The Japan Times is now distributed with the international edition of one of the world’s most respected newspapers, The New York Times.
The Japan Times has a history closely connected with Japan’s rapidly changing role in the world.

During the Meiji Era, the Japanese government’s biggest diplomatic goal was to revise the unfair international treaties the country had signed during the chaotic time around the end of the Edo Period when Japan was pressured to open itself to the world. There were areas designated for non-Japanese residents where Japanese legal authorities had no jurisdiction in the seven cities of Hakodate, Niigata, Tokyo, Yokohama, Osaka, Kobe and Nagasaki. There were various conflicts near the designated areas and Japanese people began to harbor discontent.

Amid such circumstances, The Japan Times was first published on March 22, 1897, with the aim of solving misunderstandings between Japanese and non-Japanese, informing non-Japanese of the situation in Japan and promoting mutual understanding.

Sueji Yamada, a relative of Yukichi Fukuzawa, a philosopher and the founder of Keio University, was installed as president and Motosada Zumoto, a secretary for Prince Hirobumi Ito, the first prime minister of Japan, was appointed editor-in-chief.

The Japan Times was inaugurated with funds Fukuzawa helped collect by consulting the Bank of Japan and other major corporations and organizations. The paper enjoyed Japan-wide support at its inauguration.

Toward the end of the Edo Period, an Englishman had started an English-language newspaper in Yokohama, also called The Japan Times, which was absorbed by The Japan Mail, which was later incorporated into our The Japan Times. The Japan Times then absorbed both The Japan Chronicle (British background) and The Japan Advertiser (American background), merging all the English-language newspapers into one in the lead-up to World War II.

The Japan Times has since continued playing its unique role as the only independent English newspaper in Japan to report Japanese news to the world and world news to Japan.

As the number of overseas tourists visiting Japan has been rapidly growing and human interactions across borders have been intensifying in recent years, demand for accurate information about Japan is ever increasing. In October 2013, The Japan Times began an alliance with The New York Times, providing the best English journalism in Japan.

The Japan Times will continue to take on the great responsibility as “Japan’s window to the world.”

Takeharu Tsutsumi, president of The Japan Times
Introducing The Japan Times

Three features that make JT special

Over its 120-year history, The Japan Times has consistently sought and upheld three goals. Those goals have supported The Japan Times over the years and made this newspaper distinctively different from other English-language publications. No matter what changing times and circumstances bring, The Japan Times is confident that as long as it maintains its distinctive features, it will continue to be the most suitable advertising medium for companies seeking continued growth.

1. Largest Circulation of All Domestic English-Language Newspapers
The Japan Times has the largest circulation of all domestic English-language newspapers and reaches by far the largest number of non-Japanese readers living in Japan.

2. Quality Writing That Comes from Independent Reporting and Editorial Policy
The Japan Times follows an independent reporting and editorial policy. Its writers do not rely on material translated from Japanese; they write original material in English based on their own reporting, producing quality articles that The Japan Times is proud of.

3. Independent History over Three Centuries
The 120-year history of The Japan Times is proof of the widespread support and confidence it has enjoyed over the years.

Sample pages from The Japan Times

National News
You will find what’s happening in Japan, ranging from politics to diplomacy, local news as well as social trends. The “FYI For Your Information” series seeks to offer a better understanding of news topics and their context for foreign and Japanese readers.

World News
We cover a wide variety of international and Asia news analysis and features that you will not find in the vernacular press.

Sports
We carry the latest sports news, including that featuring Japanese players in European soccer and Major League Baseball. Regular columns by staff writers and veteran columnists give insights into what’s happening behind the games.

Business
We deliver news/analysis/features on major economic, industrial and financial topics in Japan and around the world from diverse sources.

Introducing Classified Ads

The Japan Times Classified Ads serve the needs of foreign and Japanese companies seeking employees with language skills and an international outlook, as well as those individuals seeking employment in internationally related areas.

Industries using Classified Ads: International organizations, embassies/consulates, public offices, airlines, hotels, travel agencies, trading companies, international schools, language schools, universities, staffing/recruiting agencies

Main job types: Interpreters, translators, secretaries, teachers, sales, management position, reporters, editors

Kinds of classified ads

Line ads
Place a classified ad at a reasonable price. The ad can also be posted on our website for a nominal fee.

EDITOR-REPORT.

Display ads (window)
Framed ads gain attention. Free placement in Sunday’s paper and the ad can also be posted on our website for a nominal fee.

Display ads (bottom)
A large window display ad set apart at the bottom of the page for special emphasis, good for inserting company details and logos. Free placement in Sunday’s paper and posting on our website.

Line ads and display (window) ads can be placed on The Japan Times Classified Ads website for a 10% additional fee. Bottom display Ads are placed free.

