Post, The Times, and Asia News Network, a coalition of major Asian newspapers. This provides a wide range of news and commentary from around the world.

The Washington Post

A Special Report for The Yomiuri Shimbun

After slaying, tradition is pitted against modern love

Photo: supporters of the Bharatiya Janata Party (BJP) at a demonstration in Shimla, India. The BJP is accused of the killing of a woman, a 20-year-old girl and her lover who was being taken to a hospital for a heart attack. Shimla, India.

When Hindu parents broke off a romance between their daughter and a boy after she decided to marry in the city, the BJP's Hindu nationalist party, the Bharatiya Janata Party, was accused of the killing of a woman, a 20-year-old girl and her lover who was being taken to a hospital for a heart attack. Shimla, India.

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Cylo touring is big hit with tourists

City in Yunnan China. Cylo touring is big hit with tourists. The city is a three-wheel bicycle tour that is popular with tourists. The city is a three-wheel bicycle tour that is popular with tourists.

Việt Nam News

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Subtitles that don't get lost in translation are needed to reach more fans

near-winning director Bong from his book. Subtitles that don't get lost in translation are needed to reach more fans.

Actress Michelle Yeoh wins Golden Globe

Michelle Yeoh won the Golden Globe for her role in the movie 'Everything Everywhere All at Once'. She won the Golden Globe for her role in the movie 'Everything Everywhere All at Once'.

Kim daughter a pawn in the battle to be Korea's queen

Kim Jong-un's daughter is seen as a pawn in the battle to be Korea's queen. Kim Jong-un's daughter is seen as a pawn in the battle to be Korea's queen.

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◀The Washington Post
<A Special Report for
The Japan News>

THE TIMES

ISSUBSCRIPTION with The Yomiuri Shimbun
TIMES.CO.UK

Kyiv refugees' seven-hour bus trek begins a test for Irish hospitality

The refugees have begun a seven-hour bus trek to Ireland. The refugees have begun a seven-hour bus trek to Ireland.



Photo: A group of people, including children, standing in front of a building. Photo: A group of people, including children, standing in front of a building.

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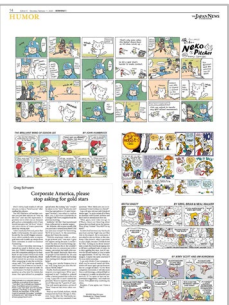


Photo: A group of people, including children, standing in front of a building. Photo: A group of people, including children, standing in front of a building.

幅広いテーマ Food, tourism and culture

曜日別の特集紙面を設け、グルメ、旅行、文化を始めとした日本国内のトレンドを知れる内容になっています。有名な日本のレストラン、著名な日本料理専門家、また最新の日本のファッショントレンド、現代的なデザインの伝統工芸、アートやライフスタイルなど幅広いテーマで発信しています。

Our feature pages cover a variety of topics from around Japan. We introduce popular Japanese restaurants and experts in Japanese cuisine, and cover new trends in Japanese fashion, traditional crafts with modern designs, and Japanese arts and lifestyle. We also offer the latest in pop.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Asia Now	Delicious	Japan in Focus	Culture	POP★COOL	Humor & Horoscope	Perspectives
						

①販売部数 Circulation

	販売部数 Circulation	宅配 Delivery	即売 Newsstand
The Japan News	13,260	10,869	2,391
The Japan Times	17,259	9,637 *	7,622

Source : Japan ABC July-December 2023

宅配部数 Delivery Circulation
The Japan News > The Japan Times

*郵送分含む
Including by mail



- ① The Japan News との接触が習慣になっている
The Japan News has a solid base of regular subscribers.
- ② 同じ読者への定期的な訴求が可能
Multiple ads frequently appeal to our subscribers.

② ジャパン・ニュースを購読している在日外国大使館

Foreign embassies in Japan subscribing to The Japan News

約70の在日外国大使館で購読されています。

About 70 foreign embassies in Japan subscribe to The Japan News.

