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Japan’s business news leader

Founded in Japan in 1876 as a humble four-page newspaper specializing in commodity market information, Nikkei has grown into one of the world’s largest independent media groups, with almost 3 million paid subscribers in Japan. Our flagship English-language publication, the Nikkei Asia, provides comprehensive pan-Asian reporting that serves as a crucial decision-making tool for our readers. In 2015, Nikkei expanded its international presence by acquiring the Financial Times, another global media brand. Operating under the motto “Fair and Impartial,” we never pander to power and are committed to delivering accurate and fact-based economic news. Our daily mission is to provide quality, unbiased content that enables our readers across the globe to make better decisions.
Reader Attributes

- 1 in 5 people Senior Managerial posts
- 16.1% Reach to the head of households with financial assets of 80 million yen or more
- 18.4% Reach to individuals with annual incomes of 10 million yen or more

Source: J-READ (National Newspaper Readership Survey) Basic: 2020

News bureaus

- Japan: 51
- Overseas: 37

Reporters and staffers

- Japan: 1,351
- Overseas: 165

Newspaper

NIKKEI

The Nikkei

It is the world’s largest newspaper in terms of circulation, with a focus on the economy. It is one of the most reliable media in Japan, with a large readership based on its high level of reporting. Its readership is made up of senior executives and other core business people with high incomes and financial assets, giving it purchasing power. It is an indispensable readership for branding and marketing campaigns in Japan.

NIKKEI Business Daily

As a specialized newspaper of business information, features a wide range of topics such as micro information about companies and the latest trends in markets.

NIKKEI MJ

Covers a wide range of topics such as consumer trends and sales strategies as the only newspaper in Japan specializing in marketing and retail businesses.

NIKKEI VERITAS

As a specialized weekly tabloid, includes articles by journalists on the frontlines of the world’s financial markets and in-depth analyses.

NIKKEI Asia

NIKKEI Asia (printed version)

With the magazine that was launched in 2011 and the website that commenced services in 2014, the English-language medium investigates the realities of the rapidly growing Asian economic zone through an extensive network covering the entire region and includes perspectives and insights that only Nikkei can provide.

Financial Times

The Financial Times was founded in 1888 and stands for AUTHORITY, INTEGRITY, ACCURACY and INDEPENDENCE. The FT’s award-winning business, finance, politics and lifestyle content is relied upon by the wealthiest and most influential people on the planet.

Digital

NIKKEI Online Edition

The Nikkei e-Edition is one of the largest online economic media in Japan. In addition to the news published in the print Nihon Keizai Shimbun, a variety of content is published daily. Nikkei e-News readers are highly skilled in acquiring information, have a strong influence on decision-making within their companies, and are high-income earners. It is an effective medium for disseminating information when considering an online campaign in Japan. Current registered members is 5.3 million, of which 810,000 are paid members.

Chinese Nikkei

A Chinese-language website launched in 2012, targeting everyone in the Chinese business community interested in the management, technology, products and services of Japanese companies.

Nikkei Asia / FT.com

Newspaper Viewer App

Nikkei’s newspaper viewer app allows you to see the print newspaper as it is but in a digital format on your tablet or smartphone. This service is provided to our Nikkei Online paid members. You can read the Nikkei Morning and Evening editions from the past 30 days.

303,000

(Weekly Active Users)

The Nikkei Digital Newspaper Viewer
The Media Power of The NIKKEI

The World’s Largest Circulation as an Economic Daily

The Nikkei boasts the world’s largest circulation for a daily economic and business newspaper, currently with over 2.6 million copies. It has enjoyed a strong reputation for its clear and concise articles, keen analyses and trustworthy news coverage. The Nikkei is an essential news source for Japanese business people and corporate decision-makers.

Circulation

- **1,730,334 copies**
  The Nikkei Morning Edition
  As of July 2022

- **788,368 copies**
  The Nikkei Afternoon Edition
  As of June 2022

- **45,450,000 UB**
  (Unique Browsers)
  The Nikkei Online Monthly Unique Browsers
  As of March 2022

- **830,201 paid members**
  The Nikkei Online Edition
  As of July 2022

Changes in Percentage of Readers Who Exclusively Read the Nikkei (Morning Edition)

- Subscribers of the Nikkei (Morning Edition) who do not subscribe to Asahi or Yomiuri
- Subscribers of the Nikkei (Morning Edition) who do not subscribe to any other national newspaper

Source: J-READ Basic 2021
Areas Covered by Regional Editions / Availability of Color Printing

- **Areas with 24 color pages**
  - Cover 5 major metropolitan areas (Hokkaido, Kanto, Chubu, Kansai and part of Kyushu) and Chugoku region.

