

A close-up photograph of a woman's face, partially obscured by a piece of sushi held over her right eye. She has dark, dramatic eye makeup and bright red lipstick. The background is a solid deep red. The sushi is a maki roll with orange fish on the outside and green fillings inside.

# THE JAPAN FOOD JOURNAL

The most authorized trade media of Japanese food industry on food, beverage, alcoholic drink industries with the largest circulation.

# SERVICE MENU

# ABOUT US

## *Leading Trade Paper in Japanese Food Industry*



THE JAPAN FOOD JOURNAL is the leading trade paper in the Japanese food industry. Our inaugural issue was published by an organization affiliated with the Ministry of Agriculture and Forestry in 1943, and we celebrate our 75th anniversary in 2018.

The environment of food industry has been changing rapidly, and the demand for securing food and keeping the balance of supply and demand is expected to grow on the global level. The diet of Japanese consumers is becoming increasingly diverse, and as more food ingredients and products are imported from overseas, we must learn, think and act globally.

THE JAPAN FOOD JOURNAL is a source of the latest news from various segments of the food industry, such as milk and dairy products, spices and condiments, flour, confectionery, oils, frozen foods, canned and bottled foods, alcohol beverages, processed agricultural and marine products, and distribution thereof, as well as restaurants, home-meal replacements, such as bento boxes and deli foods, ingredients, machinery and materials, and so on.

Circulation

**94,500 copies**

Circulation  
Pattern

3 times per week (Mon, Wed,  
Fri) comprised of 16 pages on  
average (Blanket Size).

# ONLINE SERVICE

## Dedicated News Website with Focus on Food Industry

THE JAPAN FOOD JOURNAL ONLINE is a dedicated news website with focus on the food industry. Drawing on the extensive network of the Japan Food Journal reporters, we gather latest news in the food industry, such as personnel affairs of key persons, financial reports, new products, interviews, and feature articles on trending products. In addition to featuring topics on food manufacturers such as processed foods, beverages, alcohol and frozen foods, the website covers all aspects of the food industry and sheds light on what's happening in the food distribution segments, including wholesalers, retailers, restaurants and delis as well as the segments of food-related machinery, materials and information systems.

Readers of Japan Food Journal Online enjoy access to the online-only functions to find articles, reference related articles, and see most popular articles by ranking, for example.

The online edition also uses RSS 2.0 to receive updated article information.

All of the **390,000** articles featured in the Japan Food Journal **since 1943** can be accessed on the website.

## Monthly Page Views

Approx. **430,000 PV** (October 2019)

## Industry Segments

General, Frozen/chilled food, Miso/soy sauce, Spices and condiments, Processed marine products, Confectionary, Alcohol, Canned food, Milk and dairy products, Processed agricultural products, Processed flour products, Beverages, Pet food, Production, etc.  
Wholesale, Retail, Deli, Fresh produce

