

2023/11/15



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J-MONEY

Media Data 2024

機関投資家・金融プロフェッショナルのための
J-MONEY

J-MONEY
Online

J-MONEY and J-MONEY Online for institutional investors and financial professionals

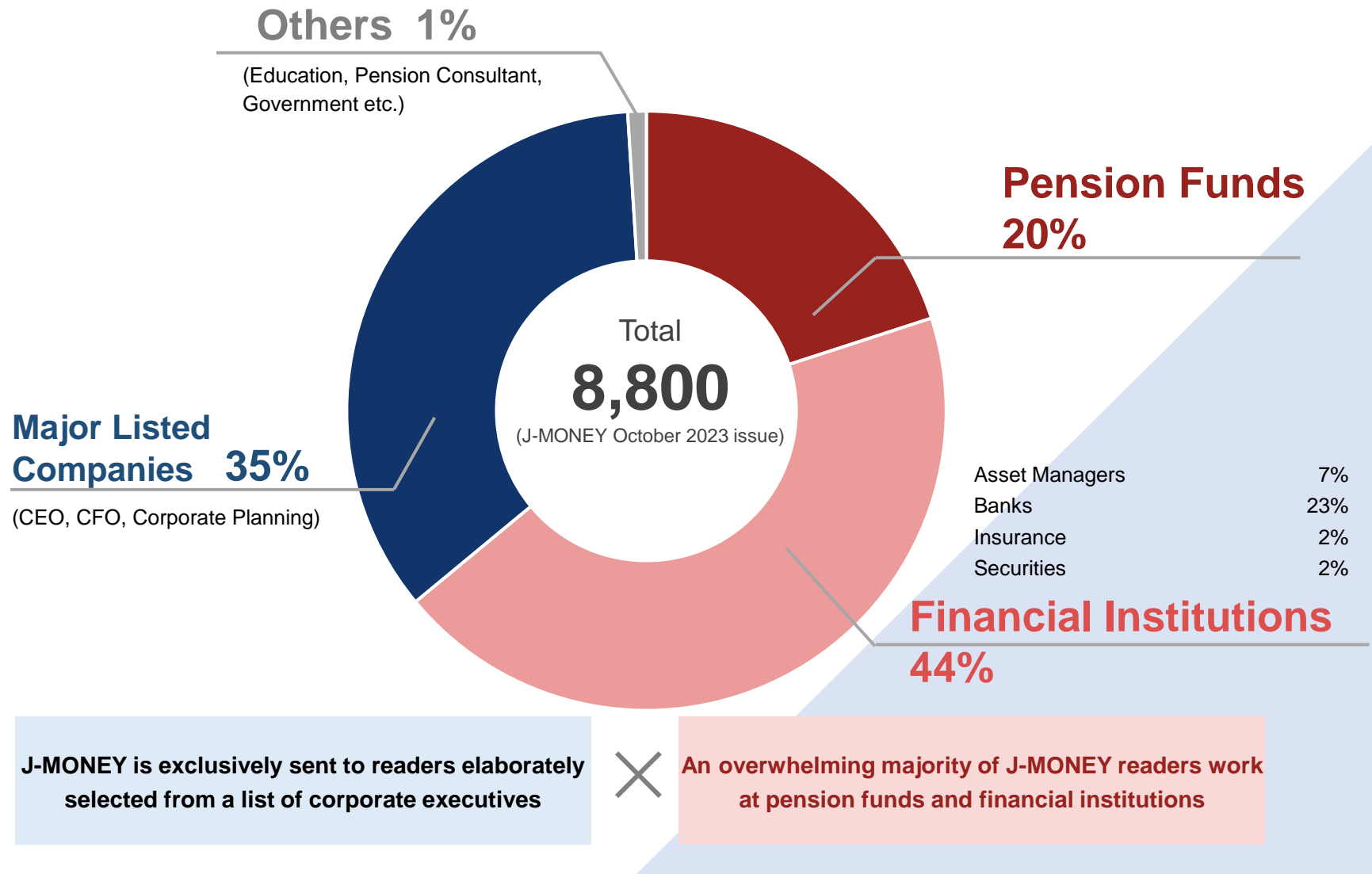
“J-MONEY,” originally launched in 1986 as the “Japanese Edition of Euromoney” and changed to its current name in 2011, has covered the Japanese financial industry for more than 35 years.

