

NIKKEI *Asia*

The voice of the Asian century

MEDIA KIT

2022

Nikkei Inc.

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About Nikkei

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

“
*If you are looking for
the best coverage on
Asian markets and
economies, then it's
Nikkei Asia*
”



Nozomi Oda

Partner
Morrison & Foerster
Tokyo Office

“
*Using Nikkei Asia to
share information with
team members and clients
has become part of my
regular routine*
”



Sergiy Korsunsky

Ambassador Extraordinary
and Plenipotentiary
Ukraine to Japan

“
*Nikkei 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>



Global Reach – Digital

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.

Source: Google Analytics Report Jan 1st - Oct 31st, 2021 Monthly Avg.

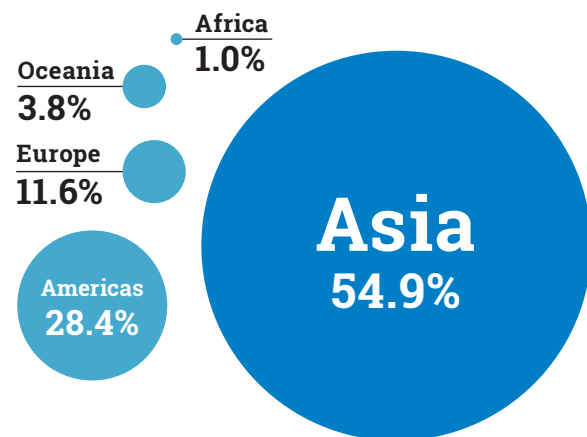
Unique visitors (Monthly)

3,650,059

Page views (Monthly)

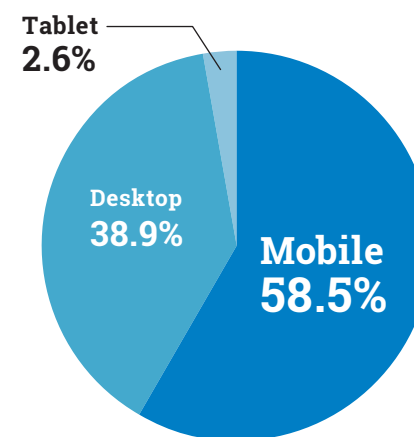
7,662,051

Readership by Region



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

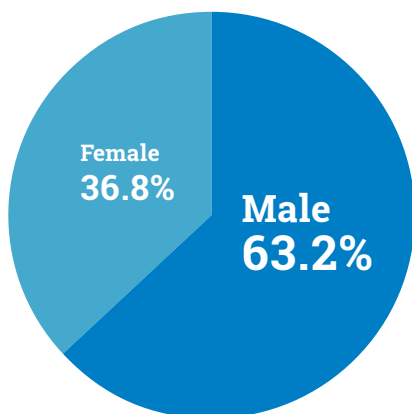


Our Readers

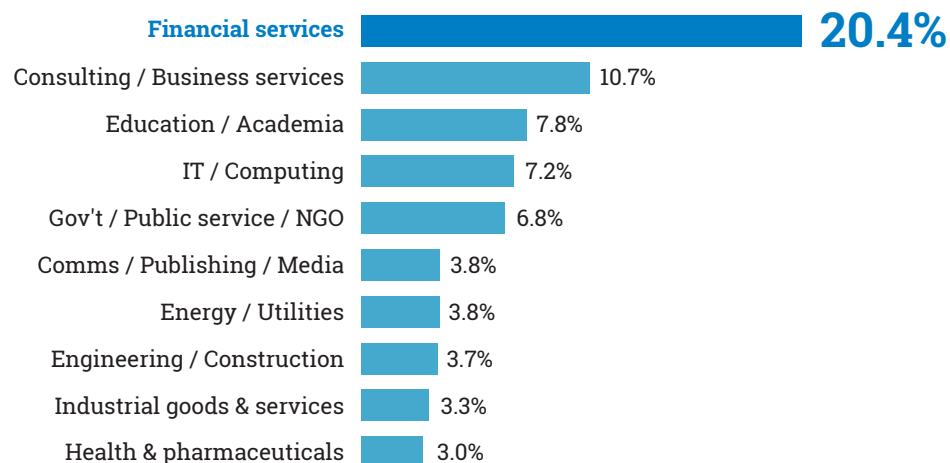
Nikkei Asia is read by business people from a wide range of industries, with finance at the forefront. Despite having a relatively young readership in their late 20s and 30s, Nikkei Asia is also characterised by a high proportion of management and C-suite readers.

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

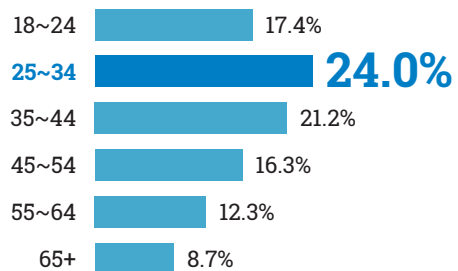
Gender



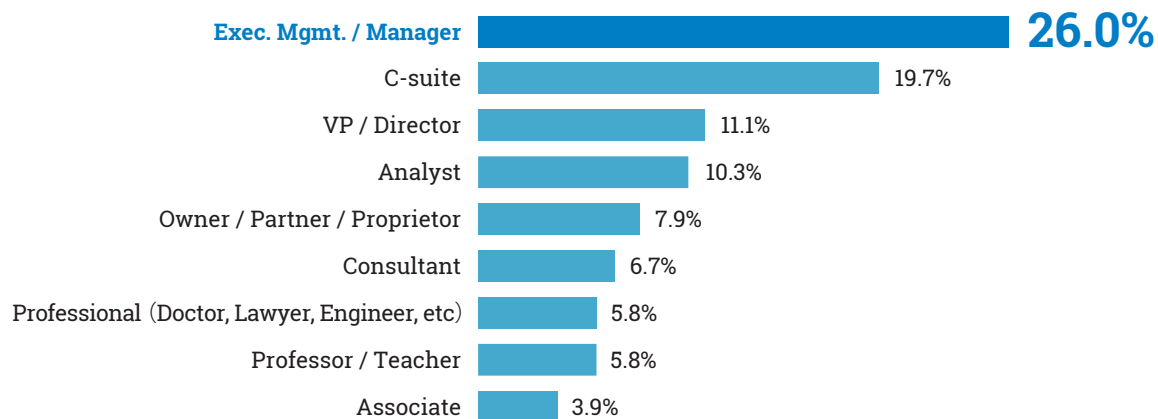
Industry



Age



Job title



Our Readers

Ipsos Global Business Influencers APAC (GBI APAC)