Posting on our website

The Japan Times Jobs website links job seekers who want to make use of their English proficiency with enterprises looking for people with advanced English skills. The site combines the wealth of content of The Japan Times with know-how for acquiring English skills.

Readers Age (Japanese)

- 20 and under: 3%
- 21 to 30: 28%
- 31 to 40: 23%
- 41 to 50: 10%
- 51 to 60: 19%
- 61 to 70: 11%
- 71 and over: 6%
Circulation of nearly 44,000 Copies. Total Readership over 120,000

The Japan Times is Japan’s largest English newspaper, boasting many socially active and highly educated readers.

Japan’s largest English newspaper by circulation (as of October 2016) 43,965 copies
Total number of readers (2.8 readers per copy) 123,102 people
The percentage of English-speaking foreigners The Japan Times reaches in the three largest metropolitan areas of Tokyo, Nagoya and Osaka 58%
The percentage of undergraduate and graduate degree holders by circulation 88%
The percentage of board members and managers 34%
The percentage of readers earning ¥10 million or more 39%

Readers of The Japan Times are highly educated, socially active and have high household incomes. The Japan Times is the largest English newspaper in Japan by circulation. About 60 percent of English-speaking foreigners read The Japan Times in the nation’s three largest metropolitan areas of Tokyo, Nagoya, and Osaka.

The number of English-speaking foreigners in Tokyo, Nagoya, and Osaka metropolitan areas combined was 104,152 people, according to the 2016 statistics of the Immigration Bureau, the Ministry of Justice.

Sales channel - 5,000 Asahi Shimbun newspaper distribution outlets across the country (excluding the Tokai region) and 1,300 Chunichi Shimbun newspaper distribution outlets in the Tokai region.

The Japan Times is Japan’s largest English newspaper, ensuring that they receive their copy of the paper regularly.

Over half of JT/NYT readers have been subscribers for five years or more; nearly one-quarter have been subscribing for over 20 years.

Nearly 70 percent of JT/NYT readers are from Western countries.

People from all over the world read The Japan Times. Over half of The Japan Times readers are from Western countries.

Over half of JT/NYT readers are well-educated, with about 50 percent having graduated from a university or graduate school.

The percentage of board members and graduate degree holders by circulation 34%
The percentage of undergraduate and graduate school 88%
The percentage of English-speaking foreigners 58%
The percentage of non-Japanese readers 42%

Total number of readers (2.8 readers per copy) 123,102 people

Survey outline
Name: Japan Times Readership Survey 2014
Period: February 25-April 15, 2014
Method: Questionnaires, Internet
Valid responses: 278
Sponsored by: The Japan Times, Ltd.
Foreign Tourists to Japan

The number of foreign tourists visiting Japan jumped 24 percent to a record 10,363,904 in 2013, up from 8,367,827 in 2012. This figure indicates Japan’s inbound tourism recovered completely from the 2011 and 2012 slumps in the wake of the March 11 crisis in 2011.

The Japan Times and education

As the demand for people with the ability to use English remains high in a globalizing world, The Japan Times is a useful tool for language education as it offers a wealth of native English used in various situations. Also, for university entrance exams, articles from The Japan Times are often used to test candidates' English ability.

- **Universities that used Japan Times articles for their entrance exams in fiscal 2012 (Number of universities: 115 Number of questions: 156)**

  - Aichi University, University of Aizu, Atom University, Ibaraki Christian University, Iwate Prefectural University, Keio University, Showa University, Shinshu University, Waseda University, Tokai University, Tohoku Institute of Technology, Toyo University, Toyo Eiwa College of Engineering, Toyo University, Tokyo Future University, Tokyo University of Science, Higashi Chikusho Gakuen University, Tokyo Metropolitan University, Tokyo University, Tokyo Polytechnic University, Tokyo City University, Tokyo Future University, Tokyo University of Science, Nagoya Chukyo Junior College, Tohoku Institute of Technology, Tokyo University, Tokai University, Tokai Women’s University, Fukuoka University, Tokai Women’s University, Tokai Women’s University.

- **Universities that used The Japan Times articles for their entrance exams in fiscal 2013 (The number of such universities was 118 and the number of questions in the exams was 181)**

  - Aichi University, Atom University, Iwate Prefectural University, Otsuka Women’s University, Kagoshima Institute of Technology, Keio University, Graduate School of Agriculture and Life Science, Tohoku University, Graduate School of Medicine, Teikyo University, University of the Sacred Heart, Tokai University, University of Toyama, Fukui University of Technology, Hiroshima University, Nihon University, Toho University, Doshisha University, Waseda University, National Defense Academy of Japan, University of Kakegawa, Nagoya University, Meij University, St. Mary’s Junior College, Rikkyo University, Teikyo University, Tohoku Women’s University.
Examples of Display Ads and Advertising Sections/Supplements

Effective Display Ads and Advertising Sections/Supplements

The Japan Times — a trusted source of valuable information for the non-Japanese market in Japan and internationally minded Japanese. The various types of display ads and advertising sections and supplements produced taking advantage of its unique approach are well regarded among companies and organizations as powerful marketing and public relations tools.

