

文藝春秋

THE BUNGEISHUNJU

Media Data

創刊50年記念 二月特別号
文藝春秋

文藝春秋
創刊月一

創刊四十年記念 二月特別号
文藝春秋



文藝春秋
芥川賞発表 受賞作二作全文掲載
石沢麻依 李琴峰
単独インタビュー 台湾・蔡英文総統 九月特別号

文藝春秋
十一月特別号
THE BUNGEI-SHUNJU

文藝春秋

創刊90周年記念 9月
単独インタビュー 中国大使 日中外交の



文藝春秋
創刊80周年記念

文藝春秋
83 二月特別号
中将 衝撃の最

文藝春秋
大東亞戦争元寇のために
創刊千周年記念原稿富選発表

文藝春秋
昭和天皇の独白八時間 十二月号

芥川賞発表 受賞作二
高山羽根子
単独インタビュー コロナ・サバイバル/渡辺明、藤井聡大*



BUNGEISHUNJU LTD.

Words from Editor-in-chief



From “Scrap” to “Build”...

The words came up to my mind when I became the editor-in-chief, same time as the magazine celebrated 100 years of publishing.

For past 10 years, I had been working as the editor-in-chief of Weekly Bunshun, pursuing people or organizations that have great influence on the society. I had been leading typical “Scrap” type of media.

On the other hand, I think THE BUNGEISHUNJU is an ultimate “Build” type of media. Since the publication, many public figures not only from literary world, but from political or athletic area have appeared and made constructive suggestions. As a result, society changes positively for many times, which causes THE BUNGEISHUNJU becoming national magazine.

“ I’m bored saying what others asked me to say. I want to tell my thoughts freely, without reservation to editors, nor readers.”

Kan Kikuchi, founder of the magazine wrote the words above in the inaugural issue.

He had an insatiable interest in humans, and that was his origin of an editor. He disliked naive thinking, not telling real intentions.

He left the words below at the 15th anniversary of the magazine.

“ Neither leaning to right nor left, and having common sense. That is what I have as a policy for editing... My fundamental principal is taking a stand for fair liberalism, representing the conscience of the intellectual class.”

I bore in mind the words, when I became the editor-in-chief.

Nowadays, society puts emphasis on political correctness. When people express their opinions, they easily gets criticized by others, which would make harder to do it. In times like these, I have to take over Kan Kikuchi’s idea, which led to making the magazine tell the truth at the center of Japan. I swear these in my mind, and always aim forward that goal.

Manabu Shintani, Editor-in-chief

A Century of publishing, fascinating points of THE BUNGEISHUNJU

“I’m bored saying what others asked me to say. I want to tell my thoughts freely, without reservation to editors, nor readers.”

Kan Kikuchi, the founding editor, wrote words above on inaugural issue of THE BUNGEISHUNJU, January 1923. As this culture is still deeply rooted in, from exclusive news to fine literary works, the unfettered magazine has been producing many content which would remain in

Japanese history.

Some of the biggest names in politics and business appear in the magazine, while readers can find the latest entertainment information, beautiful gravures, and columns written by up and coming writers.

Going right path of magazine, while offering supreme quality in every genre. That is the reason why readers are attracted to THE BUNGEISHUNJU.

THE BUNGEISHUNJU shakes Japan.



Nov. 1974 “**Kakuei Tanaka Report**”

The article focused on financial sources of Kakuei Tanaka, Prime Minister at that time. This article later led to his resignation, also put focus on young journalist, Takashi Tachibana.



Dec. 1990 “**Emperor Hirohito's monologue**”

Newly found Hirohito's discourse during World War II was published. The document shook the society, and this issue had over a million circulation.



