

TO: _____

ATTN.: _____



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

The Daily Manila SHIMBUN is the Philippines' first and only bilingual Japanese newspaper, having been published since 1992. The newspaper has been published in both print and digital formats. It has been recognized four times as the "Best Japanese Expatriate Newspaper" by the Association of Japanese Newspapers Published Overseas. The DMS serves as an efficient means of direct communication with 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, as well as 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 consignments. Major hotels and restaurants, condominiums, travel agencies, Japanese shops, boutiques, and other tourist establishments, as well as Japanese firms based in the Philippines and Tokyo, It has no waste circulation.

The newspaper is distributed door-to-door to its subscribers in Metro Manila, Metro Cebu, and Davao City. 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 purchase a copy through our consignment outlets in major hotels, fine-dining restaurants, and certain tourist



**The Daily Manila
SHIMBUN**

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

The Advertising Department

Please look for Ms. Tina | Mr. Yamanaka | Mr. Odagaki
Tel. (02)8551 8238 | 5310 3429

Mobile: 0917 594-9764 | 0919 909 0909 | 0927 120 5951

Email: advert@manilashimbun.com (English)

Email: ads@manilashimbun.com (Japanese)

Website: <http://www.manila-shimbun.com>
<https://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 five 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.

GET EFFECTIVE RESULTS FROM YOUR ADS



THE DAILY MANILA SHIMBUN ADVERTISING RATES

DISPLAY AD SPACE	AD DIMENSIONS	RATE (B&W)	EXPOSURE	ARTWORK/TRANSLATION
1/8 Vertical	(6.94 cm W x 9.66 cm H)	P2,800	1 Issue	P400
1/4 Horizontal	(14.05 cm W x 9.66 cm H)	P5,600	1 Issue	P600
1/2 Vertical	(14.05 cm W x 19.6 cm H)	P11,200	1 Issue	P900
Horizontal	(28.28 cm W x 9.66 cm H)	P11,200	1 Issue	P900
1/1 (full ad)	(28.28 cm W x 19.6 cm H)	P22,400	1 Issue	P1,600
Ear Ad	(5.6cm W x 4.9 cm H)	P3,500	1 Issue	Free
Front page	(28.28 cm W x 11.64 cm H)	P25,000	1 Issue	P2,800
Last page Top	(13.6 cm W x 2.5 cm H)	P30,000	1 Month	Free
Broadsheet	(29.0 cm W x 51.2 cm H)	P120,000	1 Issue	P3,200

*Ad Rates are subject to 12% VAT and exclusive of Ad Agency Commission.

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

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

COLOR SURCHARGE :

Full Color: +6,000 Spot Color: +2,000

PUBLICATION FREQUENCY: Daily

TOTAL CIRCULATION: 5,000 copies

MATERIALS NEEDED:

Three (3) days lead time prior to exposure.

MATERIAL SPECS (Black and White / Color):

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)

FLYER INSERTIONS:

P10.00/flyer (A4 size, minimum of 2,000 pcs.)

DISCOUNT RATE

10X 10% discount

20X 20% discount

30X 30% discount

DMS Ad Rate (Web)

DISPLAY AD SPACE	AD DIMENSIONS	EXPOSURE	RATE JPY
Top Super Banner	728 x 90 px	1 Month	70,000
Side Rectangle	300 x 250 px	1 Month	60,000
Inside Full Banner	468 x 60 px	1 Month	40,000
Side Half Banner	300 x 100 px	1 Month	35,000
Job Listing Ads	300 x 100 px	1 Month	6,500

*Price are subject to change due to exchange rate fluctuations



Top Super Banner
(The prices are subject to change due to exchange rate fluctuations.)
Place: Next to our logo in the header space

Side Rectangle
(The prices are subject to change due to exchange rate fluctuations.)
Place: Top of the side bar

Inside Full Banner
(The prices are subject to change due to exchange rate fluctuations.)
Place: Inside of the all contents page

Side Half Banner
(The prices are subject to change due to exchange rate fluctuations.)
Place: Side bar

Job Listing Ads
(We recommend the Daily Manila Shimbun Web Job Listing Ads for Philippine related and emerging Japanese companies for recruiting your Japanese staff)
For the contents of the Job listing ads, please submit information of the following:

- Company Name
- Text body (Briefly explain your company, job listing info briefly in 200 characters)
- Images (3 images, job listing image, company logo, etc)

Terms of Payment

- All ads must be paid in (Cash or dated Check) in advance.
- Online payment can be made using Acceptable debit or credit cards.

Over-the counter payments maybe made through our BDO, Union bank Account and via Gcash.

