

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

FOOD CHEMICALS NEWSPAPER INC.

Corporate Profile & Advertising Rate

As of Sep.10, 2024

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.

食品化学新聞



Food Chemicals Newspaper



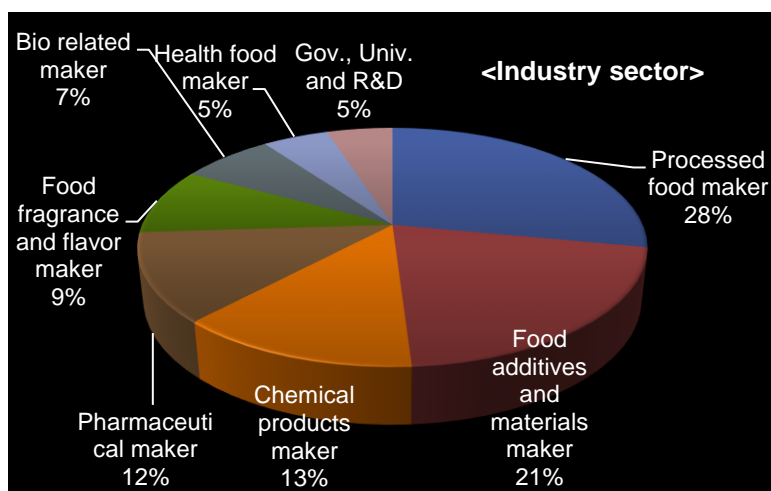
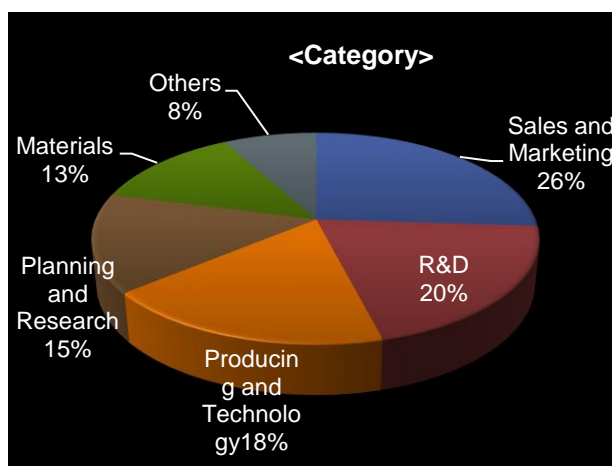
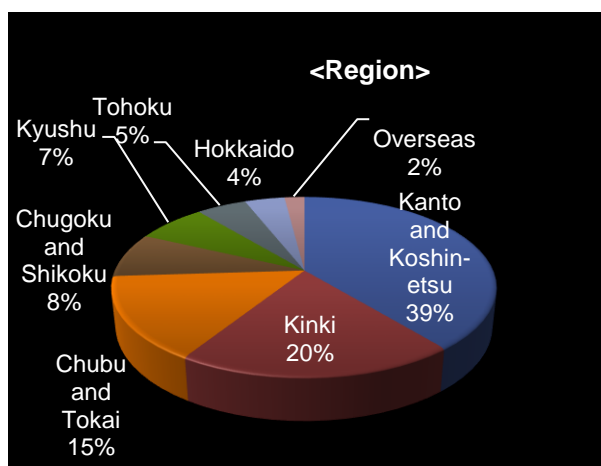
The most specialized newspaper on food additives, food ingredients and food technologies in Japan

- 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

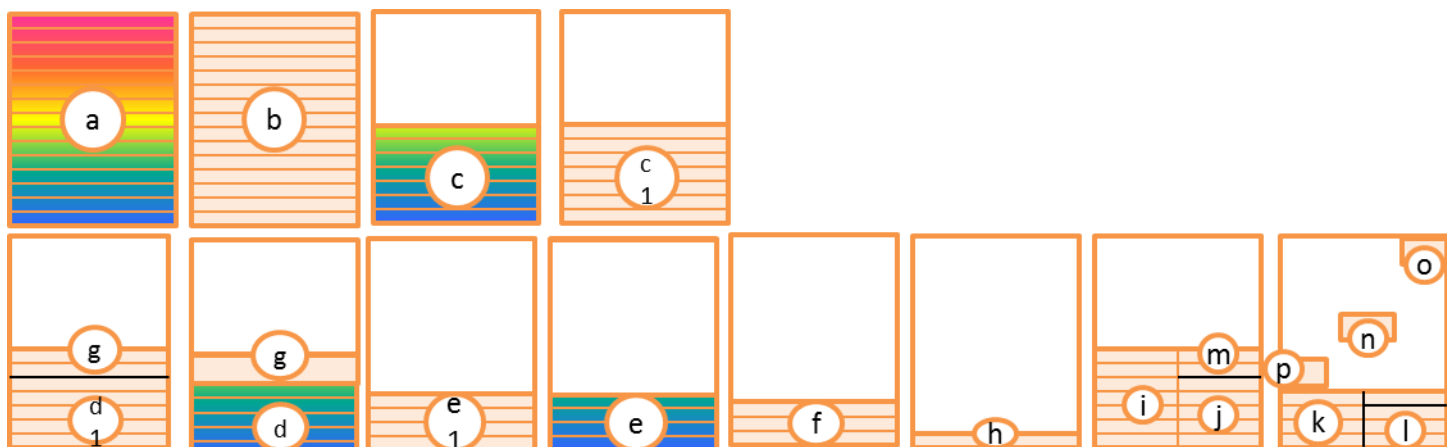
◆First issued: May 1964 ◆Number of issues: 21,000

