

An aerial photograph of a sprawling Japanese city, likely Tokyo, showing a dense urban landscape with numerous skyscrapers and residential buildings. A multi-lane highway runs diagonally across the middle of the frame. In the background, a range of mountains is visible under a hazy sky.

MEDIA DATA 2018

The Nikkei Business Daily

A News Medium That Connects
with the Business Leaders of Japan

NIKKEI
Business
DAILY

日経産業新聞

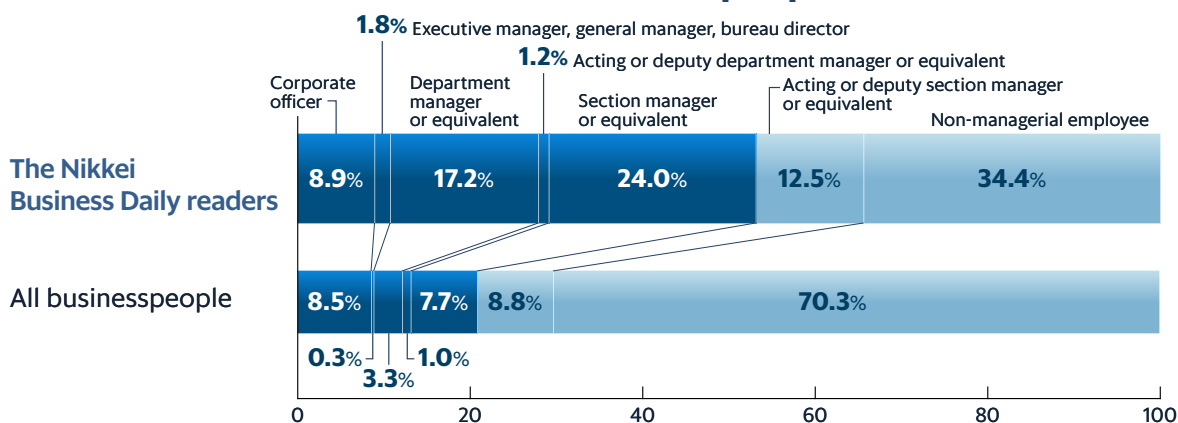
About the Nikkei Business Daily

Japan's leading business information newspaper specializing in industries and enterprises and providing the latest information on business trends, technology and science

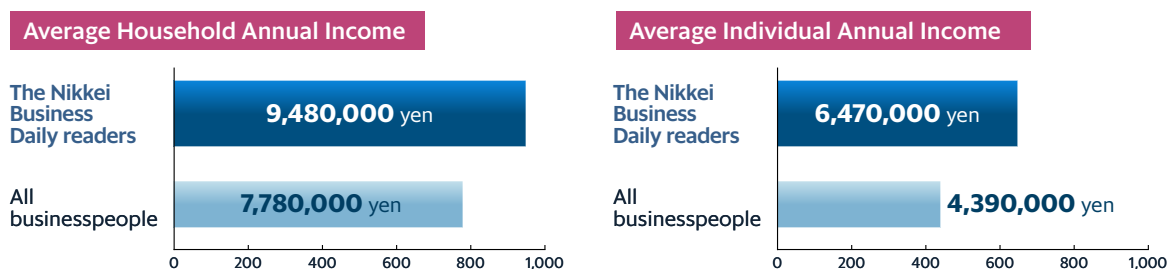
Readership Profile

The core readers of the Nikkei Business Daily are men in their 40s to 60s who play a central role in their businesses.

Breakdown of Readers Who Are Businesspeople



Average Individual/Household Annual Income



Survey Outline

Name of Survey	The 15th J-READ National Newspaper Readership Survey
Respondents	Men and women around the country between the ages of 15 and 69 (from which Nikkei Business Daily readers and businesspeople were extracted for this data)
Sample Size	28,990 (total)
Survey Method	RDD (random-digit dialing) to request survey, after which survey was mailed
Survey Period	January – February 2016
Planning/Execution of Survey	Video Research Ltd.

