

JAPAN AIRLINES  
MEDIA  
INFORMATION



# AGORA

[Agora]

The JAL Card-holders' magazine, home-delivered to over 810,000 top executives monthly.



## Media PR

[Number of copies published] **811,088**<sup>1</sup>

[Readers]

JAL Global Membership, JAL Card CLUB-A Card, CLUB-A Gold Card, JAL Diners Card, Platinum member, First-class passengers on international JAL flights

[Reading rate (members)] 91.3%<sup>2</sup>

[Circulation rate among non-members] 47.2%<sup>2</sup>

"AGORA" is enjoyed by more readers than the number of copies issued, when the families of members are included.

1. Nippon ABC Association Average for July to December 2015 2. March 2014 JAL Card Senior Member Survey

## Media Overview

• Booking deadline: 60 days prior to publication • Submission deadline: 25 days prior to publication

Form of publication	10 times a year (published on the 27th of the previous month) *January and February, and August and September publications are merged to make an extra-large publication (no February or September edition published).
Distribution method	Delivered to the homes of senior members, provided in-flight for first-class passengers, provided in airport lounges (some)
Dimensions	H 280 mm x W 210 mm, thermally activated binding, all-color (four-color offset printing)

## Advertising rates

(In yen excluding tax)

Space	Listing fee	Size HxW (mm)
Back Cover	2,300,000	280x194
Inside Front Cover DPS	3,200,000	280x420
2nd DPS after IFC DPS	3,100,000	280x420
FP, Facing Content	1,700,000	280x210
Inside Back Cover	1,500,000	280x210
Full Page (FP)	1,500,000	280x210
DPS	2,900,000	280x420

\*Bundled service is not available.



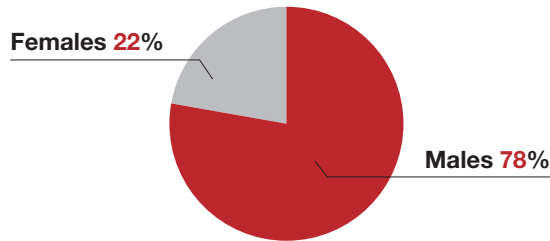
JAL Brand Communications Co., Ltd.

Please be sure to read the notes at the end of advertising application when you book.

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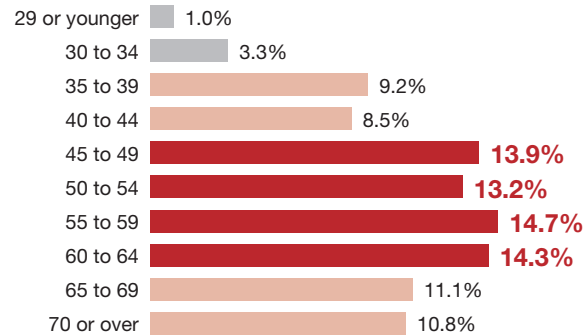
# AGORA Readers Profile<sup>1</sup>

## Gender ratios



Males account for **approx. 80%** and they are mainly the head of the household.

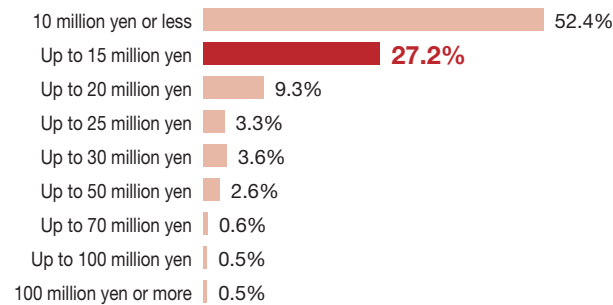
## Average age



Centering on middle-aged persons, the average age is **54.6**.

JAL Global Club members:  
Average age is 54.6  
JAL Card senior member<sup>2</sup>:  
Average age is 54.6

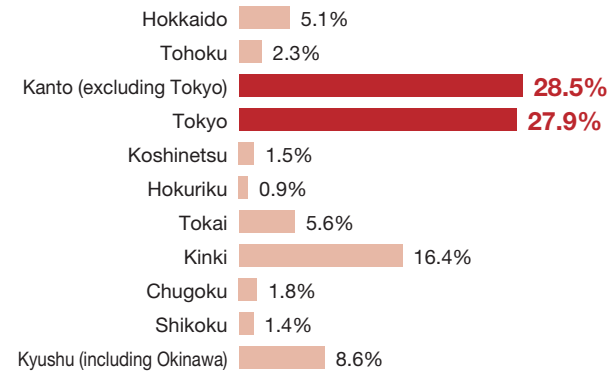
## Household income



About half of households have an annual income of 10 million yen or more and the average household income is **13.07 million yen**.

