About Nikkei

Nikkei Inc. is a business media organization with a history of more than 140 years. Our flagship media, The Nikkei, is Japan’s largest business newspaper and has been popular among businesspeople for many years. Nikkei is also recognized in the global finance industry as the publisher of the Nikkei Stock Average, also known as the Nikkei 225.

We have also had great success with our digital business. The Nikkei Online Edition has over 700,000 paying subscribers and continues to grow.

Since the launch of the Nikkei Asian Review (The name has changed to Nikkei Asia from the fall of 2020.) we have been expanding our team of journalists to further strengthen our Asian information network. With achievements including awards from the Society of Publishers in Asia and the World Association of Newspapers and News Publishers, the Nikkei Asia’s journalism has earned a strong reputation. In 2015, Nikkei brought the British media company the Financial Times into our group in order to accelerate our evolution into a global media organization.

1,500
36
140
Journalists
International bureaus
Years of quality journalism
About Nikkei Asia

Available online, on mobile / tablet apps, and in print, Nikkei Asia brings you news and insights on the region’s most influential companies, plus comprehensive coverage of politics, the economy, markets and trends — all from a uniquely Asian perspective.

We bring you the Asian business, politics and economy stories others miss.

Cover Story
A weekly big read on the top stories of the moment, packed with deep analysis and forward-looking insights.

Company in Focus
A close-up look at the people, companies and technologies shaping Asia’s corporate landscape.

Asia Insight
Deep dives into the region’s biggest political and economic stories and trends.

Asia300
Stay abreast of the strategies and stock prices of over 300 must-watch companies regionwide. Understand the broader trends that are shaping Asian economies.

Opinion
Informed commentary on Asian business, policy and security issues from an all-star roster of contributors that includes renowned economist Jim O’Neill and award-winning journalists William Pesek and Minxin Pei.

Latest news
With access to the latest corporate news and announcements, breaking stories, political developments, and market updates, you won’t miss a thing.
Readers in Asia make up approx. 60% of all unique users. The countries with the most readers include Singapore, Malaysia and the Philippines, English-speaking countries in Southeast Asia.

**Global Reach — Print**

**Weekly Print Edition**

Our print edition is read by subscribers as well as on airplanes for executives, mainly in Asia.

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**Airlines**

Prestigious airlines around the world have adopted Nikkei Asia as an in-flight magazine.

- Singapore Airlines
- Thai Airways
- All Nippon Airways

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**Print Circulation by Country**

The major distributing countries of Nikkei Asia.

- Singapore
- Thailand
- Japan
- United Kingdom
- Malaysia
- Hong Kong
- Taiwan
- United States
- Indonesia
- Australia

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**Bookshops**

Nikkei Asia is sold in bookshops in airports and business districts in 11 countries.

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*As of March 2020*
Nikkei Asia is read by businesspeople at management level or higher, especially in the finance industry. While C-Suite and other executives make up the highest percentage of our readers, our overall readership is relatively young, the highest percentage being in their late 20s or 30s.

Source: Google Analytics Report as of November 2020 / Nikkei Asia CRM Data as of November 2020

**Gender**
- Male: 72%
- Female: 28%

**Age**
- 18–24: 10.6%
- 25–34: 24.5%
- 36–44: 19.2%
- 45–54: 14.7%
- 55–64: 17.8%
- 65+: 13.3%

**Industry**
- Financial services: 22.7%
- Education/Academia: 10.6%
- Consulting/Business services: 8.7%
- IT/Computing: 7.7%
- Gov't/Public service/NGO: 7.3%
- Engineering/Construction: 5.0%
- Comms / Publishing / Media: 3.8%
- Energy/Utilities: 3.7%
- Health & pharmaceuticals: 3.5%
- Industrial goods & services: 3.0%

**Job title**
- Exec. Mgmt. / Manager: 25.2%
- C-suite: 17.5%
- Analyst: 10.4%
- VP/Director: 9.7%
- Owner/Partner/Proprietor: 6.9%
- Professional (Doctor, Lawyer, Engineer, etc): 6.3%
- Consultant: 6.3%
- Professor/Teacher: 5.5%
- Associate: 4.5%
Our Readers

Ipsos Global Business Influencers APAC (GBI APAC)

GBI APAC is a media survey of businesspeople conducted by Ipsos. It targets senior-level businesspeople working for companies with 50 or more employees. In addition to detailed questions about media such as contact frequency and devices, it also surveys business and private trips, personal asset formation, luxury product purchases, etc.