Please make payment/s to any of the following bank accounts:

Account Name: **Step JP Printing Service Inc.**

Bank Name: **Banco de Oro (Arnaiz - Paseo Branch)**

Savings Account No.: **0087-2004-1204**

Bank Name: **Union Bank of the Philippines (BGC Branch)**

Savings Account No.: **0019-4000-3079**



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

PLACE YOUR ADS HERE



Unit-11-3, 11/F VGP Center, 6772 Ayala Ave., Makati City
Website: <http://www.manila-shimbun.com>
<https://navimanilaph.com>

For more information please call:

The Advertising Department (Ms. Tina|Mr. Yamanaka|Mr. Odagaki)

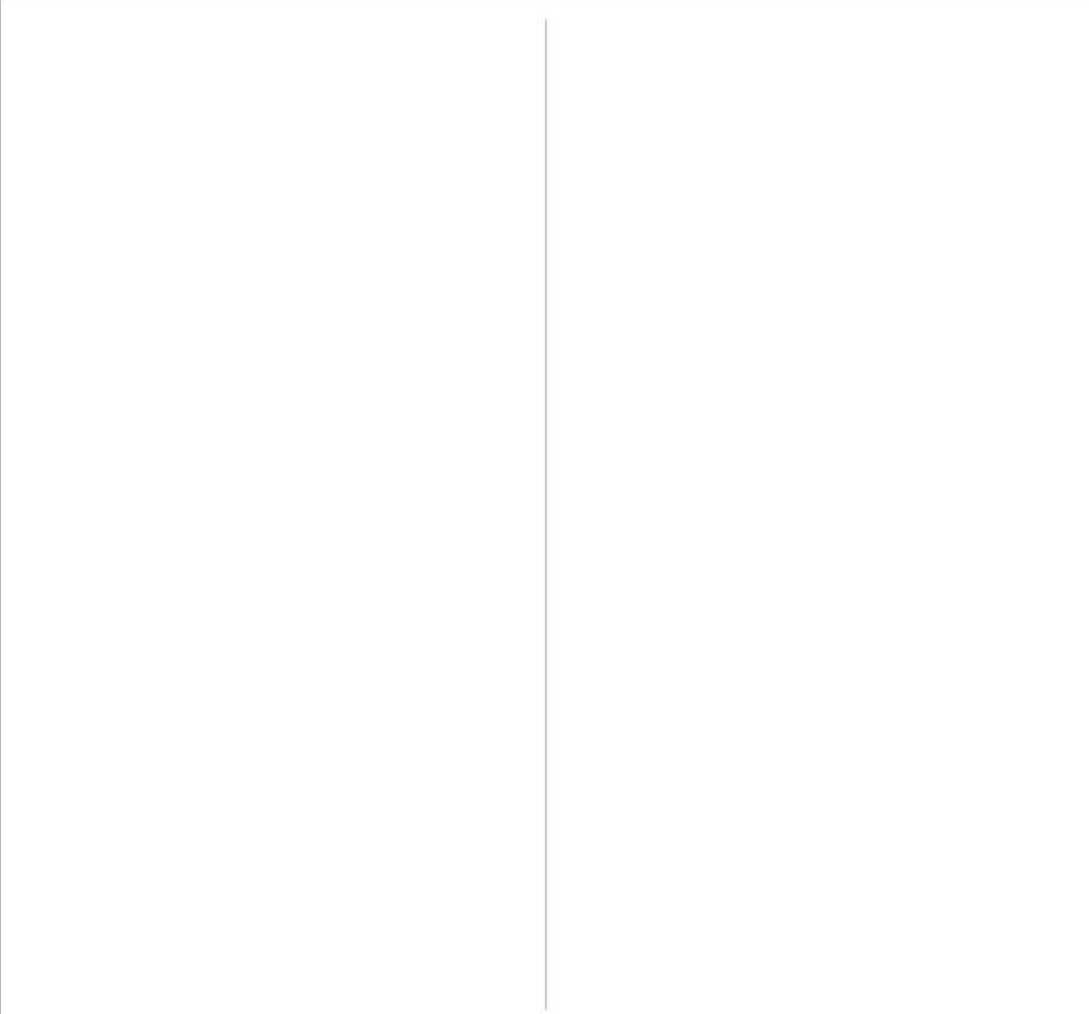
Tel. (02)5310 3429 | 7904 6228

Mobile: 0917 594-9764 | 0919 909 0909 | 0927 120 5951

Email: advert@manilashimbun.com (English)

