

The most specialized media on
food additives and food ingredients in Japan

FOOD CHEMICALS NEWSPAPER INC.

Corporate Profile & Advertising Rate

As of Aug.12, 2026

Company name: Food Chemicals Newspaper Inc.

- The most specialized media on food additives and food ingredients in Japan

Date of incorporation: May 1964

President: Masaaki Kusubae

Address: Shobunkan Bldg. 3-2-8 Kanda Jimbo-cho, Chiyoda-ku, Tokyo 1010051 JAPAN

Phone : +81-3-3238-7818 / FAX : +81-3-3238-7898

Corporate history:

- 1964 Food Chemicals Newspaper Inc. established
Food Chemicals Newspaper was first issued
- 1984 Overseas study tour starts (irregular date)
- 1985 Monthly Food Chemical was first issued
- 1988 Seminar management starts annually
- 1996 ifia Japan (International Food Ingredients & Additives Exhibition and Conference) starts annually
- 1997 Monthly Food Style 21 was first issued
- 2002 Health Food Journal was first issued
HFE Japan (Health Food Exposition & Conference) starts annually
- 2015 Quarterly Magazine Sporty Life was first issued

In October 2015, Food Chemical Newspaper and Health Food Journal (HJ) were merged into the Food Chemical Newspaper.



Shokuhin Kagaku Shimbun Inc. was established in 1964 as a specialized publisher covering market prices, industry trends, new technologies, new products, and the activities of both companies and government agencies related to food additives and ingredients. Starting with the weekly newspaper *Shokuhin Kagaku Shimbun*, the company launched a sister publication, the monthly *Food Chemical*, in 1985. In 1997, it introduced *FOOD STYLE 21*, a specialized magazine focusing on functional foods and health ingredients—reflecting the concept of maintaining health through diet—and currently publishes one newspaper and two monthly magazines. Throughout its long history

of publishing, the company has launched various periodicals, such as *HJ-Health Food Journal* (launched in 2002 and later merged into *Shokuhin Kagaku Shimbun* in 2015) and *Sporty Life* (launched in 2015), a general-interest magazine focusing on the relationship and importance of the link between sports and nutrition.

Meanwhile, in response to the increasing fragmentation of the processed food market, we launched "ifia JAPAN" (International Food Ingredients & Additives Exhibition and Conference) in 1996. This event serves as a platform to showcase technologies involving food additives and ingredients—which deliver superior taste, convenience, and cost-efficiency—as well as new products that enable further innovation. It also marked the beginning of our in-person business matching services. In 2003, we launched "HFE JAPAN" (Health Food Expo), a specialized exhibition for functional and health-oriented ingredients, which is held concurrently with ifia JAPAN. As of 2025, ifia JAPAN is celebrating its 30th anniversary.

Five years have passed since the novel coronavirus plunged the world into turmoil in 2020, bringing about significant changes in lifestyles. During this same period, the promotion of telecommuting and working from home—driven by "work-style reform"—forced the food service and convenience store industries to transform their business models. While the flow of people has finally returned, things have not simply gone back to the way they were before. Meanwhile, the growing prominence of the SDGs has led the food industry to place greater emphasis on sustainability. For Japan, a nation with limited natural resources, achieving waste-free food production and distribution is a critical challenge; the effective use of food additives and ingredients is essential to this effort.

In the past, the mention of food additives often elicited concerns from consumers, who associated them with danger, anxiety, and adverse health effects. Although perceptions are gradually improving, some media outlets and weekly magazines continue to publish unfounded reports that stoke consumer anxiety. At Shokuhin Kagaku Shimbun Inc., we are committed to disseminating scientifically grounded information by actively sharing data with industry bodies—such as the Japan Food Additives Association—as well as relevant government agencies (the Consumer Affairs Agency, the Ministry of Health, Labour and Welfare, and the Ministry of Agriculture, Forestry and Fisheries), additive manufacturers, related companies, academic societies, and other organizations. Currently, our business rests on three main pillars: the publication of periodicals, the hosting of exhibitions and seminars, and digital transformation (DX) initiatives involving electronic media. While these business areas differ in format, they all serve as platforms for connecting stakeholders. We will continue to leverage our unique position as a specialized publisher to advance these specialized exhibitions and DX initiatives—endeavors that only we are uniquely qualified to undertake. We look forward to your continued support.

