

# NIKKEI Asia

The voice of the Asian century

**MEDIA KIT**

2020

Global Business, Nikkei Inc.

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## About Nikkei

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Nikkei Inc. is a business media organization with a history of more than 140 years. Our flagship media, The Nikkei, is Japan's largest business newspaper and has been popular among businesspeople for many years. Nikkei is also recognized in the global finance industry as the publisher of the Nikkei Stock Average, also known as the Nikkei 225.

We have also had great success with our digital business. The Nikkei Online Edition has over 700,000 paying subscribers and continues to grow.

Since the launch of the Nikkei Asian Review (The name has changed to Nikkei Asia from the fall of 2020.) we have been expanding our team of journalists to further strengthen our Asian information network. With achievements including awards from the Society of Publishers in Asia and the World Association of Newspapers and News Publishers, the Nikkei Asia's journalism has earned a strong reputation. In 2015, Nikkei brought the British media company the Financial Times into our group in order to accelerate our evolution into a global media organization.

**1,500**

Journalists

**37**

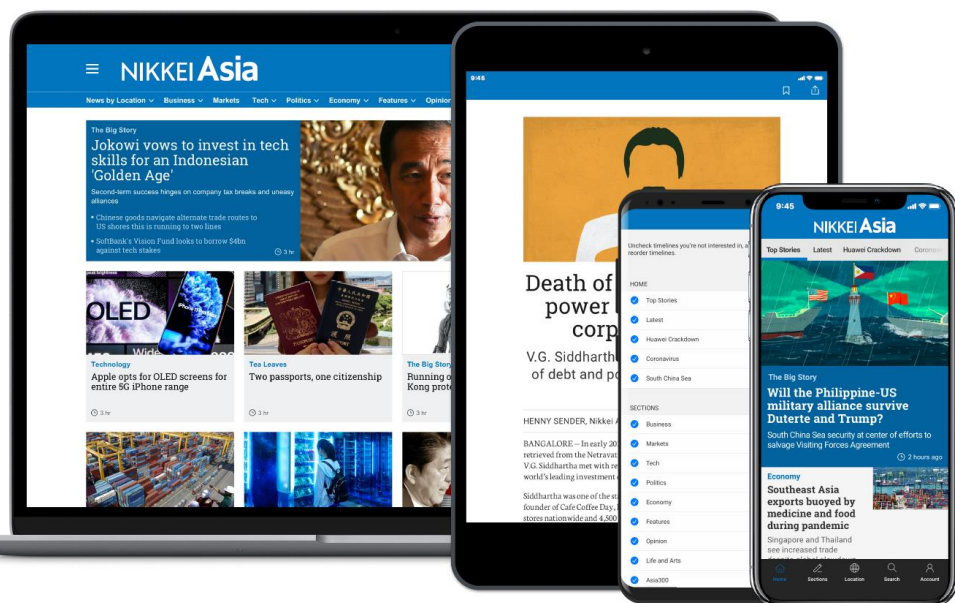
International bureaus

**140**

Years of quality journalism

# About Nikkei Asia

Available online, on mobile / tablet apps, and in print, Nikkei Asia brings you news and insights on the region's most influential companies, plus comprehensive coverage of politics, the economy, markets and trends — all from a uniquely Asian perspective.



## 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 people, companies and technologies shaping Asia's corporate landscape.

### Asia Insight

Deep dives into the region's biggest political and economic stories and trends.

### Asia300

Stay abreast of the strategies and stock prices of over 300 must-watch companies nationwide. Understand the broader trends that are shaping Asian economies.

### Opinion

Informed commentary on Asian business, policy and security issues from an all-star roster of contributors that includes renowned economist Jim O'Neill and award-winning journalists William Pesek and Minxin Pei.

### Latest news

With access to the latest corporate news and announcements, breaking stories, political developments, and market updates, you won't miss a thing.

# Global Reach — Digital

Readers in Asia make up approx. 70% of all unique users. The countries with the most readers include Singapore, Malaysia and the Philippines, English-speaking countries in Southeast Asia.

Source : Google Analytics Report January 31st, 2020

Unique visitors (Monthly)

# 3,265,614

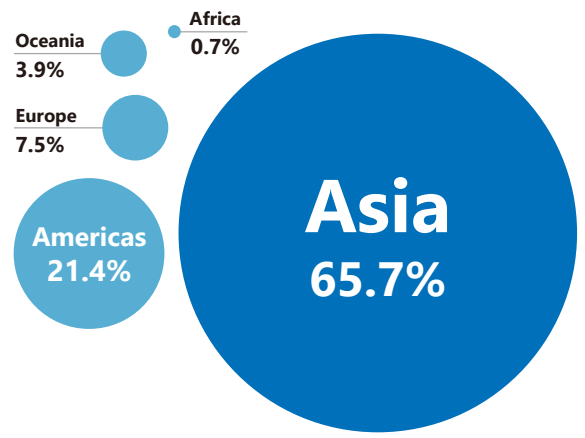
Sessions (Monthly)

# 4,665,797

Page views (Monthly)

