



Shojo Beat

Manga Magazine 101



Shojo Beat profiles the most popular 'shojo' manga coming out of Japan today, stories that read in soap-opera-like installments - in addition to lifestyle topics of interest to young women, often stemming from Japanese popular culture:

▣ **BEAUTIFUL ARTWORK + COMPELLING STORYLINES FOR YOUNG WOMEN**

Shojo Beat showcases six of the more successful shojo manga titles in Japan, which tend to highlight strong female characters and are written primarily by women, for women. Shojo storylines include comedy, romance, fantasy, drama, horror and mystery that readers become more involved with as the tales progress. The unique Japanese sensibility that comes through in every story is meticulously preserved in translation, as the story comes alive in the traditional Japanese right-to-left format.



▣ **RICH & UNIQUE EDITORIAL MIX**

Shojo Beat also offers the latest in Japan-infused fashion, music, art, culture, and shopping - plus contests, how-to's, industry updates, interviews, and much more - all in a way unique to the young women's magazine category. In addition to special features, readers will find original coverage from style to culture sections including:



FASHION & BEAUTY

- Hot List* - Cool new style finds
- Get This Look* - Manga cover model inspiration
- High Style, Low Budget* - Thrifty approaches to the latest trends



CULTURE & TRENDS

- DIY* - Creative ways to express original style
- Music* - Interviews, concerts & more in Japan & the U.S.
- Hot List* - Tech accessories and trends from Japan
- History & Language* - Japanese customs and culture



SB & YOU

- Beat Box* - Readers share ideas, fan art, letters and creativity
- How to Draw/DIY* - Drawing, decorating and design how-to's
- Manga & Anime News* - Book, TV, video, and movie updates
- Street Seen* - Fashion pics from the streets of SF to Tokyo
- Horoscope* - Celestial fun with exclusive artwork





Reader Profile

The *Shojo Beat* reader is an influencer in her social circle as she's less concerned with celebrity trends and more intrigued with alternative cultures and new technology where so many trends first surface. She thrives on self-expression and is creative, eclectic, focused on style & design, with a propensity to explore the world beyond her own immediate surroundings – the Beat girl is a unique consumer not easily captivated by other publications.



Estimated Audience:	128,421
Female/Male:	94% / 6%
Median Age:	18
Core Audience:	13-19 (61%)
Age 16+	85%
Age 12-17	47%
Age 18-34	45%



The Shojo Beat reader...

- Is more creative than the typical teen.*
- Likes to draw in her spare time.*
- Prefers to stand out in a crowd.*
- Experiments with her looks.*
- Loves to play video games.*
- Is a fan of manga & anime.*
- Shops comfortably online.*
- Has diverse musical tastes.*

Source: 2007 Readers Surveys; Audience size formulated with Jan-June 2007 Total Average Circulation





Reader Profile

Hobbies & Interests



Leisure Time Fun

- 89% Listen to music
- 83% Surf the net
- 75% Draw
- 74% Watch TV
- 67% Play video games



Favorite Class in School

- 69% Art
- 51% English/Writing
- 42% Music
- 34% Language
- 32% History



Video Games

- 76% Played video games in past week
- 56% Play video games on a PC
- 54% Play video games online

Types of video games they like to play:

- 77% Action/Adventure
- 76% RPG/Fantasy
- 50% Fighting
- 41% Music/Dance
- 31% Strategy



Manga/Anime

- 83% Watch anime on Cartoon Network
- 83% Watch anime online
- 83% Enjoy martial arts films
- Have read manga for 4 years on average

Fashion

Describe their style/look as:

- 57% Casual
- 55% Unique
- 48% Simple
- 45% Artsy

Music

- 81% Confirm music is a passion
- 85% Have a wide taste in music
- 87% Listen to Pop/Rock
- 78% Listen to J-Pop/J-Rock

Source: 2006/2007 Reader Surveys & Online Polls





Reader Profile

Shopping & Involvement

Shopping

- 79% Have gone to a shopping mall / last 4 weeks
- 61% Shopped/purchased online in the past 6 mos



