

FrontLine

Media Kit



Japanese-language magazine
that has the largest circulation in the U.S.

Company profile

Publisher

STS Innovation Inc.

Head Office

3350 Scott Blvd. #5502, Santa Clara, CA 95054

Los Angeles Office

22519 Hawthorne Blvd., Torrance, CA 90505
424-488-6511

Main Financing Bank: Bank of The America

Services

Media Publishing



HR Recruiting



Outsourcing

- Accounting, Payroll
- HR
- IT
- Marketing, SNS, Event

Group Company

System Support Inc.

Refare 9F, 1-5-2 Honmachi, Kanazawa-shi, Ishikawa 920-0853 Japan

+81-76-265-5151

www.sts-inc.co.jp

U.S. FrontLine Magazine



U.S. FrontLine is a Japanese-language nationwide magazine that has the largest circulation in the U.S. With all colored pages, we feature news reports, analysis and commentary on American economics and upcoming US-Japan business trends. At the same time, our coverage dive into everything people need such as education, law, entertainment news, health topics, food reviews and so on.

Publication Profile

- Founded: February, 1992
- Frequency: Bimonthly (6 issues / year)
- Tim Size: 8.375" x 10.875" (inch)
- Circulation: 70,000
- Distribution: 33 states, 350 locations
Japanese grocery stores,
restaurants and Japanese school



J-goods Magazine



J-goods is the only Chinese-language media ran by a Japanese publisher. We feature Japanese culture and products, especially foods, for upper class Chinese readers who are interested in Japanese culture and shops at Japanese grocery stores. Chinese population is 10 times bigger than Japanese population in the U.S. Their market is the most rapid growth and they have the greatest purchasing power.

Chinese population

3.8 million

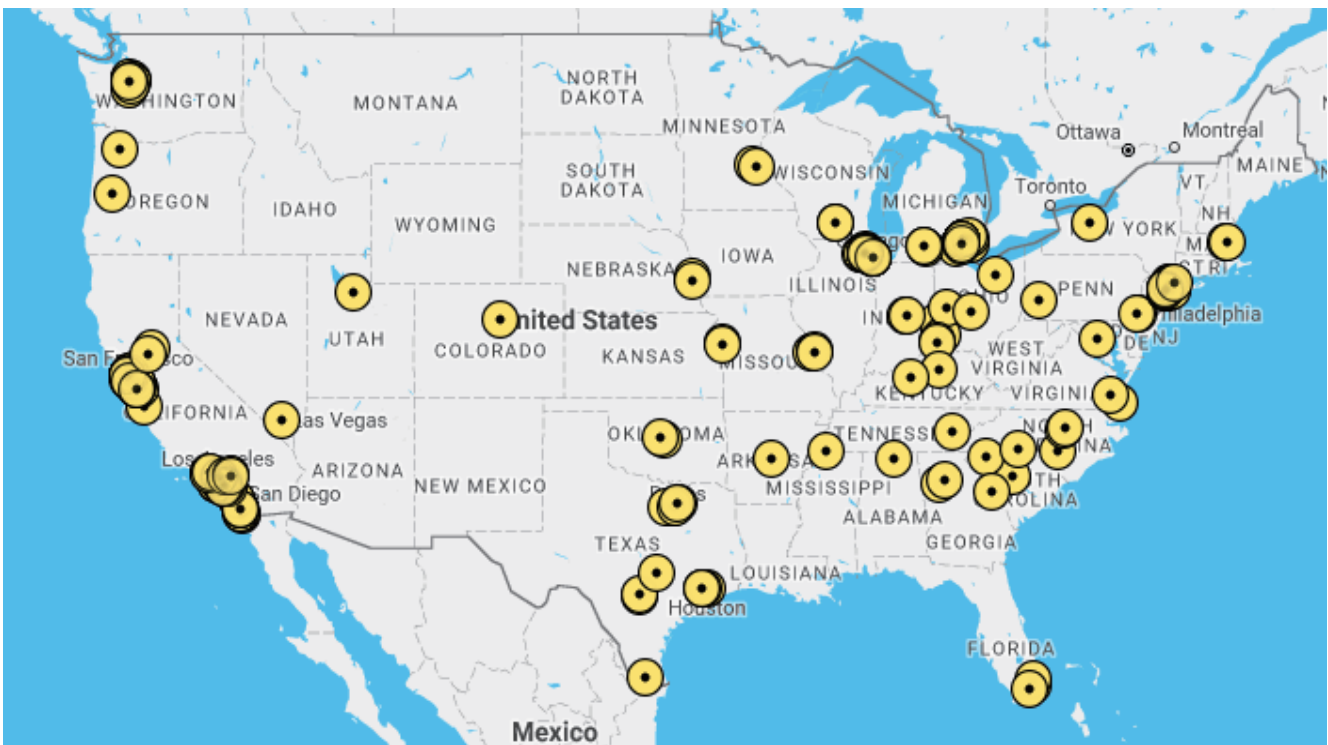
Increased **1 million**
over the past decade



