Nikkei Inc. is a business and media organisation with a history spanning over 147 years. Our flagship media, The Nikkei, is Japan’s largest business newspaper and has long been a favourite among businesspeople. The Nikkei is also recognised in the global financial industry as the publisher of the Nikkei Stock Average, known as Nikkei 225.

Nikkei is actively seeking further growth, not only in Japan, but also in overseas markets, starting with the in-house publication of the English-language Nikkei Asian Review in 2013 (renamed Nikkei Asia in 2020), followed in 2015 by the addition of the FT Group, publisher of the leading UK economic newspaper The Financial Times (FT), to our group.

Furthermore, in 2019, the Nikkei Group welcomed the Singapore-based Deal Street Asia, which operates an English-language news website specialising in information on investment funds and start-ups in Southeast Asia, to the group, further accelerating our evolution into a global media company.
In Japan, Nikkei is well-known as a general information newspaper with a focus on the economy, and Nikkei aims to be a globally-focused media platform even outside Japan. In 2013, we launched the Nikkei Asian Review (renamed Nikkei Asia in 2020), an English-language publication that forms the core of our global strategy.

With Nikkei Asia at its core, Nikkei has strengthened its coverage network in Asia. As a result, Nikkei Asia’s coverage has been highly acclaimed, winning The Society of Publishers in Asia’s awards for outstanding reporting in Asia for seven consecutive years.

Nikkei Asia’s coverage has been highly acclaimed. In fact, several Nikkei Asia articles were cited in a report on supply chains released by the US White House in June 2021, which is proof of the high level of trust and appreciation Nikkei Asia has earned for its coverage internationally.

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 companies, people and technologies behind Asia’s economic development.

Asia Insight
An in-depth look at the most important political and economic news and trends in Asia today.

Asia300
Asia300 is a group of major Asian companies independently selected by the Nikkei. Knowing the strategies and performance trends of these companies will give you an insight into the shape of the Asian economy.

Opinion
World-renowned economists and journalists discuss business, political and security issues in Asia.

Latest news
With access to the latest corporate news and announcements, breaking stories, political developments, and market updates, you won’t miss a thing.
About Nikkei Asia

Nikkei Asia is widely read overseas as a medium providing important business information.

Yoriyuki Sugiyama
Former General Manager & Chief Representative
Tokyo Stock Exchange, Inc.
Singapore Branch

Nozomi Oda
Partner
Morrison & Foerster
Tokyo Office

Sergiy Korsunsky
Ambassador Extraordinary
and Plenipotentiary
Ukraine to Japan

Dr. Pietro Borsano
Deputy Executive Director, Industrial and Global Alliances
Senior lecturer in Entrepreneurship and Core Business
School of Integrated Innovation, Chulalongkorn University

“I think one of the advantages of Nikkei Asia is that the local reporters bring you the real voices of the people on the ground.”

“Nozomi Oda

“Using Nikkei Asia to share information with team members and clients has become part of my regular routine.”

“Sergiy Korsunsky

“Nikkei Asia is the number one source of information when it comes to gaining deep insights on the economy and politics.”

“I instruct students to use Nikkei Asia as a primary source of information.”

Dr. Pietro Borsano

Most Read Articles in 2022

Convenience store chain Ministop pulls out of South Korea and Philippines

Korean deal will bolster third-ranked Lotte in tough market

Japan to allow visa-free individual tourists from Oct. 11

Kishida announces full reopening as weak yen gives visitors extra incentive

Analysis: Xi no longer described as ‘people’s leader’ in China

Leader tries smile diplomacy, but public scolding of Canada PM ruins image
Nikkei Asia is recognised worldwide.

**Best in two categories for the second year in a row, SABEW, US press organisation.**

Nikkei Asia beat *Forbes* and *Wired* to the top prize in the mid-size media category and won best article in the “International Reporting” category for its story on how unemployment and loneliness caused by the pandemic led to a rise in cybercrime, with extensive photo and video footage.

The award is presented by the U.S. Society for Advancing Business Editing and Writing (SABEW), an association of business journalists from around the world that has honoured outstanding business journalism each year since 1995.

