



翼の王国

Tsubasa no Okoku

An inflight magazine rooted in the tradition of ANA Group but transcending the bounds of conventional inflight media

Tsubasa no Okoku has become an established publication with its high readability and rich information. Virtually all ANA Group, male and female, young and old alike, not to mention business travelers, spend part of their private flight time reading or looking through the magazine. Tsubasa no Okoku is an effective tool for both B-to-B and B-to-C communications.



Destinations in Japan and around the world are featured using beautiful photos.



A serial story in the magazine has been compiled into a book.

1

Advantages

- ◎The magazine is read by **91.3%** of all ANA Group.*¹ It is a publication with a long tradition in ANA.
- ◎Tsubasa no Okoku tops all other ANA Group publications with some 3 million readers per month.*¹

2

Characteristics

- ◎Circulation: approx. **3,713,000** domestic and international flight passengers per month (FY2009 average*²)
- ◎Flight time: **average 1.5 hours** for domestic flights, **2-14 hours** for international flights
- ◎Readership rate: **91.3%**; Number of readers: approx. **3,035,000/month**;
Cost of exposure of one page of the magazine per person: **¥0.79** (in the case of domestic flight passengers)*¹

3

Recommended advertisers

- ◎Advertisers handling products intended for businesspeople
- ◎Local governments, tourist associations, government tourism offices

*¹ Internet survey conducted by a research company in September 2010 (respondents: ANA Group domestic flight passengers during August and September 2010)

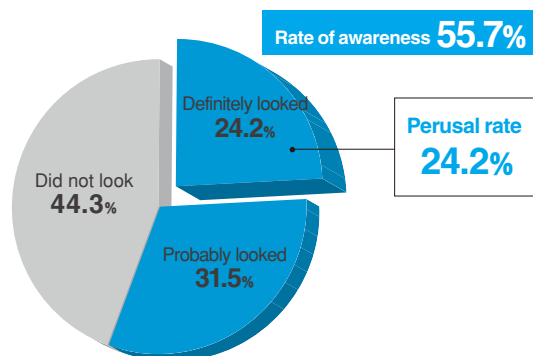
*² FY2009 ANA survey



Tsubasa no Okoku

Passenger rate of awareness
and perusal rate of advertisements

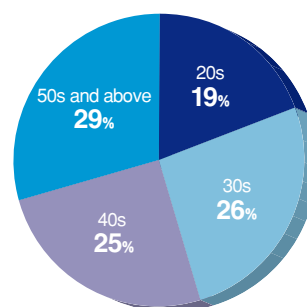
The majority of passengers glance through advertisements.



Internet survey conducted by a research company in September 2010
(respondents: domestic flight passengers during August and September 2010)

Tsubasa no Okoku readership profile

The majority of readers are people in their 30s to 50s.



Internet survey conducted by a research company in September 2010
(respondents: domestic flight passengers during August and September 2010)

Media overview

Size	A4 Variant 280mm(H) × 210mm(W) Perfect binding, Opens to the right
Publication schedule	Monthly publication Date of publication: 1st of each month (published at the end of the previous month) *For convenience, some issues may be offered onboard at the end of the month preceding the date of publication.
Number of potential readers	Total number of ANA Group per month: approx. 3,713,000 Domestic flight passengers: approx. 3,324,000 International flight passengers: approx. 389,000
Circulation	Flights operated by the ANA Group Placed in seat pockets in all cabins/classes *Excluding some small aircraft.

■ Application deadline: 50 days prior to the date of publication

■ Advertisement submission deadline:
40 days prior to the date of publication

■ Frequency discounts

6 advertisements/year or more: 5% discount
12 advertisements/year or more: 10% discount
*Frequency discounts apply to blanket orders only.

