

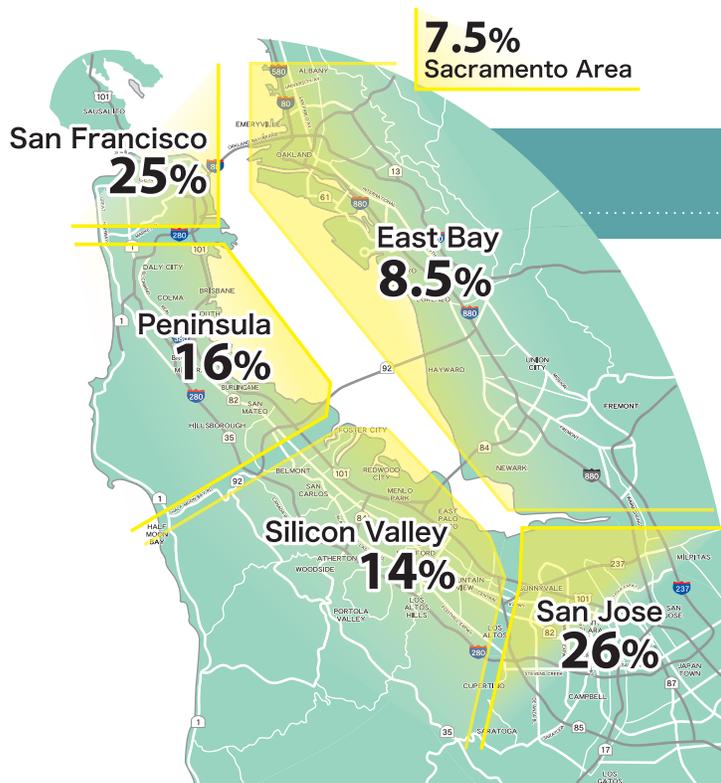
媒体概要

About BaySpo

What is BaySpo?

Of all the free of charge Japanese medias in Northern California, BaySpo offers the largest circulation and the most free store distributions.

- Circulation** 120,000~150,000/Month 30,000/Issue
- Frequency** Weekly (Published Every Friday)
- Distribution Area** Northern California
(Berkeley, San Francisco, San Jose, Silicon Valley, Sacramento, Monterey, Santa Cruz, etc.)
- Format** Tabloid (10.25" x 16"), Color and B/W
- Distribution Methods** Free store distribution (over 160 locations)
Individual Subscription
- Readers** Japanese residents in Northern California, Corporate employees and their families, Independent businesses, entrepreneurs and subscribers living in remote areas
- Contents**
 - News in Japan (by Kyodo News International, Inc.)
 - USA News (by Kyodo News International, Inc.)
 - Entertainment & Sports News (by Kyodo News International, Inc.)
 - Special Interview Article "Living in the Bay Area"
 - Beauty Club
 - Restaurants Guide
 - Doctors Guide
 - Local & Business News
 - Bay Area Real Estate News
 - Classified
 - Other Special Contents



Distribution Area

May, 2013

San Jose Area	40.0%
San Mateo Area	16.0%
San Francisco Area	25.0%
Berkeley (East Bay) Area	8.5%
Sacramento Area	7.5%
Santa Cruz, Monterey Area	1.5%
Fresno	1.0%
Other Areas	1.0%