③ ジャパン・ニュースを購読している都内近郊のホテル

Major hotels in Tokyo subscribing to The Japan News

都内近郊の主要約40ホテルでThe Japan News は読まれています。

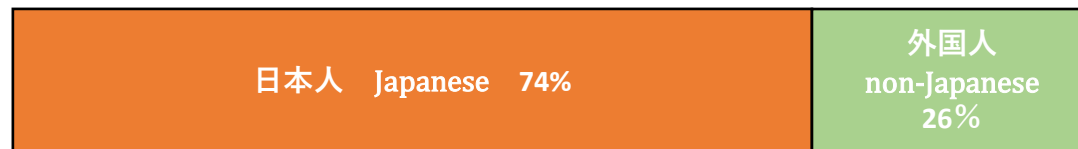
The Japan News is in demand at about 40 hotels in Tokyo.

そのうち300室以上のホテルは24館で、全体の60%を占めています。

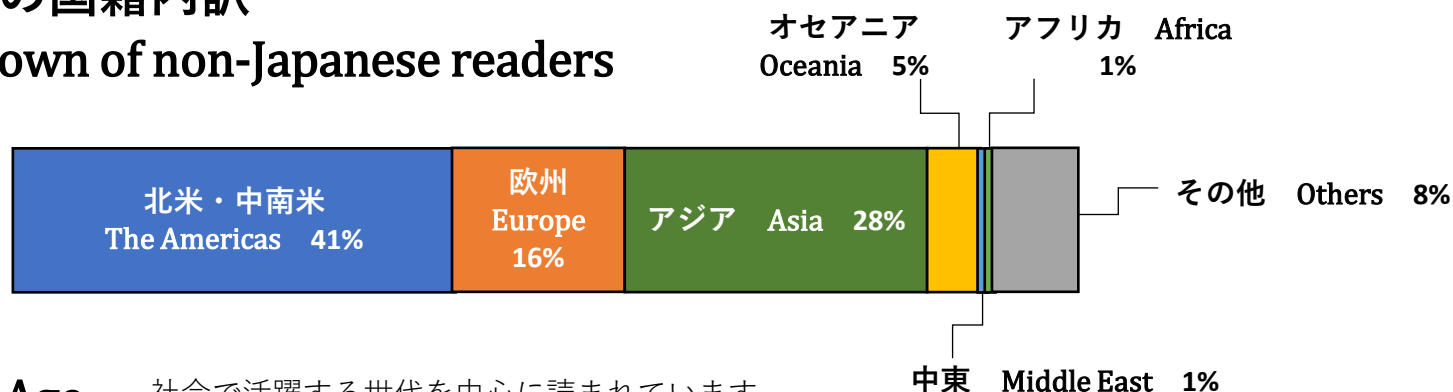
60% of them (24 hotels) have more than 300 rooms each.

