Nikkei Inc. is a business and media organisation with a history spanning over 145 years. Our flagship media, The Nikkei, is Japan’s largest business newspaper and has long been popular among business people. 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 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 Deal Street Asia (based in Singapore), which operates an English-language news website specialising in information on investment funds and start-ups in South East Asia, to the group, further accelerating our evolution into a global media company.

1,500
Journalists
37
International bureaus
145
Years of quality journalism
About Nikkei Asia

In Japan, Nikkei is known as a general information newspaper with a focus on the economy, and in overseas markets too Nikkei has a policy of ‘aiming to be a truly global media platform’. In autumn 2013, we launched the Nikkei Asian Review (renamed Nikkei Asia in autumn 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 six consecutive years.

In fact, several Nikkei Asia articles were cited in a report on supply chains published by the White House in the US in June 2021, which is proof of the high level of trust and appreciation our articles have received 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.

Jim McCafferty
Joint Head of APAC Equity Research
Nomura International (Hong Kong) Limited

Nozomi Oda
Partner
Morrison & Foerster
Tokyo Office

Sergiy Korsunsky
Ambassador Extraordinary and Plenipotentiary
Ukraine to Japan

“\nIf you are looking for the best coverage on Asian markets and economies, then it’s Nikkei Asia.

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

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

Most Read Articles in 2021

‘World’s highest-capacity’ solid-state battery developed in Japan
Hitachi Zosen eyes applications in industrial machinery and space

US and allies to build ‘China-free’ tech supply chain
Exclusive: Biden to sign presidential order to bolster chip, battery and rare-earth industries

Apple’s nightmare before Christmas: Supply chain crisis delays gift deliveries
Two years of lockdowns, chip shortages, and energy cuts have finally caught up with the iPhone maker

Most Read in 2021
For more information, please visit below
https://asia.nikkei.com/Spotlight/Most-read-in-2021
Readers in Asia account for over half of all unique users. A significant number of users are from English-speaking countries in Southeast Asia, including Singapore, Malaysia and the Philippines.


**Unique visitors (Monthly)**

3,650,059

**Page views (Monthly)**

7,662,051

**Readership by Region**

- **Asia**: 54.9%
- **Americas**: 28.4%
- **Europe**: 11.6%
- **Oceania**: 3.8%
- **Africa**: 1.0%

**United States**: 24.4%
**Philippines**: 10.7%
**Malaysia**: 9.1%
**Singapore**: 8.8%

- **Japan**: 6.5%
- **India**: 4.9%
- **Australia**: 3.3%
- **Canada**: 2.9%
- **Thailand**: 2.7%
- **United Kingdom**: 2.7%

**Device**

- **Mobile**: 58.5%
- **Desktop**: 38.9%
- **Tablet**: 2.6%
Nikkei Asia is read by business people 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 characterised by a high proportion of management and C-suite readers.

Source: Google Analytics Report as of Jan 2022 / Nikkei Asia CRM Data as of Jan 2022

### Gender
- Female: 36.8%
- Male: 63.2%

### Industry
- **Financial services**: 20.4%
- **Consulting / Business services**: 10.7%
- **Education / Academia**: 7.8%
- **IT / Computing**: 7.2%
- **Gov’t / Public service / NGO**: 6.8%
- **Comms / Publishing / Media**: 3.8%
- **Energy / Utilities**: 3.8%
- **Engineering / Construction**: 3.7%
- **Industrial goods & services**: 3.3%
- **Health & pharmaceuticals**: 3.0%

### Age
- 18~24: 17.4%
- 25~34: 24.0%
- 35~44: 21.2%
- 45~54: 16.3%
- 55~64: 12.3%
- 65+: 8.7%

### Job title
- **Exec. Mgmt. / Manager**: 26.0%
- **C-suite**: 19.7%
- **VP / Director**: 11.1%
- **Analyst**: 10.3%
- **Owner / Partner / Proprietor**: 7.9%
- **Consultant**: 6.7%
- **Professional (Doctor, Lawyer, Engineer, etc)**: 5.8%
- **Professor / Teacher**: 5.8%
- **Associate**: 3.9%
Our Readers

Ipsos Global Business Influencers APAC (GBI APAC)

GBI APAC is a media brand survey of business people conducted by Ipsos. It targets senior-level business people in Asia working for companies with 50 or more employees. In addition to detailed media questions on frequency of contact and devices, the survey also looks at business/private travel, personal asset information, and luxury product purchases, to name a few.

The survey is conducted online, once a year, using the same questionnaire in all countries and regions covered.

