

THE MODERN VOICE OF CLASSIC ELEGANCE

# THE RAKE

JAPAN EDITION

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*Media Data*

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<http://www.therakejapan.com>



# What IS THE RAKE?

**T**HE RAKE was launched in Singapore in 2008. The editorial department is in London. It is the "super" world's top quality luxury magazine for men / adults, wealthy people. The goal of The Rake is to foster men on living well, to enjoy extraordinary craftsmanship and revel in discreet elegance. The contents are mainly about fashion and lifestyle such as watch, car, travel, and gourmet. The international version is sold worldwide, including the United States, Europe, Asia, and has recorded strong sales. Today, it is published for the international version, the Dubai version, the Russian version, the Turkish version, and the Japanese version for the luxury layer of each country.



THE RAKE International Edition.





“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* —



It has a reputation for beautiful fashion pages, deepreading articles, and interview articles of famous person linked with the cover. RAKE TIME, which features luxury watch, is bundled twice a year and has strong and deep contents especially for watches. MRS RAKE, which is for women, is also bundled once or twice a year, so the female market is also targeted.

THE RAKE boasts a high awareness in the luxury world of each country and is highly appreciated. Ralph Lauren, Tom Ford, and Ermenegildo Zegna rated THE RAKE as "the world's most men's magazine."

*What*  
IS THE RAKE?



# What IS THE RAKE JAPAN EDITION?

The Japanese Edition of THE RAKE (THE RAKE JAPAN EDITION) has been the highest quality of men's magazine in the world that started in November 2014 with 100% licensing from THE RAKE. We add original Japanese articles to high-quality content of International Edition and propose completely new luxury media in Japan.



THE RAKE Japan Edition from November 2014





Keywords are "Classic", "Modern" and "Elegance". We deliver high-quality and high-class lifestyle information that surpasses all existing media in Japan. We will cooperate with international and other edition, and will tell the theme "What is being considered as the finest quality in the world now?"

To satisfy male magazine fans, we will never forget the sharp cuts and the deep contents. It is not only beautiful media, but also intelligent article that will let readers foster their own knowledge regarding how to buy and wear products and has the volume of information that make them satisfy.



THE RAKE Japan version is ...

- Japan's first true luxury media that has never existed
- Dealing with the latest and superlatives "luxury" and "elegance"
- Overwhelming "quality and quantity", and "beauty and intelligence" in one volume!

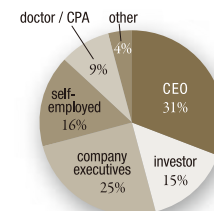
*What*  
IS THE RAKE  
JAPAN EDITION?



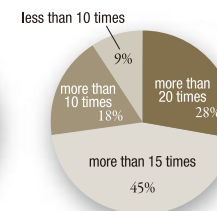
# Readership

THE RAKE JAPAN EDITION

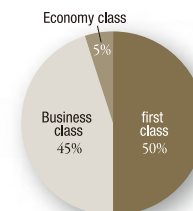
**H** NWI (high income people). Household income over 25 million yen. 70% of readers are company executives, corporate officers, investors. In addition, there are many annual salaries of 50 million yen or more for free industry and practitioners etc. Intelligent and elegant readers who know the value of things. Hold international high-class cars, watches, suit, jewelry, shoes, etc and have international sense. The subscription rate of the Nikkei newspaper is high, hotel is suite class, airplane is over business class. Real estate investment is also aggressive, estimated average asset is around 300 million yen.



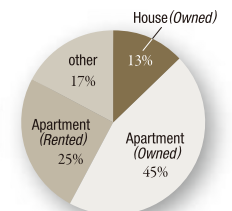
Occupation category



Overseas business trip

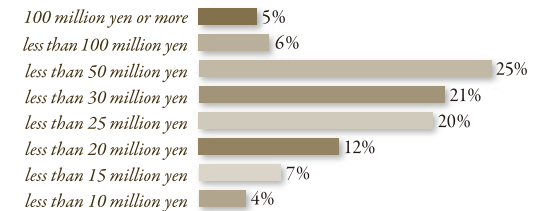


Seat assignment



Residence

Household income



\* Below, from the result of the questionnaire of 300 annual subscribers





# Media Overview

THE RAKE JAPAN EDITION

*Publisher:* The Lake Japan Co., Ltd.

