



NIKKEI


MEDIA DATA 2023

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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.



Trusted National News Source



Corporate News



Global Macroeconomic Trends



Investment strategy



Business Management



Financial Times synergy

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



Source: J-READ (National Newspaper Readership Survey) Basic 2021

News bureaus



Reporters and staffers



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

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.

日経 MJ

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.

日経ヴェリタス

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.

FT

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

日本経済新聞 電子版

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 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.

日経 中文網

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 business-people 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

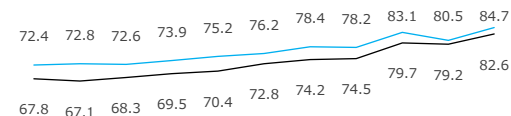
As of March 2023

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 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

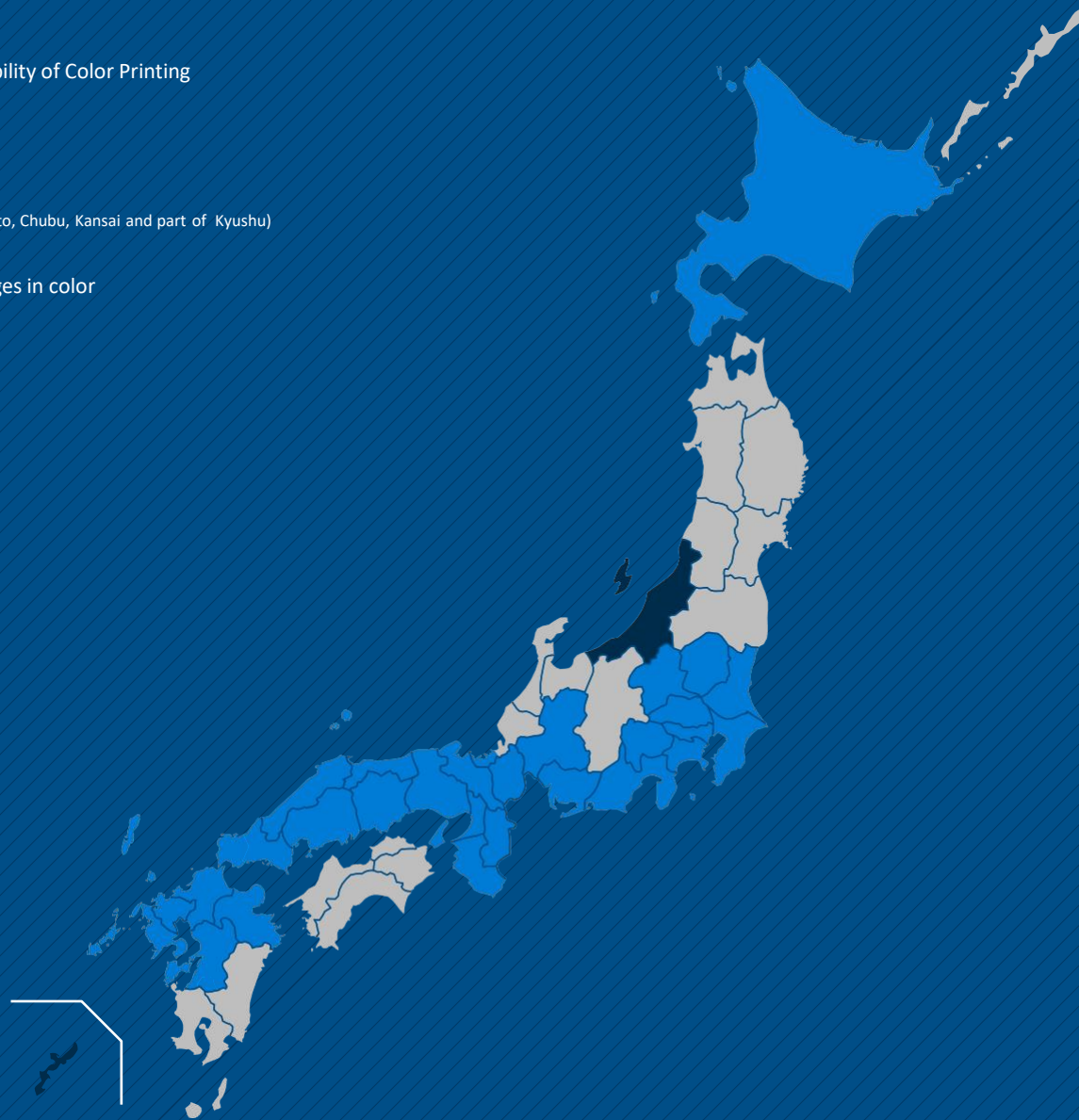
- Subscribers of the Nikkei (Morning Edition) who do not subscribe to Asahi or Yomiuri
- Subscribers of the Nikkei (Morning Edition) who do not subscribe to any other national newspaper

