

TO: \_\_\_\_\_

ATTN.: \_\_\_\_\_



## **HITTING THE RIGHT TARGET WITH THE BUYING POWER!**

**The Daily Manila SHIMBUN** is the first and only bilingual Japanese newspaper printed in the Philippines since 1992. It has been recognized for four times as the "Best Japanese Expatriate Newspaper" by the Association of Japanese Newspaper Published Overseas. The DMS serves as an efficient means of direct communication to Japanese residents and visitors in the Philippines, providing daily news information. Its readers, dollar or yen-earners, include prime customers of major hotels, restaurants, and other main tourist attractions, and consumers of high-quality goods and services in the country.

### **SATURATION COVERAGE**

**The Daily Manila SHIMBUN** reaches 12,000 Japanese readers daily through subscriptions and consignment. Major hotels and restaurants, condominiums, Japanese shops, boutiques and other tourist establishments, as well as Philippine and Tokyo-based Japanese companies, subscribe to it. It has no wasted circulation.

The newspaper is delivered door-to-door to its subscribers in Metro Manila, Metro Cebu, and Davao City. While subscribers from other Philippine provinces, and those from Tokyo and some Asian countries, get it through direct mail. Many other Japanese visitors, tourists and travelers are able to get a copy through our consignment outlets in major hotels, fine-dining restaurants and some tourist establishments.



# **The Daily Manila SHIMBUN**

"Best Japanese Expatriate Newspaper"  
- Association of Japanese Newspaper Published Overseas

### **The Advertising Department**

Please look for Ms. Tina

**Tel.** (02)8890-8480 / **Telefax:** 8551-8238

**Email:** [advert@manilashimbun.com](mailto:advert@manilashimbun.com) (English)

**Email:** [ads@manilashimbun.com](mailto:ads@manilashimbun.com) (Japanese)

**Website:** <http://www.manila-shimbun.com>  
<http://navimanila.com>

### **THE MARKET**

It consists of Japanese residents, expatriates, business investors, entrepreneurs, jet-setters, members of the diplomatic corps, visitors and tourists in the Philippines. This represents one of the largest income groups in the country.

### **MEDIA EFFICIENCY**

**The Daily Manila SHIMBUN** is read six to eight hours earlier than any other Japanese newspapers imported from Japan. It has an estimated pass-on readership of at least four persons per copy. Controlled circulation assures advertisers of reaching their target market.

### **READERSHIP USAGE**

**The Daily Manila SHIMBUN** offers daily reference to useful information, mainly news in Metro Manila and other key Philippine cities, up to date news from Japan, and international issues. plus a weekly TV guide, thus ensuring maximum exposure and continuous usage on a daily basis.

## **GET EFFECTIVE RESULTS FROM YOUR ADS**

日 刊



The Daily MANILA  
SHIMBUN

SINCE 1992

## STEP CAPITAL MANAGEMENT

Unit 113 Tower Ground TG (4/F),  
Makati Cinema Square Tower, Chino Roces Ave., Makati City  
Tel. (02)890-8480 / Telefax 551-8238

# THE DAILY MANILA SHIMBUN

## ADVERTISING RATES

DISPLAY AD SPACE	AD DIMENSIONS	RATE (B&W)	EXPOSURE	ARTWORK/ TRANSLATION
1/16	(7.7 cm W x 4.77 cm H)	P1,500	1 Issue	P300
1/8 Vertical	(7.7 cm W x 9.73 cm H)	P2,800	1 Issue	P400
Horizontal	(15.62 cm W x 4.77 cm H)	P2,800	1 Issue	P400
3/16	(7.7 cm W x 14.71 cm H)	P4,200	1 Issue	P800
1/4 Horizontal	(15.62 cm W x 9.73 cm H)	P5,600	1 Issue	P600
Vertical	(7.71 cm W x 19.68 cm H)	P5,600	1 Issue	P600
1/2 Vertical	(15.62 cm W x 19.68 cm H)	P11,200	1 Issue	P900
Horizontal	(31.44 cm W x 9.74 cm H)	P11,200	1 Issue	P900
1/1 (full ad)	(31.44 cm W x 19.68 cm H)	P22,400	1 Issue	P1,600
Ear Ad	(5.82 cm W x 5.39 cm H)	P3,500	1 Issue	Free
Front page	(31.73 cm W x 12.75 cm H)	P25,000	1 Issue	P2,800
Last page Top	(14.1 cm W x 2.6 cm H)	P30,000	1 Month	Free
Broadsheet	(31.44 cm W x 52.2 cm H)	P120,000	1 Issue	P3,200

\*Ad Rates are subject to 12% VAT and exclusive of Ad Agency Commission. All rates above are for Black & White Ads only.