Bi-monthly 24th

(January, March, May, July, September, November)

*Format:* A4 deformation (220 × 297 mm)

*Price:* 980 yen (tax included)

*Circulation:* Circulation: Around 40000 copies

(30000 copies for the market, 10000 copies for free-distribution to excellent member organization)

*Commercial sales:*

major bookstores (mainly in the metropolitan area),  
rural bookstores in rural areas, Japan's leading fashion select shop etc.

*Free-distribution destination:*

Owner of major automobile manufacturer, the finest luxury hotel,  
cruise membership organization, Luxury department store, Airline lounge,  
excellent watch store / spectacle store, Private bank customers, horse riding clubs,  
and other high-class membership organizations.

浅田屋

BARNEYS  
NEW YORK

BUGATTI

CATHAY PACIFIC

Cerulean Tower  
TOKYU HOTEL

CONRAD  
TOKYO

FOUR SEASONS  
HOTEL  
TOKYO

FOUR SEASONS HOTEL  
Edge of Rembrandt

GRAND | HYATT  
TOKYO

Hilton  
TOKYO

Lobell Okura  
TOKYO

ISETAN  
MEN'S

かみき

金成楼

KORE MUSEUM PARK  
ORIENTAL HOTEL

Takashimaya

西井屋本館

Oakwood  
Premier  
TOKYO

Onihara  
TOKYO

PALACE HOTEL TOKYO

PARK HYATT TOKYO

石葉

Shangri-La hotel  
TOKYO

THE CAPITOL HOTEL  
TOKYU

THE WESTIN  
TOKYO

TOKYO  
BAYCOURT CLUB  
HOTEL & SPA RESORT

ザ・ベニシエラ東京

ザ・リッツ・カールトン東京

BEAMS

BEAMS  
HOUSE

dacora KOBÉ



# Advertising Rates

THE RAKE JAPAN EDITION

Outside back cover	¥ 2,800,000
Inside front cover spread	¥ 3,800,000
Front cover gatefold	¥ 8,000,000
Double-page spread before credits and contents	¥ 3,700,000
Full page ( <i>facing credits and contents</i> )	¥ 2,100,000
Full page ( <i>facing beginning column pages</i> )	¥ 2,000,000
Full page	¥ 1,800,000
Double-page spread	¥ 3,600,000
Inside back cover	¥ 1,800,000

(Japanese Yen)

\* Tie-up production cost : ¥ 400,000 / page

## SCHEDULE

Release date	Visual review date	Submit date	Closing date
January 24th	Fourth week of December	In the middle of December	In early January
March 24th	Fourth week of February	In the middle of February	In early March
May 24th	Fourth week of April	In the middle of April	In early May
July 24th	Fourth week of June	In the middle of June	In early July
September 24th	Fourth week of August	In the middle of August	In early September
November 24th	Fourth week of October	In the middle of October	In early November

\*The schedule might be moved to a bit ahead if the pages are around the front cover.  
Please contact us about the exactly date.

## MATERIAL SIZE

Position	Bleed size	Trim size
Outside back cover	283×214 mm	277×208 mm
Inside front cover spread	303×446 mm	297×440 mm
Full page	303×226 mm	297×220 mm
Double-page spread	303×446 mm	297×440 mm
Inside back cover	303×226 mm	297×220 mm

## MATERIAL SPECIFICATIONS

Original artwork (four-color) to be in 300 dpi high-resolution PDF files, accompanies by progressive color proofs.  
Please bleed them each 3mm both length and width.

*For any further information, please contact below;*

**THE RAKE JAPAN Co. Ltd.**

Email: [info@therakejapan.com](mailto:info@therakejapan.com)