Source: J-READ Basic 2021

The Media Power of The Nikkei

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



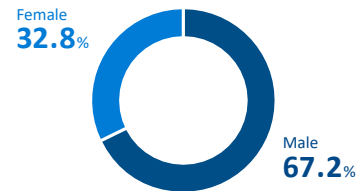
The Media Power of The Nikkei

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

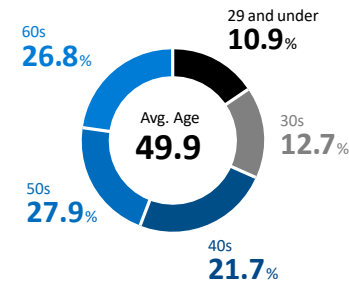
The Nikkei boasts high visibility and strong influence. Its overwhelmingly strong reach to corporate decision-makers including presidents and directors makes it essential for the communication of information and branding by corporations. The Nikkei also has strong influence on a company's stakeholders. 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.

Reader Attributes

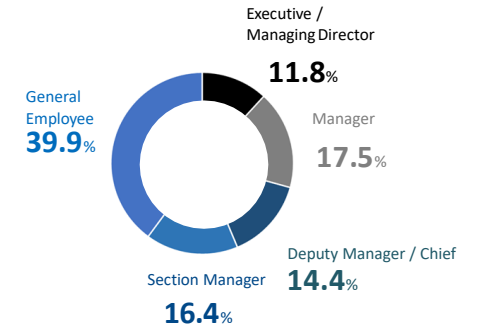
Gender



Age



Job Position



Characteristics



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.



37.1%

White-collar readers of The Nikkei



9.09
million yen

Average household annual income



1 in 5 people

Senior Managerial posts



23.53
million yen

Average financial assets



82.6%

Single newspaper subscribers



71.8%

Home subscription rates

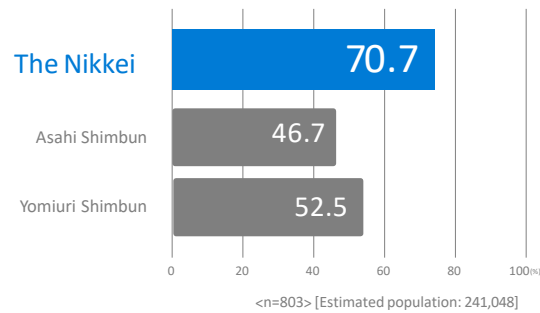
Source: J-READ Basic 2021

The Media Power of The Nikkei

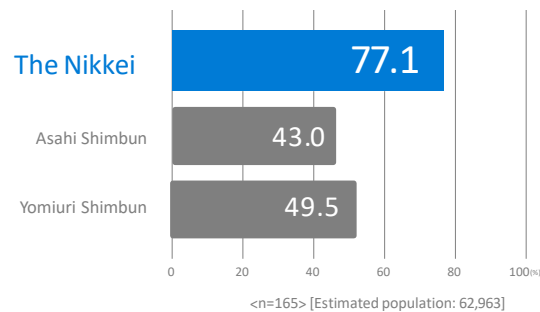


Influence on Corporate Decision-Makers
(comparison among major domestic newspapers)

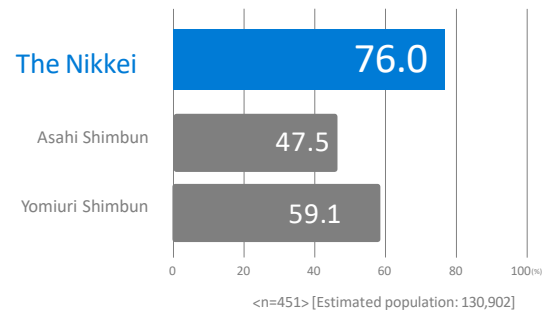
Reach to top businesspersons



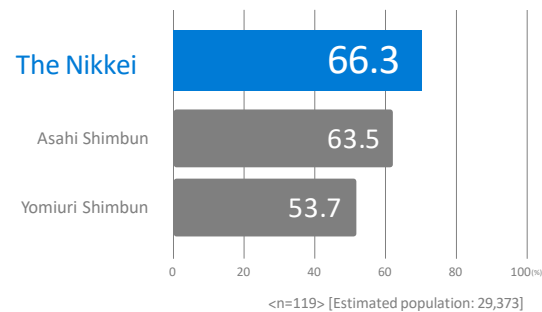
Reach to chairmen, presidents, vice presidents and CEOs



