

# NIKKEI Asia

The voice of the Asian century

MEDIA KIT

2024

Nikkei Inc.

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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.

over **200**

Overseas journalists  
and editorial staff

**37**

International bureaus

**147**

Years of quality journalism

# About Nikkei Asia

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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* ”

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

“ *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.* ”

## 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

### Most Read in 2022

For more information, please visit below

<https://asia.nikkei.com/Spotlight/Most-read-in-2022>



## About Nikkei Asia

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.



## Global Reach – Digital

Nikkei Asia is a global media used by Asia watchers worldwide, but especially in Asia and the US.

Source: Google Analytics Report Jan 1st - Dec 31st, 2022 Monthly Avg.

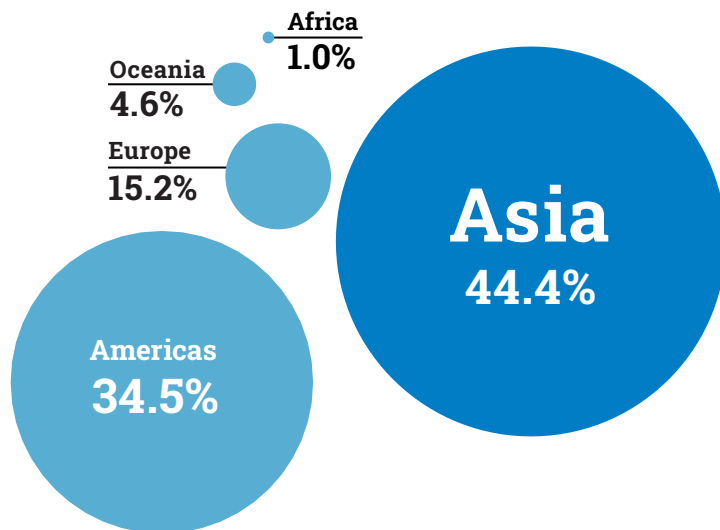
Unique visitors (Monthly)

# 3,118,908

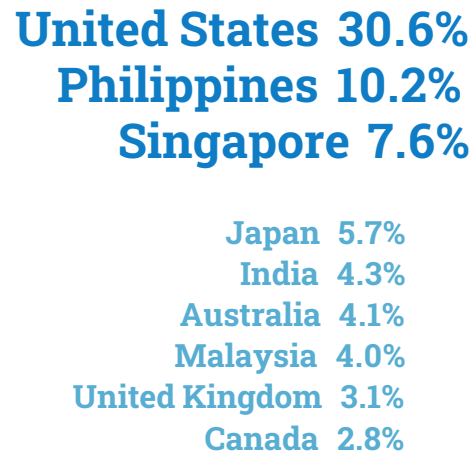
Page views (Monthly)

# 6,204,288

Readership by Region

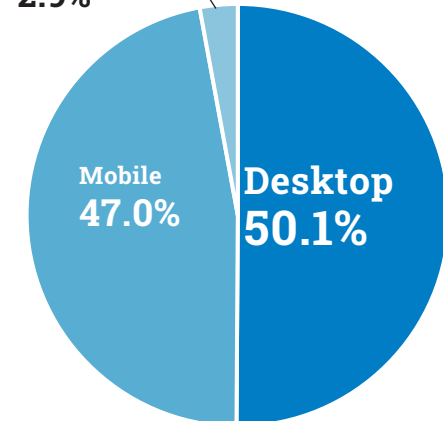


Readership by Country



Device

Tablet  
2.9%

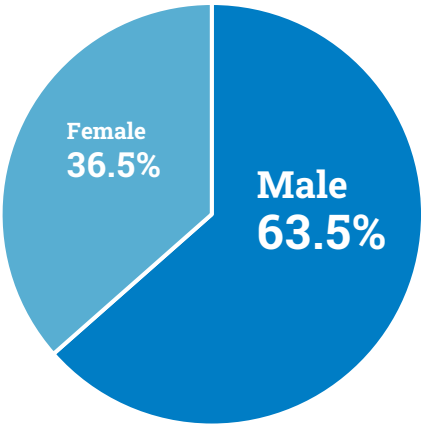


# Our Readers

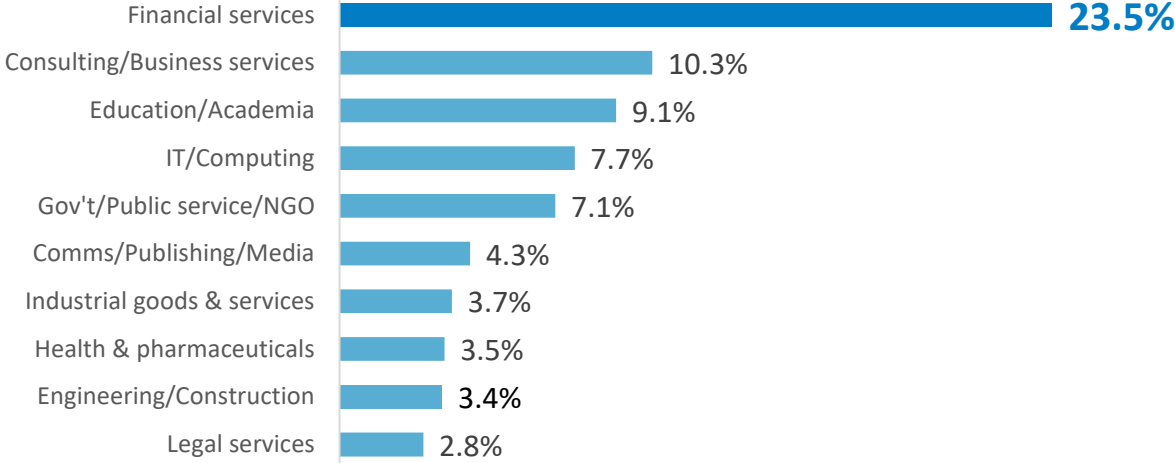
Nikkei Asia is read by businesspeople from a wide range of industries, with finance at the forefront. Despite having a relatively young readership in their late 20s and 30s, Nikkei Asia is also characterized by a high proportion of management and C-suite readers.