読者プロフィール Readership Profile

国籍 Nationality

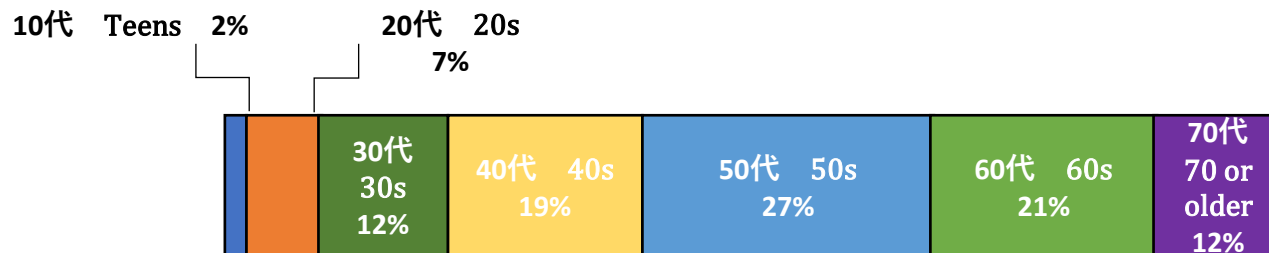


外国人の国籍内訳 Breakdown of non-Japanese readers



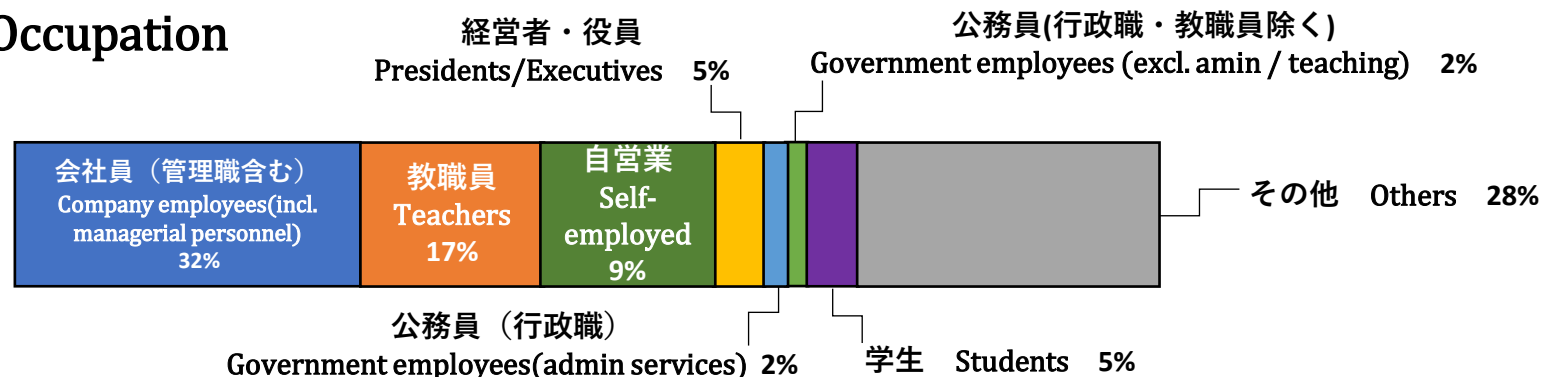
年齢 Age

社会で活躍する世代を中心に読まれています。
The Japan News is widely read by people of working age.



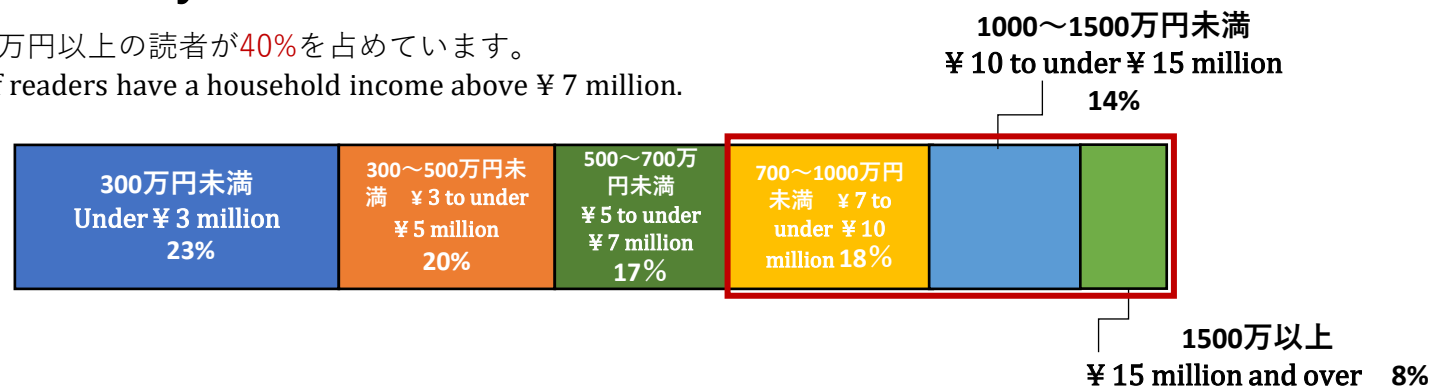
読者プロフィール② Readership Profile②

職業 Occupation



世帯年収 Yearly household income

世帯年収700万円以上の読者が**40%**を占めています。
About **40%** of readers have a household income above ¥ 7 million.



