

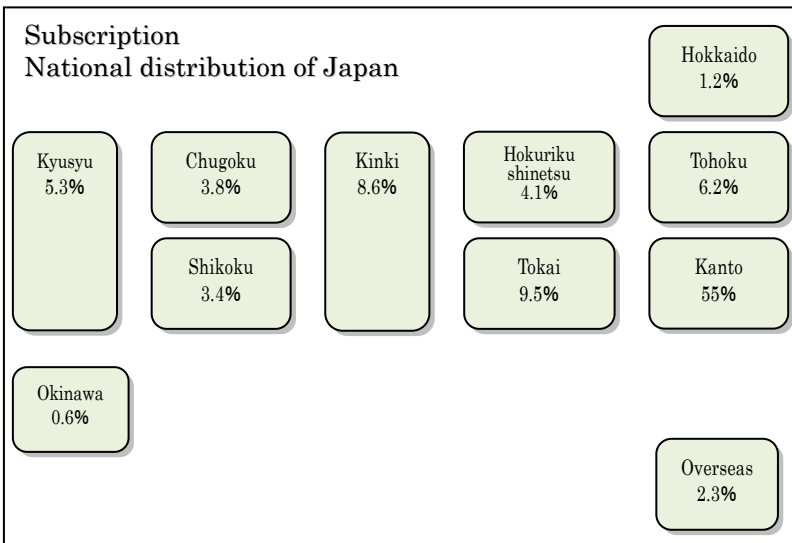
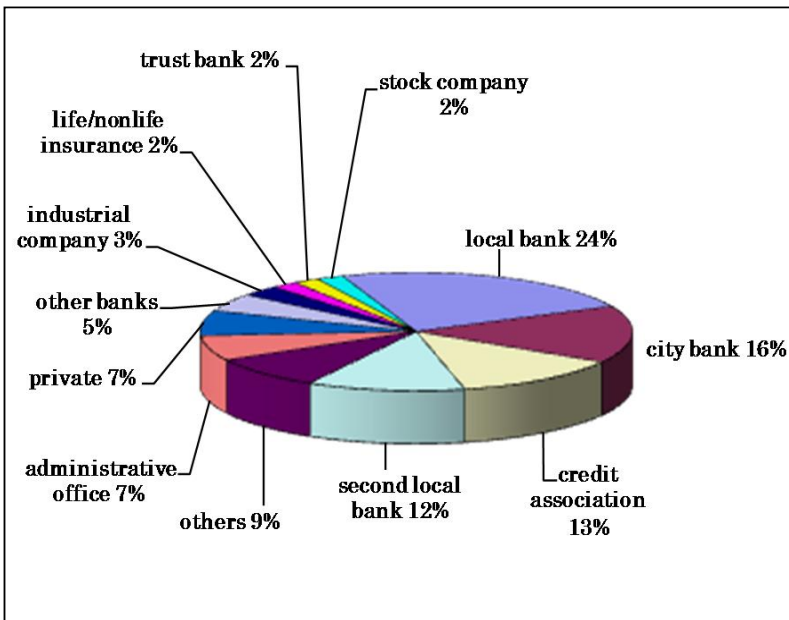
The specialized magazine for finance businessmen
WEEKLY KINYU ZAISEI JIJO

The each number "weekly Kinyu Zaisei Jijo"are read by 237,000 people!

I tried questionnaire survey for 649 financial institution 150 lines subscribing to our magazine.
 As a result, the circulation rate that is more than four in order of three people (30.6%), occasion four (25.3%), five (24.7%) as for the specific gravity being the highest of the circulation reaches 70% really.
 For a good point of the circulation of our magazine, it is that there is many it, and it is read by a person of officer / position seat with a casting vote regardless of the headquarters, the head office, a branch.