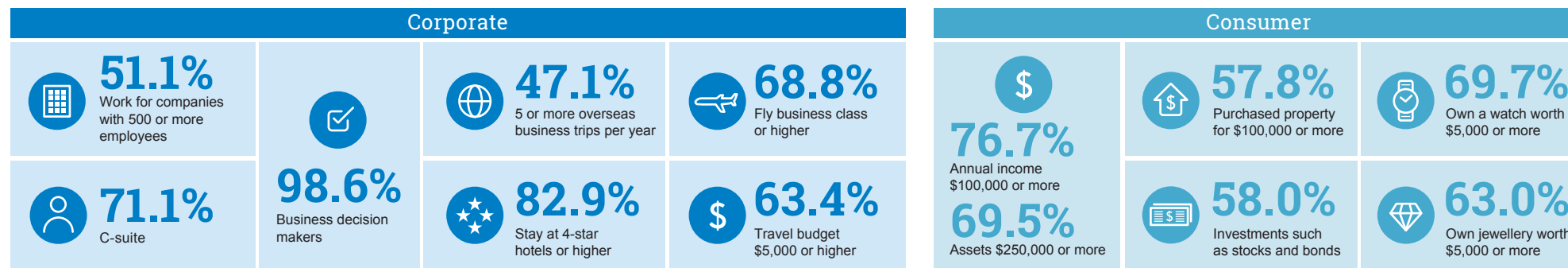
GBI APAC is a media brand survey of business people conducted by Ipsos. It targets senior-level business people in Asia working for companies with 50 or more employees. In addition to detailed media questions on frequency of contact and devices, the survey also looks at business/private travel, personal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

Countries/regions surveyed			
Hong Kong	Indonesia	Malaysia	Philippines
Singapore	South Korea	Taiwan	Thailand
China	Japan	India	Australia
Universe			
A total of 1 million senior-level business people working for companies with 50 or more employees			

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)

Company's initiatives	Nikkei Asia Readers
Actively assess and promote diversity and inclusion within the company	72.2%
Actively monitoring the pay gap between men and women and taking steps to reduce disparities	73.6%
Supply chains have policies in place to address environmental and ethical challenges	78.9%
Green supply chains and ethical sourcing will become even greater criteria for decision-making in the future	76.6%
Awareness of ESG issues	Nikkei Asia Readers
ESG initiatives contribute to improved corporate reputation	76.2%
ESG initiatives reduce investor risk	71.9%
ESG initiatives increase employee engagement	75.2%
ESG initiatives enhance long-term profitability	77.4%

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

Partner Content



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.

On 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 Mayfair. 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 Prince Akasaka London, the new 5-star international flagship brand of Seibu Group's hotel and leisure subsidiary Prince Hotels. "This is a new brand and a new start for us," Goto says.



Flagship Hotel London (now Prince Hotel Park, the 5-star Prince Hotels brand) anchors Seibu Group's expansion to international expansion. The interior is designed in Japanese taste.



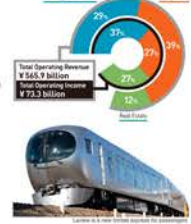
Takashi Goto, President and CEO, SEIBU HOLDINGS INC.

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 (39% of sales in FY2018) has 43 properties throughout Japan with almost 17,400 rooms. The urban transportation segment (29% of sales) handles 660 million passenger journeys annually on its railways and buses in and around Tokyo. Meanwhile, the real estate business (12% of sales) is responsible for fast-track real estate development in prominent Tokyo locations.

Transportation was the group's original core business. Now, with Japan's population falling, some transit corridors struggle to stay into structural decline, but Goto disagrees. Japan's overall population may be falling, but the population alongside Seibu's two main Tokyo commuter lines is actually on the rise. Why? First, because Seibu invests continuously to make its services both safer—reducing platform gaps and reducing level crossings with underpasses, for instance—and more appealing—premium commuter trains with air-revised seating being a case in point. Second, Seibu works to make the stations and their services more attractive to commuters and non-commuters alike, refurbishing stations to feature more shops and restaurants and persuading developers to build everything from condominiums to theme parks along to railway corridors.

Sales/profits breakdown in 3 key segments (FY2018)



Seibu's 5-star hotel brand is positioned to prosper.

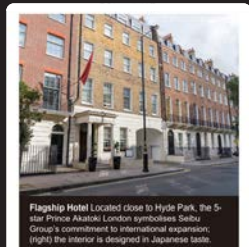
Serving Japan's tourism boom

Goto has followed the same playbook of continuously setting value in the hotel and leisure segment. A surge in overseas visitor numbers—what peaked from 19 million to 20 million between 2013 and 2018, and are projected to double again by 2025—has transformed Japan's hospitality sector. "The government wants to make Japan into a world tourism superpower. We started early, supporting and promoting our hotels with an eye to major events like this year's Rugby World Cup and the 2020 Tokyo Olympics and Paralympics. We're determined to be the first runner in the inbound-tourist market," Goto says.

