



Brief Overview of the Magazine

- **Launch** December 1, 2006
- **Type of Issue** Quarterly (4 times a year)
(Released on the first day of March, June, September and December)
- **Get-up** A4 variant size (285mm vertically×210mm horizontally)
Perfect Binding, Offset Printing, All Color
- **Set Price** 580 yen (tax included)
- **Circulation** 50,000 copies

Advertising Rate Chart

Space	Color/Page	Advertising Rates (yen)	Document Size (vertically×horizontally) mm
Back Cover	4C 1P	1,500,000	260×200
Inside Cover	4C 2P	2,200,000	285×420
Inside Back Cover	4C 1P	1,000,000	285×210
Double-Page Spread before Table of Contents	4C 2P	2,000,000	285×420
Opposite Table of Contents Page	4C 1P	1,100,000	285×210
Opposite Column	4C 1P	1,100,000	285×210
Body Text (4C1P)	4C 1P	1,000,000	285×210
Body Text Horizontal 1/2	4C 1/2P	500,000	130×190
Body Text 1/4	4C 1/4P	50,000	65×190

- For editorial tie-ups, there is a production fee (200,000yen/1P) in addition to the fee for the advertisement body text.
- An extra fee may be billed at cost in case of hiring models, gathering information and photo shoots at remote locations.
- Please send us camera-ready copy or manuscript in data format.
- Application deadline is 35 days prior to the release date and the deadline for receiving the manuscript is 30 days prior to the release date.

Applications and Inquiries

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 E-mail: ad@fqmagazine.jp



The Parenting Bible for Fathers from the UK



The Premier Information & Lifestyle Magazine for Dads and Soon-to-be-Dads.

What's FQ Japan?

1

The must-read magazine for all stylish fathers and fathers-to-be

Providing information for involved and stylish fathers, FQ Japan was launched in December 2006, as the Japanese version of FQ [Father's Quarterly], which has been revolutionizing the men's lifestyle market in the UK since early 2003 by celebrating parenthood and the lifestyle changes that come along with it. In addition to the practical aspects of being a modern dad, we remember the lad-in-the-dad, with all the latest in fashion, cars, digital gadgets and a huge variety of interesting childcare products, from the male point-of-view. Contents also include exclusive interviews with celebrity dads as well as the latest parenting information from around the world. As the "Bible for Cool Dads", FQ reflects the lives and aspirations of the modern man seeking to enjoy a rich family life by making the most of his time with the kids, while being admired by his family and community as the very model of the new generation of dads.



The English version of FQ is published bimonthly in the UK.

FQ Japan's mission is to better society

2

Our motto is to provide contents with a view to contributing to society.

1 Applying some brake to the declining birthrate

A dramatically declining birthrate has been troubling Japan for years, and according the Ministry of Health, Labour, and Welfare, in 2006 it hit a new low of 1.26 (for a total of 1,090,000 new babies). One oft-discussed contributor is the lack of participation in child-rearing of the Japanese male. FQ Japan aims to impact directly on this factor, by appealing to the fun side of parenting and showing men the joys of parenthood.

2 Fostering healthy children

When it comes to the current problem of bullying, the finger is often pointed at the education system, but the family environment must not be discounted as a source of both intervention and prevention. If the father is engaged with his child from the earliest age, the child is more likely to develop richer communication skills and a broader range of responses to society. We consciously promote the benefits of the father's active involvement in child-rearing, in addition to the personal joys that come from being a great dad.

3 Expanding the father-child market

Previous generations of Japanese men have shown little interest in child-rearing, but times are changing and so are the men. Changing values and new interests lead to new purchasing desires. Men who have previously only shopped for themselves shift their consciousness when they become involved in parenting. They look at their own purchasing differently and their eyes are opened to a whole new range of goods. New generation dads present a whole new market, one we intend to expand.

Reaching the target

3

Highly focused, multi-pronged PR activities to reach the target audience

1 Simultaneous publication of a Free Magazine digest version

To reach the potential subscriber base as broadly as possible, approximately 200,000 free copies of the FQ Japan Digest are made available at key locations such as TOYS "R" US and BABIES "R" US (150 stores), and obstetric and pediatric clinics and hospitals (1300 locations) throughout the country.

2 Free subscription to FQ JAPAN available to hospitals

To introduce the job of fathering to as many new and future parents as early as possible, we offer free issues to pediatric and obstetric hospitals. It has been a hit and we currently are present in over 1500 waiting rooms throughout the country, and the number is growing fast.

