

# THE CANADIAN



Join the Canadian Chamber of Commerce in Japan (CCCJ) in commemorating 150 years of the Canadian Confederation (Confédération Canadienne)!

*The Canadian* is the official quarterly magazine of the Canadian Chamber of Commerce in Japan, bringing CCCJ members and business partners together, and delivering the latest news, views and insights into doing business in Japan.

## CONTENT

To be released in June 2017, this newly-designed special edition will commemorate 150 years of the Canadian Confederation and will feature a special message from the Ambassador of Canada to Japan, Ian Burney. There will also be an overview of Canada's rich and diverse 150-year history, updates on trade and business, insightful interviews with Canadian executives doing business in Japan, features on education and sports, and much more!

## WHY ADVERTISE?

This is a high-profile issue with increased distribution, improved content, a fresh design and longer shelf life. It is a rare advertising opportunity for companies and individuals to promote their services and products for an entire year.

Reach a targeted readership of key decision-makers with a foothold in economic and trade issues between Canada and Japan.

Reinforce your commitment and contribution to Canada-Japan relations. Your support will ensure that this issue is printed and widely distributed, and help raise the profile of Canada in this crucial market.

Advertising space is limited. Don't miss this exclusive opportunity to attract the attention of key business leaders for 12 months!

### SPECIAL OFFER

Participating companies who place a half-page advert or larger can also place their company logo on the **commemorative logo page, opposite the Ambassador's Message.**



## EXPANDED DISTRIBUTION

*The Canadian* Special Edition will reach **30,000 readers** through **3,000 copies** and is the only magazine distributed to:

- All **400-plus CCCJ members**
- Influential **global business leaders** and **key government officials** of both countries
- Sent with to VIP subscribers of *The Wall Street Journal's* Asia edition in central Tokyo.
- **The Embassy of Canada**, Tokyo and all provincial offices in Japan
- Key members of the **Japan Chamber of Commerce and Industry (JCCI)** and the **Tokyo Chamber of Commerce and Industry (TCCI)**
- 23 Japan-Canada **societies**
- **Serviced residences and offices** in Tokyo, Yokohama and Osaka
- **Business lounges** at Haneda, Narita and Osaka International Airports
- Public lobbies of **Tokyo's top international hotels**
- Key members of the **Japan Association of Corporate Executives**
- **Regional trade offices** in Canada
- Key members of the **Japan Association of Corporate Executives**
- **Japan External Trade Organisation (JETRO)** offices in Japan and Canada
- **Members of Tokyo American Club, Roppongi Hills Club and Foreign Correspondents' Club of Japan.**

# CCCJ WEBSITE

cccj.or.jp



**25,000**  
visits per month



PDF download  
available online at  
[www.cccj.or.jp](http://www.cccj.or.jp)



Articles actively  
promoted on **social**  
**media** platforms

## THE CANADIAN ONLINE

Launching simultaneously with this special edition in June 2017, the new website of *The Canadian* will feature all articles from the magazine and the business directory, which provides valuable company listings and information in industry categories.

You can now easily enhance your exposure to key decision-makers and influential business leaders through *The Canadian* in print and online.

## BUSINESS DIRECTORY LISTING

Join *The Canadian's* comprehensive business listing in print and online!

**PRINT**—1/3-page listing, including company logo, contact details and up to 150 words about your company's services and facilities

**ONLINE**—New section on *The Canadian's* dedicated website featuring all participating firms for one year

**PLUS**—FREE editing and design of your exclusive industry listing

## MAGAZINE RATES \*

SPACE	ONE INSERTION
Back Cover	¥900,000
Inside Front Cover	¥800,000
Inside Back Cover	¥600,000
Double Page Spread	¥700,000
Full Page	¥450,000
1/2 Page (Horiz. / Vert.)	¥300,000
1/3 Page (Horiz.)	¥250,000
1/4 page	¥150,000
Business Directory Listing	¥150,000
Commemorative Logo with Message	¥90,000
Commemorative Logo	¥60,000

## ONLINE RATES \*

BANNER AD POSITION	ONE INSERTION
Top Premium (400 x 100 px)	¥200,000
Side Premium (300 x 200 px)	¥180,000
Standard Banner (300 x 100 px)	¥150,000

\* **Terms & Conditions:** 8% consumption tax is applicable to the net amount of all advertising. The publisher reserves the right to adjust the advertising rates without prior notification.



### ABOUT THE CCCJ

The Canadian Chamber of Commerce in Japan is a private sector, not-for-profit business organization founded in 1975 to promote the development of commerce between Canada and Japan. Representing some 35 business sectors, the CCCJ is a member-driven, member-focused organization and is the longest-serving Canadian Chamber in Asia.



### ABOUT CUSTOM MEDIA K.K.

Custom Media is an award-winning, bilingual, content-creation and communication agency in Tokyo.

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