

# 週刊文春

## Media Guide

# Words from Editor-in-chief

## Weekly Bunshun will live forever.

Suspension of other magazines, declining circulation, soaring paper and ink costs, and the logistics crisis due to 2024 issue.... There are more than enough 'factors' around us that describe the hardness of the magazine industry. However, I claim the opening words with confidence.

In the Edo period when *kawaraban* (single-page newspaper) was read, people have curiosity as same as those in 2023. Some say that people in the Edo period paid attention to the three biggest contents, 'disaster such as fires and earthquakes', 'lovers suicide stories', and 'spectacular revenge'. In modern society, we can say that 'report on fire and incidents', 'scandals of celebrities' and 'power struggles in politics and economic fields' are similar to them.

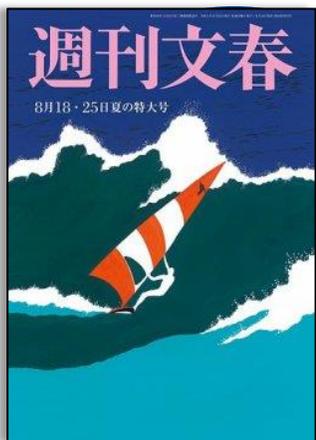
Even many decades from now on, people will never lose their 'curiosity'. That is why 'Weekly Bunshun' is published to them. Our contents are totally different from others. We have feature articles such as case reports with deep testimony, sexual assaults by big entertainment agency, pictures of politicians' inappropriate use of official place. Other than this, non-fiction series of Kenji Sawada and Yoshiharu Habu, novels and essays of popular writers, 'Genshoku Bijo Zukan' that photographers and female actors work together are what we cover in the magazine.

Only one goal we have in mind is to attract people who 'want to know deeply', 'want to read interesting articles' and 'want to see beautiful pictures'. For those desire, every week we are making perfect *kawaraban* in modern times called 'Weekly Bunshun'.

Editor-in-chief **Satoshi Takeda**

# Appeal of Weekly Bunshun

**Weekly Bunshun**  
466,000 copies



**‘Scoops’ that shake the people**



**‘Columns’ by various writers**  
-Essay by Mariko Hayashi ‘Yofuke no Nawatobi’  
-News commentary by Akira Ikegami ‘Sokokara Desuka?’



**‘Gravures’ for exploring food, entertainment and fashion**  
-Genshoku Bijo Zukan featuring female actors in vogue



## Three features

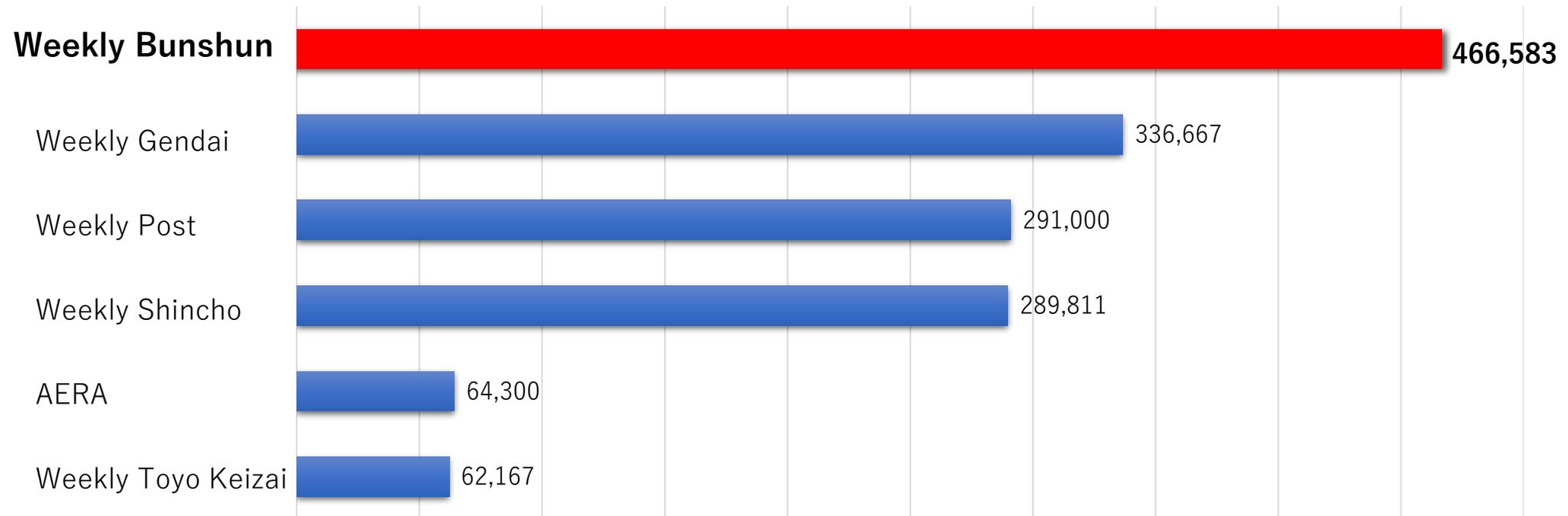
- ① We have a circulation of 466,000 copies<sup>※1</sup>, and have been the undisputed No.1 weekly magazine for 19 consecutive years <sup>※2</sup>.
- ② We cover latest topics such as scoop, column and gravure.
- ③ We cooperate with digital media, which are Bunshun Online and digital Weekly Bunshun Electronic Edition.