Rates

Advertising space

Both Edition※	Rate	Size (HxWmm)
Inside Front Cover-DPS	¥5,200,000	280 × 420
2nd DPS(After IFC-DPS)	¥4,800,000	280 × 420
DPS	¥4,400,000	280 × 420
FP(Facing Content) 1	¥3,100,000	280 × 420
FP(Facing Content) 2	¥3,000,000	280 × 420
FP(Facing Article)	¥2,600,000	280 × 420
FP-ROP	¥2,400,000	280 × 420
1/3P-Vertical	¥950,000	253 × 62
1/3P-Horizontal	¥950,000	80 × 190

※Submitted advertisements will be used in both the domestic and international flight editions.

Domestic Edition	Rate	Size (HxWmm)
Back cover	¥3,400,000	280 × 203
Inside back cover	¥2,500,000	280 × 210
FP-ROP	¥2,200,000	280 × 210

Guidelines for preparing advertisements

- Please submit your advertisement in complete, electronic file format.
- When submitting an advertisement, please provide paper, color samples and a file specification sheet along with the electronic file.
- After submitting your advertisement, you will have up to two opportunities (galley proofs) to proofread your advertisement.
- In the case of a bleed advertisement, please place the name of your company and all copy within at least 10mm from all sides of the trim size of the advertisement. Please also provide a bleed margin of 3mm or more on each side.
- With respect to the nature of the magazine as an inflight magazine, please refrain from including a mail-in information request coupon or two-dimensional barcodes (QR codes) in your advertisement.
- Please contact us for detailed specifications on other matters concerning electronic advertisement files.

Notes concerning application

- Cancellations may not be made 60 days or less prior to the date of publication.
- With the exception of special pages, you may not specify the page on which your advertisement will appear.
- Please only submit pure advertisements; no advertorials.
- We may not accept advertisements that express interests that conflict or compete with the operating activities of the ANA Group and its affiliates.
- When you apply for advertising space, we will analyze your company and examine the content and expressions used in your advertisement. As we offer this magazine as part of ANA's inflight services, please note that we may not accept advertisements that may cause discomfort or displeasure among our passengers.
- All advertising pages are printed offset in four colors. The rate of your advertisement will not change even if you specify printing in three colors or less.
- You may not restrict the exposure of your advertisement to any certain cabin/class or flight route.



WINGSPAN

A high-quality, worldwide inflight magazine
Reach out to foreign customers through this publication
and enhance your company's brand image.

WINGSPAN is available on all international flights connecting Japan with major cities in Asia, America, Europe, and other parts of the world.

Written in both English and Chinese, this international inflight magazine targets a worldwide audience and lets you reach out to the steadily increasing number of foreign travelers to Japan.



1

Advantages

- ◎The magazine is read by **50.4%** of all ANA international flights passengers.*1 It is a publication with a long tradition in ANA.
- ◎It is provided in all classes on international flights, and guarantees long exposure time.

2

Characteristics

- ◎Circulation: approx. **389,000** international flight passengers per month (FY2009 average*2).
- ◎Flight time: **average 2-14** [European/American flights: 9-14 hours; Southeast Asian flights: 5-8 hours; East Asian flights: 1.5-5 hours]
- ◎Readership rate: **50.4%**; Number of readers: approx. **196,000/ month**;
Cost of exposure of one page of the magazine per person: **¥3.5** (in the case of international flight Japanese passengers)*1

3

Recommended advertisers

- ◎Advertisers handling products intended for businesspeople.
- ◎Advertisers handling products intended for foreign travelers to Japan.

