

An English daily newspaper conveying “Japan now”

# THE JAPAN NEWS

BY THE YOMIURI SHIMBUN

---

Media Kit 2023

読売新聞社

# はじめに Introduction

The Japan Newsは、世界最大発行部数を誇る読売新聞の日刊英字紙で、1955年に創刊しました。

「日本の今」を分かりやすく伝え世界の日本理解を進めることや、読者が日本や世界の出来事についていち早く知り、英語で自分の考えを伝えるために役立つ紙面の提供を編集方針の柱に据えています。

充実した取材ネットワークによる正確でタイムリーな言論と提言報道の両輪で、読者に「国内外のいま」と「日本の進むべき道」を伝えています。

また、「メディアコングロマリット」として、読売新聞グループの持つ総合力を生かしたビジネスも展開していきます。

-----

The Japan News is a daily English-language newspaper launched in 1955 and published by The Yomiuri Shimbun, Japan's leading national newspaper with the largest circulation in the world.

Our fundamental editorial goals are to communicate "Japan, now" in an easy-to-understand way, advance the world's understanding of Japan, and quickly inform readers about news in Japan and the world.

We provide a wide range of topics that inform Japan's future with accurate and timely journalism by an extensive reporting network in Japan and abroad.

As a media conglomerate we are developing various businesses by leveraging The Yomiuri Shimbun Group's wide range of strengths.

圧倒的な取材力  
全国312か所、海外27か所  
の取材拠点

Extensive reporting network  
worldwide

言論・提言報道を通して  
日本の針路をリード

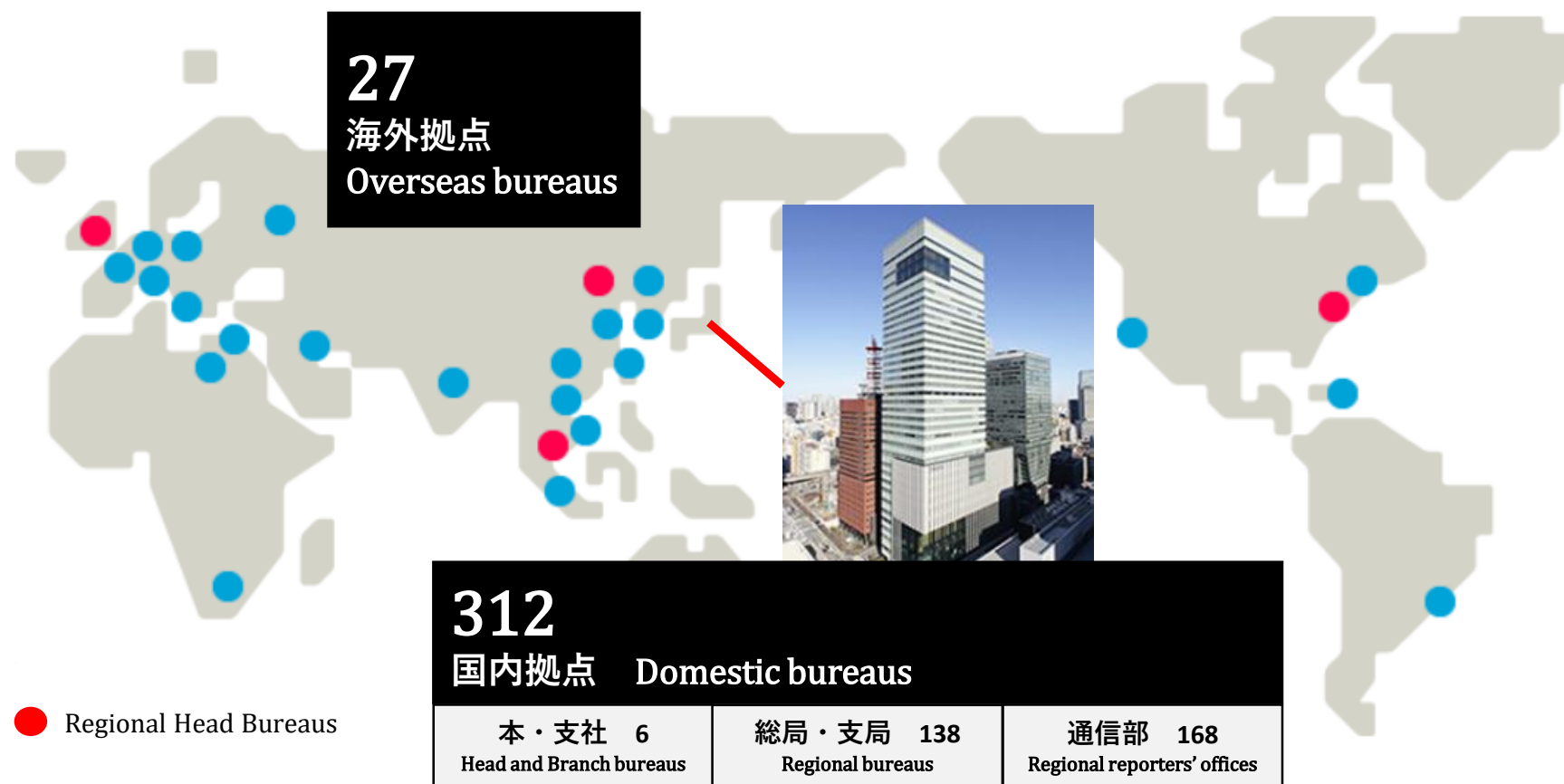
Function as a compass  
of Japan's future

# 圧倒的な取材力

## Extensive Reporting Capability

読売新聞の国内312か所、海外27か所の取材網を生かし、The Japan Newsは、海外のみならず国内のニュースも広く、深く読者に届けています。

The Japan News covers news broadly and in-depth by utilizing The Yomiuri Shimbun's network of 312 domestic bureaus and 27 overseas bureaus.



## Function as a Compass of Japan's Future

The Japan Newsは、言論や解説記事も翻訳して発信。国内外で課題を浮き彫りにし、鋭く切り込んでいます。

The Japan News translates and carries opinions and commentary articles of The Yomiuri Shimbun, highlighting issues in Japan as well as internationally and providing sharp insights into them.



▲ The Yomiuri Shimbun  
March 21, 2021



## U.S.-China talks highlight deep rift between global superpowers

[illegible]

▲The Japan News  
March 22, 2021



読売新聞の最新の記事や日本の現状に関する詳細な分析などを英訳し掲載しています。また、欧米からアジアまで、海外の主要なメディアと提携し、その独自の切り口や分析を連日掲載しています。The Japan Newsを通して、海外紙の着眼点に触れることができます。

The latest news from The Yomiuri Shimbun is translated and published on the front page and inside pages. Detailed analysis of the current situation in Japan is also provided.

The Japan News includes articles from a number of overseas partners, The Washington Post, The Times, and Asia News Network, a coalition of major Asian newspapers. This provides a wide range of news and commentary from diverse perspectives from around the world.

