

ニューヨークを愉しむ

QUA™

lifestyle magazine

www.nyqua.com

[クア] by NY Japion

MEDIA

GUIDE

ニューヨークを愉しむ

[クア] by NY Japion 2017 SUMMER VOL.06 www.nyqua.com

QUA

lifestyle magazine

エッセー
大江千里の
NY Jazzさんぽ
夏の鼓動とリー・ホリデイの声

グルメ特集
一日の始まりを彩る
こたわり朝食の店

ビジネスインタビュー
「Q&Bフーズ」エグゼクティブ
ハイスプレジデント
長瀬伸二

旅行特集
**ヘミングウェイが
愛した島**

ニューヨークを愉しむ

QUA™

lifestyle magazine by 

www.nyqua.com

「QUA(クア)」は

姉妹紙「NYジャピオン」とは違った切り口でライフスタイルを提案する長期保存型マガジンです。NYジャピオン同様の東海岸のみの設置配布だけでなく、直接郵送によって全米の駐在員や自営業者と、その家族を中心とした高所得者層をターゲットにしています。

- 保存性が高い上質紙を使ったマガジンスタイルで、高所得層が「持って帰りたい」「保存しておきたい」と思う上質なモノやサービスの紹介記事や知的な好奇心をくすぐる記事を提供していきます。
- 姉妹紙「週刊NYジャピオン」を上回る全米誌で最大の発行部数(30,000部/発行)
- 日本語無料誌で唯一の全米の駐在員・自営業者(約1770社 7400部)へ直接郵送、JALラウンジ(JFK)の設置
- フォーマット広告はすべてデジタル連動
紙面に掲載されたフォーマット広告はスマートフォン対応のwww.nyqua.comサイト内にも同時掲載。サイト内検索やgoogle検索で、日本在住者を含めて、より多くの読者にコンテンツ・広告内容のリーチが可能。

★企画概要

発行部数: 30,000部/発行
 発行スケジュール: 季刊(年4回)
 仕様: サイズ(8.375"×10.875") 44-56ページ オールカラー
 配布方法: 無料設置店配布 約300カ所、直接郵送 約1770社 7400部
 読者層: 駐在員や自営業者とその家族を中心とした高所得者層

★配布エリア

NY、NJ、CTのジャピオン設置店(約300カ所)
 駐在員・自営業者への直接郵送 (NY, CA, MI, IL, TA)
 JAL ラウンジ(JFK)への設置

★紙面構成(予定)

Business / Culture / Shopping /
 Beauty&Health / Gourmet / Education
 Learning / Travel

■発行スケジュール

発行日	お申込み締め切り			入稿締め切り
	フォーマット記事広告 (1/2P, Full)	フォーマット記事広告 (1/4P)	ディスプレイ広告	
9/29/2017発行(秋号)	8/24(木)	8/31(木)	9/14(木)	9/20(水)
1/5/2018発行(冬号)	11/22(水)	11/30(木)	12/14(木)	12/20(水)
3/30/2018発行(春号)	2/22(木)	3/1(木)	3/15(木)	3/21(水)
6/29/2018発行(夏号)	5/24(木)	5/31(木)	6/14(木)	6/22(金)

★広告料金

フォーマット記事広告

1/4P	\$800
1/2P	\$1500
Full Page	\$3000

ディスプレイ広告

1/2P	\$1500
Full Page	\$3000
Full 2P	\$5000
Cover2, 3	\$3500
Back Page	\$4000

ディスプレイ広告サイズ

	Width x Height
1/2P	7.5" x 4.8" 191mm x 122mm
Full Page	8.375" x 10.875" * 213mm x 276mm
Full 2P	16.75" x 10.875" * 425mm x 276mm
Cover2, 3	8.375" x 10.875" * 213mm x 276mm
Back Page	8.375" x 10.875" * 213mm x 276mm

* for bleed image:
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•All fonts must be outlined. Please do not embed fonts.

•Minimum font size: White: 7pt
 Black: 6pt

•All images must be embedded.
 (not 'Linked')

•300dpi in the actual size.

•Color modes must be in CMYK

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lifestyle magazine by 

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QUA is a lifestyle magazine that can be kept as a long-term reference guide. Its target audience is high income families such as Japanese business owners and business expats from Japan. Just like our sister publication NY Japion, it is distributed at various locations on the east coast and also mailed directly to those target readers across the U.S.

- It is printed on high quality papers that can be saved for an extended period of time. The contents will consist of topics that are interesting and useful so that our high-income readers will take along with them.
- It will have the largest circulation for a publication of United state. Its circulation will exceed that of our sister publication weekly NY Japion. (30,000 copies per issue)
- Directly mailed to over 1770 Japanese corporations(7400 people) in the United States.
- Format ads are uploaded to www.ejapion.com, our smartphone compatible website. With its search engine and Google search engine, the ads can be viewed by many more people on the web.
- Format ads are simultaneously uploaded on www.nyqua.com
Formatted Advertisement is linked to www.nyqua.com which is a smartphone compatible site.
Format ads are searchable via search engines to reach a wide range of audience including those living in Japan.

Publication Details

Circulation: 30,000 copies/issue

Schedule: Seasonal (4 issues per year)

Specifications: Size (8.375" x 10.875"), 44-56 pages, all colors

Distribution: Free distribution at over 300 locations, mailed to over 1770 corporations, 7400 people
Japan Airlines lounge (JFK)

Target reads: Japanese expats, business owners and their families who are high income earners.