- **Areas with the top page and culture pages in color**

- **Other areas**
The Media Power of The Nikkei

Target audiences that can be reached through the Nikkei with unparalleled efficiency are “corporate decision-makers” and High Net Worth Individuals (HNWIs).

The Nikkei boasts high visibility and strong influence. Its overwhelmingly strong reach to corporate decision-makers including presidents and directors makes it essential for the communication of information and branding by corporations. The Nikkei also has strong influence on a company’s stakeholders. Since many of our readers are high-income earners, the Nikkei is also well suited to the branding and sales promotion of luxury items and high-priced merchandise.

For English text published in Japanese medias, a translated copy is necessary

When it comes to marketing activities targeting Japan, it is important to convey the necessary information in Japanese due to the language barrier. It’s also important to remember that in Japan, important matters of a company are often decided from the bottom up, so it is essential to convey information not only to C-suites but also more widely to businesspersons working at the company.
The Ipsos Global Business Influencers (GBI) survey is the world’s leading study, tracking the media, business, financial, luxury, and travel habits of the most senior global business executives by Ipsos MORI UK Ltd. GBI is the industry currency survey for reaching and understanding this audience globally across 23 countries including Japan, representing more than 70% of the world economy. Please see details about this survey from below URL.
The Media Power of The Nikkei

Individual and Household Annual Incomes of The Nikkei Readers

- Household Finance Asset
  - Less than 7 million yen
  - 7-15 million yen
  - 15-30 million yen
  - 50 million yen
  - 50-80 million yen
  - Over 80 million yen

- Household Annual Incomes
  - Less than 4 million yen
  - 4-6 million yen
  - 6.8 million yen
  - 8-10 million yen
  - 15 million yen
  - 15-19 million yen
  - 20-24 million yen

Influence on People with High Incomes/Asset Amounts (comparison among major domestic newspapers)

- Reach to Individuals with Annual Incomes of 10 Million Yen or More
  - The Nikkei: 18.4%
  - Asahi Shimbun: 16.1%
  - Yomiuri Shimbun: 12.3%

- Reach to office workers with Household Finance Asset of 80 Million Yen or More
  - The Nikkei: 18.3%
  - Asahi Shimbun: 9.8%
  - Yomiuri Shimbun: 17.2%

Source: J-READ Basic 2021
Introduction to Pages and Advertisement Spaces of The Nikkei and Nikkei Online

Advertising Spaces and Rates

**Newspaper ad submission**
(Nikkei morning edition)

<table>
<thead>
<tr>
<th>No. of Columns</th>
<th>Size (mm) (Width x Height)</th>
<th>Rate Excluding Tax (yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Color</td>
</tr>
<tr>
<td>Center Spread</td>
<td>786.5×512.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>A 15 full cols.</td>
<td>380.0×512.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>B 10 full cols.</td>
<td>380.0×341.0</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>C 7 full cols.</td>
<td>380.0×238.0</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>D 5 full cols.</td>
<td>380.0×169.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>E 3 full cols.</td>
<td>380.0×100.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>F 2 full cols.</td>
<td>380.0×66.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>G 7 half cols.</td>
<td>189.5×238.0</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>H 5 half cols.</td>
<td>189.5×169.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>I 3 half cols.</td>
<td>189.5×100.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>J 2 half cols.</td>
<td>189.5×66.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>K Side box</td>
<td>52.5×66.5</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
<tr>
<td>L Island</td>
<td>70.0×32.0</td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+W</td>
</tr>
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</table>

**Digital ad submission**

<table>
<thead>
<tr>
<th>Run of Nikkei Rectangle</th>
<th>Display</th>
<th>PC</th>
<th>Targeting</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size (pixels) (Width x Height)</td>
<td>Rate (JPY/CPM)</td>
<td>Guarantee Type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300×250</td>
<td>1,000</td>
<td>Impressions Guaranteed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Run of Nikkei In-feed</th>
<th>Display</th>
<th>PC</th>
<th>Infeed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size (pixels) (Width x Height)</td>
<td>Rate (JPY/CPM)</td>
<td>Guarantee Type</td>
<td></td>
</tr>
<tr>
<td>280×188 or 600×400 and 25 Japanese characters</td>
<td>1,500</td>
<td>Impressions Guaranteed</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Video Rectangle (MPU)</th>
<th>Nikkei Online Edition (PC)</th>
<th>Video</th>
<th>FC</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size (pixels) (Width x Height)</td>
<td>Rate (JPY/CPM)</td>
<td>Guarantee Type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300×250 Stop within 60 secs.</td>
<td>3,000</td>
<td>Impressions Guaranteed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bill Board</th>
<th>Nikkei Online Edition Homepage</th>
<th>Rich AD</th>
<th>FC</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size (pixels) (Width x Height)</td>
<td>Rate (JPY)</td>
<td>Guarantee Type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>970×250 Expanded</td>
<td>10,800,000</td>
<td>1,000,000 Imp/week Guaranteed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>970×90 Collapsed</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Other Publications from Nikkei inc.

