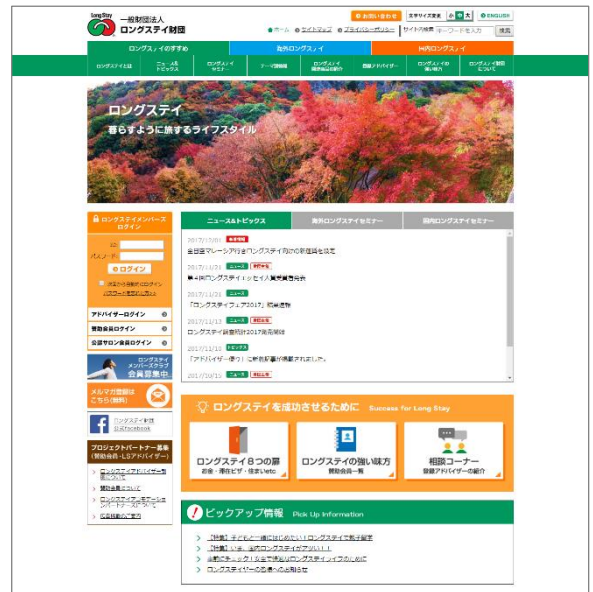




Long Stay Foundation

# Media Profile

**All fee-based memberships!**  
You can reach  
**the good quality customers**  
who are self-motivated.



## Long Stay Foundation

The Long Stay Foundation was established as an incorporated foundation in 1992 with the approval of the then Ministry of International Trade and Industry (currently the Ministry of Economy, Trade and Industry). Years later, in March 2013, it was approved as a general incorporated foundation by the Cabinet Office in Japan. The Long Stay Foundation's main activities to promote long-stay programs include the following:

- 1. Promotional and educational activities**  
(Hosting seminars and symposiums, Conducting tours and programs to experience a long, Information services)
- 2. Survey and research activities**
- 3. Support activities for long stayers**  
(Operation of the LONGSTAY Members Club, an organization of individual members)
- 4. Publishing activities**  
(Publishing the quarterly magazine "LONGSTAY", Website)
- 5. Other related activities**

# Quarterly Magazine "LONGSTAY"



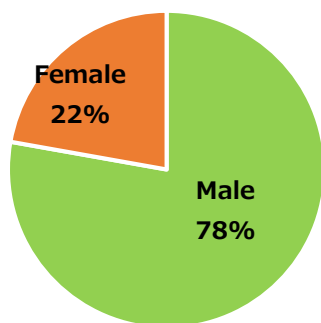
- **Issue Date** 4 times in a year (Jan. Apr. Jul. Oct.)
- **Format** A4
- **Circulation** 20,000 copies / year  
\*5000 copies per a issue
- **Price** **Paper** JPY 600 (+tax)  
**E-book** JPY 360 (+tax)
- **Readers** \*Long Stay Member's club,  
Subscribers, Supporting members,  
National tourist offices,  
Other business partners

## Good keeping Media!

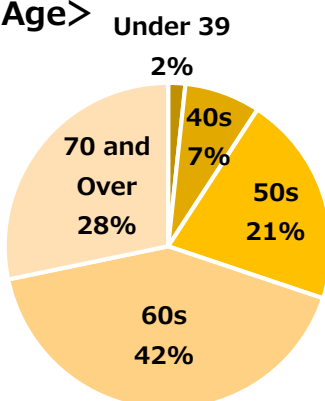
\*Please refer P.4 for the profile of Long Stay Member's club