Upgrade services and refurbished rooms have led to higher average daily rates for rooms, resulting in higher profits. Goto has consistently posted higher operating revenues and profits. "Hotel and leisure is our new growth engine," states Goto. In a landmark turnaround, profits from the hotel and leisure segment are due to surpass those from the transportation segment in 2021.

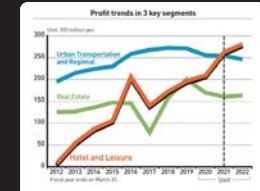


"We're determined to be the front runner in Japan's inbound-tourist market."



Flagship Hotel London located close to Hyde Park, the 5-star Prince Akasaka London symbolizes Seibu Group's commitment to international expansion. (Right) the interior is designed in Japanese taste.

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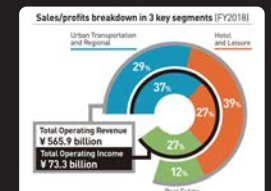


Brand-building through Baseball
Seibu Group's baseball team, the Saiga



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 (39% of sales in FY2018) has 43 properties throughout Japan with almost 17,400 rooms. The urban transportation segment (29% of sales) handles 660 million passenger journeys annually on its railways and buses in and around Tokyo. Meanwhile,



Seibu's 5-star hotel brand is positioned to prosper.

Serving Japan's tourism boom

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Real estate. Real synergies

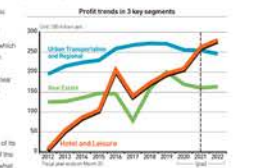
There's a golden thread around real estate. Seibu's third business segment, in FY2018, despite accounting for just 12% of sales, it generated 27% of total profits. How come? The profit outperformance is the result of the synergies that exist between real estate operations in concert with other group segments—and Goto calls the "synergistic premium." Tokyo Station Terminal North, a 41-story, 300,000-square-meter mixed-use development in Central Tokyo which opened in July 2016, provides the perfect case study.

"Two of our segments—real estate and hotel and leisure—together erected a 38-floor mixed-use tower with shops, restaurants, offices, and a hotel, plus a separate residential tower, on the old Asakusa Prince Hotel site," Goto explains. "By turning the hotel into a mixed-use development, we more than quadrupled annual net operating income from ¥1.3 billion to ¥11 billion per year!"

The proximity adds well for the redevelopment of the Shinjuku Takanawa area immediately adjacent to Tokyo's Shinjuku Station, a bullet train station also with links to one of the capital's best international airports. Here Seibu has a whopping 130,000 square meters of land with four hotels and 5,000 rooms. The plan is to keep the hotels running through the 2020 Olympics, then to start work on a multi-stage development, targeting 2027, the year the new maglev train starts running from Shinjuku, for completion.

Japan's new maglev will have a top speed of 500 km/h. And Seibu Group's business performance has shown similar powers of acceleration, with both revenues and profits climbing for the last seven years. This steady progress is underpinned by a strategy which clearly defines the three key segments' different roles, with urban transportation (and its abundant cash flows) positioned as the foundation of growth; hotel and leisure as the growth driver; and real estate, with its synergy effects, as the key to growth. "To all three segments we moved quickly to invest in upgrades and improvements," Goto says. "We're now seeing the fruits of that investment."

The design of the Seibu Group is "Smiles Ahead," an acronym of its commitment to making all its customers' lives happier. As a fan of the management writer Jim Collins, Goto believes in setting himself what Collins calls "stretch," or "Big Hairy Audacious Goals." His most audacious goal is to double group revenue and operating profits by 2030. If he can deliver on that goal, then investors will certainly have something to smile about.



Brand-building through Baseball
Seibu Group's baseball team, the Saiga

Brand-building through Baseball
Seibu Group's baseball team, the Saiga, won the Pacific League (one of Japan's two professional baseball leagues) for the second year running this year. "The baseball team helps raise our corporate value," says Goto. "Many of people who don't know me as CEO of Seibu Holdings know me as the owner of the Seibu Saiga Line."




Join the Club
Seibu Group's Prince Hotels is Japan's biggest full-service luxury hotel chain with 17,400 rooms in 43 locations. Creating new demographics is the key to achieving growth in the domestic market. This year, Prince Hotels launched Prince Vacation Club, a membership scheme targeting wealthy visitors that offers access to several of its beach hotels and their accompanying golf courses and hot springs. Existing facilities are being upgraded and value contributed on unused land by press 20 dedicated destinations for club members.


Prince Hotels is also targeting the opposite demographic—people in their twenties and thirties who want affordable accommodation, stripped-down services and digital convenience—with another new brand, Prince Smart Inn. The first of these will open in central Tokyo and the famous hot-spring resort town of Atami in 2020. "We aim to open Prince Smart Inns in 100 locations over the next 10 years," says president and CEO Takashi Goto.

Partner Content

Case study 02 HSBC



International businesses eye GBA's golden opportunity



As foreign direct investment in China continues to grow and businesses around the world implement their post-pandemic recovery plans, more international corporations are turning to the Greater Bay Area (GBA).



According to the latest HSBC Navigator survey, three in four international businesses are planning to invest or expand in the GBA in the next three years. This belief is rapidly gaining traction in the APAC region as well. 74% of Malaysian businesses and 61% of Singaporean firms expect the region to see higher growth than the rest of China - as close neighbours, they can see for themselves the gathering momentum.

"The positive business sentiment, particularly among businesses in Asia Pacific, shows that the Greater Bay Area is set to become an even more significant facilitator of cross-border trade and capital flows, expanding the corridor for trade, investment and innovation between China and other regions," said Denise Chan, Head of Greater Bay Area, HSBC.