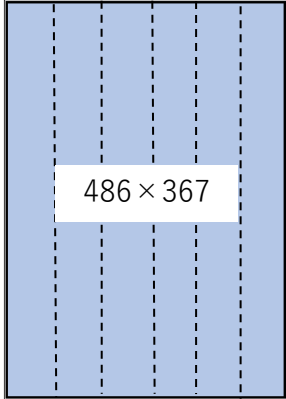
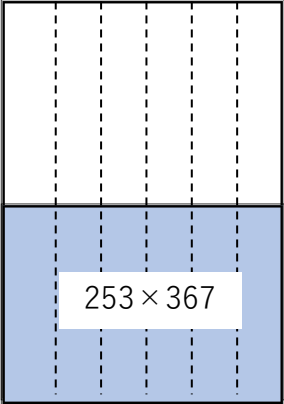
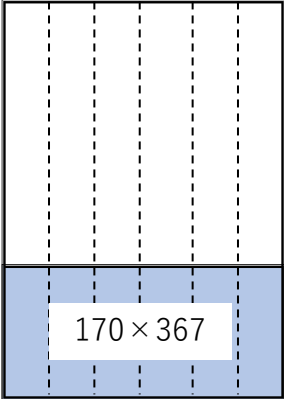
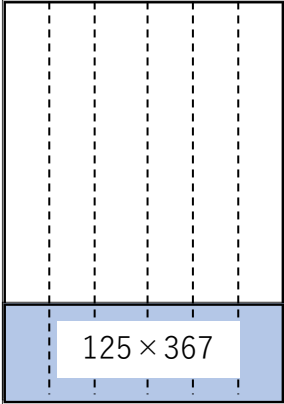
購読理由 Reasons for subscription

※複数回答 Multiple answers

- No.1 英語学習のため To learn English **333**人/people
- No.2 海外のニュースを読むため To read overseas news **321**人/people
- No.3 日本のニュースを読むため To read Japanese news **290**人/people

広告掲載料金 Advertising Rates

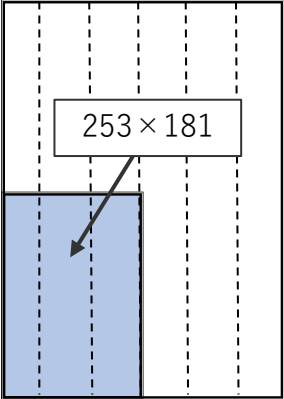
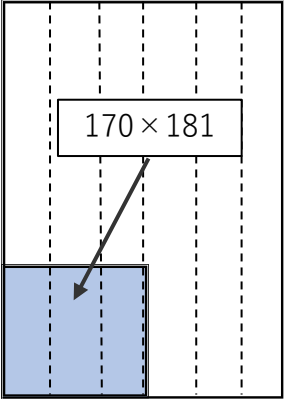
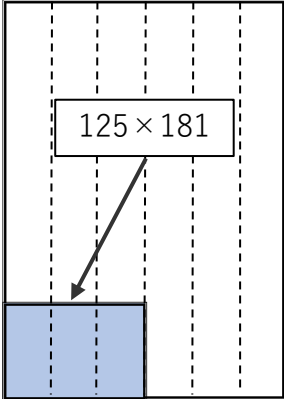
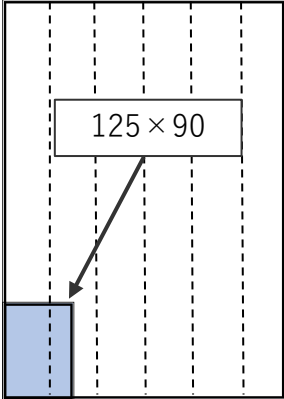
記事下広告料金・定価 General advertising rates

	1ページ Full page	1/2ページ Half page	1/3ページ One-third page	1/4ページ (横) Quarter page/horizontal
				
多色 Full color	3,160,000 yen	1,740,000 yen	1,380,000 yen	1,200,000 yen
モノクロ Black & White	2,160,000 yen	1,080,000 yen	720,000 yen	540,000 yen

※ () 内の数値は、実寸（天地×左右、単位mm）です。他のサイズについては、お問合せください。原稿制作費・消費税別。
 ※Number in parentheses denotes size for advertisements in millimeters(height x width). For more information, please contact us.
 Advertising Rates do not include production costs and consumption tax.

広告掲載料金 Advertising Rates

記事下広告料金・定価 General advertising rates

	1/4ページ Quarter page	1/6ページ One-sixth page	1/8ページ One-eighth page	1/16ページ One-sixteenth page
				
多色 Full color	1,200,000 yen	1,020,000 yen	930,000 yen	795,000 yen
モノクロ Black & White	540,000 yen	360,000 yen	270,000 yen	135,000 yen

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指定料金 For specified position or day

掲載面または掲載日を指定した場合、掲載料の15%増しとします。

To reserve an advertisement's position or day, there is an extra charge of 15 percent of the total ad cost.

