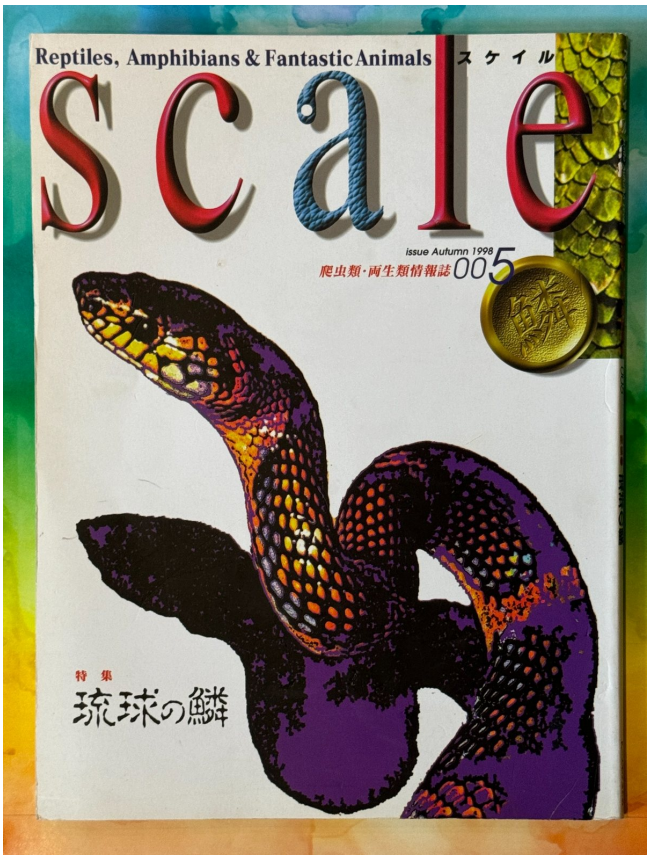
scale

Magazine Research Record



Issue 005, Autumn 1998. Japanese edition.

Publication Identification

Field	Information
Country	Japan
Publisher	Art Village, independently verified
Publisher address	Pending research update
Magazine title	scale
Publication status	Pending research update. Collector accounts suggest issue 011 was the last before suspension, but the final status is not independently established.
Publication run	Documented issue 001 in 1997 through at least issue 011 in 2001; complete inaugural and final publication dates pending research update.
Editor	Art Village credited as editor or compiler in a Japanese bookseller record for issue 005; named individual editor pending research update
Printer	Pending research update
ISSN	Pending research update
Language	Japanese, with recurring English section labels and headings
Publication type	Japanese reptile and amphibian information magazine
Publication frequency	Quarterly, independently documented in a contemporary 1998 reference
Collection coverage	Issue 005 (Autumn 1998), 104 pages

Earliest issue represented	Issue 005, Autumn 1998
Latest issue represented	Issue 005, Autumn 1998
Japanese title rendering	
English cover description	Reptiles, Amphibians & Fantastic Animals
Japanese description	
Issue	005
Issue date	Autumn 1998
Length	104 pages, independently verified for issue 005
Primary feature	, Ryukyu no Uroko, approximately “Scales of the Ryukyus”
Primary feature focus	Yanbaru and Kume Island

Preservation Significance

Issue 005 is a strong preservation example because it documents a late 1990s Japanese reptile and amphibian magazine that combined field herpetology, captive care, natural history, photography, specialist retail information and terrarium culture in a highly visual format. The issue also demonstrates how Japanese herpetological publishing developed its own editorial and graphic identity rather than simply reproducing the visual conventions of English language hobby magazines.

The principal feature, , centers on the Ryukyu Islands and specifically identifies Yanbaru and Kume Island. The opening feature photographs reptiles and other animals in habitat and presents regional field material alongside the magazine's broader captive care and husbandry content. This makes the issue useful not only as a hobby publication but also as a record of how native Japanese reptiles and amphibians were presented to specialist readers during the period.

The issue also preserves a publication that is difficult to reconstruct from current online information alone. Contemporary and later sources confirm the title, publisher and issue numbering, but complete publication records are sparse. A surviving physical issue therefore preserves cover design, internal organization, photography, Japanese terminology and article sequencing that would otherwise be difficult to document reliably.

Publication Metadata and Masthead Documentation

The publication is identified in contemporary 1998 sources as a quarterly Japanese reptile and amphibian information magazine published by Art Village. The issue 005 bookseller record identifies Art Village as editor or compiler and publisher, dates the issue to 1998, and lists 104 pages. Named editorial staff, exact historical publishing address, printer, and ISSN: Pending research update.

International Distribution

The existing research documents a Japanese publication with a magazine website during the late 1990s. Named international distributors, export territories, and overseas circulation figures: Pending research update.

Issues Represented in the Collection

Issue 005, Autumn 1998, is the physical issue represented in this record. The external chronology of issues 001 and 006 through 011 is retained in the publication history section; those records do not establish additional copies in the collection.

Issue 005: Cover and Feature Identification

The cover identifies the magazine as scale and carries the English line Reptiles, Amphibians & Fantastic Animals. The Japanese text identifies it as a reptile and amphibian information magazine. The issue is marked Autumn 1998 and 005.

The principal cover feature is . The interior opening spread expands the feature with the wording , identifying Yanbaru and Kume Island as the geographic focus. The spread combines a large snake photograph with smaller field photographs and Japanese narrative text.