*1 Internet survey conducted by a research company in September 2010 (respondents: ANA international flight passengers during July to September 2010)

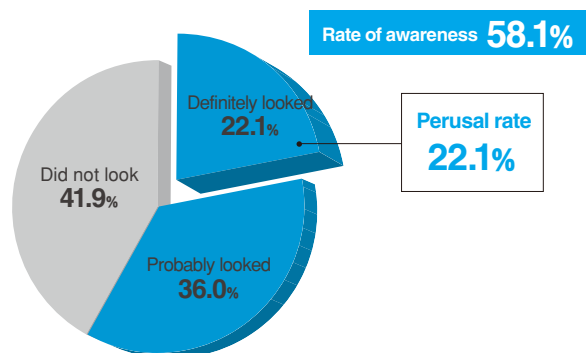
*2 FY2009 ANA survey



WINGSPAN

Passenger rate of awareness and perusal rate of advertisements

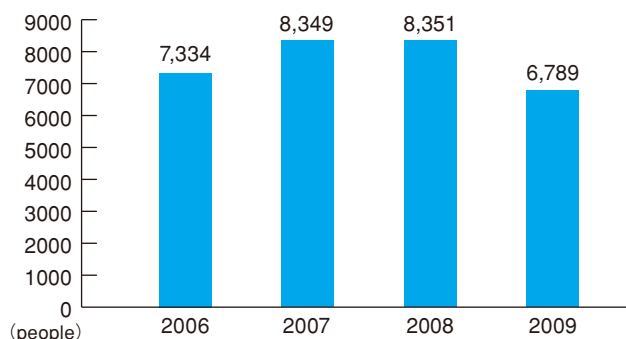
The magazine is intended for foreign passengers, but more than half of all Japanese passengers also peruse the advertisements.



Internet survey conducted by a research company in September 2010
(respondents: international flight passengers during July to September 2010)

Number of foreign travelers to Japan

The number of foreign travelers to Japan in 2010 has recovered to 2008 levels. (people)



Source: "Inbound Travel Trends," Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism

Media overview

Size	A4 Variant 280mm(H) × 210mm(W) Perfect binding, Opens to the right
Publication schedule	Monthly publication Date of publication: 1st of each month (published at the end of the previous month) *For convenience, some issues may be offered onboard at the end of the month preceding the date of publication.
Number of potential readers	ANA Group international flight passengers per month: approx. 389,000
Circulation	Flights operated by the ANA Group Placed in seat pockets in all classes on international flights *Excluding some small aircraft.

- Application deadline: 50 days prior to the date of publication
- Advertisement submission deadline:
40 days prior to the date of publication

Guidelines for preparing advertisements

- Please submit your advertisement in complete, electronic file format.
- When submitting an advertisement, please provide paper, color samples and a file specification sheet along with the electronic file.
- After submitting your advertisement, you will have up to two opportunities (galley proofs) to proofread your advertisement.
- In the case of a bleed advertisement, please place the name of your company and all copy within at least 10 mm from all sides of the trim size of the advertisement. Please also provide a bleed margin of 3 mm or more on each side.
- With respect to the nature of the magazine as an inflight magazine, please refrain from including a mail-in information request coupon or two-dimensional barcodes (QR codes) in your advertisement.
- Please contact us for detailed specifications on other matters concerning electronic advertisement files.

Rates

Advertising space	Rate	Size (HxWmm)
Inside Front Cover	¥1,450,000	280 × 420
DPS	¥1,250,000	280 × 420
FP(Facing Content)	¥750,000	280 × 210
FP	¥700,000	280 × 210

Frequency discounts

- 6 advertisements/year or more: 5% discount
- 12 advertisements/year or more: 10% discount
- *Frequency discounts apply to blanket orders only.

Notes concerning application

- Cancellations may not be made 60 days or less prior to the date of publication.
- With the exception of special pages, you may not specify the page on which your advertisement will appear.
- Please only submit pure advertisements; no advertorials.
- We may not accept advertisements that express interests that conflict or compete with the operating activities of the ANA Group and its affiliates.
- When you apply for advertising space, we will analyze your company and examine the content and expressions used in your advertisement. As we offer this magazine as part of ANA's inflight services, please note that we may not accept advertisements that may cause discomfort or displeasure among our passengers.
- All advertising pages are printed offset in four colors. The rate of your advertisement will not change even if you specify printing in three colors or less.
- You may not restrict the exposure of your advertisement to any certain cabin/class or flight route.



