

POWDERLIFE MEDIA KIT 2009/10
パウダーライフメディアキット 2009/10



Eight issues, every two weeks over winter

Distributed absolutely everywhere in Niseko

Including transfers and accommodation

And it's all online for worldwide exposure

Niseko's powder lifestyle magazine every two weeks
ニセコウィークリー パウダーライフスタイル マガジン

www.powderlife.com

COMPANY NAME 会社名
Niseko Media K.K.

START DATE 創業
August 2008 2008年8月

PRESIDENT 代表者
Bevan Colless ベパン コレス

CAPITAL 資本金
¥10,000,000
1,000万円

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WHAT ADVERTISERS/READERS SAY
広告主と読者の声

“In these times of ever-increasing marketing channels the internet seems to dominate budgets but we found our highest exposure and results came from consistent, high-quality print media. Repetition coupled with an interesting read drives our brand, reinforces awareness and delivers results. *Powderlife* will continue to form an integral component of our 2010 platform.”

Jonathan Martin, Nisade Chairman

“Can we please have more of the *Powderlife* magazines – they’ve proved very popular and it’s important that we have the magazine in the hotel.”

Paul Haggart, Green Leaf Hotel Director of Lodging

“Paddy McGinty’s advertised successfully with *Powderlife* during the 2008/2009 winter. It was our first season for the pub and many customers mentioned they saw us in *Powderlife*. It’s my view that *Powderlife* magazine and web page are an excellent way to reach potential customers for Niseko local products and services during winter. I certainly will be advertising with *Powderlife* again this coming winter.”

Roger Donazzan, Paddy McGinty’s Irish Pub Owner

“*Powderlife* is the only media that attracts the eyeballs of every visitor and local resident in Niseko. Its quality editorial and photographic content make it an excellent match for our brand.”

James Gallagher, Former Hokkaido Tracks Resort Properties Sales and Marketing Manager

“*Powderlife* has already established a unique place in the Niseko tourist landscape and is considered a ‘must read’ for Niseko visitors and locals. We’ve seen a strong response to our ads within the magazine and as a result, *Powderlife* will continue to form part of our media strategy.”

Tess Stomski, Niseko Cuisine Managing Director

“I’ve only just arrived in Niseko for my first Hokkaido winter and the first thing I picked up was a copy of *Powderlife*. Although it was an old issue I was very impressed by the pages of useful and interesting info, and even more so by Powderlife.com.”

Tim Myers, Dynastar International Ski Pro

“Hi, please let me know where I can get your magazine in Singapore. Thanks!”

Erdina Oudang, Barclays Asia

“I read *Powderlife* and I am interesting in your magazine so much... it is a good souvenir of Hokkaido because I love Niseko and Hokkaido! Thanks to this magazine, I hope that foreign people can know detail information about not only Niseko, but also Hokkaido and Japan.”

Eisuke Ohashi, Sapporo

“We were just in Niseko and are interested in returning and maybe buying some property. Could we please subscribe to your wonderful magazine?”

Peter Kesa, Australia

MAGAZINE DATA 出版情報

Distribution	5000 magazines per issue // 8 issues // 40,000 per season
Circulation	10,000+ per issue // 80,000+ per season
Pass around rate	2 - 5 people per magazine We base this estimate on the fact that most people ski and stay in Niseko in groups. Magazines are left in cafés and restaurants around Niseko and are collected and kept by accommodation houses for future guests. We also receive plenty of feedback that <i>Powderlife</i> becomes a souvenir and is taken back to visitors' home countries and shown to friends and family to illustrate their holiday.
Exposure	An estimated 90% of international visitors to Niseko will see a copy of <i>Powderlife</i> . We base this estimate on evidence from interviewing visitors on the ground in Niseko in winter, and our comprehensive and targeted distribution strategy with which we achieve blanket coverage of Niseko.
Price	Free, ensuring maximum exposure
Number of pages	32 - 64 pages
Language	English with some Japanese
Target audience	International holidaymakers, investors, business travellers, local residents, seasonal workers
Design specifications	Full design manual at www.powderlife.com/design
Ad artwork due date	21 days before publishing date.
Earlybird discount	Deadline September 10 // see page 6 for details
Ad sales close	October 31 is the last day to book full season ads
General inquiries	info@powderlife.com
Advertising inquiries	sales@powderlife.com

DISTRIBUTION POINTS

配布先

Accommodation and Travel Operators

Provided to all customers of Hilton Niseko Village, Hokkaido Tracks, Niseko Management Service, Niseko Ground Service, West Canada Homes/The Niseko Company, Nisade, Hokkaido Travel, Niseko Powder Holidays, Outdoor Travel Japan, Annupuri Village, Skybus and more

