

# Vinothèque wine magazine

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## Media Information

### *Wine Magazine Vinothèque*

*Japan's first wine magazine and more than 30 years history*

**Vinothèque** is the first monthly specialized wine magazine in Japan since April 1980 founded by Fumiko ARISSAKA. It remains the only “monthly” wine specialized publication in Japan today.

*Shinya TASAKI ,our publisher as the most influential person among the wine market in Japan.*

**Vinothèque's** publisher is **Shinya TASAKI, Meilleur Sommelier du Monde in 1995** as the first and Asian (After him there has no been any Asian champion). He is now also the president of Association Sommelierie Internationale.

In our magazine, he presents “Shinya Tasaki's Wine Buying Guide” regularly.

He tastes around 50~100 wines by blind every month and writes his comment with his evaluation 20 points scale.

### *Influence to both consumers and professionals*

**Vinothèque** is the most influential media for both consumers and wine trade professionals. It leads the public opinion about imported/domestic wines in the Japanese market.

- Publication: Monthly (Published on the 1<sup>st</sup> day of each month)
- Circulation: Total 10000(60% is by annual subscription. 40% is selling at major book retailers, specialized wine stores ,department stores.)
- Readership: Consumers 60%, Wine trade 40%