

The best way to *Market to Japanese* in the Northwest.

The *most read*
Japanese
monthly 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 the Northwest to get their information in Japanese.

Our Core Columns:

- Bilingual & Global Education
- Featured Interviews with inspiring Japanese in the Northwest
- Trends in Washington and Oregon State
- Marketing
- Restaurant Reviews and Culinary Columns
- Local and Worldwide News
- Events and Entertainment

Lighthouse Magazine Seattle / Portland Edition

Circulation: 15,000 copies per month

Distribution: Over 180 locations around the Seattle and Portland Metro areas

Date of issue: 1st Tuesday of every month

Format: Magazine (W10" x H12")

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



Los Angeles Edition
Circulation:
50,000 copies
Bi-weekly



San Diego Edition
Circulation:
20,000 copies
Monthly



Hawaii Edition
Circulation:
20,000 copies
Bi-weekly



Our digital magazine and back numbers are available on:
www.youmaga.com/magazine/lighthouse_bn.php

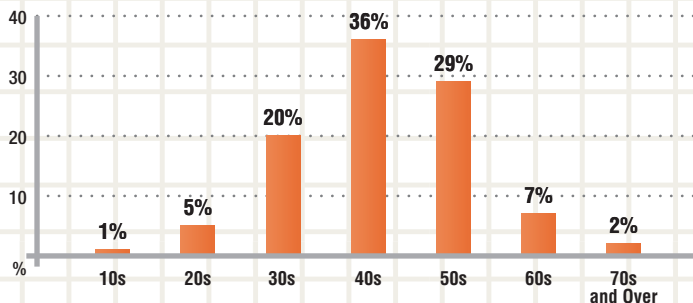
How we reach *our readers*:

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:

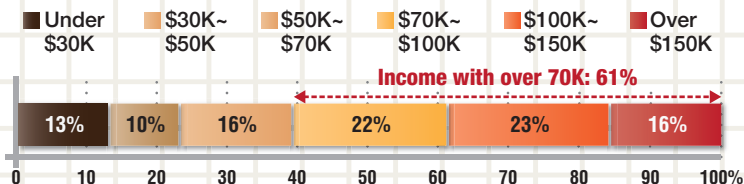
Age

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



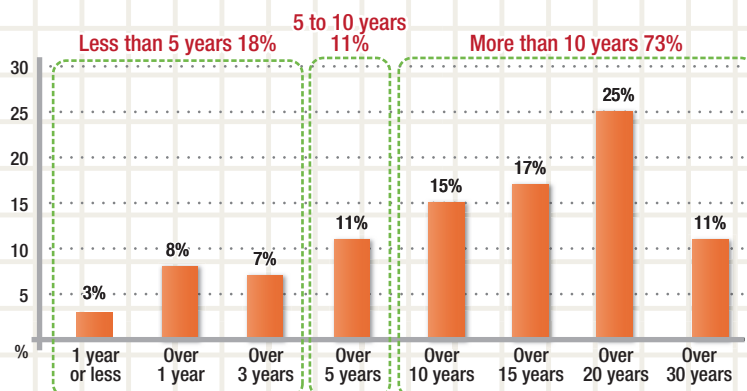
Income

Over 60% of our readers have a household income of more than \$70K with a high purchasing power.



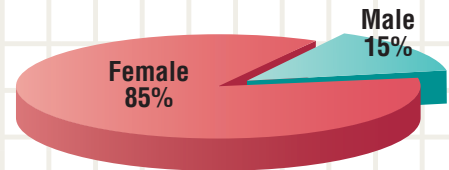
Residency Status

On average, a Japanese employee sent to a US branch works in America for 3 years. Therefore continuous marketing is essential for reaching new customers.

