

# WHAT'S ON<sup>®</sup>

## NISEKO



EXPLORE AT ODIN PLACE, 1F  
 WWW.EXPLORE-NISEKO.COM  
 P. 050-5309-6905

IT'S FREE! YOUR ESSENTIAL GUIDE TO NISEKO - EVENTS, PROMOS & AWESOME DEALS

### ABOUT WHAT'S ON NISEKO

- NISEKO'S ONLY BI-MONTHLY PRINT PUBLICATION
- TRUSTED AND INSPIRING SOURCE OF UPDATED IN-RESORT HAPPENINGS, PARTIES, EVENTS, LOCAL'S TIPS AND INFORMATION
- PROVIDING THE BEST OF ALL THAT NISEKO HAS TO OFFER ON & OFF MOUNTAIN
- FREE TO GUESTS AND DISTRIBUTED THROUGH THE AREA IN MANY OF THE NISEKO ACCOMMODATIONS AND OTHER STRATEGIC HIGH TRAFFIC LOCATIONS
- EASY-TO-READ BITE-SIZED INFORMATION WITH EYE-CATCHING VISUALS



### HERE'S HOW TO INCREASE YOUR REACH AND BETTER CONNECT WITH YOUR AUDIENCE

#### THIS SEASON'S DEALS

1. List your events for FREE\*
2. Enjoy competitive advertising rates (design and copy packages available)
3. Be a What's On content sponsor — smart, relevant in-resort information or product showcase

\* FREE LISTINGS are reserved for limited-time events and must fulfill our events criteria.  
 \* Limited slots are available on a first-come, first-served basis. Submit your events online early! Submission dates to be announced (+/- 14 days prior to print deadline)

**SIGN UP TODAY!**

#### TYPES OF ADS

1. 1x Ad Block - b/w or coloured
2. 2x Ad Block - vertical / horizontal, b/w or coloured
3. 4x Ad Block Advertorial
4. 6x Ad Block Ad
5. 6x Ad Block Advertorial
6. Full page



← Event listings are FREE!

#### WHAT'S NEW 2017/18

- 4pp. / 8pp Bi-weekly issues — Yes! We are going bigger & better!
- More listing and advertising spots available this season
- List your events for FREE! — \*FREE LISTINGS have to be specific limited-time events (e.g. 1-3 days), open to public and offering a deal/promotion, limited slots are available
- Design / copy packages — work with our editorial team!

#### WHAT'S ON FACTS & STATS

##### 2016 stats

- 16 weekly issues
- Total of 32,000 distributed in 2016 /17 winter season; Estimated readership of 64,000
- Over 30 distribution points in and around Niseko

##### 2017 stats

- 7 x 4pp. issues + 3 x Bumper 8pp. issues; Bi-weekly distribution
- Total distribution 27,000; Total readership 65,000
- Over 30 distribution points in Hirafu, Niseko Village, Hanazono, Anupurri, Rusutsu and Moiwa

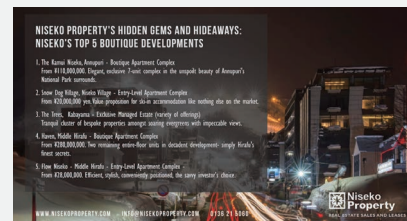
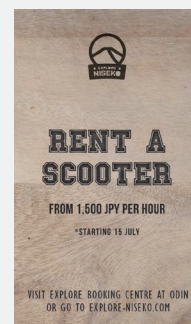
## RATE CARD

|                                |             |                | Availability                               |                       |
|--------------------------------|-------------|----------------|--|-----------------------|
| Full page ad                   | Full colour | ¥70,000/ad     | 8pp. issue: x2; or<br>2pp. centrefold: x 1 | Artwork not included  |
| 6-block ad                     | Full colour | ¥45,000/ad     | 4pp. issue: x1<br>8pp. issue: x2-x3        | Artwork not included  |
| 4-block ad                     | Full colour | ¥32,000/ad     | 4pp. issue: x1<br>8pp. issue: x2-x3        | Artwork not included  |
| 2-block ad                     | Full colour | ¥18,000/ad     | 4pp. issue: x3<br>8pp. issue: x4-x6        | Includes basic design |
| 1-block ad                     | Full colour | ¥10,000/ad     | 4pp. issue: x4-x6<br>8pp. issue: x5-x8     | Includes basic design |
| 6-block advertorial            | Full colour | ¥45,000/adv    | 4pp. issue: x1-x2<br>8pp. issue: x2-x4     | Includes design       |
| 4-block front page advertorial | Full colour | On application | 4pp. & 8pp. issues: x1                     | Includes design       |
| 2-block feature sponsor        | Full colour | ¥12,000/issue  | 4pp. issue: x1<br>8pp. issue: x2-x3        | Includes design       |