Lifestyle Magazines Inserted Inside the Nikkei

**THE NIKKEI MAGAZINE STYLE**

Date of Issue/Circulation
• Inserted inside the Sunday edition of the Nikkei
• 1,100,000 copies

Outline
Features contents tailored to both male and female readers oriented toward high quality and luxurious lifestyles, covering themes such as fashion, watches, seasonal gifts, travel, golf and homes.

**THE NIKKEI MAGAZINE STYLE Ai**

Date of Issue/Circulation
• Inserted inside the Sunday edition of the Nikkei
• 600,000 copies

Outline
Launched in 2015 as a joint project with the women's magazine publisher Kodansha. Targeted at the 35-49 age group, which is also the core female readership of the Nikkei.

Feature Pages Inserted Inside the Nikkei

**NIKKEI The STYLE**

Date of Issue/Circulation
• Inserted inside the Sunday edition of the Nikkei
• 16 pages
• 1,857,082 copies

Outline
Provides information to promote leisurely lifestyles of elegance and sophistication, covering a wide range of themes including travel, gourmet food, fashion, culture and arts. Features dynamic layouts, including beautiful photographs printed on high-quality white paper.
In 2015, the Financial Times (FT) of the U.K. joined Nikkei Group, advancing the media presence of Nikkei to the next stage. In November 2015, the FT Group was officially welcomed into Nikkei Group. As a result, Nikkei can now deliver the latest news, commentaries and analyses produced by the two business news organizations to all corners of the earth. Nikkei and FT not only cooperate in its editorial functions but also work together in a wide range of areas from sales and advertising to event planning and digital technology, aspiring to become the strongest business news organization in the world.

Global Branding Advertisements

Nikkei x FT

Nikkei-FT Integrated Solutions assists the branding advertisements of companies moving “from Japan to overseas” or “from overseas to Japan.” Various formats will be utilized, including print and digital media and events.

26,613,796

Total net audience (MGR)

Source: PwC assured Monthly Global Reach (MGR) 2020

32%

C-suite readership

Source: FT Global Reader Survey 2020

¥ 20%

Millionaires
Nikkei's Overseas Advertising Representatives

North America
Canada
Fenn Company Inc.
P.O. Box 1000, King City ON L7B 1S1, Canada Tel.: +1- 905-833-6200 Fax:+1-905-833-2116
steahter@canalads.com

USA (East & South) Air Media Group
25132 Oakhurst Dr., Ste 201
Spring, TX 77386
Tel: +1-212-426-3532 francisca@AIRMediaGroup.com

USA (West)
Kingman & Co.
306 Maple Street
San Francisco, CA 94118
Tel: +1-415-385-5100 kingman@kingmanco.com

Central & South America
Brazil
Alessandro Siano
Rua Borba Gato, 331-14 - Flamboyant
Sao Paulo SP – CEP 04747-030 Brasil Tel: +55-11-9929-2814 alessandro.siano@ft.com

Mexico
Ciglo Media
Av. Lomas Verdes W51, Edif.4, Ofic. A. Jardines de Satélite, Naucalpan, Edm. Mexico 53119 Tel: +52 (51) 5255-4000 ciframes@timecontact.com.mx

Argentina, Chile, & Uruguay
Gonzalo Martin No
Pamena S39 9th floor of. 54 CABA - Argentina
Tel: +54 974 20 66 20 gonzalo.no@consultants.ft.com

Europe
Austria
Gerd Roeder
Gustavsburg 55, A-2625
Schwaz a.M. Austria
Tel: +43 664 326 5 326 gerd.roeder@consultants.ft.com
France & Monaco
Intermedia France
142 Rue de Villiers,
Paris 75001, France
Tel: +33-675-586-645 admin@intermediafrance.com

Germany
Mercury Publicity (Deutschland) GmbH
Seidgrunstasse 3
D-61148 Bad Homburg
Tel: +49 (0)6172-9664-0
Fax: +49 (0)6172-9664-49
sales@mercury-publicity.de

Reinhard International GmbH
Possehlstrasse 10
D-69120 Heidelberg, Germany
Tel: +49-6221-21-16-34-33
Fax: +49-6221-21-16-34-37
info@reinhardinternational.de

