



*Travel vision*

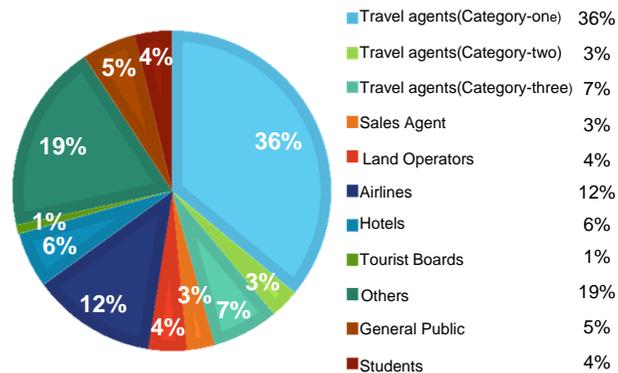
Advertising materials  
Revised in January, 2016



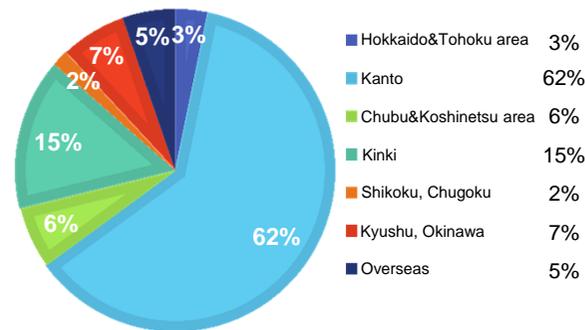
# Readership Profile of Daily Travel Vision

Daily Travel Vision  
 The number of registered addresses : more than 60,000 addresses  
 Publication : morning edition from Monday through Saturday, and afternoon edition on Tuesday and Thursday  
 Subscription fee : Free

