



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

# FOOD CHEMICALS NEWSPAPER INC.

---

Corporate Profile & Advertising Rate

As of September 6, 2016

## Corporate Profile

**Company name:** Food Chemicals Newspaper Inc.

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

**Date of incorporation:** May 1964

**President:** Tatsuyuki Kawazoe

**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 Food Style 21 was first issued
- 2002 Health Food Journal was first issued  
HFE Japan (Health Food Exposition & Conference) starts annually

## Publication



### **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

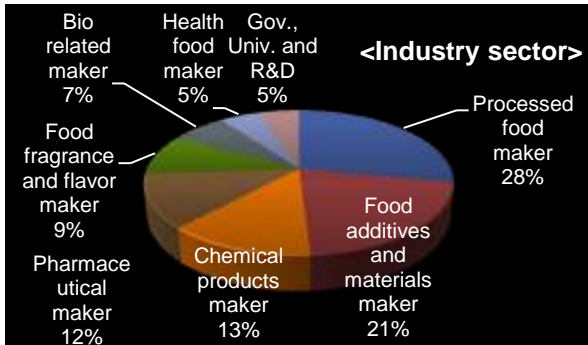
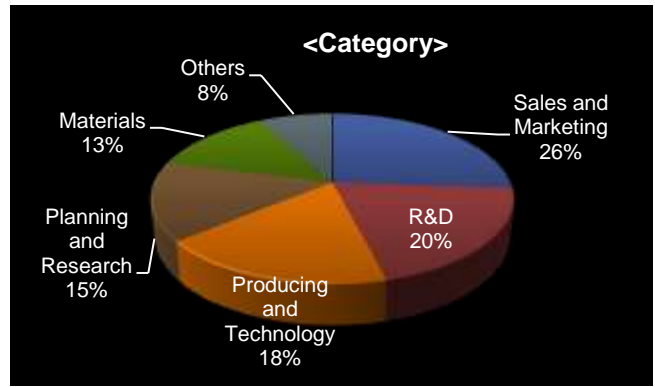
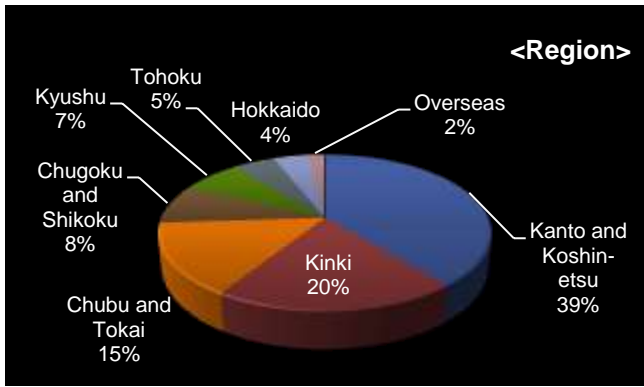
◆First issued: May 1964     ◆Number of issues: 26,000

◆Date of issue: Weekly Paper / Every Thursday

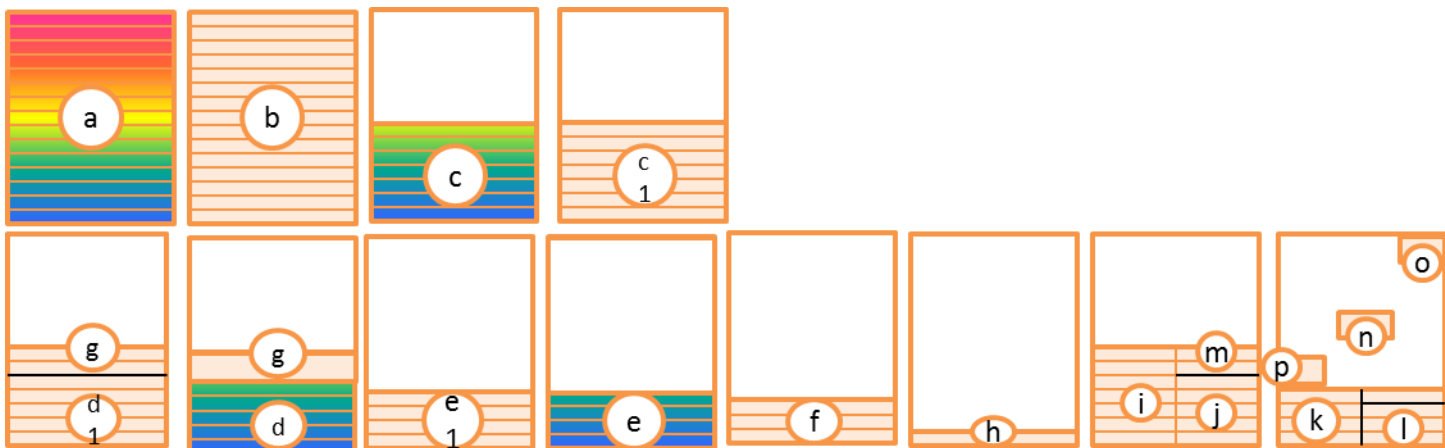
◆Subscription price:

36,288 JPY / year, 18,144JPY / 6month, 756JPY / piece

◆ Type of readership:



◆ Advertising rate:



		Space	Size(Height x Width)	Rate(JPY) including tax
a	Full Color	15 full columns	494 x 364mm	¥ 1,458,000
b	Black & White	15 full columns	494 x 364mm	¥ 972,000
c	Full Color	7 full columns	229 x 364mm	¥ 680,400
c-1	Black & White	7 full columns	229 x 364mm	¥ 453,600
d	Full Color	5 full columns	162 x 364mm	¥ 486,000
d-1	Black & White	5 full columns	162 x 364mm	¥ 324,000
e	Full Color	4 full columns	130 x 364mm	¥ 388,800
e-1	Black & White	4 full columns	130 x 364mm	¥ 259,200
f	Black & White	3 full columns	96 x 364mm	¥ 194,400
g		2 full columns	63 x 364mm	¥ 129,600
h		1 full columns	30 x 364mm	¥ 64,800
i		7 half columns	229 x 180mm	¥ 226,800
j		5 half columns	162 x 180mm	¥ 162,000
k		4 half columns	130 x 180mm	¥ 129,600
l		3 half columns	96 x 180mm	¥ 97,200
m		2 half columns	63 x 180mm	¥ 64,800
n		Island	63 x 90mm	¥ 37,800
o		Dog ear	30 x 73mm	¥ 32,400
p		Side box	30 x 73mm	¥ 21,600

## 月刊 **フードケミカル** Food Chemical (B5 size)



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

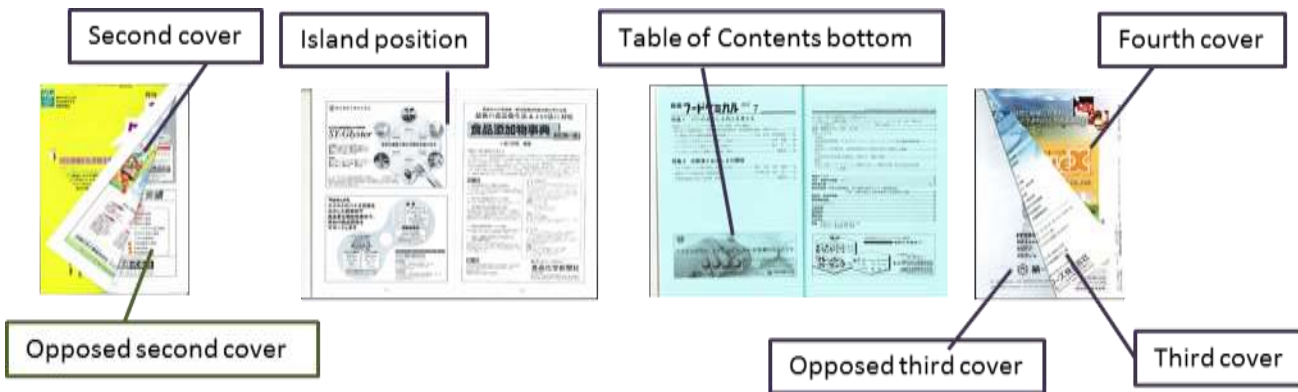
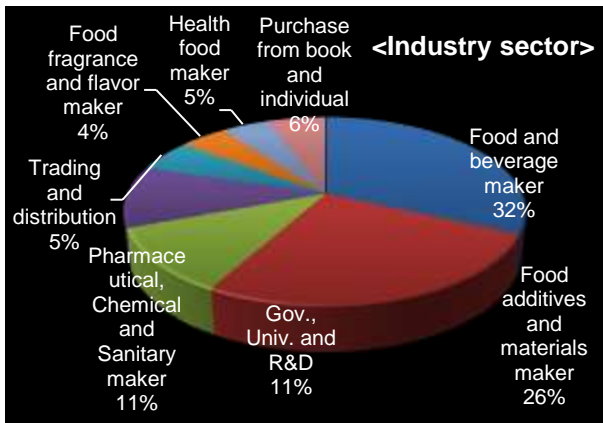
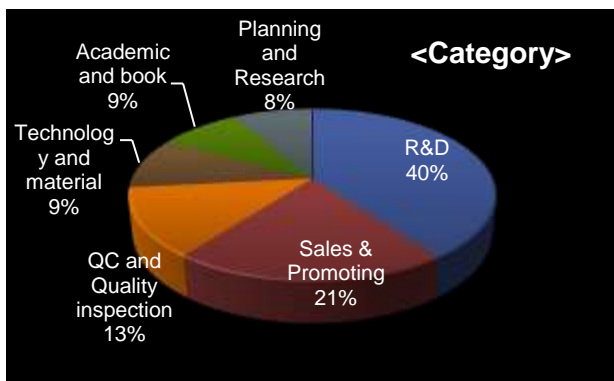
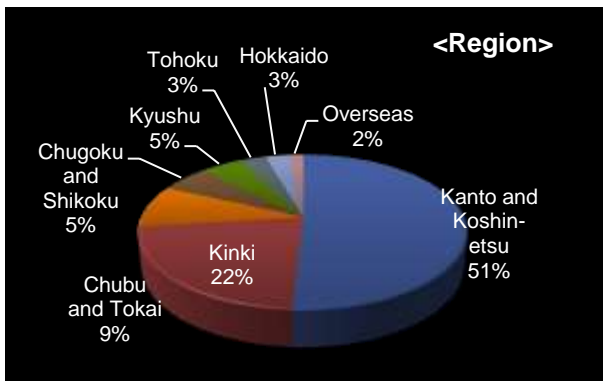
- Covering widely food chemical fields such as food processing, food manufacturing, food sanitary and others
- Specialized for not only technology and developer but also planning, sales promoting and management in the food technology industry