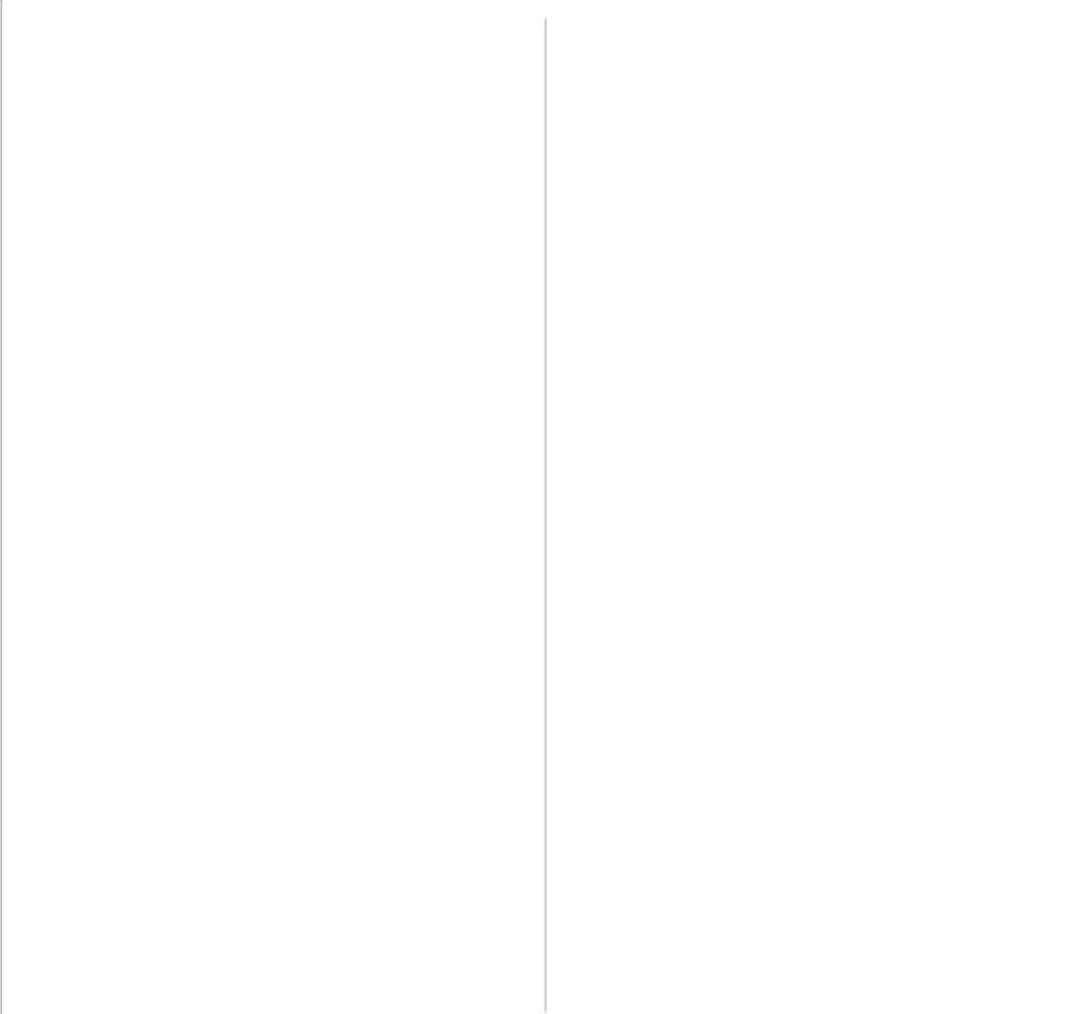
ads@manilashimbun.com (Japanese)

