

The best way to market to Japanese in California

Lighthouse Magazine covers all the essential information for Japanese living in the US. Lighthouse content is based on three themes, "problem-solving," "encouragement," and "joy." In every issue, Lighthouse Magazine's original articles cover all the essential information from tax and education to medical services and immigration documents to housing. Additionally, we're packed with entertaining content including food, business column, travel, and the latest local news. This variety of content is the reason we have been loved by our Japanese-speaking audience for over 30 years.

Media Overview

California Edition

Circulation: 60,000 copies per issue

Cycle: Monthly, issued at the beginning of the month

Distribution Area: Los Angeles, Orange County, and San Diego*.

From April 2023, expands to the Bay Area.

* San Diego & Bay Area content is in its own, special section.

Fall and Spring Special Issue

Circulation: 70,000 copies per issue

Cycle: Twice per year (March and September)

Formats: Print, Web, App (Apple/Android)

Distribution Area: Major cities in the US including the East Coast and Hawaii.



★ All published issues are available to read in the web magazine and App (Apple / Android).

Other Edition



Seattle/Portland Edition

Circulation: 15,000 copies

Monthly (First Tuesday)



Hawaii Edition

Circulation: 30,000 copies

Monthly

Digital



E-blast (Japanese/English)



Wed Town Info (LA/SD/Seattle)



Web Banner (LA&SD/Seattle)

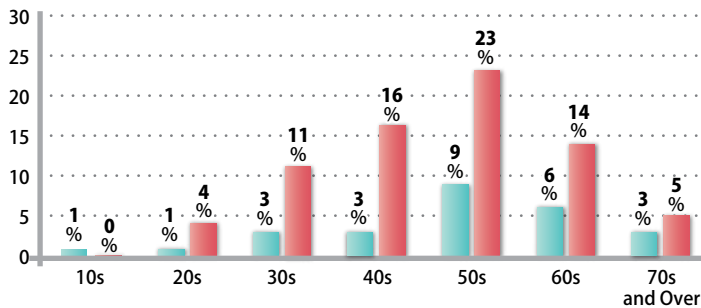
How we reach *our readers*:

We engage with Japanese businesses and focus on specific themes that correlate with our advertiser's needs.
The quality of our editorial content enhances your services and products.

Audience Demographics in Los Angeles:

Age

Our main readership is educated Japanese in their 30s to 60s.



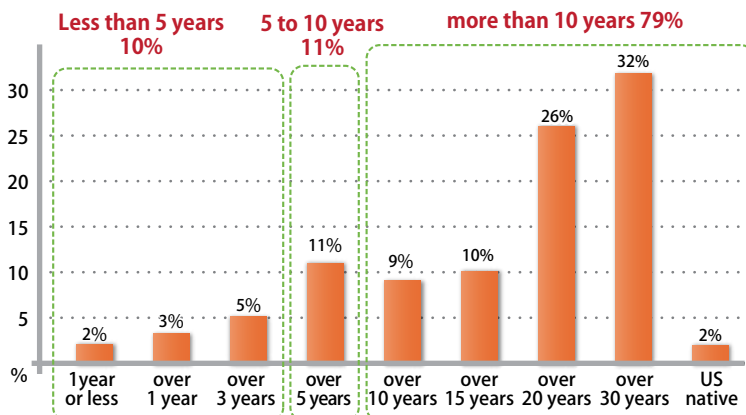
Income

44% of households have an income of **over \$100K**, indicating strong purchasing power.



