



*A Lifestyle Concierge Curated by Connoisseurs*

JAPAN EDITION

# THE RAKE

Media Guide

THE RAKE JAPAN EDITION  
<https://therakejapan.com/>

# What is "THE RAKE"?

The magazine was first launched in Singapore in 2008, with its editorial headquarters located in London. The Japanese edition was established in 2014.

The name of the magazine, THE RAKE, is derived from the English word "rake," which refers to a "dashing gentleman," "man of style," or "debauched aristocrat." The term "Rake" (or "Rakes") was a slang word used in 17th and 18th-century Britain to describe a man of the world who indulged in women, wine, fashion, and social circles, but who simultaneously possessed profound intellect, refined aesthetic sense, and sharp wit.

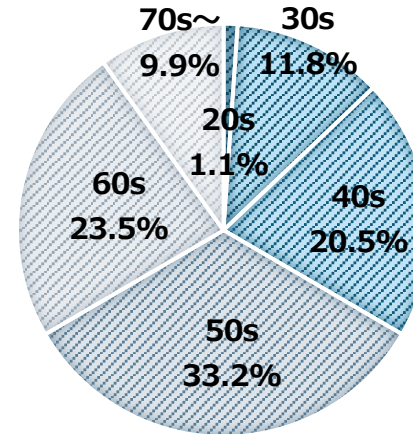
Wei Koh, the Singaporean founder of THE RAKE, reinterpreted this image of the "dashing gentleman" for the modern era. He chose THE RAKE as the magazine's title to represent "a man in pursuit of classic elegance."

"RAKE" was also the nickname for Gianni Agnelli, the former Chairman of FIAT. He was once known as **"THE RAKE OF THE RIVIERA,"** and due to his immense power and sophisticated style, he continues to be revered as a fashion icon to this day.

