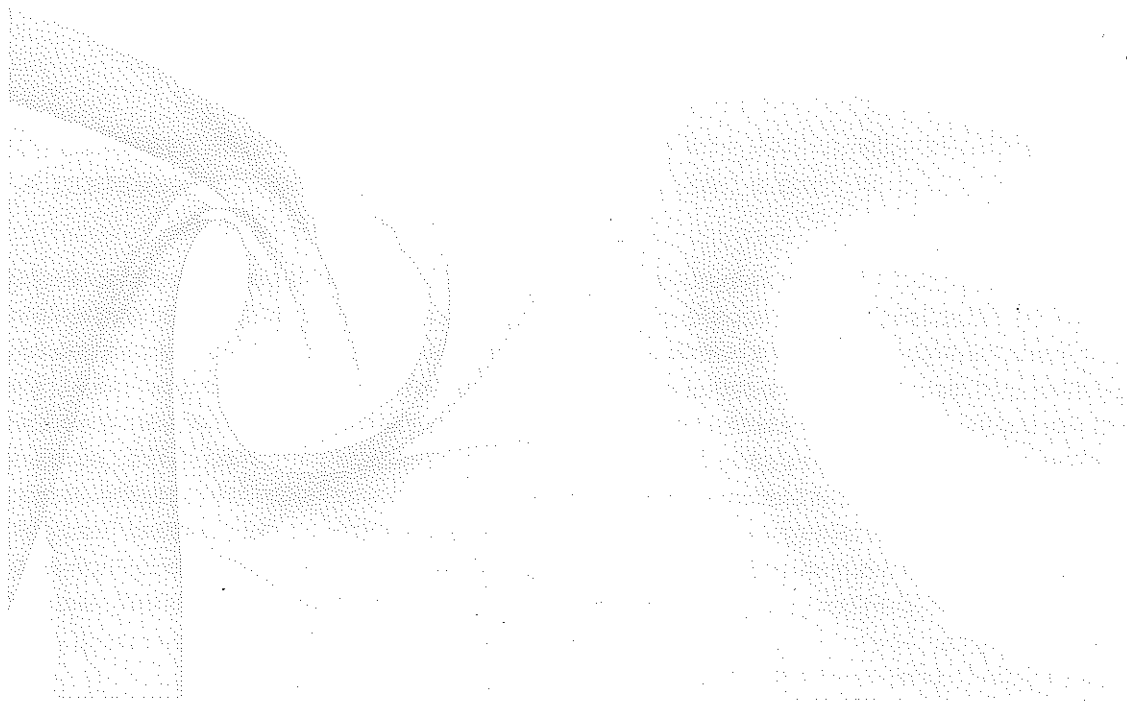


The SENKEN SHIMBUN

Daily Fashion Trade Newspaper



Media Guide



SENKEN SHIMBUN Co.,Ltd.

Continuing to give an impact on the industry.

Catching the trends of browsing wind on the streets

An era in which nobody can read the future...

The key concepts that of the era hidden in the world of fashion.

The Senken Shimbun is a special newspaper of fashion business publication that provides an in-depth insight into a wide range of information from domestic and international fashion and business to people, trade and style at work.

Readers of Senken Shimbun are regard reading to catch business opportunities. Senken Shimbun gives you next market in fashion business.

A wide range of a tabloid newspaper

The color tabloid regularly included within the Senken Shimbun. It's provide visual information on trends and fashion to readers.



A powerful media with giving influence to the fashion market

1.

History of SENKEN.

Through over half a century of media publishing activities from the establishment of our predecessor [The Japan Institute of fiber economic] Untill today, the Senken Shimbun has continued to focus on developing the textile and fashion industry and providing information to those involved in it. The history of press coverage has always been inextricably linked to the development of this industry through history. The same could also be said of the evolution of Japan's industrial culture and Japanese lifestyles.

The textile and fashion business in Japan continues to change and evolve on a daily basis. The Senken Shimbun is highly sensitive to such changes in the market and the industry and foresees coming trends, which we then report and put forward to our readers.