Driving China's economic growth

Market confidence in the GBA has always been encouraging and the pandemic has not dampened the outlook. China has already regained its pre-pandemic levels of activity, showing encouraging growth momentum while leading Asia's recovery¹. There is also greater focus on the 'dual circulation' economic model which will provide opportunities for foreign companies in China to broaden their business operations. As these trends continue, the GBA has a vital role acting as the bridge to overseas markets offering great

International businesses eye GBA's golden opportunity

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According to the latest HSBC Navigator survey

The GBA's advantages

HSBC's Navigator survey also revealed what international businesses identify as the core advantages of the GBA: leading technological advancement and research capabilities, a burgeoning middle class, and a highly skilled workforce. These important factors are conducive for doing business in the region, particularly in sectors such as technology, manufacturing and trade.

HSBC GBA+ Healthcare Fund

Supporting fast-growing healthcare companies in the GBA


HSBC GBA+ Healthcare Fund supports the fast-growing and early-stage healthcare companies in the region.

Recognising the potential in emerging areas, in August, HSBC unveiled a USD700 million GBA+ Healthcare Fund to support the scaling up of fast-growing, early-stage healthcare companies with viable business models, and updated its GBA+ Technology Fund from USD800 million to USD1.13 billion. Aside from helping entrepreneurs capitalise on the region's many possibilities, this furthers HSBC's support of new economy sectors which the bank believes will be the key drivers of the GBA's economic growth.


To support businesses across all sectors expanding their operations in the region, in September HSBC launched Credit Connect, a market-first credit facility solution that provides flexibility in addressing onshore and offshore funding needs. According to Denise Chan, this was also in response to "the GBA's increased economic activity which has accelerated cross-border business activities in the region".

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This potential is buoyed by strong support from government authorities and international businesses, who have been investing in the framework that will enable cross-border trade to flourish and implementing initiatives to ensure the region's sustainable growth.





HSBC GBA+ Healthcare Fund supports the fast-growing and early-stage healthcare companies in the region.

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HSBC GBA Business Credit Connect

Flexible allocation of credit limit within Guangdong-Hong Kong-Macao in as fast as one day

HSBC GBA Business Credit Connect provides flexible allocation of credit limit within the GBA in as fast as one business day.

As the GBA initiative takes shape, so too has investor interest. Foreign direct investment in China grew at the fastest pace in more than a decade during the first quarter of 2021, according to data released by the Ministry of Commerce in April².

The data also revealed that more than 10,000 new foreign-invested companies were established in China during the first three months of the year, an increase of almost half from the same period a year before³.

The land of opportunity

It is estimated that by 2030 the region's GDP will grow to USD4.4 trillion, presenting growth potential that international companies simply cannot afford to miss out on⁴.

Having been actively involved in the region for many years, the initiative is not new to HSBC. The bank sees this as the Pearl River Delta's next frontier, but one that is supercharged by factors such as improved connectivity, rising affluence and the emergence of an enhanced digital economy that will encompass manufacturing, new retail

PwC's New Equation in Asia Pacific

Building trust. Delivering sustained outcomes. Creating a virtuous circle between those dynamics is key for businesses to succeed in the new normal. PwC has launched a new global strategy. The New Equation, to create that circle within its network as well as with its clients. The New Equation comprises bold, far-reaching initiatives for supporting effective responses to the disruptions that are transforming the business environment. It is a watershed in PwC's continuing commitment to unlocking value for their clients, stakeholders and society at large.

Here, PwC's Raymond Chao explains the new global strategy and, especially, what it means for Asia Pacific. Chao is PwC's Chairman for Asia Pacific and China and is part of PwC's Global Network Leadership team, which charts the overall strategy for the PwC network.

- Embracing the ESG resolution
- Creating value in deals
- Developing leaders for a new tomorrow
- A commitment to quality
- Building trust and delivering sustained outcomes



Raymond Chao, Chairman, Asia Pacific and China, PwC

"We launched The New Equation," relates Chao, "because we perceive huge opportunities for our clients and for our network globally. Capitalising on those opportunities will depend on new advances in building trust and in delivering sustained outcomes through continued learning and understanding of a world that is changing rapidly. In Asia Pacific, we are addressing that focus through a global learning programme called *Renewing the Future*. It equips our people to deal with business issues that have emerged from the disruptions in the business environment - enhancing what we call our community of values."

"Asia Pacific's share of the world GDP has tripled since 1960, to nearly 40%. Underlying that performance have been strong fundamentals, including growth in consumer markets and the emergence of globally competitive manufacturing hubs, which have been instrumental in attracting foreign investments. The World Bank projects that the region's GDP will expand by 7.5% in 2021."

Chao appreciates the encouraging economic overview of Asia Pacific with a caveat. The region, he notes, is at an important juncture. Covid-19 has aggravated ongoing challenges, such as infrastructure, environmental, social inequality, environmental deterioration, trade frictions and political tensions. Chao cautions that the fundamentals that have supported Asia Pacific's impressive growth will be insufficient to overcome the ongoing disruptions. It is for this reason that PwC is building a strong and resilient future. For its economies and businesses, PwC is of the view that the region needs to focus on a few growth pillars, namely enhancing the digital economy, enabling regional enterprise growth, reinforcing supply chains and fostering innovation, future-proofing the labour force and achieving net zero emissions of greenhouse gases.

As part of its ambition to help businesses realise these growth opportunities, PwC announced plans to invest US\$3 billion and double the size of its business in Asia Pacific by 2026. This includes the creation of around 40,000-50,000 jobs to deepen and expand the firm's capabilities across the region. PwC will be establishing an Asia Pacific Trust Leadership Institute to champion trust building initiatives in addition to enhancing talent and leadership development programmes for the region. PwC also plans to scale up in a number of strategically important areas in the region, including environmental, social and governance (ESG) initiatives, digital transformation, M&A and debt value creation capabilities, providing assurance beyond financial statements as well as strengthening regional digital centres.

"PwC member firms are present in 156 territories and employ more than 295,000 people. We are thoroughly committed to delivering absolute quality in every project that we undertake. In every territory and in every relationship, we adhere to robust, global standards of quality, and we comply rigorously with local laws and regulatory requirements."