**World Association of Newspapers and News Publishers (WAN-IFRA) '2022 Asian Media Awards' - a record number of five awards**

At the Asian Media Awards, which recognise excellence in reporting by newspapers and magazines in the Asia-Pacific and Middle East region, Nikkei Asia was awarded the overall gold and silver awards for 'Best in Covid-19 Reporting'; gold and silver in the ‘Best in News Photography’; and silver in the ‘Best in Feature Article (Non Covid-19-related)’ categories.

**Award of Excellence at the Society of Asian Publishers Awards (SOPA), for the seventh time.**

The Hong Kong-based Society of Publishers in Asia Awards (SOPA), which recognises excellence in reporting on the Asia-Pacific region, awarded Nikkei Asia’s seventh prize for excellence for an article analysing the impact of the Regional Comprehensive Economic Partnership (RCEP) in East Asia.
Nikkei Asia is a global media used by Asia watchers worldwide, but especially in Asia and the US.

Nikkei Asia is read by businesspeople from a wide range of industries, with finance at the forefront. Despite having a relatively young readership in their late 20s and 30s, Nikkei Asia is also characterized by a high proportion of management and C-suite readers.

Source: Google Analytics Report Jan 1st - Dec 31st, 2022, Monthly Avg. / Nikkei Asia CRM Data as of Jan 2023
Our Readers

Nikkei Asia's readership profile in Ipsos GBI APAC 2022

A considerable number of readers consist of business decision-makers and senior executives. These decision makers also happen to be affluent individuals possessing substantial assets and a deep interest in investing.

<table>
<thead>
<tr>
<th>Corporate</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>49.7%</strong> Work for a company with more than 500 employees</td>
<td><strong>$80.5%</strong> Annual income $100,000 or higher</td>
</tr>
<tr>
<td><strong>98.3%</strong> Business Decision Makers</td>
<td><strong>60.7%</strong> Purchased property for $100,000 or more</td>
</tr>
<tr>
<td><strong>72.8%</strong> C-suite</td>
<td><strong>73.0%</strong> Assets of $250,000 or higher</td>
</tr>
<tr>
<td><strong>88.4%</strong> At least five business trips abroad per year</td>
<td><strong>73.1%</strong> Net invested assets of $250,000 or more</td>
</tr>
<tr>
<td><strong>79.7%</strong> Stay at 4-star hotels or higher</td>
<td><strong>78.1%</strong> Investment appetite for ESG companies</td>
</tr>
<tr>
<td><strong>67.3%</strong> Travel budget of $5000 or higher</td>
<td>Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2022</td>
</tr>
</tbody>
</table>

*What is the Ipsos Global Business Influencers APAC (GBI APAC)?*

The Ipsos Media Brand Survey for Business Professionals is aimed at senior business professionals in Asia who are employed by companies with a workforce of 50 or more individuals. Along with in-depth inquiries concerning media usage, such as contact frequency and devices employed, the survey also delves into topics such as business and personal travel, personal finance, and luxury expenditure. The survey is conducted annually online using a consistent questionnaire containing identical content across all countries and regions surveyed.

<table>
<thead>
<tr>
<th>Countries/regions surveyed</th>
<th>Universe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>A total of <strong>1 million</strong> Senior-level businesspeople working for companies in Asia with <strong>50</strong> or more employees</td>
</tr>
<tr>
<td>Indonesia</td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
</tr>
</tbody>
</table>
Quality

Article-style advertising ‘advertorials’ are used by many advertisers. Planning is based on in-depth discussions and thorough reporting. We deliver a deep understanding of the product or brand to the reader by incorporating it into a high-quality story that is worth reading.

Consistency

Campaigns are optimised for desktop, mobile and print, ensuring consistency across media. The style and design of the text is consistent across multiple editions of the series. The story is told in an effective way while maintaining the brand’s worldview.
Case study 02
Asteria

Asteria Takes on the World in the TSE Prime Segment

In this digital age, companies are facing unprecedented challenges. The rapid changes in technology and the increasing demand for cost-effective solutions are driving companies to rethink their strategies. Asteria, a leading software company, is one such example. With a focus on innovation and efficiency, Asteria has been able to maintain a competitive edge in the market.