2.

Delivered to the doors of readers of whole country at every morning. A circulation of 200,000.

The Senken Shimbun is one of a few number of specialist daily newspapers, and delivered to readers' homes and office every morning from Asahi Shimbun sales anchor (ASA). Over half of our readers are individual who read the Senken Shimbun every morning in their home or in the commuter train. On average, the paper consists of 12 large (size-blanket) pages. The Senken Shimbun boasts a particularly high level of recognition as a national quality paper for the fashion business.

3.

Full coverage of all information on the textile and fashion and related industries.

Covering everything from chemical fiber, woven, knitted fabric, producing areas or trade companies, wholesalers and retailers. The textile and fashion industry is enormous. It is also supported by a diverse range of related fields, including distribution and data systems and information services. The Senken Shimbun provides to readers with the latest business information. We also make every effort to publish suggestions, series of articles and explanations with a firm focus on the business of tomorrow.

4.

The top media for trade advertising and industry advertising.

The Senken Shimbun is highly regarded as an effective advertising media. Trade and industry advertisements in a paper such as the Senken Shimbun, which always has its finger on the pulse of industry and consumer trends whilst also providing reports and advice at the earliest opportunity, are extremely effective in terms of motivating readers involved in the industry to buy or introduce the items advertised. Also using our recruitment advertisements too.

To everyone involved in the textile and fashion business.

The Senken Shimbun's core readership is made up of everyone involved in the textile and fashion industry, retail. It is also read by working people in a related fields, including the information industry, services, distribution related fields, finance and government. And we have readers of every level, from top management through to business leaders. Also we have built up a global readership, It's Japan to other countries all over the world.

Distribution of readers according to industry

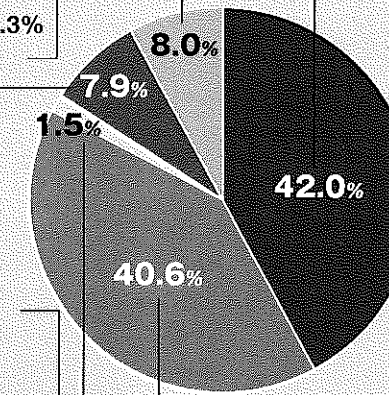
200,000 circulation. A wide ranging readership are covering every related industry.

Manufacturers and wholesalers of kimonos, interior design products, beds and bedding, fashion goods, shoes, etc.

Schools, colleges and related industries, information services, distribution, real estate, store development, store design and display, data systems, etc.

- Kimono wholesalers, production areas, etc. ...3.7%
- Lifestyle items, bedding, interior design, fashion goods, shoes, etc.4.3%

Trade Companies, Synthetic Fiber companies, manufacturers of spinning, textile material processing and production areas



Apparel manufacturers and related wholesalers

- Ladies apparel, ladies DC (designer and character) import related, etc.30%
- Men's, sports and casual apparel and jeans manufacturers, importers, licensed business, etc.12%

Fashion retail

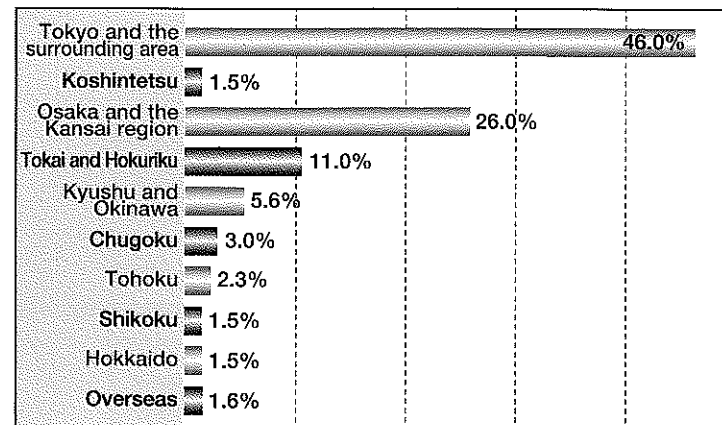
- Volume retailers2.8%
- Department stores and shopping centers4.0%
- Select shops, specialist ladies' clothes stores ...19.6%
- Men's, sports and casual clothing and jeans9.0%
- Kimono related0.4%
- Fashion goods, shoes1.0%
- Mail order, other3.8%

Distribution of readers according to area

The Senken Shimbun has a global readership including readers in Japan and all over the world.