A prime focus in The New Equation is on equipping our people to build trust and deliver sustained outcomes.


Building trust and delivering sustained outcomes

As the region emerges from the pandemic, governments and businesses need to collaborate to re-establish trust across societies and form agile ecosystems where the roles of drivers and enablers evolve as the situation requires. More concerted collaboration across Asia Pacific is critical to ensuring its strength benefits all within the region.

Creating value in deals

Another area in which PwC is investing significantly in Asia Pacific, as part of The New Equation ambition, is in deals value creation. In recent years, the region has seen a significant surge in deals and M&A activities, which is not surprising given its economic growth trajectory. Chao expects that this will only accelerate going forward, with businesses seeking to expand their footprints regionally and provide equity funds continuing to focus on Asia Pacific key markets. He adds, "PwC firms in Asia Pacific

Case study 03 PwC



Raymond Chao, Chairman, Asia Pacific and China, PwC

"We launched The New Equation," relates Chao, "because we perceive huge opportunities for our clients and for our network globally. Capitalising on those opportunities will depend on new advances in building trust and in delivering sustained outcomes. Asia Pacific is an important region in achieving what we set out to accomplish with the strategy. We are devoting top priority to executing The New Equation in Asia Pacific as we carve our ambitions in the region."

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A successful M&A and debt advisory transaction has given the client and its needs of our clients, we are scaling up even further regionally to help them create more value."

Chao says that PwC intends to invest in an additional 40 partners with special skills in Deals Strategy and Operations across Asia Pacific over the next 24 months. This investment will also include the necessary support teams as well as strengthening data analytics capabilities and deepening industry expertise.

Developing leaders for a new tomorrow

"A prime focus in The New Equation," Chao continues, "is equipping our people to build trust and deliver sustained outcomes through continued learning and understanding of a world that is changing rapidly. In Asia Pacific, we are addressing that focus through a global learning programme called *Renewing the Future*. It equips our people to deal with business issues that have emerged from the disruptions in the business environment - enhancing what we call our community of values."

The *Renewing the Future* curriculum includes mastering global macro-trends, exploring sector-specific shifts and learning how to use the latest technological tools to drive business transformation. Nearly 300 partners from PwC firms in Asia Pacific have been through the programme.

"Another initiative in the works at PwC is a comprehensive Asia Pacific Trust Leadership Institute. A key element is a new physical location that we will be building in Hainan, China. The Institute will provide an immersive learning experience brought to life through both physical and virtual connectivity, focusing on sustainability, digital innovation, resilience and mobility. Our goal is to enable the leaders of today and tomorrow to lead with trust and deliver meaningful and sustainable impact, such as embedding ESG practices and reimagining what's possible when we are human and tech-enabled."

A commitment to quality

As global uncertainties persist, there is an urgent need for businesses to take a proactive role in expanding their regional presence to successfully tap into the growing opportunities across Asia Pacific. Digital adoption, leveraging partnerships and strengthening trust talent and culture are critical and serve as key enablers for companies to grow regionally and drive faster execution. PwC's The New Equation ambition accelerates this, providing a strong foundation for the firm to support their clients. It also amplifies PwC's purpose in building trust in society and solving important problems - putting quality at the centre of everything that we do.

"Building cultures is an important function of our services," emphasises Chao. "That function is especially important in our work for Asia Pacific clients as they grow regionally. Quality and trust are the bedrock of our success and are synonymous with the PwC brand. These two principles are fundamental to everything that we do, irrespective of practice or geography."

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Building trust and delivering sustained outcomes

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For PwC, this centres around two core fundamental principles that make up The New Equation: the need to build trust, which has never been more important, no more difficult, and the need to deliver sustained outcomes in an environment where competition and the risk of disruption is more intense than ever and social expectations have never been greater.

"This is a challenging era for companies in every industry, and the challenge is as an organisation, it's about how to live our 'sense of purpose,'" concludes Chao.

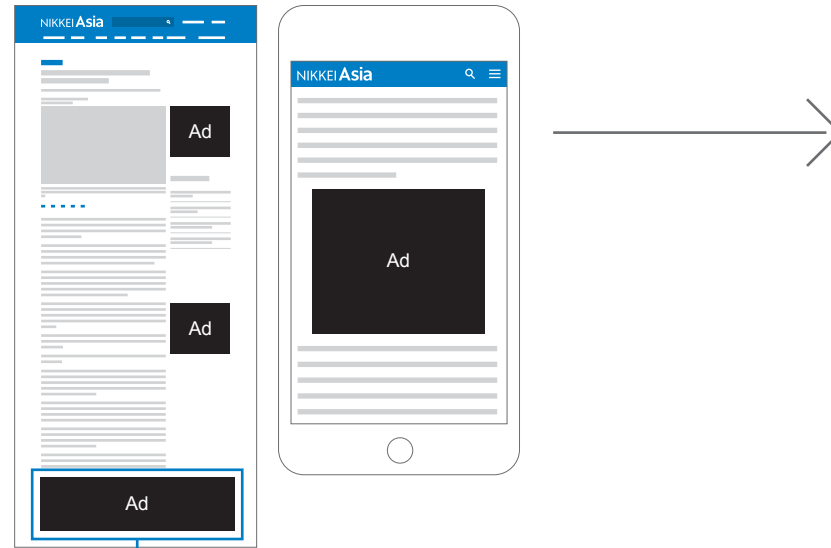
Partner Content

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



SPONSORED CONTENT

About Sponsored Content

- Innovative Asia gives unique insights on Asian key trends by the forerunner of industries.
- The latest issue: Towards a better tomorrow! Unlock The Real Japan
- Nikkei co-host startup pitch competition of 10 young entrepreneurs
- Exploring ways of realizing a more active aging society/NIKKEI
- Presentation of Financial Results for FY2021 1-3Q/ MHI Group

Advertisement fee	Lead time
<p>¥3,000,000~</p> <p>*Approx. value incl. production costs and banner placement *Prices can vary depending on the content</p>	<p>About 1 month</p> <p>*Depending on the volume of content</p>

Advertising banners

Banner ads (rectangle, sponsored content slots)

Advertorial

ASIAN MARKET AT MAXIMUM SPEED

So this is a market where we really want to invest.