In 2020, the website “J-MONEY Online” debuted as an online platform for timely distributing highly unique and newsworthy information that cannot wait to be published in the quarterly J-MONEY magazine.

🔍 <https://j-money.jp/>



J-MONEY's readership consists mainly of institutional investors



Many J-MONEY readers are active in fund management, foreign exchange and treasury operations

■ Business areas readers are responsible for (multiple answers)



Source : Readership survey in autumn 2018

■ Readers' comments

- A pension fund executive: J-MONEY is always useful and informative for us as we need to keep thinking how we should manage assets while coping with the ongoing COVID crisis and a possibly post-COVID change in society. It isn't easy for small pension funds like ours to select right types of alternative assets instead of relying too much on equities. I particularly want to read articles about portfolio management strategies in each issue rather than in a one-off anniversary issue.
- A pension fund executive: OUTLOOK articles contributed by highly acclaimed specialists with expertise in macroeconomics, equities, FX, etc. in each issue give me a lot of insights.
- A pension fund executive: J-MONEY's recent feature about the Pension Fund Association (PFA) was very useful to know how it manages assets. Of late, the Government Pension Investment Fund (GPIF) have applied active management strategies. I'd like to learn more from J-MONEY about the way public and quasi-public funds manage assets.

Source : Questionnaires of J-MONEY in October 2021 (excerpts)

Quarterly Publication

Issues	Publication date	Advertisement application deadline	Advertising material deadline
2024 Winter	Monday, December 25, 2023	Friday, November 10, 2023	Monday, December 4, 2023
2024 Spring	Friday, March 1, 2024	Friday, January 19, 2024	Friday, February 9, 2024
2024 Summer	Friday, June 7, 2024	Wednesday, April 17, 2024	Friday, May 17, 2024
2024 Autumn	Friday, September 6, 2024	Tuesday, July 16, 2024	Friday, August 9, 2024

* Schedule is subject to change

J-MONEY: Upcoming Special Features (tentatively planned)

Special features focusing on the latest developments in the pension fund management, capital and foreign exchange markets