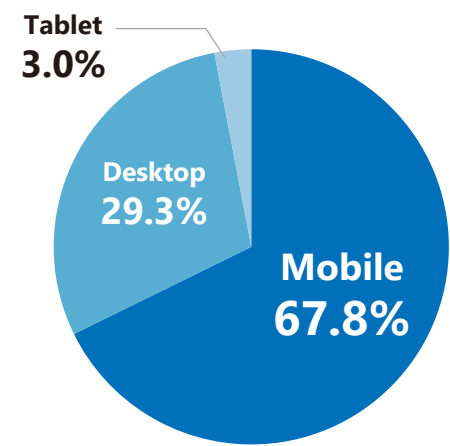
# 6,628,231

## Readership by Region



United States	18.0%
Philippines	15.5%
Malaysia	12.2%
Singapore	11.9%
Japan	6.6%
Thailand	4.0%
Australia	3.5%
Indonesia	3.0%
Hong Kong	2.9%
India	2.8%

## Device



# Global Reach — Print

## Weekly Print Edition

Our print edition is read by subscribers as well as on airplanes for executives, mainly in Asia.



Approx.

# 12,000 copies

\* As of March 2020

## Airlines

Prestigious airlines around the world have adopted Nikkei Asia as an in-flight magazine.

Singapore Airlines

Thai Airways

All Nippon Airways

## Print Circulation by Country

The major distributing countries of Nikkei Asia.

Singapore	Thailand	Japan	United Kingdom	Malaysia
Hong Kong	Taiwan	United States	Indonesia	Australia

## Bookshops

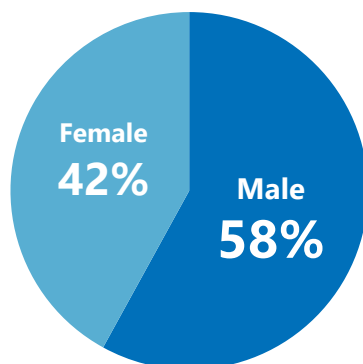
Nikkei Asia is sold in bookshops in airports and business districts in 11 countries.

# Our Readers

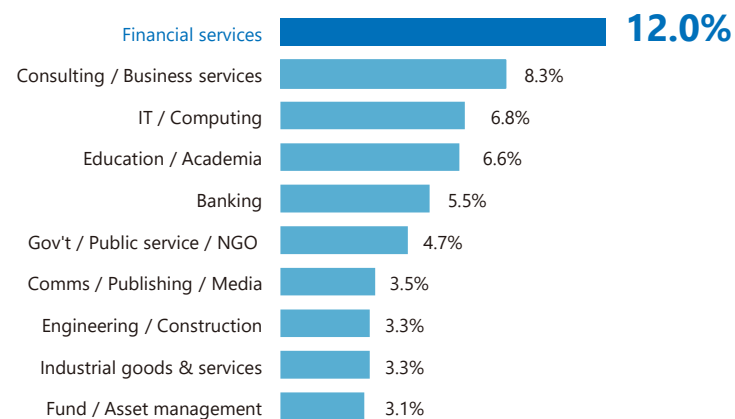
Nikkei Asia is read by businesspeople at management level or higher, especially in the finance industry. While C-Suite and other executives make up the highest percentage of our readers, our overall readership is relatively young, the highest percentage being in their late 20s or 30s.

Source : Google Analytics Report January 1-31, 2019 / Nikkei Asian Review CRM Data as of February 4, 2019 ※The name has changed to Nikkei Asia from the fall of 2020.

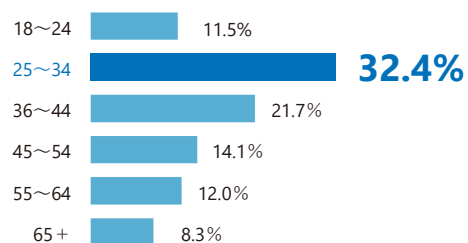
## Gender



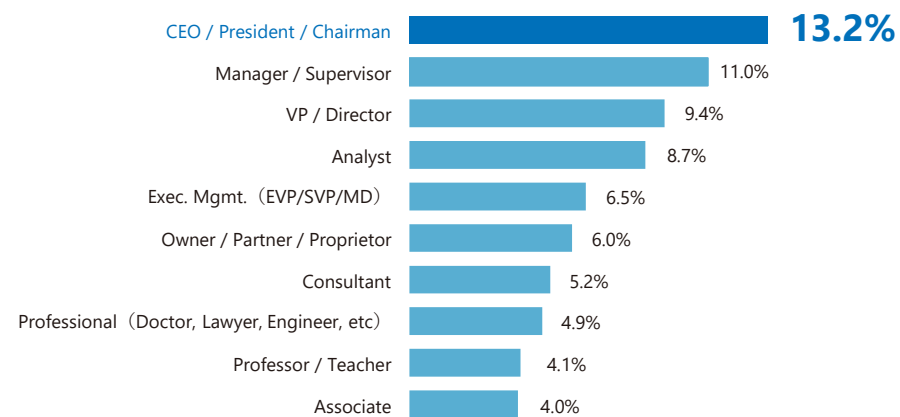
## Industry



## Age



## Job title



# Our Readers

## Ipsos Global Business Influencers (GBI)

As a global media survey covering a total of 30 countries and regions in Europe, the Americas and Asia, Ipsos GBI is referred to by major overseas business media organizations including the Financial Times, The Economist and The Wall Street Journal.