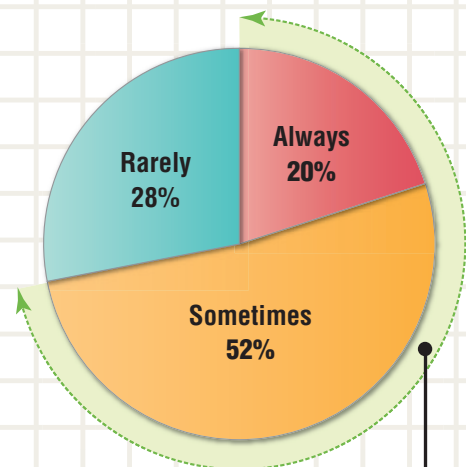


Gender

Mainly female readers but also offers articles aimed at male readers

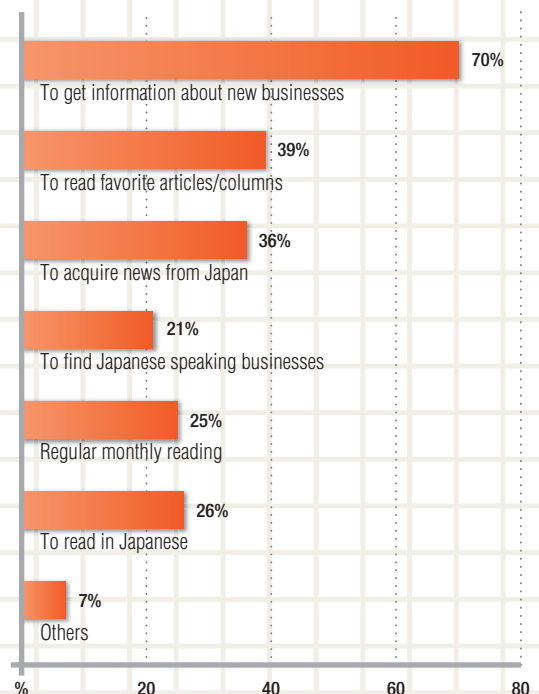


Do you save this Magazine for future reference?



72% save Lighthouse for future reference!

Our readers read Lighthouse Magazine,



Lighthouse Seattle / Portland *Ad Rates*

Size	Width	Height	1-2times Regular	3-5 times 10%off	6-8 times 20%off	9-11 times 30%off	12 times 50%off
Full Page	10"	12"	\$2,600/Month	\$2,340/Month	\$2,080/Month	\$1,820/Month	\$1,300/Month
2/3 Page	8.75"	7.07"	\$1,950/Month	\$1,755/Month	\$1,560/Month	\$1,365/Month	\$975/Month
1/2 Page	8.75"	5.245"	\$1,560/Month	\$1,404/Month	\$1,248/Month	\$1,092/Month	\$780/Month
1/3 Page	8.75"	3.41"	\$1,170/Month	\$1,053/Month	\$936/Month	\$819/Month	\$585/Month
1/6 Page	4.25"	3.41"	\$780/Month	\$702/Month	\$624/Month	\$546/Month	\$390/Month
1/12 Page	2"	3.41"	\$468/Month	\$421/Month	\$374/Month	\$328/Month	\$234/Month
Inside Front Cover	8.75"	10.75"	\$3,380/Month	\$3,042/Month	\$2,704/Month	\$2,366/Month	\$1,690/Month
Inside Back Cover	8.75"	10.75"	\$3,380/Month	\$3,042/Month	\$2,704/Month	\$2,366/Month	\$1,690/Month
Back Cover	8.75"	10.75"	\$3,900/Month	\$3,510/Month	\$3,120/Month	\$2,730/Month	\$1,950/Month

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

Production Fee

Size	Width	Height	4C Price (new/change)
Full page (Regular)	10"	12"	\$500 / \$200
1/2 page	8.75"	5.245"	\$400 / \$150
1/3 page	8.75"	3.41"	\$300 / \$100
1/6 page	4.25"	3.41"	\$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.

Distribution Points OVER 180 LOCATIONS!

The following locations are just a few of our distribution points. To find distribution points at Japanese restaurants and others, visit YOUmaga.com.

Washington

Seattle area

Consulate-General of Japan at Seattle
Daiso: Chinatown
HT Oaktree Market
Kinokuniya Bookstore
(in Uwajimaya Seattle)
Kizuki: Northgate
Maruta Shouten

Bellevue & Redmond area

Asian Family Market
Daiso: Bellevue
Ginga Wireless
Ginza Japanese Restaurant
I love Sushi: Lake Bellevue

Izumi Restaurant

Kizuki Ramen: Bellevue
Media Park

Shoreline & Lynnwood area

Central Market: Mill Creek
Central Market: Shoreline
Daiso: Lynnwood
H Mart: Lynnwood

Federal Way, Tacoma area, etc.

Arlang Market: Olympia
Boo Han Market
Central Market: Poulsbo
Daiso: Commons
Daiso: South Center
H Mart: Tacoma

Oregon

Portland area

Consulate-General of Japan at Portland
Koji Osakaya: Lloyd Place

Beaverton area

Ikenohana
Kinokuniya Bookstore
Ramen Ryoma
Yuzu

Other areas

Fubonn
H Mart: Tigard
Maki Japanese Restaurant
Sho
Syun Izakaya

Check out our website for other locations:

Seattle: www.youmaga.com/magazine/distribution_01.php
Portland: <http://www.youmaga.com/portland/magazine/>

Lighthouse



For further information call or contact 206-624-5777 or sales_info@us-lighthouse.com