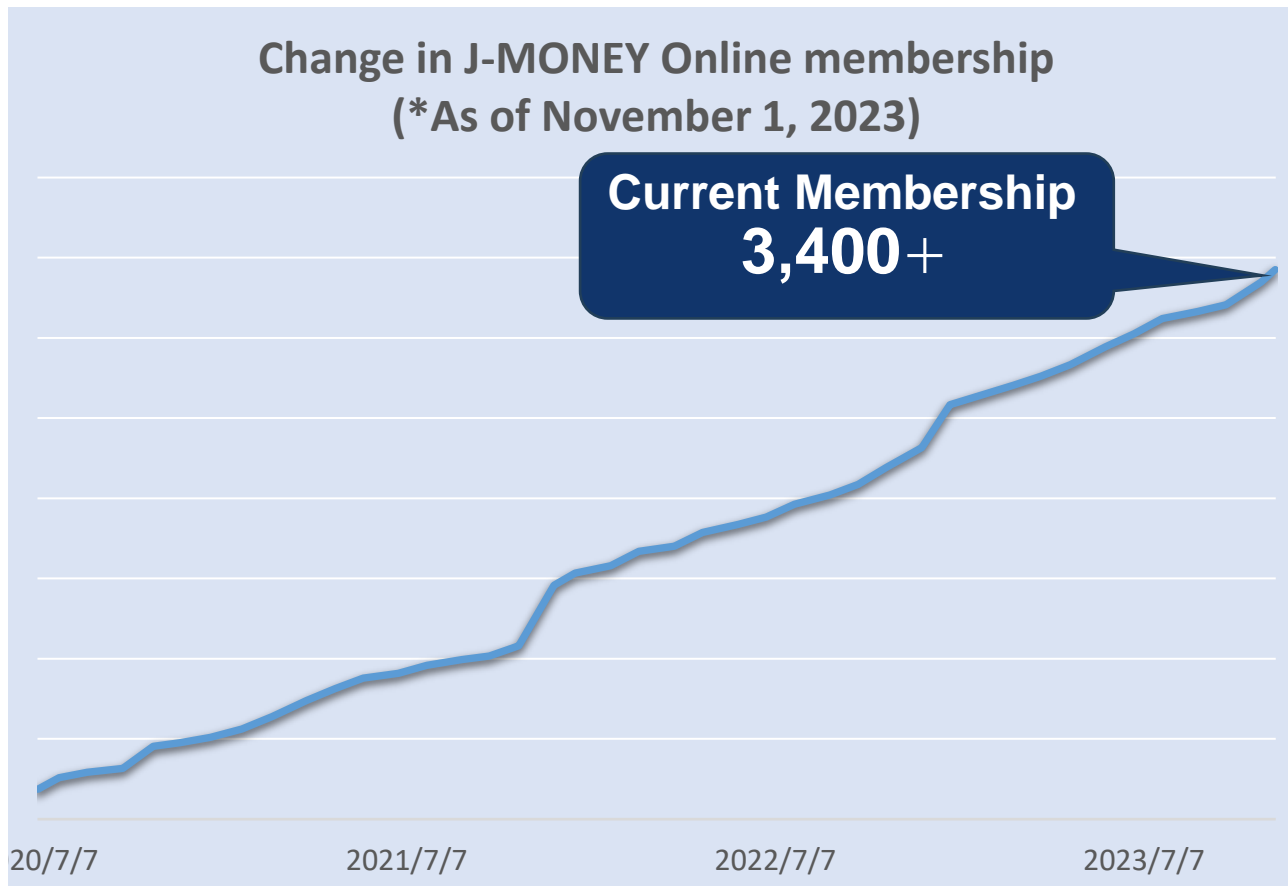
Issue	Special theme
2024 Winter	2024 – Financial Market Outlook
	How Japanese Govt's Asset Building Capacity Plan Change Japanese Asset Management Industry?
2024 Spring	Expanding Opportunity of Multi Asset Strategy – How We Should Select Them?
	Will Yen-Bond Renaissance Lead Japanese Investors to Rethink Their Hedge-Cost Strategy of Foreign Bond Investments?

J-MONEY: Upcoming Special Features (tentatively planned)

Special features focusing on the latest developments in the pension fund management, capital and foreign exchange markets

Issue	Special theme
2024 Summer	Investment Strategy Guide for Investors Under Changing Market
	Hedge Funds Attractiveness Under Uncertain Market: 3 Reasons Why You Should Focus on
2024 Autumn	An Expert's Guide to Finding High-Performance Fund Manager
	The Frontier of Private Asset Investing

J-MONEY's website was renewed in May 2020 as a membership site. The J-MONEY Online membership is steadily increasing.



Monthly PV 35,000PV
(Page view)

Monthly UU 13,000UU
(Unique user)

Click here for J-MONEY Online



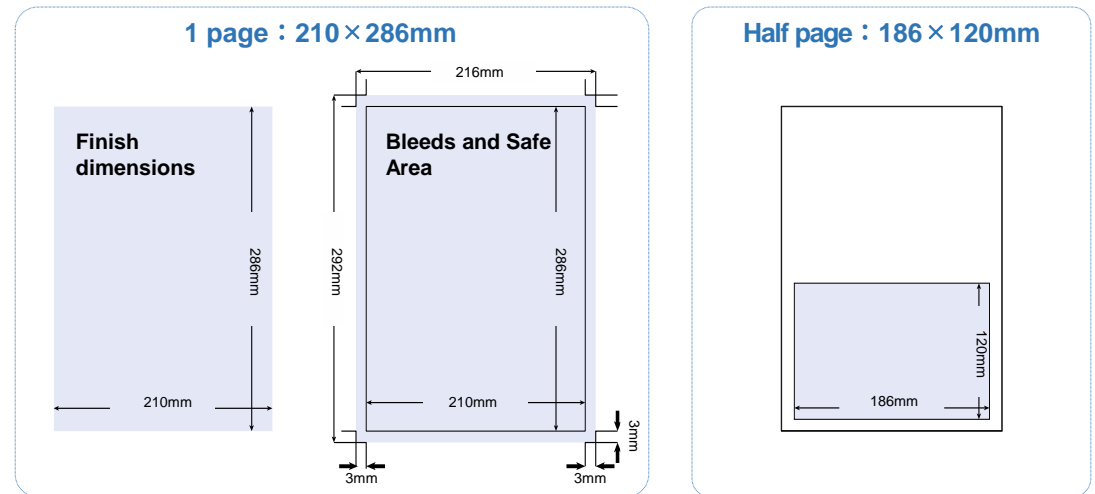
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■ Rates per placement (excluding tax)