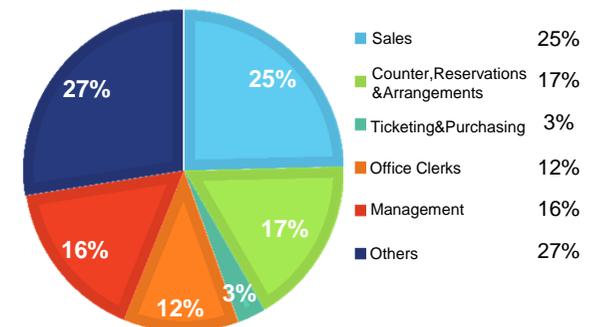
**By Business Sector**



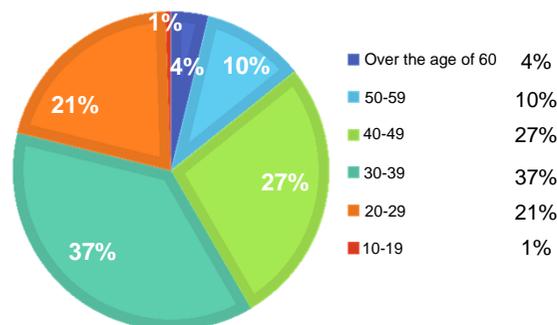
**By Geographical Area**



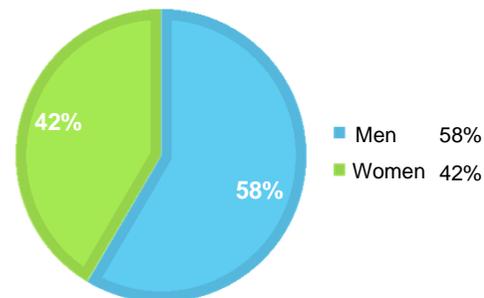
**By Job Function**



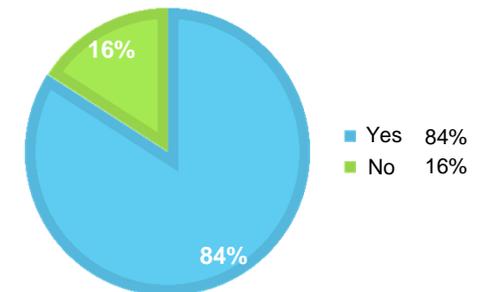
**By Age Bracket**



**Share of Men and Women**



**Receiving Status of Opt-in email**

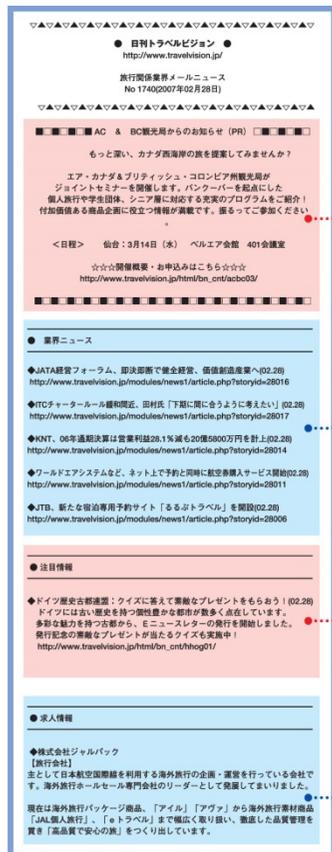




Travel vision

# Daily Travel Vision (Email newsletter)

Daily Travel Vision delivers travel news updates every morning and afternoon to 60,000 subscribers in the trade.  
This daily email carries not only latest news, but also overseas reports, recruitment information and other timely subjects.



① Top ad space

② Editorial space

③ Hot Information

④ Recruitment info.



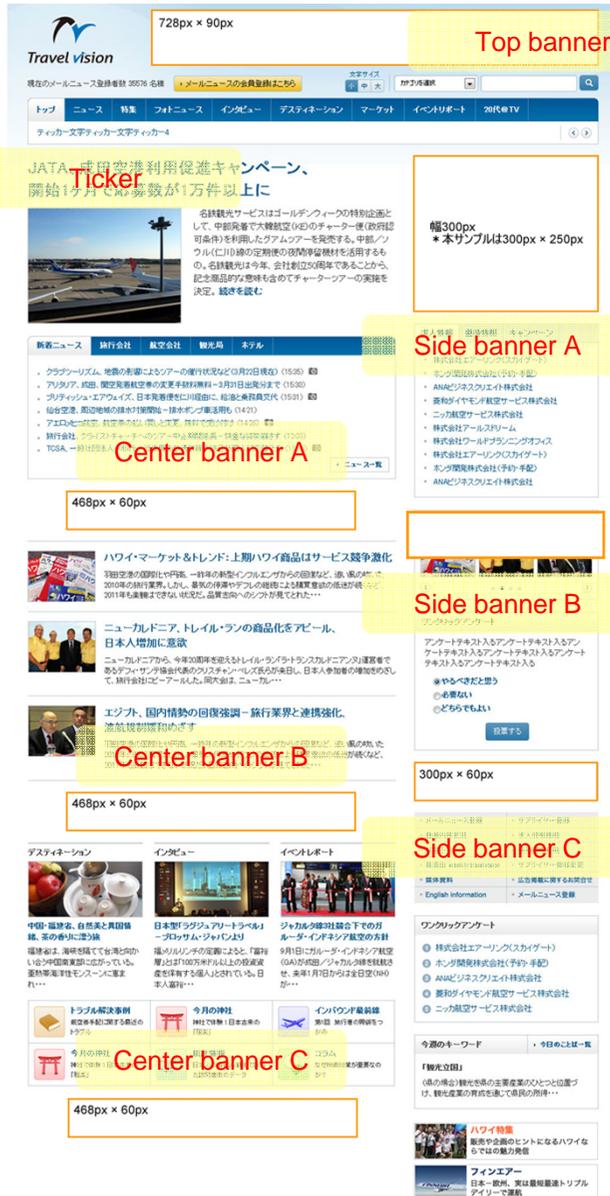
Free Subscription

Morning Edition Delivery Monday from Saturday  
Afternoon Edition Delivery Tuesday and Thursday

It is delivered to the 59,000 people who work in the travel industry

	Advertising	Words (only Japanese)	Rates
Morning Edition	Top space	33Words × 10lines	¥ 378,000
	Bottom ad space	33Words × 10lines	¥ 162,000
	Hot information	33Words × 10lines	¥ 54,000
Afternoon Edition	Top space	33Words × 10lines	¥ 216,000
	Bottom ad space	33Words × 10lines	¥ 91,800
	Hot information	33Words × 5lines	¥ 54,000

# Travel vision Website



More than 1,380,000 page views per month

Travel Vision Website boasts of the greatest number of access as travel trade media in Japan.