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

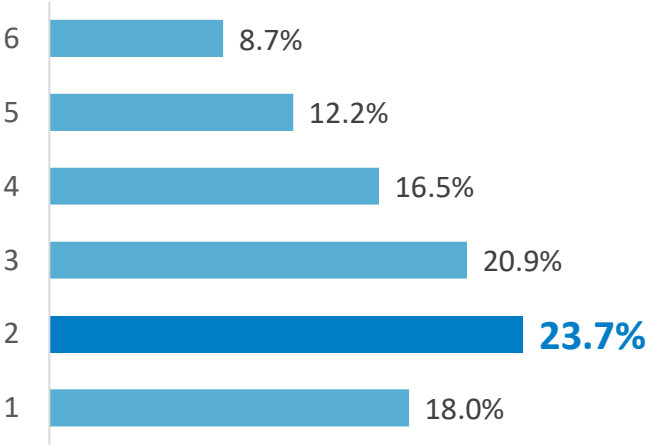
Gender



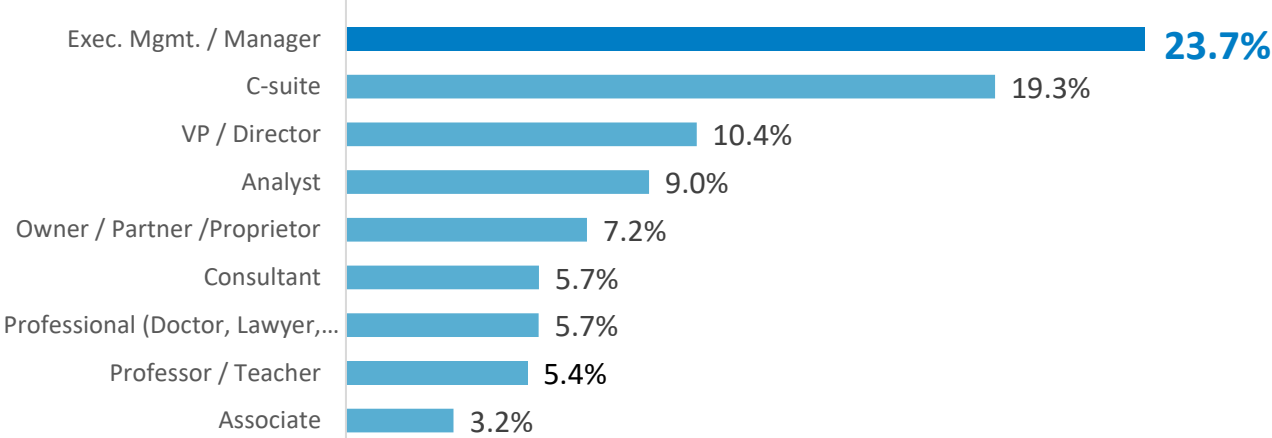
Industry



Age



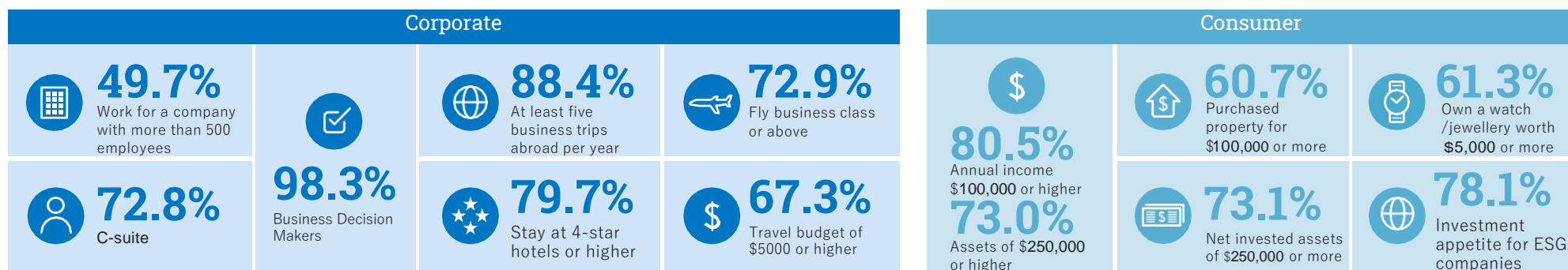
Job Title



## 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.



Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2022

## \* 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.

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



Partner Content



# Partner Content

## 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 01 HSBC

#### International businesses eye GBA's golden opportunity




As foreign direct investment in China continues to grow and businesses around the world implement their post-pandemic recovery plans, more international corporations are turning to the Greater Bay Area (GBA).

According to the latest HSBC Navigator survey, three in four international businesses are planning to invest or expand in the GBA in the next three years. This belief is rapidly gaining traction in the APAC region as well, 74% of Malaysian businesses and 61% of Singaporean firms expect the region to see higher growth than the rest of China - as close neighbours, they can see for themselves the gathering momentum.

"The positive business sentiment, particularly among businesses in Asia Pacific, shows that the Greater Bay Area is set to become an even more significant facilitator of cross-border trade and capital flows, expanding the corridor for trade, investment and innovation between China and other regions," said Daniel Chan, Head of Greater Bay Area, HSBC.

#### Driving China's economic growth

Market confidence in the GBA has always been encouraging and the pandemic has not dampened the outlook. China has already regained its pre-pandemic levels of activity, showing encouraging growth momentum while leading Asia's recovery<sup>[1]</sup>. There is also greater focus on the 'dual circulation' economic model which will provide opportunities for foreign companies in China to broaden their business operations. As these trends continue, the GBA has a vital role acting as the bridge to overseas markets offering great




Daniel Chan, Head of Greater Bay Area, HSBC

This potential is buoyed by strong support from government authorities and international businesses, who have been investing in the framework that will enable cross-border trade to flourish and implementing initiatives to ensure the region's sustainable growth.

<sup>[1]</sup> <https://www.reed.org/economy/china-economic-outlook/>


#### The GBA's advantages

HSBC's Navigator survey also revealed what international businesses identify as the core advantages of the GBA: leading technological advancement and research capabilities; a burgeoning middle class; and a highly skilled workforce. These important factors are conducive for doing business in the region, particularly in sectors such as technology, manufacturing and trade.