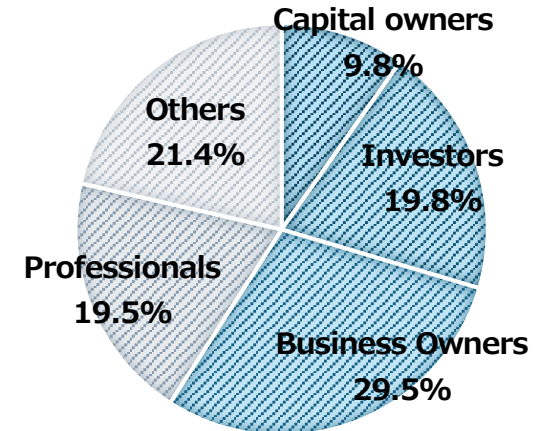


# Reader Demographics

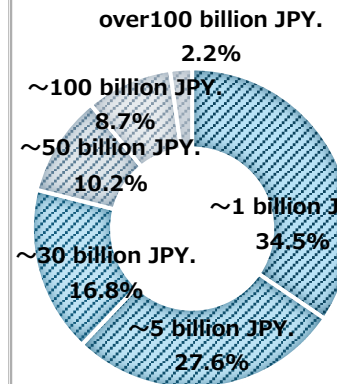
## Age Composition



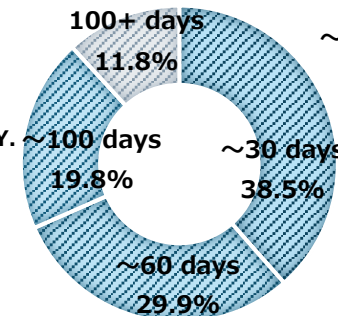
## Profession



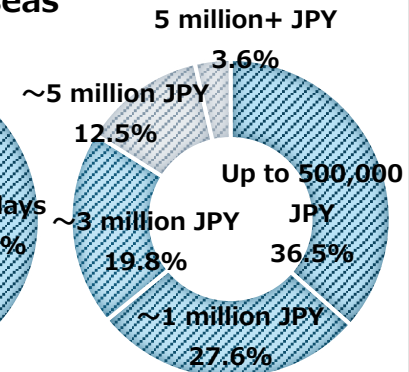
## Estimated Net Worth



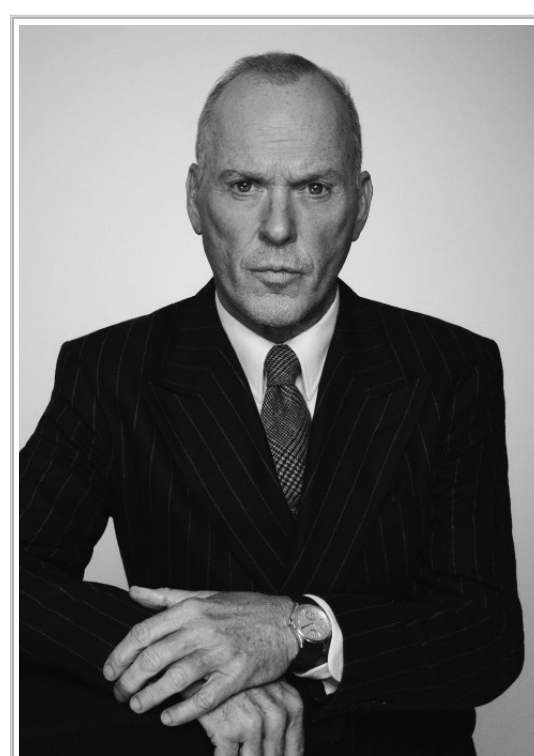
## Days Spent Overseas



## Monthly Spending



- Over 80% are aged 40 and above.
- 30% are Investors or Capital owners.
- More than 30% have assets exceeding 1 billion JPY.
- 60% spend more than 30 days per year abroad.
- More than 35% spend over 1 million JPY per month.



# THE RAKE JAPAN EDITION

## Reader Personas

30s  
male



**Residence** Setagaya, Tokyo  
**Family** Wife, Son  
**Profession** Business Owner  
**Estimated Net Worth** 500 Million JPY  
**Days Overseas** 60 Day  
**Main Destinations** Korea, Taiwan, Hawaii  
**Purpose of Travel** Business, etc.  
**Monthly Spending** 5 Million JPY

40s  
male



**Residence** Minato, Tokyo / Dubai, Egypt, etc.  
**Family** Wife, Two Sons  
**Profession** Doctor, Wealthy Individual, Business Owner  
**Estimated Net Worth** 5 Billion JPY  
**Days Overseas** Over 100 Days  
**Main Destinations** Dubai, Egypt, Saudi Arabia  
**Purpose of Travel** Medical Alliances, Royal Visits  
**Monthly Spending** 5 Million JPY

50s  
male



**Residence** Kobe, Hyogo  
**Family** Wife, Daughter  
**Profession** Wealthy Individual, Executive  
**Estimated Net Worth** 5 Billion JPY  
**Days Overseas** 60 Days  
**Main Destinations** UK, France, Hawaii  
**Purpose of Travel** Business, Vacations  
**Monthly Spending** 5 Million JPY

