



Travel vision

Advertising materials
Revised in January, 2016



Travel vision

Readership Profile of Daily Travel Vision

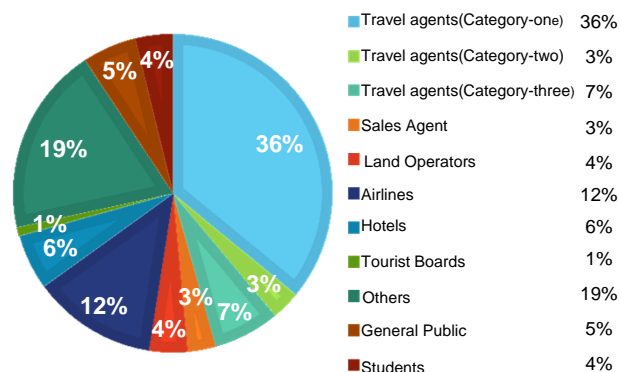
Daily Travel Vision

The number of registered addresses : more than 60,000 addresses

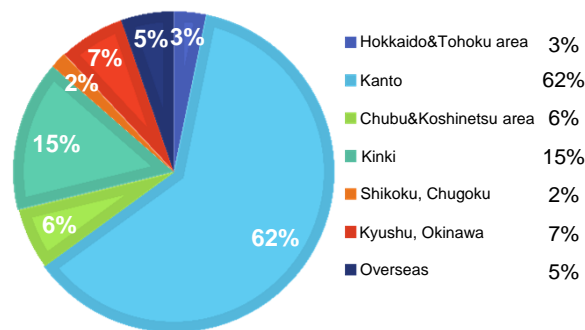
Publication : morning edition from Monday through Saturday, and afternoon edition on Tuesday and Thursday

Subscription fee : Free

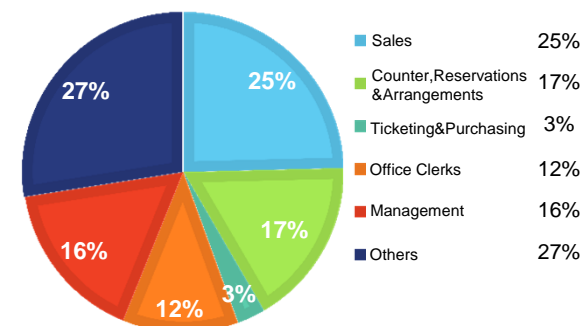
By Business Sector



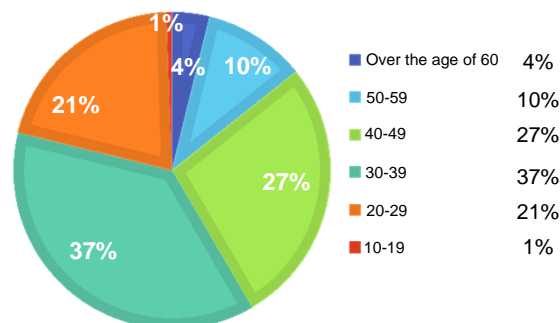
By Geographical Area



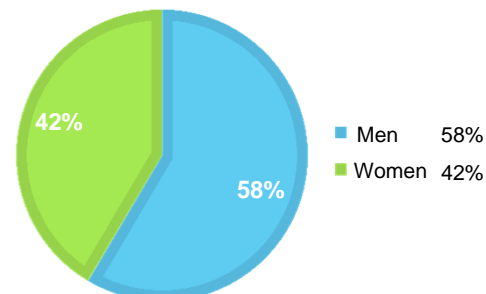
By Job Function



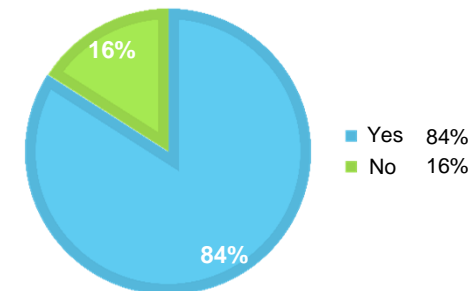
By Age Bracket



Share of Men and Women



Receiving Status of Opt-in email



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.