HSBC GBA+ Healthcare Fund  
Supporting fast-growing healthcare companies in the GBA

HSBC GBA+ Healthcare Fund supports the fast-growing and early-stage healthcare companies in the region. In August, HSBC unveiled a USD700 million GBA+ Healthcare fund to support the scaling up of fast-growing, early-stage healthcare companies with viable business models, and injected its GBA+ Technology Fund from USD680 million to USD1.13 billion. Aside from helping entrepreneurs capitalise on the region's momentum



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To support businesses across all sectors expanding their operations in the region, in September HSBC launched Credit Connect, a market-first credit facility solution that provides flexibility in addressing onshore and offshore funding needs. According to Daniel Chan, this was also in response to "the GBA's increased economic activity which has accelerated cross-boundary business activities in the region".



HSBC GBA Business Credit Connect  
Flexible allocation of credit limit within Guangdong-Hong Kong-Macao in as fast as one day

HSBC GBA Business Credit Connect provides flexible allocation of credit limit within the GBA in as fast as one business day.

As the GBA initiative takes shape, so too has investor interest. Foreign direct investment in China grew at the fastest pace in more than a decade during the first quarter of 2021, according to data released by the Ministry of Commerce in April<sup>[2]</sup>.

The data also revealed that more than 10,000 new foreign-invested companies were established in China during the first three months of the year, an increase of almost half from the same period a year before<sup>[3]</sup>.

<sup>[2]</sup> <http://english.mofcom.gov.cn/article/finance/press/202104/2021040308114.shtml>  
<sup>[3]</sup> <http://english.mofcom.gov.cn/article/finance/press/202104/2021040308114.shtml>

#### The land of opportunity

It is estimated that by 2030 the region's GDP will grow to top USD4.7 trillion, presenting growth potential that international companies simply cannot afford to miss out on<sup>[4]</sup>.

Having been actively involved in the region for many years, the initiative is not new to HSBC. The bank sees this as the Pearl River Delta's next iteration, but one that is supercharged by factors such as improved connectivity, rising affluence and the emergence of an enhanced digital economy that will encompass manufacturing, new retail







# Partner Content

## Case study 04 Federal Land

## 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."

NIKKEI Asia  
FEDERAL LAND

PARTNER CONTENT

### Grand Hyatt Manila Residences: Manila's Most Desirable Luxury Investment Backed by Established Brands

A real estate resurgence elevates Manila with Southeast Asia's first Grand Hyatt branded residences. The two luxury towers that compose Grand Hyatt Manila Residences anchor Federal Land's Grand Central Park, a signature mixed-use development strategically located in Bonifacio Global City, one of the Philippines' foremost business and lifestyle districts. Developed by a joint venture between premier Filipino real estate developer Federal Land and ORIX Corporation of Japan, Grand Hyatt Manila Residences cements its rank as among the most trusted and stable high end real estate investments in the Philippines.

NIKKEI Asia  
FEDERAL LAND

PARTNER CONTENT

### Grand Hyatt Manila Residences: Manila's Most Desirable Luxury Investment Backed by Established Brands

It is not an overstatement to say that the Philippines is a rising star in the Asian real estate market. The country's real estate market is booming, and the Philippines is a rising star in the Asian real estate market. The country's real estate market is booming, and the Philippines is a rising star in the Asian real estate market. The country's real estate market is booming, and the Philippines is a rising star in the Asian real estate market.

#### Luxury Investments in Manila

Grand Hyatt Manila Residences South Tower is the most desirable luxury investment in Manila, offering a unique blend 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 is the most desirable luxury investment in Manila, offering a unique blend of high-quality, innovative residential, commercial and retail space, modern office buildings, world-class hotels, and integrated communities.

#### A First for the Region, Living Grand Every Day

The Grand Hyatt Manila Residences South Tower 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."

LEARN MORE

FEDERAL LAND

ORIX

# Partner Content

## 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

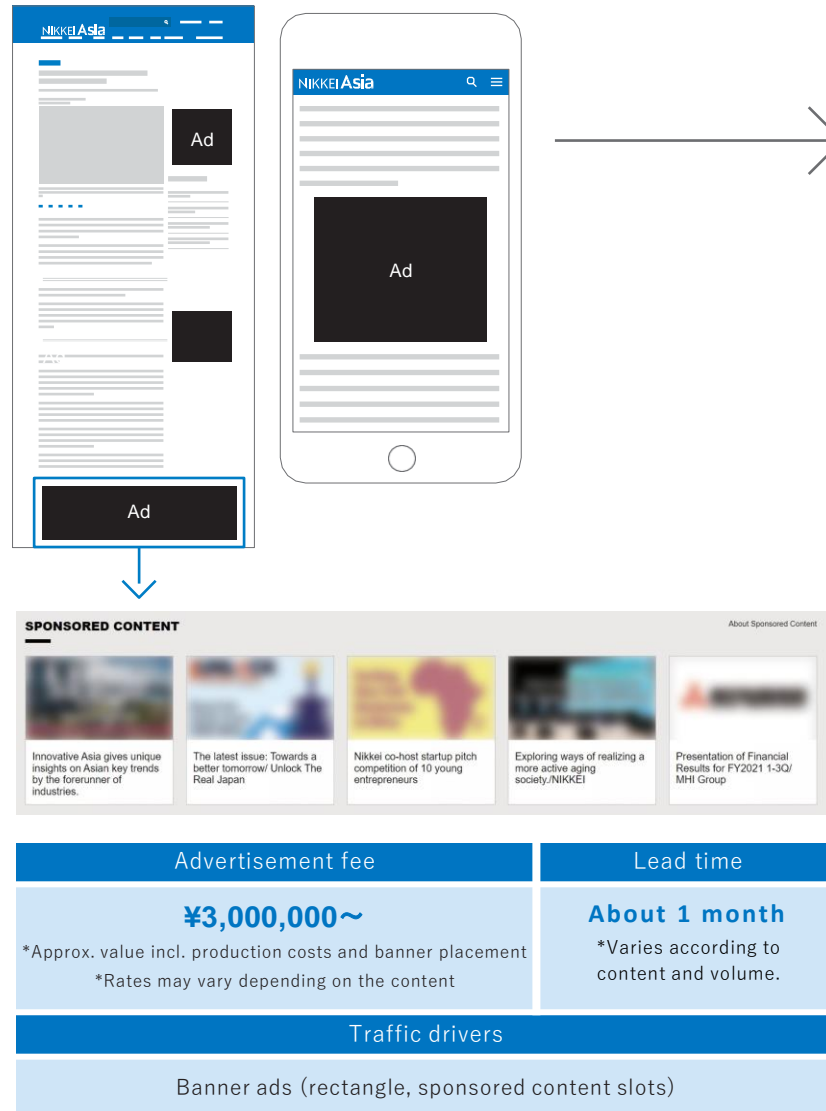
Corporate branding

Product and service marketing

Public announcements

Executive interviews

## Advertising Banners



## Advertorial

**“ASIAN MARKET AT MAXIMUM SPEED”**  
So this is a market where we really want to invest.

**Hong Kong stock market Capitalization by country of origin**  
JAKARTA -- It is hard to remember after entering the surroundings of Indonesia's Bogor presidential palace that the youthful looking, understated man tooling around the sprawling property in a golf buggy is head of the world's most populous Muslim-majority country and the third-largest democracy.