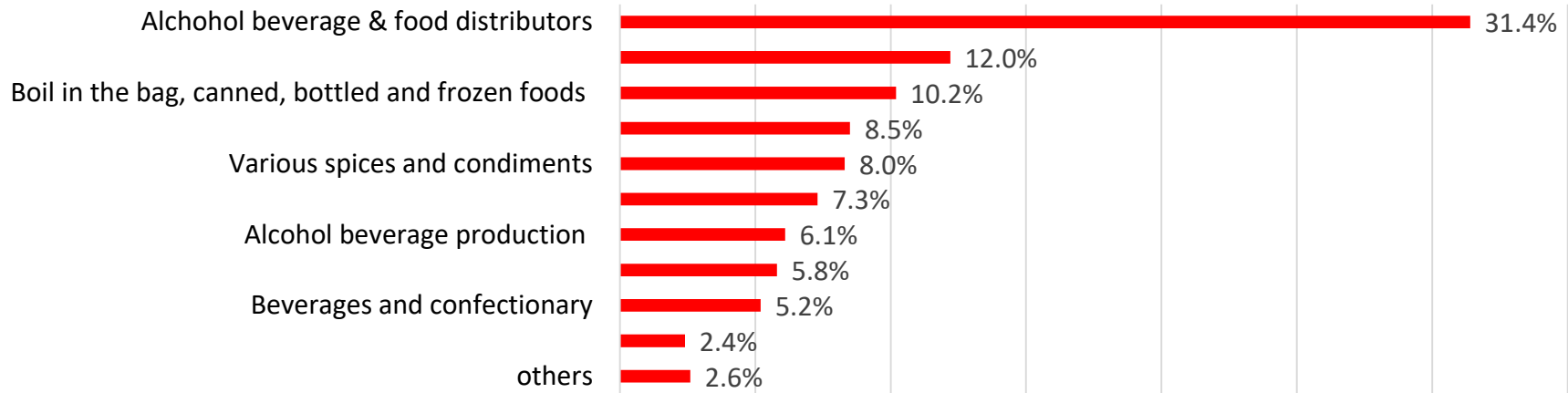
## ➤ Article Categories

Latest news, Personnel affairs and organization, Store opening, Financial, Tradeshow, Seminar, Campaign, New product, Alliance, Statistics, Research, Overseas, Award, Congratulatory news, Obituary, Credit, Annual meeting of shareholders, New book, Interview, Feature article, Company in focus, Series article, Environment, Editorial