Hirafu

The Welcome Centre, Seicomart, Lawson, Deep Powder Tours, Hokkaido Tracks, Landmark View, Niseko Park Hotel, Kogen Hotel, Alpen Hotel, Hirafutei Prince Hotel, Gondola Chalets, Hirafu Gondola Onigiri Café, J-Sekka, Sekka Deli Landmark View, Gentem Café, Wild Bill's, Bang Bang, Niseko Physio, A Bu Cha, Senchou 1 & 2, Gentemstick Retail Store, Captain Hirafu, Fusion/Demo, JoJo's Café / NAC, Rhythm and Beats, Java Bar and Café, Niseko Massage, Dragon Wine Bar and Restaurant, Splash, The Brick, Gyu+ Bar ("Fridge Door Bar"), Barunba, The Red Bar and Curry House, Java Bar and Cafe, Full Note & many more

Niseko Village / Higashiyama

Hilton Niseko Village, Niseko Village Ski Shop, Black Diamond Lodge

Annupuri

Nikko Hotel, Mokumoku-tei BBQ, Nook Annupuri, Annupuri Village

Hanazono

Hanazono 308, Freedom Inn

Kutchan

Tourist Information Centre, Loaf Lounge, Shunsai Restaurant, Café Kaku, Namichanchi and more

Moiwa

Kanronomori Hotel, Niseko Grand Hotel

OUTSIDE NISEKO

Tokyo

National Azabu Supermarket, Nissin International Supermarket, Paddy Foley's Roppongi, Legends Sports Bar Roppongi, Hiro-o International Clinic, Khaosan Backpackers Asakusa, Sin Den Shibuya, Las Chicas Aoyama, Gold Hair Salon Azabu Juban, Boudoir Day Spa Shibuya

Sapporo

Sapporo Tourist Information Centre, Sapporo Station Visitor Information Centre, TK6 Café and Bar

Hakuba

The Powderhouse, The Phoenix Hotel

Osaka

Montom Works Mt. Café

OUTSIDE JAPAN

We receive plenty of feedback that *Powderlife* gets taken back to visitor's home countries as a souvenir and shown to friends and family to illustrate their holiday.

Separate to winter season advertising, we publish a special promotional issue every season for ski expos in Niseko's key international markets over the summer - Australia, Hong Kong, Singapore, UK.

DISTRIBUTION 配布について

Thanks to our comprehensive and targeted distribution strategy we achieve blanket coverage of Niseko, and estimate 90% of international visitors will see a copy of *Powderlife*.

The magazines are placed at every major and minor distribution point in Niseko, and we have gained unique access to distribution channels that other magazines and pamphlets can't utilise. We save you the time and energy of trying to organise such comprehensive exposure for your business.

We have three levels of distribution to ensure visitors can't miss it:

ARRIVAL

Powderlife is provided in airport transfers with Skybus who services Hokkaido Tracks, Travelplan, Value Tours, Nisade, Harmony Resorts, Holiday Niseko, Niseko Powder Holidays, Niseko Resorts Group, Ski Japan, The Niseko Company.

The magazine is then displayed prominently with its own stand at the Welcome Centre when buses arrive and people are awaiting pick up.

ACCOMMODATION

For those who missed it on the way in, *Powderlife* is provided in accommodation across Niseko when people check in and want to start learning about what they can do on their holiday.

The magazine is provided in every room at check in for properties managed by:

Hilton Niseko Village, Hokkaido Tracks, The Niseko Company, Niseko Management Service, Nisade, Hokkaido Travel, Niseko Powder Holidays, Outdoor Travel Japan, Annupuri Village, and dozens of pensions across Niseko.

ALL OVER NISEKO

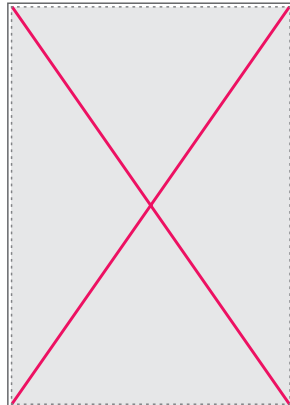
Powderlife is available for pick up at all the most popular cafés, restaurants, bars, shops and businesses all over Niseko, so people see it wherever they go.

FULL PAGE
w210mm x h297mm

Full page Colour Ad
フルページカラー広告

Rate based on number of issues

1-2x	3-4x
¥158,000	¥142,000
5-6x	7-8x
¥118 / ¥105	¥95,000



Number of issues booked	Rate based on number of issues booked	Total cost
1	158,000	158,000
2	158,000	316,000
3	142,000	426,000
4	142,000	568,000
5	118,000	590,000
6	105,000	630,000
7	95,000	665,000
8	95,000	760,000

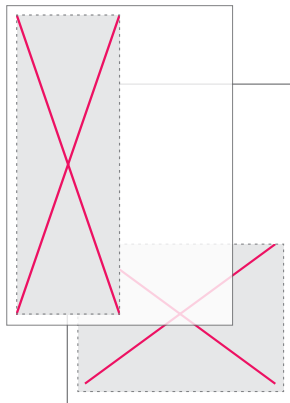
Rates quoted above are subject to 5% consumption tax. Rates are current at time of print, and are subject to change without notice.

