

International media introducing you to everything Japan

POPJNEO
ポップジェネオ WWW.POPJNEO.COM

MEDIA GUIDE



ONE ANN, Inc.

About POPJNEO

POPJNEO is an informative magazine introducing Japanese culture to American readers. Japanese culture has been drawing attention internationally for some time. The number of Americans who want to learn more about Japanese culture, study Japanese, or even study abroad in Japan is steadily increasing. This demographic is seeking Japanese culture information sources in English, yet there are few. POPJNEO is the only magazine in English to provide information about all the latest Japanese culture, directly sourced from Japan.

- 1) To promote Japanese goods and the uniqueness of Japanese culture for American readers
- 2) To introduce and provide guidance regarding tours in Japan
- 3) To send out press releases on international businesses dealing in Japanese goods

■ Answering the needs of "Japanese pop culture" fans

Our four main feature categories of "Entertainment," "Food culture," "Fashion," and "Sightseeing in Japan" have a high degree of current information and our serialized contents focus on Japanese life and culture.

■ A high quality magazine

With large, vivid photographs and a stylish design, we project the image of "Japan cool."

Making use of Japan's scenery, we attract readers with stunning visuals. With the items and places portrayed, it also gives a realistic view of Japan for our readers.

The Market

At present, there are over two million fans of Japanese animation in the USA. Japanese anime programs air on TV everyday, many high schools and universities have anime clubs, and various anime events are held every month nationwide. *Shonen Jump*, a Japanese manga periodical, has 200,000 readers and officially recognizes 700,000 hidden readers.

Japanese restaurants are also popular. Aside from the traditional, well-known foods such as sushi, shabu-shabu, and Japanese BBQ, foods like udon, ramen, and Japanese curry have risen dramatically in popularity. Japanese food has been readily accepted as a sophisticated selection because of its clean and healthy reputation.

Japanese fashion and music have also gained incredible recognition. While the kimono is a popular form of traditional fashion, Japanese clothing brands have become a hit with young people in the U.S., inspiring American brands to produce T-shirts and clothes with Japanese words and patterns. In the music scene, a style of Japanese rock (Jrock) music called "visual kei" has been enjoying a great deal of popularity among young people, and concerts have been successful all over the U.S. Jrock books and magazines in English have been published and can be found in bookstores.

The people who enjoy Japanese anime, food, fashion, and music are eventually interested in information about Japan in general. They are a demographic with high potential to become our readers. Because we provide informative articles about pop culture and subculture along with general cultural information, it gives a full picture of Japan and is appealing to a wide scope of readers.

Content Details

Food Culture:

An introduction to all the foods eaten in Japan. From fashionable restaurants to home-cooking recipes, public cafeteria food to B-rank gourmet, Japanese junk food to food you can only get in Japan, and those foods you can make in America too, we publish all of what is "Japanese food."

Fashion:

We feature street snaps of styles such as Ura-hara, street casual, Tokyo Girls Collection, gothic, Lolita, and others unique to Japan as well as introduce the brands that produce the styles. We also feature American designers who use Japanese concepts and prints in their clothing brands. With the use of printed links, internet mail-ordering is also possible.

Japanese sightseeing information:

We introduce places unique to Japan such as major cities' shopping districts, concert halls, game centers, capsule hotels, and manga cafe, as well as new and old sightseeing spots. We also run a tour that allows one to experience places we've printed information about.

Japanese life (J-TSUU / serialized sections):

We print differences between Japan and America, practical life experiences, and related ideas in a frank and humorous manner. We provide insight on matters which can't be experienced on a tour such as information on daily life and examples of how other foreigners live in Japan.

The above contents hold the biggest earning potential.