3 Media exposure

FQ Japan has received extensive mass media attention, including as of September 2007, 8 television, 9 radio, and 21 newspaper appearances in a wide range of programs and articles. FQ is reaching beyond the boundaries of the pages of the magazine, and using the media at large to appeal to the target audience.



ワールドビジネスサテライト (CX) にも登場。毎日新聞「父の日企画」にて掲載。

Fashion



Maintain your appearance even when you become a dad. Features plenty of articles on fashion for kids as well.

Celebrity way of parenting lifestyles



Features celebrities inside and outside of Japan in each issue. Well-received by readers because it features useful information for dads.

Automobiles



A popular feature in great demand from the readers. Introduces car models which suit the targeted readers' liking.

Parenting information from overseas



Proposes ideal parenting lifestyles from around the world, including the United Kingdom, birthplace of FQ Magazine.

Digital electronics



Features home appliances with families in mind as well as information on digital electronics which appeal to dads.

Day out



Detailed reports of the latest popular sites that both dads and children can enjoy. Provides support for planning family vacations.

4
Provides carefully selected information necessary for a dad's life

Toys



Introduces not only toys but also what makes them attractive and how to play with them from our unique perspective.

Paternity leave system



Introduces the paternity leave system in Japan today as well as valuable practical information through interviews with those who have taken advantage of the system.

Child-raising products



Features carefully selected attractive product information so that dads with little experience can enjoy participating in child-raising.

Hints for dads



A popular feature which gains a lot of support from readers who are concerned about raising children. Corresponds to different needs by age group.

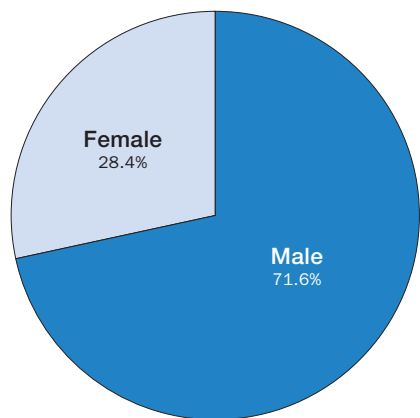
READERS PROFILE



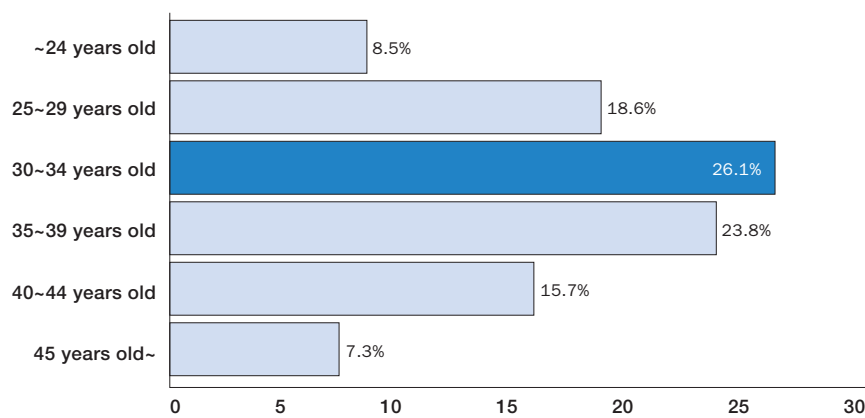
The majority of the readers are men in their late twenties to early forties who actively participate in parenting. This generation, which has reached milestones in their lives such as marriage and the birth of children, is characterized by participating in lively activities together with their children and showing a high interest in consumption-related behavior.

* Readers Profile is based on the data acquired from a reader questionnaire conducted in our magazine Vol.1 to 3 (1374 valid responses) and an additional questionnaire (conducted in August 2007, 426 valid responses).