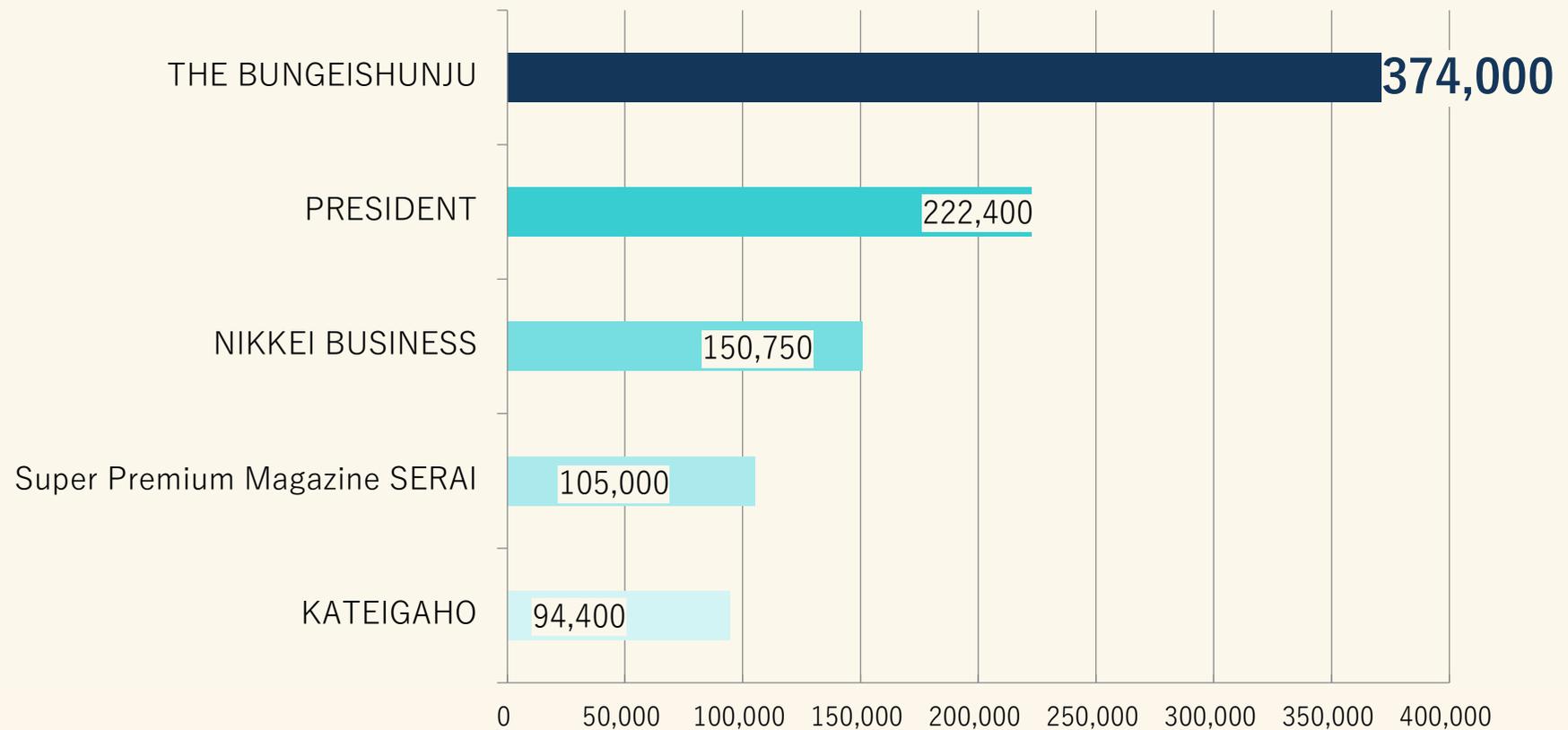
Sep. 2015“**Akutagawa Prize Winner, ‘Spark,’**”

The Issue drew people's attention, since Akutagawa Prize winner appeared, “Spark” written by Naoki Matayoshi. With a circulation of over a million, it and caused a social phenomenon.

Akutagawa Prize works are printed on every March, September issue, with larger circulation.