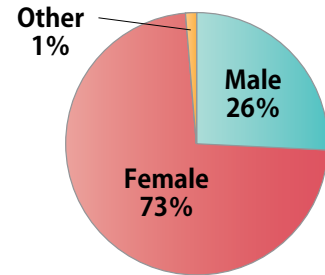
Income with over 100K: 44%

Residency Status

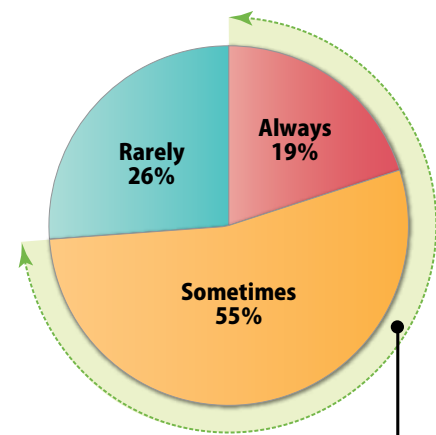


Gender

Mainly female readers but also offers articles aimed at male readers

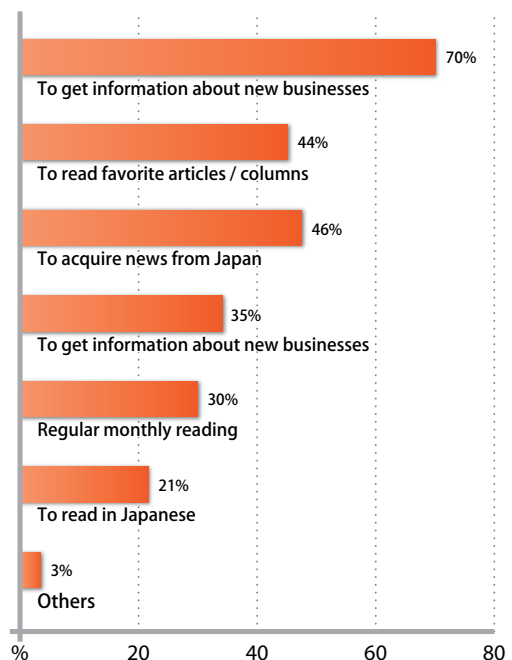


Do you save this Magazine for future reference?



74% save Lighthouse for future reference!

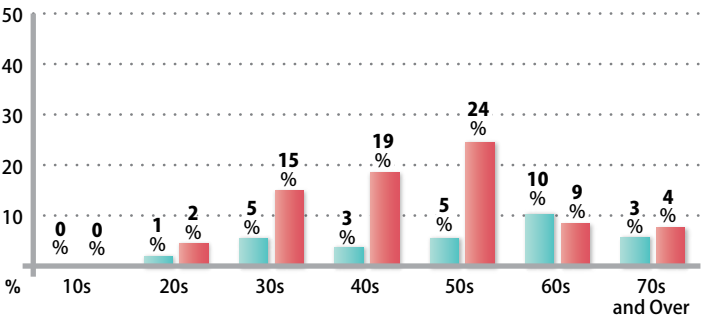
Our readers read Lighthouse



Audience Demographics in San Diego:

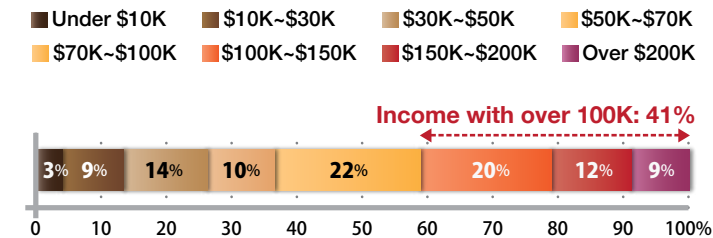
Age

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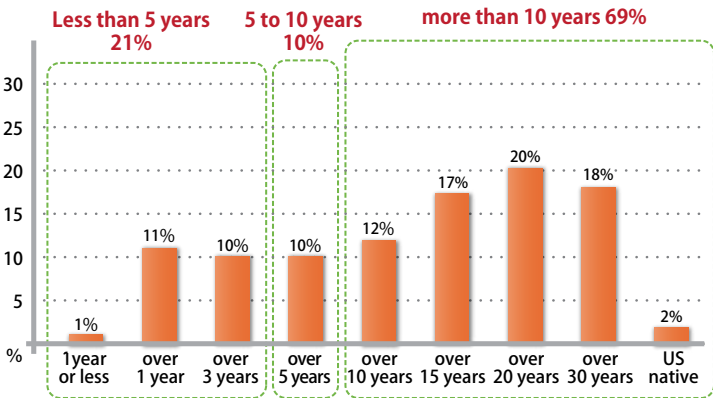


Income

41% of households have an income of **over \$100K**, indicating strong purchasing power.