1/2 PAGE
V: w93mm x h276mm
H: w190mm x h135mm

Half-page Colour Ad
半ページカラー広告

Rate based on number of issues

1-2x	3-4x
¥88,000	¥79,000
5-6x	7-8x
¥66,000/¥59,000	¥53,000



Number of issues booked	Rate based on number of issues booked	Total cost
1	88,000	88,000
2	88,000	176,000
3	79,000	237,000
4	79,000	316,000
5	66,000	330,000
6	59,000	354,000
7	53,000	371,000
8	53,000	424,000

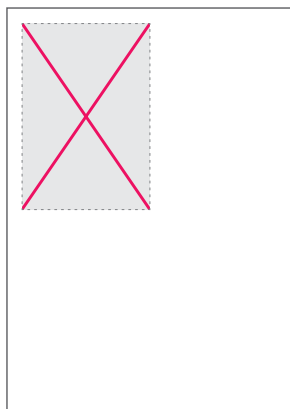
Rates quoted above are subject to 5% consumption tax. Rates are current at time of print, and are subject to change without notice.

1/4 PAGE
w93mm x h135mm

Quarter-page Colour Ad
1/4ページカラー広告

Rate based on number of issues

1-2x	3-4x
¥45,000	¥40,000
5-6x	7-8x
¥34,000/¥30,000	¥27,000



Number of issues booked	Rate based on number of issues booked	Total cost
1	45,000	45,000
2	45,000	90,000
3	40,000	120,000
4	40,000	160,000
5	34,000	170,000
6	30,000	180,000
7	27,000	189,000
8	27,000	216,000

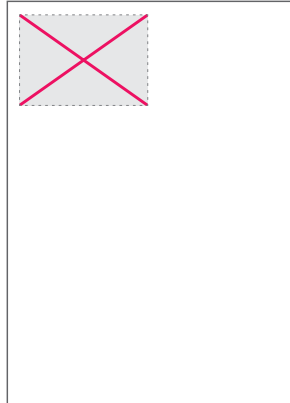
Rates quoted above are subject to 5% consumption tax. Rates are current at time of print, and are subject to change without notice.

1/8 PAGE
w93mm x h65mm

Eighth-page Colour Ad
1/8ページカラー広告

Rate based on number of issues

1-2x	3-4x
¥24,000	¥21,000
5-6x	7-8x
¥18,000/¥15,500	¥14,000



Number of issues booked	Rate based on number of issues booked	Total cost
1	24,000	24,000
2	24,000	48,000
3	21,000	63,000
4	21,000	84,000
5	18,000	90,000
6	15,500	93,000
7	14,000	98,000
8	14,000	112,000

Rates quoted above are subject to 5% consumption tax. Rates are current at time of print, and are subject to change without notice.

1/16 PAGE
w93mm x h30mm

Sixteenth-page Colour Ad
1/16ページカラー広告

Rate based on number of issues

1-2x	3-4x
¥12,000	¥11,000
5-6x	7-8x
¥9,000/¥7,800	¥7,000



Number of issues booked	Rate based on number of issues booked	Total cost
1	12,000	12,000
2	12,000	24,000
3	11,000	33,000
4	11,000	44,000
5	9,000	45,000
6	7,800	46,800
7	7,000	49,000
8	7,000	56,000

Rates quoted above are subject to 5% consumption tax. Rates are current at time of print, and are subject to change without notice.

PHONE DIRECTORY
電話帳リスト

Value listing >

Free listing >

Deluxe listing >

Jam Café Bar
ジャム (カフェバー)
23 0700 [MAP D2]

Japanese Kitchen Bouken
冒険家族
23 3759

Java Bar and Café
ジャバ バー&カフェ
090 2871 6781 [MAP D3]



JoJo's Café and Bar
ジョジョズ (カフェ&バー)
23 2093 [MAP E3]

Try our 13 cm Original
Burger, potato gnocchi and
fries from local potatoes.

Jyuu Okonomiyaki
じゅう
44 2336 [Higashiyama]

Number of issues booked	Rate per issue Value / Deluxe	Total cost
8	1,250 / 3,625	10,000/29,000

Rates quoted above are subject to 5% consumption tax. Rates are current at time of print, and are subject to change without notice.