U.S. FrontLine Distribution Map

Distribution: **33 States 350 locations**

Japanese & Chinese grocery stores, restaurants,
Japanese language schools etc.



Distribution West

LA & San Diego	21,500	Portland, OR	800
SF, San Jose	5,500	Las Vegas, NV	500
Dallas, Houston, TX	3,500	Colorado, Arizona	500
Seattle, WA	2,100	Other Area	600
		Total	35,000

Distribution East

New York City	13,700	Boston, MA	1,500
NY, NJ & CT	8,000	IN & KY	1,500
Detroit, MI & OH	5,000	Atlanta, GA	1,200
Chicago, IL	3,500	Other Area	600
		Total	35,000

U.S. FrontLine Website

The only Japanese-language website which provides nationwide information such as business news, laws, food reviews, health topics, education, travel, entertainment and so on.

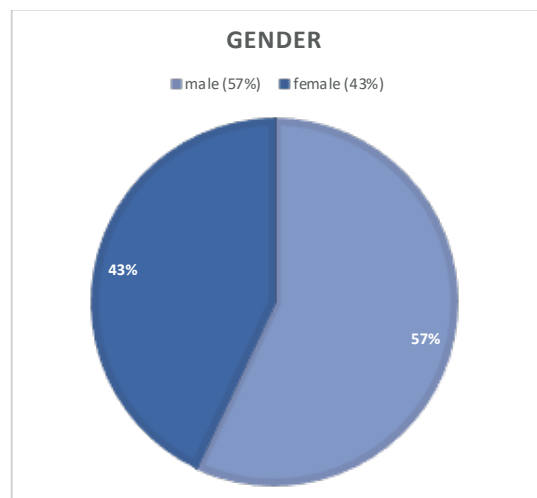
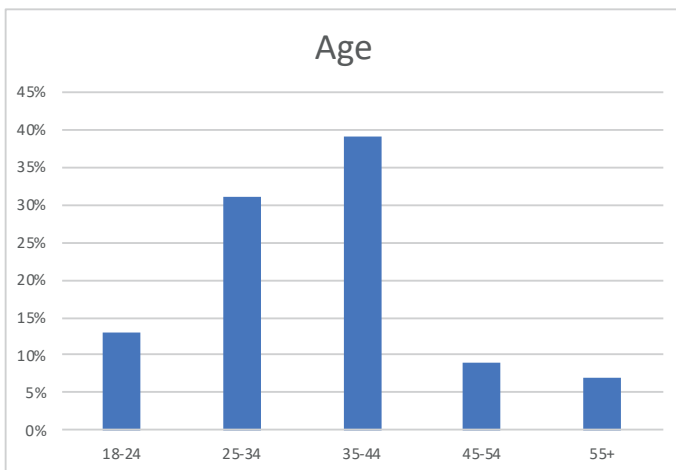


Unique User

25,000 UU

Monthly Pageview

100,000 PV



Promotion on website

Banner Ad

1. Branding
2. Navigate to a website
3. Notice of Campaign



Native Ad

An article that appears to be editorial but is actually paid content that is written to promote a product or service. We gather and organize the article for our clients.

