

Business Overview

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Company name	BUNKASHA PUBLISHING Co., Ltd.
Established	1948
Our services	digital book and magazine publication
Address	29-6 Ichibancho, Chiyoda-ku, Tokyo
Staff	156 employees*
Share capital	10,000,000 yen
Revenue	5,500,000,000 yen (in 2022)
Executives	CEO Harumi Kon Board member Koji Nakajima Board member Yuji Ooshima Board member Jinpei Yoshida Auditor Shin Tanaka
Affiliate companies	KAIOHSHA PUBLISHING Co., Ltd. BUNYUSHA PUBLISHING Co., Ltd. SHINAPOLLO PUBLISHING Co., Ltd.
Parent company	Beagle Inc.



*Total number of full-time employees and contractors (as of the end of September, 2023)

Business Overview



Timeline and Projects

At Bunkasha, we pride ourselves on our ability to expand our business in response to trends and

reader needs. We are prolific publishers in the manga industry. Our focus is publishing manga aimed at adult women, but we are continuing to expand into other genres. We also publish informational magazines, including women's fashion magazines and automobile magazines.

History

Established as
Nihonbunkasha in Marunouchi,
Chiyoda-ku, Tokyo

Changed name to Bunkasha
Co., Ltd.

Concluded capital and business
alliance with Nippon Sangyo
Suishin Kiko Ltd. (NSSK)

Launched its own comic
website called Manga
Yomonga

Beagle made Bunkasha Holdings
Co., Ltd. (currently, Bunkasha
Group Co., Ltd.) a subsidiary

1948

1992

2017

2019

2020

Turning point 1

1990s: Growth of comic market targeting women

In the 1990s, new genres emerged (comics for ladies and four-panel manga, etc.) unlike the conventional manga for young people and girls through the growth of readership who enjoyed girls manga in the 1970s and expansion of the convenience store market.

Evolution of Bunkasha's manga magazines

1990s

Early 2000s



▶ Among the first in the industry to publish comics for women, establishing a strong presence in the genre

Turning point 2

Early 2000s: Bunkasha begins digitalization

Feature phone era

- Collaborated with e-bookstores and e-agencies to make inroads into the e-book market from an early stage
- Acquired DTP printing know-how and transferred it to the creation of files for e-comics
- Among the first in the industry to develop contracts with writers compatible with e-books

Smartphone and tablet era

- Implemented measures for expansion of single-story comic distribution and digitalization, including born-digital works and simultaneously distributed works, etc.
- Launched Manga Yomonga, a proprietary comic website

▶ Became a pioneer in expanding its e-book business

Business Overview

Specialties

Manga



- We specialize in manga aimed at adult women, with a proven track record in digital publication.
- Many titles are easy to read, self-contained stories that are well-suited for digital publication.
- We also publish longer, serialized titles that draw readers in and compel them to buy the next chapter.

Informational Magazines



- Edgy, one of a kind informational magazines (e.g. fashion and automobile)

Own the rights for several highly-acclaimed titles across the “ladies’ comics,” “TL,” “BL,” and “isekai light novel” genres
Also publish women’ s fashion and automobile informational magazines

Examples of our publications

Ladies’
comics

Other world
(isekai)
light-novels

Steamy
women’ s
manga
(Romans)

Boys Love
(BL)

Fashion magazines



Automobile magazines