Online Purchasing

- 81% Books/Music/Videos
- 55% Movies
- 51% Manga/Anime products
- 49% Apparel/Accessories
- 23% Games
- 22% Collectibles



Video Games

75% Played video games past week

Systems owned

- | | | | |
|-----|-----------|-----|-------------|
| 67% | PS2 | 36% | Nintendo DS |
| 57% | GBA | 22% | Xbox |
| 37% | Game Cube | 19% | PSP |



Game Purchasing

- 70% Purchased video games /last 12 mos
- 55% Purchased video games /last 60 days
- 40% Purchase a new game within a month or sooner



Connectivity & Engagement

- 91% Recommend *Shojo Beat* to their friends
- 83% Share the information they read in *Shojo Beat*
- 85% Have responded to an ad in *Shojo Beat*
- 69% Find the magazine advertising 'Fun/Informative'



Manga/Anime

- 90% Purchase manga (4 volumes on avg/mo)
 - 87% Purchased anime
 - 55% Purchase average of 6+ anime titles/per year
 - 72% Purch anime accessories / past 90 days
- Shojo Beat is the #1 place they find out about where to purchase anime/manga!***

Source: 2006/2007 Reader Surveys & Online Polls





Circulation

Shojo Beat launched with a July cover issue in 2005 at a circulation of 20,000 and grew in just six months over 75%. With specialty market sales going strong and the increased popularity of shojo manga in the market, *Shojo Beat* is now also distributed in the mainstream wholesale market and will continue to expand accessibility to young women across the country.



Launch issue:	July 2005
Magazine size:	300+ pgs
Frequency:	Monthly
2007 Circulation Base:	38,000
Total Average Circ:	42,807
Subs/Newsstand:	51%/49%
Single Copy Price:	\$5.99
Subscription Price:	\$34.99/12mo.



Distribution

Shojo Beat is available in major specialty chains including Borders, Waldenbooks and Barnes & Noble.

Shojo Beat 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 number above.



Additional Promotion

Shojo Beat also speaks to fans on a regular basis via e-newsletters, ShojoBeat.com and profile on MySpace.com. Cross-promotion continues with other VIZ Media properties and other partners with like-minded consumers.



Source: *Shojo Beat* Total Average Circulation 6 months ending June 2007 Issues





Marketing & Promotions

Shojo Beat offers a variety of effective marketing opportunities that will enable advertising partners to strengthen their marketing message and relationship with *Shojo Beat*'s passionate readers. Custom proposals can be created based on Advertiser interest marketing needs.



Added Value Opportunities:

Contests/Sweepstakes

Email Marketing

Online Marketing

Custom Research

Trade Show, Event & Mall Sampling

Special Advertorial Sections/ Gift Guides



Press & Fan Buzz

"Shojo stories also get interspersed with shopping tips on clothes and cosmetics... Americans can see what the fuss is about when Shojo Beat magazines debut at bookstores in late June."

- Wired magazine June 2005



"The ultimate coffee table reading for the Stefani household: Shojo Beat, a new Japanese mag (translated into English) that tells "O.C." - style stories with ultra-poppy, colorful illustrations."

- New York Post Online Edition July 2005



"'Shojo Beat' comic book for young women is up there with the latest Harry Potter sequel, as one of the year's biggest publishing stories."

- AlterNet August 2005

"I LOVE THIS NEW MANGA!!! It's awesome and I'm so gonna get that look! ^_~" - KeLsEy, MySpace friend

"Shojo Beat rocks, the best manga magazine I've ever read. Love it!"

- Shallow Sleeper, MySpace friend



"I just want to say thanks for making this awesome magazine! I love all your mangas! I hope one day I'll go to Japan! I never miss an issue of Shojo Beat!

Rock On!" -Ally, MySpace friend

"I love this magazine, it is always so hard to wait for the next issue lol. Keep them coming"- Dream Angel—(tenshi-no-yume), MySpace friend





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 Production Co., Ltd. (ShoPro Japan), 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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