Asteria’s success is built on a strong foundation of diverse expertise and cutting-edge technology. The company’s dedication to research and development has allowed it to stay ahead of the curve, providing customers with the tools they need to succeed in the modern world.

Asteria’s management team is committed to the company’s long-term success. The team is dedicated to fostering a culture of innovation and strive to ensure that the company remains at the forefront of its industry. With a focus on providing exceptional customer service, Asteria continues to build on its reputation for excellence.

Asteria’s commitment to quality and sustainability is evident in its work. The company is dedicated to reducing its environmental impact and operates with a focus on sustainability. This commitment is reflected in its products and services, which are designed to be both effective and environmentally friendly.

About Asteria Group

Name: Asteria
Headquarters: Tokyo, Japan
Business: Development of computer software
Website: www.asteria.co.jp

Further viewing

For more information about Asteria, please visit their website at www.asteria.co.jp.
Widespread dissemination of the growth strategy, with a compelling message from the top

In May 2022, UBE revealed a fresh medium-term management plan, and President Masato Izumihara shared his views on the company's growth strategy in an interview. A month prior, in April 2022, UBE Industries, which had been in operation for almost 80 years, changed its name to UBE. As a chemical firm, it is implementing bold structural reforms such as converting its cement business into a wholly owned subsidiary. The company hopes for better understanding of its strategy by stakeholders at home and abroad, as well as by its own employees. Moreover, the statement highlights UBE’s aggressive investment in its Specialty Business, which manages high-value-added product categories, and its expansion of facilities in Thailand, its primary base in Asia.
Attracting the wealthy in Asia with the allure of luxury real estate.

Federal Land is the Philippines' leading real estate developer, with over 50 years of experience in the development of a wide range of high-quality, innovative residential, commercial and retail space, modern office buildings, world-class hotels, and integrated communities. The Grand Hyatt Manila Residences South Tower, developed in partnership with Japan’s ORIX, is the first luxury property in Southeast Asia to bear the Grand Hyatt name. To showcase its appeal to the Asian market, partner content was developed for Nikkei Asia, a major source of business news and information with a vast readership in the region. The project leader praised the strategy, stating, "By selecting a medium that resonated with our target audience, we successfully reached affluent individuals across Asia."
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.

**Main Contents**
- Event summaries
- Corporate branding
- Product and service marketing
- Public announcements
- Executive interviews

**Advertising Banners**

**Advertorial**

Advertorial

“ASIAN MARKET AT MAXIMUM SPEED

So this is a market when we really want to invest.

Hong Kong stock market
Capitalization by

NASDAQ – It is hard to remember when investing the surroundings of Hong Kong's publicized place due to the political situation, advertisers are now using an innovative property in a slightly different way. It's called "Asian Market at Maximum Speed". The purpose is to promote the city's economy and attract more investment from around the world. The strategy is to highlight Hong Kong's competitive advantages in terms of financial services and infrastructure. By showcasing the city's economic growth and potential, the advertorial aims to attract potential investors and promote Hong Kong as an attractive investment destination.

**Advertisement fee**

¥3,000,000～

* Approx. value incl. production costs and banner placement

* Rates may vary depending on the content

**Lead time**

About 1 month

* Varies according to content and volume.

**Traffic drivers**

Banner ads (rectangle, sponsored content slots)
Option: Partner Content boost plan

Acquiring external media and directing traffic to partner content can expand reach and enhance engagement. Moreover, leveraging the data that each platform possesses on user interests and demographics enables gender and interest-based targeting, further enhancing the effectiveness of the campaign.

- **Flow of advertising**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Estimated clicks</th>
<th>Price</th>
<th>Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook/Instagram</td>
<td>4,000</td>
<td>¥500,000</td>
<td>Consult for more details.</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,000</td>
<td>¥500,000</td>
<td></td>
</tr>
</tbody>
</table>

- The estimated number of clicks can vary depending on the industry and product type and is evaluated on a case-by-case basis. For further details, please contact a sales representative.
- Please note that the number of expected clicks cannot be guaranteed.

