

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

# FOOD CHEMICALS NEWSPAPER INC.

Corporate Profile & Advertising Rate

As of Oct.24, 2023

**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.



By combining the “Health Food Journal”, which reports on trends and research on health functional ingredients, into the only food ingredients & additives newspaper in Japan “Food Chemical Newspaper” focused on raw materials and additives for processed foods, we are actively reporting on areas that exist between the fields of health foods (food fields having both deliciousness and health ≡ functional labeling foods), including the surrounding areas.

News related to food additives and ingredients is posted from the first page, and news related to health foods is posted from the last page using the HJ logo.

The keyword of the future food is “deliciousness and health”. With the implementation of the functional labeling system for foods and the spread of low-salt, low-sugar, and low-calorie foods, it has become essential to add health functions to characterize processed foods.

On the other hand, the application of health functional ingredients to general processed foods is progressing.

Overall, foods that are both delicious and healthy are increasing their presence for the future.

Under these circumstances, each reporter is looking at the entire food industry and is willing to receive news from both health and processed food perspectives.

All of our employees are devoted to delivering a wide range of news without losing more timely articles to readers.

In order to bring out the new appeal of the ingredients by applying spots from different angles, such as functionalities and health effects for food additives, and deliciousness and processing techniques for health functional ingredients, and a functional indication with the spread of food. We will continue to provide information that allows consumers to understand what specific materials are.

Thank you for your continued patronage.

Food Chemicals Newspaper Inc.



## **Food Chemicals Newspaper**



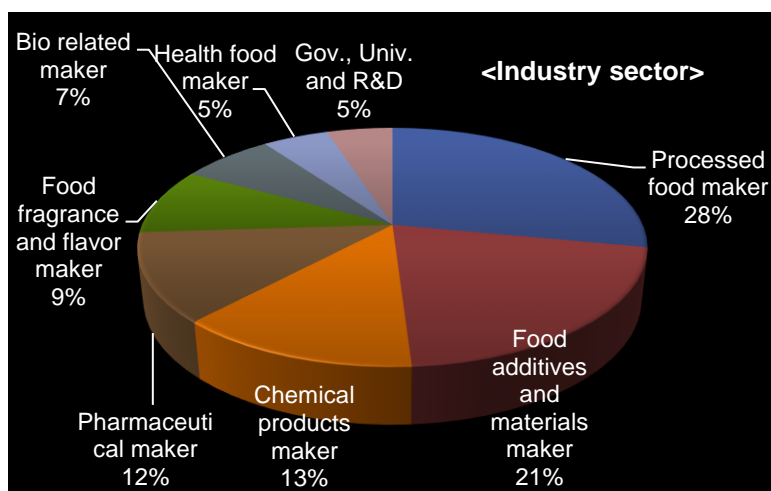
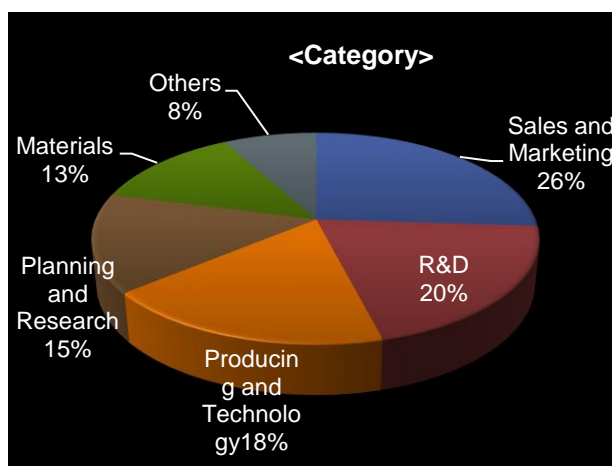
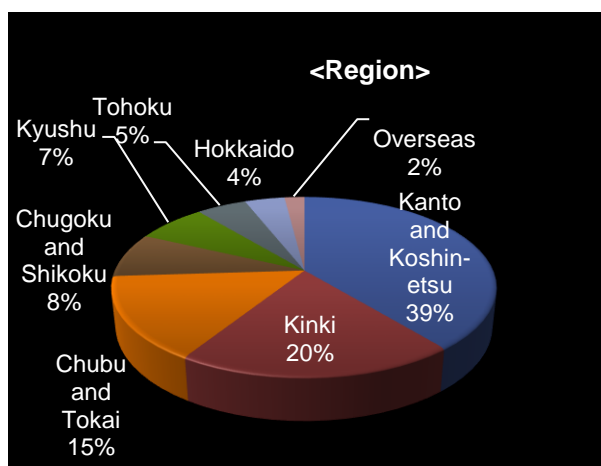
The most specialized newspaper on food additives, food ingredients and food technologies in Japan