[illegible]

◀The Washington Post  
<A Special Report for  
The Japan News>

8 Edition: B Monday, February 6, 2012 00:00:00 GMT

Times News Group. All Rights Reserved.

# THE TIMES

In association with The Yomiuri Shimbun  
THE TIMES-CAJAL

## Kyiv refugees' seven-hour bus trek begins a test for Irish hospitality

The newcomers have helped to restore a labor shortage and dropped a local school closing votes

**A** group of about 100 Ukrainian refugees, many of them women and children, arrived in Ireland on Monday, beginning a seven-hour bus trek that will test the country's hospitality. The refugees, who were evacuated from their homes in Ukraine, are being housed in temporary accommodation in Dublin and other parts of the country. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

The newcomers have helped to restore a labor shortage and dropped a local school closing votes. The Irish government has agreed to accept up to 1,000 refugees from Ukraine, a country that has been hit hard by the conflict in the east. The refugees are being welcomed by Irish citizens and volunteers, and the Irish government has pledged to provide them with financial support and access to education and healthcare.

## Kim daughter in the battle to be Korea's queen

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

The 28-year-old princess has been named as the favorite to become the next queen of the country. She is the daughter of the late King Kim Il-sung and the current First Lady, Kim Jong-hee. She is expected to marry a member of the ruling Kim family. The princess has been seen in public on several occasions, and she is expected to play a significant role in the country's future.

## 'Reformist' Saudi regime beheads twice as many

The Saudi government has executed more than 100 people in the past year, a sharp increase from the previous year. The executions were carried out by public beheading, a traditional method of execution in Saudi Arabia. The government has claimed that the executions were necessary to maintain law and order in the country. However, human rights groups have criticized the government for its use of capital punishment and for the lack of transparency in the judicial system.

The Saudi government has executed more than 100 people in the past year, a sharp increase from the previous year. The executions were carried out by public beheading, a traditional method of execution in Saudi Arabia. The government has claimed that the executions were necessary to maintain law and order in the country. However, human rights groups have criticized the government for its use of capital punishment and for the lack of transparency in the judicial system.

The Saudi government has executed more than 100 people in the past year, a sharp increase from the previous year. The executions were carried out by public beheading, a traditional method of execution in Saudi Arabia. The government has claimed that the executions were necessary to maintain law and order in the country. However, human rights groups have criticized the government for its use of capital punishment and for the lack of transparency in the judicial system.






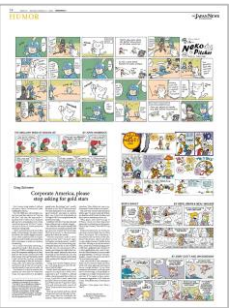

The Saudi government has executed more than 100 people in the past year, a sharp increase from the previous year. The executions were carried out by public beheading, a traditional method of execution in Saudi Arabia. The government has claimed that the executions were necessary to maintain law and order in the country. However, human rights groups have criticized the government for its use of capital punishment and for the lack of transparency in the judicial system.

The Saudi government has executed more than 100 people in the past year, a sharp increase from the previous year. The executions were carried out by public beheading, a traditional method of execution in Saudi Arabia. The government has claimed that the executions were necessary to maintain law and order in the country. However, human rights groups have criticized the government for its use of capital punishment and for the lack of transparency in the judicial system.

# 幅広いテーマ Food, tourism and culture

曜日別の特集紙面を設け、グルメ、旅行、文化を始めとした日本国内のトレンドを知れる内容になっています。有名な日本のレストラン、著名な日本料理専門家、また最新の日本のファッショントレンド、現代的なデザインの伝統工芸、アートやライフスタイルなど幅広いテーマで発信しています。

Our feature pages cover a variety of topics from around Japan. We introduce popular Japanese restaurants and experts in Japanese cuisine, and cover new trends in Japanese fashion, traditional crafts with modern designs, and Japanese arts and lifestyle. We also offer the latest in pop.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Asia Now	Delicious	Japan in Focus	Culture	POP★COOL	Humor & Horoscope	Perspectives
						



## ナショナルデー特集 National Day Supplement

各国政府、また大使館と関わりの深い企業の協力のもと、毎月平均4回のナショナルデー特集を実施しています。  
ナショナルデーに合わせて、大使のお祝いメッセージや各国のトピックス、イベントに関する紹介を、写真を盛り込み掲載しています。

National Day Supplements are published 4 times a month on average, with each Ambassador's message and photos related to the latest topics and events.

過去のナショナルデー特集の紙面は下記URLで参照いただけます。

Archives are updated in the following URL.

[https://yab.yomiuri.co.jp/jn/national\\_day\\_supplements/](https://yab.yomiuri.co.jp/jn/national_day_supplements/)

ウガンダナショナルデー特集  
National Day of Uganda  
October 9, 2022▶

10

Editor's Sunday, October 9, 2022 (10/09/2022)

## National Day of Uganda

PUBLICITY

## Explore allure of 'Pearl of Africa' yet again

By Tephase Kaduha  
Ambassador of the Republic of Uganda

Greetings from Uganda!  
As we celebrate our 60th Anniversary of Independence, it is with great honor that I take this opportunity to convey on behalf of the Embassy of Uganda and on my own behalf, warm greetings from His Excellency Yoweri Kagame Museveni, President of the Republic of Uganda, and the people of Uganda, to their Imperial Majesties and members of the Imperial family, H.E. Fumio Kishida, Prime Minister of Japan, and the people of Japan.

As we celebrate yet another year of independence and simultaneously, 60 years of bilateral relations and cooperation between Uganda and Japan, and in the wake of the COVID-19 pandemic, I dare us all to choose to live again fully! It is time to conquer the world yet again — starting in Uganda!

With the recession of the dreadful pandemic, it is time to step outside Japan. I urge you to make travel plans to visit and explore Uganda, the Pearl of Africa. Experience the unique and diverse cultures in Uganda, the revitalized warm hospitality of the Ugandan people, the tasty food and ever-pleasant weather. Uganda's strategic location on the equator guarantees its pleasant climate.

As a bonus, Uganda is home to the iconic River Nile, the longest river in the world, with its spectacular source located in Jinja, in the eastern part of the country. Uganda also boasts the mighty Lake Victoria, the world's second-largest freshwater lake, whose fish species are second to none in taste. For avid bird-lovers,

Uganda is home to 998 bird species with 34 Important Bird Areas. The animals and various unique fauna and flora in the numerous National Parks and Game Reserves will leave you in awe. Make a gorilla-bonding excursion at Bwindi Impenetrable Forest National Park and Mgahinga Gorilla National Park and view these unique primates up-close in their natural habitat.