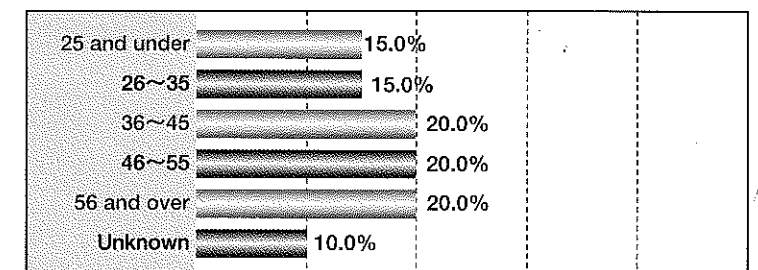
Although focused primarily around the Tokyo and Kansai areas, the Senken Shimbun has wide coverage with readers in all of the major areas throughout Japan.

It is also read by Japanese and foreign nationals alike working in areas such as Europe, China, South Korea, Southeast Asia and the United States.



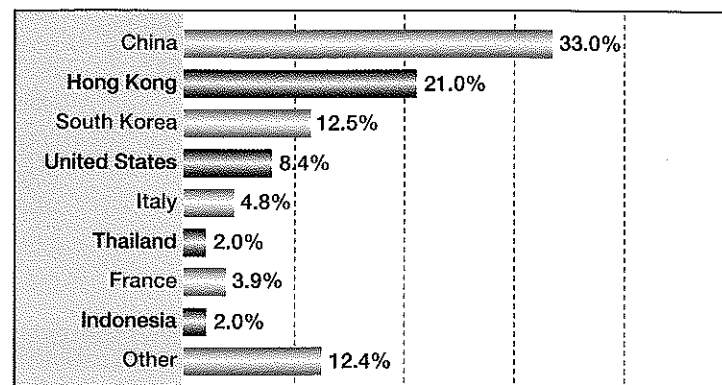
Distribution of readers according to age

We provide useful information for everyone, from the generation that leads and drives business forward to the generation working on the front.



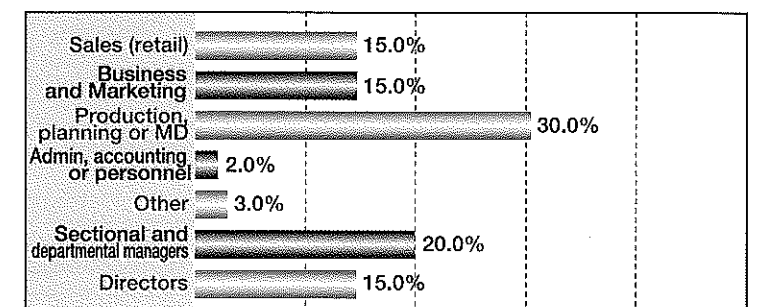
Distribution of readers in major overseas countries

In 2003 we opened a branch office in Shanghai. We get international news quickly.



Distribution of readers according to occupation and position

Our key readers are people involved in each and every part of the process from production to sales.



NEWS PAPER LAYOUT

Pages with vast quantities of information are published every day.

The Senken Shimbun supports all of its readers by information from a different angles.

※Advertisements used here are fictional.