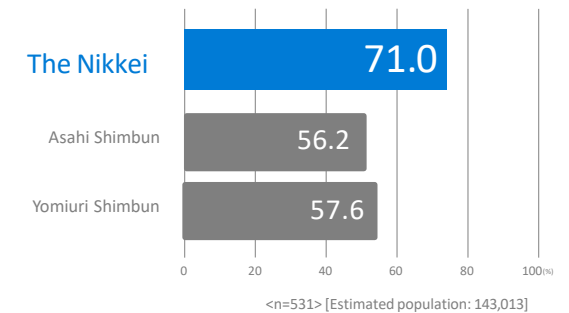
Reach to people making decisions to purchase communication/IT equipment, software, etc.



Reach to decision-makers involved in their company's direct overseas investment



Involved in Int'l Business



Source: GBI Japan 2022

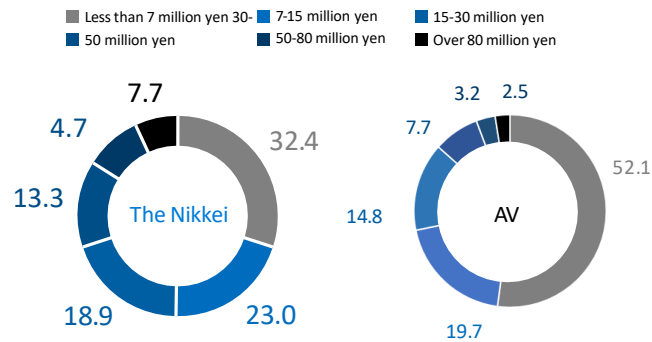
The Ipsos Global Business Influencers (GBI) survey is the world's leading study, tracking the media, business, financial, luxury, and travel habits of the most senior global business executives by Ipsos MORI UK Ltd. GBI is the industry currency survey for reaching and understanding this audience globally across 31 countries including Japan, representing more than 70% of the world economy.