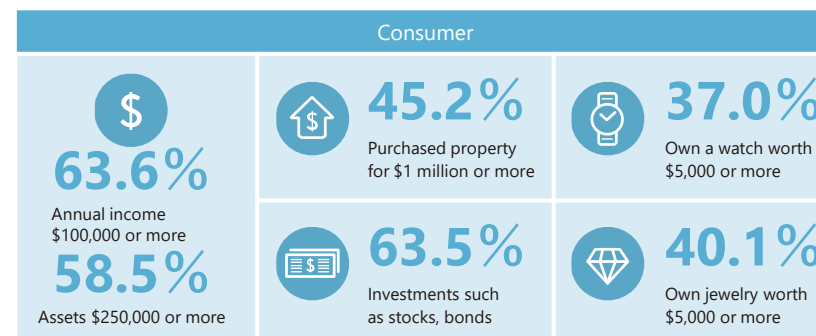
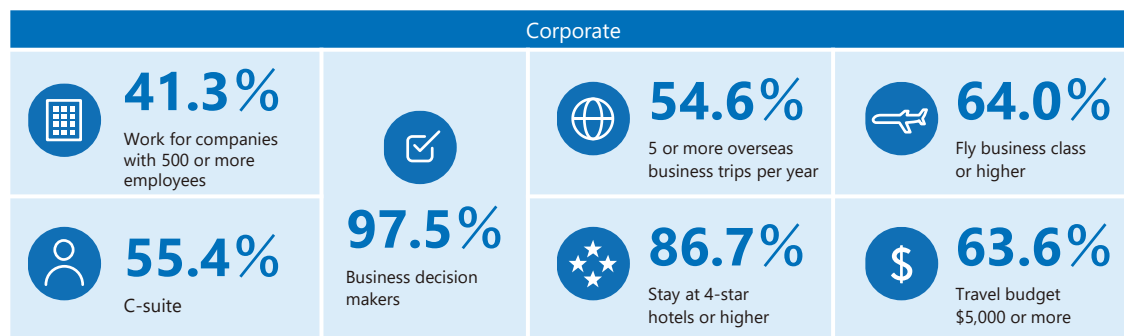
It targets senior-level business people working for companies with 50 or more employees. In addition to detailed questions about media such as contact frequency and devices, it also surveys business and private trips, personal asset formation, luxury product purchases, etc.

This survey is conducted online once a year using the same questionnaire for all target countries and regions.

Countries			
USA	UK	France	Germany
Italy	Spain	Switzerland	China
Hong Kong	Indonesia	Malaysia	Philippines
Singapore	South Korea	Taiwan	Thailand
Universe			
Total of <b>2.6 million</b> senior-level businesspeople working for companies with <b>50</b> or more employees			

Nikkei Asia

## Demographics in Asia (ex. China, Japan, India & Australia)



Source : The Ipsos Global Business Influencers (GBI) survey 2019

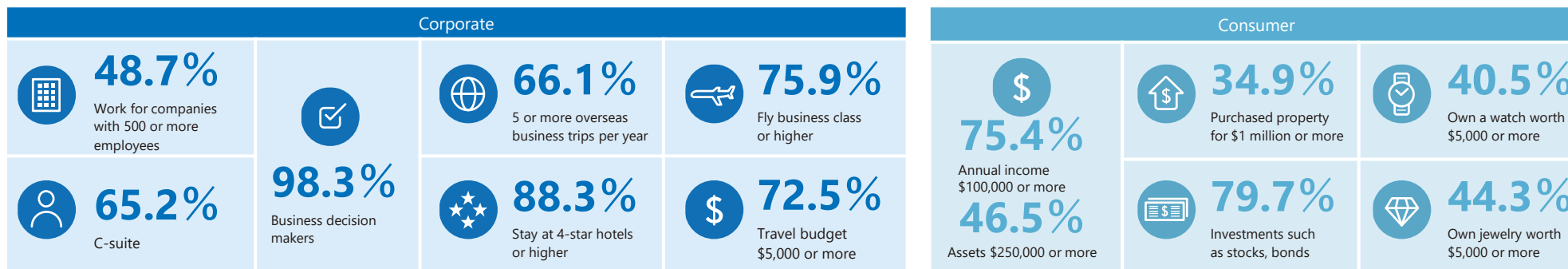
# Our Readers

## Nikkei Asia readership attributes according to Ipsos GBI 2019



### Nikkei Asia readers in Asia

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



Source : The Ipsos Global Business Influencers (GBI) survey 2019

### Reach / cost ratio per 100 people in Asia

The Nikkei Asia is a highly cost-effective advertising medium.

\*Calculated based on the reach of various media in Asia (excluding China, Japan, India & Australia) in GBI 2019 and the price per page in the print edition.