◆First issued: May 1985

◆Number of issue: 25,000

◆Date of issue: Monthly

◆Type of readership:



	preferred position	Space & Size	Rate(JPY) including tax
a	Fourth cover (Outside back cover)	Full color (1P)	¥ 280,800
b	Second cover (Inside front cover)	Full color (1P)	¥ 248,400
c	Second cover (Inside front cover)	2 color (1P)	¥ 226,800
d	Third cover (Inside back cover)	2 color (1P)	¥ 183,600
e	Third cover (Inside back cover)	Full color (1P)	¥ 205,200
f	Opposed second cover	2 color (1P)	¥ 172,800
g	Opposed second cover	Full color (1P)	¥ 194,400
h	Opposed third cover	Black & White (1P)	¥ 118,800
i	Table of Contents		¥ 118,800
j	Table of Contents bottom	1/4P	¥ 37,800
k	Island position	Full color (1P)	¥ 194,400
l	insert	Full color(1P)	¥ 194,400
m	insert	2 color(1P)	¥ 172,800



Food Style 21 (A4 size)



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

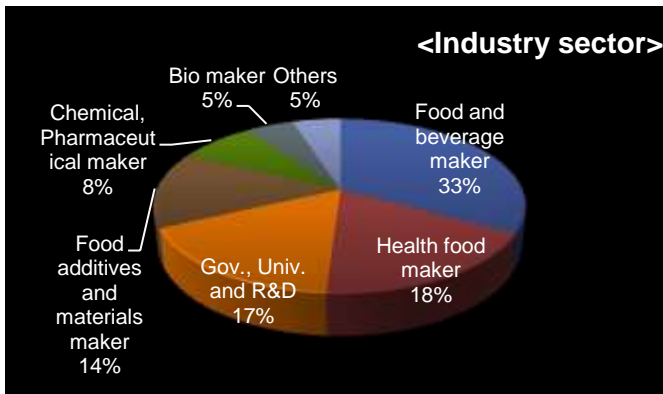
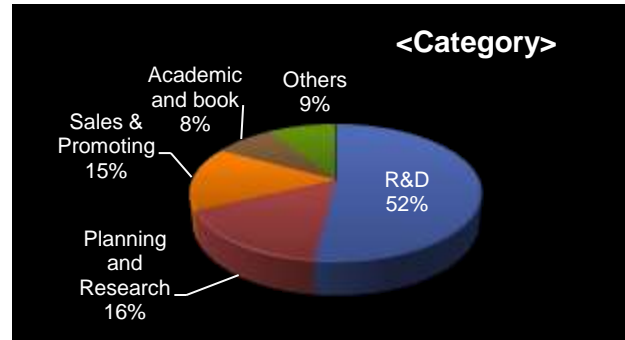
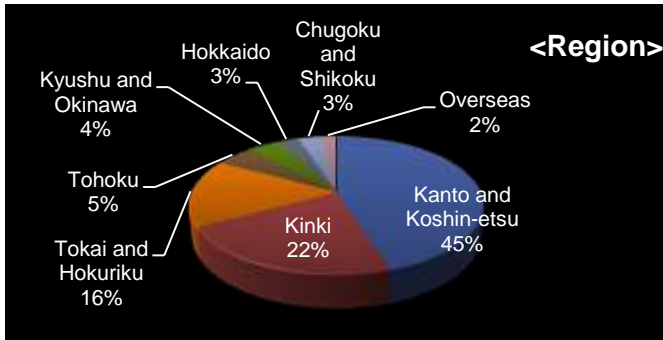
- Honest comment on the latest R&D concerning physiology of food ingredients and preventive of adult diseases
- Science magazine developing the new field of food industry and aspiring attainment of more healthy and comfortable food lifestyle