Hong Kong stock market Capitalization by country

As of May 2017
Source: Hong Kong Exchanges and Clearing

30	43	63
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Hong Kong retail sales since 1997
(in billions of Hong Kong dollars)

2000 04 08 12 16

Hong Kong retail sales since 1997
(in billions of Hong Kong dollars)

2000 04 08 12 16

Chronology of xxxx debacle

May 2004 → May 2005 → May 2006 → May 2007 → May 2008 → May 2009 → May 2010

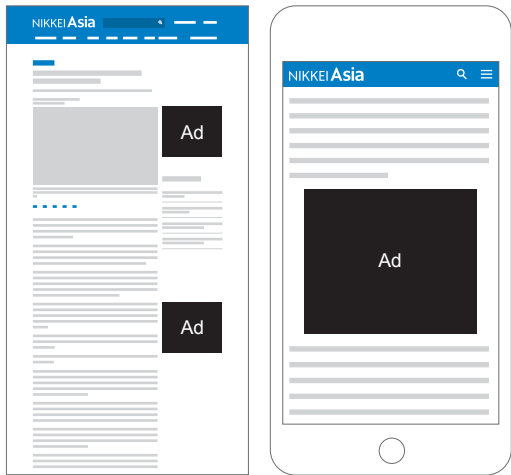
Digital Advertising



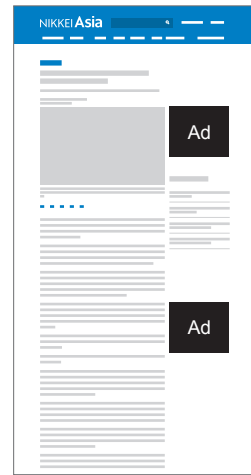
Digital Advertising

Menu

1 Cross-device Ads Recommended



2 Desktop Banner Ads



3 Mobile Ads



4 In-article Video Ads



Option 1 **Viewability : Guaranteed Banner Ads**

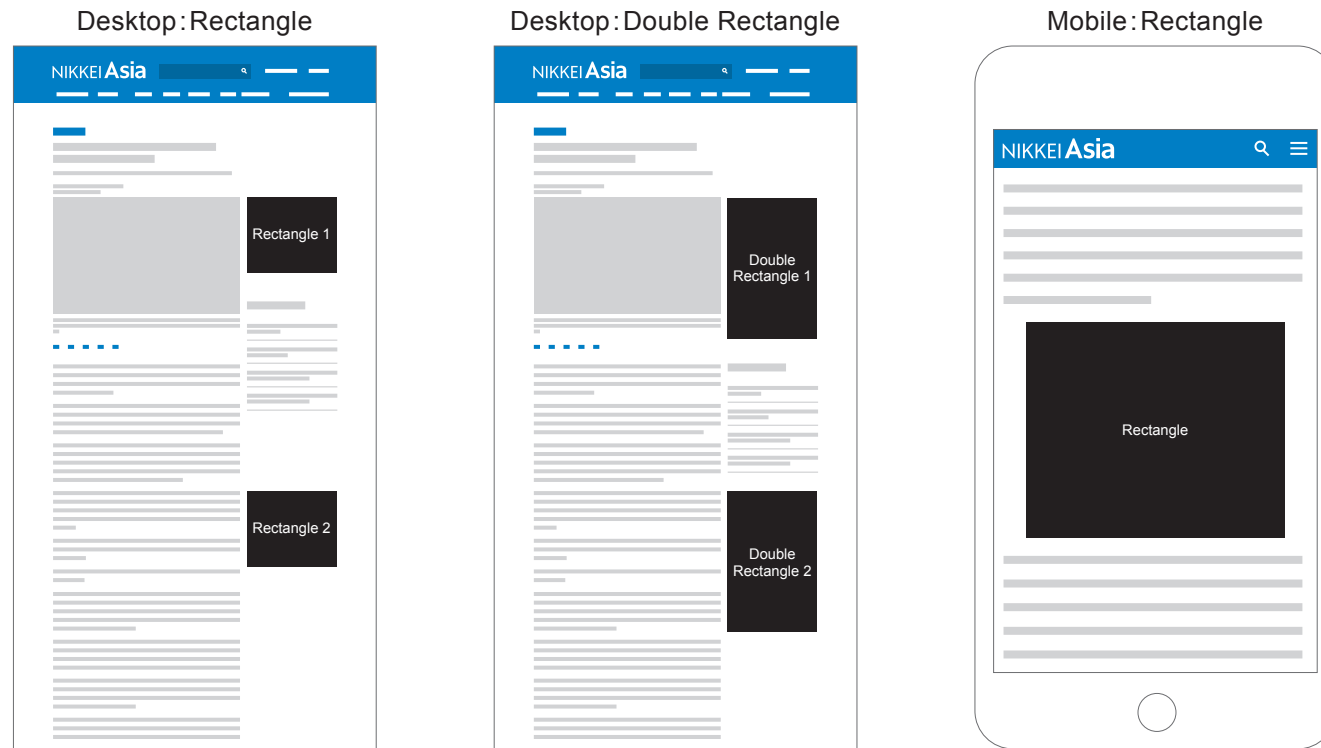
Option 2 **Geotargeted Ads**

5 Asia300 Section Takeover

Digital Advertising

1 Cross-device Ads Recommended

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



Specifications

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

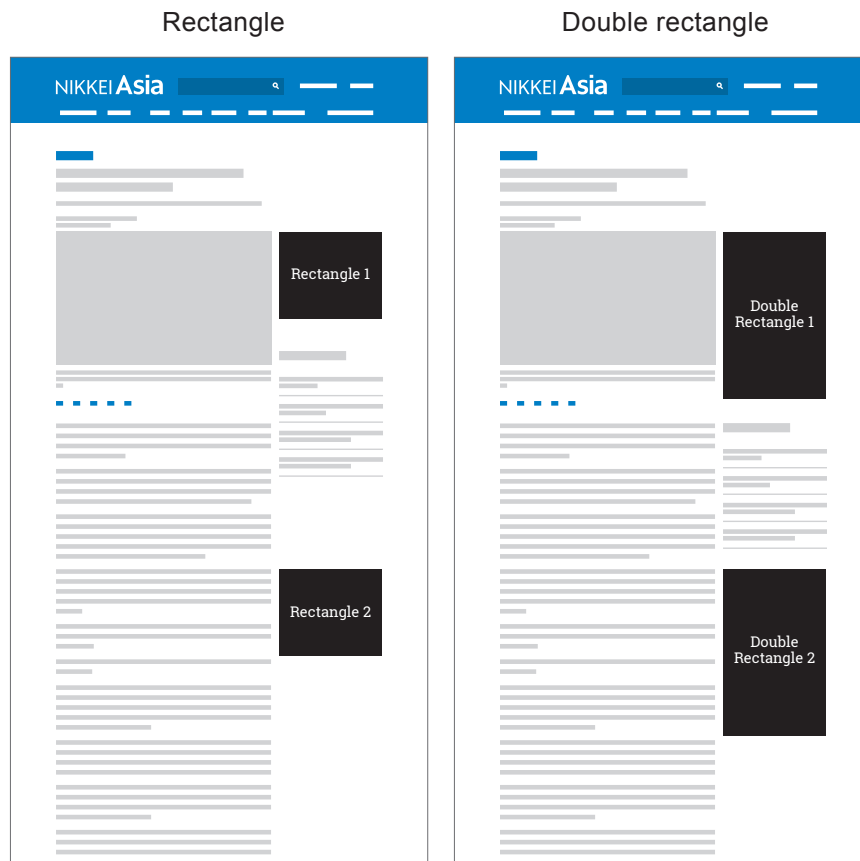
Service Name	
Cross-device Ads	
Size (pixels)	
Rectangle : 300×250 (all devices)	
Double Rectangle : 300×600 (Desktop only)	
Placement	CPM (excl. tax)
Rectangle 1	¥4,000
Rectangle 2	¥2,800
Guarantee	
Impressions guaranteed	

- 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

Digital Advertising

2 Desktop Banner Ads

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



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