This survey is conducted online once a year using the same questionnaire for all target countries and regions.

Ipsos Global Business Influencers APAC (GBI APAC)

<table>
<thead>
<tr>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
</tr>
<tr>
<td>Indonesia</td>
</tr>
<tr>
<td>Malaysia</td>
</tr>
<tr>
<td>Philippines</td>
</tr>
<tr>
<td>Singapore</td>
</tr>
<tr>
<td>South Korea</td>
</tr>
<tr>
<td>Taiwan</td>
</tr>
<tr>
<td>Thailand</td>
</tr>
<tr>
<td>China</td>
</tr>
<tr>
<td>Japan</td>
</tr>
<tr>
<td>India</td>
</tr>
<tr>
<td>Australia</td>
</tr>
</tbody>
</table>

Universe

Total of 1 million senior-level businesspeople working for companies with 50 or more employees

Nikkei Asia readership attributes according to Ipsos GBI APAC 2020

Most Nikkei Asia readers are business decision makers, the majority being managers at large corporations. They are also wealthy individuals, with assets and a capability to invest.

**Corporate**

- **50.6%** Work for companies with 500 or more employees
- **69.8%** C-suite
- **67.8%** 5 or more overseas business trips per year
- **78.8%** Stay at 4-star hotels or higher
- **69.0%** Fly business class or higher

**Consumer**

- **83.9%** Annual income $100,000 or more
- **55.4%** Purchased property for $1 million or more
- **51.7%** Own a watch worth $5,000 or more
- **64.4%** Assets $250,000 or more
- **65.0%** Investments such as stocks, bonds
- **48.9%** Own jewelry worth $5,000 or more

Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2020
Advertorials
Many of our advertisers choose us to create high-quality advertorials.

Our experienced team builds a deep understanding of the advertisers' brand and product to create and deliver exceptional content to our readers.

Case study _ Seibu Group

Check in for Growth

With annual sales of $5.1 billion ($570 billion), Seibu Group operates in three main segments: hotels and leisure, urban transportation and real estate. The recent opening of a new 5-star hotel in London symbolises the group’s pivot towards international growth.
Consistency

On desktop devices, on mobile or in print, we know how to deliver the story. To share the advertiser's vision, we maintain the same look, feel and voice throughout a campaign.

Case study _ Seibu Group
Advertorials

Production Partner

Working with an excellent production partner such as Alpha Grid gives additional value on your advertorial.

Alpha Grid is a six-year-old studio committed exclusively to producing multi-platform content for business, financial and decision-maker audiences. Majority-owned by the Financial Times since 2016.

Specialists in Financial Content

The Specialist Financial Content division serves a growing portfolio of blue chip financial services clients and new players in the monetary ecosystem. The team includes producers and writers with senior experience within the business news networks of Bloomberg and CNBC.

B2B & Luxury

The B2B & Luxury team amplifies thought leadership and brand communications with powerful, digital storytelling, deploying a broad repertoire of formats to communicate with clarity and engagement.

Serving Japan and APAC

We have bilingual writers and part-time camera crew based in Japan, along with producers, editors and animators in Hong Kong, Singapore and Australia who serve the APAC region.
Advertorials

Production & Delivery

Our team will work in collaboration with advertisers when creating advertorials. A sponsored content banner has been introduced to diversify the promotion of advertorials.