Magazine Overview

circulation comparsion with other magazines



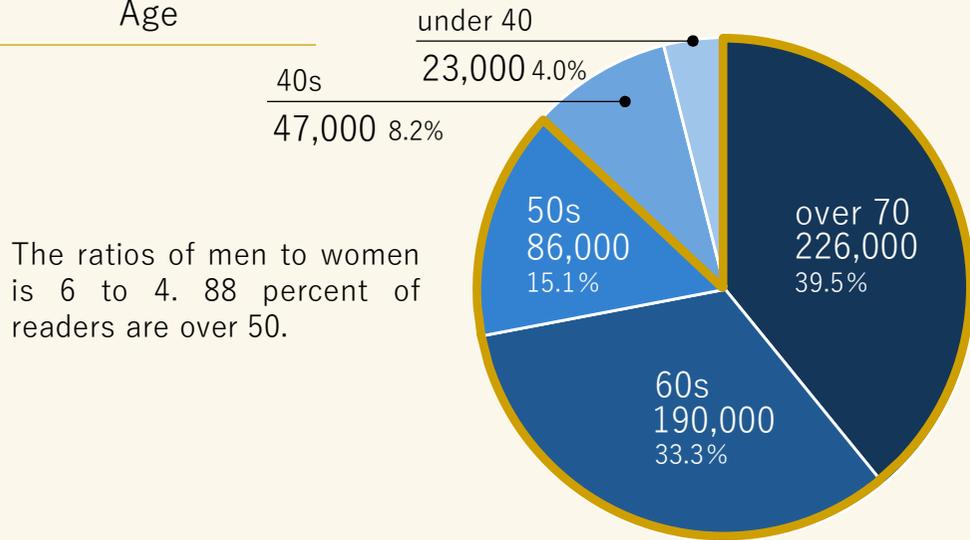
Japan Magazine Publishers Association Report (January to March 2021)

※Only NIKKEI BUSINESS by ABC Report (January to March 2021)

Attributes of Readers

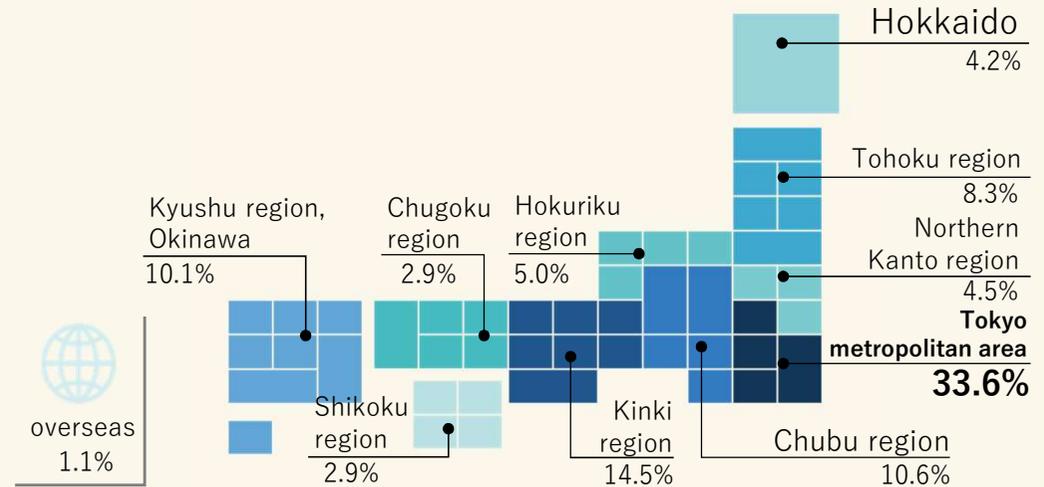
※ Number of each article calculated by estimated readers (sales of magazine × readership) × answering percentage