President Joko Widodo, or "Jokowi" as he is widely known, has the air of both a statesman and what some describe as a "boy from the kampung [village]." A well-documented fan of heavy metal music, he's also known for his frequent visits to communities around the country. Today on his buggy ride through the public gardens adjoining the palace he stops frequently to take selfies and chat with eager crowds who mob the open vehicle. "This is the only vehicle I'm allowed to drive," he said with a characteristic smile. "I try to [get out] most weekends." It's this common touch that helped to propel Jokowi to office. Born in a slum in Solo, Central Java, he became a businessman running a provincial furniture factory before serving as the governor of Jakarta. Then in 2014 he ran for president, winning a bitterly contested national election -- a historic victory for an outsider with no ties to the military or political establishment.

The fallout from that poll still reverberates in the combative political atmosphere of Indonesia today with daily headlines about the latest moves by opponents and long-running tensions between the president's office and the

**Hong Kong retail sales since 1997**  
(in billions of Hong Kong dollars)

**Chronology of xxxx debacle**  
May 2004 May 2005 May 2006 May 2007 May 2008 May 2009 May 2010

# Partner Content

## 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



Platform	Estimated clicks	Price	Targeting
Facebook/ Instagram	4,000	¥ 500,000	Consult for more details.
Twitter	2,000	¥ 500,000	

- 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

Publication period	In line with the partner content publication
Rate	¥ 500,000~
Content	Produced by Nikkei Inc.

- 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





## Menu

- 1 Cross-device Ads Recommended
- 2 Desktop Banner Ads
- 3 Mobile Ads
- 4 Infeed ad unit (cross device)
- 5 Sponsored Content Ads

