Index

p.1 Introduction
p.2 About Nikkei
p.3 – 7 The Media Power of The Nikkei
p.8 Advertising rates
p.9 Other print media
p.10 Global Media Power
p.11 Overseas Representatives
p.12 Sales Offices
p.13 Ad submission
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.
1,568,181
Circulation of The Nikkei Morning Edition (As of June 2023)

873,929
Number of paid subscribers of The Nikkei Online Edition (As of July 2023)

6,123,990
Number of subscribers of The Nikkei Online Edition, including free registered members (As of July 2023)

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: 2021

Newspaper

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.

The 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.

The 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

The 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 Nikkei 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.

294,000
(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 2.3 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 businesspeople and corporate decision-makers.

- **Circulation**
  - 1,568,181 copies
    - The Nikkei Morning Edition
      - As of June 2023
  - 708,213 copies
    - The Nikkei Afternoon Edition
      - As of June 2023

- **39,090,000 UB**
  - (Unique Browsers)
    - The Nikkei Online Monthly Unique Browsers
      - As of March 2023

- **873,929**
  - paid members
    - The Nikkei Online Edition
      - As of July 2023

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

  - 2011: 72.4%
  - 2012: 72.8%
  - 2013: 72.6%
  - 2014: 73.9%
  - 2015: 75.2%
  - 2016: 76.2%
  - 2017: 78.4%
  - 2018: 83.1%
  - 2019: 80.5%
  - 2020: 84.7%
  - 2021: 82.6%

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**
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.

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 Media Power of The Nikkei

Influence on Corporate Decision-Makers
(comparison among major domestic newspapers)

- Reach to top businesspersons

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Nikkei</td>
<td>70.7</td>
</tr>
<tr>
<td>Asahi Shimbun</td>
<td>46.7</td>
</tr>
<tr>
<td>Yomiuri Shimbun</td>
<td>52.5</td>
</tr>
</tbody>
</table>

- Reach to chairmen, presidents, vice presidents and CEOs

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Nikkei</td>
<td>77.1</td>
</tr>
<tr>
<td>Asahi Shimbun</td>
<td>43.0</td>
</tr>
<tr>
<td>Yomiuri Shimbun</td>
<td>49.5</td>
</tr>
</tbody>
</table>

- Reach to people making decisions to purchase communication/IT equipment, software, etc.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Nikkei</td>
<td>76.0</td>
</tr>
<tr>
<td>Asahi Shimbun</td>
<td>47.5</td>
</tr>
<tr>
<td>Yomiuri Shimbun</td>
<td>59.1</td>
</tr>
</tbody>
</table>

- Involved in Int’l Business

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Nikkei</td>
<td>71.0</td>
</tr>
<tr>
<td>Asahi Shimbun</td>
<td>56.2</td>
</tr>
<tr>
<td>Yomiuri Shimbun</td>
<td>57.6</td>
</tr>
</tbody>
</table>

Source: GBI Japan 2022
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 31 countries including Japan, representing more than 70% of the world economy.
The Media Power of The Nikkei

Individual and Household Annual Incomes of The Nikkei Readers

- **Household Finance Asset**
  - Less than 7 million yen: 4.7%
  - 7-15 million yen: 32.4%
  - 15-30 million yen: 7.7%
  - 30-80 million yen: 19.7%
  - Over 80 million yen: 52.1%

- **Household Annual Incomes**
  - Less than 4 million yen: 8.0%
  - 4-6 million yen: 27.2%
  - 6-8 million yen: 3.9%
  - 8-10 million yen: 16.5%
  - 10-15 million yen: 13.8%
  - 15 million yen or more: 25.2%

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%
- Mainichi Shimbun: 4.3%
- Sankei Shimbun: 0.1%

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%
- Mainichi Shimbun: 3.7%
- Sankei Shimbun: 3.2%
## 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>A 15 full cols.</td>
<td>380.0×512.5 4-Color</td>
<td>47,880,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>40,530,000</td>
</tr>
<tr>
<td>B 10 full cols.</td>
<td>380.0×341.0 4-Color</td>
<td>25,300,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>20,400,000</td>
</tr>
<tr>
<td>C 7 full cols.</td>
<td>380.0×238.0 4-Color</td>
<td>18,920,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>14,020,000</td>
</tr>
<tr>
<td>D 5 full cols.</td>
<td>380.0×169.5 4-Color</td>
<td>11,860,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>9,052,000</td>
</tr>
<tr>
<td>E 3 full cols.</td>
<td>380.0×100.5 4-Color</td>
<td>9,072,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>4,572,000</td>
</tr>
<tr>
<td>F 2 full cols.</td>
<td>380.0×66.5 4-Color</td>
<td>7,602,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>3,102,000</td>
</tr>
<tr>
<td>G 7 half cols.</td>
<td>189.5×238.0 4-Color</td>
<td>9,834,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>5,334,000</td>
</tr>
<tr>
<td>H 5 half cols.</td>
<td>189.5×169.5 4-Color</td>
<td>8,377,500</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>3,877,500</td>
</tr>
<tr>
<td>I 3 half cols.</td>
<td>189.5×100.5 4-Color</td>
<td>2,364,000</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>-</td>
</tr>
<tr>
<td>J 2 half cols.</td>
<td>189.5×66.5 4-Color</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>-</td>
</tr>
<tr>
<td>K Side box</td>
<td>52.5×66.5 4-Color</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>579,000</td>
</tr>
<tr>
<td>L Island</td>
<td>70.0×32.0 4-Color</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>B+W</td>
<td>529,000</td>
</tr>
</tbody>
</table>