# Advertorials





Seibu Group  
Smiles ahead

# Check in for Growth

With annual sales of \$5.1 billion (¥570 billion), Seibu Group operates in three main segments: hotels and leisure, urban transportation and real estate. The recent opening of a new 5-star hotel in London symbolises the group's pivot towards international growth.

## Advertorials

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## Quality

Case study \_ Seibu Group

Many of our advertisers choose us to create high-quality advertorials.

Our experienced team builds a deep understanding of the advertisers' brand and product to create and deliver exceptional content to our readers.

**O**n September 16, 2018, Takashi Goto, Seibu Group president and CEO, was in London negotiating the purchase of The Arch London, an award-winning boutique hotel in Marylebone. Precisely one year later, on September 16, 2019, he was back in the UK capital for the official re-opening of the Arch as the flagship hotel of the Seibu Hotel Group.




**Part of everyday life**

The Seibu name may not yet be that well known globally, but it's a very different story inside Japan. The group's hotel and leisure segment (20% of sales in FY2018) has 43 properties throughout Japan with almost 17,400 rooms. The urban transportation segment (20% of sales) handles 900 million passenger journeys annually on its rail and bus services around Tokyo, Atami and...

**Sales/profit breakdown in 3 key segments (FY2018)**



Hotel Operating Revenue ¥ 545.5 billion  
Hotel Operating Income ¥ 73.3 billion



**Serving Japan's tourism boom**

Japan has witnessed the tourism boom, it's not surprising that many of the world's top 100 travel agencies are based in Japan. The group's hotel and leisure segment (20% of sales in FY2018) has 43 properties throughout Japan with almost 17,400 rooms. The urban transportation segment (20% of sales) handles 900 million passenger journeys annually on its rail and bus services around Tokyo, Atami and...

**Real estate. Real synergies**

The group's real estate segment (20% of sales in FY2018) has 43 properties throughout Japan with almost 17,400 rooms. The urban transportation segment (20% of sales) handles 900 million passenger journeys annually on its rail and bus services around Tokyo, Atami and...

**Real trends in 3 key segments**



**Brand-building through Baseball**

Seibu Group's baseball team, the Seibu Brave Braves, has been a major brand-building tool for the group.



**Flagship Hotel Located Close to Hyde Park, The 5-Star Premier Address London's Sophisticated Seibu Group's Commitment to International Expansion**

Seibu Group's commitment to international expansion is evident in the acquisition of The Arch London, an award-winning boutique hotel in Marylebone. Precisely one year later, on September 16, 2019, he was back in the UK capital for the official re-opening of the Arch as the flagship hotel of the Seibu Hotel Group.

**O**n September 16, 2018, Takashi Goto, Seibu Group president and CEO, was in London negotiating the purchase of The Arch London, an award-winning boutique hotel in Marylebone. Precisely one year later, on September 16, 2019, he was back in the UK capital for the official re-opening of the Arch as the...



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**Sales/profit breakdown in 3 key segments (FY2018)**



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**Serving Japan's tourism boom**

Seibu has followed the same playbook...

**Real estate. Real synergies**

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**Brand-building through Baseball**

Seibu Group's baseball team, the Seibu Brave Braves, has been a major brand-building tool for the group.

**Join the Club**

Seibu Group's baseball team, the Seibu Brave Braves, has been a major brand-building tool for the group.



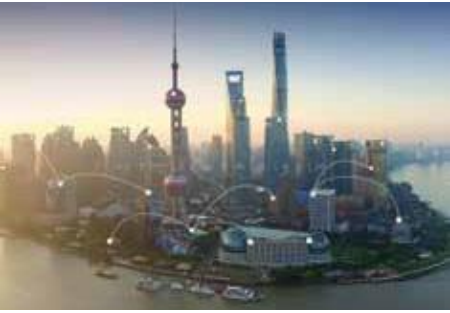
**Advertorials**

**Consistency**

On desktop devices, on mobile or in print, we know how to deliver the story. To share the advertiser's vision, we maintain the same look, feel and voice throughout a campaign.

**Case study \_ Seibu Group**





### Specialists in Financial Content

The Specialist Financial Content division serves a growing portfolio of blue chip financial services clients and new players in the monetary ecosystem. The team includes producers and writers with senior experience within the business news networks of Bloomberg and CNBC.



### B2B & Luxury

The B2B & Luxury team amplifies thought leadership and brand communications with powerful, digital storytelling, deploying a broad repertoire of formats to communicate with clarity and engagement.



### Serving Japan and APAC

We have bilingual writers and part-time camera crew based in Japan, along with producers, editors and animators in Hong Kong, Singapore and Australia who serve the APAC region.



## Advertorials

## Production Partner



Working with an excellent production partner such as Alpha Grid gives additional value on your advertorial.

Alpha Grid is a six-year-old studio committed exclusively to producing multi-platform content for business, financial and decision-maker audiences. Majority-owned by the Financial Times since 2016.