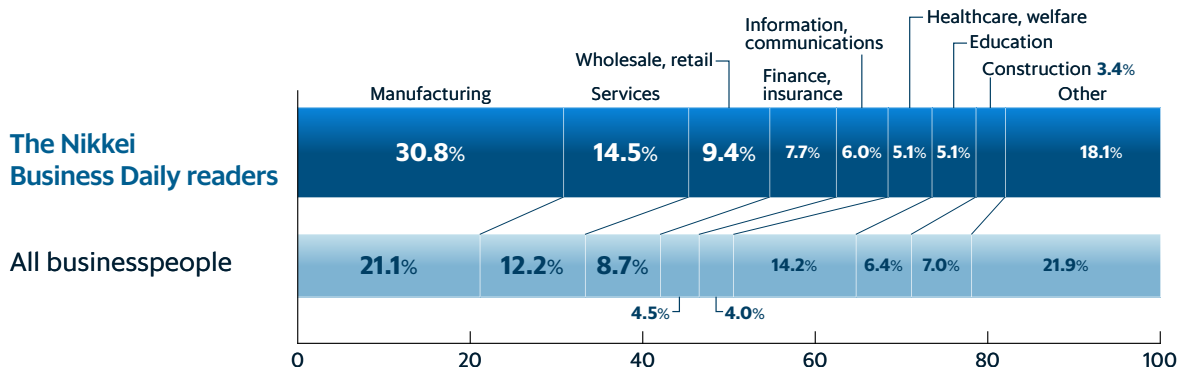
Source: The Nikkei Business Daily Readership Survey

Readership Profile

More than 300 corporations covered every day.
An essential information source for people on the front lines of the business world.

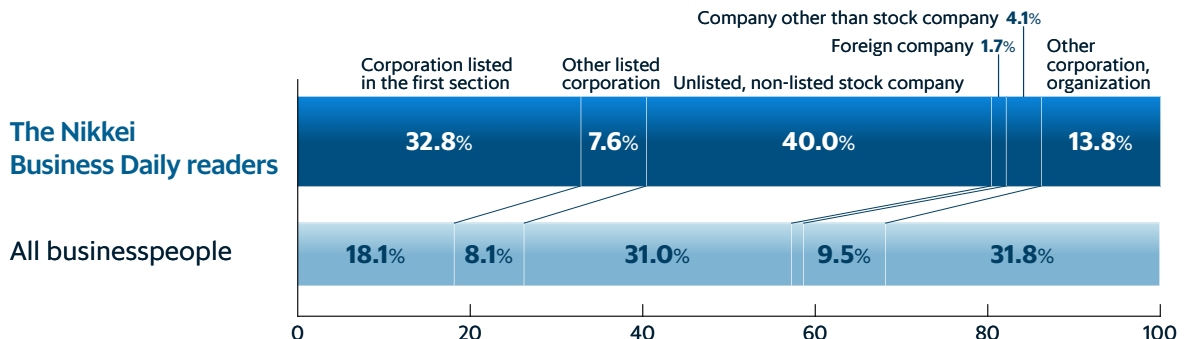
Industry Sector

Widely read by people of all sectors from manufacturing to services



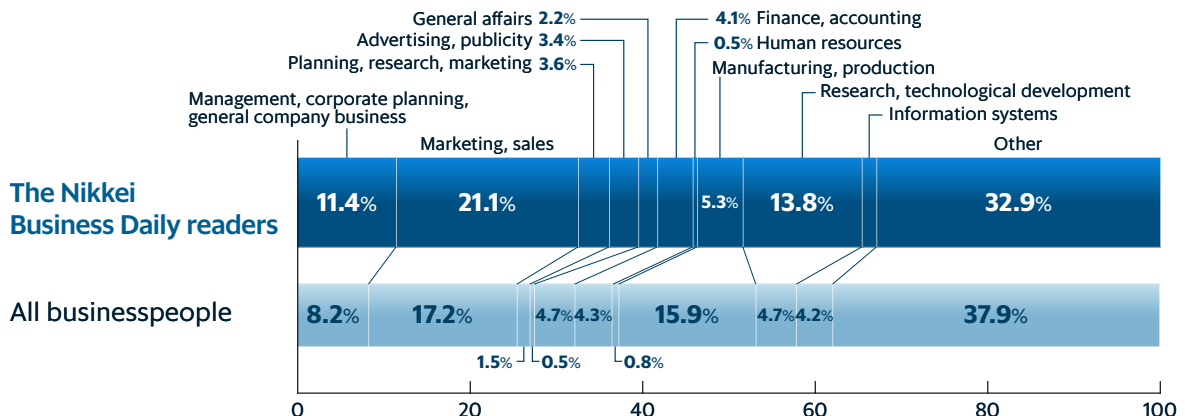
Type of Organizations Readers Belong To

More than 80% belong to listed or unlisted corporations



Occupation

Readers in a wide range of sectors such as marketing and sales



How the Nikkei Business Daily Is Being Read

The Nikkei Business Daily is an urban media platform. It delivers business information to a wide range of businesspeople working in metropolitan areas.