Poland
New Communications LLP.
Baluicznego 203/3,
00-537 Warsaw, Poland
Tel: +48-22-546-26-76
nina.kowalska@ft.pl

Russia, Ukraine & Belarus
Superbrands LLC
121248 Russia, Moscow
74 Kalinovsky prospect, bl5p 1, office 41
Tel: +7-495-777-65-51
sababino@gmail.com

Spain & Portugal
The International Media House
Calle de Santa Engracia, 18,
Esc, 2.º, 28010,
Madrid Spain
Tel: +34 917 023484
carmen@theinternationalmediahouse.com

Switzerland & Belgium
The Financial Times (France) Limited
46 rue la Boetie 75008 Paris France
Tel: +33 (0)1 53 76 82 54
Switzerland contact: yoonson.sh@ft.com
Belgium contact: sophie.pieme@ft.com

Sweden, Norway, Denmark, Finland & Iceland
Simpson Media 92
Relfield Road,
London SE9 2AX
Tel: +44(0)7900884546
david@simpson-media.com

Turkey
Titijane D¿Tantrum Ltd. Sti.
Nispiye Cd. Ismail Aksoy Sok.
Modern Apart No.28, 024337
Istanbul, Turkey
Tel: +90-212-253-7666/7667 Fax:+90-212-287-00-99

UK, Ireland
Mercury Publicity '99 Grey’s
Inn Road, London
WC1X 8YT United Kingdom
Tel: +44-20-7611-1900
sales@mercury-publicity.de

Italy
Alessandra Marchandali
Via Vertova, 2
I-20137 Milano
Mobile: +39 335-602337
alemarchandali@gmail.com

Croatia
Justinian Ltd.
Fra Bone Rasmilovicu 10,
21000 Split, CROATIA
Tel: +385 98 950 2468
mark@justinian.hr

Middle East
Turkey
Titijane D¿Tantrum Ltd. Sti.
Nispiye Cd. Ismail Aksoy Sok.
Modern Apte No.2, 024337
Istanbul, Turkey
Tel: +90-212-253-7666/7667 Fax:+90-212-287-00-99

UK, Bahrain, Saudi Arabia, Kuwait, Qatar & Oman
Intermedia Ltd.
M Centre, Shirah Jazeel Road,
P.O. Box 22857, Dubai, U.A.E.
Tel: +971-4-346-6000
vdaridou@intermediaapplications.com

South Africa
Marcig Ogilvy Promotions cc
PO Box 1108
KMNYSIA 6570, South Africa
Tel: +27-44-384-0800
ogilvy@mgweb.co.za

Asia Pacific
Australia & New Zealand Publishers Internationale Pte Ltd. Level 1, 97 Pacific Highway Norwest, Sydney, NSW 2060 Tel: +61-2-9252-3478 Fax: +61-2-9252-2022 charlton.devila@pubintl.com.au

Hong Kong
Financial Times (Hong Kong)
6/F, New Fung Tower, BB Connaught Road Central, Hong Kong Tel: +852-2905-5500 Fax: +65-2537-1211 naslok@ft.com

India
Mediascope Representation India LLP
51 Doll Chambers, 5th Floor
Arthur Bunder Road Colaba
Mumbai 400 005
Tel: +91 22 68486500
marshar.patele@mediascope.co.in

Indonesia
PT Media Mandiri
Cityofis/Sundirman #2507 JI
KH Man Mamesry No. 121
Jakarta 10200, Indonesia
Tel: +6221-2970-4008 Fax: +6221-2970-4007
sarah@mediascan.co.id

Malaysia
NewBase Media Malaysia Sdn Bhd
3101, 2nd Floor, Centrepoint
Lubang Bandar Utama
Bandar Utama, 47800 Petaling Jaya,
Selangor, Malaysia
Tel: +6016 274 2139
sookfun.chung@newbase360.com

New York
Newbase (Singapore)
168 Robinson Road
Capital Tower #12-01
Singapore 068912
Tel: +65 9632 2209
veron.chua@newbase360.com

Pakistan & Bangladesh
Parc (Pvt) Ltd.
CBI Block 2
Clifton Karachi, Pakistan Tel: +92-2-3587-4215
Media@pace.com.pk

The Philippines
MMMP Media Group Inc.
Level 20-01 Fort Legend Tower, 3rd Ave.
or. 31st St.
Bonifacio Global City, Taguig City
Metro Manila, Philippines 1634
Tel: +632-7946-3407
mmp@mmmpmedia.com