# Advertorials

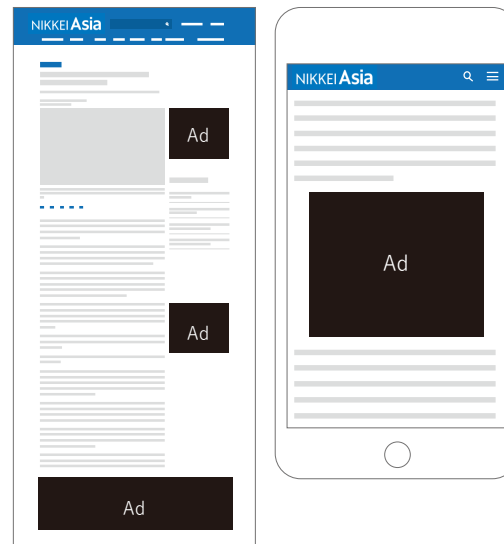
## Production & Delivery

Our team will work in collaboration with advertisers when creating advertorials. A sponsored content banner has been introduced to diversify the promotion of advertorials.

### Content & purposes

- Event summaries
- Corporate branding
- Product / service marketing
- Public announcement
- Executive interviews

## Advertising banners



## Advertorial content



Advertisement fee	Lead time
<p><b>¥5,000,000~</b></p> <p>* Minimum spend including production costs and advertising fees</p>	<p>About 1 month</p> <p>* Depending on the volume of the content</p>
Advertising banners	
<p>Regular rectangle banner and sponsored content banner</p>	

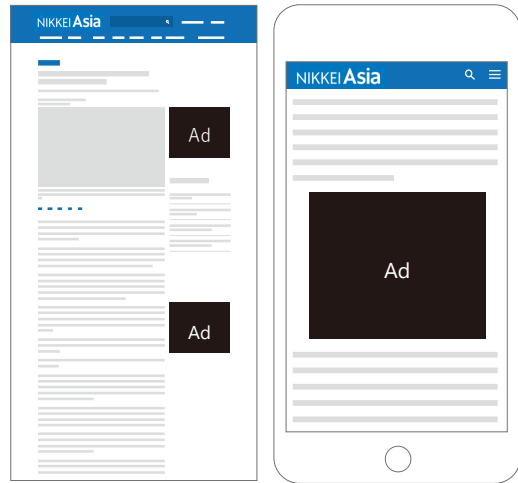
# Digital Advertising

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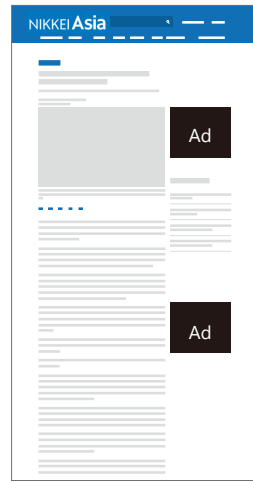
# Digital Advertising

