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Japanese Daily Sun  
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**The No. 1 Periodical for Hawai`i's Japanese Residents, Students and Tourists**

❖ Frequency of Publication	The Japanese Daily Sun is published every weekday, except for holidays.
❖ Circulation	Daily circulation                      9,500 Total weekly circulation        47,500
❖ Readership	A recent survey shows readership breaks down into these categories: Residents--65%, Tourists--35% Male--45%, Female--55% Ages: under 30--25%, ages 30 to 50--35%, over 50--40%  Readers are Japanese businessmen and professionals with their families; students, retired senior citizens, and tourists.
❖ Contents	Worldwide news coverage of these fields: sports, politics, the economy, industry, finance, health, and entertainment. Also included is helpful information for daily life in Hawai`i in the areas of fashion, real estate, employment, and classifieds.
❖ Distribution	Distributed free at more than 200 locations in the metropolitan area of Honolulu and throughout O`ahu: supermarkets, tour desks, hotels, restaurants, and retail stores; 24 newspaper racks on Kalakaua Avenue, Waikiki. Also mailed to subscribers.
❖ Format	Width: 14.5" length: 22.75". No. of pages: 14-20. Two colors.
❖ Advertising Rates	See attached sheet. Size samples available on website: <a href="http://www.nikkansan.net">www.nikkansan.net</a>

As of December 11, 2009

*Price List*

Size	Column	H x W (Inch)	H x W (CM)	One Time	Weekly	Monthly
A-1	1	1.3 X 2.5	3.3 X 6.3			250
A-2	1	1.3 X 3.3	3.3 X 8.4			335
A-3	1	1.3 X 5.0	3.3 X 12.8	\$100	248	495
B-1	2	2.7 X 2.5	6.8 X 6.3	\$100	248	495
B-2	2	2.7 X 3.3	6.8 X 8.4	\$134	335	670
B-3	2	2.7 X 5.0	6.8 X 12.8	\$198	495	990
C-1	3	4.1 X 2.5	10.3 X 6.3	\$150	375	750
C-2	3	4.1 X 3.3	10.3 X 8.4	\$200	500	1,000
C-3	3	4.1 X 5.0	10.3 X 12.8	\$298	745	1,490
D-2	4	5.5 X 3.3	14.0 X 8.4	\$268	673	1,345
D-3	4	5.5 X 5.0	14.0 X 12.8	\$369	995	1,990
E	5	7.0 X 5.0	17.8 X 12.8	\$470	1,268	2,536
*1/3 Page	5	7.0 X 13.75	17.8 X 35.0	\$1,500	3,800	7,500
*2/3 Page	7	13.5 X 13.75	34.3 X 35.0	\$3,000	7,600	15,000
*Full Page	15	21 X 13.75	53.3 X 35.0	\$4,500	11,200	22,400

Front / Back Page ( Bottom, Black & Red, 3 times a week: M.W. F. / Tu. Th. F )

A-3	1	1.3 X 5.0	3.3 X 12.8			\$495
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(As of December 11, 2009) \*Due to the changes in dimension, price has been changed.

◆ **BOOK STORES**

BOOK OFF  
 HAKUBUNDO  
 YAMATO SHOTEN  
 NIPPON VIDEO

◆ **GOV**

CONSULATE GENERAL OF JAPAN

◆ **HOTEL**

ALAMOANA HOTEL  
 AMBASSADOR HOTEL  
 EWA HOTEL  
 WKK SUNSET HOTEL  
 HAWAIIAN MANARCH  
 HAWAII PRINCE HOTEL  
 ISLAND COLONY  
 THE NEW OTANI KAIMANA BEACH HOTEL  
 WKK BANYAN  
 WKK PARK SHORE HOTEL

◆ **RESTAURANTS**

AKINONO  
 BISTRO SHUN  
 CHOCO HOUSE  
 CHINPEI-RAMEN  
 CHIBAKEN  
 HANAMARU  
 HANAZEN - WAL MART  
 HATSUHANA  
 KABUKI RESTAURANT

KOZO SUSHI - KAPAHULU  
 KOZO SUSHI - KAHARA  
 KOZO SUSHI - PEARL CITY  
 MENCHANKO TEI  
 NAKAMURA  
 ODORIKO  
 SUSHI KING  
 YOSHITUNE  
 KOKO MARINA PARADICE CAFE  
 SPOON-TEI  
 YUZEN  
 JINROKU  
 NONBEI  
 OJIYA  
 RARAYA-RAMEN  
 SHIGEZO

◆ **OFFICES**

FOGARTY REALTY  
 JALPAK  
 HIS SHOPPING PLAZA  
 JTB  
 R&C HAWAII TRAVEL  
 ELDERS INTERNATIONAL INC.

◆ **SUPERMARKETS / DRUG STORE**

PEARL RIDGE MALL  
 DONQUIJOTE - PEARL CITY  
 DONQUIJOTE - KAHEKA  
 FOOD PANTRY - WAIKIKI

MARUKAI - DILLINGHAM  
 MARUKAI - WORD AVE  
 NIJIYA MARKET  
 SAFEWAY - BERETANIA  
 SAFEWAY - KAPAHULU  
 SAFEWAY - HAWAII KAI  
 SHIROKIYA  
 STAR MARKET - UNIVERSITY  
 TIMES - KAHALA  
 TIMES - KING ST  
 LONGS - KAHALA

◆ **STARBUCKS COFFEE HAWAII**

WAIKIKI TRADE CENTER  
 PARK SHORE  
 OHANA WAIKIKI WEST  
 WAIKIKI SHOPPING PLAZA

◆ **SHOPS / RETAIL STORES**

DFS - COUNTER  
 HINAE SALON  
 KUUB  
 NIPPON RENT A CAR  
 NAIL SALON KOKO  
 SPARK  
 YAJIMA STATION  
 WCL  
 WATABE WEDDING

◆ **WAIKIKI NEW RACKS**

*[ ON KALAKAUA AVE ]*

INFRONT OF:  
 LANDMARK CONDO  
 ANA Bldg. (@BEACH WALK )  
 RAMEN EZOGIKU  
 FENDI ( ROYAL HAWAIIAN SC)  
 DIOR (GALLARIA TOWER)  
 GUESS (WAIKIKI SHOPPING PLAZA)  
 WAIKIKI SHOPPING PLAZA (@ ROYAL HAWAIIAN AVE)  
 GODIVA (WAIKIKI BUISINESS PLAZA)  
 RESORT QUEST WKK BEACHSIDE HOTEL  
 PRINCESS KAIULANI HOTEL

*[ ON OR NEAR SEASIDE AVE ]*

INFRONT OF:  
 ROYAL KUHIO CONDO BUS STOP  
 WKK TRADE CENTER STARBUCKS  
 OLD MOVIE THEATER (CLOSED)  
 MARIN SURF WKK HOTEL  
 OHANA MARIA HOTEL (KUHIO@LEWERS)

*[ KINGS VILLAGE AREA ]*

INFRONT OF:  
 SUBWAY  
 ENTRANCE

*[ MARIOTT HOTEL AREA ]*

WEST CORNER ( KALAKAUA&OHUA)  
 EAST SIDE (PAOAKALANI&LEMON)  
 WEST BIHIND ( OHUA&KUHIO )

*[ HOBRON LANE ]*

INFRONT OF:  
 MAC DONALD @DISCOVERY CONDO

*[ DOWNTOWN ]*

FREE STANDING RACKS:  
 FORT STREET MALL BY HPU  
 EXECUTIVE CENTER ON BISHOP ST.

As of July 1, 2009