Uganda and Japan's partnership and deep relationship have borne fruit through mutually beneficial advances in such key priority areas as quality infrastructure, trade and investment, agriculture, education, ICT, tourism and health. It is our hope that deeper engagement in these sectors will draw us closer to achieving the U.N.'s Sustainable Development Goals and restoring hope to the underprivileged and disadvantaged in our society. Make this a joyous dawn of our Diamond Jubilee!

For God and my country.



Tephase Kaduha



A southern white rhino in the Zwa River Sanctuary



A buffalo at Kidepo Valley National Park



Sunset at Murchison Falls National Park, one of Uganda's most-visited parks



Chimps at Kibale National Park



A tree-climbing lion of Ishasha at Queen Elizabeth National Park



A mountain gorilla infant in Bwindi Impenetrable Forest



A purple roller at Kidepo Valley National Park

**CONGRATULATIONS**  
to the People of  
the Republic of Uganda  
on the 60th Anniversary of  
Their Independence



1-20-5-101 Rinken, Yamato-shi, Kanagawa 242-0003  
Tel: 046-265-7611 Fax: 046-265-7610  
Email: info@eia-jp

<https://www.eia-jp/>

**CONGRATULATIONS**  
to the People of  
the Republic of Uganda  
on the 60th Anniversary of  
Their Independence

Irumisano City and Gulu City in the Republic of Uganda signed a Friendship City Agreement on the 18th of July, 2017 for friendship and mutual development and have since carried out a variety of exchange activities.



<https://www.city.izumisano.lg.jp>

**CONGRATULATIONS**  
to the People of  
the Republic of Uganda  
on the 60th Anniversary of  
their Independence

**SHIMIZU-KONOIKE  
JOINT VENTURE**

Today's Work, Tomorrow's Heritage

**SHIMIZU KONOIKE**

Go the true way

<https://www.shimizu-konoike.com/>

**Congratulations**  
to the People of the Republic of Uganda  
on the 60th Anniversary of their Independence



CourieMate and YAMAHA MOTOR  
contribute to Uganda's industry and public life  
through the last-mile logistics business.  
<https://www.couriemate.com/>  
<https://global.yamaha-motor.com/>

**CONGRATULATIONS**  
to the People of the Republic of Uganda  
on the 60th Anniversary of Their Independence



**QUALITY INSPECTION SERVICES INC. JAPAN**

YCC 1608, 22 Daikoku Futou Tsurumi, Yokohama 230-0054, Japan  
Tel: 045-500-6033 Fax: 045-500-6034 E-mail: info@qisjp.com  
[www.qisjp.com](http://www.qisjp.com)

**Congratulations**  
to the People of the Republic of Uganda  
on the 60th Anniversary of their Independence

**SARAYA**

"Our mission is to improve sanitation, the environment and health in Uganda"

**Saraya Co., Ltd.**  
2-2-8 Yuzuko, Higashiyoshi-ku,  
Osaka 546-0013, Japan  
0120-40-3436

**Saraya Manufacturing (U) Ltd.**  
PO Box 23740, Plot 4C, Seventh Street,  
Industrial Area, Kampala, Uganda  
+256-393-72-72-92

<https://saraya.world/>

# 広告事例 ② Advertising Examples ②

## グルメ特集

### Ambassador's Gourmet Recommendations Special

各国大使がお勧めするローカルフードについてエピソードを交えながら、レシピやレストランを紹介しています。

Ambassadors of each country introduce recipes and restaurants regarding their recommended local foods.

THE JAPAN NEWS  
OF THE UNITED STATES

#### IN SHORT

Long's '36 Olympic silver sells for \$488K

LAGUNA NIGUEL, Calif. (AP) — The silver medal captured by Luz Long, the German long jumper who befriended Jesse Owens at the 1936 Olympics in Berlin, sold at auction for more than \$488,000, a sum the auction house said was a record price for a publicly sold second-place prize.

Long walked arm in arm through the stadium with Owens to celebrate their victories while Adolf Hitler watched from the stands. The family of the long jumper, who was killed in World War II, decided to auction the medal and other collectibles. The auction house labeled the lot collection as the "Beacon of Hope."

About a year ago, Bill Russell's Olympic gold medal from the 1956 Games sold for \$387,000. One of Owens' gold medals sold for \$1.46 million in 2013.

Long committed himself in Olympics lore during the Berlin Games when he was the first to congratulate Owens on his triumph in the long jump. Later they walked around the stadium together and posed for pictures.

#### Quote of the Day

"I've been watching a lot of Premier League soccer games. So I've seen those guys doing it. It was in the moment." (AP)

New York Times blogger Aaron Judge, on tagging at and hitting for nothing "0" on his injury after tagging against Cleveland in the 15th and final game of the AL Division Series.

#### SOCCER

### Brighton held to draw by lowly Forest

PREMIER LEAGUE  
BRIGHTON 0 N. FOREST 0

The Associated Press

The post-Graham Potter era at Brighton just cannot get going.

Male that just two points from four games under Potter's replacement, Roberto De Zerbi, after a lackluster 0-0 draw at home with lowly Nottingham Forest that prompted some jitters from Brighton fans at the full-time whistle.

For a supposedly attack-minded manager, De Zerbi is struggling to make his team dangerous going forward.

Since the 3-3 draw in the Italian's first match in charge — at Liverpool, no less — Brighton has played three games, had 54 shots and failed to score a goal.

The south-coast team was in fourth place when Potter left to join Chelsea. Now, it is in seventh and plays Manchester City and Chelsea over the next two weekends.

"It's not the first time my team play like this and we can't win," said De Zerbi, who was widely praised for his work in turning around Barcelona in Italy before a brief stint with Ukrainian team Dnipro Dnipropetrovsk.

"I don't want to speak about their team or our lack of — We about 20 times, we have a lot of chances. We have to work in the last 20 meters to choose the best solution. We have to attack the



Nottingham Forest's Ryan Yates, left, gets off a shot as Brighton's Moses Odumwaku defends during their English Premier League match in Brighton on Tuesday.

Forest was more than happy with a draw that lifted Steve Cooper's team off the bottom of the standings, a point above Luton.

Forest's players stood in front of the away end and took in the applause of their fans after holding out at the Amex Stadium, having restricted Brighton to mostly half-chances — one of which saw Leandro Trossard smash a fierce shot against the crossbar in the first half.

Meanwhile, Crystal Palace came from behind to beat Wolverhampton 2-1 in the other game, with Will Zarka scoring the winner in the 70th minute.

### France's Kante out of World Cup

LONDON (AP) — France star N'Golo Kante was ruled out of the World Cup on Tuesday after Chelsea said the midfielder would be out for four months following surgery on a hamstring injury.

Kante hasn't played a game for club or country since Chelsea's 2-2 draw with Tottenham on Aug. 14.

Chelsea manager Graham Potter said last week that Kante had

suffered a setback in his bid to return from injury.

"The midfielder visited a specialist with the club's medical department to explore the options for his rehabilitation approach," a Chelsea statement said, "and it was mutually agreed N'Golo has more surgery to repair the damage."