Contents and Editorial Structure

The photographed contents pages show a magazine organized around recurring departments as well as major features. English section labels are used throughout the contents even though the article titles and body text are primarily Japanese. This bilingual design vocabulary is a distinctive part of the publication's presentation.

Field	Information
Page 004	scale special 1. Ryukyu feature, , Yanbaru and Kume Island.
Page 016	the DEEP.
Page 017	mythology. A feature connecting scales or reptiles with mythology and legend.
Page 018	baits column.
Page 020	breed. Keeping collared lizards.
Page 025	report. A visit to the Japan Salamander Center and discussion of animals and natural habitat.
Page 030	keep & care. Reptile anatomy and physiology, turtle section.
Pages 037 to 038	Essay features.
Page 039	reader's research.
Page 049	shop. Specialist shop information.
Page 050	chameleons box.
Page 054	tortoise box.
Page 058	cyber rep. Reptiles and related animals on the internet.
Page 060	Essay feature centered on frogs.
Page 061	scale special 2. Special project or feature section.
Page 067	Essay feature.
Page 068	tortoise diary.
Page 072	mushi. Invertebrate related feature.
Page 074	photo & essay.
Page 080	scale COLLECTION.
Page 084	How to Intevarium. A green python juvenile enclosure feature.
Page 099	column.
Page 100	astrology.
Page 101	scale information. Topics and book introductions.
Page 103	scale communication. Reader and magazine communication material.

Visual and Editorial Character

The issue uses a clean, highly designed visual format. The cover combines large lowercase typography, a restrained white background, a stylized reptile image and a vertical strip of reptile scales. Inside, the magazine alternates full page or double page photography with structured white space, small photographic panels and dense Japanese text.

The table of contents is particularly revealing. It combines field photographs, captive animals, turtles, frogs, chameleons and snakes around a central article list. The English department labels give the magazine an international visual vocabulary while the Japanese article titles keep the editorial identity firmly domestic.

Ryukyu Feature

The principal feature documents reptiles and other fauna of the Ryukyu region. The photographed opening spread prominently shows a green snake in habitat and identifies the feature as a special project on the Ryukyus, with Yanbaru and Kume Island specified in the title. Smaller photographs on the spread show additional animals encountered in the field.

This regional focus is important because the Ryukyu Islands possess a distinctive subtropical fauna and have long attracted herpetological interest. The issue preserves how that fauna was presented to Japanese specialist readers in 1998, combining photography, travel or field observation and species oriented discussion.

Publication History and Independent Verification

A contemporary Japanese reptile keeping reference dated April 1998 identifies as a reptile and amphibian information magazine published by Art Village and describes it as quarterly. The same source records that the magazine could be ordered through its own website, showing that scale had an online presence during the late 1990s.

Independent used book and collector records identify issue 001 as the inaugural issue in 1997 and identify issue 005 as the 1998 issue featuring . A Japanese antiquarian bookseller record for issue 005 identifies Art Village as both editor or compiler and publisher, dates the issue to Heisei 10, 1998, and records a length of 104 pages.

Later collector records show additional issues including 006 in winter 1998, 007 in 1999, 008 in winter 2000, 009 in summer 2000, 010 in winter 2001 and 011 in 2001. A secondary collector account states that issue 011 was the last issue before suspension of publication. Because that final publication status comes from a secondary collector source rather than a publisher record, it should remain a research note rather than be treated as definitive publication history.

Website Category Placement

Field	Information
Primary section	Magazine Preservation
Country grouping	Japan
Publication title	scale
Issue	005
Date	Autumn 1998
Language	Japanese
Publisher	Art Village
Primary feature	, Ryukyu no Uroko, Yanbaru and Kume Island
Preservation emphasis	Japanese specialist herpetological publishing, Ryukyu field material, late 1990s reptile culture and visually distinctive editorial design

Source Notes

Field	Information

Physical cover	Primary evidence for magazine title, English subtitle, Japanese title rendering, issue 005, Autumn 1998 date and principal Ryukyu feature.
Photographed feature spread	Primary evidence for the Ryukyu special feature and the Yanbaru and Kume Island focus.
Photographed contents pages	Primary evidence for page numbering, recurring departments, editorial structure, English section labels and issue subject breadth.
Contemporary 1998 Japanese reptile reference	Independent evidence identifying scale as a reptile and amphibian information magazine published by Art Village, issued quarterly, and available through a magazine website.
Japanese antiquarian bookseller record	Independent evidence for issue 005, Art Village, 1998 and 104 pages.
Japanese resale and collector records	Secondary evidence for issue numbering before and after issue 005 and later publication chronology.

Research Cautions

- No masthead image was supplied for issue 005. Editor, production staff, address, printer and other masthead specific information should not be inferred from outside sources unless independently verified.
- The English phrase Reptiles, Amphibians & Fantastic Animals is printed on the cover and should be treated as a cover description or subtitle rather than automatically assumed to be the formal bibliographic subtitle.
- The translation “Scales of the Ryukyus” is an explanatory English rendering of . The original Japanese title should remain visible in the archival record.
- The quarterly frequency is supported by a contemporary 1998 reference, not by the photographed physical issue itself.
- The claim that issue 011 was the final issue before publication suspension is based on a later collector account and should remain qualified unless a publisher notice or library serial record is located.
- The contents page contains stylized English department names and Japanese article titles. Where a full Japanese title cannot be translated confidently from the photographed page, the archival record should preserve the visible English department label rather than invent a translation.