General news page



Page.1 (color)

General news page analyzing the world of fashion business from every possible angle, including the added attraction of diverse series of articles

Trade pages



Page.2~3

Making full use of the two-page spread to report on trends and structural changes in the and apparel, fashion retail trade by various angles

Materials, manufacturing and companies page



Page.4

Keeping track of corporate information and management and product information covering the likes of raw cotton, textiles, peripheral materials, production areas and the manufacturing industry

General news page



Page.5

Composed mainly of brief articles outlining essential information that readers will not want to miss, including corporate personnel, accounting reports, bankruptcies and important announcements

Special feature page



Page.6~9

Product, industry and theme specific in-depth feature articles that provide a straight forward overview of topics to enhance readers' understanding

Monday: Area trade
 Tuesday: FB Proposals and The Journalist's Viewpoint
 Wednesday: Senken Classroom
 Thursday: One Hour With...
 Friday: Data File
 Saturday: Overseas (every week), Culture (1st Saturday), China Information (2nd and 4th Saturdays), Specialist Stores (3rd and 5th Saturdays)

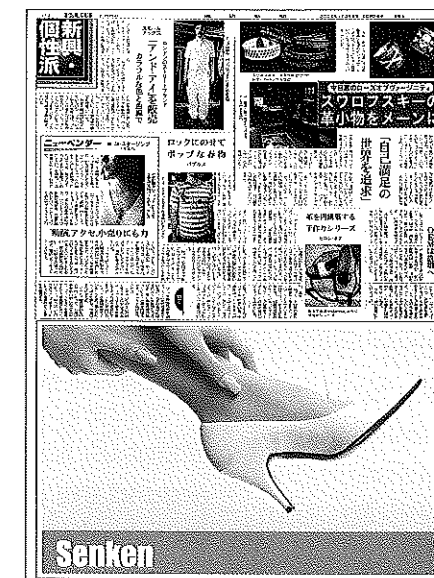
Product information page



Page.10

Providing direct product information, including information from the worlds of retail and wholesale; from which products are selling well to which products look set to take off
 Wide coverage enables more articles on products from the shop floor and direct from companies

New and Individual Talent etc.



Page.11

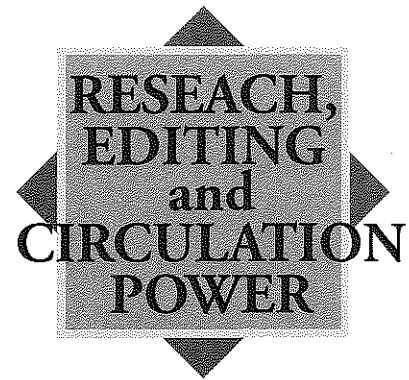
New and Individual Talent feature (Monday to Friday), capturing changes in the market

Fashion products page



Page.12 (color)

Packed full of product information, from collections to what's hot on the street and in stores
 Including a whole range of color photos



The Senken Shimbun's collective strengths make the fullness paper and brings to your home or office every morning.

A powerful overseas cover team

In addition to our Shanghai office, we also have correspondents and photographers stationed in nine cities around the world, including Paris, Milan, London and New York, and send out around 100 journalists a year on overseas research.

We have a team of outside experts vastly superior to any other paper

The Senken Shimbun has a team of approximately 100 regular outside contributors. We bring together a large number of opinion leaders working at the cutting edge of the fashion business in Japan and around the world, including researchers, critics and businessmen and women, to give our readers highly useful, influential information. We also continue to reinforce our ties and cooperation with domestic and international research organizations.

Printing in Tokyo and Osaka

To enable us to get the news to our readers across a wide area throughout the country as quickly as possible, we print the Senken Shimbun simultaneously at two locations in Tokyo and Osaka. We quickly edit and print the many articles that are sent to us from every corner of the world and produce a paper copy at our Tokyo headquarters.

A distribution network covering 6,000 locations

The Senken Shimbun is delivered safely to readers every morning by Asahi Shimbun sales anchor in 6,000 locations around the country. With Asahi Shimbun on board as a partner newspaper, this revolutionary home delivery system for a specialist publication enables us to offer our readers great convenience unlike any other.