Nikkei Asia readership profile according to Ipsos GBI APAC 2021

Most Nikkei Asia readers are business decision-makers, the majority being senior executives at large corporations. They are also wealthy individuals with assets and a capability to invest.

Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2021
### Our Readers

**Nikkei Asia readers with high awareness of diversity and ESG (from GBI awareness survey)**

<table>
<thead>
<tr>
<th>Company’s initiatives</th>
<th>Nikkei Asia Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actively assess and promote diversity and inclusion within the company</td>
<td>72.2%</td>
</tr>
<tr>
<td>Actively monitoring the pay gap between men and women and taking steps to reduce disparities</td>
<td>73.6%</td>
</tr>
<tr>
<td>Supply chains have policies in place to address environmental and ethical challenges</td>
<td>78.9%</td>
</tr>
<tr>
<td>Green supply chains and ethical sourcing will become even greater criteria for decision-making in the future</td>
<td>76.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Awareness of ESG issues</th>
<th>Nikkei Asia Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESG initiatives contribute to improved corporate reputation</td>
<td>76.2%</td>
</tr>
<tr>
<td>ESG initiatives reduce investor risk</td>
<td>71.9%</td>
</tr>
<tr>
<td>ESG initiatives increase employee engagement</td>
<td>75.2%</td>
</tr>
<tr>
<td>ESG initiatives enhance long-term profitability</td>
<td>77.4%</td>
</tr>
</tbody>
</table>

Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2021
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 02
HSBC

International businesses eye GBA’s golden opportunity

As foreign direct investment (FDI) continues to grow and business around the world becomes more integrated, the GBA (Greater Bay Area) is rapidly becoming a global hub for innovation and entrepreneurship. HSBC has been closely monitoring the region’s development and remains committed to being a key player in the GBA’s growth story.

Driving China’s economic growth

In his recent conference, Mr. Lee, the CEO of HSBC China, emphasized the importance of the GBA in driving China’s economic growth. He highlighted the region’s potential as a hub for innovation, technology, and financial services, and underscored the significance of HSBC’s role in supporting the region’s development.

The GBA’s advantages

HSBC’s strategic focus includes fostering regional integration and promoting economic development. The GBA offers significant opportunities for businesses looking to expand their operations in the region. Here are the key advantages:

1. **Strategic Location**: The GBA is strategically located between China and the wider world, offering businesses a unique opportunity to tap into both markets.
2. **Diverse Talent Pool**: The region boasts a large pool of talented and skilled professionals, providing businesses with a competitive advantage.
3. **Innovative Ecosystem**: The GBA is home to a vibrant ecosystem of startups and technology companies, fostering innovation and growth.
4. **Financial Services Hub**: With a strong presence in financial services, the GBA is well-positioned to support businesses in accessing capital and expanding internationally.
5. **Infrastructure**: Modern infrastructure, including transport networks and digital connectivity, facilitates business operations and supports economic development.

HSBC’s strategic initiatives in the GBA

To harness the potential of the GBA, HSBC has implemented several strategic initiatives, including:

- **Innovation Hub**: HSBC has established an innovation hub in the GBA to support startups and help them scale their businesses.
- **Cross-Border Services**: The bank offers cross-border services to facilitate trade and investment between China and the wider world.
- **Corporate Banking Solutions**: HSBC provides tailored solutions for businesses in the GBA, including cross-border financing, trade services, and investment banking.


Case study 03
PwC

PwC’s The New Equation in Asia Pacific

Building trust and delivering sustainable outcomes

PwC is committed to helping our clients navigate the complex challenges of today’s world. By focusing on building trust and delivering sustainable outcomes, we believe in supporting our clients’ long-term success.

The land of opportunity

As the region’s leading professional services firm, we are committed to being a trusted advisor in the Asia Pacific region. Our approach is centered on understanding our clients’ unique needs and providing tailored solutions that drive their success.

Case study 03
PwC

“While we believe in The New Equation, we also understand the importance of trust in an era where data and technology are becoming more prevalent,” said Mr. John Doe, a partner at PwC. “By building trust, we are able to deliver sustainable outcomes that benefit both our clients and society as a whole.”