ANA SKY ADVERTISING



A STAR ALLIANCE MEMBER



ANA SKY SHOP

A catalog of products carefully selected by ANA for inflight shopping
Extend the reach of your advertisement by stimulating consumers' purchasing desire.

ANA SKY SHOP features original ANA goods in the domestic flight edition and carefully selected duty free goods in the international flight edition.

It is a familiar publication to large numbers of passengers with high spending power.

Its wide lineup of products, ranging from business must-have items to duty free goods and special collaboration items with famous brands, captures and also extends readers' attention to the advertisements.



1

Advantages

- ◎The magazine is read by **84.8%** of all ANA passengers.^{*1} It is a shopping catalog with a long tradition on par with Tsubasa no Okoku.
- ◎It is provided in all classes on both domestic and international flights, and guarantees long exposure time.

2

Characteristics

- ◎Circulation: approx. **6,648,000** domestic flight passengers per 2 months (FY2009 average^{*2}).
- ◎Flight time: **average 1.5 hours** for domestic flights, **2-14 hours** for international flights.
- ◎Readership rate: **84.8%**; Number of readers: approx. **5,638,000/2 month**;
Cost of exposure of one page of the magazine per person: **¥0.26** (in the case of domestic flight passengers)^{*1}

3

Recommended advertisers

- ◎Advertisers handling products intended for businesspeople.
- ◎Advertisers handling relatively high-value products.

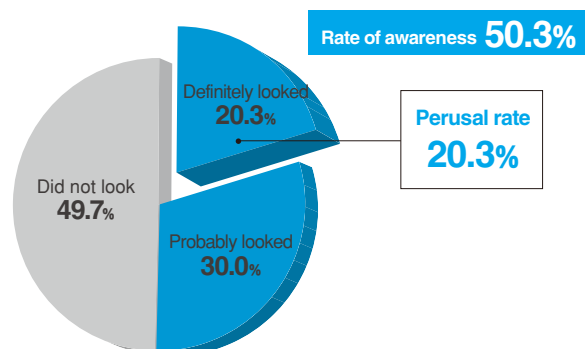
^{*1} Internet survey conducted by a research company in September 2010 (respondents: ANA domestic flight passengers during August and September 2010)

^{*2} FY2009 ANA survey

ANA SKY SHOP

Passenger rate of awareness and perusal rate of advertisements Domestic flights

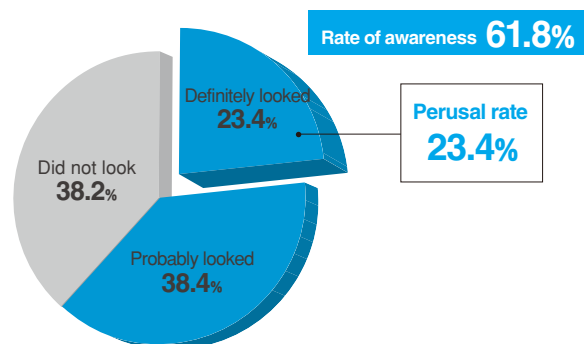
With the magazine garnering high attention as an inflight shopping catalog, advertisements contained in it also capture the attention of roughly half of all readers.



Internet survey conducted by a research company in September 2010
(respondents: domestic flight passengers during August and September 2010)

Passenger rate of awareness and perusal rate of advertisements International flights

The rates are higher on international flights with longer flight times compared to domestic flights.