### COLOR SURCHARGE:

Full color: +P6,000.00

**RESERVATIONS:** Two (2) days before the date of issue.

**CANCELLATION:** One (1) day before the date of issue.

**PUBLICATION FREQUENCY:** Daily

**TOTAL CIRCULATION:** 5,000 copies

### MATERIALS NEEDED:

Three (3) days lead time prior to exposure.

### FLYER INSERTIONS:

P10.00/flyer (minimum of 2,000 pcs.)

### MATERIAL SPECS (Black and White / Color Ad):

Formats: PDF, JPEG, TIFF

(If your artwork will be translated: (1) please provide the file in any editable format: Photoshop, Illustrator or Indesign (with embedded links & outlined OR (2) provide an additional version of your ad file without the English text)

Resolution: 300 dpi

Color Mode: Greyscale (BW), CMYK (Color)

**REACH YOUR  
TARGET CLIENTS**



MAKATI | BGC | ORTIGAS | QUEZON CITY | MANILA | PASAY | ALABANG

### PLACE YOUR ADS HERE

For more information please call:

**STEP CAPITAL MANAGEMENT**

**The Advertising Department** (Ms. Tina/Mr. Yamanaka)

**Tel.** (02)8890-8480, 8890-4546 / **Telefax** 8551-8238

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ads@manilashimbun.com (Japanese)

**Website:** http://www.manila-shimbun.com

http://navimanila.com

**Cebu Office** (Ms. Arcelyn)

**Tel.** (032)238-3930

**E-mail:** cebu@manilashimbun.com

**Website:** http://navicebu.com

### コンドミニアム・レンタル Filinvest City CBD内

床面積47sqm ソファベッド有り。

◎設備は以下の通りです:

・プール・GYM・多目的ホール・キッズプレイエリア  
・ピリヤード・ジム・卓球室など。  
月額38,000ペソ。レンタル料金には管理費が含まれて  
います。3ヶ月以上の短期レンタルも可能ですが  
まずはお問い合わせください。

### AVIDA TOWERS ALABANG

★直ぐ入居可能。22.4sqmスタジオタイプ

◎設備は以下の通りです:

・プール・ファンクションホール・クラブハウス・子供の  
遊び場・ガーデンエリア・下水処理場・貯水槽など  
月額18,000ペソ。3か月以上のレンタルのお問い  
合わせを受け付けています。値段は交渉可能です。  
レンタル料金には管理費が含まれています。