Kante is widely regarded as one of the world's best midfielders.

## SPORTS

#### GOLF

### PGA elevates status, pursues for 4 tournaments

RIDGELAND, S.C. (AP) — The PGA Tour will have a four-month stretch of 12 tournaments that are either majors or have \$20 million purses in what figures to be a taxing year for the elite players.

The tour will announce Wednesday that the WM Phoenix Open, BGC Heritage at Hilton Head, Wells Fargo Championship and Travelers Championship will be part of the "elevated event" — the top players will be required to play a person with direct knowledge of the plans said The Associated Press.

The concept of elevated events was first announced in late August as a response to the Saudi-funded LIV Golf league, aimed at luring the best players together as often as 17 times, including the majors and FedEx Cup playoffs.

The elevated events average \$20 million purses.

The additions create a crowded schedule. Starting with the Phoenix Open on Feb. 9-11, there will be four elevated events in a five-week stretch, followed by the Genesis Invitational at Riviera, and then a week later, the Arnold Palmer Invitational and The Players Championship in consecutive weeks.

The odd tournament out is the Honda Classic, and Jack Nicklaus expressed concern in a recent interview it might lead to a two-tiered schedule.

"All of a sudden the other tournaments become footnotes," Nicklaus said. "Two of the elevated events, the BGC Heritage and Travelers Championship, are the week after the majors."

"I'm not keen on playing after a major, but I've seen people do it, and I've seen people do well, so there's no

## Kenya's Mashujaa Day

PUBLICITY

### Kenyans celebrate Mashujaa Day in tribute to national heroes

By Tabu Ithia

Ambassador of the Republic of Kenya

Oct. 20 is a very significant day in Kenya because it is the day to honor those who made significant contributions to the independence of Kenya in 1963 — including by paying the

highest price, their lives. On this day, aptly called Mashujaa Day, we celebrate our mashujaa, the Swahili term for heroes. This day was initially called Kenyatta Day — when Kenyans would pay tribute to the first president of Kenya, the late Jomo Kenyatta, for the role he played as

one of the freedom fighters and later as the leader of the nation. After the promulgation of Kenya's Constitution in 2010, the day was renamed to Mashujaa Day to recognize all Kenyan heroes.

Over the years Kenya has had many notable heroes who have played a part not only nationally but also internationally. Some of the internationally renowned modern-day Kenyan heroes include:

**The late Prof. Wangari Maathai:** A woman of many firsts, she was the first African woman to receive the Nobel Peace Prize and also the first woman in East and Central Africa to earn a doctorate degree.

**Elud Kipchoge:** He is now the greatest marathoner of all time. The current world record holder recently broke his own old record during the Berlin Marathon and is the first human to run a marathon under 2 hours.

**Peter Tabichi:** Winner of the 2019 Global Teacher Prize. This year he received the Outstanding Teacher/School Leader award at the 2022 Common-

wealth Education Awards.

**Ngugi wa Thiong'o:** A literary giant who has authored award-winning literature. He has remained a great example of not only Kenyan literature but of African writing abroad.

**Brigitte Kosege:** She is the current world women's marathon champion and winner of this year's Tokyo marathon.

**Lupita Nyong'o:** She is an internationally acclaimed Kenyan actress, and the first black African to win an Academy Award for acting.

In honor of Kenya-Japan relations, which have spanned almost six decades, we also wish to recognize Mr. Jun Karube, Kenya's honorary consul in Nagoya and currently a senior executive advisor for Toyota

Tsusho Corporation, for his long-term contributions to the strategic and cordial partnership between Kenya and Japan.

In Kenya, every celebration is marked with a feast, and as we mark this day in Japan, I wish to invite you all to a taste of Kenya. On our menu we have the widely eaten staple dish of ugali and sukuma wiki (kale).

Ugali is made using corn flour while sukuma wiki (Swahili for "Push the Weed") gets its name from the fact that it is nutritious, cheap and readily available and can be eaten every day of the week.

Other dishes on show today are pilau, kachumbari (salad), beef stew and mandazi (traditional Swahili doughnut). As we say back home, "Karibu kule" — "I invite you to the table."



Kenyan Ambassador Tabu Ithia introduces a variety of dishes — from far right, pilau, kachumbari, ugali, sukuma wiki, beef stew and mandazi.

**How to make chicken pilau Kenyan style**

**Main ingredients:**

- 1kg Rice
- 500g Chicken — cut in pieces
- 200g Onion — coarsely chopped
- 50g Garlic paste
- 500g Ginger paste
- 100g Oil
- 500g Potatoes — cut in 6 pieces
- 1 Fresh Tomato chopped
- 1TBSP Tomato paste
- 3TBSP Pilau Masala

(clove, cinnamon, black pepper, cumin seeds, cardamom)

**Blend all spices together**

**2TBSP Salt**

1. Boil the chicken and put it aside.
2. Fry the onion until brown, add the ginger paste and stir until brown.
3. Add pilau masala and stir. Add the tomato and tomato paste and stir for a few seconds.
4. Add pre-washed rice, the chicken and the potato cut into pieces.
5. Add 1.5 liters of hot water, keep stirring and bring to a boil.
6. Boil until the water is reduced to a quarter of the original amount.
7. Cover the pot with foil and simmer for 10-15 min.



Children playing in a field in 2050, with a sign that says "Will Earth be full of smiles in 2050?"

Toyota Tsusho is creating a passing on a better, global environment to the children of the future.

駐日ケニア共和国大使館の事例  
Kenya's Mashujaa Day  
October 20, 2022▶



## 各国と地方自治体との友好事業特集 Special Features on Friendship Projects between Various Countries and Japanese Local Governments

海外と日本の姉妹都市、友好都市の交流および取り組みを紹介しています。

Introducing the projects and initiatives of sister and friendship cities in Japan and abroad.

福島県二本松市とクウェートの事例  
Nihonmatsu city and Kuwait  
February 28, 2021

by The Yomiuri Shimbun

## Nihonmatsu-Kuwait Friendship Special The Tokyo Olympic and Paralympic Games / 'Arigato' Host Town for Supporting Reconstruction Initiative

### Tokyo Games host town says 'arigato' to Kuwait

By Yumiko Yamashita  
Yomiuri Shimbun Staff Writer

Nihonmatsu, Fukushima Prefecture, will welcome Tokyo Olympic and Paralympic Games athletes from Kuwait as a gesture of gratitude for the Gulf state's contribution to Japan's recovery from the Great East Japan Earthquake.

The city is one of many municipalities in Fukushima, Miyagi and Iwate — the three prefectures in the Tohoku region hit hardest by the disaster on March 11, 2011 — participating in the "Arigato Host Town" initiative, organized by the Japanese government. The program aims to promote cultural exchange with athletes competing in the Tokyo Games, and serve as a symbolic "thank you" to more than 25 countries and regions, including Kuwait, who aided Tokyo's reconstruction efforts.

Nihonmatsu already shares a close virtual connection with Kuwait. Thanks to a popular Arabic-speaking YouTube channel, the city's residents have gained a wide viewership. The locals, eagerly counting down to the arrival of the Kuwait delegation, have prepared a variety of video messages cheering on the athletes as they enter the first stretch before the Tokyo Games.

#### Arabic YouTube channel

"Hello everyone, I'm Megu of Planet Nihon," said Megumi Yano from her Tokyo home, providing her standard greeting in Arabic to followers of her YouTube channel. One day in February, she appeared onscreen to show how to make "onigiri" (rice balls) by using halal-certified soy sauce, produced by a soy sauce brewing plant in Nihonmatsu.

After she broadcast the scene together with a tour of the plant of the Fukushima Prefectural Soy Sauce Brewing Cooperative, the video was viewed more than 50,000 times in the

three days. Viewers commented, for example, "I want the soy sauce sold in my country" and "It was a great idea to visit and showcase the soy sauce plant."

The 31-year-old, Kuwait-born Egyptian came to Japan in 2016 after marrying her Japanese husband in Cairo, where the couple met. In 2017, she launched her own YouTube channel, called Planet Nihon, describing her life in Japan for an Arabic-speaking audience. One of her popular video segments introduces a variety of convenient goods found at a 100 shop. Her channel has recruited with viewers in the Middle East and currently has more than 500,000 subscribers.

When it became clear in 2020 that the novel coronavirus pandemic would make it increasingly difficult to fly to and from Kuwait, the municipal government of Nihonmatsu turned to Yano, better known as "Megu" in the YouTube universe, for help facilitating continued exchange with Kuwait, given her experience



Megumi Yano and her daughter, Rana, sitting at their Tokyo home in early February show a bottle of halal-certified soy sauce sent from Nihonmatsu, Fukushima Prefecture.

#### Viewing three days

Yano became interested in Japanese culture 10 years ago, when she visited the Japanese Embassy in Cairo to participate in an event in support of the areas affected by the Great East Japan Earthquake.

"I was very glad," she said, referring to the moment when she received the request to collaborate with Fukushima Prefecture. "I have a lot of interest in introducing the world to Japan's local culture, which are different from those in Tokyo."

Yano planned to visit Nihonmatsu shortly after the beginning of 2021 to gather firsthand information about the city and short local scenes. But she had to call off the plan as a new state of emergency was declared in Tokyo and its neighboring prefectures over the COVID-19 pandemic. She instead relied on Fukushima Central Television Co. (FCTV) to film the scenes in Fukushima. She particularly wanted FCTV to shoot the soy sauce production process at a halal-certified soy sauce brewing plant in Nihonmatsu, the city's ski and snowboard resort, and highlight (traditional Japanese sweets) making experiences.

Yano said, "I am sure that people in Kuwait, where it is very hot, will feel happy and cool when watching the video of Nihonmatsu, including the scene of the ski resort."

When the pandemic comes to an end, Yano will definitely visit Nihonmatsu to let her YouTube followers



The Adaira Kogen ski resort in Nihonmatsu has a history dating back 100 years.

#### Video of encouragement

Residents in Nihonmatsu, which will serve as a Tokyo Games host town for the State of Kuwait and the Kingdom of Denmark, have gotten off to a running start and begun sharing video messages cheering on the Olympic athletes.

The video for Kuwait shows staffers at the city's municipal swimming pool and shopping area, as well as children playing table tennis, practicing karate, and the city's traditional festival carry posters with messages of encouragement which they share about for the cameras in person, including "We are always on your side" and "Please visit the historic castle town of Nihonmatsu."

#### Greetings in Arabic

Assalam Alaykum / Komicheia / Peace be upon you

Ya Hala / Yokoso / Welcome

Shukran / Arigato / Thank you

Afwan / Doshaimashite / You're welcome

### A red carpet welcome is waiting

Residents in Nihonmatsu are ready to roll out the red carpet and give the Olympic athletes from Kuwait a warm, hospitable welcome.

Koji Furuyama, 53, who runs a frozen and ammunition shop in the city, acts as a puller — the person who releases clay targets from the trap — at the city's shooting range. He is also a member of the Nihonmatsu Global Citizens' Association, a volunteer group that has been supporting the Japan International Cooperation Agency's (JICA) Nihonmatsu Training Center. It is primarily used for training Japan Overseas Volunteer members who are dispatched abroad. He has been actively involved in the association's support of young people from African, Southeast Asian and other countries to the center to study under JICA's youth on-site training bursar of the city during their stay.

Furuyama expects to help support Kuwait's athletes who will participate in the Tokyo Games shooting competition and is looking forward to welcoming them to Nihonmatsu for Games training. "I would be delighted if the Kuwait athletes wear medals after training here," he said.

Halal certification

The Fukushima Prefectural Soy Sauce Brewing Cooperative's Nihonmatsu plant was certified as halal in June 2016.

The prefectural cooperative had already been grappling with a steady decline in domestic soy sauce consumption when false rumors began to circulate

that the cooperative had to create a separate halal production line, away from the traditional soy sauces which contain added alcohol and "yeast," a rice koji used for cooking. The strict halal requirements also meant the cooperative could use just a limited set of meticulously selected raw ingredients, including domestically grown soybeans, wheat and salt, without any other additives. "With this halal-certified brand, we want to expose the beauty of Japan, in terms of both sightseeing and culture," said Takayuki Kurabayashi, the 50-year-old chief of the plant. "In other words, [the soy sauce] signifies our attitude full of hospitality to welcome people from abroad."

Traditional Japanese paper

Masako Miura, 66, likes making traditional Japanese paper, including padding washi paper, meticulously arranging it piece by piece to create a lovely three-dimensional effect.



Masako Miura, above, and students at Kawasato Elementary School in Nihonmatsu work on a wall artwork to be presented to Kuwait.



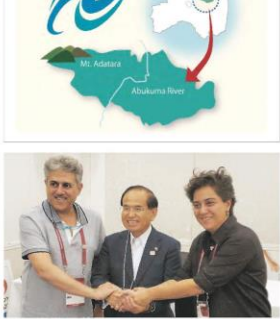
Miura leads the Kami-Kawasato Wajigen Kai, a local club that recently shared their love of the region's famed paper with students at Kawasato Elementary School. The club members and students completed sets of washi artwork for presentation to the Kuwait Olympic Committee, the Kuwait Paralympic Committee and the Embassy of the State of Kuwait in Tokyo. The students created cattle works that look like camellia flowers while the club members crafted oshibori depicting the city's famous landscape full of cherry blossoms along the Abukuma River with Mt. Adaira seen in the distance. "It's fun to create oshibori works together with them. We would like to convey our warmest welcome to the Kuwait delegation with our oshibori," said Miura.

