

# JAL Agora

## Reach Executive Travelers in Japan's Largest Airline Carrier

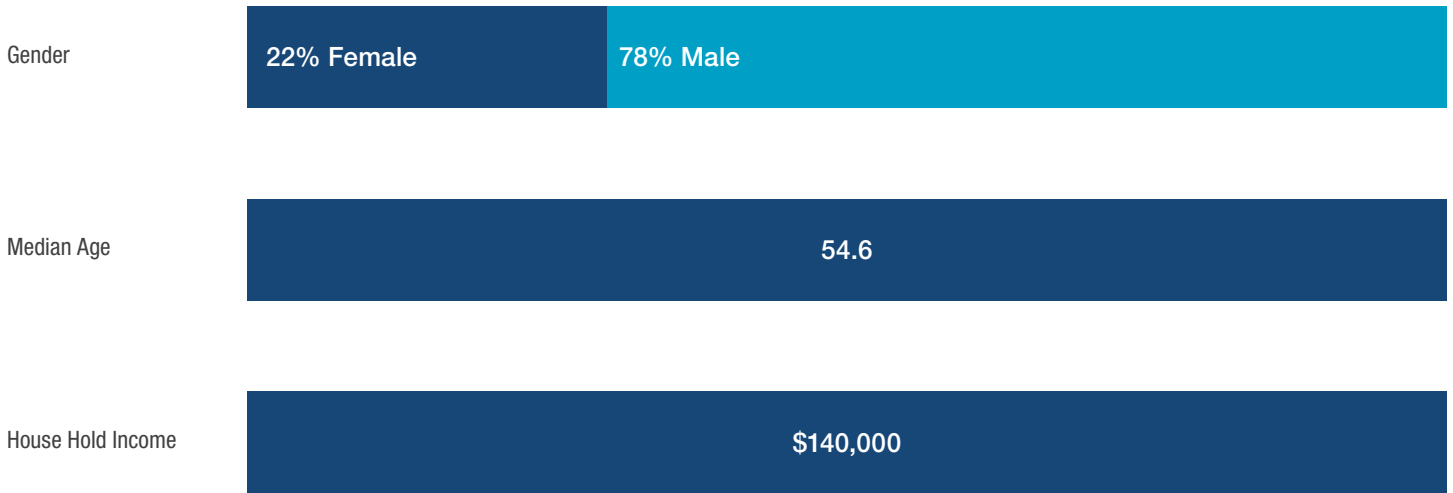
Japan Airlines has a variety of media, including in-flight magazines, in-flight videos, and a subscription base. JAL's worldwide network serves 43 cities, in 25 countries, around the globe. Agora is "The Executive's Lifestyle" magazine. The editorial focus of this magazine is to provide the experienced 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 (except Jan/Feb and Aug/Sep) | **Language:** Japanese | **Circulation:** 900,000 | **Cost for Readers:** Free

**Distribution:** Direct home delivery for JAL Premium Card, JAL Global Club and Diner's Card members. Distribution through first class 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.



## 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
1/1/2020 – 2/1/2020	10/10/2019	11/14/2019
3/1/2020 *Hawaii Feature	12/12/2019	1/16/2020
4/1/2020	1/16/2020	2/13/2020
5/1/2020	2/13/2020	3/12/2020
6/1/2020	3/12/2020	4/9/2020
7/1/2020	4/9/2020	5/14/2020
8/1/2020 – 9/1/2020 *Hawaii Feature	5/14/2020	6/11/2020
10/1/2020	7/16/2020	8/13/2020
11/1/2020	8/13/2020	9/10/2020
12/1/2020	9/10/2020	10/15/2020

\*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) 469-4828  
 Email: [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)