

JAL Agora

Reach Executive Travelers in Japan's Largest Airline Carrier

Japan Airlines has a variety of media, including in-flight magazines, in-flight videos, and a subscription base. JAL's worldwide network serves 43 cities, in 25 countries, around the globe. Agora is "The Executive's Lifestyle" magazine. The editorial focus of this magazine is to provide the experienced traveler an array of diverse lifestyle stories that encompass art, business, fashion, culture, cuisine and shopping. Illustrated with stunning photography, JAL Agora typifies the luxury its readers come to know and trust. About 91% of Agora's readers travel overseas each year.

Issuance: Monthly | **Language:** Japanese | **Circulation:** 850,000 | **Cost for Readers:** Free

Distribution: Direct home delivery for JAL Premium Card, JAL Global Club and Diner's Card members. Distribution through first class seat pockets in flight and at JAL VIP lounges at the airport.

Designated Media for Merchants at: N/A

Past Topics Featured: Agora Special: Beijing, Agora Special: Spain, Travel in Japan: Tokunoshima.



Gender

22% Female

78% Male

Median Age

54.6

House Hold Income

\$140,000

Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Full Page	\$16,000	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
1/1/2019 – 2/1/2019	10/12/2018	11/16/2018
3/1/2019	12/14/2018	1/18/2019
4/1/2019	1/16/2019	2/15/2019
5/1/2019	2/13/2019	3/15/2019
6/1/2019	3/15/2019	4/19/2019
7/1/2019	4/12/2019	5/17/2019
8/1/2019 – 9/1/2019	5/10/2019	6/13/2019
10/1/2019	7/12/2019	8/16/2019
11/1/2019	8/16/2019	9/13/2019
12/1/2019	9/13/2019	10/18/2019

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) 469-4828
 Email: advertising@pacrimmarketing.com