Content & purposes

- Event summaries
- Corporate branding
- Product / service marketing
- Public announcement
- Executive interviews

Advertising banners

- Regular rectangle banner
- Sponsored content banner

Advertorial content

<table>
<thead>
<tr>
<th>Advertisement fee</th>
<th>Lead time</th>
</tr>
</thead>
<tbody>
<tr>
<td>¥3,000,000〜</td>
<td>About 1 month</td>
</tr>
</tbody>
</table>

* Minimum spend including production costs and advertising fees
* Depending on the volume of the content
Digital Advertising
Digital Advertising

Menu

1. **Cross-device Ads**  
   Recommended

2. **Desktop Banner Ads**

3. **Mobile Ads**

4. **In-article Video Ads**

5. **Asia300 Section Takeover**

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Viewability Guaranteed Banner Ads Option
Digital Advertising

1 Cross-device Ads

Cross-device ads are our standard offering. They are responsive across desktop, tablet and mobile and double rectangle-size banners appear only on desktop devices.

Rectangle on desktop

Double rectangle on desktop

Rectangle on mobile

Specifications

<table>
<thead>
<tr>
<th>Format / size</th>
<th>GIF, JPEG / under 150KB</th>
<th>ALT text</th>
<th>Not allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Allowed</td>
<td>Number of artworks</td>
<td>Up to 4 at one time</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
<td>Artwork replacement</td>
<td>Up to 4 times per campaign</td>
</tr>
</tbody>
</table>

Service name

Cross-device Ads

Size (pixels)

<table>
<thead>
<tr>
<th>Size (pixels)</th>
<th>Price (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle : 300 × 250 (all devices)</td>
<td>¥ 4,000</td>
</tr>
<tr>
<td>Double Rectangle : 300 × 600 (desktop only)</td>
<td>¥ 2,800</td>
</tr>
</tbody>
</table>

Placement

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle 1</td>
<td>¥ 4,000</td>
</tr>
<tr>
<td>Rectangle 2</td>
<td>¥ 2,800</td>
</tr>
</tbody>
</table>

Guarantee

Impression guaranteed

Specifications

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019
Digital Advertising

2 Desktop Banner Ads

Desktop banner ads appear only on desktop devices. Both regular and double rectangle sizes are available.

<table>
<thead>
<tr>
<th>Service name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Banner Ads</td>
<td>Rectangle: 300 × 250</td>
<td>Desktop</td>
</tr>
<tr>
<td></td>
<td>Double Rectangle: 300 × 600</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (excl. tax)</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>¥4,500</td>
<td>Impression guaranteed</td>
</tr>
<tr>
<td>Rectangle 2</td>
<td>¥3,000</td>
<td></td>
</tr>
<tr>
<td>Double Rectangle 1</td>
<td>¥5,400</td>
<td></td>
</tr>
<tr>
<td>Double Rectangle 2</td>
<td>¥3,600</td>
<td></td>
</tr>
</tbody>
</table>

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

Specifications

<table>
<thead>
<tr>
<th>Format / size</th>
<th>GIF, JPEG / under 150KB</th>
<th>ALT text</th>
<th>Not allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Allowed</td>
<td>Number of artworks</td>
<td>Up to 4 at one time</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
<td>Artwork replacement</td>
<td>Up to 4 times per campaign</td>
</tr>
</tbody>
</table>
Digital Advertising

Mobile Ads

Mobile ads are targeted at mobile devices. Only regular-size banners are acceptable.

<table>
<thead>
<tr>
<th>Service name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Ads</td>
<td>300 × 250</td>
<td>Mobile</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (excl. tax)</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>¥4,200</td>
<td>Impression guaranteed</td>
</tr>
<tr>
<td>Rectangle 2</td>
<td>¥3,000</td>
<td></td>
</tr>
</tbody>
</table>

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

Specifications

<table>
<thead>
<tr>
<th>Format / size</th>
<th>GIF, JPEG / under 150KB</th>
<th>ALT text</th>
<th>Not allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Allowed</td>
<td>Number of artworks</td>
<td>Up to 4 at one time</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
<td>Artwork replacement</td>
<td>Up to 4 times per campaign</td>
</tr>
</tbody>
</table>
Digital Advertising

4 In-article Video Ads

Video ads are placed within articles allowing a high visibility, cost effective opportunity for branding and corporate advertising. You can select from two fee structures: impression guaranteed and completion guaranteed.