Gender

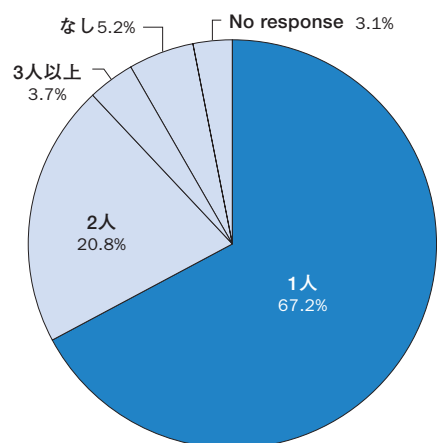


Age



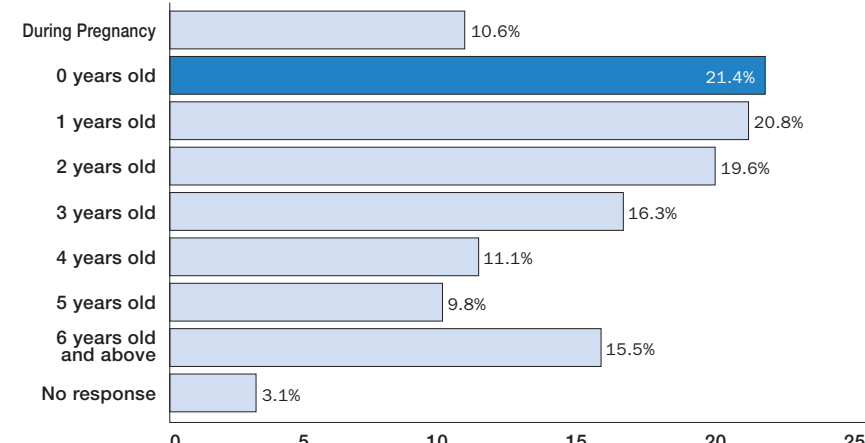
Number of children

(Pregnancy counts as one)

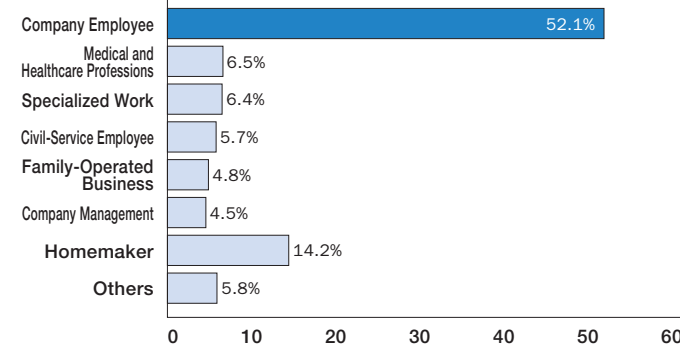


Age of children

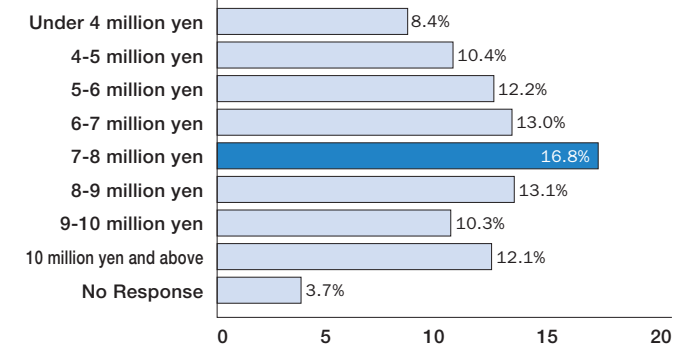
(includes multiple answers)