Magazine Format

Title : POPJNEO
 Format : Letter size (H266mm×W206mm) Full color
 Price : ¥840/JPN \$7.00/US \$8.00/CAN
 Sale date : every month
 Copies printed : 30,000 in America, Japan, Others

Sale locations America : Barnes & Noble (planned)
 Bordres (planned) , UrbanOutfitters (planned)
 Anime stores , Anime conventions
 Online anime stores
 Others

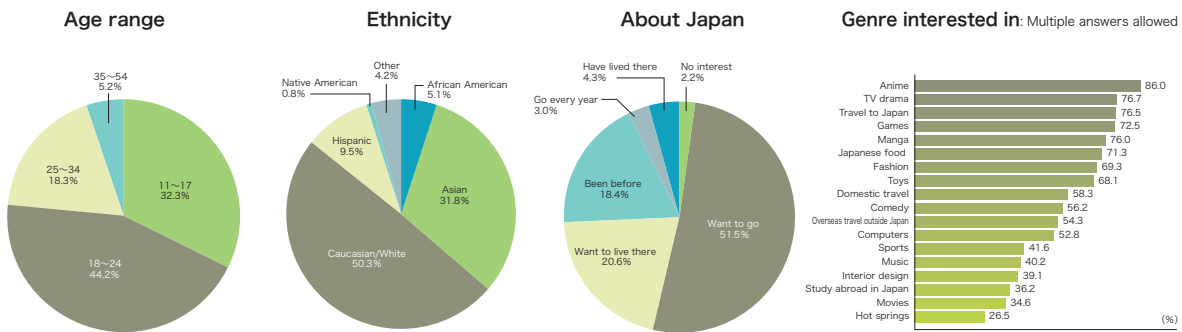
Class of readers

Target age : 18 to mid-30s Men and women
 People who are interested in Japan through anime, Japanese food, etc
 People desiring information about travel to Japan
 People from a broad range of backgrounds

Ex.) People who enjoy Japanese food (ramen, sushi)
 People interested in anime, manga, cosplay
 People who read Japanese fashion magazines
 People who listen to Japanese music, like Japanese idols
 People who want to live in Japan, or have lived in Japan
 People who like green tea

Reader survey POPJNEO reader survey (800 people)

Gender 43.7%(male) : 56.3%(female) Average age 21.5 years old · Average household income \$54300