### Nihonmatsu's attractions

Nihonmatsu is an inland city of about 54,000 people, located in the northern part of Naka-dori, near the middle of Fukushima Prefecture. It boasts a rich, natural landscape, with Mt. Adaira, one of Japan's 100 most famed mountains, soaring to the west and the Abukuma, the second longest river in the Tohoku region, flowing from south to north.

The city used to be the site of Nihonmatsu Castle, which was originally built in the early 15th century. Now renamed Kasumigajo Castle Park, the site has been selected as one of Japan's top 100 cherry blossom spots.

Visitors to Nihonmatsu can see the birthplace of Western-style painter Chieko Takamura (1886-1938). Takamura is perhaps best known for being the namesake of an anthology of poems, titled "Chieko Shō" ("Chieko's Sky"), by the poet and novelist Kotaro Takamura (1883-1950) dedicated to Chieko, his beloved wife.



Nihonmatsu Mayor Keiichi Miya, center, welcomes officials of the Kuwait Olympic Committee to the city in August 2018.

### Kuwait's support remembered

Nihonmatsu is one of the many areas in Fukushima, Miyagi and Iwate prefectures participating in the government's initiative to thank, on the occasion of the Tokyo Olympic and Paralympic Games, sports countries and regions that supported Japan immediately after the Great East Japan Earthquake in March 2011.

At the time, the State of Kuwait made an emergency donation of 5 million barrels of crude oil to Japan. Japanese oil companies

purchased the donated oil from the Japanese government for about ¥40 billion and the government contributed the proceeds to the Japan Red Cross Society.

The Red Cross distributed the money to the three Tohoku prefectures hardest hit by the quake and ensuing tsunami. Fukushima Prefecture received ¥15.5 billion as a result of the Kuwaiti donation.

In recognition of this support, Nihonmatsu will now serve as a host town for Kuwait.



State of Kuwait country profile	
Population	4.75 million (as of 2019)
Area	17,818 sq. km (almost as wide as Shikoku)
Capital	Kuwait City
Official language	Arabic
Major religion	Islam
Currency	Kuwaiti dinar (KWD)
Key exports	Oil, petroleum products, fertilizer









## ①販売部数 Circulation

	販売部数 Circulation	宅配 Delivery	即売 Newsstand
The Japan News	13,426	10,892	2,533
The Japan Times	18,191	10,210 *	7,981

Source : Japan ABC November 2022

**宅配部数 Delivery Circulation**  
**The Japan News > The Japan Times**

\*郵送分含む  
Including by mail



- ① The Japan News との接触が習慣になっている  
The Japan News has a solid base of regular subscribers.
- ② 同じ読者への定期的な訴求が可能  
Multiple ads frequently appeal to our subscribers.

### ② ジャパン・ニュースを購読している在日外国大使館

Foreign embassies in Japan subscribing to The Japan News

約70の在日外国大使館で購読されています。

About 70 foreign embassies in Japan subscribe to The Japan News.

### ③ ジャパン・ニュースを購読している都内近郊のホテル

Major hotels in Tokyo subscribing to The Japan News

都内近郊の主要約40ホテルでThe Japan News は読まれています。

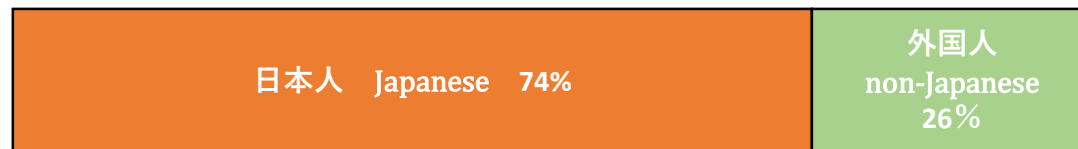
The Japan News is in demand at about 40 hotels in Tokyo.

そのうち300室以上のホテルは24館で、全体の60%を占めています。

60% of them (24 hotels) have more than 300 rooms each.