Singapore
The Financial Times (Singapore) Pte Ltd.
60 Anson Road
#06-02 Mapletree Anson
Singapore 079914 Tel: +65 82981482
paul.hutt@ft.com

South Korea
Doobee Inc.
Bhf Bl, Doobee Bldg.
11-5, Jangdong-dong, Jung-gu
Seoul 100-120, Republic of Korea Tel:+82-2-3702-1743
Fax:+82-2-715-9860
dbi@doobee.com

Taiwan
Advance Media Services Ltd. 10F-9,
38 Sung Chuang Road, Taipei,
Taiwan
Tel:+886-2-2523-4175 Fax:+886-2-2523-2676
leehvy@tco-tinet.net

New Zealand
(Taiwan) New Zealand
175 Wewen, Asia Centre Building.
Fl. 27
Salthorn Road, Tung-Mahame, Shatin,
Hong Kong 10120
Tel: +66 038-5826 Mobile:+667-165-4972
charkitt.tomori@newbase360.com

JP (Taiwan) LTDTEO
15F, Tower B, 701 Pyra Place Lungang
Ploenchit Road, Lumpini, Pathumwan
Bangkok 10330 Thailand
Tel:+66-2-051-4694/75 Fax:+66-2-044-5322
janya@jpp-thailand.com
nontra@jp-pg.com

Vietnam
Global Book Corporation
448 Tan Luu Street, Binh Tri Dong B Ward,
Binh Tan District, Ho Chi Minh City,
Vietnam Tel: +(84-28) 2120-2745
Fax: +(84-28) 3904-5452
huong.nguyen@globalbookcorp.com
Nikkei’s Advertising Sales Offices

TOKYO
Nikkei Inc.
Advertising & Communications
Unit,
Media Business
1-3-7 Otemachi, Chiyoda-ku
Tokyo 100-8066, Japan
Fax: +81-3-6256-7908
ad_tokyo@nikkei.co.jp
takashi.saito@nex.nikkei.com

LONDON
Nikkei Europe Ltd.
Ground Floor, Bracken House,
1 Friday Street, London EC4M 9BT Tel:
+44-(0)20-7332-5770
Direct Line: +44-(0)20-7332-5777
ad@eur.nikkei.com

HONG KONG
Nikkei China
(Hong Kong) Ltd.
6/F, Nan Fung Tower,
88 Connaught Road Central,
Hong Kong
Tel: +852-2598-1771
Fax: +852-2845-7768
hkad@nex.nikkei.co.jp

SINGAPORE
Nikkei Group Asia Pte Ltd.
60 Anson Road
#06-02 Mapletree Anson
Singapore 079914
Tel: +65-6339-2086
Fax: +65-6336-4016
sgad@nex.nikkei.co.jp

NEW YORK
Nikkei America, Inc.
1325 Avenue of the Americas
Suite 2500
New York, NY 10019, USA
Tel: +1-212-261-6220
Fax: +1-212-261-6208
ad.nikkeiamerica@nex.nikkei.com
Newspaper Ad submission

Submitting in PDF format (Material & Proof)

Complete the pre-flight check using Adobe Acrobat, and ensure that the created PDF/X-1 is "PDF/X-1a compliant".

Technical Requirements

- **Color Mode**: Greyscale / CMYK
- **Resolution**:
  - Photograph = 300 pixels ppi
  - Line work = 1200 ppi
- **Total ink volume**:
  - Within 200% monochrome (rich black)
  - Within 240% / CMYK
- **Fonts**:
  - Japanese 11Q minimum, Alphabet 8pt minimum
  - All fonts must be outlined

Technical Requirements

- **Image Arrangement**:
  - Materials must be supplied to exact dimensions **WITH** all the images embedded, and **WITHOUT** register marks, color charts, notes or any such extraneous objects.
- **Border**:
  - All ads must have a **keyline** as a boundary line of a material. It is advisable to wrap the ad with a border, but even if there is no border or crop marks, the ad can be published at the Artboard size in Illustrator. However, if there is no ad border and there is a blank space around the ad, we will not be able to tell whether the ad was intended or not and it will be published as is.

Pre-proofreading and approval

Advertisers are requested to submit a proof of the material by PDF as soon as the booking is made to NIKKEI, before transmitting the final material by dedicated PDF file. This must be examined and approved by NIKKEI.

Design and Expression Guidelines

- Unit of measurement must be the metric system.
- Solid black portions must cover no more than one-third of the trim area, or use 90% halftone or lower.
- The superlative degree expressions may require to submit objective documents to substantiate their validity.

Deadlines

- **Vetting of content**: 1 week before publication date (e.g. PDF)
- **Material Deadline**: 3 working days before publication date