Food Chemical News Co., Ltd.

President

Masaaki Kusuyae

食品化学新聞



Food Chemicals Newspaper



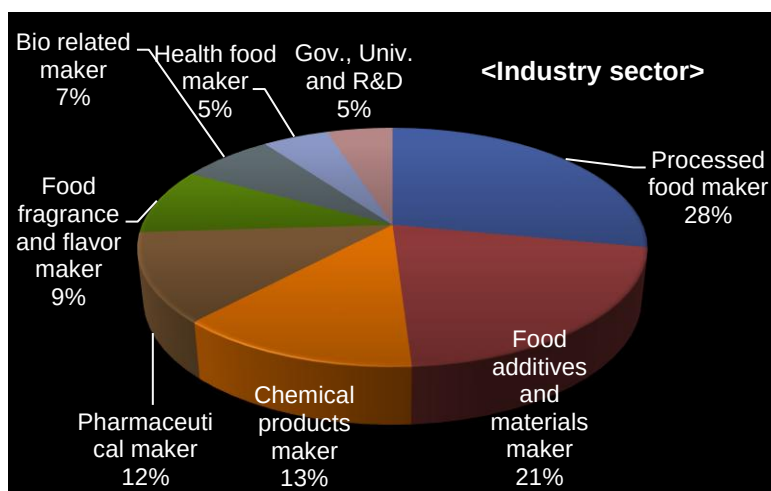
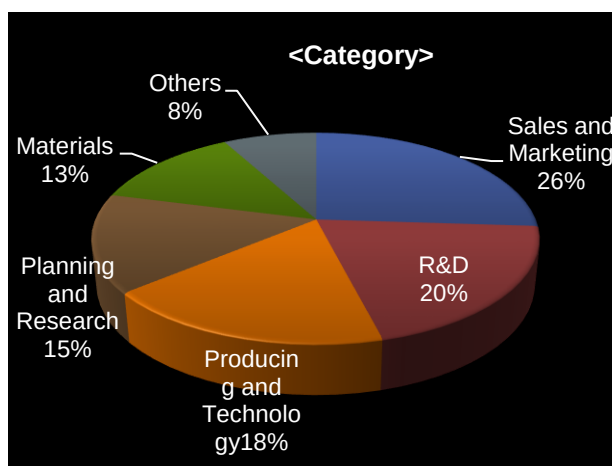
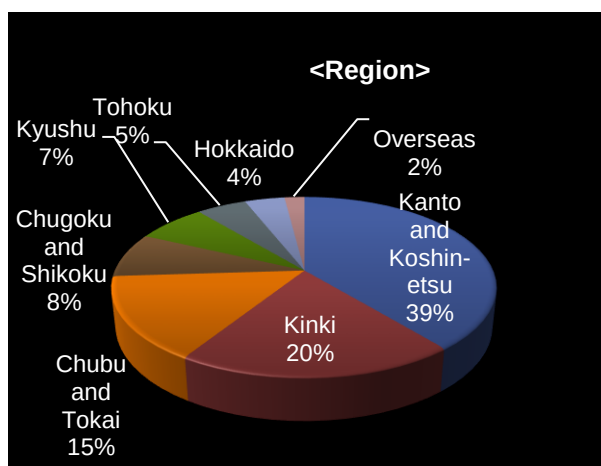
The most specialized newspaper on food additives, food ingredients and food technologies in Japan

- Reading current news of food market through food additives and materials' market trend
- A wealth of information about new food materials and technology
- An established the government report
- Serial column by experienced academics