Placement	CPM (excl. tax)	Guarantee
Rectangle 1	¥4,500	Impressions guaranteed
Rectangle 2	¥3,000	
Double Rectangle 1	¥5,400	
Double Rectangle 2	¥3,600	

- 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

Format/Size	GIF, JPEG: Under 150KB	ALT text	Not possible
Animation	Possible	Simultaneous ads	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Ad replacement	Up to 4 (incl. simultaneous, business days only)

Digital Advertising

3 Mobile Ads

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



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

Placement	CPM (excl. tax)	Guarantee
Rectangle 1	¥4,200	Impressions guaranteed
Rectangle 2	¥3,000	

- 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

Format/Size	GIF, JPEG: Under 150KB	ALT text	Not possible
Animation	Possible	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Ad replacement	Up to 4 (incl. simultaneous, business days only)

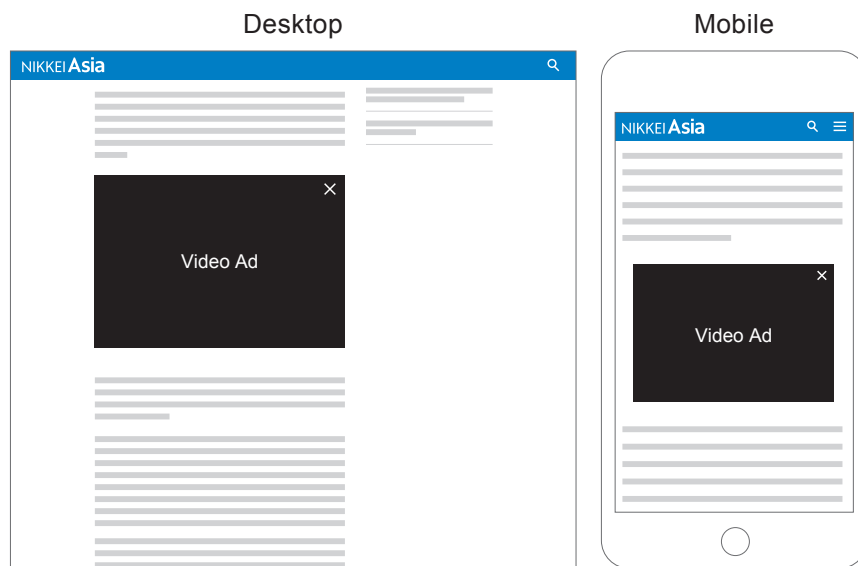
Digital Advertising

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.



Service Name	Size (pixels)	Device
In-article Video Ads	640×360 ~ 1920×1080	All Devices

Guarantee	CPM (excl. tax)	Placement
Impressions guaranteed	¥5,000	Article page
Completions guaranteed	¥30 / single completed view	

- 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

Specifications

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

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.