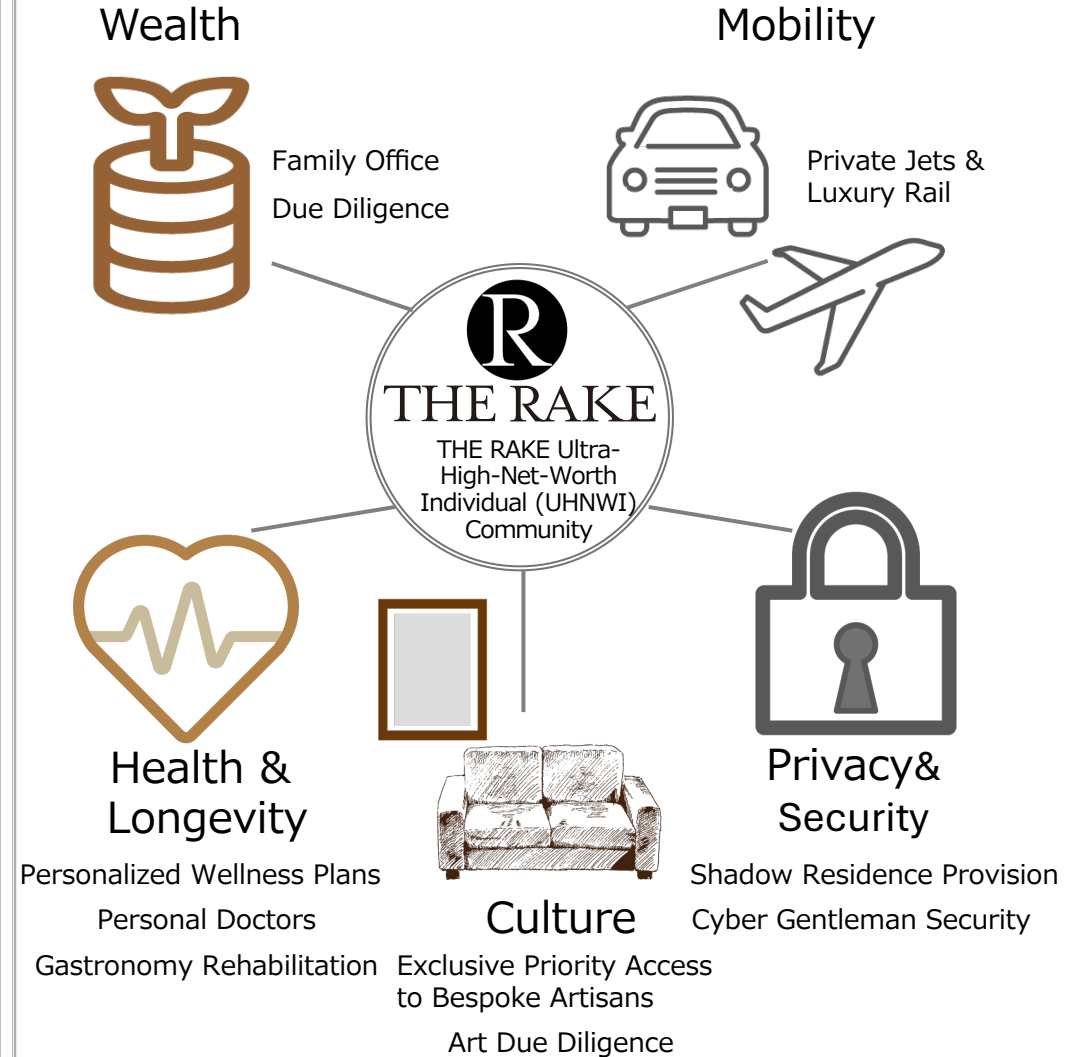
60s  
male



**Residence** Chiyoda, Tokyo / Multiple Overseas  
**Family** Wife, Daughter  
**Profession** Investor, Business Owner  
**Estimated Net Worth** 10 Billion JPY  
**Days Overseas** Over 50 Days  
**Main Destinations** South Africa, Singapore, Dubai  
**Purpose of Travel** Business, Information Gathering, Investment  
**Monthly Spending** 2-3 Million JPY

# THE RAKE UHNWI COMMUNITY

– A new cycle of value built by RAKE JAPAN edition –



By deeply engaging with our readers' lifestyles, this community aims to create levels of engagement and revenue opportunities that transcend traditional advertising models.

# Editorial Content Strategy

In addition to exclusive interviews with prominent figures (**People**), the Japanese edition of THE RAKE is composed of the following six categories, offering a unique editorial structure.

## Mobility



Enhancing the journey through cars, motorcycles, and extraordinary travel experiences.

## Watches & Jewelry



Moving beyond mere self-satisfaction to select high-status items that align with an elite lifestyle.

## Fashion (Clothing)



Timeless elegance that avoids fleeting trends, focusing on pieces that truly suit the individual for a lifetime.

## Gastronomy (Dining)



Curating innovative and unique menus through the lens of high-end epicureanism.

## Resorts & Hotels



Highlighting a sense of premium exclusivity where private spaces and luxurious time are guaranteed.