## Menu

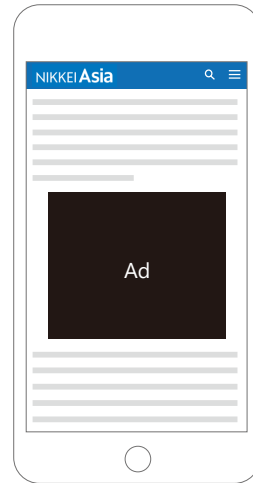
### 1 Cross-device Ads Recommended



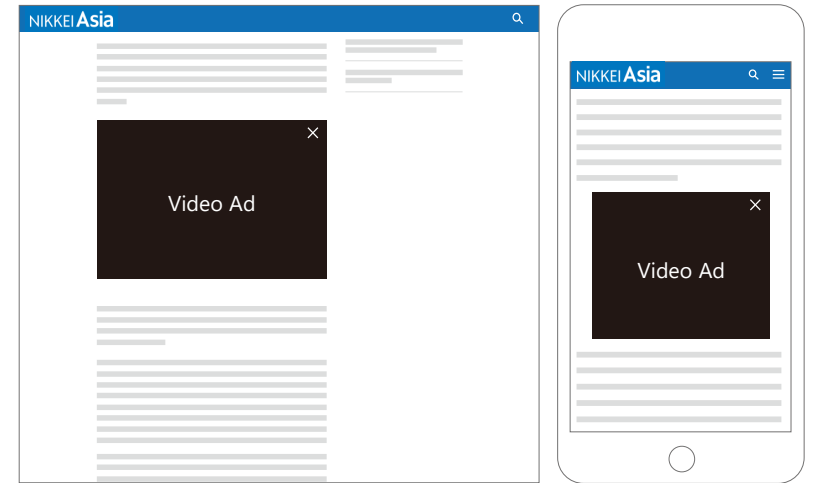
### 2 Desktop Banner Ads



### 3 Mobile Ads



### 4 In-article Video Ads



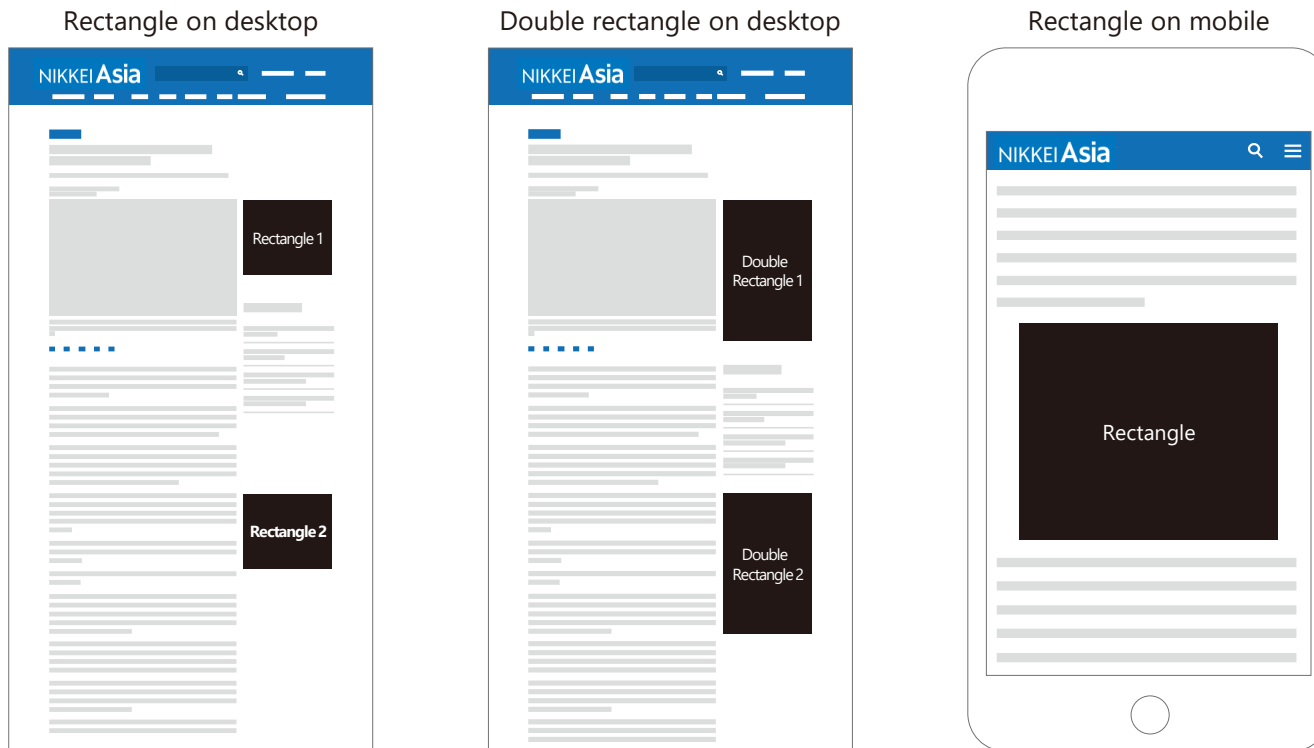
**Viewability Guaranteed Banner Ads Option**

**5 Asia300 Section Takeover**

# Digital Advertising

## 1 Cross-device Ads Recommended

Cross-device ads are our standard offering. They are responsive across desktop, tablet and mobile and double rectangle-size banners appear only on mobile devices.



### Specifications

Format / size	GIF, JPEG / under 50KB	ALT text	Not allowed
Animation	Allowed	Number of artworks	Up to 4 at one time
Loop	Stops within 35 seconds	Artwork replacement	Up to 4 times per campaign

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

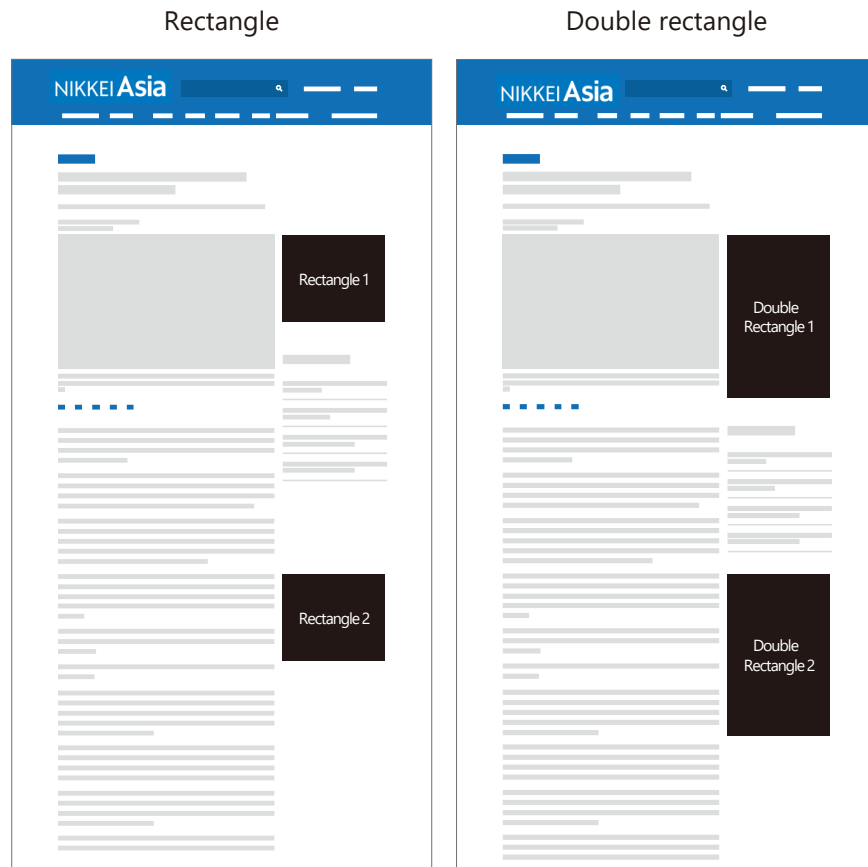
- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019