Distribution Area

NY, NJ, CT

Japan Airlines lounge (JFK)

Directly mail to Japanese companies in U.S. (NY, CA, MI, IL, TX)

Publication Outline (subject to change)

Business / Culture / Shopping /

Beauty&Health / Gourmet / Education

Learning / Travel

Application Deadline

Issue Date	Application Deadline			Deadlines
	Format Ad (1/2P, Full)	Format Ad (1/4P)	Display Ad	
9/29/2017	8/24 (Thu)	8/31 (Thu)	9/14 (Thu)	9/20 (Wed)
1/5/2018	11/22 (Wed)	11/30 (Thu)	12/14 (Thu)	12/20 (Wed)
3/30/2018	2/22 (Thu)	3/1 (Thu)	3/15 (Thu)	3/21 (Wed)
6/29/2018	5/24 (Thu)	5/31 (Thu)	6/14 (Thu)	6/22 (Fri)

★Advertisement Prices

Formatted Advertisement size

1/4P \$800

1/2P \$1500

Full Page \$3000

Display Advertisement

1/2P \$1500

Full Page \$3000

Full 2P \$5000

Cover2, 3 \$3500

Back Page \$4000

Display Ad Sizes

	Width x Height
1/2P	7.5" x 4.8" 191mm x 122mm

Full Page 8.375" x 10.875" *
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Back Page 8.375" x 10.875" *
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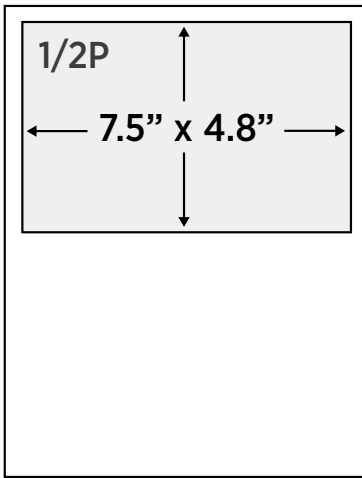
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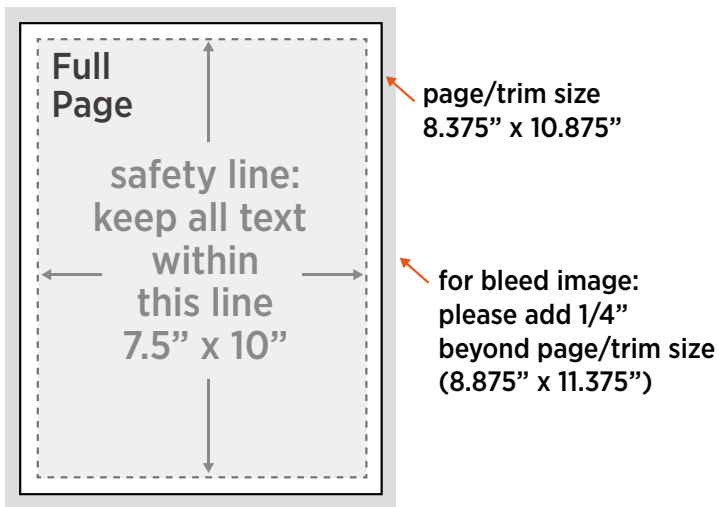
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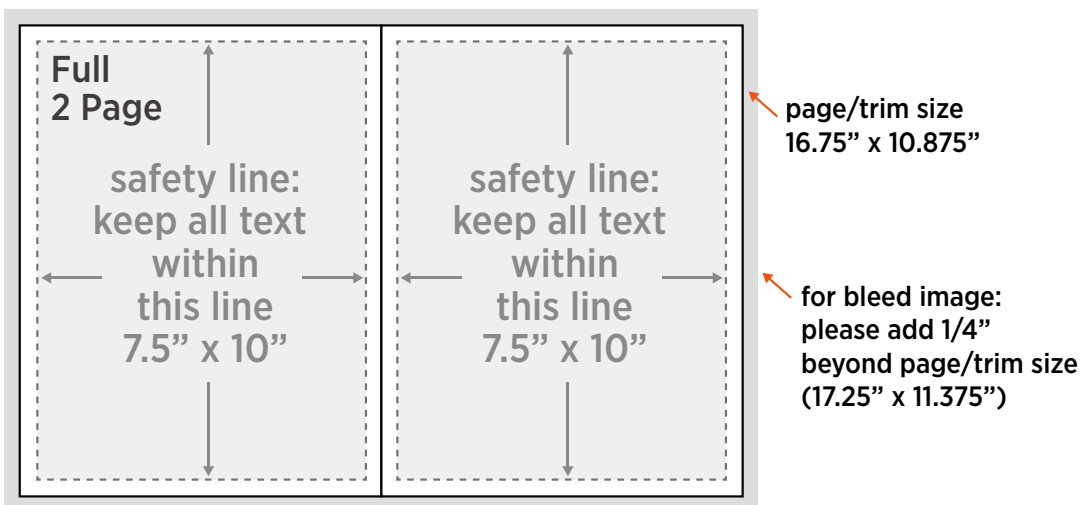
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Ricoh Americas Corporation Headquarters
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SC
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TN
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海外旅行保険も含め、アメリカの各種保険を扱っている。保険がない場合も相談可能。他にも健康診断、心電図検査、超音波検査、超音波心臓検査、静脈瘤検査、血液検査、栄養カウンセリングを行っている。



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虫歯から審美治療まで 院長が一貫ケア

インプラント&コスメティック歯科医院

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Clinical Professor at Mount Sinai Medical School

