

TERMS OF REFERENCE

The Department of Tourism – Tokyo is in need of a print magazine to advertise its project called “Philippine Independence Day Room Sale” in line with the 124th Philippine Independence Day celebration in Japan. The project is organized by the Department of Tourism Tokyo and Hotel Sales and Marketing Association of the Philippines.

Objective:

The room sale promo will encourage Filipinos, expats based in Japan, and Japanese tourists to travel back to the Philippines and help build tourists’ confidence in the Philippines as a tourist destination.

Technical Specifications:

1. The magazine must be widely circulated in Japan
2. The publication must be a monthly magazine
3. It must be accessible and widely read by the Filipino and expat community
4. It should have at least **5,000** copies in circulation
5. Magazine content is at least English or Tagalog
6. The magazine must be at least five years in circulation
7. It must be full color magazine

Requirements:

1. Quotation and proposal : Deadline on May 10, 2022
2. Submission of art work May 12, 2022
3. Target Publication and release date : May 13 – June 18, 2022

Department of Tourism Obligation

1. Submission of content and artwork to the Publication
2. Payment of Japanese yen 100,000 (inclusive of tax) to the supplier

Payment

Full payment will be made upon submission of 3 copies of the magazine and billing.

Please address your proposal to:

MR. NIEL P. BALLESTEROS

Tourism Attache

Tourism Section, Philippine Embassy in Tokyo

Tel: 03- 5562-1583

Email: dotjapan@gol.com