It is full of useful information including news from *Daily Travel Vision* email newsletter. Special edition for some timely topics, and overseas reports. Information on job offer and trade discounts are also popular contents.

Advertising	Size	Posting Period	Impression	Rate (taxes included)
Top banner	728 × 90	1week	100,000imp	¥ 216,000
Side banner A	300 × 250	1week	100,000imp	¥ 216,000
Center banner A	468 × 60	1week	80,000imp	¥ 108,000
Side banner B	300 × 60	1week	80,000imp	¥ 108,000
Center banner B	468 × 60	1week	80,000imp	¥ 54,000
Side banner C	300 × 60	1week	80,000imp	¥ 32,400
Center banner C	468 × 60	1week	80,000imp	¥ 32,400
Skyscraper	300 × 600	1week	225,000imp	¥ 324,000
Ticker	50characters or less	1week	100,000imp	¥ 10,800

•Banner creation fee not included.



Travel vision

# Attract customers of event and seminars

The screenshot shows the Travel vision website interface. At the top, there's a navigation bar with '仮予約' (Provisional Reservation) and 'ファイナル' (Final) buttons. Below, there are various news categories like '海外ニュース' (Overseas News) and '国内・訪日ニュース' (Domestic/Inbound News). A specific article about the 48th ILMT Japan event is highlighted, with a red box around the '仮予約' button and a red arrow pointing to a detailed event page.

This is a detailed view of an event page from the Travel vision website. It features a red box around the event details, including the title 'トリックセミナー&ワークショップ' and the date '3/30 (月) 東京'. A red arrow points from the main website screenshot to this detailed view.

## Utilization method

Please use the event and attract customers seminar of travel company Own.

- Information posted (Free)  
Summary of events and seminars, date and time, venue, etc...
- Paste Link (Toll)  
Paste Link  
Induction into PDF or application site.
- The announcement advertising by e-mail magazine (Toll)  
By using the ad frame of daily travel vision to notice.

Plan	Advertising	Rate (tax included)
Plan A	Paste Link	¥ 32,400
Plan B	Paste Link, Mail magazine ad Morning Edition Top space Once, Morning Edition Hot information Once, Afternoon Edition Top space Once	¥ 108,000
Plan C	Paste Link, Mail magazine ad Morning Edition Top space Twice, Morning Edition Hot information Once, Afternoon Edition Top space Twice	¥ 216,000
Plan D	Plan C + E-DM (Text)	¥ 324,000

# Recruiting Advertisement



The screenshot displays the Travel Vision website interface. At the top, there's a navigation bar with 'Travel vision' logo and search options. Below, a '求人情報一覧' (Job Information List) section is visible, featuring several job listings with details such as company names (e.g., ANA, RAIL EUROPE JAPAN), job titles, and application requirements. The listings are organized into columns, and there are search filters and pagination options.

## The advantages of Travel Vision as a vehicle for recruiting ads

### Good for employment of skilled mid-career staff

With a great number of readers from travel trade on our subscription base, Travel Vision can focus recruiting ads on them. It can appeal effectively to professionals who aspire to step up their career.

### Catering for immediate needs, enabling ad posting next day at soonest

\*subject to certain conditions

You can enter an application at the Travel Vision website.

Your ad can be processed for the next-day posting at soonest if you fulfill our requirements.

### Takes no extra charge!

No extra cost to post your photos in the recruiting page.

(Available to publish up to four photos)

Plan	Advertising	Delivery Period	Rates (tax included)
Plan A	Ad text Delivery・Publication Posting ad:once on the Daily Travel Vision An additional posting on its Saturday issue	1week	¥ 108,000
Plan B	Ad text Delivery・Publication Posting ad:four on the Daily Travel Vision An additional posting on its Saturday issue	4weeks	¥ 216,000

# Editorial advertising



We will introduce your product or service in the same format as the editorial of travel vision.  
We derived from daily travel vision mail news and travel vision web site.

The image shows a screenshot of the Travel vision website and its email newsletter. Several areas are highlighted with red boxes and arrows pointing to a central yellow box labeled "Editorial advertising".