The Media Power of The Nikkei

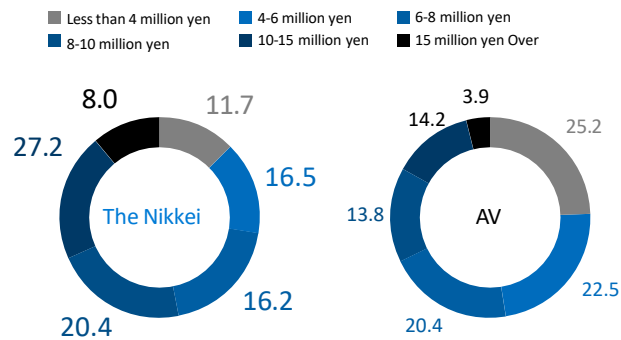


Individual and Household Annual Incomes of The Nikkei Readers

Household Finance Asset



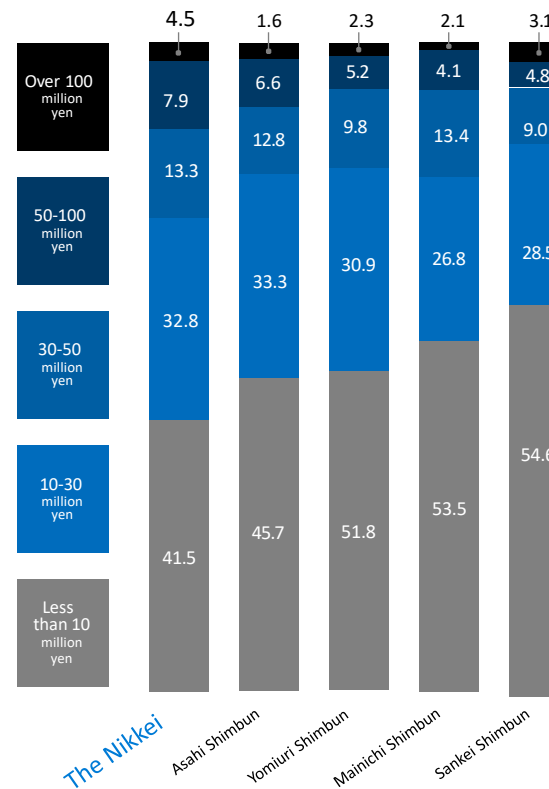
Household Annual Incomes



Source: J-READ Basic 2021

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

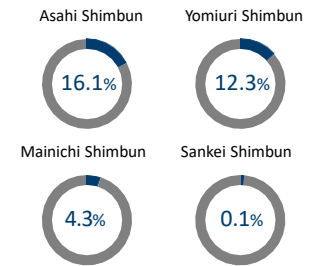
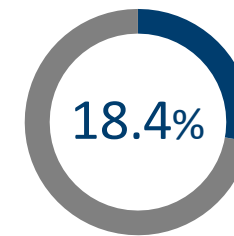
Source: J-READ Basic 2021



Reach to Individuals with Annual Incomes of 10 Million Yen or More

<n=248> [Estimated population: 2,119,000]

The Nikkei

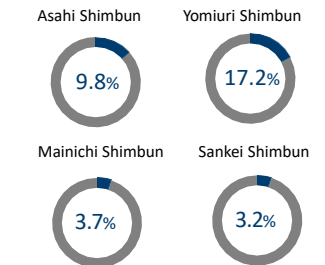
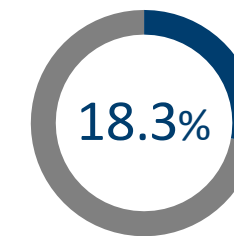


Source: J-READ Basic 2021

Reach to office workers with Household Finance Asset of 80 Million Yen or More

<n=136> [Estimated population: 1,162,000]

The Nikkei

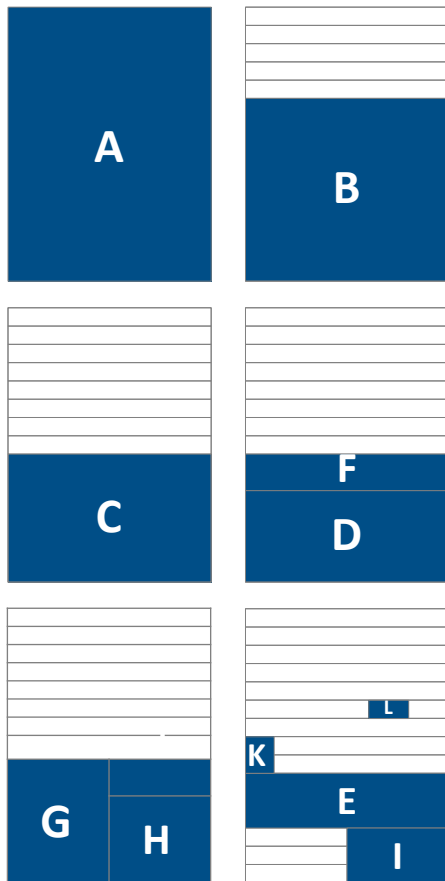


Source: J-READ Basic 2021

Introduction to Pages and Advertisement Spaces of The Nikkei and Nikkei Online

Advertising Spaces and Rates

Newspaper ad submission (Nikkei morning edition)



No. of Columns	Size (mm) (Width x Height)	Rate Excluding Tax (yen)	
		Color	National Edition
Center Spread	786.5x512.5	4-Color	47,880,000
		B+W	40,530,000
A 15 full cols.	380.0x512.5	4-Color	25,300,000
		B+W	20,400,000
B 10 full cols.	380.0x341.0	4-Color	18,920,000
		B+W	14,020,000
C 7 full cols.	380.0x238.0	4-Color	14,552,000
		B+W	10,052,000
D 5 full cols.	380.0x169.5	4-Color	11,860,000
		B+W	7,360,000
E 3 full cols.	380.0x100.5	4-Color	9,072,000
		B+W	4,572,000
F 2 full cols.	380.0x66.5	4-Color	7,602,000
		B+W	3,102,000
G 7 half cols.	189.5x238.0	4-Color	9,834,000
		B+W	5,334,000
H 5 half cols.	189.5x169.5	4-Color	8,377,500
		B+W	3,877,500
I 3 half cols.	189.5x100.5	4-Color	-
		B+W	2,364,000
J 2 half cols.	189.5x66.5	4-Color	-
		B+W	1,576,000
K Side box	52.5x66.5	4-Color	-
		B+W	579,000
L Island	70.0x32.0	4-Color	-
		B+W	529,000