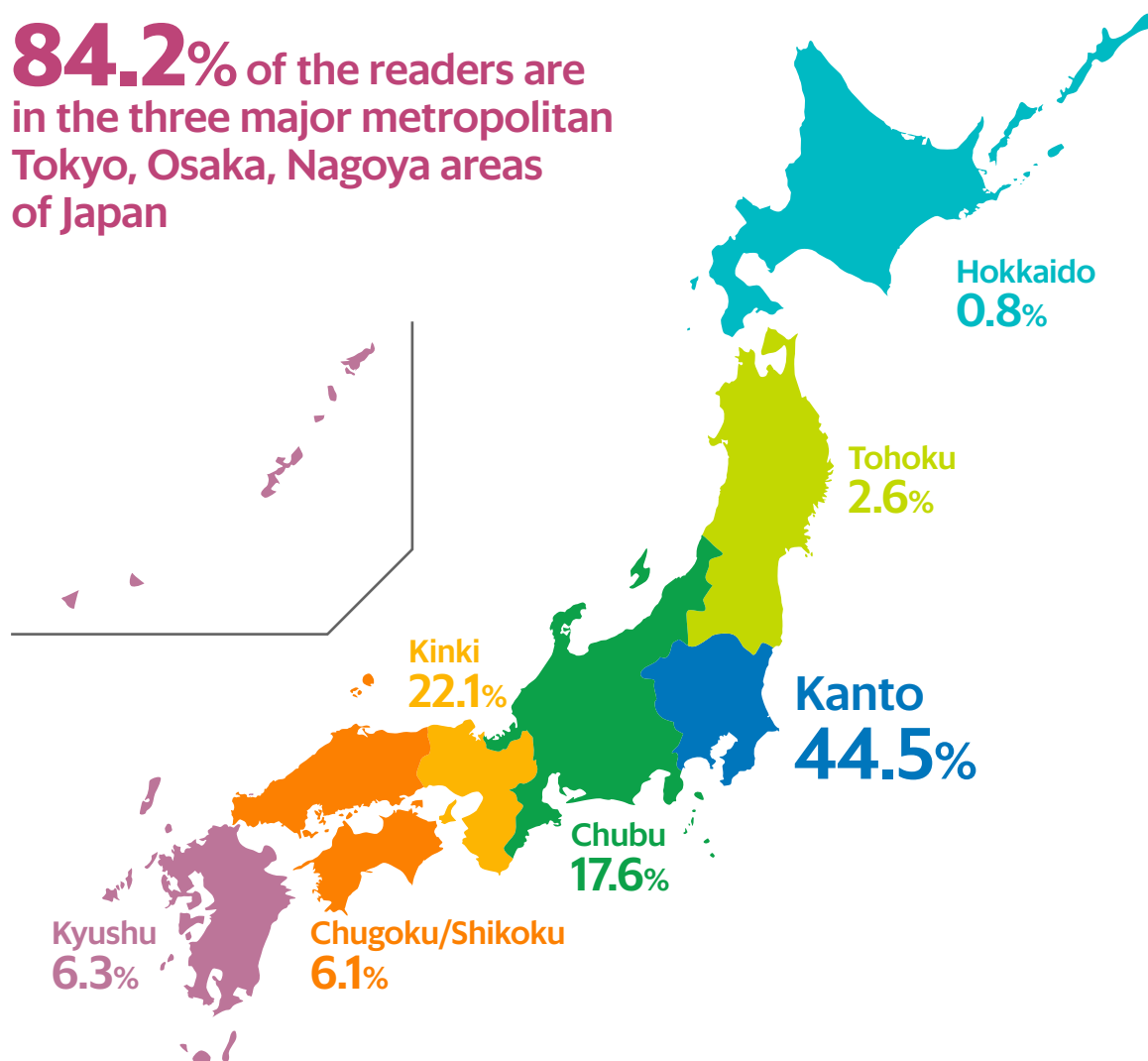
Estimated number of readers of the Nikkei Business Daily

512,000
people

Source: The 16th J-READ National Newspaper Readership Survey

The Nikkei Business Daily as an urban news medium

84.2% of the readers are in the three major metropolitan Tokyo, Osaka, Nagoya areas of Japan