連絡先: ☎8809-4722 (Mr. Victorio)  
Cell.0919-345-3442

### LINE ADS:

#### SIZE :

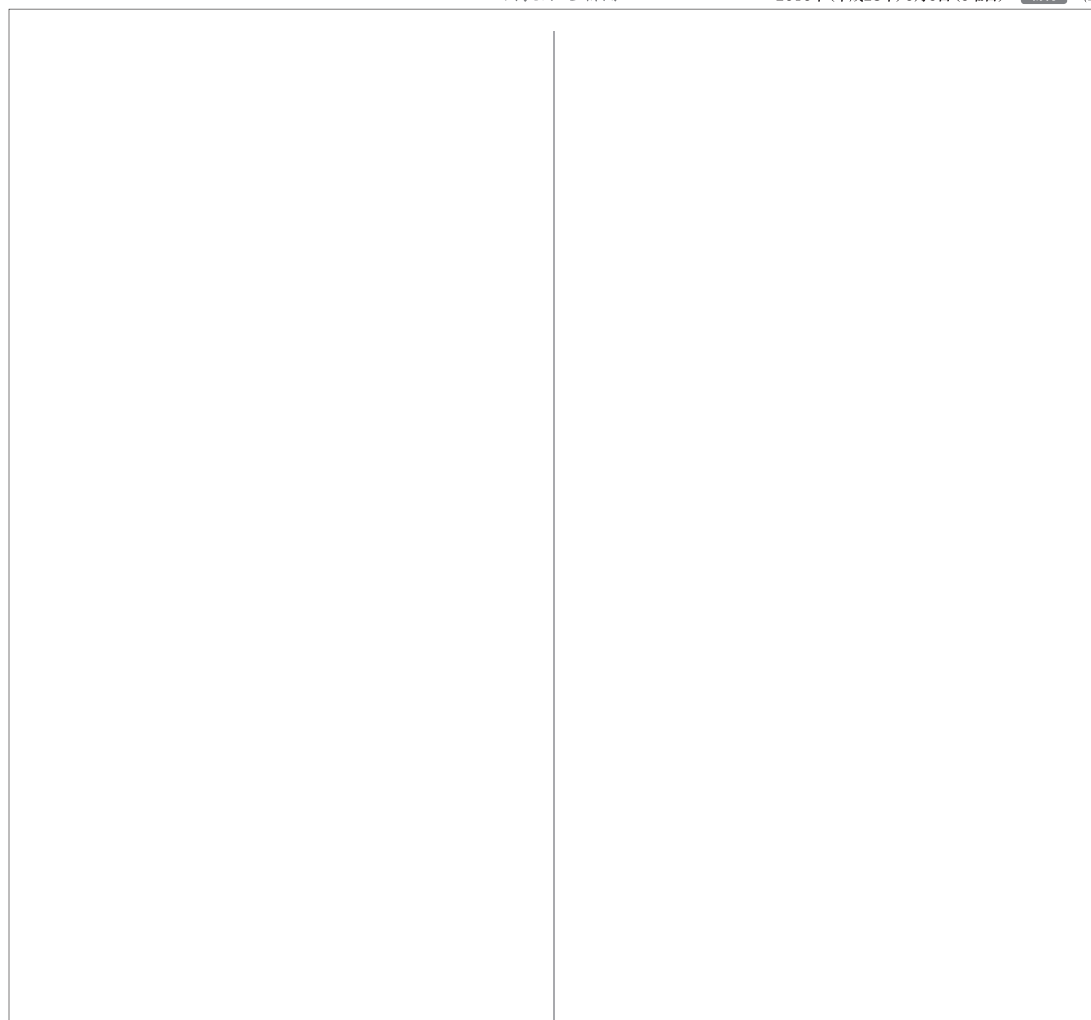
9.0 cm H x 7.7 cm W

#### RATE :

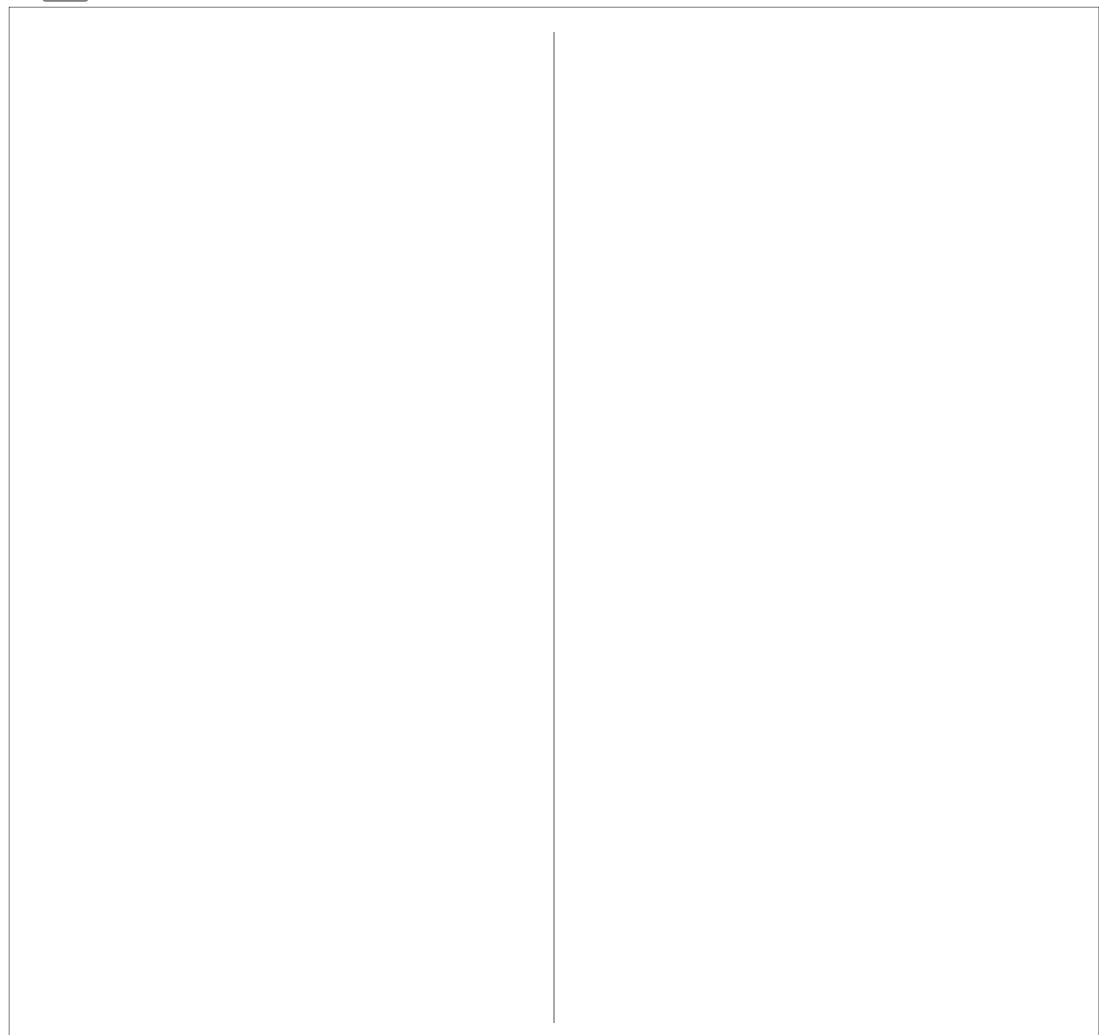
P1,500.00 x 3 Issues

Line ads are  
published once  
a week Minimum ad  
publication of three (3)  
issues is required.





<p><b>3/16-size</b> (7.7 cm W x 14.71 cm H) Special Size (横77mm x 縦147.1mm) 特別サイズ <b>P 4,200</b></p>	<p><b>1/4-size</b> (7.71 cm W x 19.68 cm H) Vertical (横77.1mm x 縦196.8mm) 縦長サイズ <b>P 5,600</b></p>	<p><b>1/8-size</b> (7.7 cm W x 9.73 cm H) Vertical (横77mm x 縦97.3mm) 縦長サイズ <b>P 2,800</b></p>	
		<p><b>1/4-size</b> (15.62 cm W x 9.73 cm H) Horizontal (横156.2mm x 縦97.3mm) 縦長サイズ <b>P 5,600</b></p>	

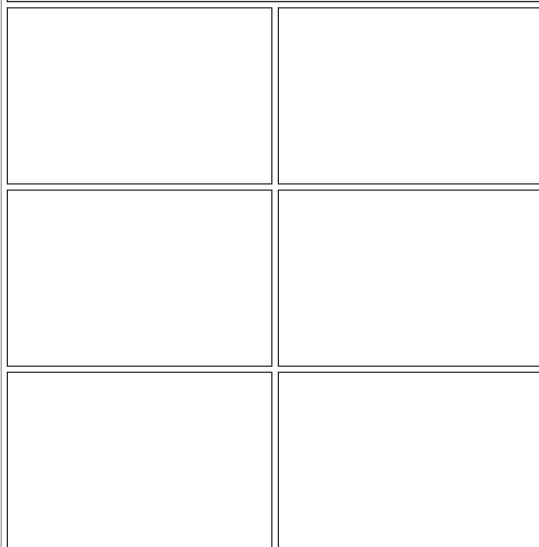


### 1/8-size

(15.62 cm W x 4.77 cm H)

