



MEDIAKIT

2019/20

Niseko.com Magazine has strongly established itself as Niseko's leading resource for the region, with every issue containing vital travel information, interesting stories, facts, photography, interviews and reviews uniquely about Niseko. We're dedicated to providing content that allows readers to pre-plan their trip and get the most out of their holiday experience in Niseko.

Now in print for more than 10 years, Niseko.com's upcoming 39th issue will be on shelves from the beginning of the winter 2019/20 season offering features, interviews, and local info covering topics across all four distinct Niseko seasons; the absolute must-have resource for every visitor to town.

Niseko.com's editorial expertise comes from living, loving and working in Niseko, sharing a passion for everything about snow, outdoors, travel, people, writing, food, adventures, photography and most of all the remarkable vacation experience in Niseko. Each issue is launched to build a sense of community and Niseko.com is proud to represent and promote the fine business establishments, charity organizations, events and food that make Niseko a year-round destination and the number one ski resort in Japan.

Niseko.com also reaches out exclusively to the largest inbound tour operator Skijapan.com, with over 10,000 guests annually and the most popular Snowsport School: NBS with up to 15,000 guests. Niseko.com's coverage spans continents with digital distribution all over the world via Niseko.com Website, and social media.

We are excited about another great publication for 2019/20 and look forward to helping your business reach it's full potential with more exposure than ever!

PLATFORM BENEFITS

NISEKO.COM MAGAZINE

Niseko's only bi-lingual year-round publication.

- 22-25k print run (16k winter / 6-9k summer)
- Hand delivered to 10k+ winter guests within SkiJapan.com welcome packs
- Promoted by more than 300 in-resort staff to guests as the best Niseko resource
- Distributed at more than 150 locations in the Niseko region
 - Displayed at New Chitose Airport service desk
- Advertisers prioritised for exclusive feature articles and Snow Report mentions



WWW.NISEKO.COM

All about Niseko: features, interviews, latest news, events, local jobs, onsen & tours.

- 40k+ Annual views
- Views: 36% Japan, 17% Australia, 10% Singapore, 7.7% USA, 6.5% Hong Kong

Full page magazine advertisers receive a free one month digital ad placement

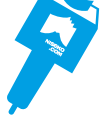


SOCIAL MEDIA

Daily updates and shares featuring the latest Niseko news and articles.

- 2.8k+ Facebook followers
- 950+ Instagram followers

• Partnered with SkiJapan.com with extra reach to 20k+ followers



NISEKO SNOW REPORT

Niseko's only comprehensive weekly snow report video now entering its third year.

- 180k+ seasonal views
- 10k+ average weekly views

Full page magazine advertisers logo included as supporter in every video

Ask us about getting a shout-out on the next Niseko Snow Report!



MAGAZINE RATES

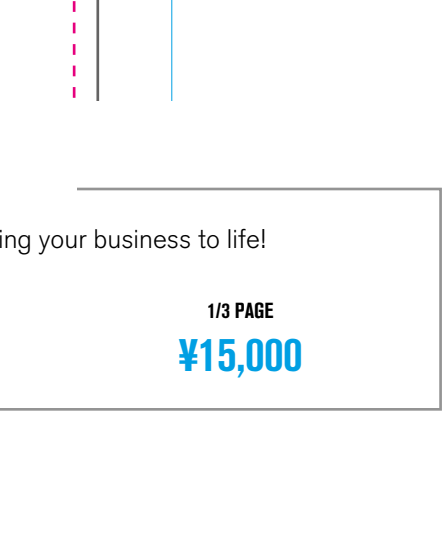
Full Page 210cm x 287cm	Half Page 17.5cm x 12.5cm	1/3 Page 17.5cm x 8.5cm	1/8 Page 8.5cm x 6cm
320,000JPY OR 2 PAGE SPREAD FOR 600,000	165,000JPY NO BLEED REQUIRED	110,000JPY NO BLEED REQUIRED	45,000JPY
1/8 PAGE ADVERTISING USES A PRE-SET TEMPLATE AND IS RESERVED FOR REAR PAGES OF MAGAZINE			
INSIDE FRONT ¥470,000 PER PAGE	PREMIUM BACK PAGE ¥550,000	INSIDE BACK ¥430,000 PER PAGE	

ARTWORK REQUIREMENTS

CMYK COLOUR, 300DPI, 3MM BLEED
ALL FONTS CONVERTED TO OUTLINES

EPS, JPG, TIFF & PDF FILES ACCEPTED

KEEP ALL LOGOS AND TEXT WITHIN 20MM INNER MARGIN TO AVOID CLIPPING



NEED YOUR AD DESIGNED?