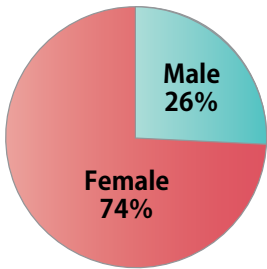


Residency Status

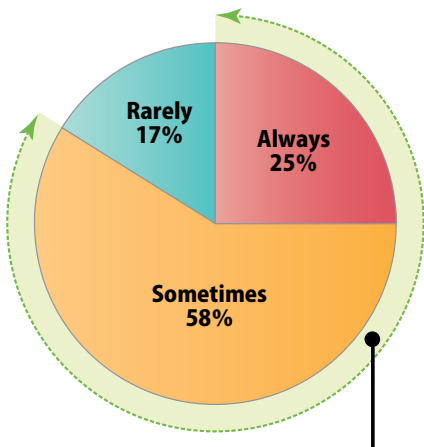


Gender

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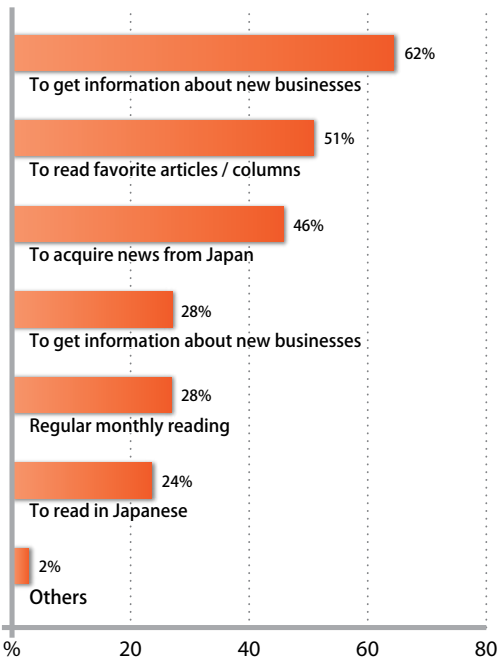


Do you save this Magazine for future reference?



83% save Lighthouse for future reference!

Our readers read Lighthouse

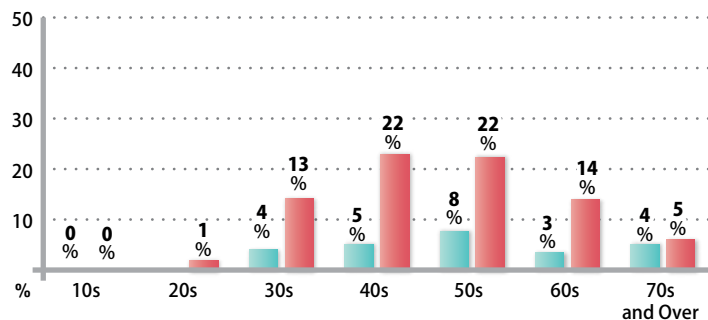


Source: Lighthouse Magazine Readers Survey 2025

Audience Demographics in Bay Area:

Age

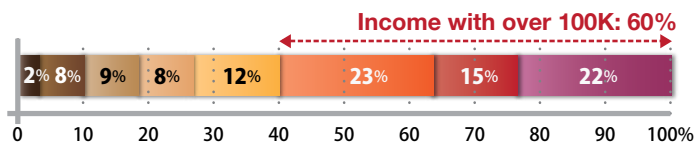
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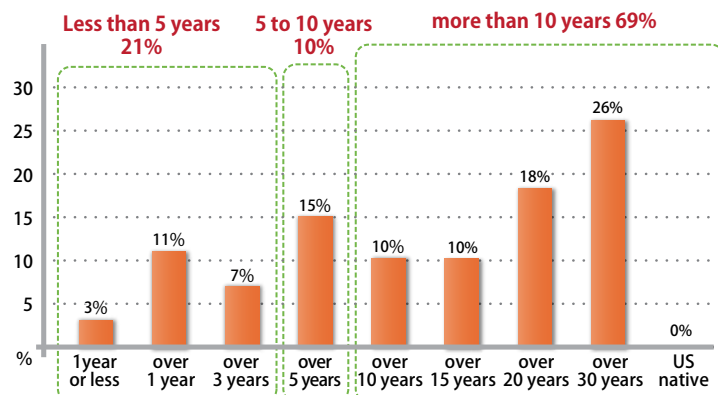
Income

60% of households have an income of **over \$100K**, indicating strong purchasing power.