International conferences
We issue special supplements of international meetings held in Japan and around the world to inform not only our readers, but also governments and foreign media.

Forums
We hold symposiums and seminars, and run advance informative articles as well as reports recapping the events.

National days • VIP visits
Our national day specials celebrate over 130 countries with the support from the respective embassies. When VIPs visit, we also run a supplement welcoming these world leaders to Japan.

Expos • Conventions
Japan hosts international exhibitions and conventions every year and our special reports provide the information in English sought by foreign participants.

Airlines
Targeting our well-heeled readers such as expatriates and those on diplomatic service, the airline specials we run are effective ways to publicize various services, such as a new business-class cabin, new routes or special campaigns.

Hotels
Many of our readers are businesspeople who frequently stay at hotels on business, so we offer them a source of information on new hotels, special services and accommodation plans.

Beverages
Advertisements and special features in our paper help raise the global profile of Japanese beverages such as sake. We can help host or sponsor events such as tastings for foreign residents and readers.
We place advertising specials on paper as well as on The Japan Times website. Advertisers can enhance the effects of advertising to foreign and Japanese executives in and outside Japan by placing ads on paper and website.

**Tourism (inbound / outbound)**
We run publicity for foreign governments’ tourism agencies as well as offer information on events and places to visit in Japan.

**Local governments**
We provide a medium for local governments to publicize their activities as they seek to host international meetings and conventions or introduce cutting-edge technologies and tourism sites.

**Food**
Throughout the year, we publish special supplements to introduce restaurants that are popular among foreigners in Japan through themes, such as cafes and bars, hamburger shops, seasonal dining, helping to raise the profile of these establishments.

**Education**
We publish special supplements for those interested in career advancement or improving their skills. Among the subjects we cover are studying in Japan, international schools, MBA schools and other graduate schools, interpretation and translation classes, and Japanese language schools.

**Automobiles**
We issue a special for each Tokyo Motor Show that helps foreign and domestic automakers draw attention to their green, next generation vehicles. Throughout the year, we also run special features that help publicize individual manufacturers.

**Real estate**
We offer information on real estate that may be popular among foreign residents such as luxury condominiums and serviced apartments. Special reports also detail the technology that makes it possible to live in an earthquake-prone country.

**Entertainment**
We have abundant information on entertainment, from films to festivals and from music to art, that makes for effective targeted ad placements. Our TV schedule in English is also important to many readers.

**Shopping**
For many who live in or visit Japan, shopping, whether for the latest electronics or duty-free collectibles, is one of the simple pleasures. We offer information on shops and goods that help retailers reach a wider audience.

**Sports**
As Japan continues to host major international sporting events, we publish special supplements that help publicize the sports, participants and sponsors for a global readership.

**Advertising campaign on paper and website**
We place advertising specials on paper as well as on The Japan Times website.
This free newspaper was first issued in October 2003 (Weekend Scene) as a publication to support foreign residents in Japan as well as a tourism campaign run by the Japanese government. It is printed every week with useful information about Japan, from culture and lifestyle, to movies and restaurants. Raising the appeal of Japan and The Japan Times to English speakers from around the world, the 12,000 issues per week are placed at visitor information centers in Tokyo and Yokohama, hotels, restaurants, retailers and about 120 transportation facilities.

The Japan Times website has established a solid position as the website bringing news from Japan to people around the world. Bringing together our coverage of domestic and global affairs, business, politics and sports to arts and entertainment, opinion and community affairs, the site provides readers with hundreds of new articles per day. Visitors to The Japan Times website are mainly Japanese businesspeople with high English skills as well as non-Japanese. The website also has a number of visitors who classify themselves in a high income bracket.

The Japan Times website
The Japan Times for WOMEN
The Japan Times Career Guide
The Japan Times ST
The Japan Times On Sunday
The Japan Times Nifco Hall can be used to hold events for various purposes. Through announcements in The Japan Times and through our social networking systems, we can draw many of the target audience to our facility. We hold job hunting events focusing on foreign capital companies and an event for those seeking to study abroad. Our recent event, an English learning party targeting young Japanese ladies, was extremely popular.

ST supports English learning from many aspects such as advice on the TOEIC Test, columns written by English experts in various fields, introduction of conversational English using a film screenplay, English crossword puzzles and English trivia, with translations, articles and explanations in Japanese. It is popular across many generations of people studying English in Japan.