**Service Overview**

<table>
<thead>
<tr>
<th>Publication period</th>
<th>In line with the partner content publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>¥500,000～</td>
</tr>
<tr>
<td>Content</td>
<td>Produced by Nikkei Inc.</td>
</tr>
</tbody>
</table>

- Each platform has its own screening process. Only content that has passed the screening process will be published.
- As an operational service, creatives will be replaced according to their performance.
- The date of publication is at the discretion of Nikkei.
- The start of publication may be delayed due to the publication review process.
- Targeting requests are discussed on a case-by-case basis.
- For content involving celebrities or models, prior conditions must be presented when negotiating appearances. For additional information, kindly consult with your sales representative.
- SNS will be operated under the Nikkei Asia Marketing & Event account.
Digital Advertising
Digital Advertising

Menu

1. Cross-device Ads

[Recommended]

2. Desktop Banner Ads

3. Mobile Ads

4. Infeed ad unit (cross device)

5. Sponsored Content Ads

Optional Menu

Geotargeted Ads (CPM+ ¥1,000)

You can achieve efficient budget management by targeting and distributing your reach by country. For more details on the countries, regions, budget allocation, and distribution timeframes you want to pursue, kindly reach out to us.

6. Homepage / Trending Section Portal Takeover

7. In-article Video Ads
Digital Advertising

1 Cross-device Ads

Cross-devices ads are our standard offering. Ads are delivered to all devices. Double rectangle-sized ads are only supported by desktop devices.

Specifications

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>GIF, JPEG, PNG; Under 150KB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ALT Text</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simultaneous ads</td>
<td>Up to 4 per company (incl. replacements)</td>
</tr>
<tr>
<td>Ad replacement</td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>

Service Name

Cross-device Ads

Size (pixels)

- Rectangle: 300×250 (all devices)
- Double Rectangle: 300×600 (Desktop only)

Placement

<table>
<thead>
<tr>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle 1</td>
</tr>
<tr>
<td>Rectangle 2</td>
</tr>
</tbody>
</table>

Guarantee

Impressions guaranteed

- The above rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2023
2 Desktop Banner Ads

Ads are delivered by targeting desktop devices only.
Both regular and double rectangle sizes are supported.

<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>PC</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 1</td>
<td>¥4,500</td>
<td>Impressions 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>

- The above rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2023

Specifications
- Format/Size: GIF, JPEG, PNG: Under 150KB
- ALT Text: Accepted
- Loop: Stops within 35 seconds
- Animation: Accepted
- Ad replacement: Up to 4 (incl. simultaneous, business days only)
Mobile ads are targeted to mobile devices. Only regular-sized banners are supported.

- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2023

### Specifications

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>GIF, JPEG:Under 150KB</th>
<th>ALT text</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Accepted</td>
<td>Simultaneous Ads</td>
<td>Up to 4 per company (incl. replacements)</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
<td>Ad replacement</td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>
Infeed ad units, consisting of a combination of images and text, are delivered in the "YOU MIGHT ALSO LIKE" box below the article.

<table>
<thead>
<tr>
<th>Service name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infeed ad unit</td>
<td>1200×800px</td>
<td>Desktop/Mobile</td>
</tr>
</tbody>
</table>

**Text**

- 75 characters max. (including advertiser’s name, symbols and spaces)

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (Excl. Tax)</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop/Mobile</td>
<td>¥6,000</td>
<td>Impressions guaranteed</td>
</tr>
</tbody>
</table>

- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2023

**Specifications**

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>GIF, JPEG: Under 150KB</th>
<th>ALT text</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>N/A</td>
<td>Simultaneous Ads</td>
<td>Up to 4 per company (incl. replacements)</td>
</tr>
<tr>
<td>Loop</td>
<td>N/A</td>
<td>Ad replacement</td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>
Digital Advertising

5 Sponsored content

Ads are delivered in an in-feed format combining images and text.
*For mobile, only text is displayed.

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored content (PC)</td>
<td>620 × 350</td>
<td>PC</td>
</tr>
<tr>
<td>Sponsored content (PC/SP)</td>
<td>75 characters max. (including advertiser’s name, symbols and spaces)</td>
<td>PC/SP</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (excl. tax)</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC/SP</td>
<td>¥1,000</td>
<td>Impressions guaranteed</td>
</tr>
</tbody>
</table>

- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2023
- Only one text element can be used in the image, such as the title of the project or main copy.
- Alterations may be requested if visibility is poor.

