

The best way to *Market to Japanese* in Los Angeles.

The *most read*
Japanese
bi-weekly magazine!



Lighthouse Magazine covers everything from dining, entertainment, travel, and local news to current events in Japan. Our magazine also includes articles that cover every aspect of living in America: US tax information, US governmental procedures, and a variety of frequently asked questions. Lighthouse is an essential guide for the Japanese living in Los Angeles to get their information in Japanese.

Our Core Columns:

- Bilingual Education
- Featured Interviews with inspiring Japanese in Los Angeles
- Trends in Los Angeles
- Marketing
- Restaurant Reviews and Culinary Columns
- Local and Worldwide News
- Events and Entertainment



San Diego Edition
Circulation:
20,000 copies
Monthly



Seattle/Portland Edition
Circulation:
15,000 copies
Monthly



Hawaii Edition
Circulation:
20,000 copies
Bi-weekly

Lighthouse Magazine Los Angeles Edition

Circulation: 50,000 copies per issue

Distribution: Over 200 locations around the Los Angeles and Orange county areas

Date of issue: 1st and 16th of each month

Format: Magazine (W10" x H12")

Main Readership: Business Professionals, Self-Employed Individuals, Homemakers, and Students

Special Issue: Published Special Issue 2 times per year (spring and fall). Distributed for 6 months, supported by delivery companies to hand out directly to new residents. Distribution area includes San Diego, San Francisco, San Jose, Seattle, New York, Chicago, Dallas, Hawaii, etc.

How we reach *our readers*:

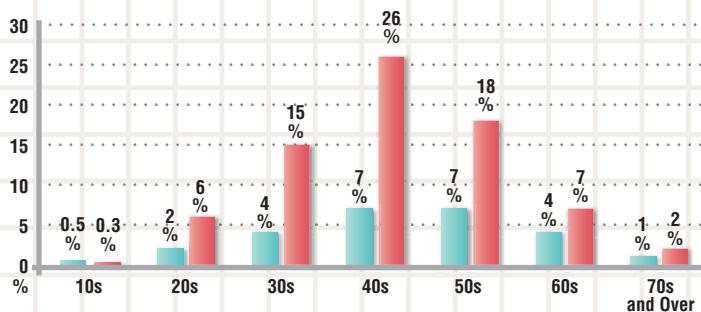
We engage with Japanese businesses and focus on specific themes that correlate with our advertiser's needs.

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

Demographics:

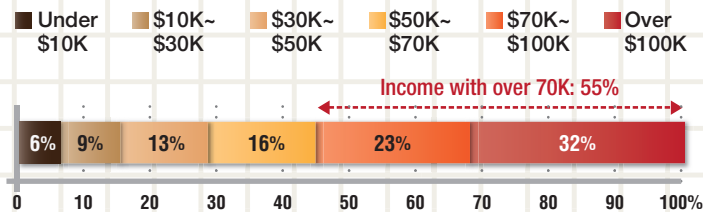
Age

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

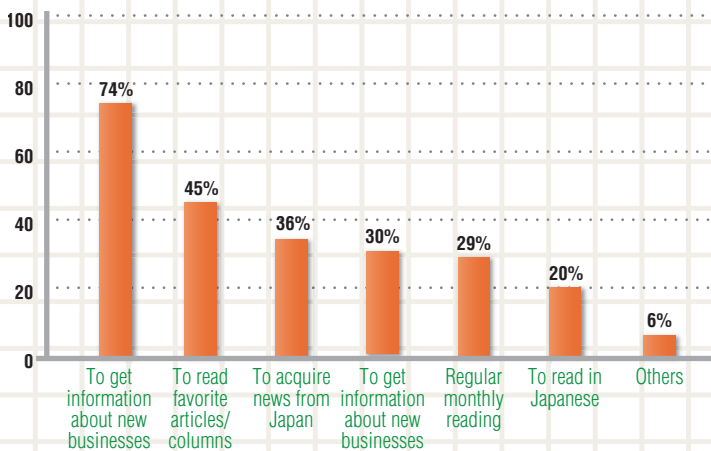


Income

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



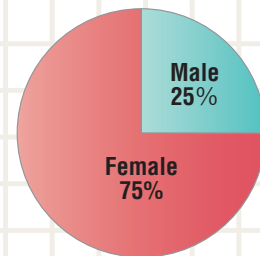
Our readers read Lighthouse Magazine,



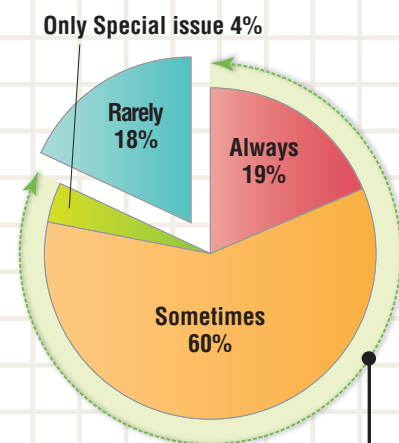
Source: Lighthouse Magazine Readers Survey 2019