Horizontal

(横156.2mm x 縦47.7mm) 横長サイズ P 2,800



### 1/2-size

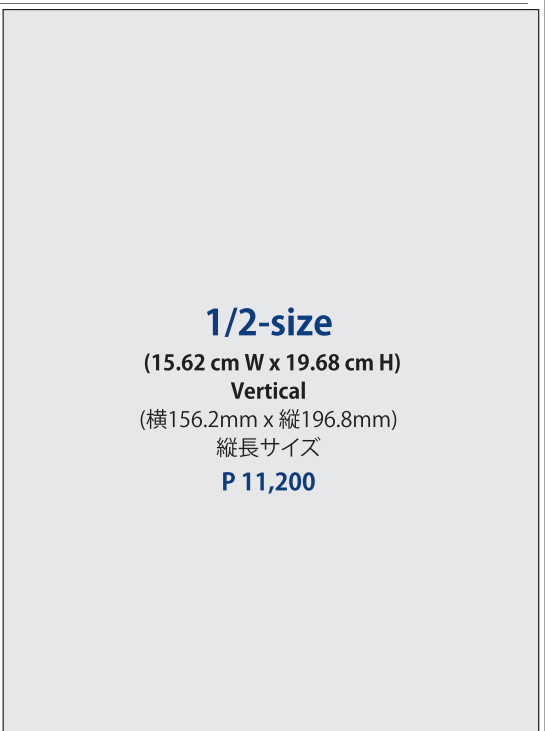
(15.62 cm W x 19.68 cm H)

