



The Manga Entertainment Experience

Part magazine, part graphic novel, **SHONEN JUMP** is both action-packed and addictive. **SHONEN JUMP** appeals to the distracted young male demographic with action-based Japanese comics, or 'manga', as its core draw.

Manga comprises the best-selling genre in Japanese publishing and revenues have more than tripled here in the U.S. in the last five years. **SHONEN JUMP** combines chapters of the most popular action manga in the world - every issue ending with a cliff-hanger - with game, entertainment and culture editorial creating a destination for readers looking to broaden their "SHONEN" experience. With more than 350 pages of editorial in every issue, **SHONEN JUMP** is an engaging entertainment product and ideal environment to reach today's teens!

SHONEN JUMP...
Where the REAL action starts!





EDITORIAL PROFILE

Action Manga + Teen Magazine



SHONEN JUMP evokes a lifestyle: readers respond to the original Japanese manga and manga-themed features as they look to broaden their “SHONEN” experience. With action-packed manga titles first published in the original *Weekly Shonen Jump* in Japan including *Naruto*, *Bleach*, *Yu-Gi-Oh! GX*, *One Piece*, *YuYu Hakusho*, *Bobobo-bo* and *Slam Dunk* - readers engage in the manga adventures of young characters they can identify with and become more deeply involved as each issue ends on a cliffhanger. Combine this editorial stickiness with coverage of the entire spectrum of product extensions - the world of **SHONEN JUMP** has become the number one destination for young consumers and smart marketers since 2002.



SHONEN JUMP offers readers an opportunity to enjoy more manga between its covers than any other monthly publication in the US—over **350 pages** in each issue! Add this to unique and informative editorial coverage of graphic novels, animation on television, toys, trading cards, video games and more, **SHONEN JUMP** features an entertaining read among an extremely high edit to advertising ratio where readers spend more time with each issue, considering it both entertaining and a must-read!



Exciting editorial topics include:

Product previews for anime, video games, collectible cards & toys

Original features on manga, Japan and related topics

Games, trivia and other interactive sections

Culture, language and art

Plot synopses of featured manga titles

Exclusive interviews with the top manga artists



Total Advertising / Edit Ratio

6% / 94%*



SHONEN JUMP is rated T for “Teens” age 13 and older. Stories may contain violence, language, suggestive situations, alcohol or tobacco use.

**Based on Jan-June 2008 Issues*

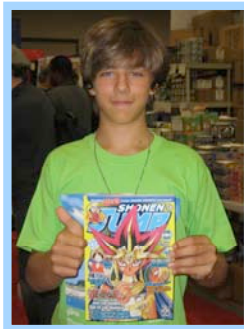




READER PROFILE

Young, Male, Driven to Action!

SHONEN JUMP offers an audience of hard-to-reach, tween & teen male consumers - and we can prove it! In addition to consistently polling 1,000 readers age 13+ with our monthly reader surveys, SHONEN JUMP is also measured by Simmons within their Teen & Youth syndicated studies for readers age 6-17 (see the 'Magazine/Comic' category of the 'Print Media' section).



Average Issue Audience:	2,205,400
Male/Female	67% / 33%
Median Age	14
Kids 6-11	23%
Tweenz 8-14	57%
Teens 12-17	58%
Adults 18+	19%



Unduplicated Reach of Teens!

SHONEN JUMP Teen readers mostly read gaming books, but are generally hard to reach elsewhere in print:

<u>GAME MAGAZINES</u>		<u>COMIC / HUMOR</u>		<u>KIDS</u>	
Game Informer	28%	DC	19%	Nick	14%
Official XBOX	20%	Marvel	19%	SI Kids	11%
Game Pro	19%	MAD	16%	Nat Geo Kids	9%

Involved & Responsive Consumers!

- 93% Recommend SHONEN JUMP to their friends
- 90% Share the information they read in SHONEN JUMP with their friends
- 90% Have taken action on an ad seen in SHONEN JUMP /past year
- 74% Find the advertising in SHONEN JUMP 'Fun/Informative'
- 84% List SHONEN JUMP as where they learn about manga/anime products they are interested in purchasing (ranked #1!)
- Read 4 of 4 issues

Source: 2007-2008 SHONEN JUMP Reader Surveys and Simmons Spring Youth Study combined to create total projected audience based on SJ Surveys 18+ and Simmons total average issue audience 6-17





CONSUMER BEHAVIOR

SHONEN JUMP readers do love manga, but they're far from a super fan or 'otaku' void of other interests. These boys love video games, reading, music, skateboarding and even drawing in their spare time!

Top 5 things they do for fun:

1. Play video games
2. Watch TV
3. Listen to music
4. Surf the net
5. Draw



Reading is a passion:

- ❑ **More likely** than the average teen to read in their spare time
- ❑ **85%** Read books other than school books
- ❑ **66%** Agree that they 'really enjoy reading books'
- ❑ Book genres they most like to read are **Action/Adventure & Sci-Fi**
- ❑ **90%** Purchase manga graphic novels



They love T.V. and movies:

- ❑ Go to an average of **3 movies a month**
- ❑ **90%** Like martial arts films
- ❑ Favorite television shows include *Family Guy*, *The Simpsons* and *Are You Smarter than a 5th Grader*
- ❑ **88%** Purchased anime DVDs in the past year
- ❑ **86%** Watch anime on Adult Swim/Cartoon Network



Kids into collecting:

- ❑ **More likely** than the average teen to 'collect' anything
- ❑ **2X** as likely as the average teen to collect cards
- ❑ **75%** Collect trading cards and games

Cultural and creative:

- ❑ **86%** Have some level of interest in learning to speak Japanese
- ❑ **83%** Want to travel to Japan
- ❑ **85%** Have interest in studying subjects such as art/design/film
- ❑ **78%** Like to draw in their spare time

Social with technology:

- ❑ **72%** Belong to an online social network/community
- ❑ **60%** Own a cell phone



SOURCE: Simmons Spring 08 Teen Study and SHONEN JUMP 2007-08 Reader Surveys and Online Polls





CONSUMER BEHAVIOR

Video Games

Research confirms that the passion for manga and anime acts as a natural screen for a heavy gamer. **SHONEN JUMP** makes a perfect addition to any print plan targeting very active teen video game players.



Much more likely than the average teen to:

- ❑ Play video games
- ❑ Play games online
- ❑ Consider video games their main source of entertainment
- ❑ Have purchased 6 or more games in the past year
- ❑ Purchase games within 1st month or sooner of a release



Passionate gamers!

- ❑ #1 Leisure activity is playing video games
- ❑ 98% Own/Play video games
- ❑ Play an average of 35 times a week
- ❑ Play an average of 23 hours a week



They purchase games!

- ❑ 81% Purchased a game past 60 days
- ❑ Purchased an average of 5.8 games a year

Types of video games they play most:

Action/Adventure	66%	Strategy	32%
Role-Playing/Fantasy	52%	Racing	30%
Fighting	47%	Sports	22%
Shooter	39%	Arcade & Classic	16%

Types of video consoles they/their household...

<u>Console</u>	<u>Own</u>	<u>Own/Intend to purchase</u>
Nintendo DS	69%	83%
PS2	62%	69%
GBA	55%	58%
Game Cube	49%	52%
Nintendo Wii	48%	74%
PSP	29%	66%
Xbox	20%	24%
Xbox 360	19%	40%
PS3	15%	47%

SOURCE: Simmons Spring 08 Teen Study and SHONEN JUMP 2008 Reader Surveys and Online Polls





CIRCULATION

Monthly & Mainstream

With its roots firmly established as a successful, Japanese title (*Weekly Shonen Jump* sells 3 million weekly), the American version of **SHONEN JUMP** became the first magazine of its kind in the U.S. launching in December 2002 with a circulation guarantee of 100,000. Now in its sixth year of publishing, advertisers can be assured that the desire for this new magazine category and the appeal of the serialized titles is what today's teens crave!



Frequency:	Monthly
Average Circulation Base:	200,000
Total Avg. Circulation:	242,672
Newsstand/Subs:	47% / 53%
Newsstand Distribution:	Wholesale 53%
	Specialty 25%
	Direct/Other 21%
Single Copy Price:	\$4.99
Subscription Price:	\$29.95

DISTRIBUTION

SHONEN JUMP is available in major specialty chains including Borders, Waldenbooks, Barnes & Noble and Hot Topic

SHONEN JUMP can also be found in the wholesale market including Wal*Mart and grocery stores

Verified circulation of 11% includes periodic public place and is included in the subscription numbers above

Direct/Other circulation includes copies purchased by Diamond Comics and Scholastic Book Clubs/Fairs

Source: Circulation sales reports for 6-month average ending June 2008





SPECIAL ADVERTISING & ADDED VALUE

In-book and Online

❑ Special Publications

Several times a year SHONEN JUMP publishes high quality, collectible magazines including the *Naruto Collector*, *Naruto Posterzine* and the *Bleach Posterzine* offering dedicated fans magazines packed with the best from their favorite titles that they are willing to spend \$7 or more for each!



2009 Initial Schedule:

Naruto Collector - February

Dragon Ball (Live Action) Posterzine - March

Naruto Posterzine - May

❑ Bento Box Section

SHONEN JUMP offers advertisers the opportunity to boost their regular advertising or test the magazine with a smaller commitment within a special print + online special shopping section. The section is showcased in print, reproduced online with links, and promoted in the issue eNewsletter, via site banners and also in the online promo section to help drive traffic for advertisers.



2009 Schedule:

March, June, September and December issues



❑ Online Banners

Readers interact further with SHONEN JUMP magazine online as well as in print. Receiving currently over 1 million impressions with over 235,000 unique users every month, www.shonenjump.com has become a natural add-on for magazine advertisers.



❑ eNewsletters

Loyal readers look forward to receiving SHONEN JUMP monthly email newsletters to get the scoop about what's coming up for editorial, product releases and promotions! Advertisers can connect to the most passionate fans with a marketing message that links direct products online within these special emails currently reaching over 20,000 dedicated subscribers.



❑ Added Value

SHONEN JUMP offers a variety of effective marketing opportunities that will enable advertising partners to strengthen their marketing message and relationship with passionate readers. Custom proposals can be created based on advertiser interest and marketing needs including research, contest sponsorships, advertorials and online promotions.

Please see your advertising sales representative for more information.





VIZ MEDIA, LLC

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media), is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan's largest creators and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Production Co., Ltd., VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America and a global licensor of Japanese manga and animation. The company offers an integrated product line including, magazines such as SHONEN JUMP and Shojo Beat, graphic novels, videos, DVDs, audio soundtracks and develops and markets animated entertainment from initial production, television placement and distribution, to merchandise licensing and promotions for audiences and consumers of all ages.



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