

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**

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<http://navimanilaph.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 JP PRINTING SERVICE INC.

2/F, A. Arnaiz Ave., Brgy San Lorenzo, Makati City

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

# 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**



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### PLACE YOUR ADS HERE

For more information please call:

**STEP JP PRINTING SERVICE INC.**

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### 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  
ピリヤードルーム・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  
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 (Mrs. Victorio)  
Cell. 0919-345-3442 / 0927-230-726

### 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.

**日刊**

**The Daily MANILA SHIMBUN**

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**P80.00**  
Basic 2018 a Manila Manila

**Ear Ad**  
(5.823cm W x 5.4 cm H)  
(横58.2mm x 縦53.9mm)  
P 3,500

# カトリックへの「宣戦布告」

## 大統領発言に教会猛反発

ドクトリス大統領が半年「カトリック教会に反対する声明」を発表した。この声明は「カトリック教会は、人権を尊重し、平等を促進するべきである」と述べ、高レベルで教会を攻撃している。カトリック教会は、この声明に激しく反発している。ドクトリス氏は、この声明を発表した際に、カトリック教会の指導者に対して、人権を尊重するべきであるとのメッセージを送った。カトリック教会は、この声明に激しく反発し、ドクトリス氏の声明を「人権を尊重するべきである」として、これを厳しく非難している。



日本-セネガル戦をテレビ観戦する邦人ら。25日(土)午前、目黒区マカライのスポーツバー「日&J」で来日交歓会が開かれた。

# 本田同点弾に邦人ら大歓声

## サッカーW杯観戦のスポーツバー

同日(土)午後6時半、セネガルに先制弾を叩き込んだ本田が、日本代表の活躍に大歓声を上げた。会場は興奮の嵐で、観客たちは立ち上がり、大歓声を上げていた。本田のゴールは、日本代表にとって重要な一歩であり、観客たちはこれを大歓迎している。

# 警察殺害の6割がおり捜査中

## アテネオ大研究機関報告書

アテネオ大学の研究機関「ター」は25日、ドクトリス大統領が率いる警察が、過去6ヶ月間にわたって、少なくとも6割の警察官を殺害したと報告した。この報告書は、警察官の犠牲者に対する調査に基づいて作成された。報告書によると、警察官の犠牲者は、主に都市部で発生した。ドクトリス大統領は、この報告書に対して、警察官の犠牲者を悼むとともに、警察の活動を支持している。

同日(土)午後6時半、セネガルに先制弾を叩き込んだ本田が、日本代表の活躍に大歓声を上げた。会場は興奮の嵐で、観客たちは立ち上がり、大歓声を上げていた。本田のゴールは、日本代表にとって重要な一歩であり、観客たちはこれを大歓迎している。

# 終値7千台割る

## 昨年1月以来17カ月ぶり

株式市場は、終値が7千台を割り、昨年1月以来17カ月ぶりにこの水準を下回った。これは、市場の下落を示唆している。市場関係者は、この下落を、経済成長の鈍化や、企業の業績悪化によるものとしている。

# 「泥の人々」祭りに数百人

マニラの北部地区で行われた「泥の人々」祭りに、数百人が参加した。この祭りは、泥を塗ることで、暑さをしのぐという文化を大切にしている。参加者たちは、泥を塗ることで、涼しい気分を味わっている。



