


The *Nichi Bei Weekly* is a subscription based newspaper. However, we publish monthly-special issues focused on topics such as travel, conservation, health and book reviews. Our special issue calendar and distribution locations are listed below.

415.673.1009
ads@nichibeiveekly.org
www.nichibei.org

*Calendar subject to change

| | | | |
|---|---|--|--|
| November (2010) Holiday Shopping Guide | January (2011) New Year's Edition (One of the most popular editions of the years, 100 percent filled with original content) | March (2011) Northern California Tofu Festival Edition | April (2011) Guide to the Northern California Cherry Blossom Festival  |
| May (2011) Multiracial / Multiethnic Special Edition | June (2011) Obon & Summer Festivals Guide (sent to virtually every church and community center serving Japanese American communities across the country) | July (2011) Anime & Manga Special Edition (dedicated to Japanese pop culture) | South Bay Festivals Edition (San Jose Nikkei Matsuri, Cupertino Cherry Blossom Festival) |
| August (2011) Summer Book Review / Nihonmachi Street Fair Preview | September (2011) Spirit of Japantown Special Edition (San Jose) | October (2011) Health & Wellness Edition | November (2011) Holiday Shopping Guide |

SPECIAL ISSUE DISTRIBUTION POINTS

SAN FRANCISCO JAPANTOWN

- Kinokuniya Bookstore
- Super Miura Market
- Uoki Sakai Market
- Nijiya Market
- Ichiban Kan
- San Francisco Buddhist Church
- Japanese Cultural & Community Center of Northern California

SAN JOSE

- San Jose Buddhist Church Betsuin
- Wesley United Methodist Church
- Santo Market
- Nikkei Traditions
- Nijiya Market
- Mitsuwa Market
- Kinokuniya Bookstore

GREATER SOUTH BAY

- Imahara's Produce
- Watsonville Buddhist Church

PENINSULA

- Mountain View Buddhist Church
- Palo Alto Buddhist Temple
- San Mateo Buddhist Church
- Takahashi Market
- Suruki Market
- Nijiya Market (Mountain View, San Mateo)
- Asian American Curriculum Project, San Mateo

EAST BAY

- Berkeley Buddhist Temple
- Berkeley Higashi Buddhist Church
- Oakland Buddhist Temple
- Alameda Buddhist Temple
- Southern Alameda Buddhist Church
- Japanese Christian Church (Walnut Creek)
- Tokyo Fish Market
- Berkeley Bowl

SACRAMENTO/CENTRAL VALLEY

- Oto's Market (Sacramento)
- Sacramento Buddhist Church Betsuin
- Stockton Buddhist Church
- Lodi Buddhist Church
- Fresno Buddhist Church
- Central Fish Market (Fresno)

SOUTHERN CALIFORNIA

- Nishi Hongwanji (Los Angeles)
- Higashi Hongwanji (Los Angeles)
- Japanese American National Museum
- Little Tokyo Service Center
- Gardena Buddhist Church
- West LA Buddhist Church
- Orange County Buddhist Church
- Buddhist Temple of San Diego
- Mitsuwa (Torrance)

UNIVERSITIES AND COLLEGES

- UC Berkeley Libraries
- UC Berkeley International House

- UC Davis Libraries
- University of the Pacific Libraries
- San Jose State University Library
- San Francisco State University Library
- DeAnza College Library
- Foothill College

PUBLIC LIBRARIES

- Berkeley
- San Mateo
- San Francisco
- Saratoga
- Sacramento

NEVADA (LAS VEGAS)

- Yokohama Kaigenro
- Japan Food Market
- Yoshida
- Nakata Market

OUT-OF-CALIFORNIA CITIES

- New York City
- Boston
- Chicago
- Salt Lake City
- Denver
- Boulder City
- Portland
- Seattle
- Honolulu

Our readers are affluent, educated, empowered, entrepreneurial, determined and knowledgeable. They demand quality brands, engaging editorial and variety. They also support nonprofit events and are committed to helping the local economy.