tina@manilashimbun.com



1/8-size
(14.05cm W x 4.83 cm H)
Horizontal
(横140.5mm x 縦48.3mm) 横長サイズ P 2,800

1/2-size
(14.05 cm W x 19.6 cm H)
Vertical
(横140.5mm x 縦196mm)
縦長サイズ
P 11,200

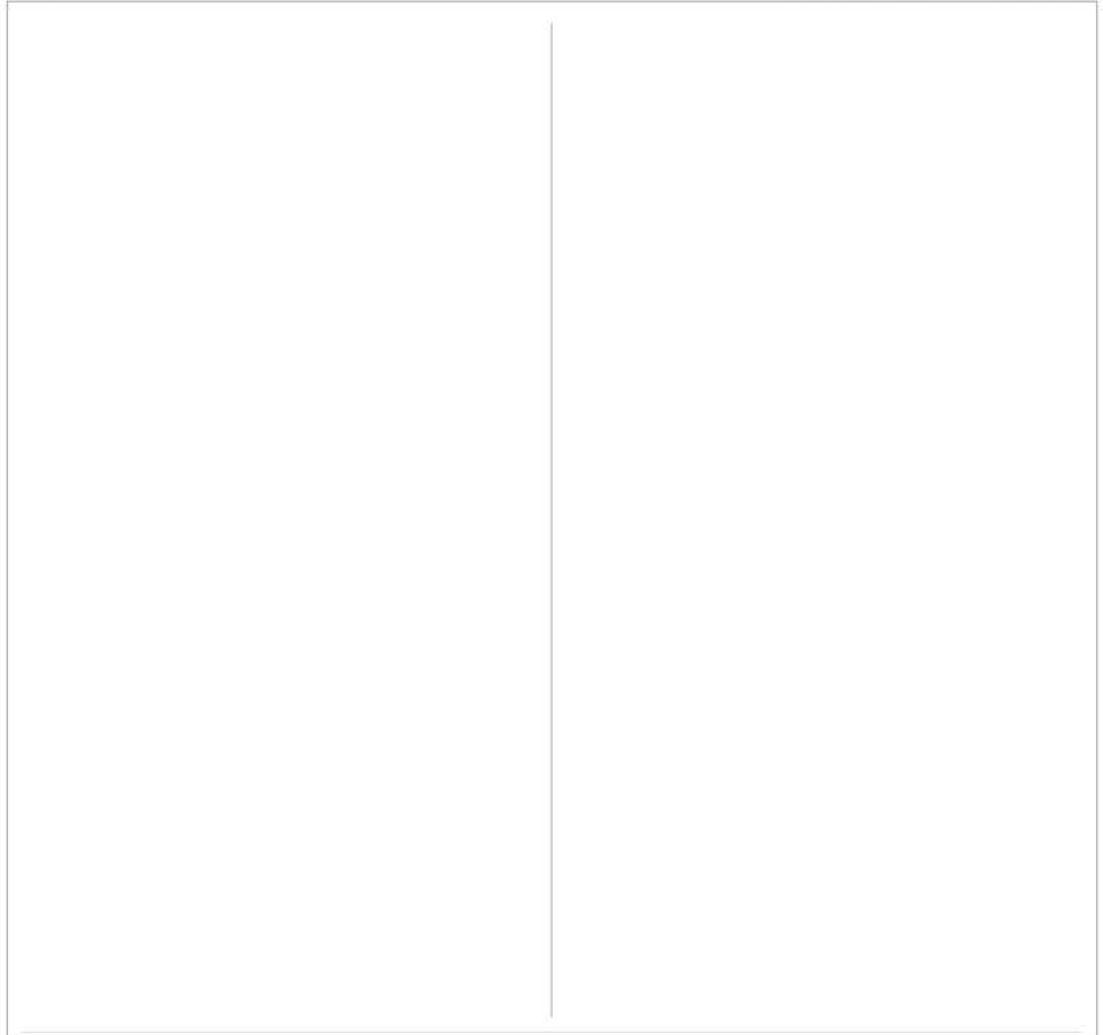


1/4-size
(69.4 cm W x 19.6 cm H)
Vertical
(横694.0mm x 縦196mm)
縦長サイズ
P 5,600

1/8-size
(6.94 cm W x 9.66 cm H)
Vertical
(横694.0mm x 縦96.6mm)
縦長サイズ
P 2,800



1/4-size
(14.05cm W x 9.66cm H)
Horizontal
(横140.57mm x 縦96.6mm)
縦長サイズ
P 5,600



1/4-size
(28.28 cm W x 4.83 cm H)
Horizontal
(横282.8mm x 縦48.3mm)
横長サイズ **P 5,600**

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1/2-size
(28.28cm W x 9.66 cm H)
Horizontal
(横282.8mm x 縦96.6mm)
横長サイズ
P 11,200

1/1-size

(28.28 cm W x 19.6 cm H)
(横282.8mm x 縦196mm)

P 22,400

Broadsheet

(29.0cm W x 51.2 cm H)
(横290mm x 縦512mm)

P 120,000



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, 1-16-3 Minami Aoyama, Minato-ku, Tokyo, Japan 107-0042Tel. (03)5772-2594

Since 1992

Last Page Top Banner

(13.6 cm W x 2.5 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-aid-like device is just one millimeter thick and can monitor important health data as well as send and receive messages, including emails. 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 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.

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

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 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 Nihonbashi 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 on how to throw away unnecessary items, ways to relocate cemeteries in hometowns 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 Kanzeji 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.