- Travel vision Web site:** A red box highlights the "News" section on the website, specifically the "MICE, 外国人向け情報提供強化、主催者目録で提案を..." article.
- Daily Travel vision Mail news:** A red box highlights the "Editorial advertising" section in the email newsletter, listing several articles such as "日本旅行、パンフレット... 福島の女子旅商品、福島DCで(02/25)", "クワツァー、6月から家事代行業に参入、介護事業も続く(02/25)", and "観光庁、危機管理強化でパンフレット配布、JATAを支援 - 東名阪 6名(02/25)".
- Editorial advertising:** A central yellow box with the text "Editorial advertising" has red arrows pointing to the highlighted areas in both the website and the email newsletter.

**Benefits of Editorial advertising**

Natural appeal for those readers of the article format is possible.

Advertising	Number of characters	Rates (tax included)
Text	2,000~2,500 characters	¥ 324,000~

# E-Direct Mail Delivery (Opt-in email service)



One of the most effective tools to circulate your information within the travel trade

Please register online at [www.travelvision.jp/](http://www.travelvision.jp/) to subscribe to the *Daily Travel Vision*.

E-DM is our service to send clients' direct mail via Internet to the *Daily Travel Vision* readers who have agreed to receive it.

Currently, more than 80 percent of our subscribers (about 50,000 subscribers) are registered recipients of such direct mail, so you can expect your messages to get through to these people.



E-DM is effective for...

- Periodical newsletter
- Announcement of your updates
- Tools to solicit participants to workshops or seminars

## Advantages of using E-DM delivery service

### Point①

For those who work in the travel industry, and it delivers to ensure your company's information. It is possible to provide information with the impact along with the visual in HTML format.

### Point②

In content and expression suitable for the travel industry I will on behalf of the E-DM production.

### Point③

In your use of the data storage service, you can communicate with readers.

- Type of Mail: Text mail or HTML mail
- Delivery specification : 1. Men or Women 2. Age 3. Sector 4. Function 5. Area (Prefectures)
- Delivery & Publication: Travel Vision Inc.
- Edited by: Travel Vision Inc. or client

Advertising	Times	Rates(tax included)
Text mail	Once	¥ 378,000
HTML mail	Once	¥ 432,000