Our talented Marketing & Design Team can bring your business to life!

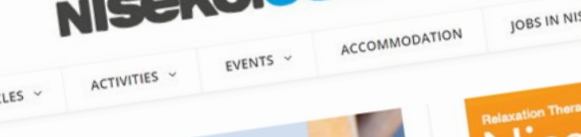
FULL PAGE ¥35,000	HALF PAGE ¥25,000	1/3 PAGE ¥15,000
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MAGAZINE DEADLINES

ADVERTISER MATERIAL DEADLINE / NOVEMBER 5, 2019
PUBLISHING DATE / LATE NOVEMBER 2019

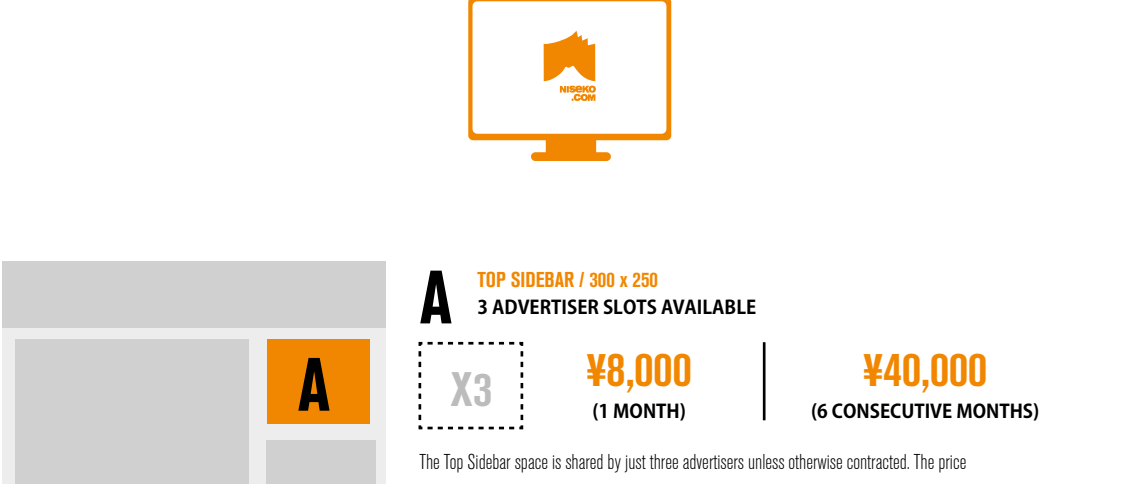
Please ensure all completed advertising data is delivered by the material deadline. Submitted data is subject to review & may be returned if quality standards are not met. If using our in-house design service, all material should be provided by October 15 to ensure adequate time for design & proofing.

SUMMER REPRINT



After the winter season Niseko.com will organise a Summer Reprint with updated events, information, pricing, tours, and onsen info.