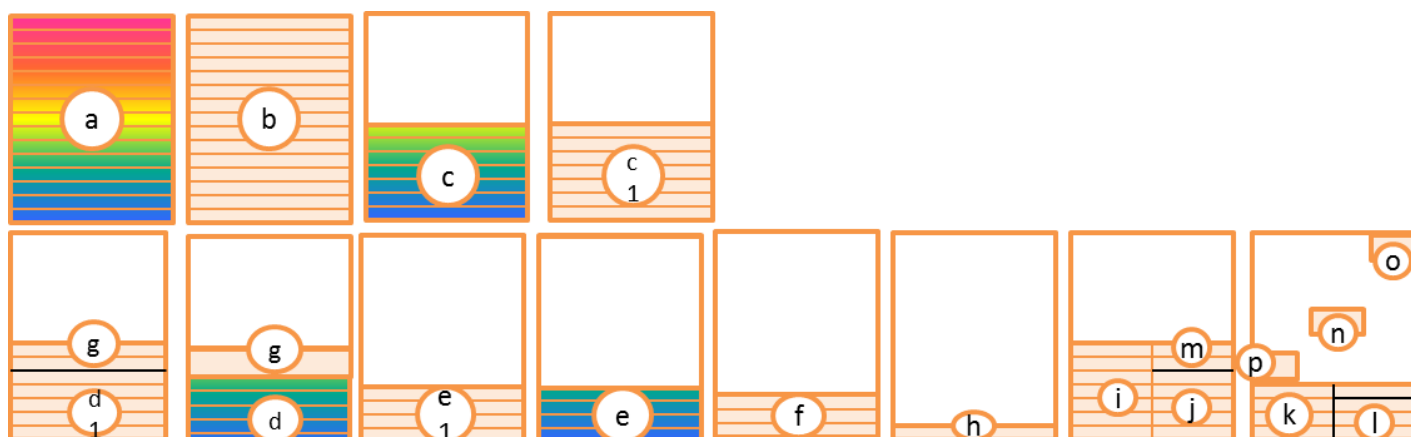
◆First issued: May 1964 ◆Number of issues: 21,000

◆Date of issue: Weekly Paper / Every Thursday

◆Type of readership:



◆Advertising rate:



		Space	Size(Height x Width)	Rate(JPY)
a	Full Color	15 full columns	494 x 364mm	JPY 1,650,000
b	Black & White	15 full columns	494 x 364mm	JPY 1,155,000
c	Full Color	7 full columns	229 x 364mm	JPY 693,000
c-1	Black & White	7 full columns	229 x 364mm	JPY 539,000
d	Full Color	5 full columns	162 x 364mm	JPY 495,000
d-1	Black & White	5 full columns	162 x 364mm	JPY 385,000
e	Full Color	4 full columns	130 x 364mm	JPY 396,000
e-1	Black & White	4 full columns	130 x 364mm	JPY 308,000
f	Black & White	3 full columns	96 x 364mm	JPY 231,000
g		2 full columns	63 x 364mm	JPY 154,000
h		1 full columns	30 x 364mm	JPY 77,000
i		7 half columns	229 x 180mm	JPY 269,500
j		5 half columns	162 x 180mm	JPY 192,500
k		4 half columns	130 x 180mm	JPY 154,000
l		3 half columns	96 x 180mm	JPY 115,500
m		2 half columns	63 x 180mm	JPY 77,000
n		Island	30 x 73mm	JPY 33,000
o		Dog ear	30 x 73mm	JPY 49,500
p		Side box	63 x 90mm	JPY 66,000