Age

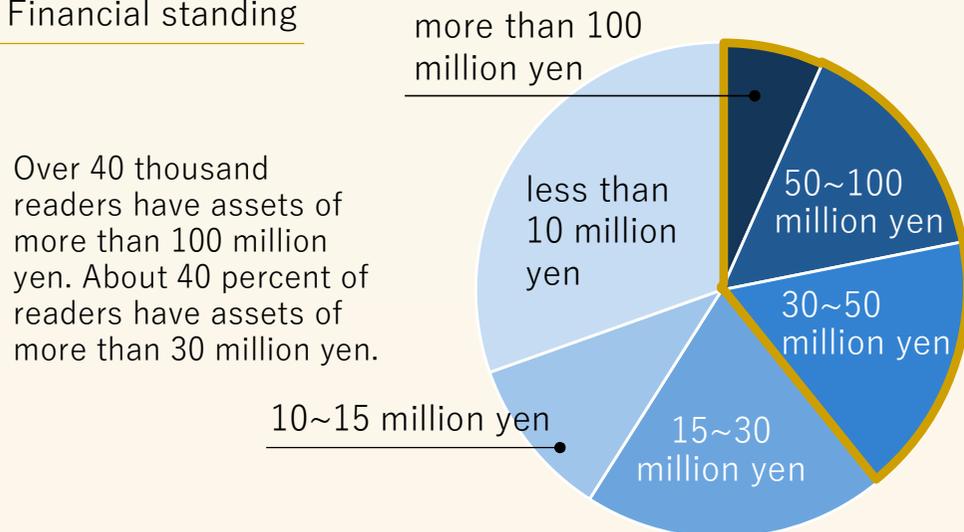


Distribution area

Distributed all over Japan mainly in metropolitan area.



Financial standing



Position at an office

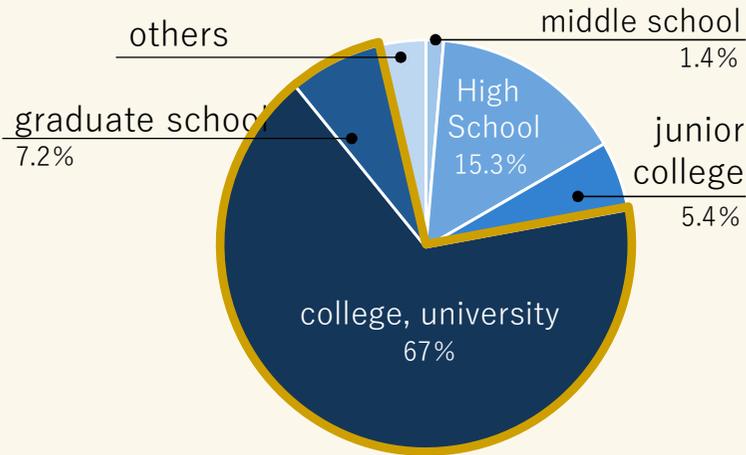


Attributes of Readers

※ Number of each article calculated by estimated readers (sales of magazine × readership) × answering percentage

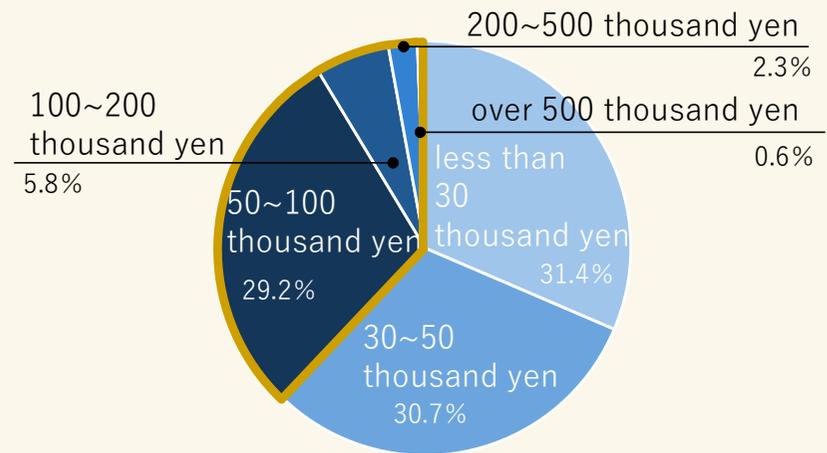
Educational background

Three quarters of readers are university or master's level graduates. Many of them graduated from famous universities in Japan.



Money at disposable per month

217 thousand readers can use over 50 thousand yen.



Readers spend money on high quality products.

