

JETRO SENSOR  
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# JETRO

Japan External Trade Organization

5 Oct 2007

Dear Sirs & Madam

Ref. Advertising for our monthly magazine "JETRO SENSOR"

Please let us to inform you about our advertising CAMPAGINE for "JETRO SENSOR".

*JETRO SENSOR*, a monthly international business information magazine targeting Japanese business people, has been our leading medium for publicizing JETRO surveys and reports for over 50 years.

Magazine subscribers include JETRO members (approximately 4,000 trade-related companies) and numerous public sector decision makers involved in international trade and investment. *JETRO SENSOR* is an effective medium for promoting events, attracting business and for building name or brand recognition in the Japanese business community.

We are currently running special discount 10% off for first 10 advertisers.  
(Terms of the campaign is to 30<sup>th</sup> Oct)

Please contact us for further information to take this advantage. We will send a media pack of JETRO SENSOR on request.

Kind regards,

Hiro MIYASHITA  
Overseas Research Department  
JETRO

Japan External Trade Organization (JETRO)

Overseas Research Department

Ark Mori Building, 6F 12-32, Akasaka 1-chome, Minato-ku, Tokyo 107-6006  
Tel: +81-3-3582-3518 Fax: +81-3-3587-2485 Website: [www.jetro.go.jp](http://www.jetro.go.jp)

## Now Inviting Advertisers for JETRO News Mediums

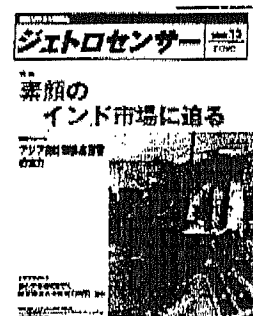
### “Special AD Campaign to 30<sup>th</sup>Oct”

JETRO is now welcoming advertisers for "JETRO SENSOR", our popular monthly publication that reaches key Japanese business circles. Reserve ad space by July 30th, 2007 and you will be entitled to have a FREE center banner ad (worth 29,400 yen) in our weekly e-mail news magazine, "World Info Train News Station", which has over 20,000 subscribers and 10% off of advertisement rates. Space is limited, so we encourage you to apply soon. Please see below for details.

#### 1. JETRO SENSOR

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- Subject issues: Sep 2007 - April 2008
- Size: A4/80 pages
- Price: 987 yen (incl. tax)
- Annual subscription cost (12 issues): 11,340 yen (incl. tax + postage)
- Sold at: major bookshops, government publication service centers
- One view at:
  - Business class lounges at major Japanese airports
    - Narita (Tokyo International),
    - Kansai (Osaka International), Itami(Osaka Domestic)
    - Chubu(Nagoya), Sendai,Komatsu, Hiroshima, Fukuoka
  - The Japan Airlines (JAL) "Sakura Business Lounge"
  - Regional chambers of commerce and JETRO's 36 domestic offices
  - The Organization for Small and Medium Enterprises and Regional Innovation, Japan (SMRJ) and its regional offices
  - Hotels, golf course clubhouses
- Target audience: 57.6% of readers are decision makers in trade and investment companies.



(Sample)