### ■ Readers Profile

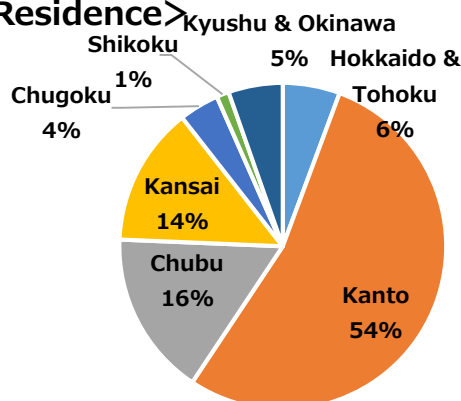
#### <Gender>



#### <Age>



#### <Residence>



### ■ Advertising Fee

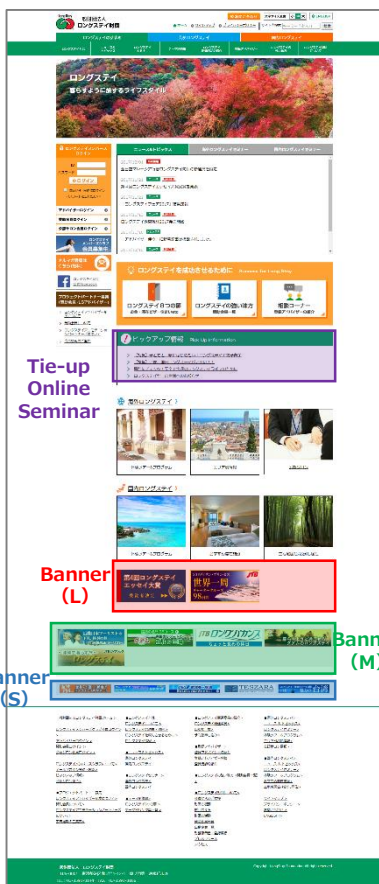
Item		Size (Wide × High)	Fee (Tax included)
<b>Ads</b>			
2 pages (Spread)	Middle page	420mm × 297mm	JPY 440,000
1 page	Cover 4	195mm × 297mm	JPY 308,000
	Cover 2	Bleed 210mm × 297mm	JPY 286,000
	Cover 3	Bleed 210mm × 297mm	JPY 253,000
	Middle page	Bleed 210mm × 297mm	JPY 220,000
1/2 page	Middle page	Bleed 210mm × 148mm Non-bleed 180mm × 130mm	JPY 110,000
1/4 page	Middle page	180mm × 65mm	JPY 77,000
<b>Advertorial</b>			
1 page	Middle page	210mm × 297mm	JPY 330,000
1 page (Fixed Format)	Middle page	210mm × 297mm	JPY 220,000

※Offering special price and fee-based enclosing service for supporting members.

※The field reports are available upon your request. Additional cost will be charged separately.

※The Option of the Repost on Website is available. Please refer P.3.

# Official Website / Mail Magazine



## <Official Website>

- Page view approx. 530,000/year (\*As of 2016)
- Users Long Stay Advisers, Long Stay Members Club, Supporting Members, Overseas Salons, The general public who is interested in Long stay
- Advertising Fee

Item	Size	Fee (Tax inc.) / Month
Banner (L)	PC ver. W250×H116 Smartphone ver. W180×H60	JPY 220,000
Banner (M)	246×64 pixel	JPY 176,000
Banner (S)	180×30 pixel	JPY 88,000
Advertorial	1 page	JPY 330,000
Advertorial (Fixed Format)	1 page	JPY 220,000
Advertorial (Fixed Format) (Repost from the Quarterly Magazine)	1 page	JPY 55,000
Online Seminar	1 page	JPY 330,000

Deliver to your website!

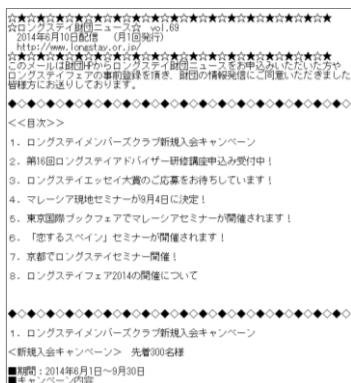
※Offering special price for supporting members. For more details, please contact the secretariat.

## <Mail Magazine>

- Issue Date The 10th of each month
- Circulation 12,000
- Readers Long Stay Advisers, Long Stay Members Club, Supporting Members, Overseas Salons, The general public who is interested in Long stay

### ■ Advertising Fee

Item	Size	Fee (Tax included)
Text ads	200 characters (40 characters × 5 lines)	JPY 22,000
E-blast	1 line within 35 characters × 50 lines	JPY 165,000



Delivering update information!

