

## The best way to market to Japanese in California

Lighthouse Magazine covers all the essential information for Japanese living in the US from life information to dining and entertainment. 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 education to medical to immigration documents to housing. Additionally, we're packed with entertainment content including food, film, sports, travel, and the latest local news. This variety of content is the reason we have been loved by our Japanese-speaking audience for so many 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 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.)

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: 20,000 copies

Monthly

### Digital



#### E-blast (Japanese/English)



#### Web Town Info (LA/SD/Seattle)



#### Web Banner (LA/SD/Seattle)

# How we reach *our readers*:

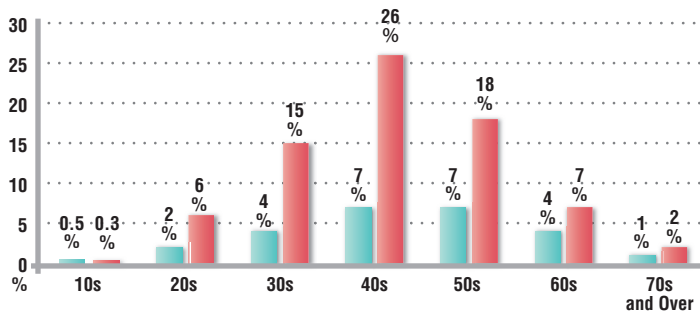
We engage with Japanese businesses and focus on specific themes that correlate with our advertiser's needs.

The quality of our editorial content enhances your services and products.

## Audience Demographics in Los Angeles:

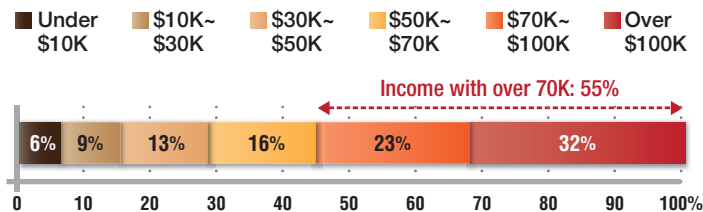
### Age

Our main readership is educated Japanese in their 30s to 50s.

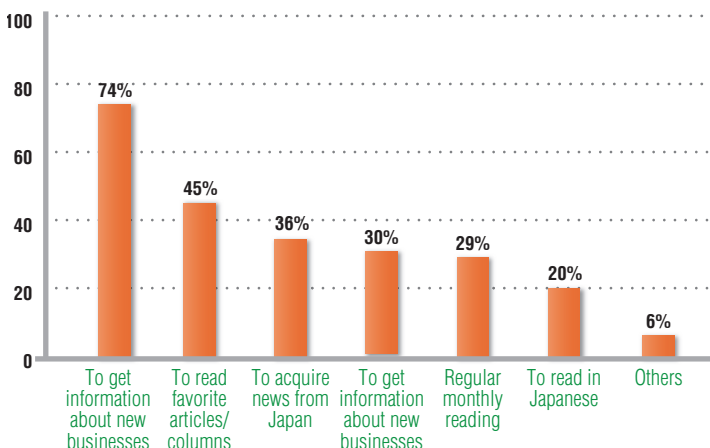


### Income

47% has a household income of more than \$70K with a high purchasing power.



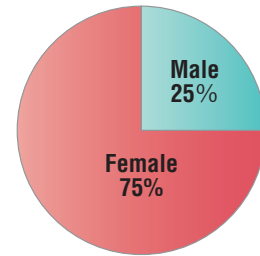
### Our readers read Lighthouse Magazine,



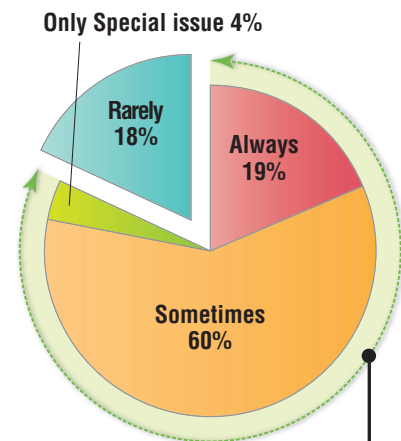
Source: Lighthouse Magazine Readers Survey 2019

