



Japan Rubber Weekly ゴム報知新聞

Media Data 2024

Japan Rubber Weekly (ゴム報知新聞/Gomu Hochi Shimbun)
JapanRubberWeekly.com

April 2024



Japan Rubber Weekly (Gomu Hochi Shimbun)

Leading industry information

- Japan Rubber Weekly (Gomu Hochi Shimbun / ゴム報知新聞) is Japan's leading industry trade newspapers for the rubber & tire industries
 - Japanese language print newspaper published by Posty Corp. since 1961
- Gomu Houchi Next (ゴム報知新聞NEXT; gomuhouchi.com) is the Japanese language online news site of Gomu Hochi Shimbun
- JapanRubberWeekly.com is the English-language edition online news site of Gomu Hochi Shimbun
 - Published by Posty Corp. in partnership with Japan Industry News (Bonuterra Inc.) since October 2015



The image shows a collage of Japan Rubber Weekly newspaper covers and the website interface. The newspaper covers feature headlines in Japanese, such as 'ブリヂストンが見据えるタイヤ' (Bridgestone's vision for tires) and '東洋ゴム工業 次期経営' (Daiyo Gomu Kogyo's next business strategy). The website interface includes a navigation menu with categories like Home, Industry, Tires, Products, Materials, Innovation, Market, Interviews, About, and a search bar. A 'LOG IN' button is visible in the top right corner.

Japan Rubber Weekly

gomuhouchi.com

Home Industry Tires Products Materials Innovation Market Interviews About Subscribe 日本語

LATEST ARTICLES

- Sumitomo Riko Donates to the Tadasunomori Foundation**
Mar. 18, 2024. Sumitomo Riko has donated 10 million yen (\$67,100) to the Tadasunomori Forest Preservation Society on the grounds of the World Heritage Site Kamo Goso-jinja Shrine. The donation will be used to improve the environment of the Tadasunomori Forest, a historic site, and to preserve cultural properties and shrine buildings, including the national treasure, Kamo Goso-jinja Shrine. The Tadasunomori Forest, registered [...]
- Marubeni Acquires Canadian Conveyor Belt Company**
Mar. 18, 2024. Marubeni has acquired Alternative Belting Enterprises and Alternative Belting (Van Island) Enterprises, a Canadian one-stop provider of rubber and plastic conveyor belts, conveyor belt system components, installation, and maintenance services. The acquisition was made through Marubeni's wholly owned Canadian subsidiary, Viacore Solutions, and will enable the company to strengthen its operating base in Western Canada and expand its footprint from [...]
- Arlanxeo to Build HNBR Plant in China**
- Bridgestone Recognized for Promoting D&I**
- Nitta Develops Biomass Nylon Tube**
Mar. 13, 2024. Nitta launched in March Biomass Nylon Tube, a product made primarily from plant-derived nylon. Demand for biomass products has been increasing in recent years on back of rising environmental awareness. In line with this Nitta has been developing and
- Valqua Launches Digital Procurement Service for Fluoroplastic Processing**

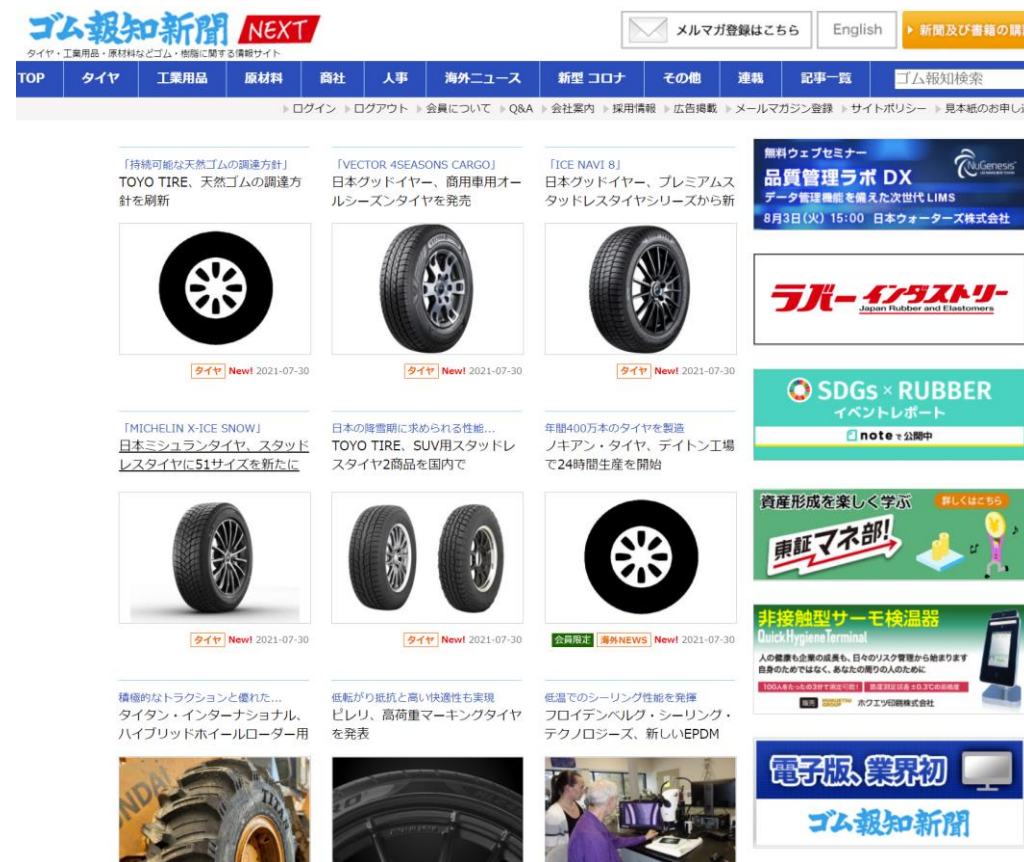
Advertise in Japan Rubber Weekly (Gomu Hochi Shimbun) (Japanese language print newspaper)