※Offering special price for supporting members. For more details, please contact the secretariat.

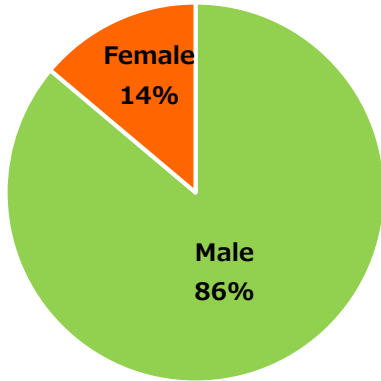
# Long Stay Member's Club Member's profile

## Long Stay Member's Club

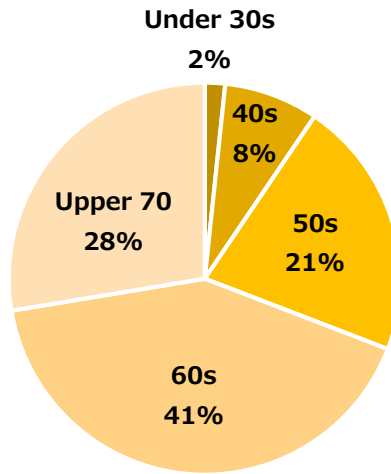
This paid-membership organization provides support to long stayers so that they can enjoy long-stay programs safely in countries outside Japan.

Number of Members : 2,942 (As of December, 2017)

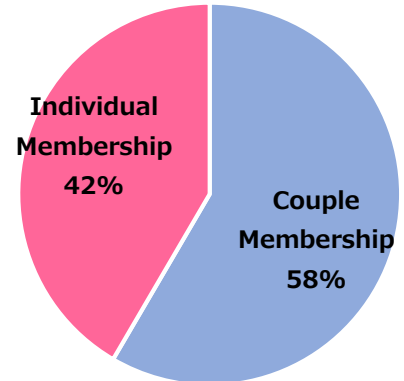
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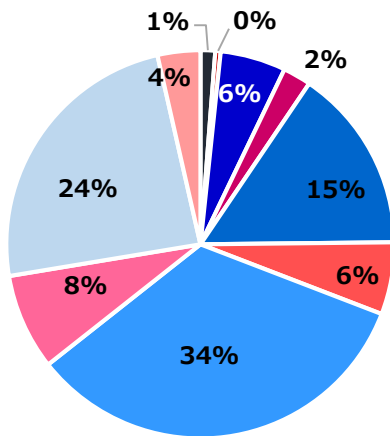
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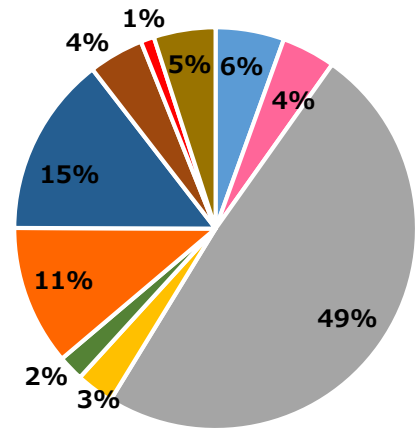
<Couple Membership Rete>



<Gender / Age>



<Residence>



- Male Under 30s
- Female Under 30s
- Male 40s
- Female 40s
- Male 50s
- Female 50s
- Male 60s
- Female 60s
- Male Over 70
- Female Over 70

- Hokkaido/Tohoku
- South Kanto
- Koshinetsu
- Hokuriku
- Tokai
- Kinki
- Shikoku
- Chugoku
- Kyushu/Okinawa
- North Kanto

<For Inquiries or Information>

## Long Stay Foundation

The Base Kojimachi 9-3 Nibancho, Chiyoda-ku, Tokyo, Japan, 102-0084

TEL: +81-3-6910-0681 FAX: +81-3-6910-0682 Email: info@longstay.or.jp