Internet survey conducted by a research company in September 2010
(respondents: international flight passengers during July to September 2010)

Media overview

Size	A4 Variant 280mm(H) × 210mm(W) Perfect binding, Opens to the right
Publication schedule	Bimonthly publication Date of publication: 1st of each odd-numbered month (published at the end of each even-numbered month) <small>*For convenience, some issues may be offered onboard at the end of the month preceding the date of publication.</small>
Number of potential readers	ANA Group domestic flight passengers per month : approx. 3,324,000 ANA Group international flight passengers per month: approx. 389,000
Circulation	Placed in seat pockets in all classes on ANA flights <small>*Excluding some small aircraft.</small>

- Application deadline: 70 days prior to the date of publication
- Advertisement submission deadline:
40 days prior to the date of publication

Guidelines for preparing advertisements

- Please submit your advertisement in complete, electronic file format.
- When submitting an advertisement, please provide paper, color samples and a file specification sheet along with the electronic file.
- After submitting your advertisement, you will have up to two opportunities (galley proofs) to proofread your advertisement.
- In the case of a bleed advertisement, please place the name of your company and all copy within at least 10mm from all sides of the trim size of the advertisement. Please also provide a bleed margin of 3mm or more on each side.
- With respect to the nature of the magazine as an inflight magazine, please refrain from including a mail-in information request coupon or two-dimensional barcodes (QR codes) in your advertisement.
- Please contact us for detailed specifications on other matters concerning electronic advertisement files.

Rates

International flight edition	Domestic flight edition	Rate	Size (HxWmm)
Back cover	Back cover	¥4,700,000	280 × 210
—	FP-ROP	¥1,500,000	280 × 210
—	Back cover	¥4,000,000	280 × 210
Back cover	—	¥2,000,000	280 × 210

Frequency discounts

- 3 advertisements/year or more: 5% discount
- 6 advertisements/year or more: 10% discount
- *Frequency discounts apply to blanket orders only.

Notes concerning application

- Cancellations may not be made 80 days or less prior to the date of publication. With the exception of special pages, you may not specify the page on which your advertisement will appear. We accept advertisements from more than one company in the same business line.
- Please only submit pure advertisements; no advertorials.
- We may not accept advertisements that express interests that conflict or compete with the operating activities of the ANA Group and its affiliates.
- When you apply for advertising space, we will analyze your company and examine the content and expressions used in your advertisement. As we offer this magazine as part of ANA's inflight services, please note that we may not accept advertisements that may cause discomfort or displeasure among our passengers.
- All advertising pages are printed offset in four colors. The rate of your advertisement will not change even if you specify printing in three colors or less.



ANA SKY CHANNEL

A high-exposure publication that 80% of all international flight passengers peruse during their flight

ANA SKY CHANNEL is a guide to exciting inflight entertainment selected with confidence by ANA.

In addition to a comprehensive list of inflight films, music, and games offered on 160 channels,

ANA SKY CHANNEL also provides a wealth of hot topics and information related to films and music.

It is available in all classes on international flights, and promises long and frequent exposure of advertisements contained therein.

you can plan a three-pronged communication strategy through music, talk, and print media.



1

Advantages

- ◎ This pamphlet is read by **79.3%** of all international flight passengers.^{※1} It is one of the most read publications by international flight passengers who enjoy films, music and other inflight entertainment during their flight.
- ◎ It is available in all classes on international flights, and enjoys extended exposure to passengers.

2

Characteristics

- ◎ Circulation: approx. **389,000** international flight passengers per month (FY2009 average^{※2}).
- ◎ Flight time: average **2-14** hours [European/American flights: 9-14 hours; Southeast Asian flights: 5-8; East Asian flights 1.5-5 hours]
- ◎ Readership rate: **79.3%**; Number of readers: approx. **308,500/month**; Cost of exposure of one page (back cover) of the magazine per person: **¥4.8** ^{※1}

3

Recommended advertisers

- ◎ Advertisers handling products intended for businesspeople.
- ◎ Advertisers in the entertainment business (films, music, games).