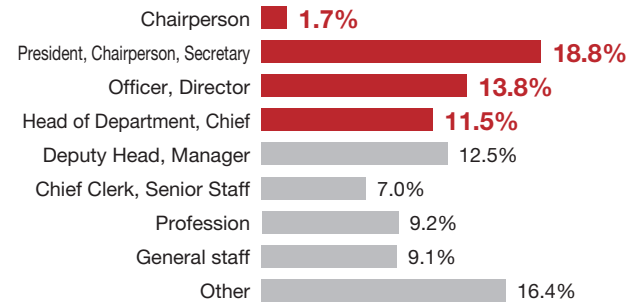
JAL Global Club members:  
Average is 14.12 million yen  
JAL Card senior member<sup>2</sup>:  
Average is 12.35 million yen

## Residence



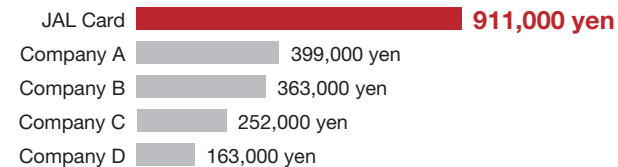
Centering on Tokyo, readers from the Kanto region account for **approx. 60%**.

## Position



About half of readers have a position of head of department or higher.

## Annual shopping money spent by members<sup>3</sup>



Amount spent per person is extremely high, and shows the amount of their purchasing power.

1. 2012 AGORA Reader Survey 2. CLUB-A Card, CLUB-A Gold Card, JAL Diners Card, Platinum member

3. Calculated shopping amount (card handling amount ÷ number of members) per person regarding members of four main card companies for September 2015 issue of Monthly Consumer Credit's "Fiscal 2014 credit card transaction volume ranking"



# Points to note regarding advertising and promotion

## Summary of standards for advertising and promotion media

- For all media advertising, we will perform examination of your company (advertiser), the product and the expression used (ad content). Your understanding is greatly appreciated.
- We may be unable to accept advertisements from organizations that compete with the business operations of the JAL Group and its affiliates (also includes information from organizations other than JAL Group airlines).
- JAL media is media that communicates as part of the airline's customer service. Therefore, we may not be able to accept any content or visual images that could cause a sense of anxiety or discomfort to our customers or put them at a disadvantage.
- Advertising media and services carried out in restricted areas and in aircraft at an airport must comply with a variety of terms and conditions based on the Airport Law and Aviation Law. Your understanding is greatly appreciated.
- Please contact us for details of restrictions on industries we can handle advertising for, products, and expressions used. In addition, please contact us at the production stage to inquire about the contents of the original document.
- We may be unable to implement the media service due to unavoidable reasons such as bad weather or force majeure. Your understanding is greatly appreciated.
- We cannot provide a discount in the event of suspended service or a reduction in the number of scheduled flights.
- In principle, you cannot cancel your application once you have submitted it. A cancellation charge will apply in the unlikely event that an application is canceled. Your understanding is greatly appreciated.

## Common to all paper media

### Points to consider in regard to bookings

- We cannot accept specifications relating to the page on which advertising is to be shown except for those on special areas such as the front cover and the articles facing the advertisement.

- If you do not specify the article facing your advertisement, there are times when it will be facing another advertisement. Your understanding is greatly appreciated.
- We require advance payment for the first booking.

### Points to note when producing the original

- Please submit all of the original advertising as PDF\* file.  
\*Illustrator CS 2 or Upper version  
\*InDesign CS4 or Upper version  
\*Acrobat Professional 9 or Upper version
- When submitting an advertisement, Please provide paper, color sample (if possible) and a file specification sheet along with the PDF file.
- Please don't use the specific-color.
- For color parts where four colors are used together (including images), please create data with ensuring that the total value of the CMYK4 edition is 320% or less.
- For bleed advertising, please ensure that the logo, company name, and advertising copy are at least 10mm above the finishing line (H280mm x W210mm) and placed on the inside, in addition, please provide a distance of at least 3mm on each side as bleed.
- We do not carry out color proofing.
- When advertising from overseas, we request that you leave decisions on the printing finish up to us.