# Digital Advertising

## 2 Desktop Banner Ads

Desktop banner ads appear only on desktop devices. Both regular and double rectangle sizes are available.



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

Placement	CPM (excl. tax)	Guarantee
Rectangle	<b>¥4,500</b>	Impression guaranteed
Rectangle 2	<b>¥3,000</b>	
Double Rectangle 1	<b>¥5,400</b>	
Double Rectangle 2	<b>¥3,600</b>	

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

### Specifications

Format / size	GIF, JPEG / under 50KB	ALT text	Not allowed
Animation	Allowed	Number of artworks	Up to 4 at one time
Loop	Stops within 35 seconds	Artwork replacement	Up to 4 times per campaign

# Digital Advertising

## 3 Mobile Ads

Mobile ads are targeted at mobile devices. Only regular-size banners are acceptable.



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

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

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

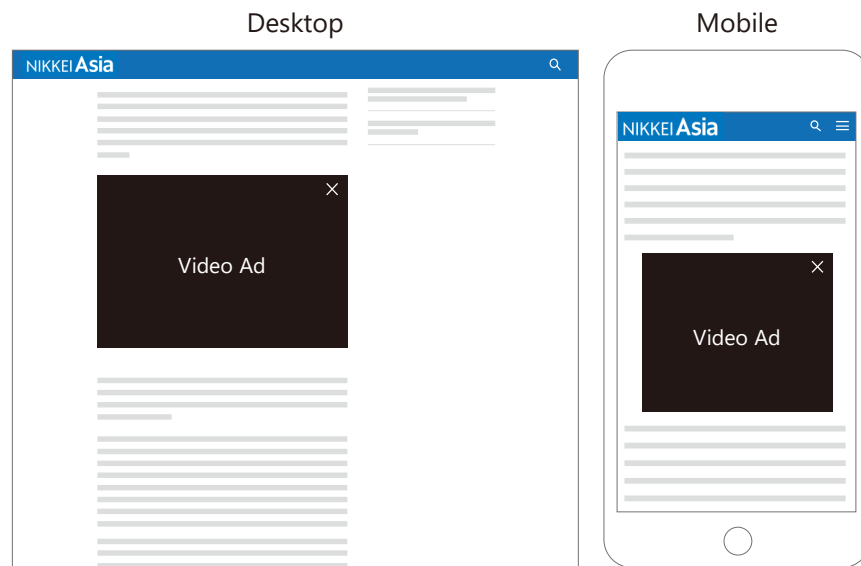
### Specifications

Format / size	GIF, JPEG / under 50KB	ALT text	Not allowed
Animation	Allowed	Number of artworks	Up to 4 at one time
Loop	Stops within 35 seconds	Artwork replacement	Up to 4 times per campaign

# Digital Advertising

## 4 In-article Video Ads

Video ads are placed within articles allowing a high visibility, cost effective opportunity for branding and corporate advertising. You can select from two fee structures: impression guaranteed and completion guaranteed.



Service name	Size (pixels)	Device
In-article video ads	640 × 360 ~ 1920 × 1080	All devices

Guarantee	CPM (excl. tax)	Placement
Impression guaranteed	<b>¥5,000</b>	Article pages only
Completion guaranteed	<b>¥30円</b> / single completed view	

- Choose a pricing structure either from impression guaranteed and completion guaranteed
- Video ad is appeared within articles
- Advertising disappears once video is completed
- Automatically stops when less than 50% of the artwork is visible, and resumes when 50% or more is visible.
- If the number of completed views does not reach target, the fee is calculated based on the number of completion.
- Videos are muted by default. Users can turn sound on by tapping ads and switch to full screen
- All rates and specs as of April 2019

### Specifications

Format / size	MOV, MPEG4, AVI / under 200MB	Video running time	Within 15 seconds (Please inquire if you want longer times.)
Aspect ratio	16 : 9 (4 : 3 not supported)	Codec	Nearly all supported (excl. ProRes4444, HDV 720p60, Go2 Meeting 3&4, ER AACLD, RECODE)
Submission deadline	Pre-test : 10 business days before ad's start date Final submission : 5 business days before ad's start date		

# Digital Advertising

## Viewability Guaranteed Banner Ads

To meet the growing need for trust and transparency in digital advertising, Nikkei Asia introduced Viewability Guaranteed Banner Ads, for which we only charge for traffic recognized as effective. Nikkei Asia aims to be a valued partner for global advertising by delivering unbiased journalism and quality content and increasing trust and transparency as an advertising medium.