(<sup>※1</sup>:Circulation data released by the Japan Magazine Publishers Association, January - March 2023, <sup>※2</sup>: Japan Audit Bureau of circulation)

# Overview of our media: Circulation

**Undisputed No.1 general-interest weekly magazine in Japan with circulation of 466,000 copies.**

## Comparison of circulation

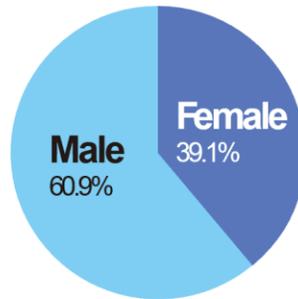


※Source: Circulation data released by Japan Magazine Publishers Association (January to March 2023)

# Overview of our media : Data of readers 1

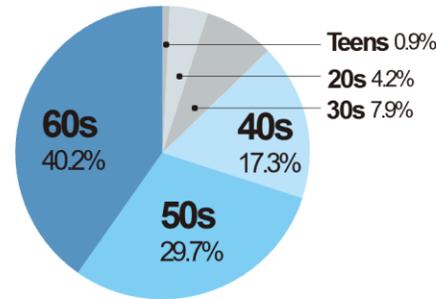
The male-to-female ratio of readers is well-balanced and has been loved for three generations.

## Gender



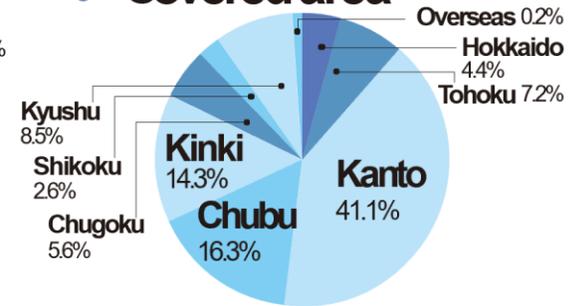
A sensible weekly for parents to read at home

## Age



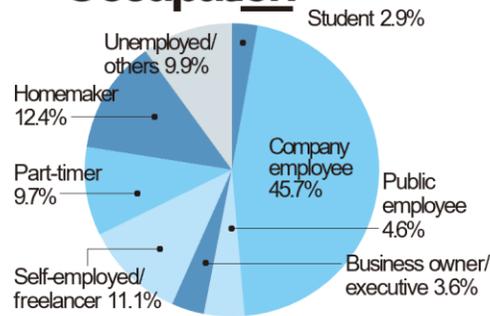
A weekly popular among middle-age and senior readers with high social status in particular

## Covered area



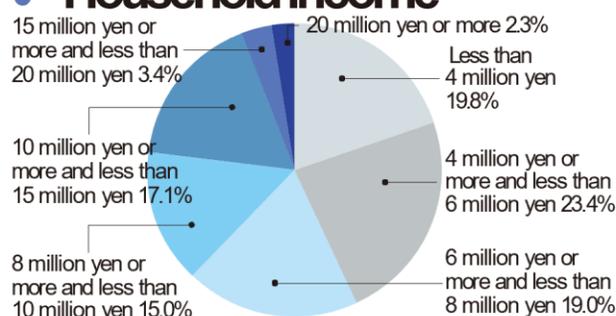
Enjoying a wide readership across the nation, particularly in metropolitan areas

## Occupation



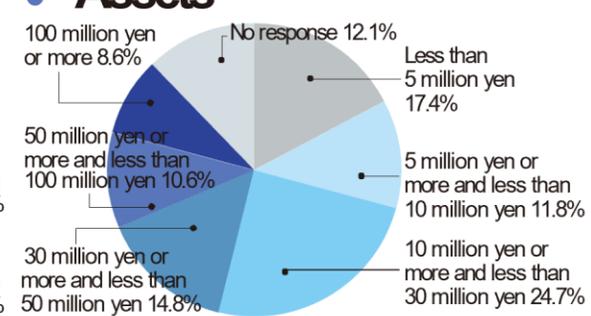
Widely read not only among salaried workers but also among business owners and self-employed people.