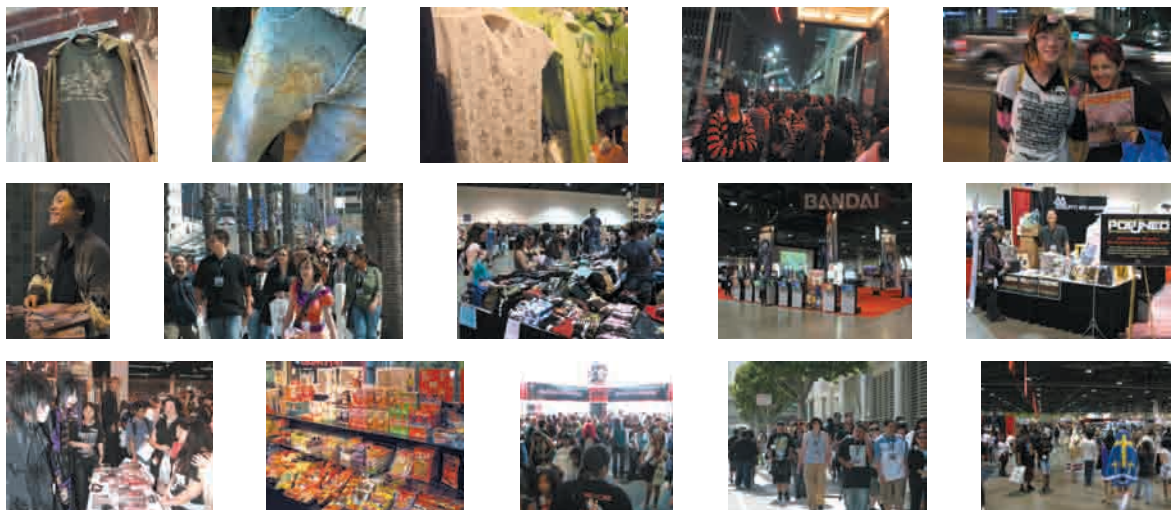


Increase in American Tourists to Japan



Reader comment

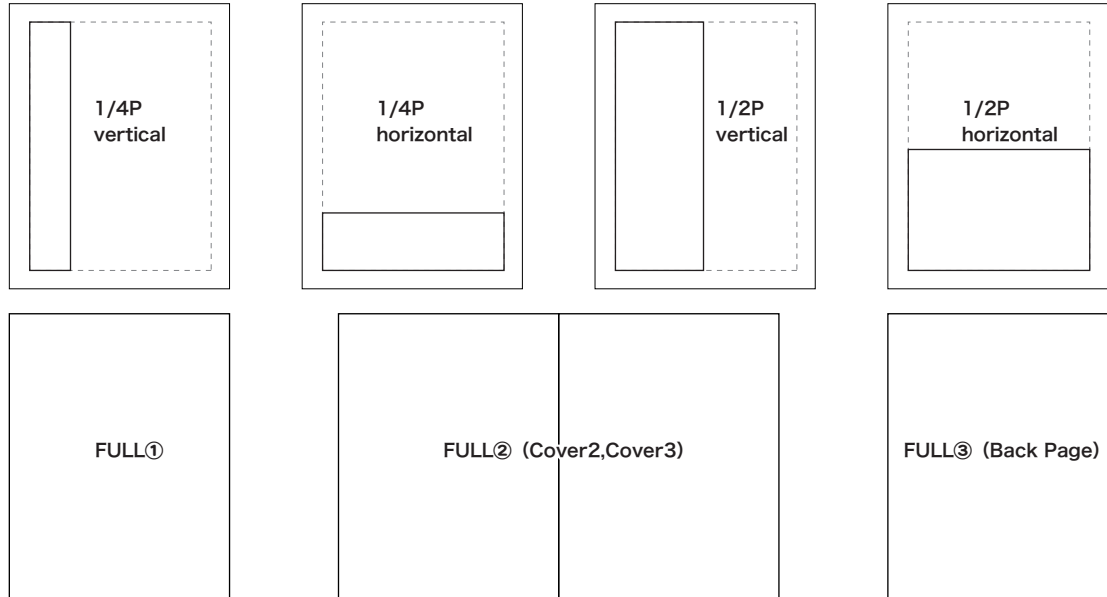
Name : Vanessa Alexandra
 24 years old. Model and singer. Has about 48,000 friends on MySpace. Lives in New Mexico, but goes to LA often.
 Comment to POPJNEO: Since the first issue, this magazine has become my favorite. I read many Japanese pop culture magazines and this one is the most entertaining. The photos are always great, the articles are interesting and it really gives you a first-hand feel for Japanese pop culture.



Advertising fee

Regular Advertisement

| | | |
|-----------------------|--------------------------------------|---------|
| 1/4P vertical | 9.58inch×1.57inch H243.4mm×W40.0mm | \$600 |
| 1/4P horizontal | 2.22inch×7.00inch H56.4mm×W177.9mm | \$600 |
| 1/2P vertical | 9.58inch×3.38inch H243.4mm×W85.6mm | \$1,200 |
| 1/2P horizontal | 4.67inch×7.00inch H118.7mm×W177.9mm | \$1,200 |
| FULL① | 11.00inch×8.50inch H279.4mm×W215.9mm | \$2,400 |
| FULL② (Cover2,Cover3) | 1.00inch×17.00inch H279.4mm×W431.8mm | \$3,000 |
| FULL③ (Back Page) | 11.00inch×8.50inch H279.4mm×W215.9mm | \$4,000 |



Tie-up Planned Advertisement

Appearing as a normal article, readers will easily absorb the information you want to convey. We can also do simple data collection (photos, etc).

| | | |
|-----------------|--------------------------------------|---------|
| 1/2P horizontal | 4.67inch×7.00inch H118.7mm×W177.9mm | \$1,200 |
| FULL | 11.00inch×8.50inch H279.4mm×W215.9mm | \$2,400 |

Contract discount

3 month contract : 10% off advertisement price
6 month contract : 15% off advertisement price
12 month contract : 20% off advertisement price

Deadline

Application : By the 10th of the previous month
Data : By the 15th of the previous month

Data submission method

Please submit your data via CD-R, e-mail attachment, or server upload.

※Please attach the full size sample. (Please keep the filename easy to understand.)

※For data completed in Illustrator or Photoshop, save the file in TIFF or JPG format. Also, please tell us the application and version used.

Payment method

Within 30 days of the advertisement's appearance in print.

Company Overview

ONEANN,Inc (Business dealings: Publishing, editing, design, planning)

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