- 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

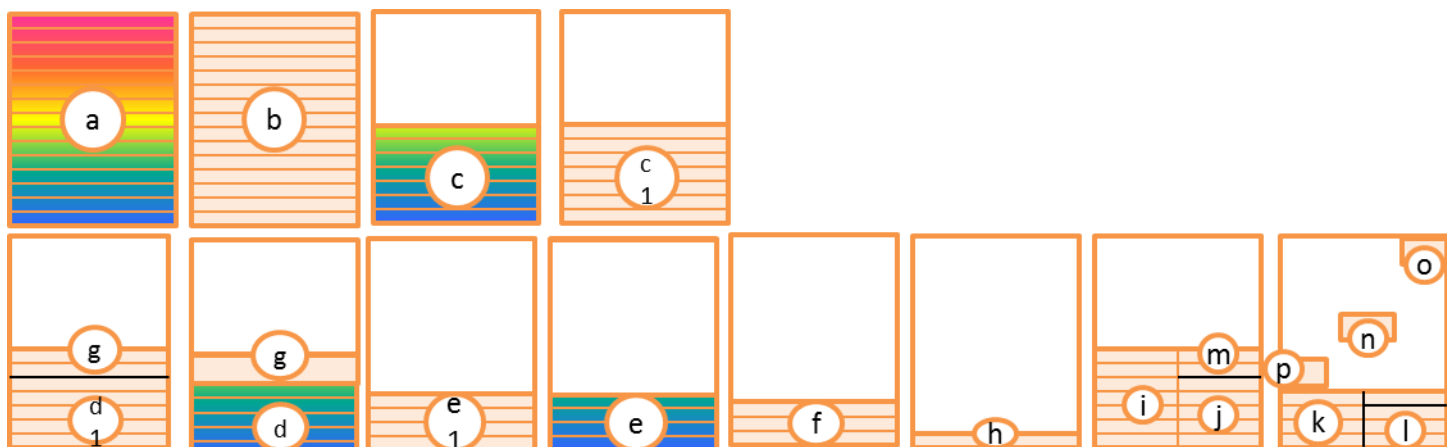
◆First issued: May 1964 ◆Number of issues: 21,000

◆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 1,485,000
b	Black & White	15 full columns	494 x 364mm	JPY 990,000
c	Full Color	7 full columns	229 x 364mm	JPY 693,000
c-1	Black & White	7 full columns	229 x 364mm	JPY 462,000
d	Full Color	5 full columns	162 x 364mm	JPY 495,000
d-1	Black & White	5 full columns	162 x 364mm	JPY 330,000
e	Full Color	4 full columns	130 x 364mm	JPY 396,000
e-1	Black & White	4 full columns	130 x 364mm	JPY 264,000
f	Black & White	3 full columns	96 x 364mm	JPY 198,000
g		2 full columns	63 x 364mm	JPY 132,000
h		1 full columns	30 x 364mm	JPY 66,000
i		7 half columns	229 x 180mm	JPY 231,000
j		5 half columns	162 x 180mm	JPY 165,000
k		4 half columns	130 x 180mm	JPY 132,000
l		3 half columns	96 x 180mm	JPY 99,000
m		2 half columns	63 x 180mm	JPY 66,000
n		Island	30 x 73mm	JPY 22,000
o		Dog ear	30 x 73mm	JPY 38,500
p		Side box	63 x 90mm	JPY 55,000



A technical information magazine covering marketing and technologies of all areas of food chemistry

