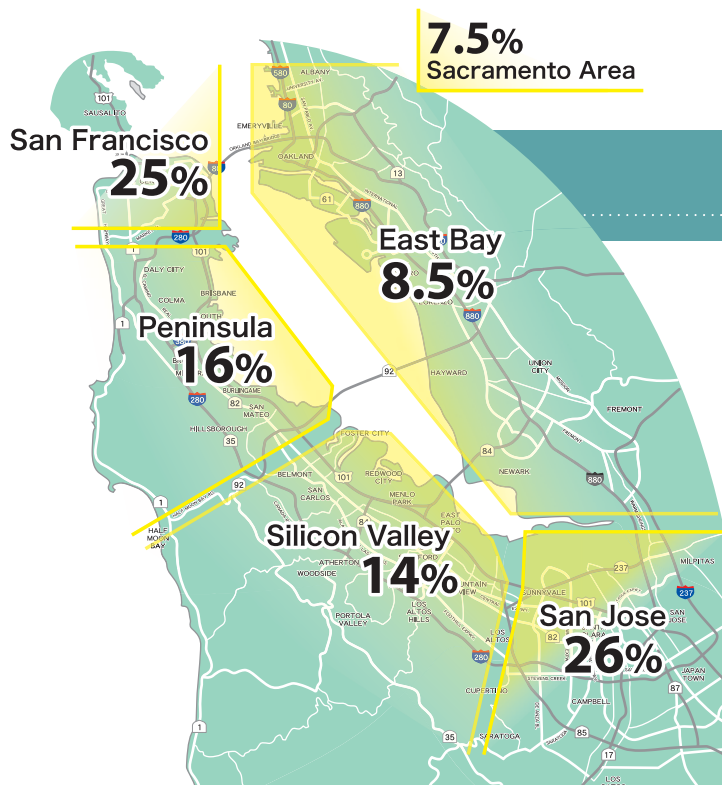


## What is BaySpo?

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

<b>Circulation</b>	120,000~150,000/Month    30,000/Issue
<b>Frequency</b>	Weekly (Published Every Friday)
<b>Distribution Area</b>	Northern California (Berkeley, San Francisco, San Jose, Silicon Valley, Sacramento, Monterey, Santa Cruz, etc.)
<b>Format</b>	Tabloid (10.25" x 16"), Color and B/W
<b>Distribution Methods</b>	Free store distribution (over 160 locations) Individual Subscription
<b>Readers</b>	Japanese residents in Northern California, Corporate employees and their families, Independent businesses, entrepreneurs and subscribers living in remote areas
<b>Contents</b>	<ul style="list-style-type: none"> <li>• News in Japan (by Kyodo News International, Inc.)</li> <li>• USA News (by Kyodo News International, Inc.)</li> <li>• Entertainment &amp; Sports News (by Kyodo News International, Inc.)</li> <li>• Special Interview Article "Living in the Bay Area"</li> <li>• Beauty Club</li> <li>• Restaurants Guide</li> <li>• Doctors Guide</li> <li>• Local &amp; Business News</li> <li>• Bay Area Real Estate News</li> <li>• Classified</li> <li>• Other Special Contents</li> </ul>



## 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%