## Common to all video media

### Points to consider in regard to bookings

- We cannot accept specifications regarding the order in which CF is to be shown.
- Flights on which CF can be aired are Japan Airlines flights only (flights shown as JL on the timetable). Irregular flights are not included.
- The screening period is scheduled to be from the first to the last day of the month; however, this may change slightly for various reasons. Your understanding is greatly appreciated.

### Points to note on the production of material

- The front screen will be a 4:3 screen except for some aircraft. 16:9 video will have margins (blank spaces) placed at the top and bottom. Please provide 16:9 video in letter box format. (Squeeze format is not allowed)
- The personal monitor will use a 16:9 screen except for some aircraft. 4:3 video will have margins (blank spaces) placed at the right and left.
- Audio can be either monolingual or bilingual; in the case of choosing bilingual, please use Japanese and English.
- Along with the materials, please submit a job sheet that describes details such as the title, language, scale, time code and size.
- We have specifications regarding the format for the delivered tape. Please contact us for details.

### Form of delivery

- (1) CF before movies (2) Promotion (PR) program  
● HD cam ● WMV file for advance screening by JAL

\*Please prepare the following only when submitting advertising for promotion (PR) 1.

- Still image for MAGIC menu screen  
JPEG file (clear image with as high a resolution as possible)
- Program title for MAGIC menu screen  
There is a character limit (Japanese 12 full-width characters, English 25 characters \*including spaces)
- Text introducing the program for JAL Mooove!  
Japanese, approx. 50 characters (certain characters will be appropriately modified by our editorial department); English will be translated by our editorial department after the Japanese has been decided.

## Inquiries Applications

### ● Americas (Eastern / Western US & Hawaii Islands)

[NYC / Eastern US] World Media, Inc. / TEL: 1 212 244 5610 / [www.worldmediaonline.com](http://www.worldmediaonline.com)  
[LAX / Western US] Global Eagle Entertainment Inc. / TEL: 1 310 437 6000 / [www.geemedia.com](http://www.geemedia.com)  
[HNL] PacRim Marketing Group Inc. / TEL: 1 808 949 4592 / [www.pacrimmarketing.com](http://www.pacrimmarketing.com)  
[HNL] Lighthouse Hawaii / TEL: 1 808 926 0022 / [lighthouse-hawaii.com](http://lighthouse-hawaii.com)

### ● Europe (Europe)

[LON] IMM International, UK Brand / TEL: 44 203 585 1300 / [www.imm-international.com](http://www.imm-international.com)  
[PAR] IMM France / TEL: 33 1 4013 7901 / [www.imm-international.com](http://www.imm-international.com)  
[GVA] Inflight Media Marketing, AG / TEL: 41 22 310 80 51 / [www.imm-international.com](http://www.imm-international.com)  
[ITA] IMM Italy / TEL: 39 339 666 7639 / [www.imm-international.com](http://www.imm-international.com)

### ● Asia (excluding Japan)

[SEL] First Media Service Corp. / TEL: 82 2 363 3591  
[TPE] TOP TAIWAN MEDIA FACTORY / TEL: 886 2 2371 1838 / [www.top-taiwan.com](http://www.top-taiwan.com)  
[SHA] IMM International – Asian Branch / TEL: 86 10 8523 5425 / [www.imm-international.com](http://www.imm-international.com)  
[SHA] Publicitas (Shanghai) Advertising Co., Ltd. / TEL: 86 21 6141 3871 / [www.publicitas.com.cn](http://www.publicitas.com.cn)  
[SHA] Jalux Shanghai Co., Ltd. / TEL: 86 135 1100 8614 / [www.sh.jalux.com](http://www.sh.jalux.com)  
[HKG] Publicitas (HK) Advertising Ltd. / TEL: 852 2516 1501 / [www.publicitas.com/hongkong](http://www.publicitas.com/hongkong)  
[BKK] Publicitas (Thailand) Ltd. / TEL: 66 02 651 9273 / [www.publicitas.com/thailand](http://www.publicitas.com/thailand)  
[SIN] Publicitas Publishing Pte. Ltd. / TEL: 65 6735 8681 / [www.publicitas.com/publishingasia](http://www.publicitas.com/publishingasia)  
[SIN] Spafax Airline Network Pte. Ltd. / TEL: 65 6531 2682 / [www.spafax.com](http://www.spafax.com)  
[IDN] Jet Set Media / TEL: 65 6260 3585  
[BOM] Mediascope Publicitas India Pvt. Ltd. / TEL: 91 11 2373 0869 / [www.publicitas.com/india](http://www.publicitas.com/india)