Case study 02
HSBC

The GBA’s advantages

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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

**Advertisement fee**

¥3,000,000~

*Approx. value incl. production costs and banner placement
*Prices can vary depending on the content

**Lead time**

About 1 month

*Depending on the volume of content

**Advertising banners**

Banner ads (rectangle, sponsored content slots)
Digital Advertising
Digital Advertising

Menu

1. Cross-device Ads  **Recommended**
2. Desktop Banner Ads
3. Mobile Ads
4. In-article Video Ads

**Viewability : Guaranteed Banner Ads**

**Option 1**

**Option 2**

**Geotargeted Ads**

5. Asia300 Section Takeover
Digital Advertising

1 Cross-device Ads

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

- 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 April 2022

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Cross-device Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size (pixels)</td>
<td></td>
</tr>
<tr>
<td>Rectangle : 300×250 (all devices)</td>
<td></td>
</tr>
<tr>
<td>Double Rectangle : 300×600 (Desktop only)</td>
<td></td>
</tr>
<tr>
<td>Placement</td>
<td>CPM (excl. tax)</td>
</tr>
<tr>
<td>Rectangle 1</td>
<td>¥4,000</td>
</tr>
<tr>
<td>Rectangle 2</td>
<td>¥2,800</td>
</tr>
</tbody>
</table>

Specifications

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>GIF, JPEG: Under 150KB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Possible</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
</tr>
<tr>
<td>ALT Text</td>
<td>Simultaneous ads</td>
</tr>
<tr>
<td></td>
<td>Up to 4 per company (incl. replacements)</td>
</tr>
<tr>
<td>Not possible</td>
<td>Ad replacement</td>
</tr>
<tr>
<td></td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>

Guarantee

Impressions guaranteed
Digital Advertising

2 Desktop Banner Ads

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

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Banner Ads</td>
<td>Rectangle : 300×250</td>
<td>PC</td>
</tr>
<tr>
<td></td>
<td>Double Rectangle : 300×600</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (excl. tax)</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle 1</td>
<td>¥4,500</td>
<td>Impressions guaranteed</td>
</tr>
<tr>
<td>Rectangle 2</td>
<td>¥3,000</td>
<td></td>
</tr>
<tr>
<td>Double Rectangle 1</td>
<td>¥5,400</td>
<td></td>
</tr>
<tr>
<td>Double Rectangle 2</td>
<td>¥3,600</td>
<td></td>
</tr>
</tbody>
</table>

- The above rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of April 2022

Specifications

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>GIF, JPEG: Under 150KB</th>
<th>ALT text</th>
<th>Not possible</th>
<th>Animation</th>
<th>Possible</th>
<th>Simultaneous ads</th>
<th>Up to 4 per company (incl. replacements)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ad replacement</td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>
Digital Advertising

3 Mobile Ads

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

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Ads</td>
<td>300×250</td>
<td>Mobile</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM (excl. tax)</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle 1</td>
<td>¥4,200</td>
<td>Impressions guaranteed</td>
</tr>
<tr>
<td>Rectangle 2</td>
<td>¥3,000</td>
<td></td>
</tr>
</tbody>
</table>

- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of April 2022

Specifications

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>GIF, JPEG: Under 150KB</th>
<th>ALT text</th>
<th>Not possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>Possible</td>
<td>Simultaneous Ads</td>
<td>Up to 4 per company (incl. replacements)</td>
</tr>
<tr>
<td>Loop</td>
<td>Stops within 35 seconds</td>
<td>Ad replacement</td>
<td>Up to 4 (incl. simultaneous, business days only)</td>
</tr>
</tbody>
</table>
Digital Advertising

4 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.

Specifications

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

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Size (pixels)</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-article Video Ads</td>
<td>640×360 ~ 1920×1080</td>
<td>All Devices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Guarantee</th>
<th>CPM (excl. tax)</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions guaranteed</td>
<td>¥5,000</td>
<td>Article page</td>
</tr>
<tr>
<td>Completions guaranteed</td>
<td>¥30 / single completed view</td>
<td></td>
</tr>
</tbody>
</table>

- Two pricing models for in-article ads: impressions guaranteed and completions guaranteed
- Video ads are placed between articles
- Ad disappears upon video completion leaving the regular article view
- Video automatically stops when less than 50% of the ad is shown and resumes once 50% or more becomes visible
- TV commercials and other video material can be easily distributed
- If the number of completions does not reach the target, the fee shall be calculated based on actual completions
- Frequency control is implemented for advertising effectiveness and user protection
- Videos are muted by default. Users can unmute by tapping on the ads and switching to full-screen mode
- All rates and specs are as of April 2022
Digital Advertising

**Option 1**

**Viewability: Guaranteed Banner Ads**

In response to the need for greater reliability and transparency in digital advertising, the Viewability Guaranteed Banner Ad Menu charges only for traffic that is deemed valid. The measurement tool used is from MOAT, a US company that is a member of the IAB and MRC.

**Viewable Ad Impression Measurement Guidelines**

Viewable impressions will only be counted if the following conditions are met.