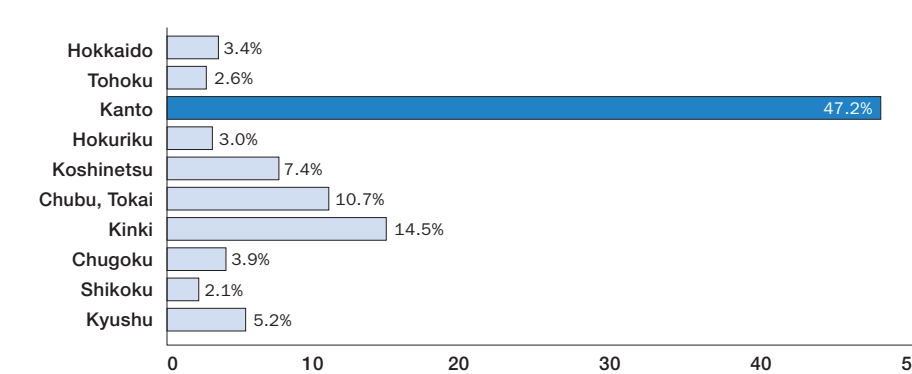
Occupation



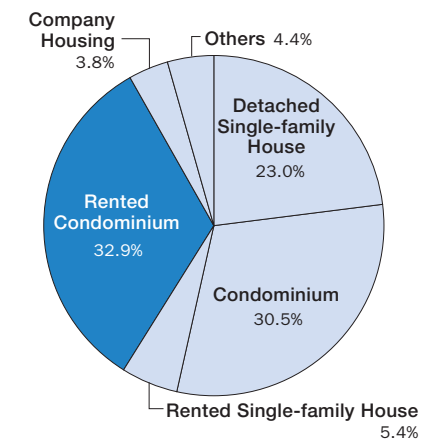
Annual income



Residential area



Housing style

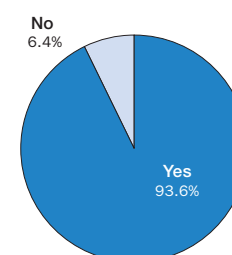


FQ JAPAN's Own Interesting Data

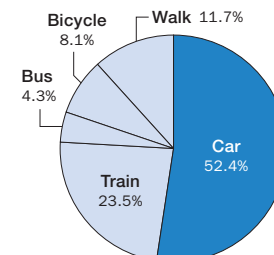
Opinion poll regarding dad's day-out

An additional questionnaire was conducted on our magazine readers regarding the attitudes of dad's "day-out" in which dads play an important role, mostly on the weekends. It yielded interesting results.

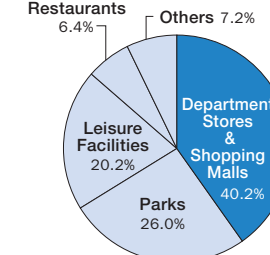
Go out with family on the weekend



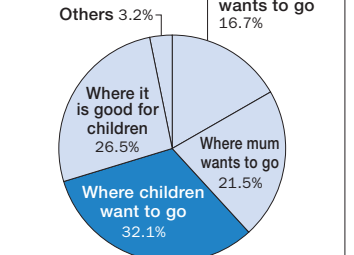
Mode of transport



Location you often visit



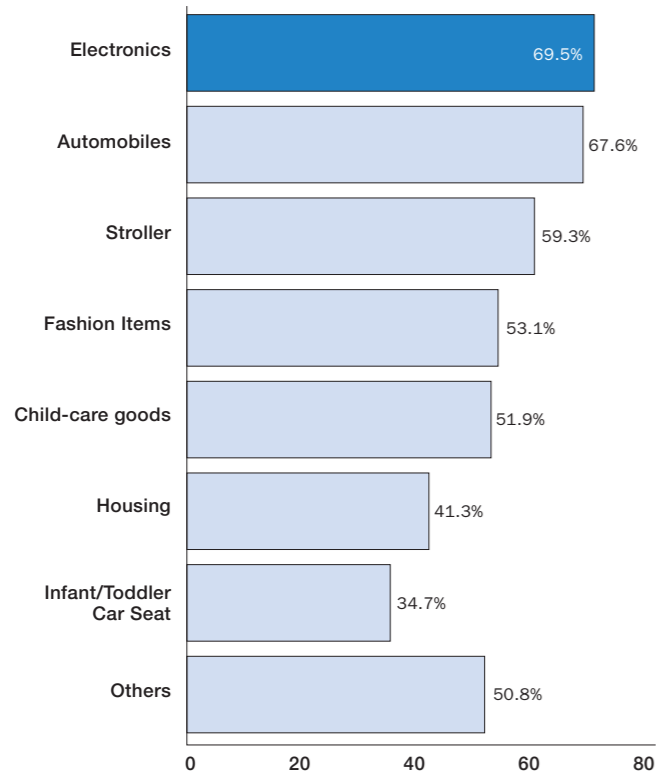
Whose opinion counts when going out



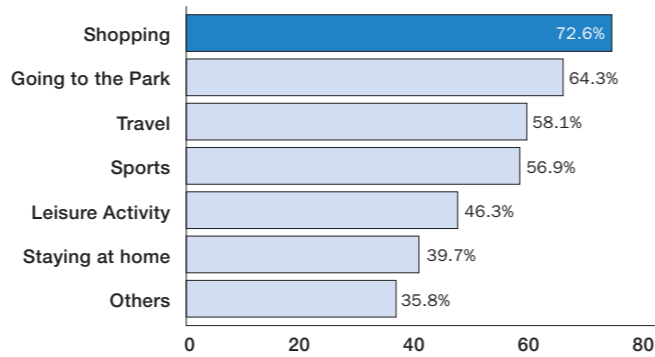
Today's dads who willingly participate in child-raising