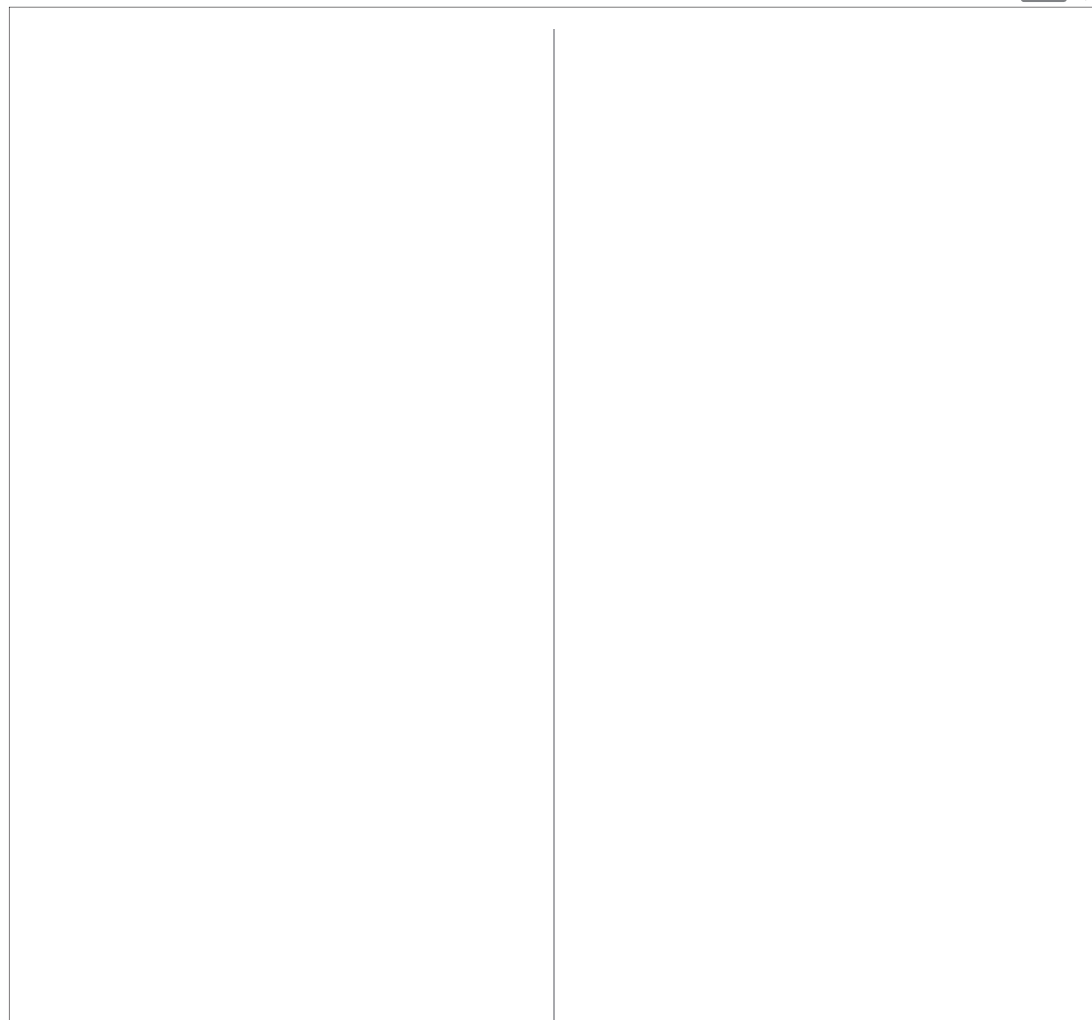
Vertical

(横156.2mm x 縦196.8mm)

縦長サイズ

P 11,200





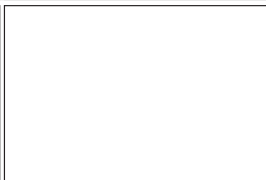
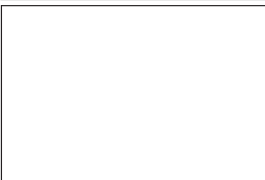
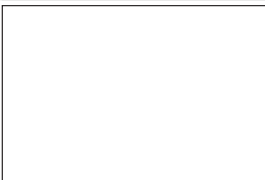
### 1/4-size

(31.44 cm W x 4.77 cm H)

Horizontal

(横314.4mm x 縦47.7mm)

横長サイズ **P 5,600**



### 1/2-size

(31.44 cm W x 9.74 cm H)

Horizontal

(横314.4mm x 縦97.4mm)

横長サイズ

**P 11,200**



**1/1-size**

**(31.44 cm W x 19.68 cm H)**

(横314.4mm x 縦196.8mm)

**P 22,400**





日本のニュースを英語で配信

http://manila-shimbun.jp

## The Daily Manila Shimbun

The Daily Manila Shimbun 103 Crest Yoshida, 1-14-3 Minami Aoyama, Minato-ku, Tokyo, Japan 107-0042 Tel. (03)5772-2294

Since 1992

## Last Page Top Banner

(14.1 cm W x 2.6 cm H)

(横141mm x 縦26mm) P 30,000 (1 Month)

## Gov't, BOJ warn against yen's rapid rise

TOKYO, Jiji

Senior Japanese government and Bank of Japan officials held an emergency meeting on Friday in response to the yen's rapid rise.

"Moves on the foreign exchange market have been one-sided," Vice Minister of Finance for International Affairs Masatsugu Asakawa told reporters after the meeting.

"Excessive volatility and disorderly movements in exchange rates are not good for economic and financial stability," he said. "We'll take appropriate measures as necessary." Asakawa added, warning against speculative trading.

In Tokyo currency trading Friday, the dollar briefly

plunged to a 15-month low of 105.55 yen.

The meeting was attended by Asakawa, Financial Services Agency Commissioner Nobuchika Mori and BOJ Executive Director Masayoshi Amamiya. It was the first such three-way gathering among the MOF, the FSA and the BOJ since Jan. 29.

At Friday's meeting, the participants also confirmed that the government and the central bank will remain united to beat deflation in the country.

## Cryptocurrency exchanges to launch self-regulatory body

TOKYO, Jiji

Cryptocurrency exchange operators in Japan will apply to the Financial Services Agency for the establishment of a self-regulatory body under the Payment Services Act, informed sources said Friday.

The new body will develop voluntary rules for the sector, including on management of customer deposits, following

the theft of 58 billion yen's worth of virtual currency NEM from Tokyo-based Coincheck Inc. in a hacking incident in January, the sources said.

The organization is due to be launched in April by members of two existing industry groups—the Japan Cryptocurrency Business Association and the Japan Blockchain Association.