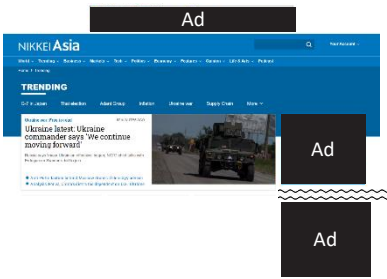


Optional Menu

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

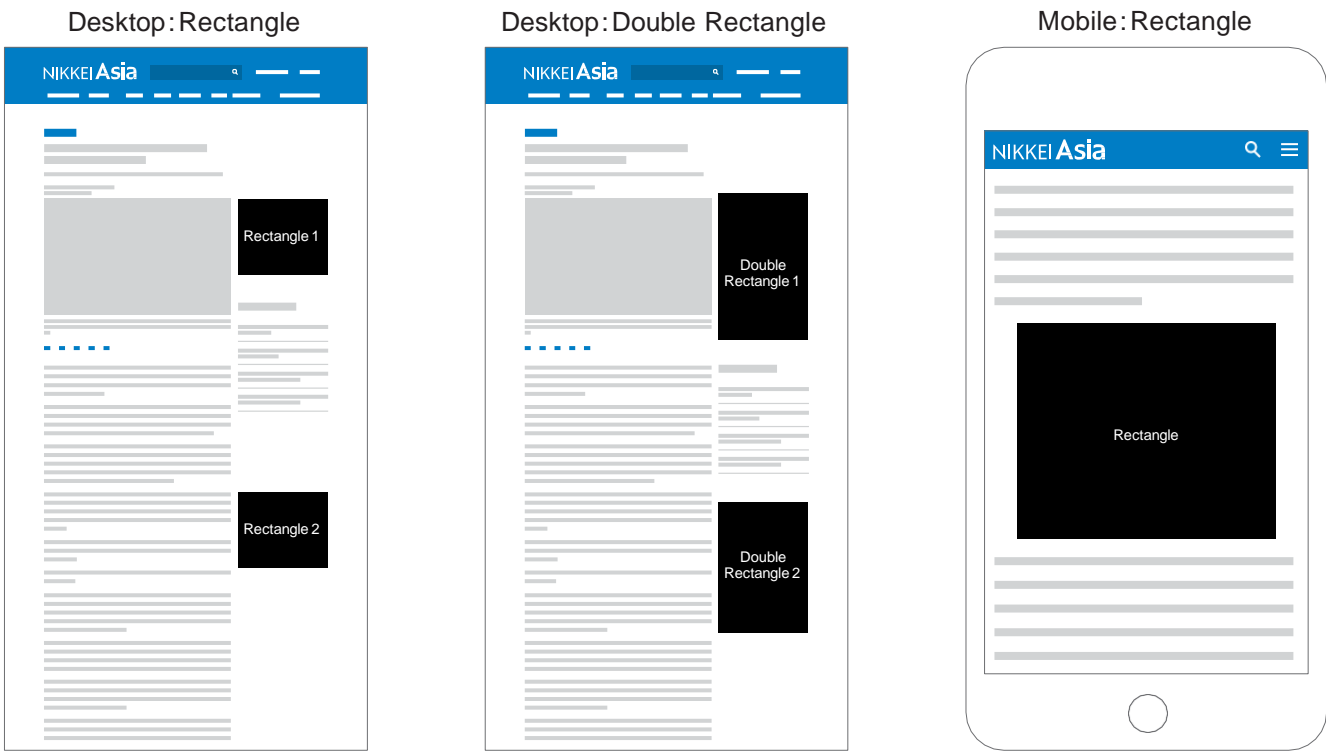


1

Cross-device Ads

Recommended

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



Specifications

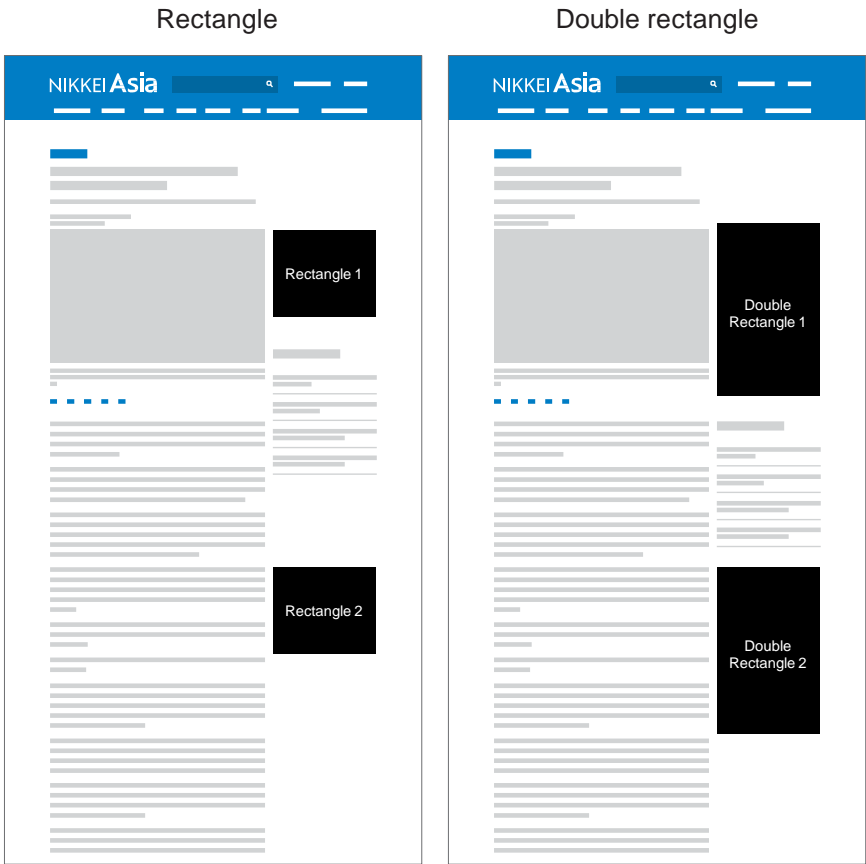
Format/Size	GIF, JPEG, PNG; Under 150KB	ALT Text	N/A
Animation	Accepted	Simultaneous ads	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Ad replacement	Up to 4 (incl. simultaneous, business days only)

Service Name	
Cross-device Ads	
Size (pixels)	
Rectangle : 300×250 (all devices)	
Double Rectangle : 300×600 (Desktop only)	
Placement	CPM (excl. tax)
Rectangle 1	¥4,000
Rectangle 2	¥2,800
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.



Service Name	Size (pixels)	Device
Desktop Banner Ads	Rectangle : 300×250	PC
	Double Rectangle : 300×600	

Placement	CPM (excl. tax)	Guarantee
Rectangle 1	¥4,500	Impressions guaranteed
Rectangle 2	¥3,000	
Double Rectangle 1	¥5,400	
Double Rectangle 2	¥3,600	

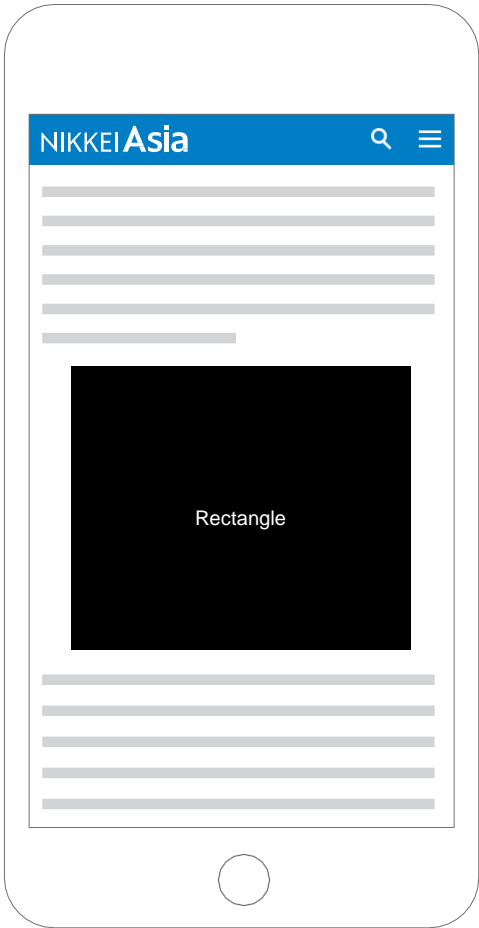
- The above rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders accepted up to 2 weeks before delivery
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- Inventory is subject to change
- All rates and specs are as of March 2023

Specifications

Format/Size	GIF, JPEG, PNG: Under 150KB	ALT Text	N/A
Animation	Accepted	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Ad replacement	Up to 4 (incl. simultaneous, business days only)

3 Mobile Ads

Mobile ads are targeted to mobile devices.  
Only regular-sized banners are supported.



Service Name	Size (pixels)	Device
Mobile Ads	300×250	Mobile

Placement	CPM (excl. tax)	Guarantee
Rectangle 1	¥4,200	Impressions guaranteed
Rectangle 2	¥3,000	

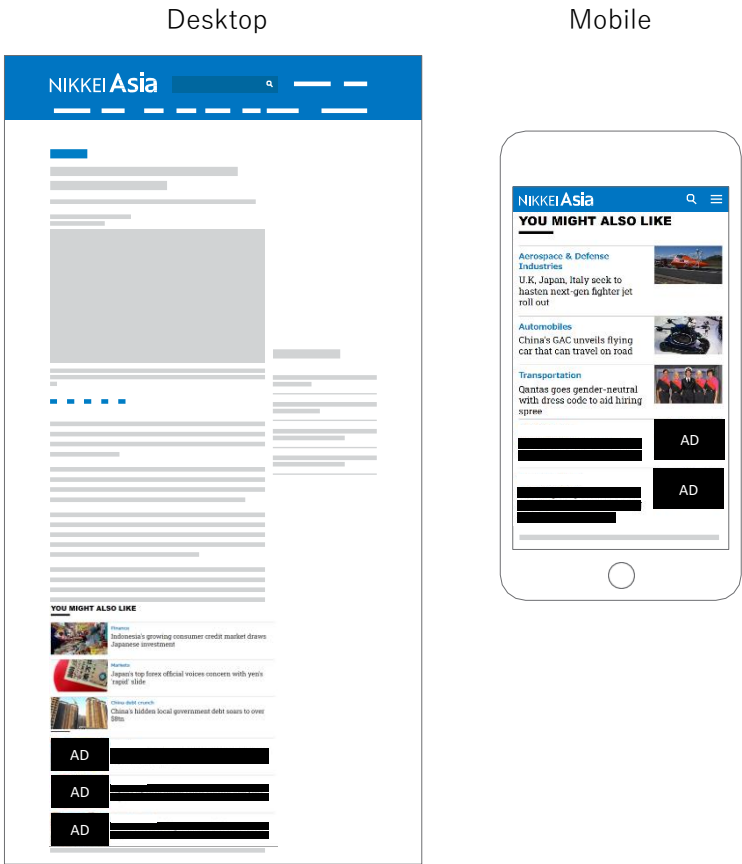
- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
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Specifications