■ Under \$10K ■ \$10K~\$30K ■ \$30K~\$50K ■ \$50K~\$70K
 ■ \$70K~\$100K ■ \$100K~\$150K ■ \$150K~\$200K ■ Over \$200K

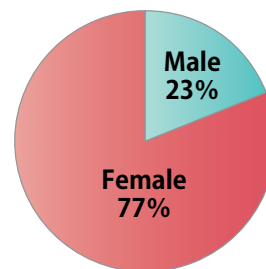


Residency Status

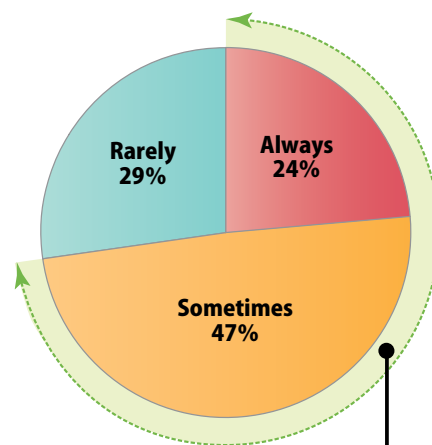


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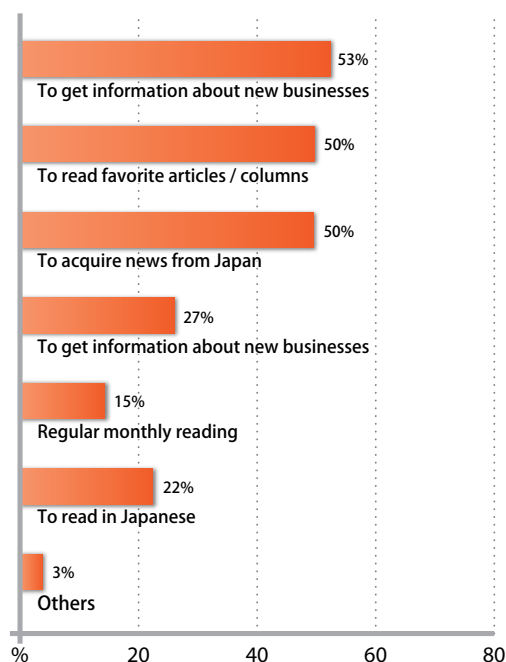


Do you save this Magazine for future reference?



71% save Lighthouse for future reference!

Our readers read Lighthouse



Distributed in Los Angeles, Orange County, and San Diego, with expansion to San Francisco and San Jose.

Lighthouse is distributed in many places across the Japanese community, including Japanese grocery stores, bookstores, restaurants, company offices, and schools. It is distributed in over 350 places, extensively covering California.

Los Angeles County

● Gardena

- Tokyo Central Gardena
- Tokyo Central & Main Pacific
- Daiso Gardena
- Akane Chaya
- Azuma
- Bonjour French Pastry
- BYB
- Hide's Shiatsu
- Hotel Pacific Garden
- J-Wave Video
- Jun Hair Salon
- Kanpachi
- Meiji Pharmacy
- N Cafe
- Nagomi Cake House
- New Gardena Hotel
- Nikkei Credit Union
- Otafuku
- PITLINE
- Sakura Rent A Car
- Shin-Sen-Gumi Hakata Ramen Gardena
- Shin-Sen-Gumi Shabu-Shabu Dining Gardena
- Shin-Sen-Gumi Yakitori & Chanko Gardena
- Spoon House Bakery and Restaurant
- Tomizo Ramen
- Torimatsu
- Tozai Plaza
- Umemura
- Zema Acupuncture & Herb Clinic

● Torrance

- Mitsuya Marketplace Torrance Del Amo
- Nijiya Market Rolling Hills
- Nijiya Torrance
- Seiwa Market Torrance
- Tokyo Central Torrance
- Daiso Eastgate Plaza
- Daiso Torrance
- H mart
- AB Auto Town
- Ajido
- Bistro Beaux
- Crea
- East West Chiropractic Clinic
- Eboshi Ramen Bar
- Gulliver USA Torrance
- Gyukaku Torrance
- Hakata Yamaya
- HIKARI Japanese BBQ & Grill
- Ichco Restaurant
- Ichimi Ann
- Inaba
- Jeffery Yamashiro DDS