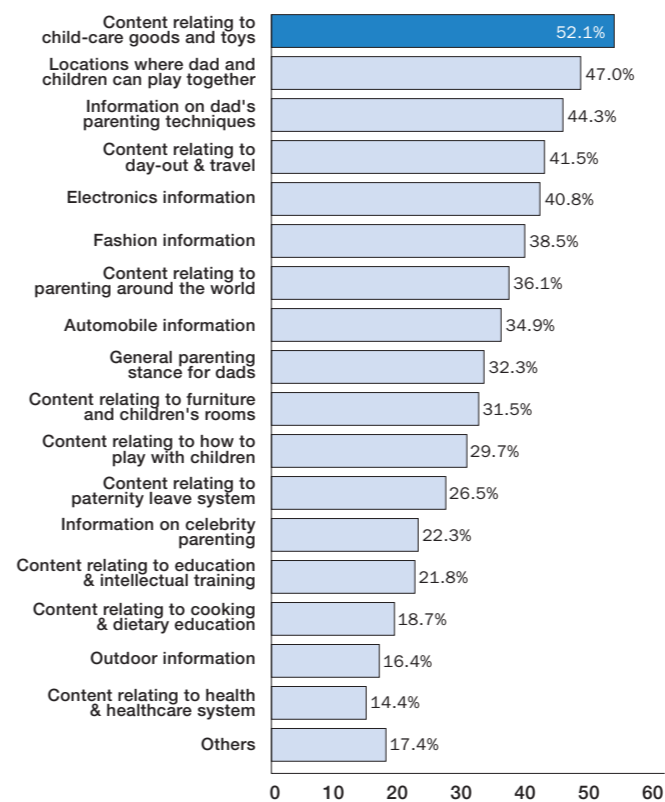
The item you currently want the most (including multiple answers)



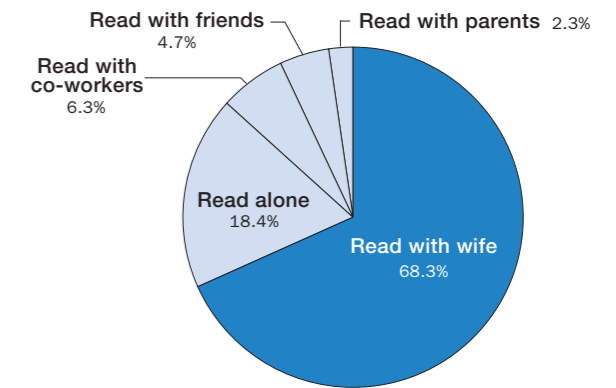
How your days off are spent (including multiple answers)



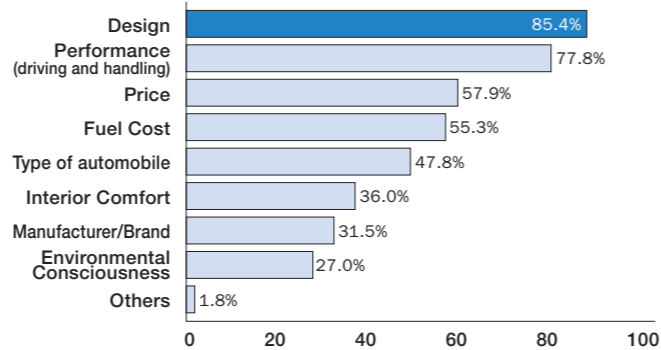
Article topics you would like us to cover (including multiple answers)