To any company and people thinking about insert an advertisement in the Senken Shimbun. The market covered by Senken Shimbun

A massive market with estimated spending totaling '20 trillion and workforce of 4 million people

You could say that people live fashion. And it is true; fashion is not just clothing and the latest styles. Fashion is expanding to include a fundamental principle that represents the way that people live and includes their lifestyles and ideas. Each and every consumer wants to assert their commitment to their own outlook and way of life through products and everyday items. And it is their everyday fashion that enables them to do so. Now that consumer behavior has matured and committed and self-satisfying consumption have become the norm, the fashion market is generating new categories of business and models (business schemes)

in response to this focus on consumption and is continuing to thrive and develop dynamically. Through developments such as different industries coming together and the development of a 21st century lifestyle industry, the size of the fashion related business market is continuing to expand considerably. The Senken Shimbun has full coverage of this enormous market, which employs 4 million workers and brings in consumer spending estimated at up to 120 trillion, and can offer tremendous business opportunities in terms of marketing activities to any company placing an advertisement with us.

The Senken Shimbun's media track record

Total volume of inserted advertisements in one year:
16,718 cols. Of 1,179 companies

Advertisers from a diverse range of 60 different industries

70% of our readers read advertisements

Multipurpose advertisements, including sales promotion, recruitment, corporate advertising, image advertising and publicity

ADVERTISING RATES

UNDER COLUMN

① BLACK AND WHITE BASIC RATES

Front page [5cols.only]	650,000Yen
Last page [5cols.only]	600,000Yen
Ex: 1cols. [other page]	98,000Yen
2cols. [other page]	196,000Yen
2cols half. [other page]	98,000Yen
3cols. [other page]	294,000Yen
5cols. [other page]	490,000Yen
5cols half. [other page]	245,000Yen
7cols. [other page]	686,000Yen
10cols. [other page]	980,000Yen
15cols. [other page]	1,470,000Yen
30cols. [2full page/centerless]	3,140,000Yen

② 2 COLORS (BLACK PLUS ONE COLOR)

1cols. [other page]	455,000Yen
2cols. [other page]	553,000Yen
2cols half. [other page]	455,000Yen
3cols. [other page]	651,000Yen
5cols. [other page]	847,000Yen
5cols half. [other page]	602,000Yen
7cols. [other page]	1,043,000Yen
10cols. [other page]	1,386,000Yen
15cols. [other page]	1,876,000Yen
30cols. [2full page/centerless]	3,952,000Yen

③ 4 COLORS

Front page [5cols.only]	1,160,000Yen
Last page [5cols.only]	1,110,000Yen
Ex: 2cols. [other page]	706,000Yen
2cols half. [other page]	608,000Yen
3cols. [other page]	804,000Yen
5cols. [other page]	1,000,000Yen
5cols half. [other page]	755,000Yen
7cols. [other page]	1,196,000Yen
10cols. [other page]	1,560,000Yen
15cols. [other page]	2,050,000Yen
30cols. [2full page/centerless]	4,300,000Yen

AD DRAFT SIZE

(Black&White, 2colours, 4colours)

	Depth	Width
1cols. [other page]	33mm	385mm
2cols. [other page]	69mm	385mm
2cols half. [other page]	69mm	192mm
3cols. [other page]	105mm	385mm
5cols. [other page]	175mm	385mm
5cols half. [other page]	175mm	190mm
7cols. [other page]	248mm	385mm
10cols. [other page]	355mm	385mm
15cols. [other page]	534mm	385mm
30cols. [2full page/centerless] DATE	534mm	793mm
30cols. [2full page/centerless] FILM	514mm	787mm

UNIT SPACE AD

(Black&White)

Unit (Depth/mmXWidth/mm)	Front page	Other pages
Dog ear (69X34)	119,000Yen	—
Island (33X66)	65,000Yen	45,000Yen
Island (33X33)	45,000Yen	33,000Yen
Side box (69X63)	90,000Yen	70,000Yen

DEADLINE of the advertising draft

Black & White

.....3days prior to the insertion date

2colours [Black plus 1 colour]

.....5days prior to the insertion date

4colours

.....7days prior to insertion date

※Draft form

Negafilm & a printing paper, data (MO etc...)