<table>
<thead>
<tr>
<th>Service name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-article video ads</td>
<td>640 x 360 ~ 1920 x 1080</td>
<td>All devices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Guarantee</th>
<th>CPM (excl. tax)</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impression guaranteed</td>
<td>¥5,000</td>
<td>Article pages only</td>
</tr>
<tr>
<td>Completion guaranteed</td>
<td>¥30円 / single completed view</td>
<td></td>
</tr>
</tbody>
</table>

- Choose a pricing structure either from impression guaranteed and completion guaranteed
- Video ad is appeared within articles
- Advertising disappears once video is completed
- Automatically stops when less than 50% of the artwork is visible, and resumes when 50% or more is visible.
- If the number of completed views does not reach target, the fee is calculated based on the number of completion.
- Videos are muted by default. Users can turn sound on by tapping ads and switch to full screen
- All rates and specs as of April 2019

Specifications

<table>
<thead>
<tr>
<th>Format / size</th>
<th>MOV, MPEG4, AVI / under 200MB</th>
<th>Video running time</th>
<th>Within 15 seconds (Please inquire if you want longer times.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspect ratio</td>
<td>16:9 (4:3 not supported)</td>
<td>Codec</td>
<td>Nearly all supported (excl. ProRes4444, HDV 720p60, Go2 Meeting 3&amp;4, ER AACLD, RECODE)</td>
</tr>
<tr>
<td>Submission deadline</td>
<td>Pre-test : 10 business days before ad’s start date</td>
<td>Final submission : 5 business days before ad’s start date</td>
<td></td>
</tr>
</tbody>
</table>
Digital Advertising

Viewability Guaranteed Banner Ads

To meet the growing need for trust and transparency in digital advertising, Nikkei Asia introduced Viewability Guaranteed Banner Ads, for which we only charge for traffic recognized as effective. Nikkei Asia aims to be a valued partner for global advertising by delivering unbiased journalism and quality content and increasing trust and transparency as an advertising medium.

With the Viewability Guaranteed Banner Ads option, an ad is only deemed to have had a “viewable impression” if it has met the standards of viewable impression set out by the Japan Interactive Advertising Association (JIAA). Measurement standards are based on the guidelines of the American Interactive Advertising Bureau (IAB) and the Media Rating Council, Inc (MRC). The measurement tools adopted are those of the U.S. company MOAT, which is affiliated with the IAB and MRC.

Viewable Ad Impression Measurement Guidelines

A viewable impression must meet the following requirements:

**Display ads**

1. **Requirement 1**: least 50% of the ad’s pixels are displayed in a viewable space
2. **Requirement 2**: The ad is displayed continuously for at least 1 second
   *At least 50% of the pixels must be displayed before the time is measured.

**Video ads (In-stream)**

1. **Requirement 1**: least 50% of the ad’s pixels are displayed in a viewable space
2. **Requirement 2**: The video is displayed continuously for at least 2 seconds
   *At least 50% of the pixels must be displayed before the time is measured.
   *It does not necessarily have to be the first 2 seconds of the content.

*Same rules apply for desktop and mobile. In-banner video ads shall comply with display ad standards.

Three major problems in transparency of digital advertisements

- Bot
- Brand damage
- Visibility
# Digital Advertising

## Viewability Guaranteed Banner Ads

1. **Cross-device Ads**
   - Recommended
   - ![Cross-device Ads](image)

2. **Desktop Banner Ads**
   - ![Desktop Banner Ads](image)

3. **Mobile Ads**
   - ![Mobile Ads](image)