- Kagura Torrance
- Kantaro Sushi
- Kita DDS
- Komatsu
- Louis F. Yang, DDS
- Matsui
- MK LAB
- Mo-Mo-Paradise Torrance
- Nishiyamato Academy of California
- Nozomi
- Oda Jun DDS
- Ojiya Torrance
- PI Water
- Riviera Health Spa
- Sigma math/Abacus School
- Sushi Ken
- Sushiboy Gateway
- Sushiboy Torrance
- Tamaen
- Umenoya
- Wadatsumi Torrance
- Yakitori Koshiji
- Yamadaya
- Youjuku USA
- Zabon Ramen

Orange County

● Irvine

- Mitsuya Marketplace Irvine
- Daiso Irvine
- Fukada
- Hinoki Educational Services

● Costa Mesa

- Mitsuya Marketplace Costa Mesa
- Seiwa Market Costa Mesa
- Tokyo Central Costa Mesa
- Amnet
- Hakata Ikkousha
- Takaya Yakitori Izakaya
- Yakiniku Manpuku Cosnta Mesa

● Tustin

- Gyukaku Tustin
- HONDA-YA Tustin
- Ok! Doki Izakaya Tustin
- Orange Island Culture Salon

● Fountain Valley

- Kappo Honda
- Tsuruhashi

● Other

- Daiso Anaheim
- Daiso Stanton
- Daiso Huntington Beach
- Daiso Buena Park
- Gomen Ramen

● Downtown

- Marukai Little Tokyo
- Nijiya Little Tokyo
- Daiso Little Tokyo
- Kinokuniya Book Store
- Kouraku
- Orochon Ramen
- Sushi Gen

● Long Beach

- Daiso Long Beach

● West Los Angeles

- Marukai West Los Angeles
- Mitsuya Marketplace Santa Monica
- Nijiya Sawtelle
- Daiso Sawtelle
- Nanana Parena
- Yabu
- Yakiniku Manpuku West LA
- Yakotoriya
- Youjuku USA West LA

● San Gabriel Valley

- Mitsuya Marketplace San Gabriel
- Nijiya Puente Hills
- Tokyo Central West Covina
- Daiso San Gabriel
- Daiso Temple City
- Daiso Prado Center
- Daiso Monterey Park
- Action Sales
- Tozai Food
- Yama Seafood

● San Fernando Valley

- Daiso Northridge
- Galleria Market
- Big East
- Futaba Japanese Restaurant
- Hanabishi
- Izakaya Katsuya
- Mutsumi Sushi
- Ramen Nippon
- Small Island
- So Sushi Also Woodland Hills
- So Sushi Tarzana

San Diego County

● Kearny Mesa/Clairemont Area

- Marukai San Diego
- Mitsuya Marketplace San Diego
- Nijiya San Diego
- Daiso Kearny Mesa
- 99 Ranch Market
- Fairway Golf USA
- HINOTEZ
- Ito Chiropractic
- Izakaya Sakura

- Jasmine Seafood Restaurant
- Katsu Café
- Nihon Clinic
- Okazaki Chiropractic
- Pick
- Robotaya Oton
- Yakitori Yakyudori
- Yokohama Yakitori Koubou
- Sul & Beans
- EE NAMI Tonkatsu Izakaya

● Downtown

- Best Western Plus Bayside Inn
- Ichiban
- Izakaya Masa
- Whole Foods Market Hillcrest
- Japanese Friendship Garden and Museum

● Mira Mesa

- Daiso Mira Mesa
- H mart

● Chula Vista

- Hanaoka Restaurant
- Kanpai
- Kiku Garden
- Kyoto Gift & Food National City

● East San Diego

- Arigato Restaurant
- Grossmont College

● Pacific Beach / La Jolla / North San Diego

- Whole Foods Market La Jolla
- Daiso Oceanside
- Benihana Carlsbad
- California State University San Marcos
- Katsu Seafood&Stake
- Kyoto Gift & Food Oceanside
- MiraCosta College
- Ocean Fresh Fish
- Palomar College
- Teri Café Oceanside I
- Teri Café Oceanside II
- Vista Buddhist Temple