HANYU'S GOLDEN SKATE

**GANGNEUNG**—Yuzuru Hanyu shows his winning form in the men's single skating free skating of the figure skating event during the Pyeongchang 2018 Winter Olympic Games at the Gangneung Ice Arena Saturday. **AFP-Jiji**

## Hanyu defends Olympic figure skating title

PYEONGCHANG, SOUTH KOREA, Jiji

Japan's Yuzuru Hanyu won gold in men's single figure skating in the Pyeongchang Winter Olympics on Saturday, becoming the first man in 66 years to earn two consecutive Olympic golds in the sport.

Making a stellar comeback from an injury, Hanyu, 23, defended the title he gained in the 2014 Sochi Olympics in Russia. He also marked Japan's first Pyeongchang gold.

The previous winner of such back-to-back golds was Dick Button of the United

States, 88. He won in the 1948 St. Moritz Olympics in Switzerland and the 1952 Oslo Olympics in Norway.

In the Pyeongchang event, Hanyu took first place in Friday's short program and ranked second in Saturday's free skate program. He won by tallying 317.85 total points.

Japan's Shoma Uno, 20, earned silver in his first participation in the Olympics. He finished with 306.90 points.

It was the first time for Japanese figure skaters to win multiple medals in a single Olympic event.

Overall, Japanese Olympians have so far won a total of nine medals in Pyeongchang—one gold, five silvers and three bronzes. The total is already the country's best for any Winter Olympics held overseas and only one medal short of its all-time high of 10 medals earned in the 1998 Nagano Olympics in central Japan.

The Pyeongchang Olympics will run through Feb. 25.

In Tokyo, Prime Minister Shinzo Abe praised Hanyu and Uno, telling reporters that he was "greatly moved" by their performance.

## Drone use in agriculture increasing

TOKYO, Jiji

The number of drones used in agriculture is increasing in Japan, with some farmers starting to utilize the aerial vehicles for visual inspections of crops and other new purposes.

Drones "are effective in promoting data-based agriculture and reducing agricultural work" at a time when many aged farmers are struggling to find successors, says an official at the agriculture ministry's Technology Policy Office.

In Japan, it is necessary to register unmanned helicopters to spray pesticides, fertilizers and seeds with a special organization.

Registration became necessary for agricultural drones in 2015. The number of registered drones reached 673 last month, about three times the level of March 2017.

Drones that spray pesticide have an 8- to 10-liter tank. One hectare of rice paddies require about 10 liters of pesticide.

It usually takes hours for a farmer to finish spraying that amount on a one-hectare area, while a drone can complete the same task in about 10 minutes.

Unlike conventional unmanned agricultural helicopters, drones can make very sharp turns. The new breed does not generate strong winds, which may damage leafy vegetables.



BOON FOR MEDICAL PROFESSIONALS

**TOKYO**—This photo taken on February 14 shows a man holding an ultra-thin elastic display equipped with a light emitting diode, newly developed by Professor Takao Someya of Tokyo University. The band-like device is just one millimeter thick and can monitor important health data as well as send and receive messages, including emojis. Someya, who developed the device, envisions it as a boon for medical professionals with bedridden or far-flung patients, as well as family living far from their relatives. **AFP-Jiji**

## SDF conducts drill in Thailand to rescue Japanese

RAYONG, THAILAND Jiji

Self-Defense Forces troops on Saturday conducted a drill in Thailand to rescue Japanese nationals staying overseas.

The exercise brought together about 110 SDF members, 40 foreign ministry officials and 60 Japanese residents living abroad. It was conducted at the U-Tapao naval airfield in Rayong Province, central Thailand.

The SDF is in Thailand to participate in Cobra Gold, multinational military drills jointly hosted by Thailand and the United States.

In Saturday's exercise, SDF members practiced guarding Japanese civilians amid riots and transported them to the airfield, where they were guided to US military aircraft.

The SDF and the US military checked procedures for the evacuation of civilians, including the takeoff of the aircraft. The drill is the first one between the two countries in which Japanese civilians boarded US military aircraft.



BERLIN FILM FESTIVAL

**BERLIN**—South Korean actor Lee Sung-jae (left) and Japanese actress Mina Fujii attend the red carpet for 'Inkan, Gongkan, Sikan Grigo Inkan-Human, Space, Time and Human' at the 68th annual Berlin International Film Festival (Berlinale) here Saturday. The Berlinale runs from February 15 to 25. **EPA-Jiji**

## Securities firms targeting elderly customers as marketing strategy

TOKYO, Jiji

Japanese securities firms are boosting services to support "shukatsu" end of life preparations as a marketing strategy to lure elderly customers.