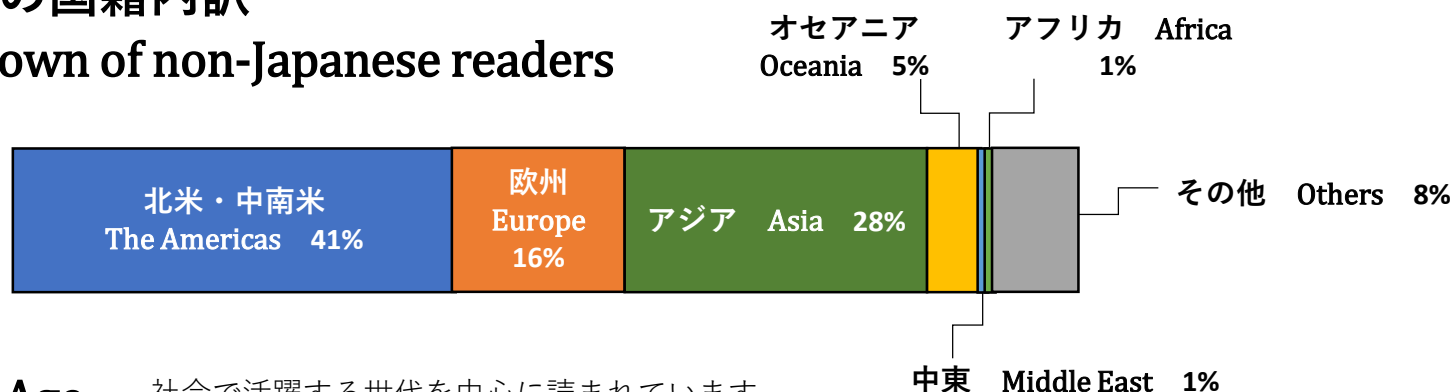
# 読者プロフィール Readership Profile

## 国籍 Nationality



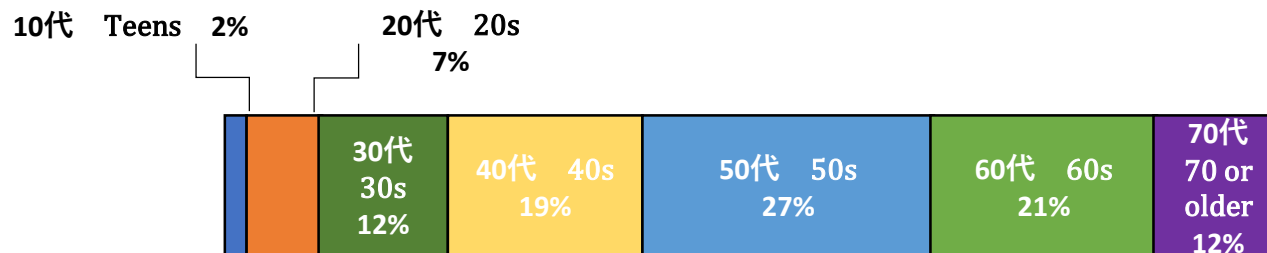
## 外国人の国籍内訳

### Breakdown of non-Japanese readers



## 年齢 Age

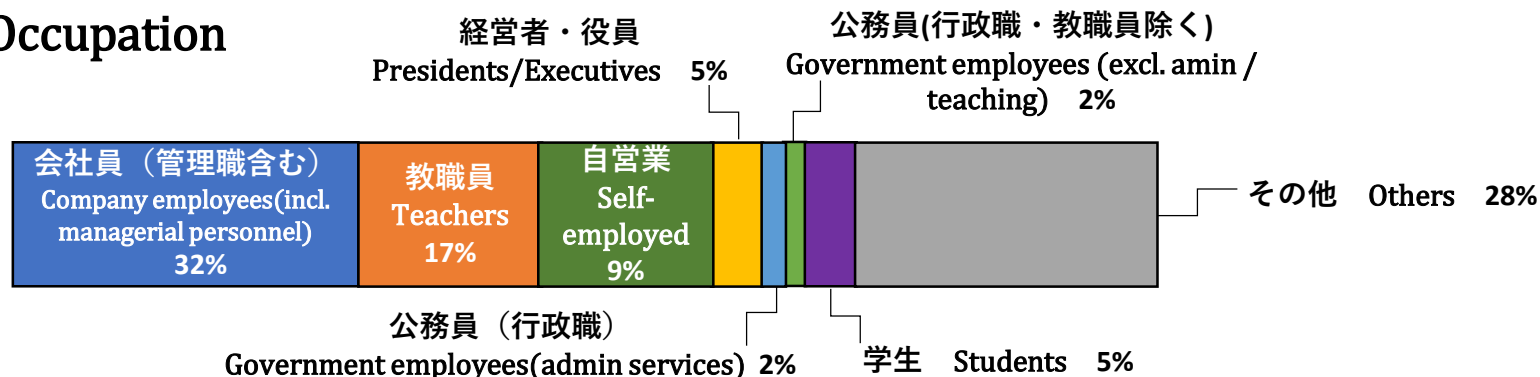
社会で活躍する世代を中心に読まれています。  
The Japan News is widely read by people of working age.





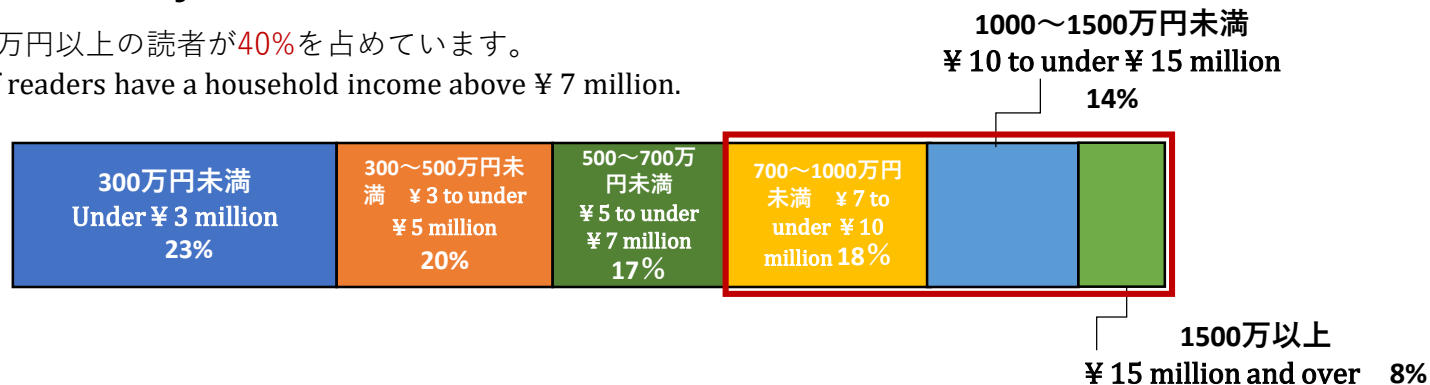
## 読者プロフィール② Readership Profile②

### 職業 Occupation



### 世帯年収 Yearly household income

世帯年収700万円以上の読者が40%を占めています。  
About 40% of readers have a household income above ¥ 7 million.



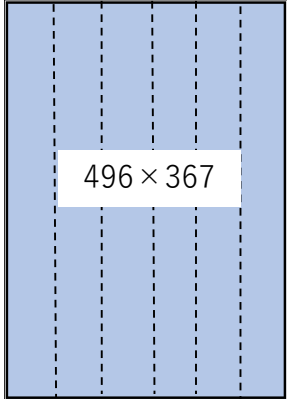
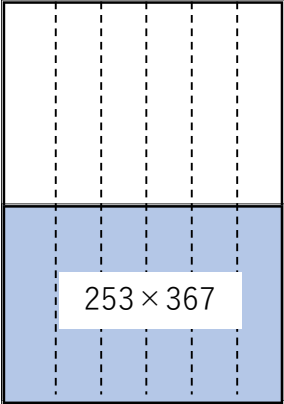
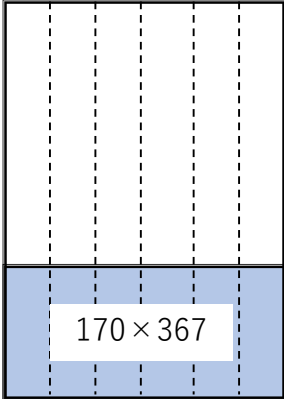
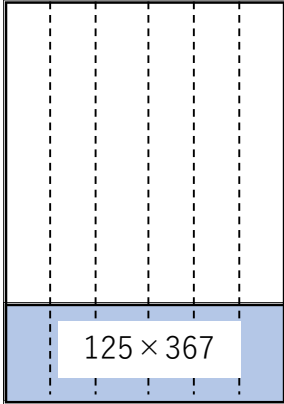
### 購読理由 Reasons for subscription

※複数回答 Multiple answers

- No.1 英語学習のため To learn English 333人/people
- No.2 海外のニュースを読むため To read overseas news 321人/people
- No.3 日本のニュースを読むため To read Japanese news 290人/people