Format/Size	GIF, JPEG:Under 150KB	ALT text	N/A
Animation	Accepted	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Ad replacement	Up to 4 (incl. simultaneous, business days only)

4 Infeed ad unit (cross-device)

Infeed ad units, consisting of a combination of images and text, are delivered in the "YOU MIGHT ALSO LIKE" box below the article.



Service name	Size (pixels)	Device
Infeed ad unit	1200×800px	Desktop/Mobile
Text		
75 characters max. (including advertiser's name, symbols and spaces)		

Placement	CPM (Excl. Tax)	Guarantee
Desktop/ Mobile	¥6,000	Impressions guaranteed

- 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

Format/Size	GIF, JPEG ;Under 150KB	ALT text	N/A
Animation	N/A	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	N/A	Ad replacement	Up to 4 (incl. simultaneous, business days only)

5 Sponsored content

Ads are delivered in an in-feed format combining images and text.

\*For mobile, only text is displayed.



Service Name	Size (pixels)	Device
Sponsored content (PC)	620×350	PC
Placement	Text (advertiser name required)	Device
Sponsored content (PC/SP)	75 characters max. (including advertiser's name, symbols and spaces)	PC/SP

Placement	CPM (excl. tax)	Guarantee
PC/SP	¥1,000	Impressions guaranteed

Nikkei Asia

- 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

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

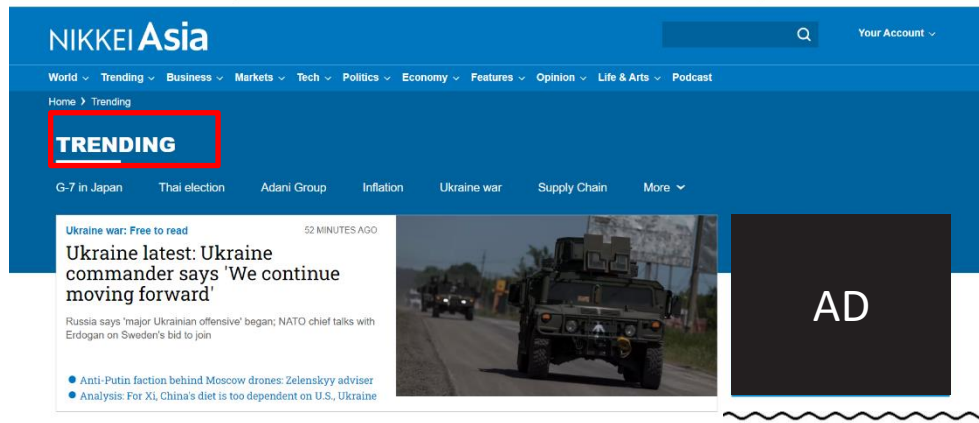
# Digital Advertising

## 6 Homepage / Trending Section Portal Takeover

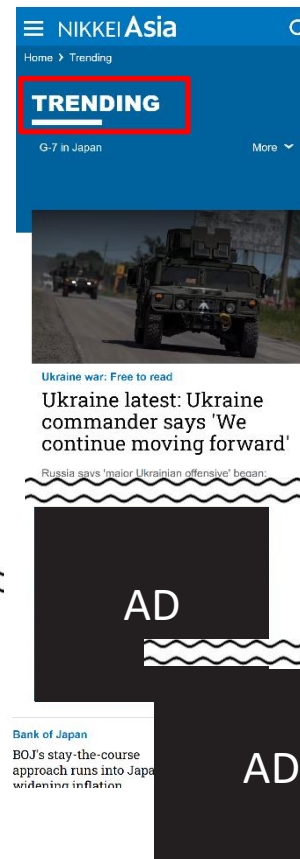
One week takeover of both homepage and Trending section portals on Nikkei Asia. Several banners deliver a huge impact to the audience.

PC

AD



Mobile



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

Nikkei Asia

### Specifications

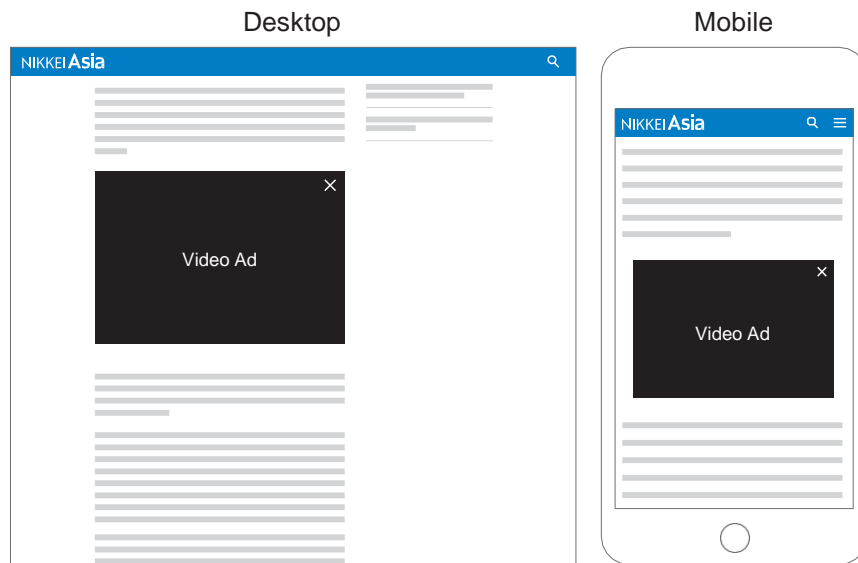
Format/size	GIF, JPEG: Under 150KB	ALT Text	N/ A
Animation	Accepted	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	Stop within 35 Sec.	Ad replacement	Up to 4 per company (incl. replacements) Up to 4 (incl. simultaneous, business days only)

- 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.