二連版料金 For center-spread ads

78,000 yen

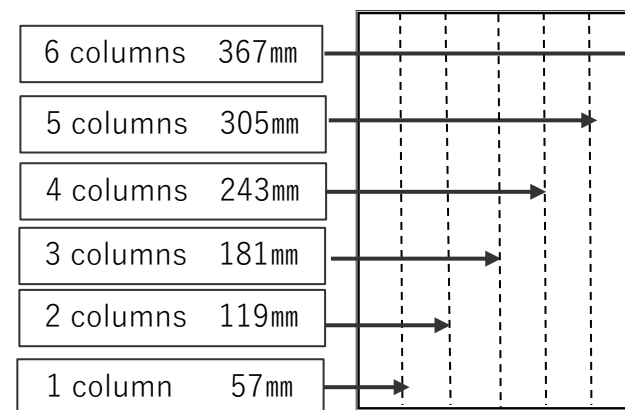
二連版多色の場合は上記付加料に加え、多色料金を50%増しとします。

Color printing of a center-spread ad requires an additional 50 percent over the color ad cost.

コラムについて Columns

1 cm コラム (縦1cm×横1コラム) = 7,200 yen

The basic rate for placing an ad in The Japan News is 7,200 yen per column-centimeter (height 1 cm × width 1 column).

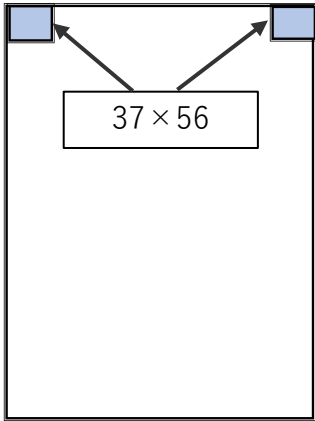
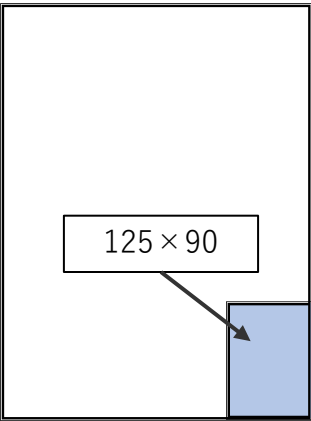


※消費税別。

※Advertising Rates do not include consumption tax.

広告掲載料金 Advertising Rates

小枠広告掲載料金 Special position advertising rates

	一面題字横 Dog ear	一面突き出し Right bottom of front
		
定価 General rate	78,700 yen	254,000 yen
契約 Contract rate	68,000 yen	226,000 yen

一面色塗り料金 Color charge for front page

単色料金 Spot color . . . 32,000 yen
 多色料金 Full color . . . 105,000 yen

※ () 内の数値は、実寸（天地×左右、単位mm）です。他のサイズについては、お問合せください。原稿制作費・消費税別。
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読売新聞東京本社 ビジネス局 The Japan News 担当

The Yomiuri Shimbun Tokyo Advertising Office

〒100-8055 東京都千代田区大手町1-7-1

1-7-1 Otemachi, Chiyoda-ku, Tokyo 100-8055, Japan

Tel: +81-3-3216-7112

E-mail: jn-ad@yomiuri.com

パリ駐在事務所

Paris Advertising Office

25 rue du 4 Septembre, 75002, Paris, France

Tel: +33-1-83-75-65-60

E-mail: int@yomiuri.com

購読申し込みは Subscribe To The Japan News

カスタマーサービスデスク The Japan News Customer Service Desk

Phone: 0120-43-1159 (toll free)

午前9：30～午後5：30（土曜、日曜、祝日を除く）

9:30a.m.-5:30p.m. (Closed on Sat., Sun. and National holidays)

URL: (日本語) <https://434381.yomiuri.co.jp/product/jn/index.html>

(English) <https://japannews.yomiuri.co.jp/subscription-Newspaper/>