## Household income



Our main customers are households with high spending power.

## Assets



Clients can reach Japan's wealthy class through Weekly Bunshun.

Source: The gender and age mixes of readers: Video Research Ltd.; areas of distribution: the actual distribution data concerning readers' occupation and family income profiles: a Macromill survey; readers' asset profile: a reader survey related to a feature issue on asset investment and inheritance.

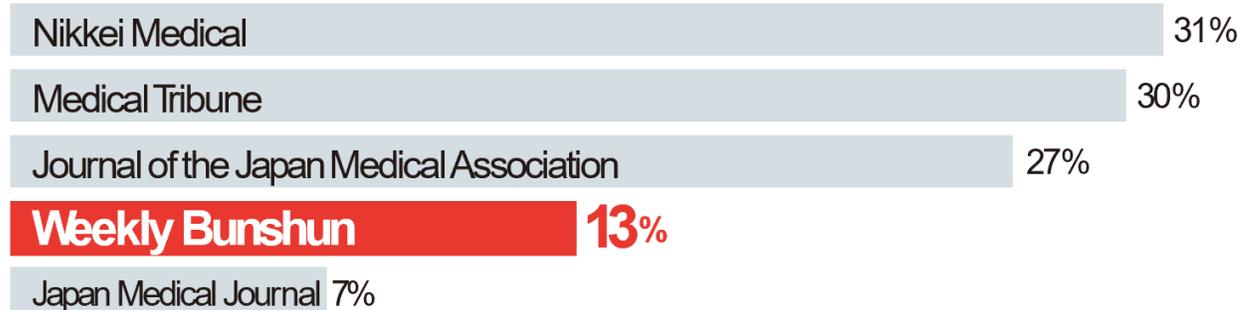
# Overview of our media : Data of readers 2

We can attract intellectually rich people like doctors and executives.

- **Rankings of magazines and journals popular among medical practitioners**

No. 1 among general-interest magazines popular among medical practitioners

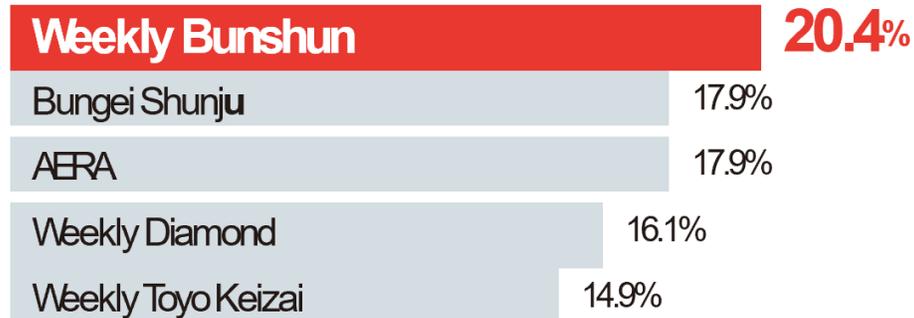
※Source: Doctor Media Research



- **Rankings of magazines popular among first-class travelers**

Popular among middle-age and senior people who ride first-class railway cars (equivalent to people who fly business or executive class), including company executives and other wealthy individuals

※Source: Rakuten Insight

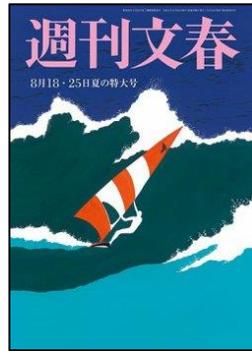


# Strong Point : Cooperate with other media

We can develop advertisements with our own various media.