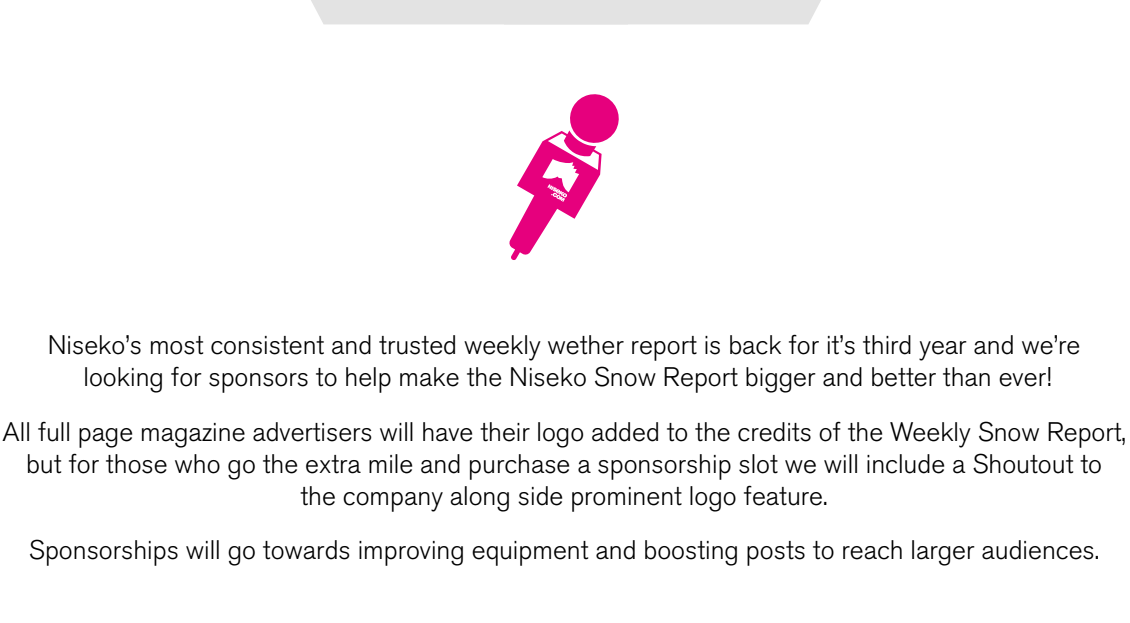
Before going to print we will contact all advertisers and give them the opportunity to update their winter ad FREE OF CHARGE.



WEBSITE RATES



A TOP SIDEBAR / 300 x 250 3 ADVERTISER SLOTS AVAILABLE	X3 ¥8,000 (1 MONTH) ¥40,000 (6 CONSECUTIVE MONTHS)
B MID SIDEBAR / 300 x 250 UNLIMITED ADVERTISER SLOTS	∞ ¥4,000 (1 MONTH) ¥20,000 (6 CONSECUTIVE MONTHS)
PREMIUM / HOME PAGE MIDDLE BOARD	X1 ¥10,000 (1 MONTH) ¥50,000 (6 CONSECUTIVE MONTHS)
MEDIA PACKAGE	
<ul style="list-style-type: none"> • 6 month B Slot ad • Online article written by Niseko.com team • 30-90 second promo video 	
¥275,000	



NISEKO SNOW REPORT



Niseko's most consistent and trusted weekly wether report is back for it's third year and we're looking for sponsors to help make the Niseko Snow Report bigger and better than ever!

All full page magazine advertisers will have their logo added to the credits of the Weekly Snow Report, as well as the opportunity to purchase a sponsorship slot we will include a shoutout to the company along side prominent logo feature.

Sponsorships will go towards improving equipment and boosting posts to reach larger audiences.

1 X SPONSORSHIP SLOT

Your company gets an exclusive shoutout with thanks at the end of the snow report.

Report is boosted on Facebook for one week.

¥35,000

* 50% of sponsorship used for boosting. Est. 14-84,000 views.

There is one sponsorship slot available per week so get in early before the peak season spots fill up!

PROMOS

A PRINT & ONLINE PACKAGE PURCHASE A FULL PAGE PRINT AD AND RECEIVE A 1 MONTH B MID SIDEBAR 300 X 250 FREE	B WEB LOCKDOWN 10% OFF WHEN YOU PURCHASE A ONE YEAR CONTRACT ON ANY WEB AD PLACEMENTS	C EARLY BIRD 10% OFF FOR RETURN PRINT ADVERTISERS 5% OFF FOR NEW PRINT ADVERTISERS WHEN YOU BOOK PRIOR TO 15TH OCTOBER
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PURCHASE 6 CONSECUTIVE MONTHS AND PAY FOR 5!
FLEXI-PROMOTIONS - UPDATE YOUR DIGITAL AD UNLIMITED TIMES FREE OF CHARGE*

CONTACT

ads@Niseko.com

www.Niseko.com