# 広告掲載料金 Advertising Rates

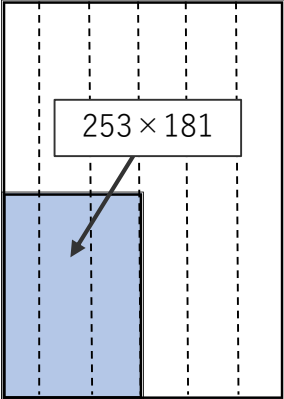
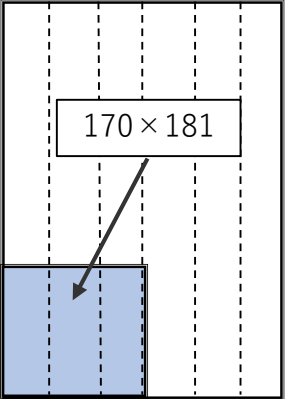
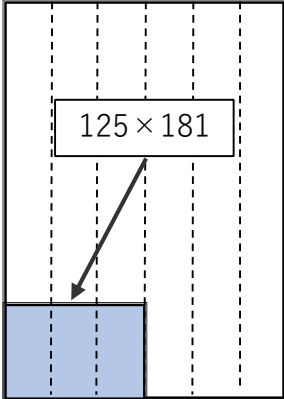
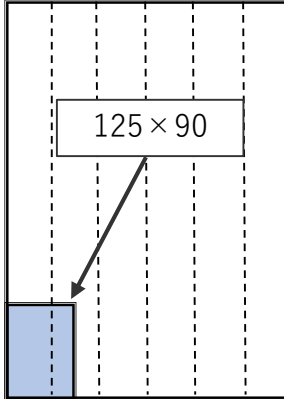
## 記事下広告料金・定価 General advertising rates

	1ページ Full page	1/2ページ Half page	1/3ページ One-third page	1/4ページ (横) Quarter page/horizontal
				
多色 Full color	3,160,000 yen	1,740,000 yen	1,380,000 yen	1,200,000 yen
モノクロ Black & White	2,160,000 yen	1,080,000 yen	720,000 yen	540,000 yen

※ ( ) 内の数値は、実寸（天地×左右、単位mm）です。他のサイズについては、お問合せください。原稿制作費・消費税別。  
 ※Number in parentheses denotes size for advertisements in millimeters(height x width). For more information, please contact us.  
 Advertising Rates do not include production costs and consumption tax.

# 広告掲載料金 Advertising Rates

## 記事下広告料金・定価 General advertising rates

	1/4ページ Quarter page	1/6ページ One-sixth page	1/8ページ One-eighth page	1/16ページ One-sixteenth page
				
多色 Full color	1,200,000 yen	1,020,000 yen	930,000 yen	795,000 yen
モノクロ Black & White	540,000 yen	360,000 yen	270,000 yen	135,000 yen

※ ( ) 内の数値は、実寸（天地×左右、単位mm）です。他のサイズについては、お問合せください。原稿制作費・消費税別。  
 ※Number in parentheses denotes size for advertisements in millimeters(height x width). For more information, please contact us.  
 Advertising Rates do not include production costs and consumption tax.



## 指定料金 For specified position or day

掲載面または掲載日を指定した場合、掲載料の15%増しとします。

To reserve an advertisement's position or day, there is an extra charge of 15 percent of the total ad cost.

## 二連版料金 For center-spread ads

78,000 yen

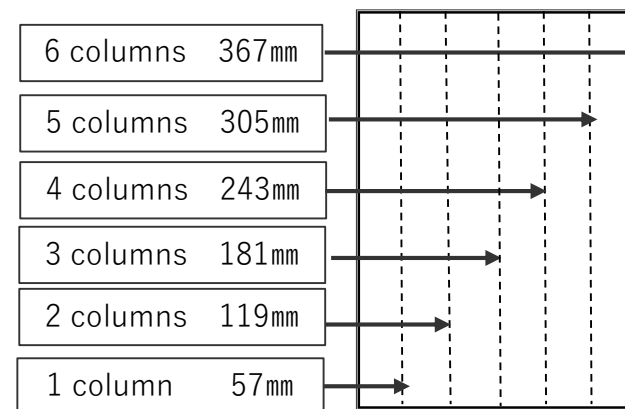
二連版多色の場合は上記付加料に加え、多色料金を50%増しとします。

Color printing of a center-spread ad requires an additional 50 percent over the color ad cost.

## コラムについて Columns

1 cm コラム (縦1cm×横1コラム) = 7,200 yen

The basic rate for placing an ad in The Japan News is 7,200 yen per column-centimeter (height 1 cm × width 1 column).



※消費税別。

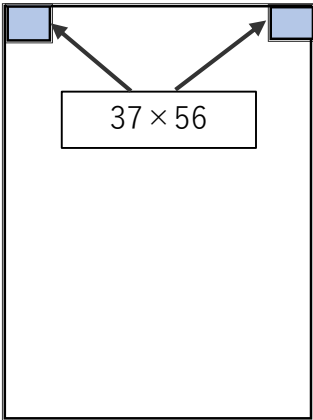
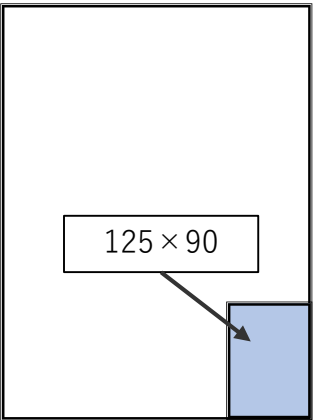
※Advertising Rates do not include consumption tax.

## 広告掲載料金

## Advertising Rates

## 小枠広告掲載料金

## Special position advertising rates

	一面題字横 Dog ear	一面突き出し Right bottom of front
		
定価 General rate	78,700 yen	254,000 yen
契約 Contract rate	68,000 yen	226,000 yen

## 一面色塗り料金

## Color charge for front page

単色料金 Spot color . . . 32,000 yen

多色料金 Full color . . . 105,000 yen

※ ( ) 内の数値は、実寸（天地×左右、単位mm）です。他のサイズについては、お問合せください。原稿制作費・消費税別。

※Number in parentheses denotes size for advertisements in millimeters(height x width). For more information, please contact us.

Advertising Rates do not include production costs and consumption tax.

## 読売新聞東京本社 広告局 The Japan News 担当 The Yomiuri Shimbun Tokyo Advertising Office

〒100-8055 東京都千代田区大手町1-7-1

1-7-1 Otemachi, Chiyoda-ku, Tokyo 100-8055, Japan

Tel: +81-3-3216-7112

E-mail: jn-ad@yomiuri.com

### パリ駐在事務所

#### Paris Advertising Office

32 Avenue de l'Opéra, 75002 Paris, France

Tel: +33-1-42-33-13-39

E-mail: ad-emea@yomiuri.com

### バンコク駐在事務所

#### Bangkok Advertising Office

18<sup>th</sup> Fl., The Regent House, 183 Ratchadamri Rd., Lumpini,  
Pathumwan, Bangkok 10330, Thailand

Tel: +66-2-254-3924

E-mail: ad-apac@yomiuri.com

## 購読申し込みは Subscribe To The Japan News

### カスタマーサービスデスク The Japan News Customer Service Desk

Phone: 0120-43-1159 (toll free)

午前9：30～午後5：30（土曜、日曜、祝日を除く）

9:30a.m.-5:30p.m. (Closed on Sat., Sun. and National holidays)

URL: (日本語) <https://434381.yomiuri.co.jp/product/jn/index.html>

(English) <https://japannews.yomiuri.co.jp/subscription-Newspaper/>