What do you want most? (multiple answers possible)

1st	House, remodel of house	313,000	54.7%
2nd	Car	226,000	39.5%
3rd	Sports related goods	193,000	33.7%
4th	Interior goods	187,000	32.7%
5th	Camera	141,000	24.6%
6th	Luxury wrist watch	132,000	23.0%

What are you interested in? (multiple answers possible)

1st	Traveling	365,000	63.8%
2nd	Listening to music	304,000	53.1%
3rd	Walking, jogging	298,000	52.1%
4th	PC	289,000	50.5%
5th	Driving	239,000	41.7%

6th : Visiting hot springs
7th : Home gardening

8th : Playing golf
9th : Taking photos

Linked to Web Media

文春オンライン

We can propose projects linked to Bunshun Online, the biggest news website in Japan.

- * 490 million views per month, with 48 million UU (Unique Users)
- * Reaches active workers in their 30s~50s.
- * Unique online spreading power, using social service.

Achieves efficient communication with reliable content of THE BUNGEISHUNJU and spreading power of Bunshun Online.



375 thousand circulation.
Reaches executives, with sense of tradition and trust.



490 million PV per month. Widely reaches active workers with spreading power and topical articles.



文藝春秋 digital

Subscription service using web media “note”, including access to all past articles.

- * Reaches members who have with higher engagement.
- * Content is available indefinitely, with no archived articles.
- * Articles can be posted on the web with low cost.

文藝春秋 digital

文藝春秋

文藝春秋digital

月刊誌『文藝春秋』の特集記事を中心に、一流の作家や知識人による記事・論考を毎日配信。執筆陣のオンラインイベントも毎月開催中。月額900円で記事読み放題&イベント見放題のサービスです。

0 フォロー 19,998 フォロワー

ホーム イベント 今月号 連載・オリジナル BRAND 月別



世界経済の革命児 アルバート・ブーラ(ファ)

Seminar examples

Bunshun Salon Seminar

Seminar invites fine readers of the magazine to a stately reception area. Able to host both BtoB and BtoC event.



November, 2018

TANAKA Kikinzoku Kogyo K.K.

“Attraction of gold, shining your life”

Cast: Yuka Murayama, writer



June, 2019

Mitsui Home Co.,Ltd.

“Contribution to society, beginning with land utilization”

Cast: Kikuo Hayashiya, Rakugo performer

Past themes

- Healthy bowels seminar, sponsored by a beverage maker.
- Dementia seminar, sponsored by a pharmaceutical company.
- Audibility and brain seminar, sponsored by a hearing aid maker.

BUNGEISHUNJU Online Seminar

We can support your business by hosting Online Seminar for specific persons, like high-income class or managers of company.

- * Proposal, to solve problems of clients
- * Customer collecting, making full use of media
- * Smooth operation to run the seminar
- * Expansion beyond the audience

Both sponsors and audience appreciate our seminars as high quality events, suitable for BUNGEISHUNJU.

BtoB



Number of applicants : 680
Number of participants : 492



Number of entry : 1250
Number of participants : 977



Number of entry : 290
Number of participants : 206



Number of entry : 1200
Number of participants : 988



Number of entry : 1150
Number of participants : 950



Number of entry : 1080
Number of participants : 898

BtoC



Number of entry : 1170
Number of participants : 802



Number of entry : 1180
Number of participants : 825



Number of entry : 1700
Number of participants : 1150

Joint project with demanding resources

Finance, inheritance

Last will, ending

Best brand I choose

Real estate, land usage

Home for the elderly

Dementia, hearing aid

100 to 300 responses from readers come towards demanding resources

Scheme for handing over private information



Private information



CoPro System Corporation commission to manage private information

ID and password for downloading (Noticed on a day before publication)
contact of latest uploads of private information (Based on schedule forwarded separately)

totaling on spread sheets, including hand written data.