Bay Area

● San Francisco Area

- Nijiya San Francisco

● San Jose / San Mateo Area

- Mitsuya San Jose
- Nijiya San Jose
- Nijiya San Mateo

● Other Locations

- Nijiya Mountain View
- Marukai Cupertino

A dvertising Rates

Print

Regular Section Ad Rates

Size	Width	Height	1-2times Regular	3-5times 10%off	6-8times 20%off	9-11times 30%off	12-14times 50%off
Full page	10"	12"	\$3,900/issue	\$3,510/issue	\$3,120/issue	\$2,730/issue	\$1,950/issue
2/3page	8.75"	7.07"	\$2,925/issue	\$2,633/issue	\$2,340/issue	\$2,048/issue	\$1,463/issue
1/2page	8.75"	5.245"	\$2,496/issue	\$2,246/issue	\$1,997/issue	\$1,747/issue	\$1,248/issue
1/3page	8.75"	3.41"	\$1,872/issue	\$1,685/issue	\$1,498/issue	\$1,310/issue	\$936/issue
1/6page	4.25"	3.41"	\$998/issue	\$899/issue	\$799/issue	\$699/issue	\$499/issue
1/12page	2"	3.41"	\$541/issue	\$487/issue	\$433/issue	\$379/issue	\$270/issue
Inside front	8.75"	10.75"	\$6,480/issue	\$5,832/issue	\$5,184/issue	\$4,536/issue	\$3,240/issue
Inside back	8.75"	10.75"	\$5,832/issue	\$5,249/issue	\$4,666/issue	\$4,082/issue	\$2,916/issue
Back cover	8.75"	10.75"	\$7,776/issue	\$6,998/issue	\$6,221/issue	\$5,443/issue	\$3,888/issue

San Diego & Bay Area Section Ad Rates

Full page	10"	12"	\$2,600/issue	\$2,340/issue	\$2,080/issue	\$1,820/issue	\$1,300/issue
2/3page	8.75"	7.07"	\$1,950/issue	\$1,755/issue	\$1,560/issue	\$1,365/issue	\$975/issue
1/2page	8.75"	5.245"	\$1,560/issue	\$1,404/issue	\$1,248/issue	\$1,092/issue	\$780/issue
1/3page	8.75"	3.41"	\$1,170/issue	\$1,053/issue	\$936/issue	\$819/issue	\$585/issue
1/6page	4.25"	3.41"	\$780/issue	\$702/issue	\$624/issue	\$546/issue	\$390/issue
1/12page	2"	3.41"	\$468/issue	\$421/issue	\$374/issue	\$328/issue	\$234/issue

*Additional 20% cost for designated page placement.

*When you place print ads for more than 6 consecutive months, you will get "Web Town Info" (\$120/mo) for free while you advertise print ads.

*After placing print ads for 12 months, the contract will be auto-renewed as a month-to-month contract.

Production Fee

Size	Width	Height	New	Change
Full page	10"	12"	\$500	\$200
2/3page	8.75"	7.07"	\$400	\$150
1/2page	8.75"	5.245"	\$400	\$150
1/3page	8.75"	3.41"	\$300	\$100
1/6page	4.25"	3.41"	\$200	\$80
1/12page	2"	3.41"	\$200	\$80

*Lighthouse advertisement rate only includes the space charge and does not include any production charges.

*We reserve the rights to our writing, designs, graphics, and photography. Please refrain from re-using any of the ad material in other media.

A dvertising Rates

Digital

Web Banner

Banner	Area	Size	Rate
Large Top Page Banner	TOP (LA&SD)	1024 x 150 pix	\$350 / 2 weeks
Top Page Middle Banner	TOP (LA&SD)	700 x 120 pix	\$400 / 4 weeks
Top Page Side Banner #1, #2	TOP (LA&SD)	300 x 250 pix	\$300 / 1 month
Footer Banner #1, #2	ALL pages (LA&SD)	728 x 90 pix	\$350 / 1month

<https://www.us-lighthouse.com/>



Web Town Information & Web Classifieds

A web advertising space where you can update information in real time, with no restrictions on the number of characters or images.

After applying, an ID and password will be issued immediately, allowing you to start creating your content. The ad can then be published instantly. Additionally, starting from October 2024, during the publication period on Web Town Information, you can list one job category on Web Classifieds for free.

Los Angeles : \$120/m

San Diego : \$120/m

Seattle & Portland : \$120/m

*Available minimum of 6 months. After the 7th month, it will be automatically renewed as a month-to-month contract.

*Credit card payment only

<https://www.us-lighthouse.com/town-info/application>

E-blast

Sending: 2 times (1 time + 1 reminder)

\$2,600

	Japanese
California	9,800
Seattle/Portland	2,500
Other areas in US	3,800

*One subscriber may register in several areas.

*For more details, please contact our sales staff.