Discounts apply if you sign up for an annual placement.

1 page	¥800,000
2 pages	¥1,500,000
Cover 2	¥1,000,000
Cover 2 spreads (2 pages)	¥1,800,000
Cover 3	¥900,000
Cover 4	¥1,200,000
Half page	¥500,000

■ Manuscript production guidelines



- Please outline all fonts.
- Mandatory items such as logos, company names, and photographs, should be kept at least 10 mm inside the finished dimensions.
- Please prepare a 3 mm coating on each side.
- Enclose the half page with a cage or use a picture, photo, etc. to fill the size.
- Please prepare a PDF of the output sample along with the submitted data.

J-MONEY Online Advertising Rates

■ Advertising posting rates (excluding tax)

	3 months	1 month	Restricted frame	Size
Billboard	¥1,000,000	¥400,000	1 frame / 3 companies rotation	970 × 250 pixels
Double Rectangle	¥750,000	¥300,000	1 frame / 3 companies rotation	300 × 600 pixels
1 st Rectangle	¥500,000	¥200,000		300 × 250 pixels
2 nd Rectangle	¥400,000	¥150,000	1 frame / 3 companies rotation	300 × 250 pixels
Infeed	¥350,000	¥150,000	Position rotation	600 × 337 pixels (Submission size) (Title) up to 24 characters (Not include company name) On smartphones, the left and right of the image will be slightly cut
Ad above article	¥1,000,000	¥400,000	1 frame / 3 companies rotation	728 × 90 pixels (PC) 320 × 50 pixels (Smartphone)
Text ad	¥250,000	¥100,000	3 frame / 5 companies rotation	Up to 25 characters

■File Format

	File Format	Size
Still image	JPEG, PNG, GIF	Unlimited (There are cases in which it is resized.)
Movie	HTML5, GIF	Within 4MB

- Content other than advertisements is also included in the rotation on the billboard.
- Only billboards can display video ads.
- [PR] and credits will be inserted at the beginning of Text ad.
- Text ad requires your company or product names.
- When an ad uses the white color in the background and its edge touches the outer frame, the whole of the outer frame must be encircled by a solid line to clearly indicate where the banner and the site are separated. No transparent ad (transparent color) acceptable.
- The deadline for the submission of each banner is 4 business days before the release date.

J-MONEY Online: Web Ad Placement Position

【Top page】



【Article page】



J-MONEY Forums / Conferences for institutional investors

- Multi-sponsored or single-sponsored seminars will be held for readers of J-MONEY.
- Participants are representatives responsible for asset management at pension funds, banks, insurance companies and other financial institutions and educational institutions as well as corporate treasurers at major listed companies.
- J-MONEY contributors, interviewees and other leading experts who are active in the financial and economic circles will give lectures.
- Seminars can be held either exclusively online or simultaneously in real space and online.
- J-MONEY runs articles about each event, enabling those who are unable to attend it to know key points of the lecture(s) given in it.



Example (an online seminar with multiple sponsors)
Sponsorship fee: ¥1,650,000 (tax excluded)

Note: Sponsorship fees vary, depending on seminar scale and needs and sponsor types.
For details, please contact our Marketing Representative.

Differentiate your ability to attract customers with a unique approach using J-MONEY Online

Event schedule	Theme
Late February 2024	Thinking Best Practice for Survive Turbulent Market
Early June 2024	Hedge-Fund Investing 2.0
Late September 2024	ESG Investment: Let's Consider from New Angle
Late November 2024	Alternative Investment: The awaken of Next Standard

Event dates and contents are subject to change. Please note.

Contact

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