Service Name	Size (pixels)	Device
In-article Video Ads	640×360 ~ 1920×1080	All Devices
Guarantee	CPM (excl. tax)	Placement
Impressions guaranteed	¥5,000	Article page
Completions guaranteed	¥30 / single completed view	

- 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

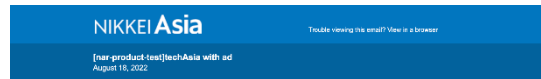
### Specifications

Format/Size	MOV / MPEG4 / AVI : Under 200MB	Video run time	Under 30s (Please enquire for longer times)	Aspect Ratio	16:9 (4:3 not supported)
Codec	Almost all formats supported (excl. ProRes4444, HDV 720p60, Go2 Meeting3&4 , ER AAC LD, RECODE)				
Submission deadline	Pre-test: 10 business days before planned publication    Final submission: 5 business days before planned publication				



# Newsletter Advertising (#Tech Asia)

#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.



Sponsor Logo



Akito Tanaka, Nikkei Asia Chief Business News Correspondent

Hello everyone, this is Akito from Singapore.

I would say that one of the best privileges of being a reporter covering the tech industry is getting an early opportunity to try out some of the world's most exotic products on behalf of our readers. In 2009, I had the chance to test drive Tesla's first electric roadster, and reported on the explosive acceleration delivered by its high-pitched, emission-free power train. Over a decade later, this technology is challenging the dominance of the internal combustion engine in auto markets worldwide. A few years ago, I rode in Google's self-driving prototype vehicle near its headquarters in Silicon Valley. And most recently, I had an early taste of lab-grown chicken in Singapore.

These are all great opportunities for getting a glimpse of the future. But turning a radical idea into a commercial reality requires years of research and development and massive amounts of investment – and even this is often not enough for success. Another key ingredient is backing by authorities, which must recognize the innovation, confirm its safety and support its commercialization. Only then can the public have the chance to try out these cutting-edge technologies themselves.

## Driverless in China

The Chinese public is getting just such a chance after Baidu announced on Monday it has [secured permits](#) to put driverless taxis on the road in two major cities, writes Nikkei Asia's **CK Tan** in Shanghai.

In a first for the country, the company, better known as a search engine giant, will be allowed to offer taxi rides to the public in cars with no human safety drivers on board.

These "robotaxis" will be available on the streets of southwestern Chongqing and central Wuhan. Operations are limited to eight hours a day in designated zones ranging from 13 to 30 square kilometers in both cities, with just five cars in each city. Nevertheless, the company hailed the permits as a "key milestone."

Baidu released its latest generation of autonomous vehicles in July, touting a production cost roughly half that of its previous model. According to co-founder and CEO Robin Li, this will translate to saving for riders. "We are moving towards a future where taking a robotaxi will be half the cost of taking a taxi today," he said of the launch.

Meanwhile, in the U.S., Cruise, a General Motors subsidiary focused on autonomous driving, has begun operating fully self-driving taxis in San Francisco. This puts the world's two largest automobile markets in a head-to-head race to commercialize and deploy industry-defining driverless technology just as tensions between Washington and Beijing reach new heights.

## Under pressure to unwind?

Foxconn could be [forced to unwind](#) the \$800 million investment that made it a major shareholder in China's [Tsinghua Unigroup](#) last month, [Kathrin Hiller](#) writes for the Financial Times.

Taiwanese national security officials believe the deal could make the world's largest electronics contract manufacturer, which is also a major Apple supplier, a trump card for Beijing in its technology competition with the U.S.

Foxconn describes the deal as a financial investment and argues that Tsinghua Unigroup is no longer the heavyweight it used to be after a debt restructuring that forced it to drop key chip manufacturing assets.

But Taipei believes that the Chinese group is still at the heart of Beijing's plans for semiconductor self-sufficiency.

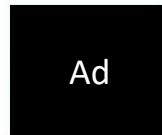
Taiwanese officials think that having one of Taiwan's largest companies back the Chinese government in this will pose a national security risk to Taipei and undermine its closer alignment with the U.S.



1. Apple warns suppliers to follow China rules on 'Taiwan' labeling (Nikkei Asia)
2. SoftBank's record \$2.3bn loss could push Masayoshi Son to reconsider taking group private (FT)
3. Samsung to begin making semiconductor parts in Vietnam in 2023 (Nikkei Asia)
4. Taiwanese Apple supplier battles activists over \$4-bn cash pile (FT)
5. Didi fears further retribution from China's regulators (FT)
6. SoftBank/Son: downhill march proves painful for Grand Old Duke of Tech (FT)
7. China's new iron chefs: Robots and AI dish out \$4 menus in Shanghai (Nikkei Asia)
8. Panasonic, Nikon quit developing low-end compact digital cameras (Nikkei Asia)
9. Alibaba revenue falls for first time since New York listing (FT)

We hope you are enjoying #techAsia. If so, please recommend to your friends to receive it every week by signing up [here](#).

If you have any comments, or ideas on stories you would like to see us cover, we would be happy to hear from you at [techasia@nec.nikkei.co.jp](mailto:techasia@nec.nikkei.co.jp).



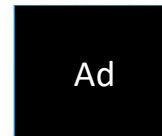
PM Kishida to bring back veteran Hamada as Japan defense chief - [update](#)  
Foreign Minister Yamamoto said to stay in his office. "Ten years to be digital minister - update"  
[Read more](#)



China factory activity shrunk again in May on COVID slowdown  
Purchasing managers' index shows improvement as restrictions ease  
[Read more](#)



Japan should make better use of geothermal power: Enel CEO  
Russia's invasion of Ukraine threatens push for global disarmament  
[Read more](#)



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## Subscribers



Approx.  
30,000+ people.