**Bunshun Online**  
**57,674,000 pv**  
**per month**  
(PV only on Bunshun Online,  
May 2023)



**Weekly Bunshun**  
**4,660,000 copies**  
※Source: Circulation data  
released by the Japan Magazine  
Publishers Association (January  
– March 2023)



**X of Bunshun Online**  
**6,690,000 followers**  
(June 2023)



**X of Weekly Bunshun**  
**3,310,000 followers**  
(June 2023)



**Weekly Bunshun  
Electronic Edition**  
**4,080,000 pv**  
**per month**  
(April 2023)



**Bunshun Online  
e-mail newsletter**  
**390,000 subscribers**  
(June 2023)



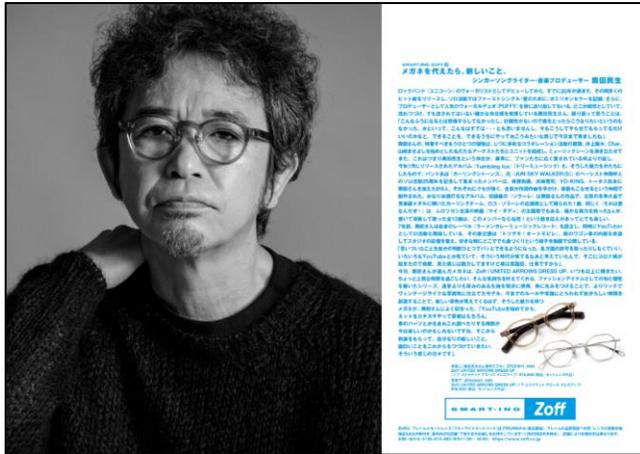
**Weekly Bunshun Electronic  
Edition e-mail newsletter**  
**930,000 subscribers**  
(June 2023)



**d Magazine**  
**1,420,000 uu**  
※Source: Japan Audit Bureau of Circulation  
(July - December 2022)

# Strong Point : Various celebrity appearances

We can feature celebrities from various genres.



- Who appeared in the past**
- Jiro Asada (novelist)
  - Keiichiro Hirano (novelist)
  - Kanako Nishi (novelist)
  - Maha Harada (novelist)
  - Naoya Inoue (professional boxer)
  - Hiroshi Tanahashi (professional wrestler)
  - Rei Dan (Actor)
  - Eita Nagayama (actor)
  - Atsuro Watabe (actor)
  - Kuranosuke Sasaki (actor)
  - Hiromi (TV personality)
  - Teppey Arita (comedian)
  - I S S A (musician)
  - Tamio Okuda (musician)
  - Taro Hakase (violinist)
  - Koshiro Matsumoto (kabuki actor)
  - Jun Miura (illustrator)
  - Nobuko Nakano (neuroscientist)
  - Chiaki Horan (newscaster)
  - Natsumi Uga (announcer)
  - e.t.c.

An example of feature a musician (Tamio Okuda)

An example of featuring a novelist (Keiichiro Hirano)

An example of featuring a person of culture (Nobuko Nakano)

# Regular or celebrity appearances

Most readers like celebrity appearances, fashion TU and editorial advertising .



**the Style**  
Fashion-feature with high-quality pictures and a solid sense of style.



**Essay ads by top writers**  
Essays written by famous writers will be published in the magazine and online.



**My favorite things**  
Celebrities introduce their favorite items and services as 'my favorite'.



**Corporate strength**  
Program consisting of interviews with company presidents.

# Collaborative project with request for materials

We receive 60 - 600 requests for materials per company from readers.



## Feature on hearing aids and dementia

We provide information services or latest items to readers who are themselves or their parents suffering from dementia or hearing loss.



## Feature on the end of life planning

We provide information on the grave, funeral, and inheritance to readers who consider the ending plan seriously.



## Feature on asset management and inheritance

Project for readers who have concerns about asset management and inheritance. Financial companies are our clients.



## Feature on bequest and donation

As the last contribution to society, readers are introduced to charity groups that allow them to make bequests or donations, and in some cases, this has led to actual bequests.

# Comments from our clients on Weekly Bunshun

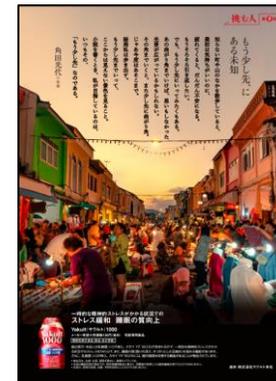
## We have some happy comments from our clients.