<table>
<thead>
<tr>
<th>Display ads</th>
<th>Video ads (In-stream)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Condition 1</strong></td>
<td><strong>Condition 1</strong></td>
</tr>
<tr>
<td>At least 50% of the ad pixels are displayed in viewable space</td>
<td>At least 50% of the ad pixels are displayed in viewable space</td>
</tr>
<tr>
<td><strong>Condition 2</strong></td>
<td><strong>Condition 2</strong></td>
</tr>
<tr>
<td>The ad is displayed continuously for at least 1 second</td>
<td>Video is displayed continuously for at least 2 seconds</td>
</tr>
</tbody>
</table>

*At least 50% of pixels must be visible before time is measured

In-banner video ads shall comply with display ad standards.

*The same rules apply for desktop and mobile.

**Option 2**

**Geotargeting**

Efficient budget management can be achieved by targeting and distributing your reach by country.

Please contact us for more information on the countries and areas you wish to reach, as well as the size of your budget and timeframe.

Each option is subject to a CPM fee of ¥1,000 on top of the CPM fee for regular banner advertising services.
Digital Advertising

Asia300 Section Takeover

The Asia300 section attracts the attention of institutional investors watching the Asian region and corporate executives seeking corporate alliances and M&As to expand their business in Asia. This section can be occupied for 3 months.

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Size (pixels)</th>
<th>CPM (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia300 Section Takeover</td>
<td>Super Banner: 728×90</td>
<td>¥1,500,000</td>
</tr>
<tr>
<td></td>
<td>Double Rectangles 1&amp;2 :300×600</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Rectangle: 300×250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device</th>
<th>Period</th>
<th>Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop, Mobile, Tablet</td>
<td>3 Months</td>
<td>Period guaranteed</td>
</tr>
</tbody>
</table>

- The above rates exclude taxes
- Insertion orders are accepted up to 3 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of April 2022
Digital Advertising

Banner Advertising Case Study

The Japan Foundation

IE University

Discover how you can be part of the success!

City University of Hong Kong

SMBC Singapore Open

Waseda Business school

HSBC

partner content by Waseda Business School

The business climate has radically changed

Interview: Waseda Business School Professor Hiroaki Sugita

partner content by HSBC

International businesses eye GBA’s golden opportunity

Monitor the 10th Programme

MA International Studies

MScS Development Studies
## 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 2021 APAC

### Advertising Fees Table

<table>
<thead>
<tr>
<th>Placement / Position</th>
<th>Size (w × h)</th>
<th>Fee for 1 time (excl. tax)</th>
<th>Fee for 2-6 times (excl. tax)</th>
<th>Fee for 7-11 times (excl. tax)</th>
<th>Fee for 12+ times (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Cover</td>
<td>204mm × 268mm 210mm × 274mm (incl. bleed)</td>
<td>¥1,800,000</td>
<td>¥1,620,000</td>
<td>¥1,440,000</td>
<td>¥1,260,000</td>
</tr>
<tr>
<td>2nd Cover</td>
<td>408mm × 268mm 414mm × 274mm (incl. bleed)</td>
<td>¥3,000,000</td>
<td>¥2,700,000</td>
<td>¥2,400,000</td>
<td>¥2,100,000</td>
</tr>
<tr>
<td>Double-page, 2 Pages</td>
<td>204mm × 268mm 210mm × 274mm (incl. bleed)</td>
<td>¥2,700,000</td>
<td>¥2,430,000</td>
<td>¥2,160,000</td>
<td>¥1,890,000</td>
</tr>
<tr>
<td>Opposite Column, 1 Page</td>
<td>204mm × 268mm 210mm × 274mm (incl. bleed)</td>
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<td>¥1,056,000</td>
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<td>¥2,800,000</td>
<td>¥2,520,000</td>
<td>¥2,240,000</td>
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- Insertion orders accepted until 3 weeks before publishing
- Submit manuscripts no later than 2 weeks before publishing
- Please enquire about inventory
- For more information, refer to the submission rules
- The above rates are as of April 2022
A collaboration between Nikkei Asia and Time Out Tokyo, UNLOCK THE REAL JAPAN is an English-language medium, focusing on seasonal themes and people, that conveys the attraction of Japan to those both within and outside of Japan, published on an unfixed schedule.

In March 2020, the first issue was published in print (distributed domestically and internationally) and in December 2020, a digital edition was launched in addition to the print edition (distributed domestically); in 2021, two issues were published in March and July; in 2022, the March issue focused on the Osaka Expo, coinciding with the closing of the Dubai Expo in March. Further issues will be published in the future on a variety of themes in line with current trends. Advertorial and other advertising space is available in both print and digital editions, please contact us for details.

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