## Open Rate



Approx.  
30%

Product Name	Ad Placement	Device
Newsletter Ad	Sponsor Logo 2 Rectangle spaces : 300 × 250	All Devices

Guarantee	Price	No. Emails
-----------	-------	------------

Time period  
guarantee

¥300,000/week

Approx. 30,000  
emails/week

Format/Size	GIF、JPEG : Under 150KB	ALT Text	N/A
Animation	Accepted	Loop	To stop within 35s

- This information is current as of March 2023
- Applicable taxes are not included in the advertising fee
- The number of subscribers and the no. delivered messages can vary depending on the time of delivery.
- Applications / manuscripts (images and linked URLs) must be submitted at least 10 working days before distribution
- A report on the number of deliveries, opens and clicks shall be delivered 7 working days after distribution.
- The week of distribution may be adjusted depending on the content of the Newsletter.

# Digital Advertising

## Banner Advertising Case Study

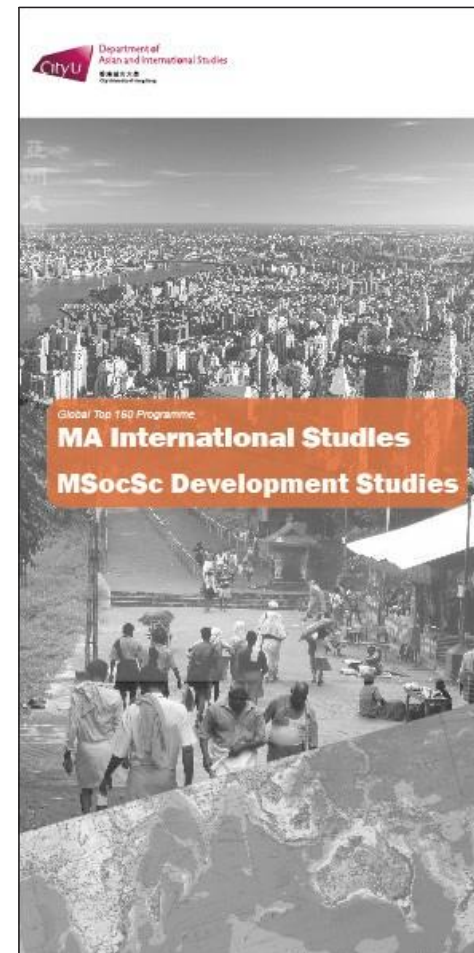
The Japan Foundation



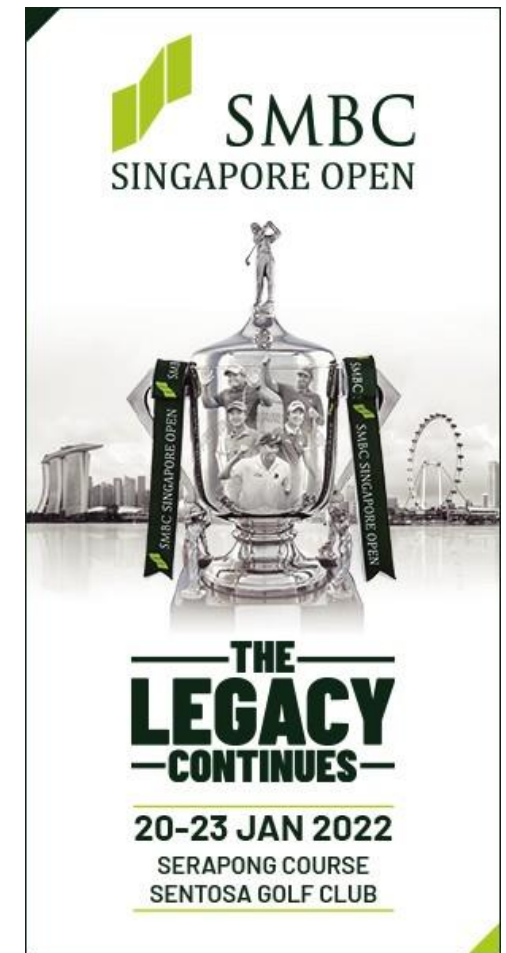
IE University



City University of Hong Kong



SMBC シンガポールオープン



Waseda Business school



HSBC



# Print Advertising



# 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

# 150,940

Source:GBI 2022 APAC

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

- 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

# UNLOCK

## THE REAL JAPAN

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.



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



Unlock Website

<https://ps.nikkei.com/unlock/>

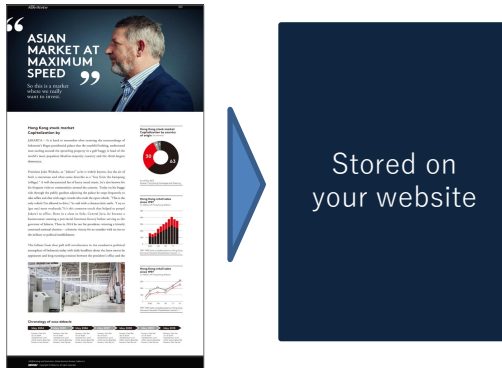


# Secondary Use Options

## Optional Menu①

### Secondary use of digital advertorials

#### Nikkei Asia Microsite



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)

Media operated/published by the advertiser	Rate (Net)
Owned Site	¥300,000~
Offline (booklets, brochures, etc.)	¥420,000~

## Optional Menu②

### Secondary use of print advertorials



Offprint front and back covers      Print edition advertorial double page spread

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).

Offprint copies	Rate (Net)
1000~	Please contact your sales representative.

- 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

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## Advertising Terms and Conditions ( Precautions and disclaimers)

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- 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.



- 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](https://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.

## Advertising Terms and Conditions (Content Specifications)

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- 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)

Service	Size	Format/Size	Animation	Loop	ALT Text	Notes
Rectangle	300 × 250	GIF/JPEG/PNG Under 150kb	Accepted	Stops within 35 seconds	N/A	
Double Rectangle	300 × 600	GIF/JPEG/PNG Under 150kb	Accepted	Stops within 35 seconds	N/A	

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

Service	Size	Format/Size	Aspect Ratio	Run time	Codec	Notes
In-read video	640 × 360 ~ 1920 × 1080	mov / mpeg4 / avi / Under 200MB	16:9	Under 30 seconds	Almost any	Excluding: ProRes4444, HDV 720p60, Go2 Meeting3&4 , ER AAC LD, RECODE

# NIKKEI Asia

For advertising-related enquiries, please use the following contact details

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Nikkei Inc.

Sales & Marketing Team, Global Events Unit

[global.inquiry@nex.nikkei.co.jp](mailto:global.inquiry@nex.nikkei.co.jp)

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[asia.nikkei.com](https://asia.nikkei.com)