#### Digital ad submission

**Run of Nikkei Rectangle**

<table>
<thead>
<tr>
<th>Size (pixels) (Width x Height)</th>
<th>Rate (JPY/CPM)</th>
<th>Guarantee Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>300×250</td>
<td>1,000</td>
<td>Impressions Guaranteed</td>
</tr>
</tbody>
</table>

**Run of Nikkei In-feed**

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

**Video Rectangle (MPU)**

<table>
<thead>
<tr>
<th>Size (pixels) (Width x Height)</th>
<th>Rate (JPY/CPM)</th>
<th>Guarantee Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>300×250 Stop within 60 secs.</td>
<td>3,000</td>
<td>Impressions Guaranteed</td>
</tr>
</tbody>
</table>

**Bill Board**

<table>
<thead>
<tr>
<th>Size (pixels) (Width x Height)</th>
<th>Rate (JPY)</th>
<th>Guarantee Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>970×250 Expanded</td>
<td>10,800,000</td>
<td>1,000,000 Imp/week Guaranteed</td>
</tr>
<tr>
<td>970×90 Collapsed</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.
The Global Media Power of Nikkei

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.

Development of Major Global Businesses

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.

22,585,270
Total net audience (MGR)

32%
C-suite readership

38M JPY
Annual Household Income

Source: Agreed Upon Procedures by PricewaterhouseCoopers LLP UK

Source: FT Global Reader Survey 2022
North America

Canada
Fenn Company Inc.
P.O. Box 1000, Kiguy City ON
L7B 1S1, Canada
Tel: +1-905-833-6200
Fax:+1-905-833-2116
steather@fenn.com

USA (East & South) Air Media Group
25132 Oakhurst Dr., Ste 201
Spring, TX 77385
Tel: +1-212-426-5932
francisca@AirMediaGroup.com

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

Central & South Americas

Brazil
Alessandra Siano
Rua Borba Gato, 331-14 - Flamboyant
Sao Paulo SP - CEP 04747-030 Brazil
Tel: +55-11-3931-2814
alessandra.siano@ft.com

Argentina, Chile, & Uruguay
Gonzalo Martin Rio
Parrana 539 9th Floor c/o 54
CABA - Argentina
Tel: +54-674-20-66-20
gonzalo.roi@consultants.ft.com

Europe

Austria
Gerd Roessler
Guenters S., A-2265
Scheerwerk St. Austria
Tel: +43-664-326-5-326
gerd.roessler@consultants.ft.com

France & Monaco
Intermedia France
142 Rue de Riviére,
Paris 75001, France
Tel: +33-675-386-645
admin@intermediahub.com

Germany
Mercury Publicity (Deutschland) GmbH
Hessenering 71
D-61348 Bad Homburg
Tel: +49-6121-9746-0
Fax: +49-6121-9746-49
sales@mercury-publicity.de

Reinhard International GmbH
Postfach 10
D-69120 Heidelberg, Germany
Tel: +49-62-21-16-04-33
Fax: +49-62-21-16-04-37
info@reinhardinternational.de

Poland
New Communications LLP.
Balicego 21/3,
02-557 Warsaw, Poland
Tel: +48-22-646-26-76
mina.kowalwaska@pt.pl

Russia, Ukraine & Belarus
Superbrands Ltd.
121248 Russia, Moscow
10 Na Uralnoy Prospect, bldg 1, office 41
Tel: +7-495-777-60-51
subbotin@superbrands.ru

Spain & Portugal
The International Media House
Calle de Santa Engracia, 18,
Esc 4, 2nd lto, 28010,
Madrid Spain
Tel: +34-617-023484
carmen@theinternationalmedialhouse.com

Sweden & Belgium
The Financial Times (France) Limited
46 rue la Boétie 75008 Paris France
Tel: +33 (01)-57-82-52-54
Sweden contact: 요sunm.ah@ft.com

Middle East

Turkey
Tijtajans Dq Tun장님 Ltd. Şti.
Nispetiye Cad. İhsan Aksoy Sok. Modern Apt No 2 D. 21 34337
İstanbul, Turkey
Tel: +90-212-235-7666/7667
Email: info@tijtajans.com

UAE, Bahrain, Saudi Arabia, Kuwait, Qatar & Oman
Intermedia Ltd.
M Centre, Sheikh Zayed Road,
P.O. Box 22857, Dubai, U.A.E.
Tel: +971-4-346-6000
v davidson@intermediahub.com

Africa

South Africa
Marge Ogilvy Promotions cc
PO Box 1008
KLYVNA 6570, South Africa
Tel: +27-11-384-0800
ogilvy@mgweb.co.za

Asia Pacific

Australia & New Zealand
Publishers International Pty Ltd.
Level 1, 97 Pacific Highway
North Sydney, NSW 2090
Tel: +61-2-9252-3476
Fax: +61-2-9252-2022
charlton.davis@piloot.com.au

Hong Kong
Financial Times (Hong Kong)
6/F, North Tower, 88 Connaught Road Central, Hong Kong
Tel: +852-2905-5500
Fax: +852-2537-1211
aisasiad@ft.com

India
Mediascope Representation India LLP
51 Dill Chambers, 5th Floor
Arthur Bunker Road Colaba
Mumbai 400 005
Tel: +91-22-287-00-99
marhian.patel@mediascope.co.in

Vietnam
Global Book Corporation
448 Tan Lux Street, Binh Tri Dong B Ward, Binh Tan District,
Ho Chi Minh City, Vietnam
Tel: +84-28-2212-2745
Fax: +84-28-2204-5465
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
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