Gender

Mainly female readers but also offers articles aimed at male readers

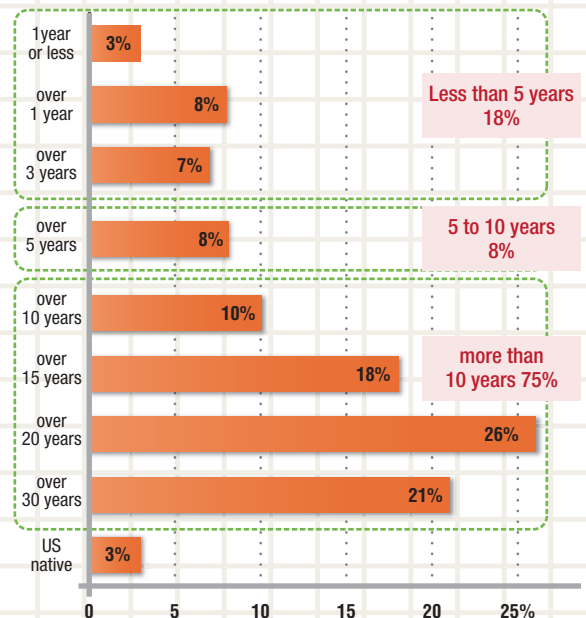


Do you save this Magazine for future reference?



82% save Lighthouse for future reference!

Residency Status

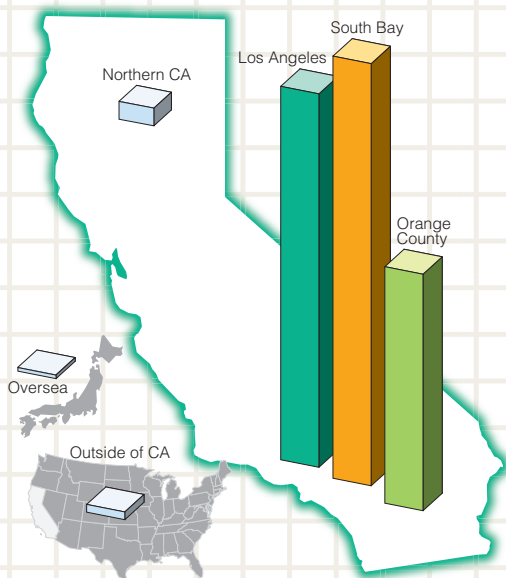


About 200 spots of distribution in Los Angeles and Orange County for Lighthouse

Lighthouse is distributed in many places across the Japanese community, including Japanese grocery stores, bookstores, restaurants, companies, and language schools. It is distributed in over 200 places, extensively covering the southern California area.



Circulation	50,000
South Bay Area	20,000
Los Angeles Area	18,600
Orange County Area	10,000
Northern CA Area	1,000
Outside of CA	300
Japan & Overseas	100



South Bay Area

- **Gardena**
 - Akane Chaya
 - Azuma
 - Bonjour
 - Daiso, Gardena
 - Hakata Ramen Shin-Sen-Gumi
 - Hide's Shiatsu
 - Hotel Pacific Garden
 - J Wave Video
 - Jun Hair Salon
 - Kanpachi
 - Meiji Pharmacy
 - Nagomi Cake House
 - New Gardena Hotel
 - N Cafe
 - Nikkei Credit Union
 - Otafuku
 - Pit Line
 - Sakura Rent A Car
 - Shabu Shabu Shin-Sen-Gumi
 - Shin-Sen-Gumi Yakitori
 - Spoon House
 - Tokyo Central, Pacific
 - Torimatsu
 - Tomizo Ramen
 - Tozai Plaza
 - Umemura
 - Yu Juku
 - Zema Acupuncture & Herb Clinic
- **Torrance**
 - Bistro Beaux
 - BYB
 - Crea
 - Daiso, East Gate Plaza Torrance
 - Daiso, Torrance
 - Dr. Seiichiro Kita DDS
 - Dr. Jun Oda, DDS
 - Dr. Louis Yang, DDS
 - Dr. Jeffrey Yamashiro, DDS
 - East West Chiropractic Clinic
 - Eboshi
 - Gulliver, Torrance
 - Gyu-Kaku, Torrance
 - Hakata Yamaya
 - Hikari Japanese BBQ
 - H mart
 - Iccho
 - Ichimian
 - Inaba
 - Kagura
 - Kantaro Sushi
 - Komatsu

- Marukai, Torrance
- Matsui
- Mitsuwa Market Place, Torrance Del Amo
- MK Labo
- Mo-Mo Paradise
- Nijiya, Rolling Hills Plaza
- Nijiya, Torrance
- Nishiyamato Gakuen
- Nozomi
- Oda DDS
- Ojiya, Torrance
- Pia Hair Salon
- Pi Water
- Ramen Izakaya Ajido
- Riviera Health Spa
- Seiwa Market, Torrance
- Sigma Math
- Sushi Boy, Gateway
- Sushi Boy, Torrance
- Sushi Ken
- Tamaen
- Umenoya
- Van-Van Hair Salon
- Yakitori Koshiji
- Yamadaya
- Wadatsumi
- Zabon Ramen