Agent commission 15%

PAYMENT

●We will send the account after the insertion of your AD. Please transfer the amount to our bank by Japanese Yen.

BANK : MITSUI SUMITOMO BANK LTD,
Nihonbasi Main office.
CURRENT ACCOUNT
No.1025933

SENKEN-SHIMBUN Co.,Ltd.

31-4, Nihonbashi Hakozaiki-cho, Chuo-ku,
Tokyo 103-0015
Telephone: (03) 3664-2311
Fax: (03) 3667-9510

The History of The Senken Shimbun

July 1948	Establishment of the The Japan Fabric and Economy Research Institute (the precursor to Senken Shimbun Co., Ltd.)
March 1950	Launch of Senken Market Flash News
February 1956	Founding of Senken Shimbun Co., Ltd.
April 1959	Change of name for the newspaper to The Senken Shimbun for Issue 2776 and thereafter
April 1963	Start of the partnership with Asahi Shimbun for printing, shipping and delivery
July 1965	Launch of ki-mono as a quarterly magazine
August 1970	Start of home delivery service through Asahi Shimbun sales agents around Japan
December 1972	Establishment of The Senken Synthetic Fabric Award
July 1978	Establishment of The Senken Award
September 1982	Establishment of The Department Store Buyers' Award
July 1983	Establishment of The Senken Trade Advertisement Award
October 1985	Establishment of Senken Fashion Business Panel
January 1997	Establishment of the Website
July 1998	SENKEN 50th anniversary
February 1999	Establishment of The Best Developer Award and the Best Tenant Award
February 1999	Launch of SENKEN h
July 1999	15,000th issue celebrations
January 2000	The first International Fashion Fair (IFF) held
December 2000	Launch of SENKEN FB2001, a brand guide
May 2002	Issue of "Monthly Senken Shimbun CD-ROM"
March 2003	Establishment of Shanghai Branch office
July 2003	Celebrations for the 55th anniversary since the foundation
July 2003	The first Fashion-Produce Business Fair (f-produce) held.

Corporate Profile

President: Mr. Toshiei Shimada

Start of operations: July 20, 1948

Founded: February 11, 1956

Number of employees: 200 (as of April 1, 2005)



SENKEN SHIMBUN Co.,Ltd.

- Head Office** 31-4, Nihonbashi Hakozaki-cho, Chuo-ku, Tokyo 103-0015
Telephone: (03) 3639-8030 Fax: (03) 3639-8031
- Osaka Branch** 2-7, 2-chome Honmachi, Chuo-ku, Osaka-shi, Osaka 541-0053
Telephone: (06) 6264-7200 Fax: (06) 6264-7107
- Nagoya Branch** 10-32, 1-chome Sakae, Naka-ku, Nagoya, Aichi 460-0008
Telephone: (052) 231-2600 Fax: (052) 231-5886
- Kyoto Branch** 3F Grand Forme, 216 Takamiyamachi, Miike-dori Takakura-nishi-hairu,
Nakakyo-ku, Kyoto-shi, Kyoto 604-0835
Telephone: (075) 221-2640 Fax: (075) 221-2965
- Kyushu Branch office**
10-17, 1-chome Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka 810-0001
Telephone: (092) 761-6131 Fax: (092) 761-6133
- Shanghai Branch office** Hotel Equatorial Shanghai Office Building Room 409, 65 Yanan Road
(West), Shanghai 200040, People's Republic of China
Telephone: 010-86- (0) 21-6249-8300 Fax: 010-86- (0) 21-6249-8399
- Senken Fashion Business Consulting, Shanghai**
Hotel Equatorial Shanghai Office Building Room 410, 65 Yanan Road
(West), Shanghai 200040, People's Republic of China
Telephone: 010-86- (0) 21-6249-6601 Fax: 010-86- (0) 21-6249-6630
- Overseas Correspondents Network**
Paris, Madrid, Milan, London, New York, San Francisco and Seoul