

JAL Skyward

Reach Every Traveler Aboard Japan's Largest Airline Carrier

Japan Airlines (JAL) is Japan's largest airline carrier, flying more than 5 million passengers to America each year. There are multi-media and multi-language opportunities using a variety of media, including in-flight magazines and in-flight videos. JAL's worldwide network serves 43 cities, in 25 countries, around the globe.

With both Japanese and English sections, Skyward magazine is an excellent medium to reach the Japanese market. JAL is the largest overseas airline in Japan, flying over 32% of the flights in and out of the country. This monthly in-flight magazine is regarded as a high quality, interesting, informative, and entertaining publication. It features destination stories, news topics, essays by famous people, and interviews.

Issuance: Monthly | **Language:** Japanese | **Circulation:** 910,000 | **Cost for Readers:** Free

Distribution: Seat pockets on every JAL international flight

Designated Media for Merchants at: Ala Moana Center

Past Topics Featured: Hawaii: A Tie Between Aloha and the Locals; Okinawa: Relax, Refresh: Ryukyo Resort; Seven Seas in Japan.



Gender

49.5% Female

50.5% Male

Median Age

late 30's ~ early 40's

House Hold Income

\$75,000

Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Full Page	\$15,000	W210mm x H280mm	W216mm x H286mm	W206mm x H276mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross

- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates

- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

Media Schedule

Issue Date	Space Deadlines	Material Deadlines
1/1/2018 *Hawaii Feature	10/19/2017	11/16/2017
2/1/2018	11/20/2017	12/14/2017
3/1/2018	12/14/2017	1/18/2018
4/1/2018	1/18/2018	2/15/2018
5/1/2018	2/16/2018	3/15/2018
6/1/2018	3/20/2018	4/19/2018
7/1/2018	4/19/2018	5/17/2018
8/1/2018	5/17/2018	6/21/2018
9/1/2018	6/20/2018	7/19/2018
10/1/2018	7/20/2018	8/16/2018
11/1/2018	8/17/2018	9/20/2018
12/1/2018	9/20/2018	10/18/2018

*Issue dates of Hawaii Feature are subject to change.

Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

FTP Information

URL: <ftp://ftp.ftphawaii.com>
 Username: forclients
 Password: Tempfile!

Send color proofs to:
 Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814

Contact Info

For more information please contact:



Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814
 Tel: (808) 469-4817
 Email: advertising@pacrimmarketing.com