Digital ad submission

Run of Nikkei Rectangle			Display	PC
			Targeting	Mobile
Size (pixels) (Width x Height)	Rate (JPY/CPM)	Guarantee Type		
300x250	1,000	Impressions Guaranteed		

Run of Nikkei In-feed			Display	PC
			Infeed	
Size (pixels) (Width x Height)	Rate (JPY/CPM)	Guarantee Type		
280x188 or 600x400 and 25 Japanese characters	1,500	Impressions Guaranteed		

Video Rectangle (MPU)			Nikkei Online Edition (PC)	Video	PC
				Premium	
Size (pixels) (Width x Height)	Rate (JPY/CPM)	Guarantee Type			
300x250 Stop within 60 secs.	3,000	Impressions Guaranteed			

Bill Board			Nikkei Online Edition Homepage	Rich AD	PC
				Premium	
Size (pixels) (Width x Height)	Rate (JPY)	Guarantee Type			
970x250 Expanded	970x90 Collapsed	10,800,000	1,000,000 Imp/week Guaranteed		

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



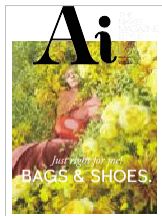
Outline

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)

Source: Agreed Upon Procedures by
PricewaterhouseCoopers LLP UK



32%

C-suite readership

Source: FT Global Reader Survey 2022



38M JPY

Annual Household Income

Nikkei's Overseas Advertising Representatives

North America

Canada
Fenn Company Inc.
P.O. Box 1060, King City ON
L7B 1B1, Canada
Tel: +1-905-833-6200
Fax: +1-905-833-2116
steather@canadads.com

USA (East & South) AJR Media Group
25132 Oakhurst Dr., Ste 201
Spring, TX 77386
Tel: +1-212.426.5932
francisca@AJRMediaGroup.com

USA (West)
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San Francisco, CA 94118
Tel: +1-415-385-5100
kingman@kingmanco.com

Central & South Americas

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Alessandre Siano
Rua Borba Gato, 331-14 - Flamboyant
Sao Paulo SP – CEP 04747-030 Brazil
Tel: +55-11-99291-2814
alessandre.siano@ft.com

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Gonzalo Martin Rio
Parana 539 9th Floor of. 54
CABA - Argentina
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gonzalo.rio@consultants.ft.com

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142 Rue de Rivoli,
Paris 75001, France
Tel: +33-675-586-645
admin@intermediahub.com

Germany
Mercury Publicity (Deutschland)
GmbH
Hessenring 71
D-61348 Bad Homburg
Tel: +49-(0)6172-9664-0
Fax: +49-(0)6172-9664-49
sales@mercury-publicity.de

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

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New Communications LLP.
Baluckiego 20/3,
02-557 Warsaw, Poland
Tel: +48-22-646-26-76
nina.kowalewska@ft.pl

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Superbrands LLC.
121248 Russia, Moscow
7/4 Kutuzovsky prospect,
bldg.1, office 41
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subadftm@gmail.com

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The International Media House
Calle de Santa Engracia, 18,
Esc.4, 2º Izda , 28010,
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Tel: +34-917-023484
carmen@theinternationalmediahouse.com

Switzerland & Belgium
The Financial Times (France) Limited
46 rue la Boétie 75008 Paris France
Tel : +33 (0)1-53-76-82-54
Switzerland contact: yoonsun.oh@ft.com
Belgium contact: sophy.pierre@ft.com

**Sweden, Norway, Denmark,
Finland & Iceland**
Simpson Media
92 Riefeld Road,
London SE9 2RA
Tel: +44(0)7900885456
david@simpson-media.com

**Sweden, Norway, Denmark,
Finland & Iceland**
International Media Sales
PO Box 44 Fantoft,
5899 Bergen, Norway
Tel: +47-9222-0650
FGISDAHL@MediaSales.no

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

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Alessandra Marcandalli
Via Vertoliba, 2
I - 20137 Milano
Mobile: +39-335-6602337
alemarcandalli@gmail.com