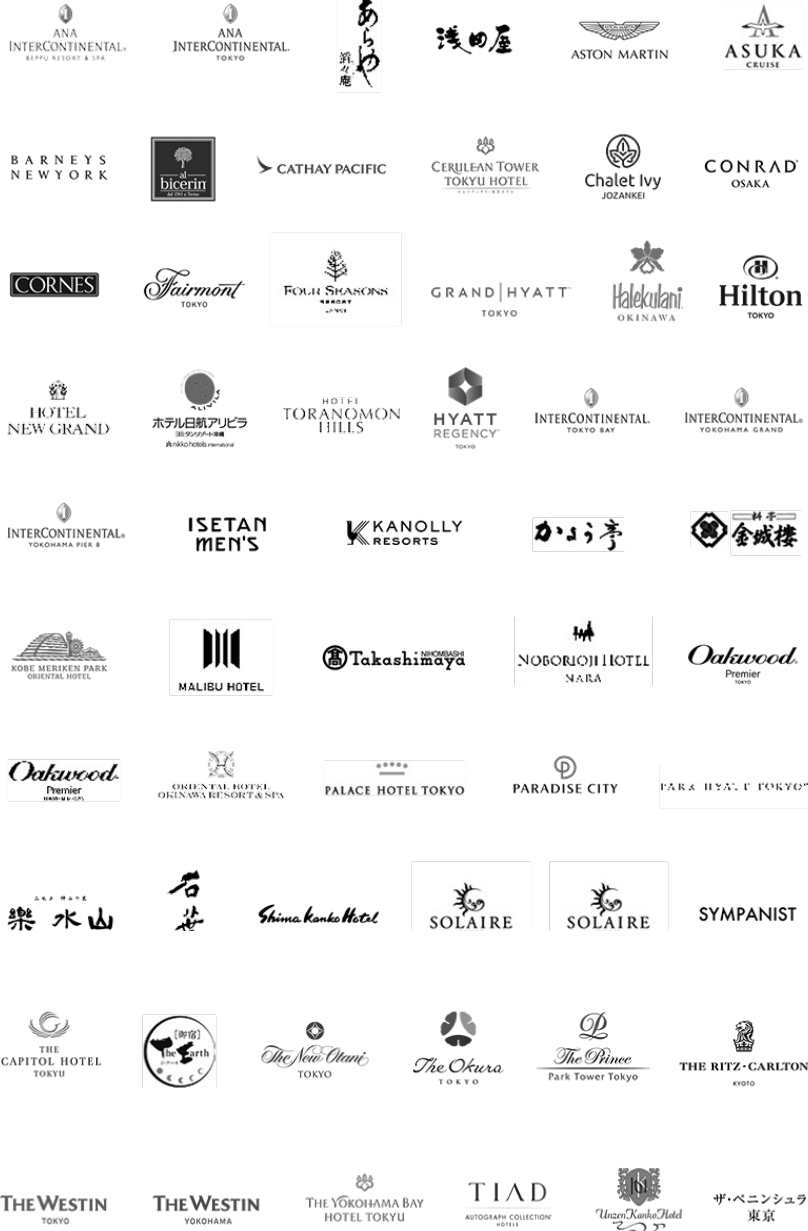
## Art



Identifying investment-grade assets that double as sophisticated interior design through expert curation.

# THE RAKE Japan Distribution Network

- Luxury Hotels & Resorts
- Bespoke Ateliers & Luxury Boutiques



# Advertising Rates & Media Overview

## Ad Rates (JPY)

Space	Rate	Size (H x W mm)
Back Cover	2,800,000	277 x 208
Inside Front Cover Spread	3,800,000	297 x 440
Inside Front Cover 2nd Spread	3,700,000	297 x 440
Opposite Contents	2,100,000	297 x 220
Opposite Column	2,000,000	297 x 220
Inside Back Cover	1,800,000	297 x 220
Internal Page (1p)	1,800,000	297 x 220

- **Advertorials:** Accepted starting from 1 page.
- **Production Fee:** 400,000 JPY (excl. tax) per page. Additional charges apply for specific requests regarding models, stylists, photographers, or long-distance location shoots.
- **Submission Specs:** PDF (X-1a / 1.3), JMPA color standards, and Preflight Report

## Media Profile

**Publication:** Odd-numbered months on the 25th (Jan, Mar, May, Jul, Sep, Nov).

**Format:** Modified A4 (W 220mm x H 297mm).

**Circulation:** 20,000 copies.

**Price:** 1,650 JPY (Tax incl.).



## Contact Information

THE RAKE Japan Co., Ltd.

Tel: +81-3-5577-3845 Email: [info@therakejapan.com](mailto:info@therakejapan.com)