### Feature on bequests and donations



We have been participating in this project since 2018 and have received inquiries from readers asking if we could take their land. We feel Weekly Bunshun has much influence than other media. (The Nature Conservation society of Japan)

### Essay sponsored with writers



The production process went smoothly thanks to good relationships between writers and Weekly Bunshun. They created wonderful essays, covering what our products want to appeal. Also, we wearable to expand it to owned media, so it was a good long-term project. (Yakult)

### Pure advertisement



Soon after the magazine's release, we received more than ten phone inquiries. Despite the expensive product, we were surprised to see such a response in this day and age. (Paraboot)

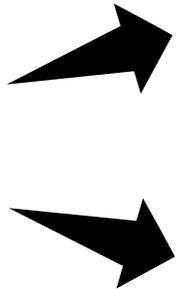
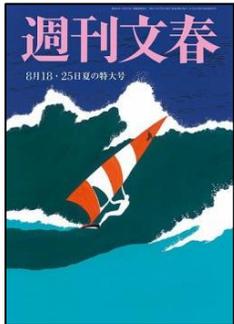
### Fashion TU



Many customers, both men and women, came to our shops for the listed products. (Brooks Brothers)

# Reproduction of the magazine on the web

Contents of the magazine will be reprinted in Bunshun Online or Weekly Bunshun Electronic Edition.



**Bunshun Online**  
**576,740,000 pv**  
**per month**  
 (PV only on Bunshun Online,  
 May 2023)



**Weekly Bunshun  
 Electronic Edition**  
**4,080,000 pv**  
**per month**  
 (April 2023)  
 ※Sponsored articles are free  
 for everyone.

<b>Menu Name</b>	<b>Reprinted in Bunshun Online</b> Bunshun Online has an overwhelming number of page views. We can attract readers in their 30s - 50s widely and efficiently.
<b>Price</b>	1,000,000 yen (gross)
<b>PV</b>	10,000PV <b>【guaranteed】</b>
<b>Period</b>	2 weeks
<b>Archive</b>	6 months

<b>Menu Name</b>	<b>Reprinted in Weekly Bunshun Electronic Edition</b> Weekly Bunshun Electronic Edition is subscription service with contents of Weekly Bunshun. As there are no limits of archiving, clients can use it for a long time.
<b>Price</b>	400,000 yen (gross)
<b>PV</b>	1,500~4,000 pv (estimated)
<b>Period</b>	4 weeks <b>【guaranteed】</b>
<b>Archive</b>	<b>semi-permanent</b>

# Advertising Rates and Specification

	Space	Price (yen)	Size: length × width (mm)		LPI
4-color/ 1-color	Cover 4: 4-color, 1 full page	2,400,000	241 × 172	Full bleed	175
	Cover 2, spread: 4-color, 2 full pages	3,900,000	257 × 364		
	Cover 2, full page: 4-color, 1 full page	1,950,000	257 × 182		
	Cover 3, spread: 4-color, 2 full pages	2,900,000	257 × 364		
	Cover 3, full page: 4-color, 1 full page	1,450,000	257 × 182		
	4-color, 1 full page	1,850,000	257 × 182	No bleed	
	4-color, vertical, 1/3 page	770,000	243 × 55		
	4-color, horizontal, 1/5 page	400,000	50 × 170		
Letterpress	1 full page	650,000	217 × 145	No bleed	85
	Horizontal, 2/5 page	280,000	82 × 145		
	Vertical, 1/3 page	250,000	217 × 50		
	Horizontal, 1/4 page	170,000	50 × 145		
	Below the table of contents, horizontal, 1/5 page	155,000	38 × 155		
	Horizontal, 1/5 page	140,000	38 × 145		
	Side box	120,000	82 × 50		
	Postcard (color: 1/1)	2,100,000	150 × 100	Full bleed	133

## • Specification

Cover 4 has a logo space of 10 mm length × 55 mm width at the top right corner. ※The safety margins for both one- and four-color printing are 4 mm from the horizontal trim lines and 10 mm from the vertical trim lines (12 mm from the vertical trim lines, in the case of spread pages). ※Spread pages for letterpress printing require margins of 217 mm at the top and bottom, 320 mm at the sides, and 30 mm at the center.

## • Deadline

Deadline for regular issues.....4 weeks before the release date  
 Deadline for 4-color ads.....14 days before the release date  
 Deadline for letterpress printing.....9 days before the release date

※Note that the deadlines for an issue after a combined issue come earlier.

# Contact

Bungeishunju Ltd., Media Division, Media Department

✉ [ad.shukanbunshun-g@bunshun.co.jp](mailto:ad.shukanbunshun-g@bunshun.co.jp)

TEL 03-3288-6163

Media Division Website

<https://admap.bunshun.co.jp/>

Kioi-cho 3-23, Chiyoda-ku, Tokyo, 102-8008