● 日刊トラベルビジョン ●
http://www.travelvision.jp/

旅行関係業界メールニュース
No 1740(2007年02月28日)

● 目次 ●

● 目次 ● AC & BC観光局からのお知らせ (PR) ●

もっと深い、カナダ西海岸の旅を提案してみませんか？

エア・カナダとプリティッシュ・コロニア州観光局が
ジョイントセミナーを開催します。バンクーバーを起点にした
個人旅行や学生団体、シニア層に対応する充実のプログラムをご紹介します！
付加価値ある商品企画に役立つ情報が満載です。振るってご参加ください。

<日程> 仙台：3月14日（水） ベルエア会館 401会議室

☆☆☆開催費無料、お申込みはこちら☆☆☆
http://www.travelvision.jp/html/bn_cnt/act03/

● 業界ニュース ●

◆JATA経営フォーラム、即決即断で健全経営、価値創造産業へ(02.28)
http://www.travelvision.jp/modules/news1/article.php?storyid=28016

◆ITCチャーター・クルーズ船と関連、田村氏「下野に聞かそうように考えたい」(02.28)
http://www.travelvision.jp/modules/news1/article.php?storyid=28017

◆KNT、06年通期決算は営業利益28.1%減も30億5900万円を計上(02.28)
http://www.travelvision.jp/modules/news1/article.php?storyid=28014

◆ワールドエクスプレスなど、ネット上で予約と同時に航空券購入サービス開始(02.28)
http://www.travelvision.jp/modules/news1/article.php?storyid=28011

◆JTB、新たな宿泊専用予約サイト「あるがトラベル」を開始(02.28)
http://www.travelvision.jp/modules/news1/article.php?storyid=28006

● 注目情報 ●

◆南アフリカ、ワールドカップでイメージ大改善(PR) (05.12)
2010年の国家的大事業といえるワールドカップを成功裏に終えた南アフリカ。
南アフリカ観光局・ジョナル・マネージャー・アジアパシフィックの
ブラッドリー・ブラウワー氏に現状や今後の方針を聞いた。
http://www.travelvision.co.jp/bn_cnt/sat02_web.html

● 求人情報 ●

◆株式会社ジャパックス
【旅行会社】
主として日本航空国際線を利用する海外旅行の企画・運営を行っている会社で
す。海外旅行セールス専門会社のリーダーとして活躍してまいりました。
現在は海外旅行パッケージ商品、「アイル」「アグワ」から海外旅行素材商品
（JAL乗入旅行）、「ネットトラベル」まで幅広く取り扱った、徹底した品質管理を
貫き「高品質で安心の旅」をつくり出しています。

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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.

Attract customers of event and seminars



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 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.


Travel vision Web site



Daily Travel vision Mail news



Editorial advertising



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/ 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.



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

E-DM is effective for...