### Gender

Mainly female readers but also offers articles aimed at male readers

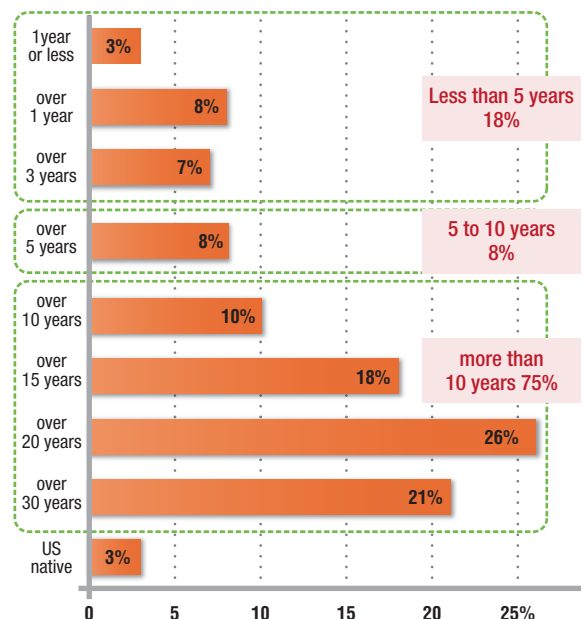


### Do you save this Magazine for future reference?



**82% save Lighthouse for future reference!**

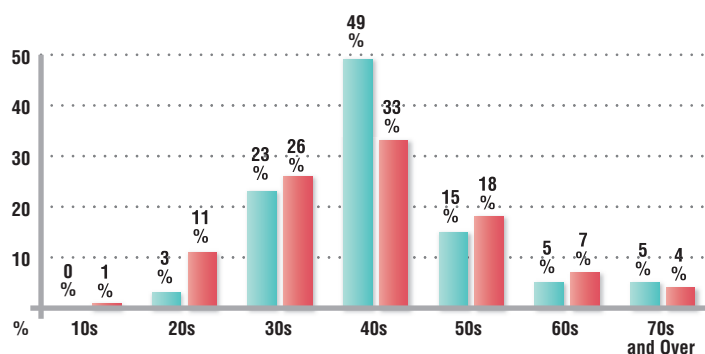
### Residency Status



## Audience Demographics in San Diego:

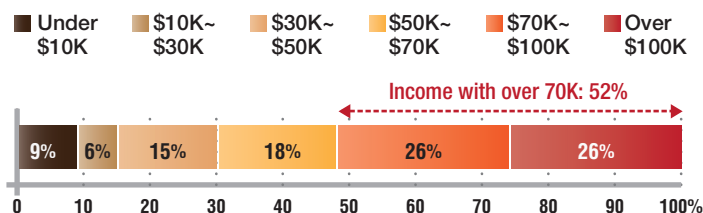
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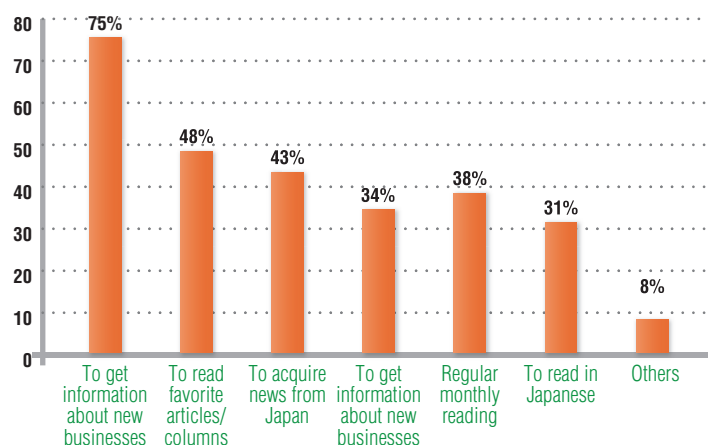


### Income

52% has a household income of more than \$70K with a high purchasing power.