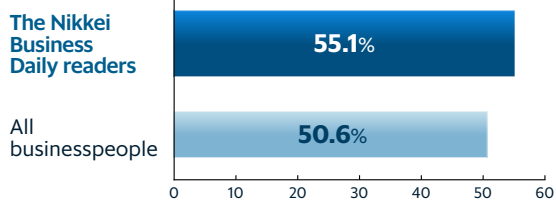


Evaluation as a News Medium

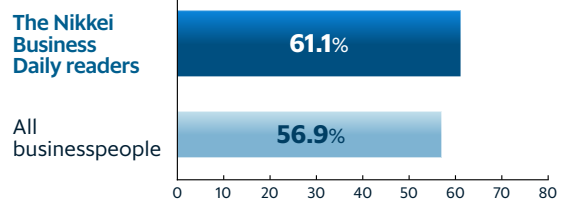
Rated highly by readers as an ideal advertising medium for B-to-B advertisements.

Compared to readers of general newspapers, the Nikkei Business Daily has more readers who are interested in business trends and financial information. It is a news source that is frequently discussed in the workplace. As such, the Nikkei Business Daily gains a high degree of attention as an advertising medium.

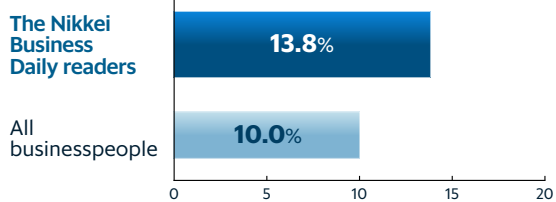
Newspaper advertisements make me take a good look at companies, etc.



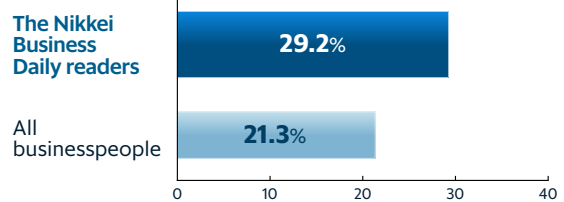
I learn about products and services from newspaper advertisements



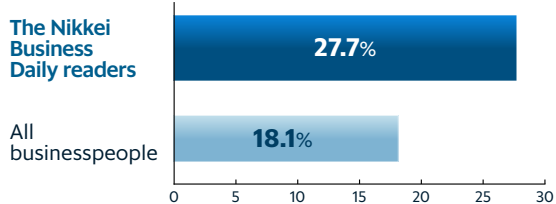
They are useful when considering products for the workplace



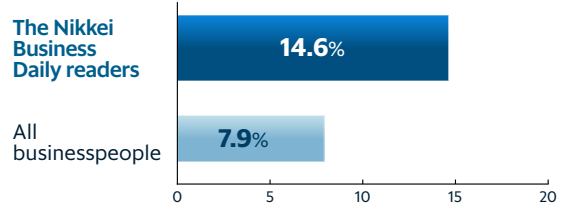
Newspaper advertisements are persuasive and convincing



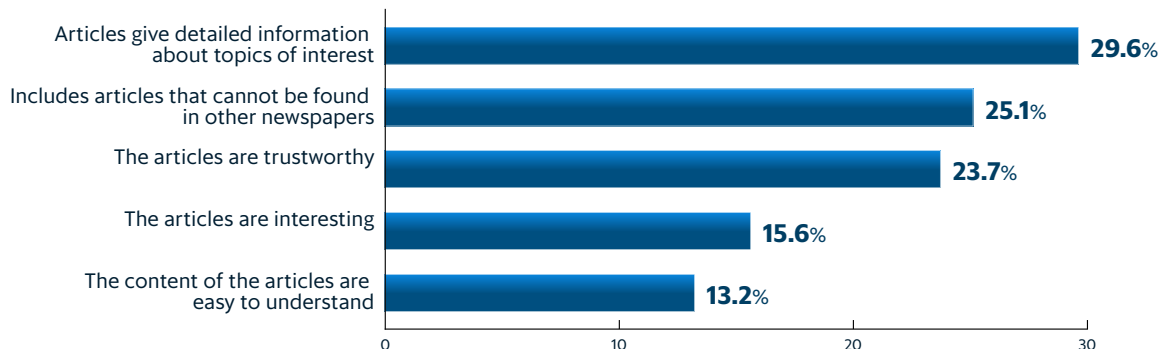
I looked at details about the product on the internet, etc.