◆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 1,485,000 |
| 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

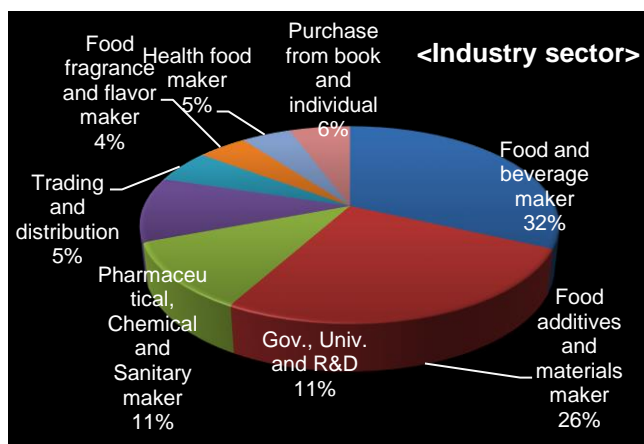
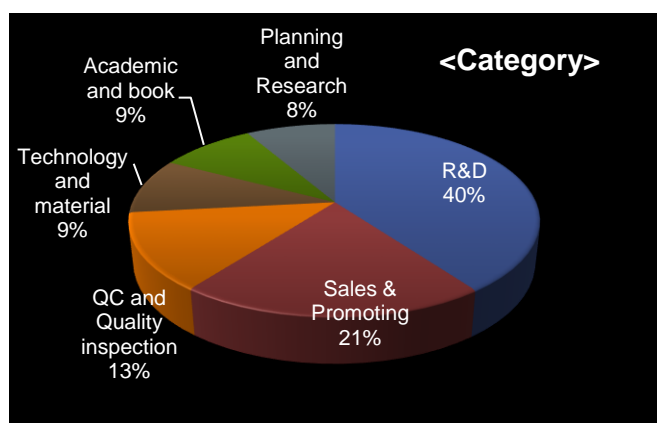
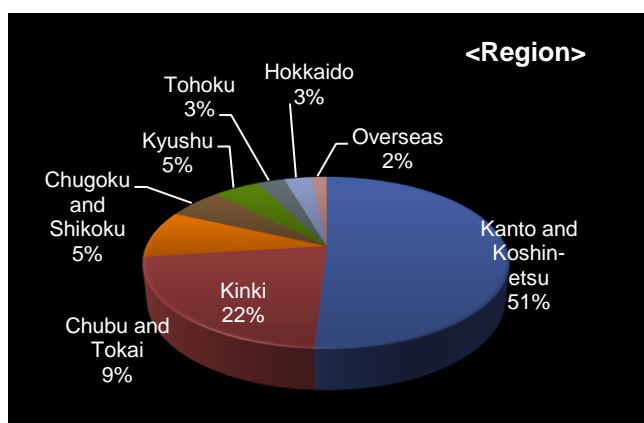
- Covering widely food chemical fields such as food processing, food manufacturing, food sanitary and others
- Specialized for not only technology and developer but also planning, sales promoting and management in the food technology industry

