

THE MODERN VOICE OF CLASSIC ELEGANCE

THE RAKE

JAPAN EDITION



THE RAKE Japan Edition

First issue came out on 22nd Nov 2014

What is THE RAKE?

First published in Singapore in 2008, THE RAKE is an “uber” luxury publication that targets adult male and the well-to-do population.

Mainly featuring fashion, it captures lifestyle-oriented information from all directions, touching on everything from watches and automobiles, to travel and food.

Written in English and sold globally, the magazine is available in the United States, Europe as well as Asia and is achieving strong sales worldwide.

- The publication is noted for its beautiful fashion features, insightful articles and interview pages that feature the person on the cover. Twice a year the magazine includes RAKE TIME, a magazine supplement dedicated to watches, proving its strength in offering deep insights to watch-related contents. Also included with the magazine once or twice a year is MRS RAKE to target the female market as well.

- THE RAKE has gained high recognition among the affluent population in Europe and the United States, and is highly praised for its contents. Ralph Lauren, Tom Ford and Ermenegildo Zegna all have acclaimed that THE RAKE is “the world’s best men’s magazine.”



“The RAKE is amazing.”

— *Tom Ford* —

“The best men’s magazine on the market.”

— *Ralph Lauren* —

“The RAKE is most beautiful magazine in the world.”

— *Ermenegildo Zegna* —

THE RAKE JAPAN Co., Ltd.

Founded in May 2014

Capital: 10 million yen
Operating fund: 500 million yen

Investing company:
Gemma Investment Partners Private Limited (Republic of Singapore)

President, Representative Director and Chief Executive Officer:
Shigetoshi Oshiro

Director and Editor-in-Chief:
Kentaro Matsuo

Including the management above, the operation has started with 10 staff members consisting of two editors, two advertising persons, one web person, one person in charge of accounting/general affairs, one person in charge of development/management and one PR representative.

Scope of operations (objectives of operation):

To edit, issue and distribute the Japanese version of the ultra-high-end luxury men's fashion publication THE RAKE, which was launched in Singapore and is circulated worldwide in other Asian countries as well as Europe, the United States, Russia and Dubai.

To develop and market original novelty items.
To plan and manage various events and promotions.
To offer consulting services.
To create catalogues of different fashion brands, etc.

What is THE RAKE Japan Edition?

THE RAKE Japan Edition is the world's first publication that will be launched through licensing by THE RAKE Headquarters.

Based on the high quality contents offered by the International Edition, it will add articles that are exclusive to the Japan Edition to propose a totally new luxury media.

- The keywords are “luxury” and “elegance.”

Rivaled by no other existing media, the publication will provide an in-depth commentary on a high-quality, high-class lifestyle.

Coordinating with other offices in Europe, the United States and Asia, it will focus on offering insights on what is currently considered “quality” in the world.

- The incisive outlook and deep contents will sure to please the male readers.

The publication is not only beautiful and pleasant to the eyes, but also is filled with in-depth features and loaded with contents that satisfy people with refined tastes. The highly intellectual articles will impress even those in the know.

THE RAKE Japan Edition...

- Is Japan's first luxury publication to be brought from overseas
- Deals with the most up-to-date and top-level of “luxury” and “elegance”
- Brings impressive “quality and quantity” and “beauty and intelligence” in one publication!



Media Outline

Publisher: THE RAKE JAPAN Co., Ltd.

Launch date: November 22, 2014 (January issue)

Issuing dates: 24th of the month (bimonthly: November, January, March, May, July, September)

(The website has launched on October 24, 2014.)

Format: Same as the English version

Price: 980yen

Distributors: Tokyo Calendar Inc.

Number of circulation: 40,000 issues

(30,000 issues to be sold through the market and 10,000 issues to be distributed to exclusive organizations for free)

Circulation:

Major bookstores (mainly in the Tokyo metropolitan area), regional bookstores in good standing, major fashion specialty shops across Japan

Free distribution:

Major automobile owners, top-of-the-line luxury hotels, cruise membership organizations, airline lounges, private bank customers, premier luxury watch retail, glasses store, equestrian clubs, exclusive member's only organizations