Specifications

<table>
<thead>
<tr>
<th>Format/size</th>
<th>GIF, JPEG: Under 150KB</th>
<th>ALT Text</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>N/A</td>
<td>Simultaneous Ads</td>
<td>Up to 4 per company (incl. replacements)</td>
</tr>
<tr>
<td>Loop</td>
<td>N/A</td>
<td>Ad replacement</td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>
6 Homepage / Trending Section Portal Takeover

One week takeover of both homepage and Trending section portals on Nikkei Asia. Several banners deliver a huge impact to the audience.

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Size (pixels)</th>
<th>Period</th>
<th>Price</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage / Trending Section Portal Takeover</td>
<td>Rectangle: 300 × 250</td>
<td>One Week</td>
<td>600,000 JPY</td>
<td>Period Guaranteed</td>
</tr>
<tr>
<td></td>
<td>Double Rectangle: 300 × 600 (Desktop Only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super Banner: 728 × 90 (Desktop Only)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Specifications:
- Format/size: GIF, JPEG; Under 150KB
- ALT Text: N/A
- Animation: Accepted
- Simultaneous Ads: Up to 4 per company (incl. replacements)
- Loop: Stop within 35 Sec.
- Ad replacement: Up to 4 (incl. simultaneous, business days only)

- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of August 2023
Digital Advertising

7 In-article Video Ads

A cost-effective, user-friendly video advertising option. Placed within an article, it allows for high visibility, effective for branding and corporate advertising. Two pricing models are available: impressions guaranteed and completions 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>640×360 ~ 1920×1080</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>Impressions guaranteed</td>
<td>¥5,000</td>
<td>Article page</td>
</tr>
<tr>
<td>Completions guaranteed</td>
<td>¥30 / single completed view</td>
<td></td>
</tr>
</tbody>
</table>

- Two pricing models for in-article ads: impressions guaranteed and completions guaranteed
- Video ads are placed between articles
- Ad disappears upon video completion leaving the regular article view
- Video automatically stops when less than 50% of the ad is shown and resumes once 50% or more becomes visible
- TV commercials and other video material can be easily distributed
- If the number of completions does not reach the target, the fee shall be calculated based on actual completions
- Frequency control is implemented for advertising effectiveness and user protection
- Videos are muted by default. Users can unmute by tapping on the ads and switching to full-screen mode
- All rates and specs are as of March 2023

Specifications

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>MOV / MPEG4 / AVI: Under 200MB</th>
<th>Video run time</th>
<th>Under 30s (Please enquire for longer times)</th>
<th>Aspect Ratio</th>
<th>16:9 (4:3 not supported)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codec</td>
<td>Almost all formats supported (excl. ProRes4444, HDV 720p60, Go2 Meeting3&amp;4, ER AAC LD, RECODE)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Submission deadline</td>
<td>Pre-test: 10 business days before planned publication</td>
<td>Final submission: 5 business days before planned publication</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
#techAsia is a weekly newsletter published on Thursdays. As the global power structure changes, we bring a global perspective to our readers who focus on the key players in the Asian technology sector, bringing you the stories and trends that are colouring the booming tech scene in Asia.
Digital Advertising

Banner Advertising Case Study

The Japan Foundation
IE University
City University of Hong Kong
SMBC シンガポールオープン

Waseda Business school
HSBC
Print Advertising
## Advertising Fees

It is a weekly print edition with a selection of timely topics. It is subscribed to by executives, particularly in the Asian region.

**Estimated readership of the Nikkei Asia print edition among senior businesspeople in APAC**

<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>204mm×268mm 210mm×274mm (incl. bleed)</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></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>204mm×268mm 210mm×274mm (incl. bleed)</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 manuscripts no later than 2 weeks before publishing
- Please inquire about inventory
- For more information, refer to the submission rules
- The above rates are as of March 2023

Source: GBI 2022 APAC

Estimated readership of the Nikkei Asia print edition among senior businesspeople in APAC: 150,940

It is a weekly print edition with a selection of timely topics. It is subscribed to by executives, particularly in the Asian region.