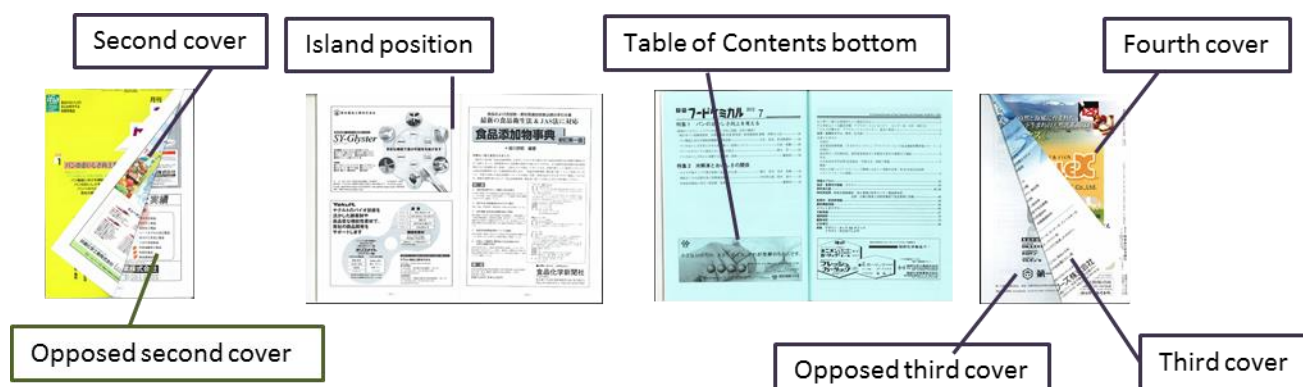
◆First issued: May 1985

◆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

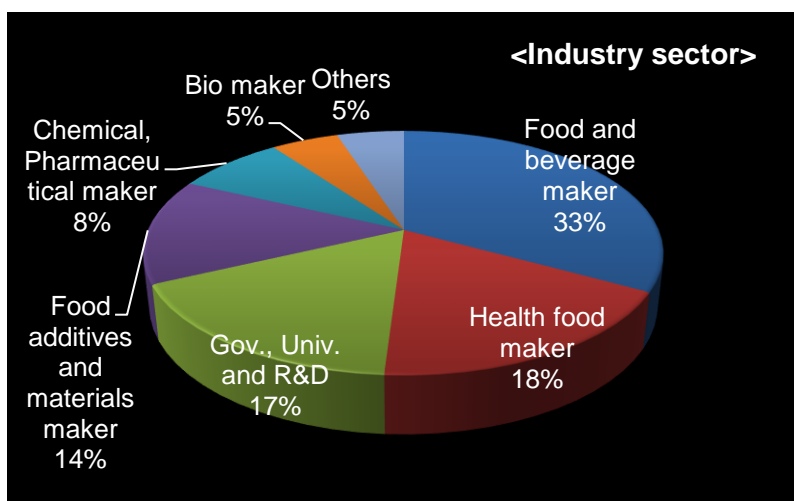
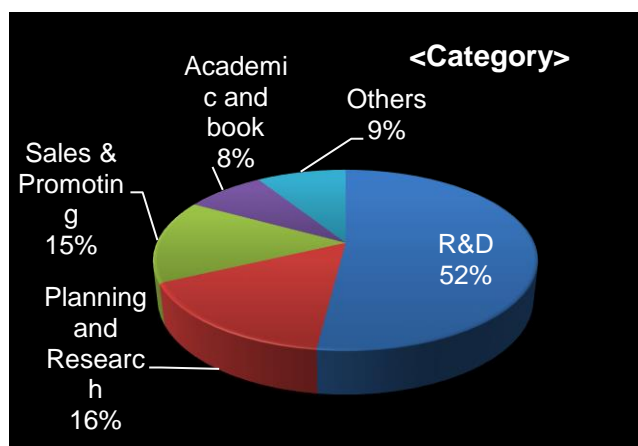
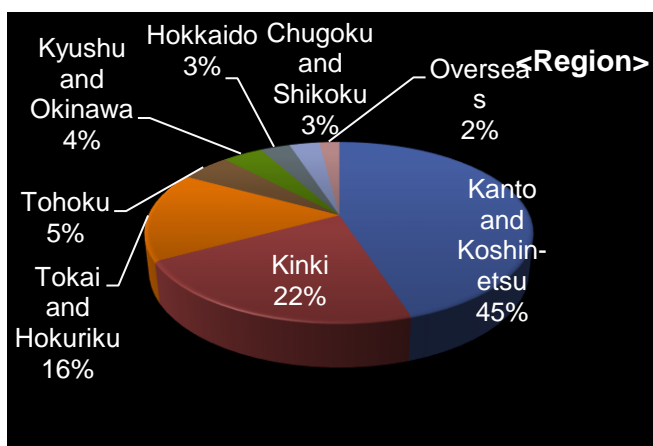
- Honest comment on the latest R&D concerning physiology of food ingredients and preventive of adult diseases
- Science magazine developing the new field of food industry and aspiring attainment of more healthy and comfortable food lifestyle

◆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® JAPAN2025 (The 30th International Food Ingredients & Additives Exhibition and Conference)

HFE® JAPAN2025 (The 23rd Health Food Exposition & Conference)

Date: May 21 to 23, 2025 10:00-17:00

Expected number of visitors: 30,000

Venue: Tokyo Big Sight

Expected number of exhibitors: 450

South 1.2.3 Hal and conference hall

Expected exhibit scales: 20,000sqm

Organized by: Food Chemical Newspaper Inc.

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

第30回 ifia JAPAN 2025
国際食品素材/添加物展・会議
International Food Ingredients & Additives Exhibition and Conference

第23回 HFE JAPAN 2025
健康/機能性食品素材展・会議
Health Food Exposition & Conference

Show Date & Venue
May 21 (Wed.) to 23 (Fri.), 2024
10:00-17:00pm Tokyo Big Sight South Hall / Conference Tower

Why not come and find inspiration?

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



Contact

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

Food Chemicals Newspaper Inc.

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