「泥の人々」祭りで教会へ向かうため、体に泥を塗る観光客ら。24日ヌエバエシハ州アリアガ町で開かれた。A/P=時事

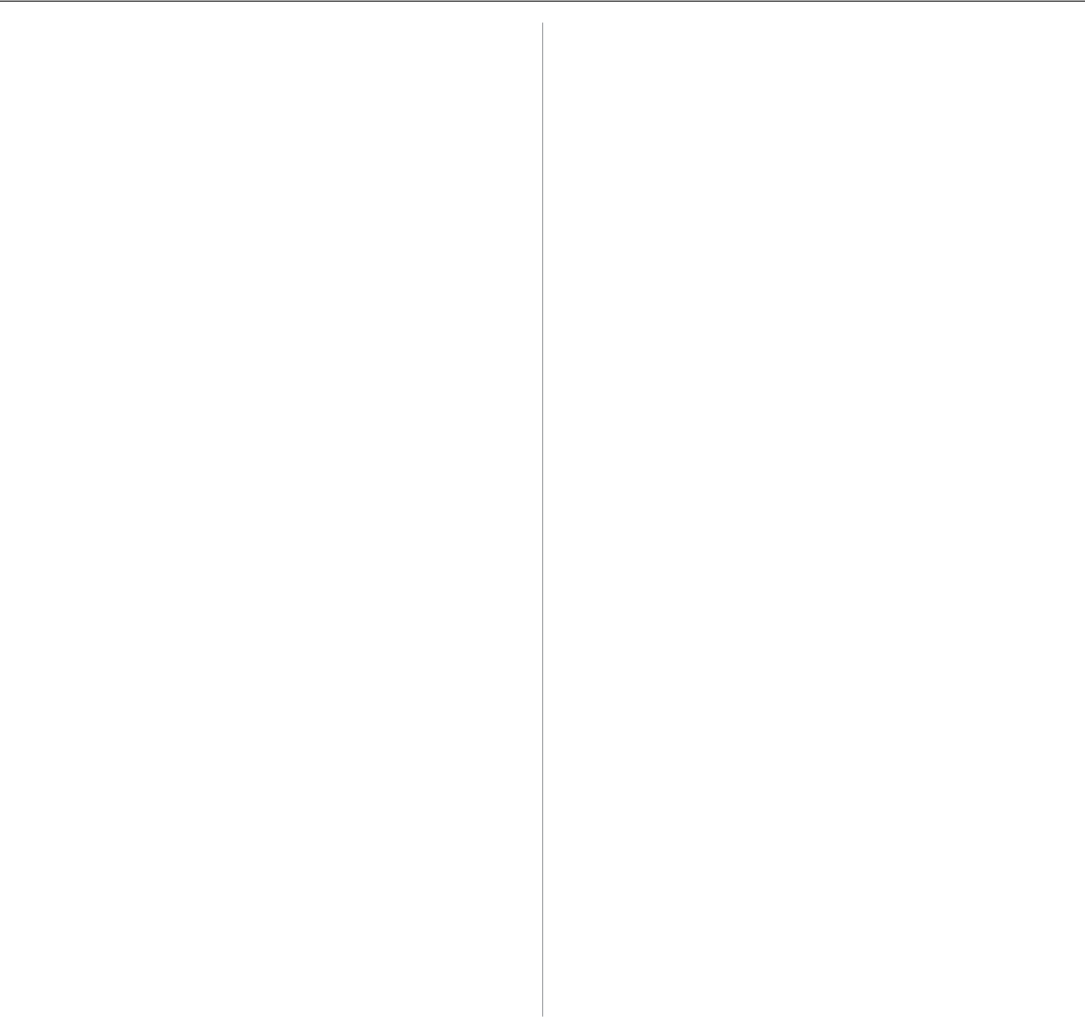
マニラ電報局の乗客用エレベーターが、エレベーターの故障により13階まで停止した。乗客たちはエレベーターの中で待つことになった。エレベーターの修理が完了するまで、乗客たちはエレベーターの中で待つことになった。