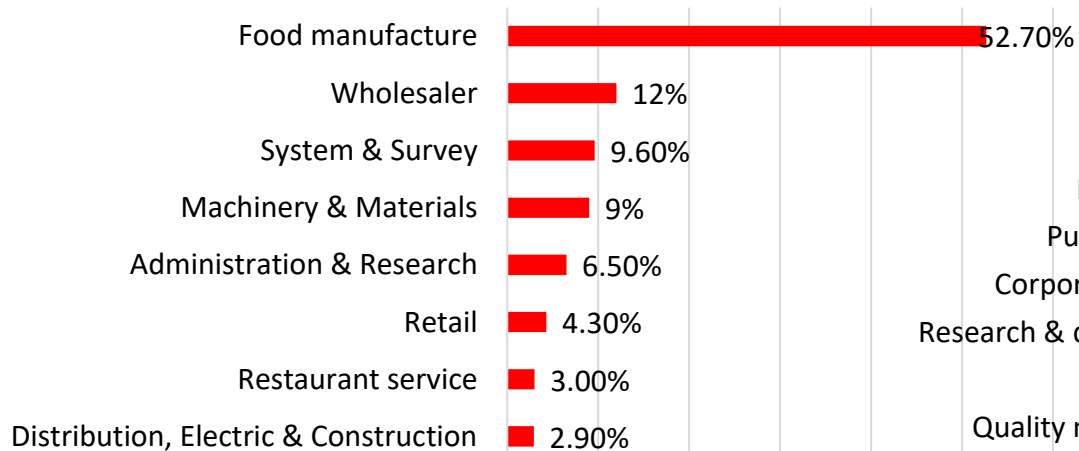


# READERSHIP

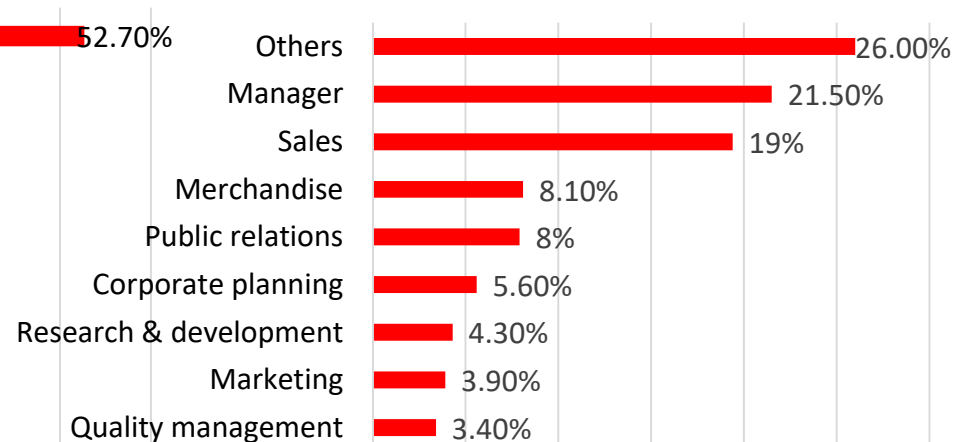
## ● By SEGUMENT



## ● USER ATTRIBUTUTES by INDUSTRY



## ● READERS ATTRIBUTE





# FOR FOOD MANUFACTURES

## ONLINE ADVERTISEMENT

WEBサービス 新聞・雑誌 書籍 展示会 セミナー・研究会

**日本食糧新聞**  
The Japan Food Journal

1P認証中さん  
電子版のお申込み | 新聞のお申込み |  
メルマガ登録

今日は何の日？

検索コードを入力

小売 菓子 調味 冷凍 酒類 飲料 外食 味噌 醤油 乳肉・油脂 びん・缶詰 農産 小麦 水産 惣菜・中食  
ニュース | 人事 決算 新製品 催し 展示会 キャンペーン 統計 特集 新聞紹介 インタビュー 総会 連載  
新設・移転 訃報 コラム 地域

紙面ビューアー クリッピング 速報 外食レストラン新聞 百貨元気新聞 食品工場長 食@新製品

たべろ アマニ事典 開けこま

小麦加工

「一度は食べたい名店の味 麵処 花田 濃厚辛味噌ラーメン」発売（エースコック）  
2019.10.25

◆会社名＝エースコック ◆商品特徴＝麵処。シリーズ新アイテム。麵処 花田とのコラボ商品。しっかりととしたかみちのある角切の太麺。ホークをベースに、コウの強い赤味噌と甘みのある白味噌をバランスよく加え、辛みを利かせた濃厚な味噌スープ。炒めた野菜の…続きを読む

FABEX関西2019：地域食品ブランドフェア＝石丸製粉  
2019.10.25

石丸製粉は香川県三好市（かがの産業支援財団）の一角に出店し「半生凍結うどん包丁切り」と「練り込み種（既存品）」や同商品のオリジナル開封の提案を行った。「スーパーマーケットにはすでに配備が進んでいるので、外食部門への原価提供の提案をしたい」（担当者…続きを読む）



*Let's promote your products to JAPAN*

THE JAPAN FOOD JOURNAL support the promotion of your food products to the Japanese food industry by publishing advertisements and articles both online and news paper at the same time. It will be a great opportunity to newly introduce your products to the Japanese food market.

## ONLINE ARTICLE

### パスタ・パスタソース特集：メーカー動向＝日本製粉 REGALO 認知拡大取り組む

小麦加工 特集 2017.12.01 11627号 06面



紙面ビューアーで見る

ツイート



日本製粉の今期家庭用パスタ・パスタソースは、原料・製法にこだわり、弾力のある上質な食感と黄金色が特徴のパスタ7種と、本場イタリア各地で愛されてきた味わいを追求したパスタソース6種ラインアップの国産ブランド「REGALO（レガロ）」の認知拡大と定番化の促進を中心に積極的に取り組んでいる。

## NEWS PAPER ARTICLE

【第3種郵便物認可】

日本食糧新聞 The J



### REGALO 認知拡大取り組む

日本製粉 ロの認知拡大と定番の今期家庭用パスタ・パスタソースは、原料・製法にこだわり、弾力のある上質な食感と黄金色が特徴のパスタ7種と、本場イタリア各地で愛されてきた味わいを追求したパスタソース6種ラインアップの国産ブランド「REGALO（レガロ）」の認知拡大と定番化の促進を中心に積極的に取り組んでいる。

「REGALO」の世に出るに当たっては、まず「認知拡大」が第一。そのために、本誌をはじめ、各メディア、各店舗、各家庭に「REGALO」の認知拡大と定番化の促進に取り組んでいる。

「REGALO」の認知拡大と定番化の促進に取り組んでいる。そのために、本誌をはじめ、各メディア、各店舗、各家庭に「REGALO」の認知拡大と定番化の促進に取り組んでいる。

# FOR EXHIBITION ORGANIZERS

***We welcome  
the MEDIA PARTNERS***

THE JAPAN FOOD JOURNAL welcome the new relationship to be a Media Partner with the exhibition organizers around the world.

We will be happy to have the on-site interview under the invitation, and publish the articles for promoting your exhibitions to the Japanese food industry.