<p>Display ads</p>	<p>Condition 1 At least 50% of the ad pixels are displayed in viewable space</p> <p>Condition 2 The ad is displayed continuously for at least 1 second</p> <p><small>*At least 50% of pixels must be visible before time is measured</small></p>	<p>Video ads (In-stream)</p>	<p>Condition 1 At least 50% of the ad pixels are displayed in viewable space</p> <p>Condition 2 Video is displayed continuously for at least 2 seconds</p> <p><small>*At least 50% of pixels must be visible before time is measured</small></p> <p><small>*It does not necessarily have to be the first 2 seconds of the content</small></p>
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*The same rules apply for desktop and mobile.

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

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

5 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.

Service Name	Size (pixels)	CPM (excl. tax)
Asia300 Section Takeover	Super Banner : 728×90	¥1,500,000
	Double Rectangles 1&2 : 300×600	
	Mobile Rectangle : 300×250	
Device	Period	Guarantee
Desktop, Mobile, Tablet	3 Months	Period guaranteed

- 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

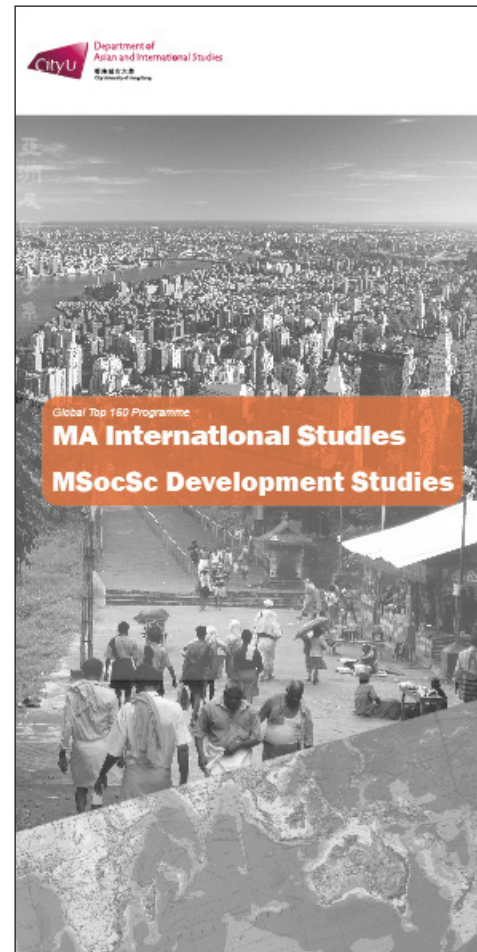
The Japan Foundation



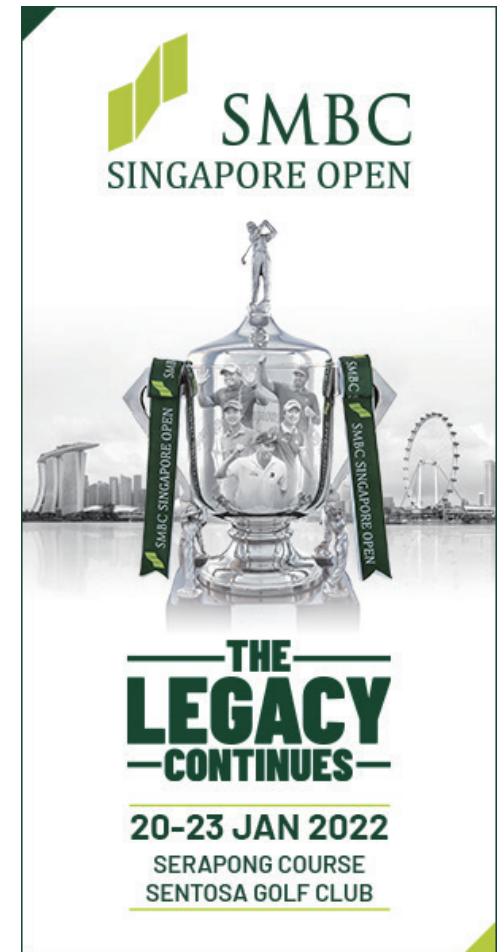
IE University



City University of Hong Kong



SMBC Singapore Open



Waseda Business school



HSBC



Print Advertising



Print Advertising

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

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)	¥1,800,000	¥1,620,000	¥1,440,000	¥1,260,000
 2nd Cover Double-page, 2 Pages (Inside Front Cover, DPS)	408mm×268mm 414mm×274mm (incl. bleed)	¥3,000,000	¥2,700,000	¥2,400,000	¥2,100,000
 Double-page, 2 Pages		¥2,700,000	¥2,430,000	¥2,160,000	¥1,890,000
 Opposite Column, 1 Page	204mm×268mm 210mm×274mm (incl. bleed)	¥1,400,000	¥1,260,000	¥1,120,000	¥980,000
 Ahead of 1st Special Feature, 1 Page		¥1,320,000	¥1,188,000	¥1,056,000	¥924,000
 Inside Page, 1 Page		¥1,250,000	¥1,125,000	¥1,000,000	¥875,000
 3rd Cover (Inside Back Cover)		¥1,500,000	¥1,350,000	¥1,200,000	¥1,050,000
 3rd Cover Double-page, 2 Pages (Inside Back Cover, DPS)	408mm×268mm 414mm×274mm (incl. bleed)	¥2,800,000	¥2,520,000	¥2,240,000	¥1,960,000

- 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

UNLOCK

THE REAL JAPAN

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.

Date of Issue	Theme
No.1 : 20 Mar 2020	Visit Japan
No.2 : 14 Dec 2020	City of International Finance
No.3 : 29 Mar 2021	Carbon-neutral
No.4 : 19 Jul 2021	Tokyo Olympics and Paralympics
No.5 : 21 Mar 2022	Osaka Expo



Unlock Website

<https://ps.nikkei.com/unlock/>



NIKKEI Asia

For advertising-related enquiries, please use the following contact details

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Sales & Marketing Team, Global Events Unit
global.inquiry@nex.nikkei.co.jp

asia.nikkei.com