Person I charge for cooperating company

Downloading from cloud service by inputting ID and password

excerpt from special feature of finance and inheritance, March 2021



Page of tie-up advertisement



editing page



editing page

example of develop advertisement

“Train suite Shikishima” March 2021

TRAIN SUITE 四季島、「至高」を体験する旅

特別な感動の旅を

メニューを旅し、東日本の旬を味わおう。

極上のおもてなしに心を預ける
クルーズ特レインの旅
深遠探訪 TRAIN SUITE 四季島

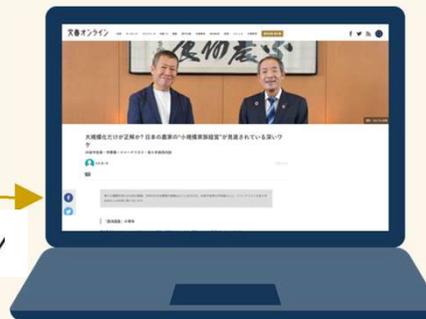
interview of Tooru Nakaya, chairman of JA-ZENCHU (Central Union of Agricultural Co-operatives), and Toshinao Sasaki, journalist, about what JA group can do to protect the safety of food products. January 2021

食の安全保障を守るために
JAグループができること

項目	2019年	2020年	2021年	2022年	2023年
生産額	180.5	182.2	182.1	182.1	182.1
出荷額	146.5	145.4	145.2	145.2	145.2
平均単価	62.8	62.8	62.7	62.8	62.8

Reprints to Bunshun online.

文春オンライン



More Imperial
13th Anniversary

お二人の決意に、全力で寄り添いたい。

▲IMPERIAL HOTEL

1 page advertisement

救心

なんだろう？
このドキドキ...

1,197回。

1枚のプレートを描き上げるのに職人が動かす筆の回数です

▲ROYAL COPENHAGEN

1/4 page advertisement

救心

相原 将人

▲KYUSHIN PHARMACEUTICAL CO., LTD.

1/3 vertical advertisement

1/6 page advertisement

Many products have been using advertisement space of THE BUNGEISHUNJU. Comfort and confidence has satisfied companies.

Charge and specification for advertisement

Special page	Space	Price (yen)	Size: length × width (mm)	
Cover 4	4-Color, 1 full page	2,100,000	185 × 120	No bleed
Cover 2	4-Color, 1 full page	1,650,000	210 × 144	Full bleed
Cover 3	4-Color, 1 full page	1,230,000	210 × 144	Full bleed
Mokuji 1・4	1-Color, 1 full page	770,000	195 × 120	No bleed
Side of Mokuji	1-Color, 1 full page	800,000	195 × 110	No bleed
Inside of Mokuji	1-Color, 1 full page	380,000	195 × 75	No bleed
Frontispiece	4-Color, special bleed	Right: 1,780,000	210 × 135	Full bleed
		Left: 1,500,000	210 × 120	Full bleed

4-Color	Space	Price (yen)	Size: length × width (mm)	
	4-Color, 1 full page	1,640,000	210 × 144	Full bleed
	1-Color, 1 full page	950,000	210 × 144	Full bleed

1-Color	Space	Price (yen)	Size: length × width (mm)	
	1 full page	740,000	179 × 121	No bleed
	Vertical, 1/2 page	450,000	179 × 59	No bleed
	Horizontal, 1/2 page	390,000	85 × 121	No bleed
	Vertical, 1/3 page	270,000	179 × 36	No bleed
	Horizontal, 1/3 page	260,000	55 × 121	No bleed
	1/4 page	195,000	85 × 55	No bleed
	1/6 page	135,000	55 × 55	No bleed
	3 line	50,000	55 × 14	No bleed

Letter press	Space	Price (yen)	Size: length × width (mm)	
Postcard	Color:1/1	1,950,000	150 × 100	Full bleed

Regulation for receiving manuscript

Caution on creating script

※Make a script based on rules posted on ZASSI DEGI SO (<https://www.3djma.jp>) . For four color script, follow the JMPA color conformity full data J-PDF, for single color script, follow monochrome PDF to make a script.

※Please make a 8mm space on every side, except for script with square.

※Sending manuscript online is available using Digital send manuscript transport service.

※For MO, CD script, please prepare 3 set each of data, output sample of same scale, and specification.

※For J-PDF and monochrome PDF, prepare preflight report addition to ones listed above.

※Please download specification from ZASSI DEGI SO.

Deadline

Deadline for application Until 10th of previous month.

Deadline for Manuscript
(ready for the press) Until 20th of previous month.

※ For April and December, schedule progress early. Please inquire for more information.

I n f o r m a t i o n

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Media Division, Media Department 1

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