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

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	Scandinavian Tourist Board	AXESS INTERNATIONAL NETWORK INC.
Air Canada	CRUISE VACATIONS, INC	Sun International	NATIONAL TOURIST OFFICE OF SPAIN	Amadeus Japan K.K.
Air Calin	SILVERSEA CRUISE	Starwood Hotels Japan Company	U.S. Travel Association(UST)	INFINI TRAVEL INFORMATION, INC.
Air Pacific	CRYSTAL CRUISES	Hyatt Hotels & Resorts	TOURISM AUTHORITY OF THAILAND	KIT,Co,Ltd
Air France	DOLLAR RENT A CAR, INC.	Marriott International	TAIWAN VISITORS ASSOCIATION	TQ,Co,Ltd
Emirates	Hertz Asia Pacific(Japan) Ltd.	Worldhotels	TAHITI TOURISME JAPAN	The CONTACT INC.
Austrian Airlines	Mitsui O.S.K. Passenger Line, Ltd.	Dorchester Collection	Region Of The People' s Republic Of China	Shibajoho.Inc
Qantas Airways Limited	Rail Europe Japan	Outrigger Hotels & Risorts	Macau Special Administrative	JORUDAN CO.,LTD
Garuda Indonesia	Royal Caribbean International	Small Luxury Hotels of the World Ltd.	German National Tourist Board	Galileo Japan K.K.
Cathay Pacific Airways	Eurail Group GIE	Best Western International, Inc.	Historic Highlights of Germany	DFS Group
KLM-Royal Dutch Airlines		The Kahala Hotel & Resort	Turkish Embassy, Japan	ASTAGE Inc.
Swiss Inteational Air Lines	Tour Operator	Manos Hotels	Tourism New South Wales	Travelzoo K.K.
SriLankan Airlinesz	ism	AYANA Resort and Spa	NYC & Company, Inc.	Nippon System Kaihatsu Co.,Ltd
All Nippon Airways	Ohshu Express Limited	National Tourist Office	Baden Wurttemberg Tourismus-Marketing	BROADLIGHT Co.,Ltd
Thai Airways International	Club Med	Tourism Ireland	Hawaii Tourism Japan (HTJ)	Air Liner Club
Turkish Airlines	Condor Travel	※The Atlantic Canada Tourism Partnership(ACTP)	Fiji Visitors Bureau	Nikkei Inc.
China Airlines	JHC CO., Ltd	Travel Alberta	Atout France	Tavigator, Inc.
Delta Air Lines	Nippon Travel, Inc	Italian State Tourist Board (ENIT)	Tourism British Columbia	Western Associates, Inc.
Japan Airlines	Wholeselaer	Tourism Australia	Tourist Office for Flanders, Belgium	Discover The World Marketing
Air New Zealand	R&C TOURS CO.,LTD	Tourism Victoria	HONG KONG TOURISM BOARD	KYUSHU NATIONAL MUSEUM
Northwest Airlines	APPLE WORLD	Ontario Tourism Marketing Partnership Tourism Corporation	Marianas Visitors Authority	Tellmeclub Inc.
Philippine Airlines	Kronos International Co., Ltd.	Canadian Tourism Commission	Malaysia Tourism Promition Board?	OFC (Official Filing Company)
Finnair	JTB Corp.	CALIFORNIA TRAVEL & TOURISM COMMISSION	SOUTH AFRICAN TOURISM	
Vietnam Airlines	Insurance company	Guam Visitors Bureau	Mexico Tourism Board	
Malaysia Airlines	AIU CHARTIS	Tourism Queensland	Monaco Government Tourist Office and Convention Authority	
Lufthansa German Airlines	ACE Insurance	DESTINATION QUEBEC	LAS VEGAS VONVENTION NAD VISITORS AUTHORITY	
United Airlines	JI Accident & Fire Insurance Co.,Ltd	Jamaica Tourist Board	Croatian National Tourism Board	
		Shanghai Municipal Tourism Administration (SMTA)	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.
				Newsletter「At Times」 started to distribute.
Date of establishment	April 13, 2000		February 2001	Company renamed Travel Vision, Inc. Capital increased to 92 million yen.
Paid-in Capital	¥ 40,000,000			Newsletter renamed 「Daily Travel Vision」
Directors	Chairman of the board & CEO	Naoki Okada	March 2001	Published the Monthly Travel Vision
	President and Publisher	Yuichi Matsumoto	October 2002	Post labeling business transferred from F-ness Corporation.
	Director	Akihiko Irie	March 2007	Suspend publication Monthly Travel Vision
	Auditor	Eiichi Tamaki	April 2007	Published 「Daily Travel Vision (evening edition)」
			May 2010	Capital decreased 40 million yen.
			May 2011	Renewed 「Travel Vision's Web Site」
			March 2015	Opened a visit to Japan for foreigners tourist information site "Japan Hoppers"
Associate Company	F-ness Corporation			
	Gallant Tour Corporation			
	Travel Agents Support Association Inc.			
	T.I. Consortia Inc.			
URL	http://www.travelvision.jp			
E-mail	editor@travelvision.co.jp (Editorial department)			
	sales@travelvision.co.jp (Advertising related)			
Address	Kojimachi Bldg 5F・7F, 3-3-6, Kudan-minami, Chiyoda-ku, Tokyo, Japan 102-0074			
	TEL: 81-3-3238-5361 FAX: 81-3-3238-5386			