I saw a newspaper ad and made an inquiry, etc., about the product



Evaluation of the Nikkei Business Daily (Top 5 Items)



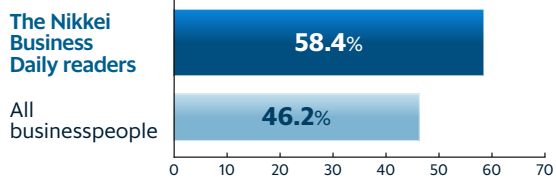
Four Key Attributes of Readers of the Nikkei Business Daily

Readers are highly interested in a wide range of business information and very tuned in to the news.

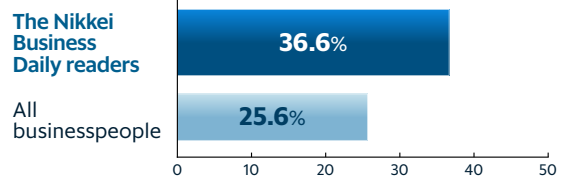
Readers of the Nikkei Business Daily always have their antennas up for high quality information. They are also highly motivated in their work and eager to catch the latest news and improve their skills.

1. Businesspeople who are enthusiastic about their work and who people in their workplace rely on

I am highly capable of processing and understanding information

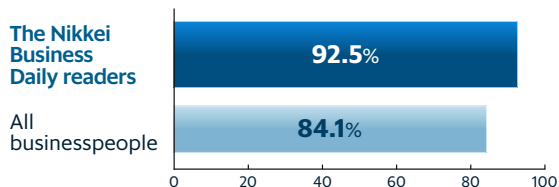


People around me turn to me for advice

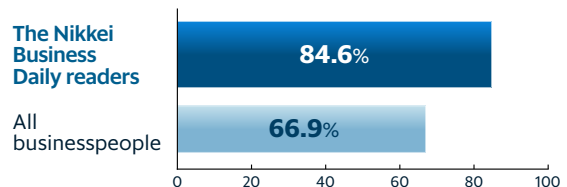


2. Highly interested in business trends

Interested in economic trends

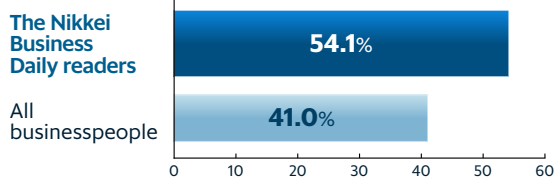


Interested in business trends

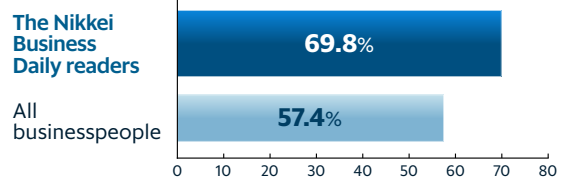


3. Highly interested in social issues

Strong interest in disaster prevention and keeping the community safe

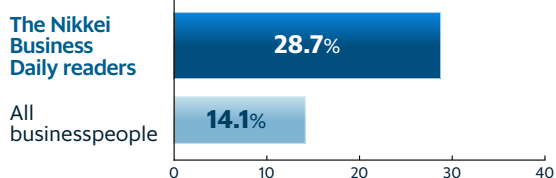


Strong interest in the global natural environment

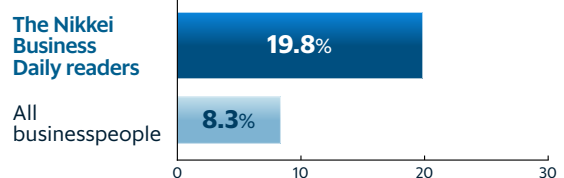


4. Conscious about making use of various information in their work

Scientific and technological information is useful for work



Information about new products is useful for work



Business Daily – Basic Page Structure

Monday Edition		
Page. No.	Title of Page	No. of Ad Columns
1	Front Page	3
2	General 1	5
3	General 2	5
4	Electronics	5
5	Internet/Telecommunication	5
6	Cutting-Edge Technology	7
7	Environment/Energy/Material	5
8	Full-Page Ad	15
9	Automobile/Machinery	0
10	Housing Construction/ Real Estate	5
11	Expert/New Products	0
12	Food/Commodity/Services	5
13	Global	0
14	Full-Page Ad	15
15	Working Style	0
16	Back Page	5