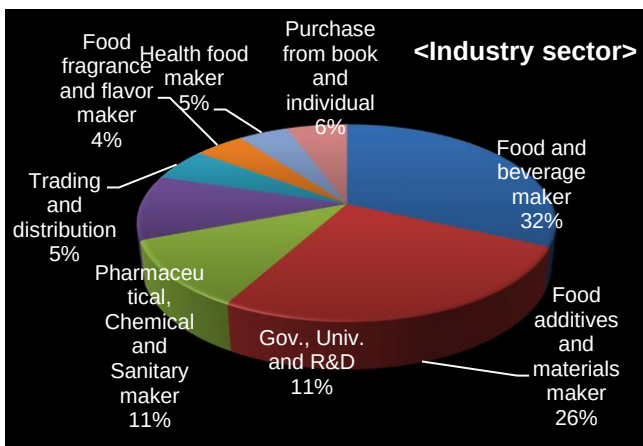
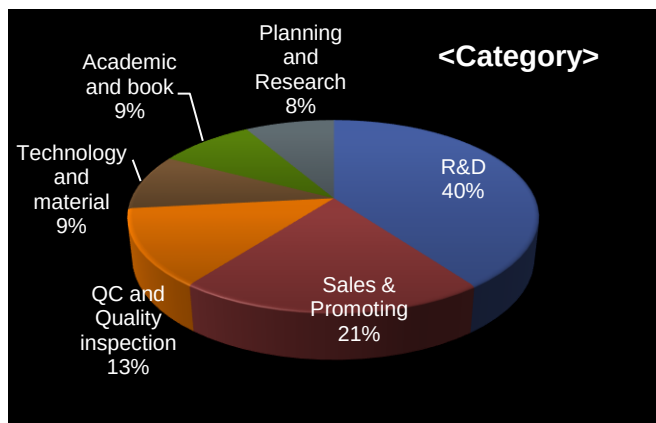
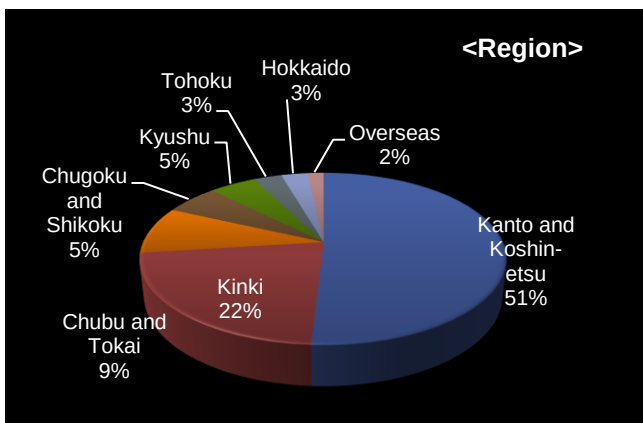


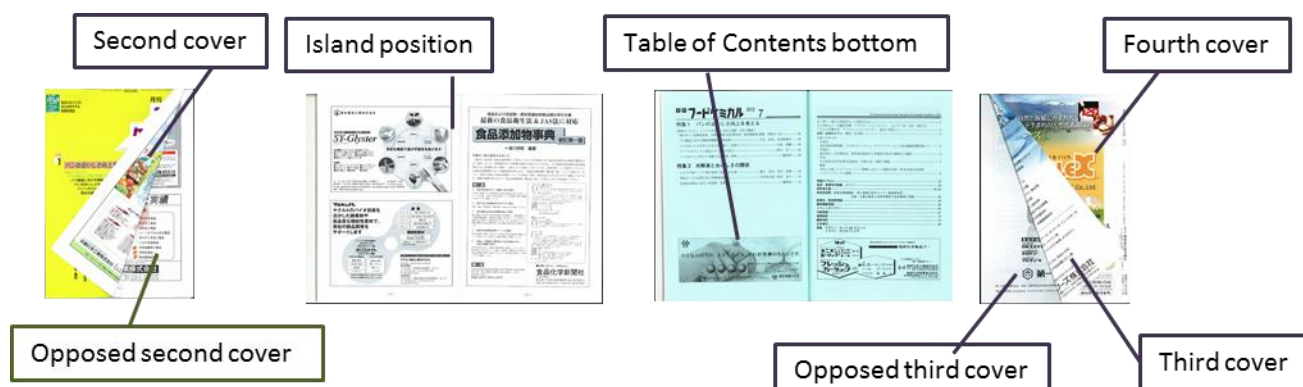
- Covering widely food chemical fields such as food processing, food manufacturing, food sanitary and others

◆First issued: May 1985

◆Date of issue: Monthly

◆Type of readership:





	preferred position	Space & Size	Rate(JPY)
a	Fourth cover (Outside back cover)	Full color (1P)	JPY 308,000
b	Second cover (Inside front cover)	Full color (1P)	JPY 264,000
c	Second cover (Inside front cover)	2 color (1P)	JPY 231,000
d	Third cover (Inside back cover)	Full color (1P)	JPY 220,000
e	Opposed second cover	2 color (1P)	JPY 187,000
f	Opposed second cover	Full color (1P)	JPY 209,000
g	Opposed third cover	Black & White (1P)	JPY 132,000
h	Table of Contents		JPY 132,000
i	Table of Contents bottom	1/4P	JPY 49,500
j	Island position	Full color (1P)	JPY 209,000
k	insert	Black & White (1P)	JPY 99,000
l	Insert	Black & White(1/2P)	JPY55,000
m	Insert	Black & White (1/4P)	JPY44,000