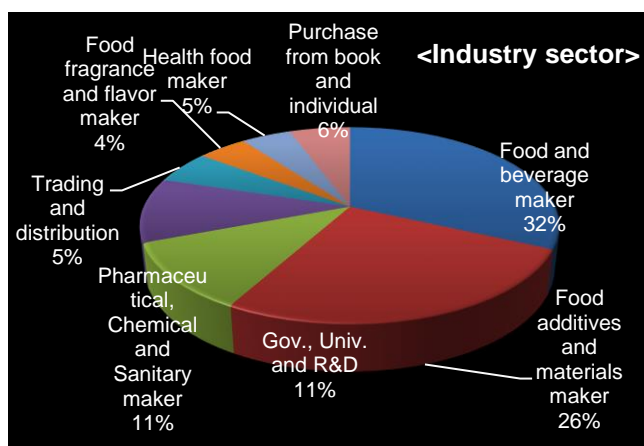
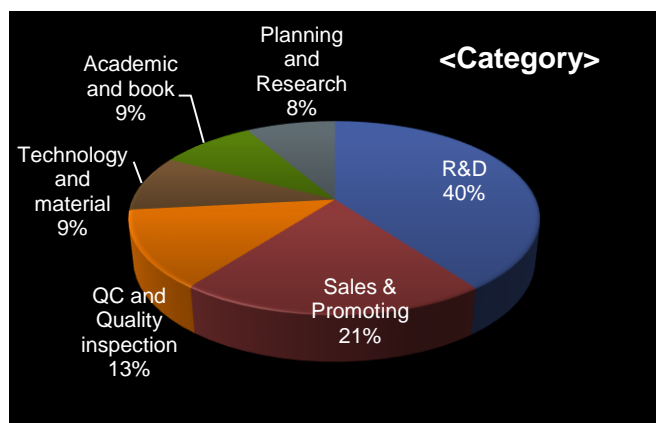
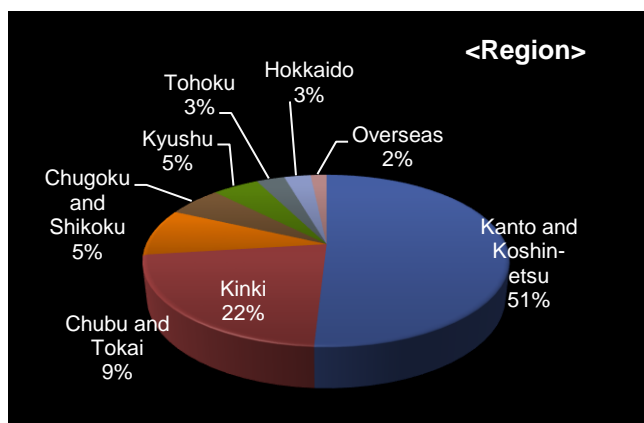
- Covering widely food chemical fields such as food processing, food manufacturing, food sanitary and others
- Specialized for not only technology and developer but also planning, sales promoting and management in the food technology industry

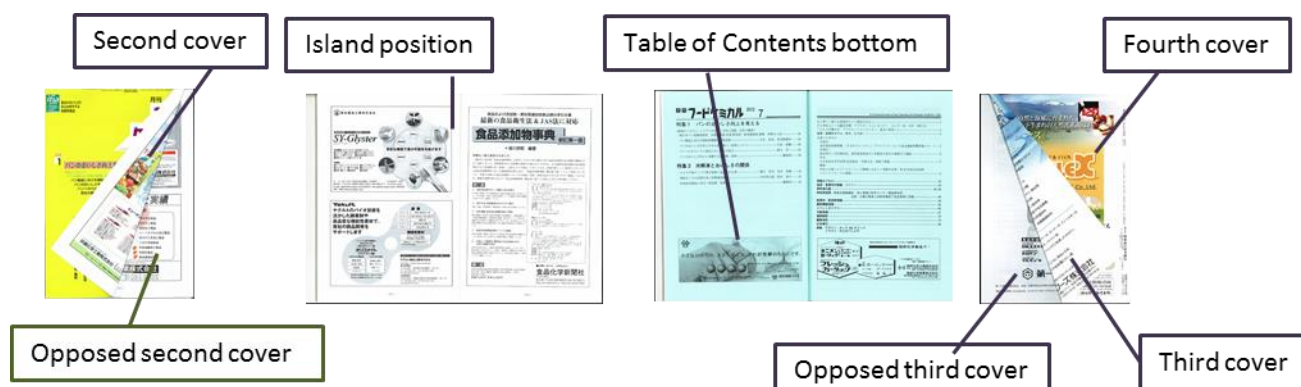
◆First issued: May 1985

◆Number of issue: 25,000

◆Date of issue: Monthly

◆Type of readership:





	preferred position	Space & Size	Rate(JPY)
a	Fourth cover (Outside back cover)	Full color (1P)	JPY 286,000
b	Second cover (Inside front cover)	Full color (1P)	JPY 253,000
c	Second cover (Inside front cover)	2 color (1P)	JPY 231,000
d	Third cover (Inside back cover)	2 color (1P)	JPY 187,000
e	Third cover (Inside back cover)	Full color (1P)	JPY 209,000
f	Opposed second cover	2 color (1P)	JPY 176,000
g	Opposed second cover	Full color (1P)	JPY 198,000
h	Opposed third cover	Black & White (1P)	JPY 121,000
i	Table of Contents		JPY 121,000
j	Table of Contents bottom	1/4P	JPY 38,500
k	Island position	Full color (1P)	JPY 198,000
l	insert	Full color(1P)	JPY 198,000
m	insert	2 color(1P)	JPY 176,000





Food Style 21 (A4 size)



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

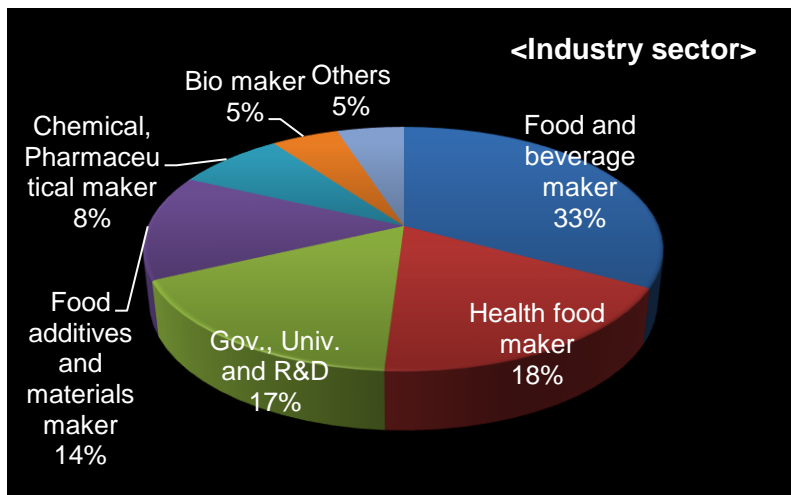
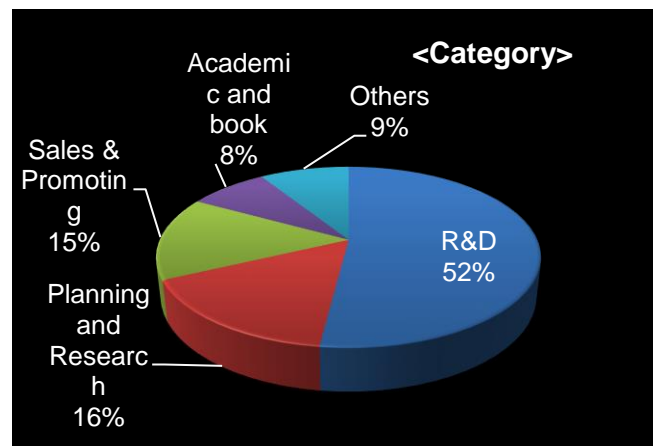
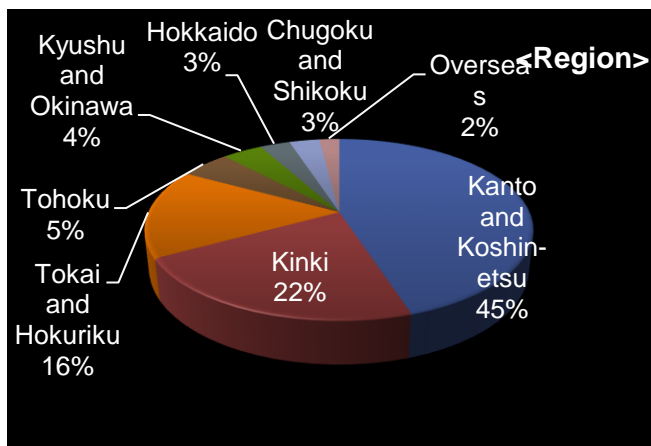
- Honest comment on the latest R&D concerning physiology of food ingredients and preventive of adult diseases
- Science magazine developing the new field of food industry and aspiring attainment of more healthy and comfortable food lifestyle