◆First issued: June 1997

◆Number of issue: 12,000

◆Date of issue: Monthly

◆Type of readership:



	preferred position	Space & Size	Rate(JPY) including tax
a	Fourth cover (Outside back cover)	Full color (1P)	¥ 324,000
b	Second cover (Inside front cover)	Full color (1P)	¥ 302,400
c	Third cover (Inside back cover)	Full color (1P)	¥ 270,000
d	Opposed second cover	Full color (1P)	¥ 280,800
e	Opposed second cover	2 color (1P)	¥ 194,400
f	Opposed third cover	Full color (1P)	¥ 259,200
g	Opposed third cover	2 color (1P)	¥ 172,800
h	Table of Contents bottom	Black & White (1/4P)	¥ 43,200
i	Island position	Full color (1P)	¥ 259,200
j		2 color (1P)	¥ 151,200
k		Black & White (1P)	¥ 108,000
l		Black & White (1/2P)	¥ 64,800
m		Black & White (1/4P)	¥ 32,400



Magazine name: SportyLife

Theme: Sports Nutrition and Food Education

The first issue: October 10, 2015



- Title: SportyLife <http://sportylife.jp/>
- Quarterly Magazine: Four times per year / the 10 day with each issue  
April (spring), July (summer), October (autumn), January (winter)
- Page: Almost 80 pages (Full color)



➤ Contents:

1. Top Athlete message - Importance of dietary-
2. The power of dietary contributes in Sports -"Sports Washoku" made in japan -
3. On-site report - Sports Dietary Education -
4. Global Sports Nutrition
5. Food ingredients and additives and functional food materials
6. 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

#### Exhibition and Conference

### ifia JAPAN2017 (The 22<sup>nd</sup> International Food Ingredients & Additives Exhibition and Conference) HFE JAPAN 2017 (The 15<sup>th</sup> Health Food Exposition & Conference)

Date: May 24 to 26, 2017 10:00-17:00

Venue: Tokyo Big Sight East Hall 7 & 8

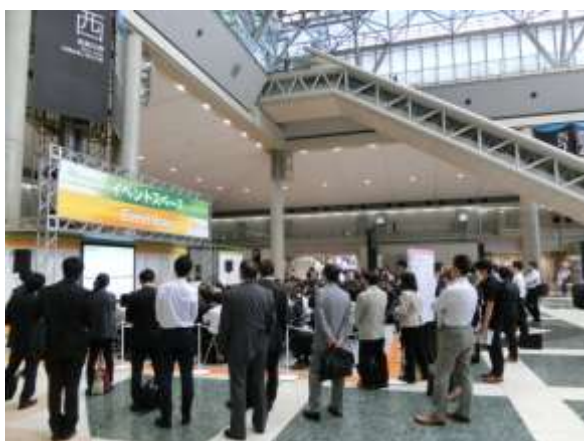
Organized by: Food Chemical Newspaper Inc

Expected number of visitors: 34,000

Expected number of exhibitors: 440

Expected exhibit scales: 6750sqm

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



#### Contact

If you have any questions, please contact us.

**Food Chemicals Newspaper Inc.**

**Phone : +81-3-3238-7520 / FAX : +81-3-3238-7898**

**Email : [tahira@foodchemicalnews.co.jp](mailto:tahira@foodchemicalnews.co.jp)**