1. Educate prospective consumers about the features of a product
2. Helps consumers understand more about the product
3. Display articles permanently

外国人が喜ぶプレゼントって!?

日本

酒

おみやげ

アメリカ留学 実際どうなの?
費用、ビザ、施設

アメリカ留学の魅力

留学を希望される方には、「海外で生活してみたい」という海外移住に近い感覚をお持ちの方や、「外資系企業への就職」や「グローバル人材」を目指すキャリア志向の方など幅広くいらっしゃいます。アメリカ留学の醍醐味は数多くありますが、やはり、他民族国家ならではの**国際感覚が身につく点と、学業、経済、政治など様々な分野で世界のトップレベルのクオリティに触れることができる点**ではないでしょうか。ライフスタイルに変化をつけたい方も、キャリアチェンジをしたい方も満足できる海外留学となるでしょう。これから就職活動を経て社会へ出ていく大学生にも、現在お仕事

EF Education Firstの市川さん

2つ目が天草陶土を使用した果糖きのアロマディフューザー「Sense and touch」オイルを数滴垂らすと香りが空間に広がります。火や熱を伝わらないので、手軽に使えますね。オフィスのデスクやベッドサイドに置いてもおしゃれなアロマストーン。

この様に素敵なプレゼント包装になっているところもポイント!

楽しい香り!
しいものはたくさんあるけど、この「香り」をもらったのは初めてで嬉しかったの。

語学学校はどことも日本人が多く英語力が伸びない聞いて不安です。

語学留学を目指す方からよく聞かれる声が、「語学学校は日本人が多く、英語力がアップしないのでは」という内容です。スウェーデン発祥のEFは、ヨーロッパでの知名度が高いので、EFの語学学校で最も多い国はヨーロッパ、次いで南米諸国となっています。日本人は少なく、10%前後(各キャンパス共通)となっていますので、教室でも英語後でも英語力を磨くことができ、国際交流を深めることができます。

Advertising Rates & Specification

U.S. FrontLine

Size (horizontal x vertical) (inch)	1 Month	6 Months (-10%)	1 Year (-20%)	Artwork	
Full Page	8.375 x 10.875	\$3,000.00	\$2,700.00	\$2,400.00	\$500.00
1/2 page	7.375 x 4.6875	\$1,800.00	\$1,620.00	\$1,440.00	\$300.00
1/3 page	7.375 x 3.0625	\$1,200.00	\$1,080.00	\$960.00	\$150.00
1/4 page	3.625 x 4.6875	\$900.00	\$810.00	\$720.00	\$150.00
1/6 page	3.625 x 3.0625	\$600.00	\$540.00	\$480.00	\$100.00
1/8 page	3.625 x 2.25	\$480.00	\$432.00	\$384.00	\$100.00

J-goods

Size (horizontal x vertical) (inch)	1 Month	6 Months (-10%)	1 Year (-20%)	Artwork	
Full Page	8.375 x 10.875	\$3,000.00	\$2,700.00	\$2,400.00	\$500.00
1/2 page	7.375 x 4.6875	\$1,800.00	\$1,620.00	\$1,440.00	\$500.00
1/4 page	3.625 x 4.6875	\$900.00	\$810.00	\$720.00	\$300.00

Web Banner Advertisement

Size (pixel)	1 Month	1 Year (-20%)	Artwork	
Header	728 x 90	\$400.00	\$320.00	\$200.00
Rectangle	300 x 250	\$400.00	\$320.00	\$150.00
Center Top	300 x 100	\$300.00	\$240.00	\$150.00
Side Large	180 x 600	\$250.00	\$200.00	\$200.00

Web Native Advertisement

Price / Page	Artwork	Term
\$1,300.00	Include	Unlimited

The screenshot shows the FrontLine website interface with several ad placements highlighted:

- Header:** Located at the top of the page, above the main content area.
- Rectangle:** A large rectangular ad placement on the right side of the page, below the header.
- Center Top:** A smaller rectangular ad placement in the center of the page, below the main content area.
- Side Large:** A vertical ad placement on the far right side of the page, below the rectangle ad.

The website content includes a navigation menu, a search bar, and a list of articles with various images and text snippets.