Estimated readership of the Nikkei Asia print edition among senior businesspeople in APAC: 150,940

Source: GBI 2022 APAC
A collaboration between Nikkei Asia and Time Out Tokyo, UNLOCK THE REAL JAPAN is a periodically published English-language medium, highlighting seasonal themes, people, and showcases the charm of Japan to both domestic and international audiences.

The inaugural issue of "UNLOCK THE REAL JAPAN" was released in March 2020 in print, distributed both domestically and internationally. In December 2020, a digital edition was launched, available only domestically. In 2021, two issues were published in March and July, respectively. In 2022, the March issue centred on the 'Osaka Expo', timed with the closing of the Dubai Expo in March. Future issues will be published on a range of topics to align with current trends.

Advertorial and other advertising space is available in both print and digital editions, please contact us for details.

<table>
<thead>
<tr>
<th>Date of Issue</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.1 : 20 Mar 2020</td>
<td>Visit Japan</td>
</tr>
<tr>
<td>No.2 : 14 Dec 2020</td>
<td>City of International Finance</td>
</tr>
<tr>
<td>No.3 : 29 Mar 2021</td>
<td>Carbon-neutral</td>
</tr>
<tr>
<td>No.4 : 19 Jul 2021</td>
<td>Tokyo Olympics and Paralympics</td>
</tr>
<tr>
<td>No.5 : 21 Mar 2022</td>
<td>Osaka Expo</td>
</tr>
</tbody>
</table>

Unlock Website
https://ps.nikkei.com/unlock/
### Secondary Use Options

#### Optional Menu ①
**Secondary use of digital advertorials**

- **Nikkei Asia Microsite**
  - Stored on your website

#### Optional Menu ②
**Secondary use of print advertorials**

- **Offprint front and back covers**
- **Print edition advertorial double page spread**

---

**After publication, content can be used for websites and other online media, as well as for offline content such as flyers and brochures.**

(Secondary use period expected to be six months)

<table>
<thead>
<tr>
<th>Media operated/published by the advertiser</th>
<th>Rate (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned Site</td>
<td>¥300,000〜</td>
</tr>
<tr>
<td>Offline (booklets, brochures, etc.)</td>
<td>¥420,000〜</td>
</tr>
</tbody>
</table>

**After publication, additional front and back covers can be created for a two-page spread advertorial in the print edition, and an offprint can be produced.**

Can be used as handouts at events and briefings.

(Lead time is expected to be approximately two weeks after placing an order.)

<table>
<thead>
<tr>
<th>Offprint copies</th>
<th>Rate (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000〜</td>
<td>Please contact your sales representative.</td>
</tr>
</tbody>
</table>

- Secondary use fees are linked to the production costs and intended use of the content. A sales representative will provide an estimate for each individual project.
- Additional costs for secondary use may be incurred separately depending on the wishes of the rights holders (performers, cameramen, etc.) of the content production.
- If additional work is required for secondary use, the additional costs will be invoiced.
- If you plan for secondary use of the content, please contact us promptly after deciding to proceed with the advertorial.
- For digital advertorials, we will deliver the “text, photos, videos, illustrations and diagrams” used, without the header or footer.
Advertising Terms and Conditions
· New advertisers are subject to our mandatory vetting process. You may be asked to provide the necessary documentation.
· The minimum publication period is five consecutive days.
· For advertising products with a guaranteed number of impressions, delivery is not guaranteed on a daily basis nor is there a guarantee that distribution will be even on a per day/per hour basis throughout the publication period.
· In the unlikely event of a problem with an advertisement, a response will be made within the next working day. The company will be exempt from liability for any errors in publication during this period.
· Sharing of screenshots for confirmation of publication shall be at our discretion.
· Customer satisfaction and salient items for advertisers are the standard number of deliveries and clicks and CTR, unless otherwise stated on the sales sheet. Published drafts may be the subject of research for the improvement of the service.
· Depending on the user's browser settings or similar, ads may not be delivered, may not be displayed correctly, or may not direct the user to a link even if clicked.
· Advertisements may be suspended due to force majeure, such as natural disasters, or power outages or communication line accidents.
· The location of adverts may change as a result of changes to news content and site structure to improve usability.
· Depending on the browser display size, mobile ads may be displayed on PC. Similarly, PC ads may be displayed on mobile.
Advertising Terms and Conditions (Precautions and disclaimers)