A creative magazine focusing on functional ingredients and the future of foods

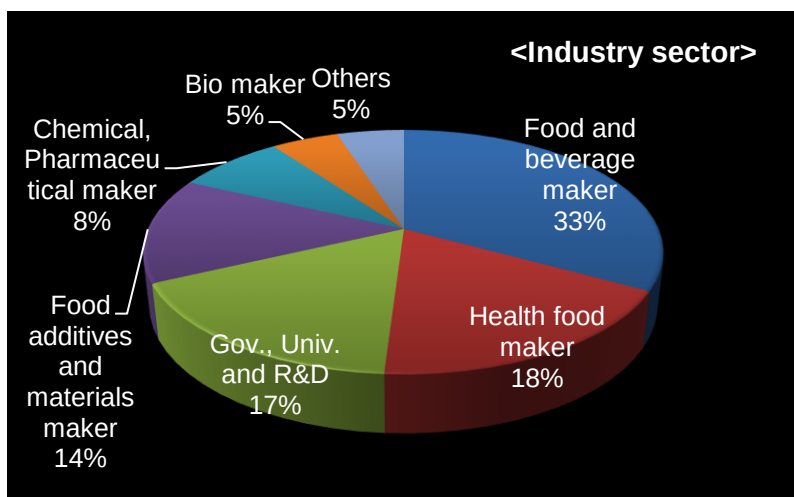
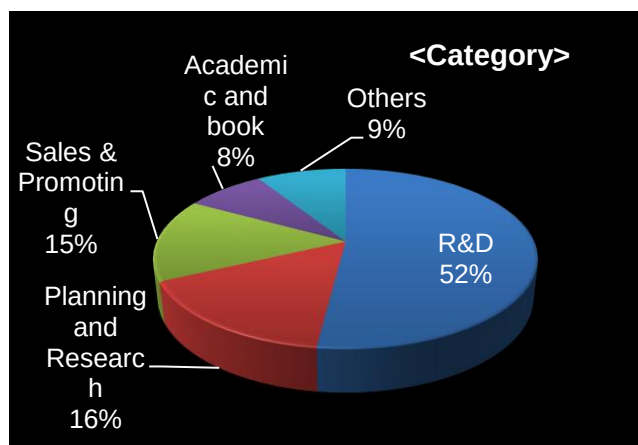
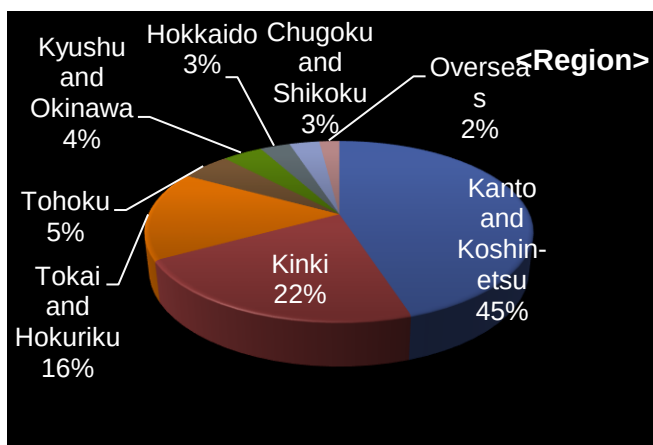
- Honest comment on the latest R&D concerning physiology of food ingredients and preventive of adult diseases
- Science magazine developing the new field of food industry and aspiring attainment of more healthy and comfortable food lifestyle