Advertisement space	Size (WxH in mm)	Price (in JPY excl. VAT)
Full page	240 x 380	1,000,000 (color)
		700,000 (b/w)
Horizontal style	240 x 137	360,000
	240 x 102	300,000
	240 x 66	230,000
	120 x 137	230,000
	240 x 102	150,000
	240 x 66	115,000

All prices in JPY per insertion; excluding 10% VAT (VAT only applies for payments in Japan); plus JPY 8,000 handling fee for payments from overseas.

Advertise on GomuHouchi.com (Japanese language online news site)

Banner size in pixel	Duration in months	Price (in JPY excl. VAT)
300 x 100	1 month	25,000
	3 months	75,000
	6 months	120,000
	9 months	180,000
	12 months	225,000
	300 x 225	1 month
3 months		90,000
6 months		114,000
9 months		216,000
12 months		270,000

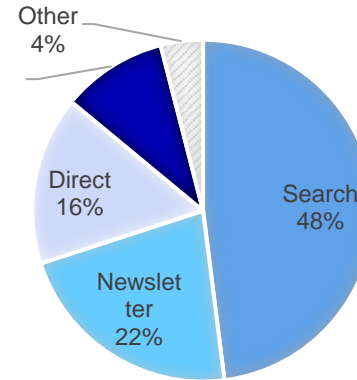


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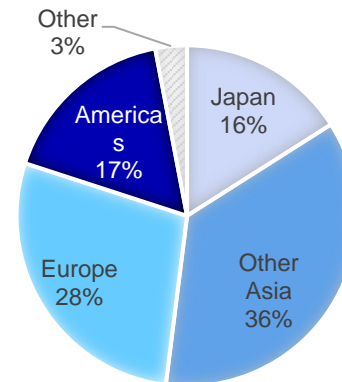
Focus on rubber & tire industry reps

- Subscription-based news site in **English language**
- Content tailored to **very focused target readers**
 - Representatives of the **rubber and tire industries** of companies doing business with Japan
 - Currently **3,000~4,000 PV / month**
- **Email Newsletter** attracts ~20% of readers
- Readers from **relevant locations**
 - > 50% Asia
 - > 40% North America & Western Europe

ACQUISITION



VISITORS



The screenshot shows the Japan Rubber Weekly website interface. At the top, there's a navigation bar with links for Home, Industry, Tires, Products, Materials, Innovation, Market, Interviews, About, and a Subscribe button. Below the navigation, there are featured articles and industry news. The main content area includes several articles with titles like 'JATMA Makes Upward Revision to Domestic Tire Demand Forecast Following Strong First Half', 'Toyo Tires to Launch New Studless Winter Tire Offering Smooth Performance for Commercial Vans, Light Trucks', and 'Yokohama Rubber Donates 40 Tires to Mie Prefecture for Use on Vaccine Transport Vehicles'. There are also sections for 'LATEST ARTICLES' and 'INDUSTRY'.

Advertise on JapanRubberWeekly.com

Regular Promotion

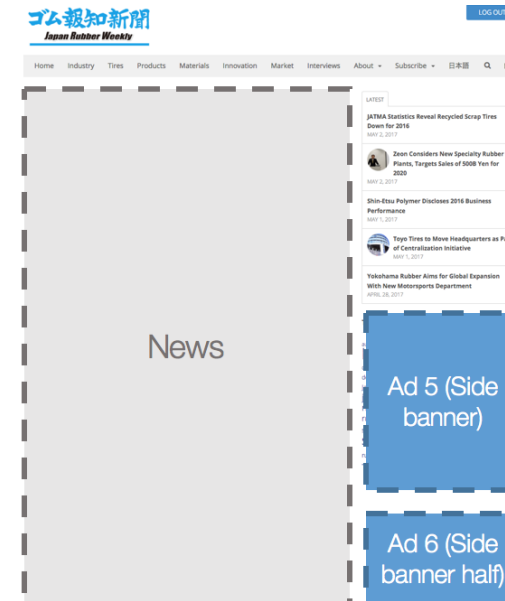
- **Center Premium** (only homepage): Our premium space, only one placement at any given time possible
- **Big Banner** (only homepage): Regular-sized banner in between news blocks
- **Side Banner** (homepage, article pages): Square-sized side banner
- **Side Banner half** (homepage, article pages): Most economic option to advertise on our website

Ad frame	Name	Size (WxH in px)	File format	Price (JPY per month)
Ad frame 1	Center Premium	1000 x 200	jpg png gif	90,000
Ad frame 2	Side Banner	300 x 300		50,000
Ad frame 3	Side Banner half	300 x 150		30,000
Ad frame 4	Big Banner	600 x 150		60,000
Ad frame 5	Side Banner (article page)	300 x 300		50,000
Ad frame 6	Side Banner half (article page)	300 x 1500		30,000

(1-year contract; all prices in JPY per insertion; excluding VAT (VAT only applies for payments in Japan); plus JPY 8,000 handling fee for payments from overseas)



Homepage
(layout subject to changes)



Article page
(layout subject to changes)

Article page ads are served to all articles



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JAPAN
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