Croatia
Justinian Ltd.
Fra Bone Razmilovica 19,
21000 SPLIT, CROATIA
Tel: +385-98-950-2468
mark@justinian.hr

Middle East

Turkey
Titajans Dış Tanıtım Ltd. Şti.
Nispetiye Cad. İhsan Aksoy Sok. Modern
Apt.No:2 D.21 34337 İstanbul, Turkey
Tel: +90-212-257-7666/7667
Fax: +90-212-287-00-99
titajans@titajans.com

**UAE, Bahrain, Saudi Arabia, Kuwait, Qatar &
Oman**
Intermedia Ltd.
M Centre, Sheikh Zayed Road,
P.O. Box 22857, Dubai, U.A.E.
Tel: +971-4-346-6006
vdauidson@intermediahub.com

Africa

South Africa
Margie Ogilvy Promotions cc
PO Box 1008
KNYSNA 6570, South Africa
Tel: +27-44-384-0800
ogilvy@mweb.co.za

Asia Pacific

Australia & New Zealand
Publishers International Pty Ltd.
Level 1, 97 Paciyc Highway
North Sydney, NSW 2060
Tel: +61-2-9252-3476
Fax: +61-2-9252-2022
charlton.dsilva@pubintl.com.au

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

India
Mediascope Representation India LLP
51 Doli Chambers, 5th Floor
Arthur Bunder Road Colaba
Mumbai 400 005
Tel: +91 22 68468500
marzban.patel@mediascope.co.in

Indonesia
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Citylofts Sundirman #2507 Jl.
KH Mas Mansyur No. 121
Jakarta 10220, Indonesia
Tel: +6221-2970-4008
Fax: +6221-2970-4007
sarah@mediaman.co.id

Malaysia
NewBase Media Malaysia Sdn Bhd
S103, 2nd Floor, Centrepoint
Lebuh Bandar Utama,
Bandar Utama, 47800 Petaling Jaya,
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Tel: +6016 274 2139
sookfun.cheang@newbase360.com

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168 Robinson Road
Capital Tower #12-01
Singapore 068912
Tel: +65 9632 2205
veron.chua@newbase360.com

Pakistan & Bangladesh
Pace (Pvt) Ltd.
C86 Block 2
Clifton Karachi, Pakistan Tel:
+92-21-3587-4215
Media@pace.com.pk

The Philippines
MMPR Media Group INC.
Level 10-01 Fort Legend Tower, 3rd Ave. cor.
31st St.
Bonifacio Global City, Taguig City
Manila, Philippines 1634
Tel: +632-7946-3407
marie@mmprmedia.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.
8th Fl, DooBee Blog.
11-3, Jeong-dong, Jung-gu
Seoul 100-120, Republic of Korea
Tel: +82-2-3702-1743
Fax: +82-2-755-9860
dbi@dooBee.com

Taiwan
Advance Media Services Ltd.
10F-9, 328 Sung Chiang Road, Taipei, Taiwan
Tel: +(886-2)2523-8268
Fax: +(886-2)2521-4456
leekh@ms4.hinet.net

Thailand
NewBase (Thailand)
173 Wework, Asia Centre Building. FL.27 Sathorn Road,
Thung-Mahamek Sathorn, Bangkok 10120
Tel: +662-038-5826
Mobile: +667-165-4972
charukitt.tomorn@newbase360.com

JPP (Thailand) LIMITED
15F, Tower B, 29/1 Piya Place Langsuan Ploenchit Road,
Lumpini, Pathumwan Bangkok 10330 Thailand
Tel: +66-02-051-4694/95
Fax: +66-02-044-5522
nontra.p@jpp-thailand.com

Sphere One Co., LTD
4 Soi Chinda-Thawin, Siphraya Rd.,
Mahaphruttharam, Bangrak,
Bangkok 10500, Thailand
Tel: +66-02-235-8341
pipatra@sphere1.co.th

Vietnam
Global Book Corporation
448 Ten Lua Street, Binh Tri Dong B Ward, Binh Tan District,
Ho Chi Minh City, Vietnam
Tel: +(84-28) 2210-2745
Fax: +(84-28) 3924-5452
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

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

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

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

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

12

Newspaper Ad submission

13

Submitting in PDF format (Material & Proof)



N-PDF
(PDF/X-1a:2001)



PDF/X-4:2010
(PDF ver 1.6)

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