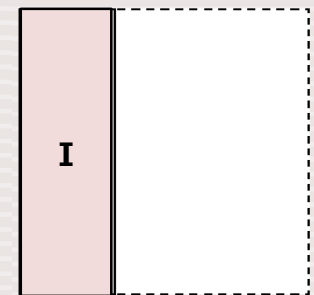
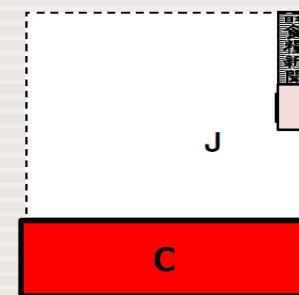
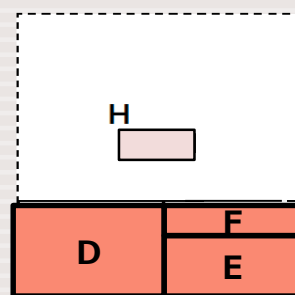
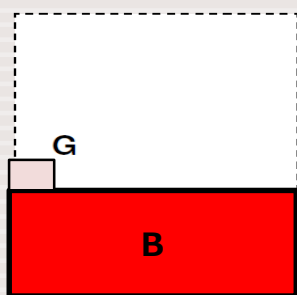
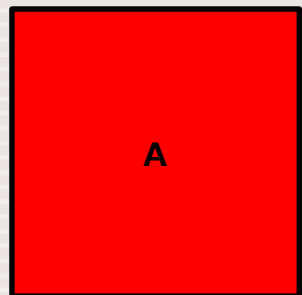
For examples, we have collaborated with the following exhibitions as the past achievements.



# 1. TARIFF of **NEWS PAPER** ADVERTISEMENT

(Blanket)

|                      | A                                     | B       | C       | D       | E       | F       | G              | H                 | I       | J                |
|----------------------|---------------------------------------|---------|---------|---------|---------|---------|----------------|-------------------|---------|------------------|
| Fee (JPY)            | 1,250,000                             | 500,000 | 400,000 | 250,000 | 150,000 | 100,000 | 100,000        | 70,000            | 500,000 | 150,000          |
| Space (Colum)        | 15                                    | 5       | 4       | 5       | 3       | 2       | Protrudin<br>g | Inside<br>article | 15 half | Under<br>Subject |
| Vertical size (mm)   | 534                                   | 175     | 139     | 175     | 103     | 67      | 65             | 31                | 534     | 65               |
| Horizontal size (mm) | 388                                   | 388     | 388     | 192     | 192     | 192     | 52             | 67                | 127     | 30               |
| Optional Color (JPY) | 400,000                               | 400,000 | 400,000 | —       | —       | —       | —              | —                 | —       | —                |
| Data                 | Adobe Illustrator and EPS format(CS5) |         |         |         |         |         |                |                   |         |                  |



## 2. TARIFF of **ONLINE** ADVERTISEMENT

|             | K                 | L            | M   |
|-------------|-------------------|--------------|---|
| Fee (JPY)   | 500,000           | 200,000      | 200,000   |
| Category    | Billboard         | Rectangle    | Category Sponsored                              |
| Imps        | 500,000           | 100,000      | 100,000   |
| Banner Size | 970 × 250 px      | 300 × 250 px | 300 × 250 px                                    |
| Data        | JPEG or GIF       | JPEG or GIF  | JPEG or GIF                                     |
| Period      | 1 month           | 1 month      | 1 month   |
| Feature     | Strong perceptive | Easy to use  | Targeting specific category among 20 varieties. |

[illegible]



### 3. TARIFF of SPONSORED ARTICLE

|                    | N   | O   | P   |
|--------------------|---|---|---|
| Fee (JPY)          | 300,000   | 500,000   | 1,000,000   |
| Interview Location | Japan   | Abroad  | Abroad  |
| Publication        | News Paper & Online                                 | News Paper & Online   | News Paper & Online   |
| Imps               | 10000 (Online)                                      | 10000 (Online)  | 10000 (Online)  |
| Word (JPY)         | About 800   | About 800   | 24,000<br>(About 800<br>× 3 Times)                                  |
| Picture            | 1   | 1   | 3<br>(1 × 3 Times)  |
| Condition          | Transportation costs paid by the requesting company | Transportation & Accommodation costs paid by the requesting company | Transportation & Accommodation costs paid by the requesting company |

[illegible][illegible]

# INQUIRY

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