◆First issued: June 1997

◆Number of issue: 12,000

◆Date of issue: Monthly

◆Type of readership:





	preferred position	Space & Size	Rate(JPY)
A	Fourth cover (Outside back cover)	Full color (1P)	JPY 352,000
B	Second cover (Inside front cover)	Full color (1P)	JPY 330,000
C	Second cover (Inside front cover)	Full color (1/2P)	JPY 176,000
D	Third cover (Inside back cover)	Full color (1P)	JPY 297,000
E	Third cover (Inside back cover)	Full color (1/2P)	JPY 154,000
F	Opposed second cover	Full color (1P)	JPY 242,000
G	Table of Contents bottom	Black & White (1/4P)	JPY 44,000
H	Island position	Full color (1P)	JPY 264,000
I	Island position	Black & White (1P)	JPY 121,000
J	Island position	Black & White (1/2P)	JPY 77,000
k	Island position	Black & White (1/4P)	JPY 38,500



Magazine name: SportyLife

Theme: Sports Nutrition and Food Education

The first issue: October 10, 2015



➤ Title: SportyLife – Sports Nutrition and Food Education <http://sportylife.jp/>

➤ Quarterly Magazine: Four times per year
April (spring), July (summer), October (autumn), January (winter)

➤ Page: Almost 80 pages (Full color) Number of issues: 10,000

➤ Contents:

1. Top Athlete, manager, coach message - Importance of dietary-
2. The power of dietary contributes in Sports -"Sports Washoku" made in japan –
3. Sports Nutrition Menu of special topic such as athletic event, age, physical condition etc.
4. On-site report - Sports Dietary Education -
5. Global Sports Nutrition
6. Food ingredients and additives and functional food materials

7. Sports world! (Sports management, sports mental training, sports dental and others)

➤ Readership:

Manager, coach, a parental guardian, athlete, sports player, the municipal government, organization related to school and sports, persons interested in sports and food and others

➤ Sales Promotion: tie-up event with autonomous community, manufacturer and others

Effective Appeal of products to user such as manager, coach, a parental guardian, player, sporting event's organization and others through new magazine, SportyLife and event



preferred position	Space & Size	Rate(JPY) including tax
Fourth cover(Outside back cover)	Full color (1P)	756,000 JPY
Second cover(Inside front cover)	Full color (1P)	648,000 JPY
Third cover(Inside back cover)	Full color (1P)	540,000 JPY
Opposed second cover	Full color (1P)	432,000 JPY
Opposed third cover	Full color (1P)	432,000 JPY
In an article	Black & White (1P)	162,000 JPY
In an article	Full color (1P)	324,000 JPY

***SportyLife was discontinued in the spring 2018 issue.**

Exhibition and Conference

ifia® JAPAN2027 (The 32nd International Food Ingredients & Additives Exhibition and Conference)

HFE® JAPAN2027 (The 25th Health Food Exposition & Conference) The 25th Anniversary event

Date: May 19 to 21, 2027 10:00-17:00

Expected number of visitors: 30,000

Venue: Tokyo Big Sight

Expected number of exhibitors: 450

South1.2.4 Hal & Conference hall

Expected exhibit scales: 18,000sqm

Organized by: Food Chemical Newspaper Inc.

For more information, please visit the official website; <https://www.ifiajapan.com/en>



課題突破の
素材探索!

Let's go on a quest to find
food ingredients for
overcoming challenges!

第32回
ifia 国際食品素材/添加物展・会議
International Food Ingredients & Additives Exhibition and Conference

第25回
HFE 健康/機能性食品素材展・会議
Health Food Exposition & Conference

2027年5月19日[水]-21日[金]
東京ビッグサイト 南ホール / 会議棟

- ❖ Tasting event-Inspiring Taste Street
- ❖ Food Safety and Science Area
 - ↳ Japanese Society of Food Chemistry corner
 - ↳ Analysis Corner
- ❖ Taste Exploration Area
- ❖ Industry-academia collaboration corner
- ❖ Foods with Functional Claims developing food Products pavilion
 - ↳ OEM/Formulation Technology Corner
- ❖ Intestinal Environment and Health Area
 - ↳ Brain and Gut Beauty Corner

Organizer Area (Scheduled for setup)

We are also planning exciting exhibition areas!

2026 show report :

<https://ifiahfe.heteml.net/shokumira.online/exhibitionreport/ifiaHFE%20JAPAN2026%20showreport.pdf>



Contact

If you have any questions, please contact ifiaHFE JAPAN overseas desk, Rie Tahira (Ms.).

Food Chemicals Newspaper Inc.

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