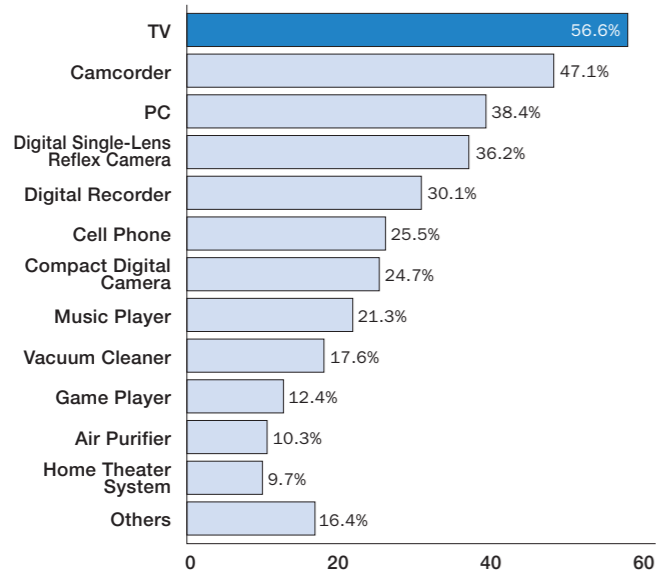
Rate of sharing per copy



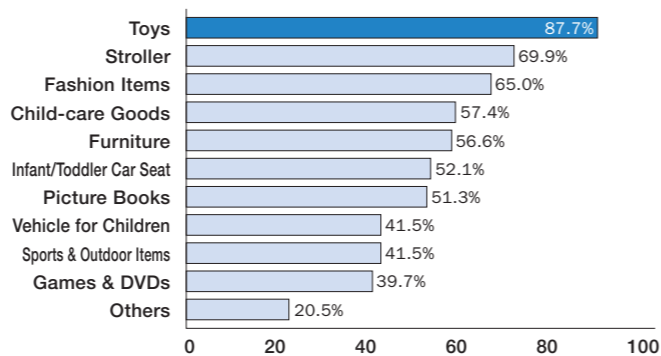
Standards when choosing to purchase an automobile (including multiple answers)



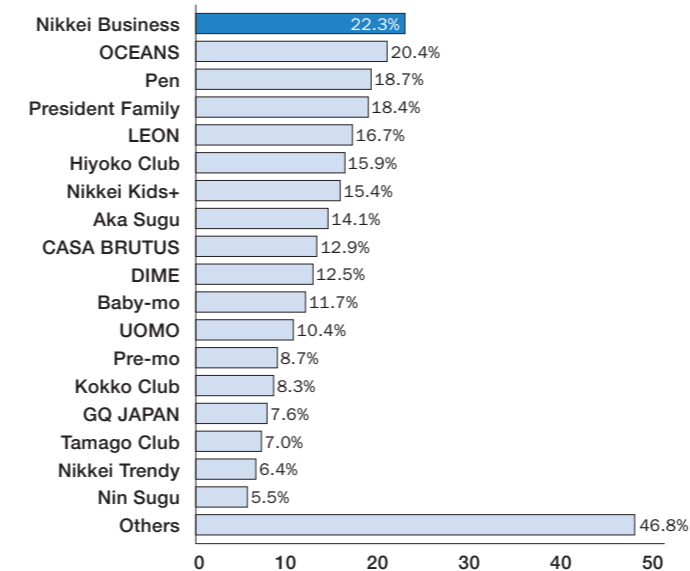
Electronics you want to purchase



What you want to purchase for your children (including multiple answers)



Other magazines you read (including multiple answers)



READERS VOICE

- The concept of this magazine is clear and this magazine caught my attention very much because I am going to be a parent soon. (28-year-old male, company employee)
- My husband was awakened to parenting! (27-year-old female, pharmacist)
- My husband got excited about carefully selected featured products. I think he liked the cars and home interior designs, both of which tickled his 'dad's' heart. (28-year-old female, company employee)
- I think this magazine is great because there hasn't really been a dad's magazine before. FQ Magazine is full of information that makes me think "Aha!" and that is very helpful for parenting. (32-year-old male, company employee)
- This is a magazine that I want to keep on the bookshelf because of its appealing colorful design and the advertisement pages are stylish as well. (36-year-old male, company employee)
- I have read every issue. Since the magazine does not look like a parenting magazine, I don't hesitate to carry it around and I can read it anytime and anywhere. (26-year-old male, company employee)
- I have liked this magazine since I first saw it at Babies "R" Us and now I subscribe to it. (28-year-old male, company employee)
- I like the fact that this is one of the few magazines dedicated to dads and it is fashionable. I am looking forward to it being issued monthly someday! (36-year-old male, company employee)
- My first child was born this year. I have been pretty much Mr. Dad since then. I read many parenting publications but this is the most interesting one of all. (35-year-old male, family-operated business)
- I read every issue with interest because it tells how children feel and it provides tips for parenting. I felt a sense of fate because I found the first issue about the time my wife became pregnant. (31-year-old male, doctor)