◆First issued: June 1997

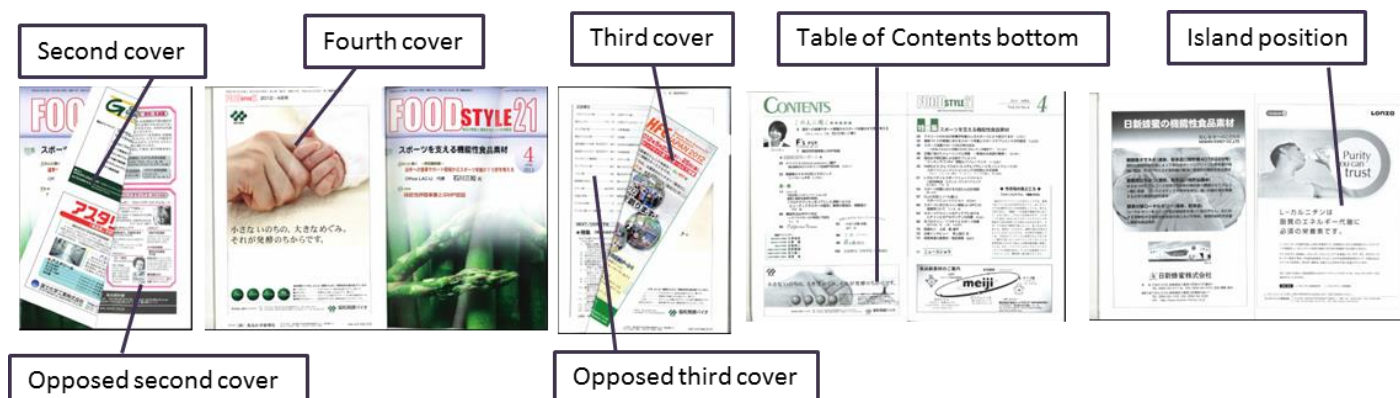
◆Number of issue: 12,000

◆Date of issue: Monthly

◆Type of readership:







	preferred position	Space & Size	Rate(JPY)
a	Fourth cover (Outside back cover)	Full color (1P)	JPY 330,000
b	Second cover (Inside front cover)	Full color (1P)	JPY 308,000
c	Third cover (Inside back cover)	Full color (1P)	JPY 275,000
d	Opposed second cover	Full color (1P)	JPY 286,000
e	Opposed second cover	2 color (1P)	JPY 198,000
f	Opposed third cover	Full color (1P)	JPY 264,000
g	Opposed third cover	2 color (1P)	JPY 176,000
h	Table of Contents bottom	Black & White (1/4P)	JPY 44,000
i	Island position	Full color (1P)	JPY 264,000
j		2 color (1P)	JPY 154,000
k		Black & White (1P)	JPY 110,000
l		Black & White (1/2P)	JPY 66,000
m		Black & White (1/4P)	JPY 33,000



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® JAPAN2024 (The 29<sup>th</sup> International Food Ingredients & Additives Exhibition and Conference)**

**HFE® JAPAN2024 (The 22<sup>nd</sup> Health Food Exposition & Conference)**

Date: May 22 to 24, 2024 10:00-17:00

Expected number of visitors: 30,000

Venue: Tokyo Big Sight South 1, 2, 3, 4 Hall

Expected number of exhibitors: 450

Organized by: Food Chemical Newspaper Inc.

Expected exhibit scales: 20,000sqm

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

**Discoveries with a real food business is here!**

Food developers exploring Food safety, deliciousness and health functions are coming here!  
B to B exhibition to realize lively technology exchange and meeting between the visitor and the exhibitor.

**Call for exhibitors**

第29回 **ifia** 国際食品素材/添加物展・会議  
International Food Ingredients & Additives Exhibition and Conference

第22回 **HFE** 健康/機能性食品素材展・会議  
Health Food Exposition & Conference

Show Date & Venue  
**May 22(Wed.) to 24 (Fri.), 2024**  
10:00-17:00pm Tokyo Big Sight South Hall 1・2・3・4



## Contact

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

**Food Chemicals Newspaper Inc.**

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