<table>
<thead>
<tr>
<th></th>
<th>Cross-device Ads</th>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rectangle 1</td>
<td>¥5,000</td>
</tr>
<tr>
<td></td>
<td>Rectangle 2</td>
<td>¥3,800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Desktop Banner Ads</th>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Rectangle 1</td>
<td>¥5,500</td>
</tr>
<tr>
<td></td>
<td>Rectangle 2</td>
<td>¥4,000</td>
</tr>
<tr>
<td></td>
<td>Double Rectangle 1</td>
<td>¥6,400</td>
</tr>
<tr>
<td></td>
<td>Double Rectangle 2</td>
<td>¥4,600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mobile Ads</th>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Rectangle 1</td>
<td>¥5,000</td>
</tr>
<tr>
<td></td>
<td>Rectangle 2</td>
<td>¥4,000</td>
</tr>
</tbody>
</table>

---

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

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**Guarantee**

Viewable impression guaranteed
Digital Advertising

Asia300 Section Takeover

The Asia300 section attracts institutional investors watching Asia, and company managers seeking business collaborations and M&As to expand their business in the region. You can occupy the section for three months.

<table>
<thead>
<tr>
<th>Service name</th>
<th>Size (pixels)</th>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia300 Section Takeover</td>
<td>Super Banner: 728 × 90</td>
<td>¥1,500,000</td>
</tr>
<tr>
<td></td>
<td>Double Rectangles 1 and 2: 300 × 600</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Ads: 300 × 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device</th>
<th>Period</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop, mobile, tablet</td>
<td>3 months</td>
<td>Period guaranteed</td>
</tr>
</tbody>
</table>

- All rates exclude taxes
- Insertion orders accepted until 3 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019
Print Advertising
# Print Advertising

## Advertising fees

<table>
<thead>
<tr>
<th>Placement / Position</th>
<th>Size (w × h)</th>
<th>Fee for 1 time (excl. tax)</th>
<th>Fee for 2-6 times (excl. tax)</th>
<th>Fee for 7-11 times (excl. tax)</th>
<th>Fee for 12+ times (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Cover (Outside Back Cover)</td>
<td>204mm × 268mm 210mm × 274mm (incl. bleed)</td>
<td>¥1,800,000</td>
<td>¥1,620,000</td>
<td>¥1,440,000</td>
<td>¥1,260,000</td>
</tr>
<tr>
<td>2nd Cover Double-page, 2 Pages (Inside Front Cover, DPS)</td>
<td>408mm × 268mm 414mm × 274mm (incl. bleed)</td>
<td>¥3,000,000</td>
<td>¥2,700,000</td>
<td>¥2,400,000</td>
<td>¥2,100,000</td>
</tr>
<tr>
<td>Double-page, 2 Pages</td>
<td></td>
<td>¥2,700,000</td>
<td>¥2,430,000</td>
<td>¥2,160,000</td>
<td>¥1,890,000</td>
</tr>
<tr>
<td>Opposite Column, 1 Page</td>
<td></td>
<td>¥1,400,000</td>
<td>¥1,260,000</td>
<td>¥1,120,000</td>
<td>¥980,000</td>
</tr>
<tr>
<td>Ahead of 1st Special Feature, 1 Page</td>
<td>204mm × 268mm 210mm × 274mm (incl. bleed)</td>
<td>¥1,320,000</td>
<td>¥1,188,000</td>
<td>¥1,056,000</td>
<td>¥924,000</td>
</tr>
<tr>
<td>Inside Page, 1 Page</td>
<td></td>
<td>¥1,250,000</td>
<td>¥1,125,000</td>
<td>¥1,000,000</td>
<td>¥875,000</td>
</tr>
<tr>
<td>3rd Cover (Inside Back Cover)</td>
<td></td>
<td>¥1,500,000</td>
<td>¥1,350,000</td>
<td>¥1,200,000</td>
<td>¥1,050,000</td>
</tr>
<tr>
<td>3rd Cover Double-page, 2 Pages (Inside Back Cover, DPS)</td>
<td>408mm × 268mm 414mm × 274mm (incl. bleed)</td>
<td>¥2,800,000</td>
<td>¥2,520,000</td>
<td>¥2,240,000</td>
<td>¥1,960,000</td>
</tr>
</tbody>
</table>

- Insertion orders accepted until 3 weeks before publishing
- Submit artwork no later than 2 weeks before publishing
- Inventory is subject to change
- All rates and specs as of April 2019