※Not including production and delivery

# Client List



Airlines	Car rental,Rail,and Cruise Company	Hotel		GDS & Others
Alitalia		AYANA Resort and Spa		AXESS INTERNATIONAL NETWORK INC.
Air Canada	CRUISE VACATIONS, INC	Sun International	Scandinavian Tourist Board	Amadeus Japan K.K.
Air Calin	SILVERSEA CRUISE	Starwood Hotels Japan Company	NATIONAL TOURIST OFFICE OF SPAIN	INFINI TRAVEL INFORMATION, INC.
Air Pacific	CRYSTAL CRUISES	Hyatt Hotels & Resorts	U.S. Travel Association(UST)	KIT,Co,Ltd
Air France	DOLLAR RENT A CAR, INC.	Marriott International	TOURISM AUTHORITY OF THAILAND	TQ,Co,Ltd
Emirates	Hertz Asia Pacific(Japan) Ltd.	Worldhotels	TAIWAN VISITORS ASSOCIATION	The CONTACT INC.
Austrian Airlines	Mitsui O.S.K. Passenger Line, Ltd.	Dorchester Collection	TAHITI TOURISME JAPAN	Shibajoho.Inc
Qantas Airways Limited	Rail Europe Japan	Outrigger Hotels & Risorts	Region Of The People' s Republic Of China	JORUDAN CO.,LTD
Garuda Indonesia	Royal Caribbean International	Small Luxury Hotels of the World Ltd.	Macau Special Administrative	Galileo Japan K.K.
Cathay Pacific Airways	Eurail Group GIE	Best Western International, Inc.	German National Tourist Board	DFS Group
KLM-Royal Dutch Airlines	<b>Tour Operator</b>	The Kahala Hotel & Resort	Historic Highlights of Germany	ASTAGE Inc.
Swiss Inteational Air Lines	ism	Manos Hotels	Turkish Embassy, Japan	Travelzoo K.K.
SriLankan Airlinesz	Ohshu Express Limited	AYANA Resort and Spa	Tourism New South Wales	Nippon System Kaihatsu Co.,Ltd
All Nippon Airways	Club Med	<b>National Tourist Office</b>	NYC & Company, Inc.	BROADLIGHT Co.,Ltd
Thai Airways International	Condor Travel	Tourism Ireland	Baden Wurttemberg Tourismus-Marketing	Air Liner Club
Turkish Airlines	JHC CO., Ltd	✳️The Atlantic Canada Tourism Partnership(ACTP)	Hawaii Tourism Japan (HTJ)	Nikkei Inc.
China Airlines	Nippon Travel, Inc	Travel Alberta	Fiji Visitors Bureau	Tavigator, Inc.
Delta Air Lines	<b>Wholeselaer</b>	Italian State Tourist Board (ENIT)	Atout France	Western Associates, Inc.
Japan Airlines	R&C TOURS CO.,LTD	Tourism Australia	Tourism British Columbia	Discover The World Marketing
Air New Zealand	APPLE WORLD	Tourism Victoria	Tourist Office for Flanders, Belgium	KYUSHU NATIONAL MUSEUM
Northwest Airlines	Kronos International Co., Ltd.	Ontario Tourism Marketing Partnership Tourism Corporation	HONG KONG TOURISM BOARD	Tellmeclub Inc.
Philippine Airlines	JTB Corp.	Canadian Tourism Commission	Marianas Visitors Authority	OFC (Official Filing Company)
Finnair	Jalpak Co.,Ltd.	CALIFORNIA TRAVEL & TOURISM COMMISSION	Malaysia Tourism Promition Board?	
Vietnam Airlines	<b>Insurance company</b>	Guam Visitors Bureau	SOUTH AFRICAN TOURISM	
Malaysia Airlines	AIU CHARTIS	Tourism Queensland	Mexico Tourism Board	
Lufthansa German Airlines	ACE Insurance	DESTINATION QUEBEC	Monaco Government Tourist Office and Convention Authority	
United Airlines	JI Accident & Fire Insurance Co.,Ltd	Jamaica Tourist Board	LAS VEGAS VONVENTION NAD VISITORS AUTHORITY	
		Shanghai Municipal Tourism Administration (SMTA)	Croatian National Tourism Board	
			Wien Tourismus	

# About Travel Vision, Inc.



Operating company	Travel Vision, Inc.	Company history	April 2000	At Times Co., Ltd. was established in Tokyo with a capital of 13 million yen.
Date of establishment	April 13, 2000		February 2001	<p>Newsletter「At Times」 started to distribute.</p> <p>Company renamed Travel Vision, Inc. Capital increased to 92 million yen.</p> <p>Newsletter renamed 「Daily Travel Vision」</p>
Paid-in Capital	¥ 40,000,000		March 2001	Published the Monthly Travel Vision
Directors	<p>Chairman of the board &amp; CEO</p> <p>President and Publisher</p> <p>Director</p> <p>Auditor</p>	<p>Naoki Okada</p> <p>Yuichi Matsumoto</p> <p>Akihiko Irie</p> <p>Eiichi Tamaki</p>	<p>October 2002</p> <p>March 2007</p> <p>April 2007</p> <p>May 2010</p> <p>May 2011</p> <p>March 2015</p>	<p>Post labeling business transferred from F-ness Corporation.</p> <p>Suspend publication Monthly Travel Vision</p> <p>Published 「Daily Travel Vision (evening edition)」</p> <p>Capital decreased 40 million yen.</p> <p>Renewed 「Travel Vision's Web Site」</p> <p>Opened a visit to Japan for foreigners tourist information site “Japan Hoppers”</p>
Associate Company	<p>F-ness Corporation</p> <p>Gallant Tour Corporation</p> <p>Travel Agents Support Association Inc.</p> <p>T.I.Consortia Inc.</p>			
URL	<a href="http://www.travelvision.jp">http://www.travelvision.jp</a>			
E-mail	<p><a href="mailto:editor@travelvision.co.jp">editor@travelvision.co.jp</a> (Editorial department)</p> <p><a href="mailto:sales@travelvision.co.jp">sales@travelvision.co.jp</a> (Advertising related)</p>			
Address	<p>Kojimachi Bldg 5F・7F, 3-3-6, Kudan-minami, Chiyoda-ku, Tokyo, Japan 102-0074</p> <p>TEL: 81-3-3238-5361 FAX: 81-3-3238-5386</p>			