- In the case of third-party advertising distribution, please make sure to inform us of the name of the service in advance. We will then respond to you as to whether it can be used. The number of impressions is based on the count on the ad server.
- If you wish to install tracking tags, please contact us with the services you wish to use, advertising service you wish to measure and the purpose of measurement, to inquire whether this is possible. If you wish to track with multiple solutions, please submit them in one combined file.
- If you wish to run retargeting ads to users who have clicked on or been served within Nikkei Asia, both the advertiser and the Nikkei must include an opt-out statement for such ads on their sites.
- In the case of creative changes, each creative is counted towards the manuscript replacement fee. In addition, creatives with product images, etc. fed from the advertiser’s page cannot be reviewed as it is physically impossible to do so.
- If the content is produced by importing external files or incorporating external components, it may not work correctly.
- For ad confirmation, please ensure that all materials align with our content specifications and send any third-party distribution tag(s) when submitting.
- It is not possible to change the content or script of the ad in the distribution tag after it has been submitted. Please submit a new delivery tag with the changes. We will replace it once we have confirmed that it works.
- The tag format must be SSL (https) formatted. (https://xxxx.com/xxxx or //xxxx.com.xxxx)
- When specifying z-index in CSS, the value should be less than 10000.
- When using third party distributors, we ask for your cooperation in sharing distribution reports to gather statistical data for future product improvements.
- Please contact us in advance when using ad verification tools. Please note that in some cases ads may not be displayed due to brand safety measures and you may be asked to set up an alternative banner for display.
As a rule, if the background of the creative is white, an outer border should be added. If the boundary between the creative and the site content is unclear, you may be asked to make adjustments.

Changes may be requested for creatives with short flashes of primary, fluorescent or bright colours, or for creatives with extreme motion.

We may ask you to make corrections if we believe that the design of the ad is too similar to the design of the site (title, navigation, link buttons, etc.) or is otherwise misleading to the user.

The content of the advertisement must conform to Nikkei's advertising standards and the advertiser's company name must be clearly stated in the final version of the creative.

Please note that advertisers are responsible for any problems with the content of their advertisements or linked websites.

The URL of the link should not exceed 220 bytes, including the tracking tag.

The link should be published at least two working days before the distribution date. Please contact your sales representative beforehand, as the start of publication may be delayed until the content of the site can be verified.
## Advertising Terms and Conditions (Content Specifications)

<table>
<thead>
<tr>
<th>Service</th>
<th>Size</th>
<th>Format/Size</th>
<th>Animation</th>
<th>Loop</th>
<th>ALT Text</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>300×250</td>
<td>GIF/JPEG/PNG Under 150kb</td>
<td>Accepted</td>
<td>Stops within 35 seconds</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Double Rectangle</td>
<td>300×600</td>
<td>GIF/JPEG/PNG Under 150kb</td>
<td>Accepted</td>
<td>Stops within 35 seconds</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service</th>
<th>Content</th>
<th>Format/Size</th>
<th>Animation</th>
<th>ALT Text</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Feed Ad Unit</td>
<td>Image</td>
<td>JPEG/PNG Under 150kb</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text</td>
<td>Up to 75 characters (including advertiser name, special characters and spaces)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored content</td>
<td>Image</td>
<td>JPEG/PNG Under 150kb</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text</td>
<td>Up to 75 characters (including advertiser name)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service</th>
<th>Size</th>
<th>Format/Size</th>
<th>Aspect Ratio</th>
<th>Run time</th>
<th>Codec</th>
<th>Notes</th>
</tr>
</thead>
</table>
For advertising-related enquiries, please use the following contact details

Nikkei Inc.
Sales & Marketing Team, Global Events Unit
global.inquiry@nex.nikkei.co.jp

asia.nikkei.com