With the Viewability Guaranteed Banner Ads option, an ad is only deemed to have had a “viewable impression” if it has met the standards of viewable impression set out by the Japan Interactive Advertising Association (JIAA) . Measurement standards are based on the guidelines of the American Interactive Advertising Bureau (IAB) and the Media Rating Council, Inc (MRC) . The measurement tools adopted are those of the U.S. company MOAT, which is affiliated with the IAB and MRC.

## Viewable Ad Impression Measurement Guidelines

A viewable impression must meet the following requirements

Display ads	<p>Requirement 1 <b>least 50% of the ad’s pixels</b> are displayed in a viewable space</p> <p>Requirement 2 The ad is displayed <b>continuously for at least 1 second</b></p> <p><small>*At least 50% of the pixels must be displayed before the time is measured.</small></p>
Video ads (In-stream)	<p>Requirement 1 <b>least 50% of the ad’s pixels</b> are displayed in a viewable space</p> <p>Requirement 2 The video is displayed <b>continuously for at least 2 seconds</b></p> <p><small>*At least 50% of the pixels must be displayed before the time is measured. *It does not necessarily have to be the first 2 seconds of the content.</small></p>

\*Same rules apply for desktop and mobile. In-banner video ads shall comply with display ad standards.

Three major problems in transparency of digital advertisements



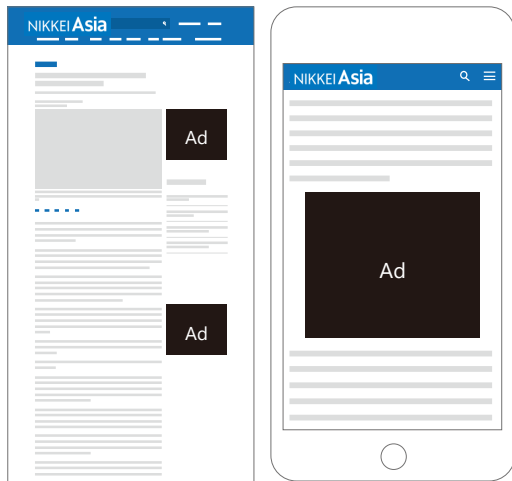
# Digital Advertising

## Viewability Guaranteed Banner Ads

1

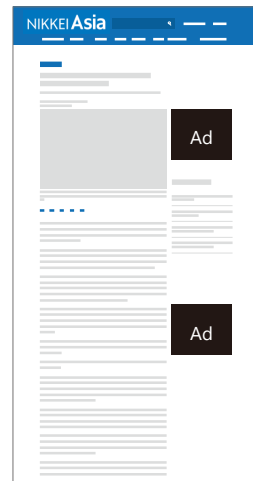
### Cross-device Ads

Recommended



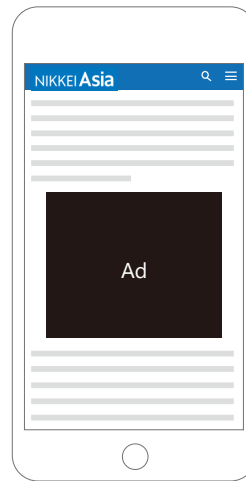
2

### Desktop Banner Ads



3

### Mobile Ads



For specifications, please see each product page.

- All rates exclude taxes
- Minimum spend ¥500,000
- Insertion orders accepted until 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

1	Cross-device Ads	CPM (excl. tax)
	Rectangle 1	¥ 5,000
	Rectangle 2	¥ 3,800

2	Desktop Banner Ads	CPM (excl. tax)
	Rectangle 1	¥ 5,500
	Rectangle 2	¥ 4,000
	Double Rectangle 1	¥ 6,400
	Double Rectangle 2	¥ 4,600

3	Mobile Ads	CPM (excl. tax)
	Rectangle 1	¥ 5,000
	Rectangle 2	¥ 4,000

Guarantee	
Viewable impression guaranteed	

# Digital Advertising

## 5 Asia300 Section Takeover



The Asia300 section attracts institutional investors watching Asia, and company managers seeking business collaborations and M&As to expand their business in the region. You can occupy the section for three months.

Service name	Size (pixels)	CPM (excl. tax)
Asia300 Section Takeover	Super Banner : 728 × 90	<b>¥1,500,000</b>
	Double Rectangles 1 and 2 : 300 × 600	
	Mobile Ads : 300 × 250	
Device	Period	Guarantee
Desktop, mobile, tablet	3 months	Period guaranteed

- All rates exclude taxes
- Insertion orders accepted until 3 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs as of April 2019

# Print Advertising



# Print Advertising

## Advertising fees

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

- Insertion orders accepted until 3 weeks before publishing
- Submit artwork no later than 2 weeks before publishing

- Inventory is subject to change
- All rates and specs as of April 2019



# NIKKEI Asia

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Global Business, Nikkei Inc.

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

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