※1 Internet survey conducted by a research company in September 2010 (respondents: ANA international flight passengers during July to September 2010)

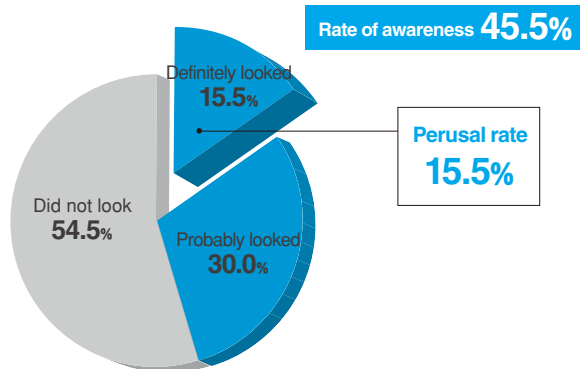
※2 FY2009 ANA survey



ANA SKY CHANNEL

Passenger rate of awareness and perusal rate of advertisements

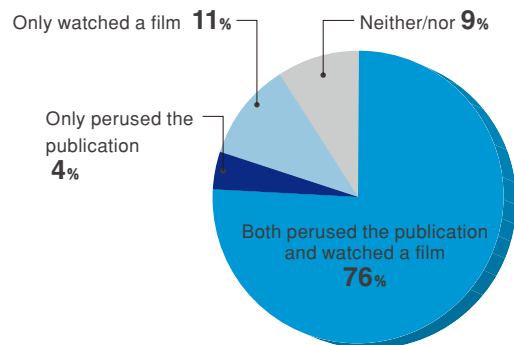
Almost half of all readers look at the advertisements contained in ANA SKY CHANNEL.



Internet survey conducted by a research company in September 2010
(respondents: international flight passengers during August 2010)

Engagement status of ANA SKY CHANNEL (publication) and inflight films

Linkage to an ANA SKY CHANNEL CM increases the impact of advertising.



Internet survey conducted by a research company in September 2010
(respondents: international flight passengers during July to September 2010)

Media overview

Size	A4 Variant 280mm(H) × 210mm(W) Saddle-stitch binding Opens to the right
Publication schedule	Monthly publication Date of publication: 1st of each month (published at the end of the previous month) *For convenience, some issues may be offered onboard at the end of the month preceding the date of publication or until the beginning of the following month.
Number of potential readers	ANA international flight passengers per month: approx. 389,000
Circulation	Placed in seat pockets in all classes on ANA international flights *Excluding some small aircraft.

- Application deadline: 50 days prior to the date of publication
- Advertisement submission deadline: approx. 35days prior to the date of publication

Guidelines for preparing advertisements

- Please submit your advertisement in complete, electronic file format.
- When submitting an advertisement, please provide paper, color samples and a file specification sheet along with the electronic file.
- After submitting your advertisement, you will have up to two opportunities (galley proofs) to proofread your advertisement.
- In the case of a bleed advertisement, please place the name of your company and all copy within at least 10 mm from all sides of the trim size of the advertisement. Please also provide a bleed margin of 3 mm or more on each side.
- With respect to the nature of the magazine as an inflight magazine, please refrain from including a mail-in information request coupon or two-dimensional barcodes (QR codes) in your advertisement.
- Please contact us for detailed specifications on other matters concerning electronic advertisement files.

Rates

Advertising space	Rate	Size (HxWmm)
Back cover	¥1,500,000	280 × 210

Frequency discounts

- 3 advertisements/year or more: 5% discount
- 6 advertisements/year or more: 10% discount
- *Frequency discounts apply to blanket orders only.

Notes concerning application

- Cancellations may not be made 60 days or less prior to the date of publication.
- Please only submit pure advertisements; no advertorials.
- We may not accept advertisements that express interests that conflict or compete with the operating activities of the ANA Group and its affiliates.
- When you apply for a commercial slot, we will analyze your company and examine the content and expressions used in your commercial. As we offer this magazine as part of ANA's inflight services, please note that we may not accept commercials that may cause discomfort or displeasure among our passengers.
- All advertising pages are printed offset in four colors. The rate of your advertisement will not change even if you specify printing in three colors or less.
- You may not restrict the exposure of your advertisement to any certain cabin/class or flight route.