Tuesday Edition		
Page. No.	Title of Page	No. of Ad Columns
1	Front Page	3
2	General 1	5
3	General 2	5
4	Electronics	5
5	Internet/Telecommunication	5
6	Cutting-Edge Technology	5
7	Environment/Energy/Material	5
8	Automobile/Machinery	7
9	Medical/Healthcare	5
10	Full-Page Ad	15
11	SMEs Management/ New Products	0
12	Housing Construction/ Real Estate/ Food/ Commodity/Services	0
13	Global/Expert	0
14	Full-Page Ad	15
15	Working Style	0
16	Back Page	5

Wednesday Edition		
Page. No.	Title of Page	No. of Ad Columns
1	Front Page	3
2	General 1	5
3	General 2	5
4	Electronics	5
5	Internet/Telecommunication	5
6	Full-Page Ad	15
7	Cutting-Edge Technology/ Environment/Energy/Material	0
8	Automobile/Machinery	5
9	Medical/Healthcare	7
10	Material Prices	5
11	Job Hunting/University/ New Products	0
12	Full-Page Ad	15
13	Food/Commodity/Services	5
14	Global/Expert	0
15	Working Style	0
16	Back Page	5

Thursday Edition		
Page. No.	Title of Page	No. of Ad Columns
1	Front Page	3
2	General 1	5
3	General 2	5
4	Electronics/Internet/ Telecommunication	0
5	Cutting-Edge Technology	5
6	Full-Page Ad	15
7	Environment/Energy/Material	7
8	Automobile/Machinery	5
9	Medical/Healthcare	5
10	Trading Company/Logistics	5
11	Carrier/New Products	0
12	Full-Page Ad	15
13	Food/Commodity/Services	5
14	Global/Expert	0
15	Working Style	0
16	Back Page	5

Friday Edition		
Page. No.	Title of Page	No. of Ad Columns
1	Front Page	3
2	General 1	5
3	General 2	5
4	Electronics	5
5	Internet/Telecommunication	5
6	Cutting-Edge Technology	5
7	Environment/Energy/Material	5
8	Full-Page Ad	15
9	Automobile/Machinery	0
10	Service Prices	5
11	Q&A/New Products	0
12	Full-Page Ad	15
13	Food/Commodity/Services	7
14	Global/Expert	0
15	Working Style	0
16	Back Page	5

The Nikkei Business Daily – Advertising Rates

Advertising Spaces

A 15 full cols.
380.0 × 512.5

B 10 full cols.
380.0 × 341.0

C 7 full cols.
380.0 × 238.0

D 5 full cols.
380.0 × 169.5

E 3 full cols.
380.0 × 100.5

F 2 full cols.
380.0 × 66.5

G 7 half cols.
189.5 × 238.0

H 5 half cols.
189.5 × 169.5

I 3 half cols.
189.5 × 100.5

J 2 half cols.
189.5 × 66.5

K Side box (inside page)
52.5 × 66.5

L Island (inside page)
70.0 × 32.0

M Banner (front page)
140.0 × 16.0

Advertising Rates

*The rates below do not include consumption tax.

	No. of cols.	Space Size (mm, Width × Height)	Advertising Rates (yen, excluding tax)
A	15 full cols.	380.0 × 512.5	2,625,000
B	10 full cols.	380.0 × 341.0	1,780,000
C	7 full cols.	380.0 × 238.0	1,323,000
D	5 full cols.	380.0 × 169.5	990,000
E	3 full cols.	380.0 × 100.5	621,000
F	2 full cols.	380.0 × 66.5	422,000
G	7 half cols.	189.5 × 238.0	724,000
H	5 half cols.	189.5 × 169.5	527,500
I	3 half cols.	189.5 × 100.5	324,000
J	2 half cols.	189.5 × 66.5	216,000
K	Side box (front page)	52.5 × 66.5	131,000
K	Side box (inside page)	52.5 × 66.5	95,000
L	Island (inside page)	70.0 × 32.0	84,000
M	Banner (front page)	140.0 × 16.0	170,000

Advertising Rates

No. of cols.	Rates (yen, excluding tax)
10 columns or more	1,000,000
Under 10 columns	900,000

- The rates above are for 1 insertion in a given six-month period.
- Advertising rates do not include advertisement production costs.
- The sizes above are the dimensions of the advertisement materials.

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