Securities firms are aiming to attract elderly people and their financial assets by providing advice not only on investment but also on inheritance and funeral preparations as well as on what to do with their digital assets, such as photos and

emails.

At a shukatsu seminar held in Tokyo's Nishinabashi district by Nomura Securities Co., a unit of Nomura Holdings Inc., in late January, sales staff accompanied some 300 participants to lectures and consultation services.

"I want to gain legal knowledge on a will and gifts as I may face needs for inheritance procedures at any time," a 64-year-old man, a resident in Tokyo, said.

"When I had to clean up my parents' home after my mother died, I had difficulty getting rid of items that reminded me of memories about her," said Shin-ichi Mizuno, senior corporate managing director at Nomura Securities, recalling his own experience.

Popular booths at the seminar included those for consultations for how to throw away unnecessary items, ways to relocate cemeteries in home-towns and lectures on a family

trust method aimed at problem-free family business successions.

SMBC Nikko Securities Inc., a unit of Sumitomo Mitsui Financial Group Inc., held a lifetime gifting seminar at the Kanetsu temple in Tokyo's Ueno district in early February.

Some 100 participants, mainly in their 70s to 80s, listened attentively to a lecture by a lawyer on effective measures for reducing inheritance tax.

A man in his 80s who came

from Fuchu, a Tokyo suburb, with his wife, said, "Although I've made some inheritance preparations, such as utilizing an insurance product for lifetime gifting, I'm worried about a surprise inspection by the tax office."

According to the Financial Services Agency, the proportion of household financial assets that are held by people aged 60 years or older has increased to 60 percent of the total in recent years from some 30 percent in 1989.

## Moon vowed not to dissolve foundation

TOKYO, Jiji

South Korean President Moon Jae-in recently promised not to dissolve a foundation set up under a 2015 accord with Japan on the so-called comfort women issue, a senior Japanese official has said.

In his meeting with Japanese Prime Minister Shinzo Abe in South Korea on Feb. 9, Moon made it clear that the foundation will not be dissolved. Deputy Chief Cabinet Secretary Yasutoshi Nishimura

said on television Friday.

Moon also told Abe that the one-billion-yen contribution the Japanese government made to the foundation will not be returned. Furthermore, the South Korean leader said the 2015 deal will not be abandoned or renegotiated, according to Nishimura.

The foundation was set up to support former South Korean comfort women forced into prostitution for Japanese soldiers before and during World War II.

Moon told Abe that it is es-

sential to heal the psychological wounds of the victims in order to finally resolve the comfort women issue, Nishimura said.

Moon did not request any fresh apology on the issue from Abe or any additional measures to resolve it, according to Nishimura.

Meanwhile, Abe expressed hope that South Korea will fulfill its promises, including the removal of a comfort women statue in front of the Japanese embassy in Seoul, Nishimura said.

## Local rules for "Minpaku" private lodging biz readied

TOKYO, Jiji

Ahead of the introduction of a law to regulate the "minpaku" private lodging business in Japan in June this year, dozens of local governments across the country have started work to draw up ordinances to set their own rules under the new law.

The law will allow vacant rooms at private housing facilities to be leased to tourists, including from overseas, and others for up to 180 days a year in total.

Under the law, the gov-

ernments of prefectures and designated major cities will be able to confine minpaku services to certain districts and periods through ordinances, in order to prevent trouble between minpaku users and neighborhood residents.

In response to concerns about noise and other problems, the prefectural government of Kyoto plans to prohibit minpaku services in residential-only districts during "periods when the number of tourists surge" in the western prefecture.

Specific periods for the prefectural restriction will be set for individual municipalities, in line with their policies. No such periods will be designated for some municipalities, though.

The prefectural capital of Kyoto, a government ordinance-designated city, will not be subject to the prefecture's ordinance but plans itself to limit minpaku services to only January and February. Similar restrictions will be set in municipalities around the ancient city, which attracts many tourists.



## Broadsheet

(31.44 cm W x 52.2 cm H)  
(横314.4mm x 縦522mm)

P 120,000