\*\* Multiple issues and seasonal packages available — ask us about our special rates!



Basic ads—background (to be purchased if req), logo, copy, contact info



6 Block advertorial

## PUBLICATION CALENDAR 01 Dec 2017 - 05 May 2018

| ISSUE              | PAGES | DATE               | PRINT DEADLINE | CONTENT DEADLINE | DISTRIBUTION |
|--------------------|-------|--------------------|----------------|------------------|--------------|
| Issue 1            | 4     | Dec 01 - Dec 14    | Nov 23         | Nov 12           | 2000         |
| Issue 2*           | 8     | Dec 15 - Dec 28    | Dec 10         | Dec 05           | 3000         |
| Issue 3*           | 8     | Dec 29 - Jan 11    | Dec 20         | Dec 15           | 3000         |
| Issue 4            | 4     | Jan 12 - Jan 25    | Jan 7          | Jan 02           | 3000         |
| Issue 5            | 4     | Jan 26 - Feb 08    | Jan 21         | Jan 16           | 3000         |
| Issue 6*           | 8     | Feb 09 - Feb 22    | Feb 02         | Jan 28           | 3000         |
| Issue 7            | 4     | Feb 23 - Mar 08    | Feb 17         | Feb 12           | 3000         |
| Issue 8            | 4     | Mar 09 - Mar 22    | Mar 07         | Mar 02           | 2000         |
| Issue 9            | 4     | Mar 23 - April 05  | Mar 18         | Mar 13           | 2000         |
| Issue 10*          | 8     | April 06 - 30 June | April 01       | Mar 26           | 3000         |
| *8pp. bumper issue |       |                    |                | Total            | 27,000       |

## SUBMISSION

Submission of online registration form including logo, basic company information, required package and acceptance of the terms and conditions.

Further instructions will be sent with details of submission

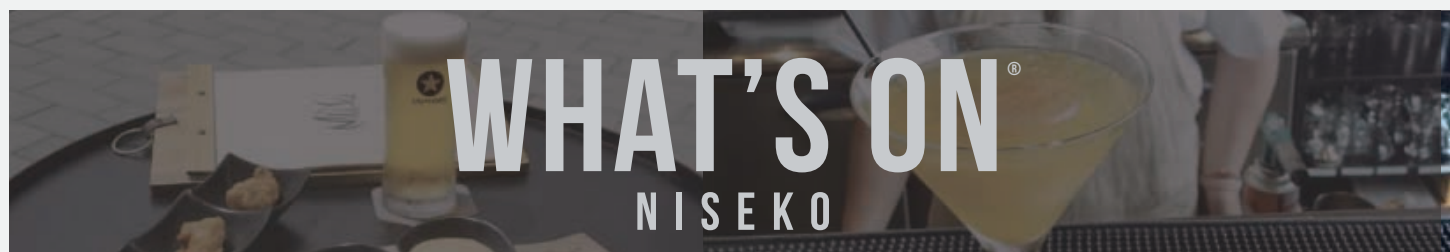
Deadline for advertisement delivery is about 25 days prior to publication unless otherwise informed (e.g. Bank Holiday schedules).

The publication will be made available online for final proof as specified at time of submission and will be available for 24 hours.

## UNDER CONSTRUCTION

## WHAT'S ON X NISEKO LIVE APP

Stay tuned!



ENQUIRE AT [WWW.EXPLORE-NISEKO.COM](http://WWW.EXPLORE-NISEKO.COM) OR AT EXPLORE, ODIN PLACE IF



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