Orange County Area

- **Costa Mesa**
 - Amnet
 - Mitsuwa Market Place, Costa Mesa
 - Seiwa Market, Costa Mesa
 - Takaya Yakitori
 - Tokyo Central, Costa Mesa
 - Yakiniku Manpuku
- **Irvine**
 - Daiso, Irvine
 - Fukada
 - Hinoki Educational Service
 - Mitsuwa Market Place, Irvine
- **Tustin**
 - Gyu-Kaku, Tustin
 - Izakaya Hondaya
 - Oki Doki Izakaya
 - Orange Island
- **Fountain Valley**
 - Kappo Honda
 - Tsuruhashi
- **Other**
 - Gomen
 - Daiso, Anaheim
 - Daiso, Buena Park

- Daiso, Huntington Beach
- Daiso, Stanton
- Mitsuyoshi Restaurant

Down Town Los Angeles Area

- Daiso Little Tokyo
- Kinokuniya
- Koraku
- Marukai, Little Tokyo
- Nijiya, Little Tokyo
- Orochon Ramen
- Sushi Gen

Long Beach Area

- **Costa Mesa**
 - Daiso, Long Beach
 - Torisho

West Los Angeles Area

- Daiso, Sawtelle
- Marukai, West LA
- Mitsuwa Market Place, Santa Monica
- Nanana Parena
- Nijiya, Sawtelle
- Yabusoba
- Yakiniku Manpuku
- Yakitoriya
- Yu Juku, West LA

San Gabriel Valley Area

- Action Sales
- Daiso, Monterey Park
- Daiso, Prado Center
- Daiso, San Gabriel
- Daiso, Temple City
- Mitsuwa Market Place, San Gabriel
- Nijiya, Puente Hills
- Tokyo Central, West Covina
- Tozai Foods Market
- Yama Seafood

San Fernando Valley Area

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

and more

Lighthouse Los Angeles *Ad Rates*

Size	Width	Height	1-2 times ~3 months	3-6 times ~3 months	7-12 times ~6 months	13-18 times ~9 months	19-25 times ~12 months	26 times year round
			Regular	10%off	20%off	30%off	40%off	50%off
Full page	8.75"	10.75"	\$2,600/Issue	\$2,340/Issue	\$2,080/Issue	\$1,820/Issue	\$1,560/Issue	\$1,300/Issue
2/3 page	8.75"	7.07"	\$1,950/Issue	\$1,755/Issue	\$1,560/Issue	\$1,365/Issue	\$1,170/Issue	\$975/Issue
1/2 page	8.75"	5.245"	\$1,560/Issue	\$1,404/Issue	\$1,248/Issue	\$1,092/Issue	\$936/Issue	\$780/Issue
1/3 page	8.75"	3.41"	\$1,170/Issue	\$1,053/Issue	\$936/Issue	\$819/Issue	\$702/Issue	\$585/Issue
1/6 page	4.25"	3.41"	\$624/Issue	\$561/Issue	\$499/Issue	\$436/Issue	\$374/Issue	\$312/Issue
1/12 page	2"	3.41"	\$338/Issue	\$305/Issue	\$271/Issue	\$237/Issue	\$203/Issue	\$169/Issue
Inside front cover	8.75"	10.75"	\$4,320/Issue	\$3,888/Issue	\$3,456/Issue	\$3,024/Issue	\$2,592/Issue	\$2,160/Issue
Inside back cover	8.75"	10.75"	\$3,888/Issue	\$3,499/Issue	\$3,110/Issue	\$2,721/Issue	\$2,332/Issue	\$1,944/Issue
Back Cover	8.75"	10.75"	\$5,184/Issue	\$4,665/Issue	\$4,147/Issue	\$3,628/Issue	\$3,110/Issue	\$2,592/Issue

Additional 20% will be charged for choosing the placement of your ad in the magazine.

Production Fee

Size	Width	Height	1C Price (new/change)	4C Price (new/change)
Full page (Regular)	8.75"	10.75"	\$350 / \$175	\$500 / \$200
1/2 page	8.75"	5.245"	\$300 / \$125	\$400 / \$150
1/3 page	8.75"	3.41"	\$250 / \$100	\$300 / \$100
1/6 page	4.25"	3.41"	\$150 / \$50	\$200 / \$80
1/12 page	2"	3.41"	\$100 / \$25	

※ The advertisement rate only includes the space charge, it does not include any production charges. We reserve the right to all our writings, designs, and graphics. Other fee may apply when using these in other mediums.

※ Cost of copy-writing, designing, and photography are included in the production fee.

※ The rate mentioned above may change without notice.

For further information call, contact

Lighthouse



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