Subscriber Profile



- 1.bank- holding company**
 CEO (President), Director, General manager, Planning sec, Planning div, All bank clerks,
- 2. city bank / trust bank**
 CEO (president), Director, General manager, Planning sec, Planning div, All bank clerks,
- 3. local bank / second local bank**
 CEO (president), Director, General manager, Planning sec, Planning div, All bank clerks,
- 4. credit association**
 CEO (president), Director, General manager, Planning sec, Planning div, All bank clerks, Staffs,
- 5. credit association /labor bank / other financial institutions**
 CEO (president), Director, General manager, Planning sec, Planning div, All bank clerks
- 6.administrative office**
 Ministry of Finance, Financial Services Agency, Ministry of Economy Trade and Industry, Ministry of Public Management, Ministry of Justice
- 7.other banks**
 CEO (president), Director, General manager, Planning sec, Planning div, All bank clerks,
- 8. life / nonlife insurance**
 CEO (president), Director, General manager, Planning sec, Planning div, All bank clerks,
- 9.trust bank**
 CEO (president), Director, General manager, Planning sec, Planning div, Staffs,
- 10.industrial company**
 A financing charge officer, A managing staff, Economy / the finance charge section staffs, A person in charge
- 11.research organization / educational institution**
 A classroom / the seminar of economy / the finance section, A researcher, A professor, The staffs,
- 12.accounting firm / law office**
 The office top, a person in charge, the staffs,
- 13.plivate / others**
 A researcher,a finance-related individual, an economic associated individual,

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Media Outline

- Publication: institute for financial affairs, inc.
- Frequency : Weekly (every monday)
- Circulation : 45,300
- First Published : 1950
- Size : B5(257×182) perfect binding

Ad Rates & Size

Page	Size Unit		Ad Rates (Yen)	Space Units (H×W) mm
Fourth cover	1 page	Four-color	550,000	242×170
Second cover	1 page	Four-color	450,000	257×182
Third cover	1 page	Four-color	400,000	257×182
		B/W	300,000	
Front gravure (Second cover pairs)	1 page	Four-color	380,000	257×182
Front gravure (article pairs)	1 page	Four-color	370,000	257×182
Center gravure	1 page	Four-color	360,000	257×182
		B/W	260,000	
center-page spread	2 page	Four-color	720,000	257×364
During an article	1 page	B/W	200,000	257×182
	Horizontal 1/2		120,000	103×147
	Vertical 1/3		90,000	214×45
	Horizontal 1/4		70,000	44×147

Schedule

Issue	Delivery date	Order deadline	Material deadline for digitalformat	Issue	Delivery date	Order deadline	Material deadline for digitalformat
Jun.7,2010	Jun.3	Apr.28	May.6	Nov.8	Nov.4	Sep.30	Oct.7
Jun.14	Jun.10	May.6	May.13	Nov.5	Nov.11	Oct.7	Oct.4
Jun.21	Jun.17	May.13	May.20	Nov.22	Nov.18	Oct.14	Oct.21
Jun.28	Jun.24	May.20	May.27	Nov.29	Nov.25	Oct.21	Oct.28
Jul.5	Jul.1	May.27	Jun.3	Dec.6	Dec.2	Oct.28	Nov.4
Jul.12	Jul.8	Jun.3	Jun.10	Dec.13	Dec.9	Nov.4	Nov.11
Jul.19	Jul.15	Jun.10	Jun.17	Dec.20	Dec.16	Nov.11	Nov.18
Jul.26	Jul.22	Jun.17	Jun.24	Jan.3,Jan.10, 2011	Dec.22	Nov.18	Nov.25
Aug.2,Aug.9	Aug.12	Jun.24	Jul.1				
Aug.16	Aug.12	Jul.8	Jul.15	Jan.17	Jan.13	Dec.2	Dec.9
Aug.23	Aug.19	Jul.15	Jul.22	Jan.24	Jan.20	Dec.9	Dec.16
Aug.30	Aug.26	Jul.22	Jul.29	Jan.31	Jan.27	Dec.16	Dec.22
Sep.6	Sep.2	Jul.29	Aug.5	Feb.7	Feb.3	Dec.22	Jan.6
Sep.13	Sep.9	Aug.5	Aug.12	Feb.14	Feb.10	Jan.6	Jan.13
Sep.20	Sep.16	Aug.12	Aug.19	Feb.21	Feb.17	Jan.13	Jan.20
Sep.27	Sep.24	Aug.19	Aug.26	Feb.28	Feb.24	Jan.20	Jan.27
Oct.4	Sep.30	Aug.26	Sep.2	Mar.7	Mar.3	Jan.27	Feb.3
Oct.11	Oct.7	Sep.2	Sep.9	Mar.14	Mar.10	Feb.3	Feb.10
Oct.18	Oct.14	Sep.9	Sep.16	Mar.21	Mar.17	Feb.10	Feb.17
Oct.25,Nov.1	Oct.21	Sep.16	Sep.22	Mar.28	Mar.24	Feb.17	Feb.24

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