マニラの大気と気温

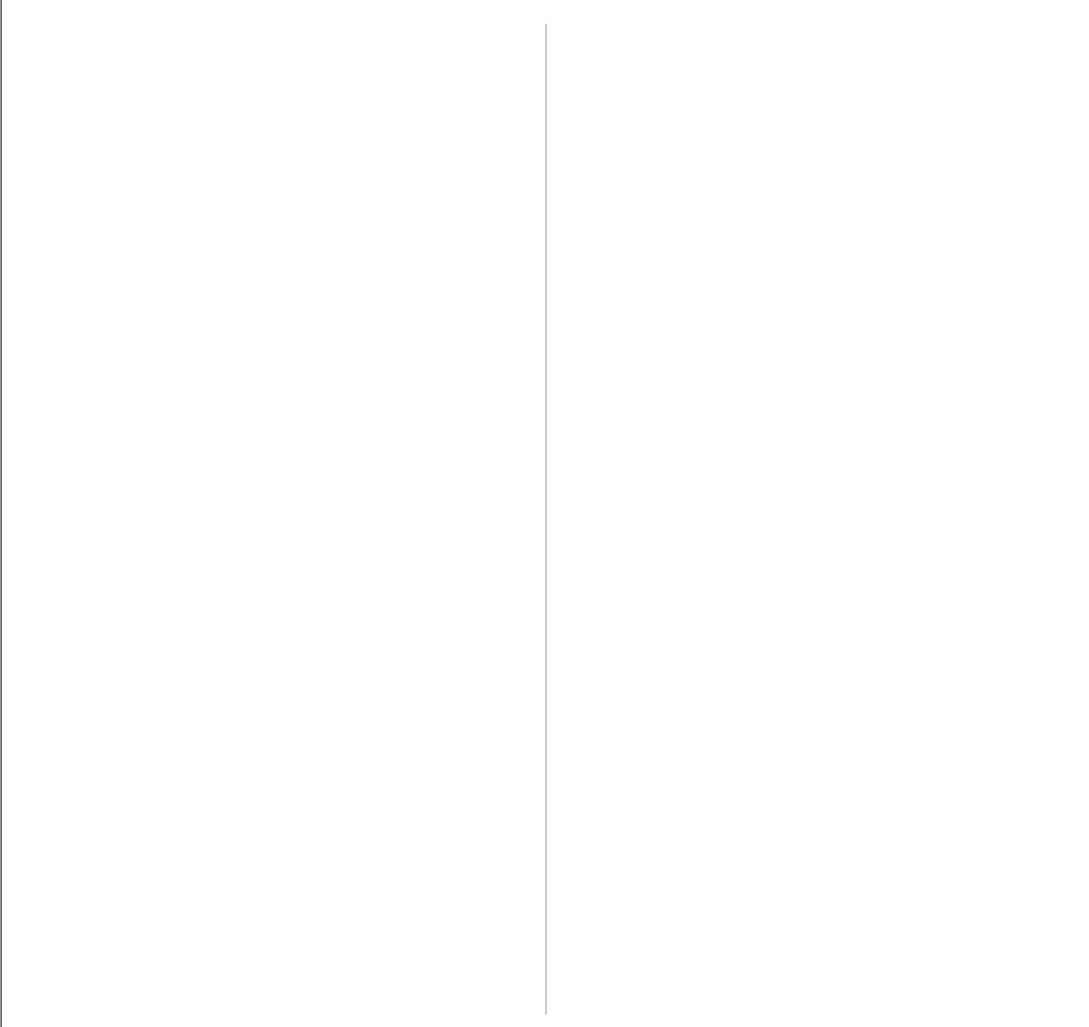


**Front page**  
(31.73 cm W x 12.75 cm H)  
(横317.3mm x 縦84mm) P 25,000

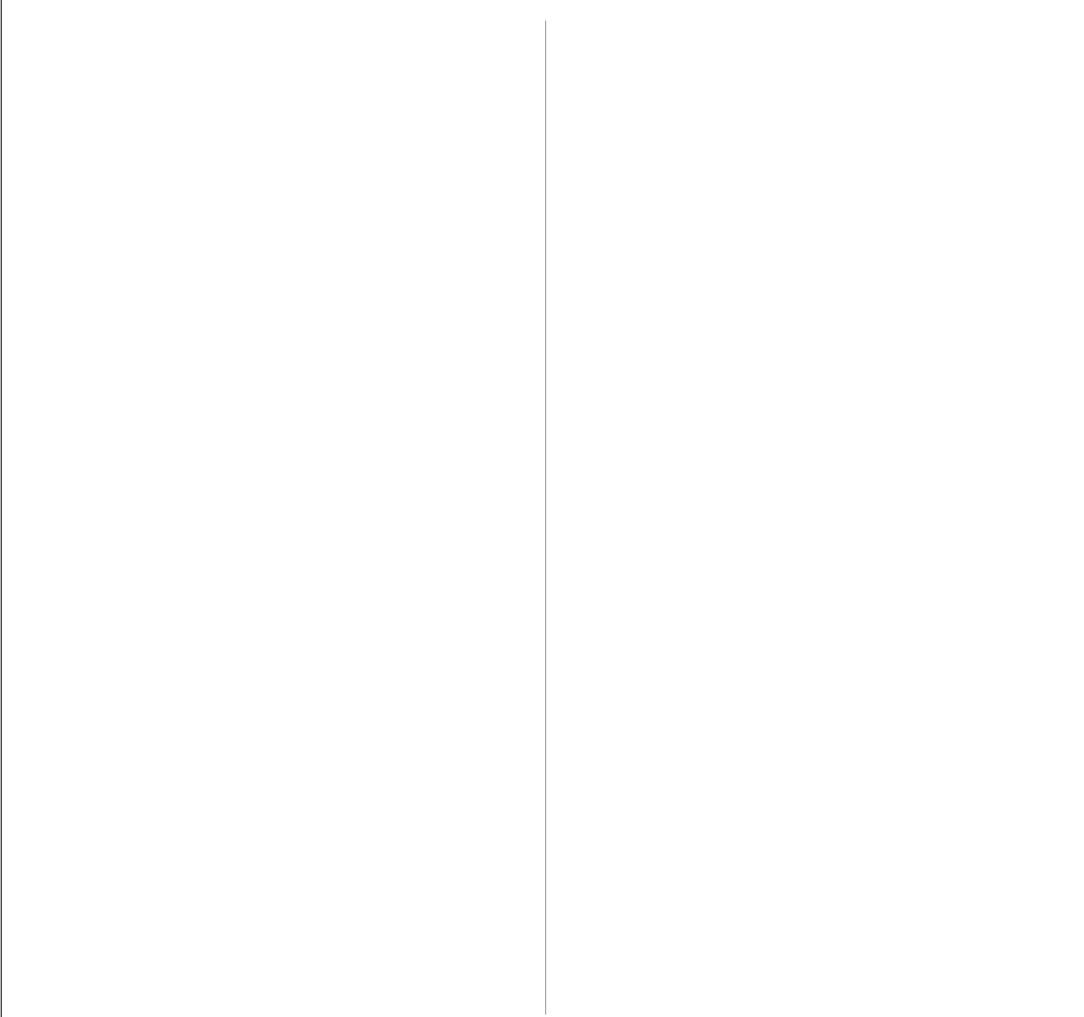


**1/4-size**  
(7.71 cm W x 19.68 cm H)  
**Vertical**  
(横77.1mm x 縦196.8mm)  
縦長サイズ  
**P 5,600**

**1/4-size**  
(15.62 cm W x 9.73 cm H)  
**Horizontal**  
(横156.2mm x 縦97.3mm)  
縦長サイズ  
**P 5,600**



<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 P 2,800</p>		<p><b>1/2-size</b> (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</p>




**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 105 Crest Publish: 1-16-3 Minami-Aoyama, Minato-ku, Tokyo. Since 1992. Japan 107-0042/TEL: 03-6773-2994

**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 Masatosige 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. 28.

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 in 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. **AP/Jiji**

## Hanyu defends Olympic figure skating title

PIEONGCHANG, 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.

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 bond-aid-like device is just one millimeter thick and can monitor important health data as well as send and receive messages, including emotion. 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**

## 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 essential 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.

## 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 40 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 guiding Japanese civilians aerial 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 Mana Fujii attend the red carpet for Inrikan, Gongjikan, Sikan Gogo Inrikan-Humori, Spice, Time and Humori at the 68th annual Berlin International Film Festival (Berlinale) here Saturday. The Berlinale runs from February 15 to 25. **EPH/Jiji**

## 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.

## Securities firms targeting elderly customers as marketing strategy

TOKYO, Jiji

Japanese securities firms are booting services to support "shokatsu" 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 shokatsu seminar held in Tokyo's Nishi-Shinjuku 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 Shiroki 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.

SMDC Nikko Securities Inc., a unit of Sumitomo Mitsui Financial Group Inc., held a lifetime gifting seminar at the Kanzei 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 1999.



## Broadsheet

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

P 120,000