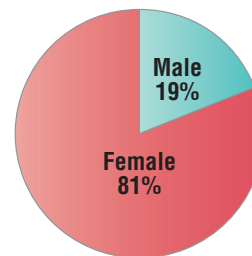
### Our readers read Lighthouse Magazine,



Source: Lighthouse Magazine Readers Survey 2012

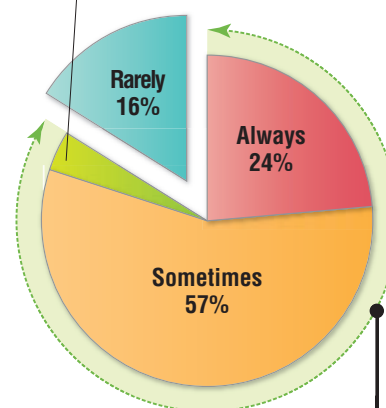
### Gender

Mainly female readers but also offers articles aimed at male readers



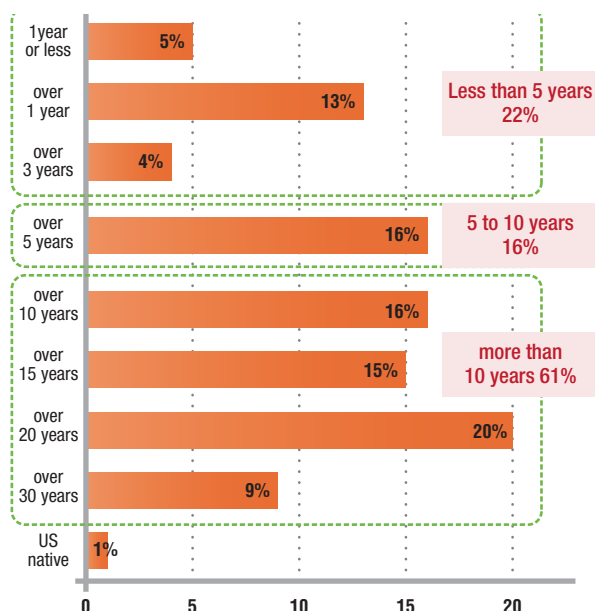
### Do you save this Magazine for future reference?

Only Special issue 4%



**85% save** Lighthouse for future reference!

### Residency Status



# *Distributed in Los Angeles, Orange County, and San Diego. Expanding into San Francisco and San Jose in April 2023!*

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
- Ichcho 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
- Nishiyama 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
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## 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
- Oki 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 Parana
- 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
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## San Diego County

### ● Kearny Mesa/Clairemont Area

- Marukai San Diego
- Mitsuya Marketplace San Diego
- Nijiya San Diego
- Daiso Kearny Mesa
- 99 Ranch Market
- Accel Motors
- Chopstix
- Fairway Golf USA
- HINOTEZ
- Ito Chiropractic

- Izakaya Sakura
- Jasmine Seafood Restaurant
- Katsu Café
- Kogi BBQ
- Mongolian Hot Pot
- Muse Beauty Salon
- Nihon Clinic
- Okazaki Chiropractic
- Pikk
- Robotaya Oton
- Tsumiki Preschool
- Yakiniku Tsuruhashi
- Yakitori Yakyudori
- Yokohama Yakitori Koubou

### ● Downtown

- AI Sushi & Teriyaki
- Azuki Sushi
- Best Western Plus Bayside Inn
- City College
- Ichiban
- Izakaya Masa
- San Diego Japanese Christian Church
- San Diego Japanese School
- Vantaggio
- Whole Foods Market Hillcrest
- Yoshino Japanese Restaurant

### ● Mira Mesa

- Daiso Mira Mesa
- H mart
- Pacific Beach/La Jolla
- Whole Foods Market Hillcrest La Jolla

### ● Chula Vista

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

### ● East San Diego

- Arigato Restaurant
- Grossmont College

### ● North San Diego

- 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
- and more



# Advertising 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 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 Info

Los Angeles : \$120/m	San Diego : \$120/m	Seattle : \$120/m
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\*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

Rate	\$2,600
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\*Sending: 2 times

\*Please see below for the area and recipient's number.

\*Please ask for more details from the sales rep.

	Japanese	English
Los Angeles	5,100	1,800
San Diego	1,300	1,700
Seattle/Portland	1,900	500
Other areas in US	600	-