

NIKKEI *Asia*

The voice of the Asian century

MEDIA KIT

2022年

日本経済新聞社

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About Nikkei

日本経済新聞社は、145年以上の歴史を持つビジネス・メディア企業です。主力媒体「日本経済新聞」はビジネスパーソンに長年親しまれてきた、日本最大の経済メディアです。またNikkei225で知られる日経平均株価の算出企業としても、日経は世界の金融業界で認知されています。

日経は、日本国内にとどまらず、海外市場においても新しい成長を求め積極的に活動しています。2013年に英文媒体「Nikkei Asian Review」を自社で発行したことを皮切りに、2015年に英国の有力経済紙Financial Times(FT)を発行するFTグループを日経グループに迎えました。

さらに2019年には、東南アジアにおける投資ファンドやスタートアップの情報に特化した英文ニュースサイトを運営するDeal Street Asia(シンガポール拠点)をグループに迎え、日経グループはグローバル・メディアへとさらなる進化を加速させています。

1,500

Journalists

37

International bureaus

145

Years of quality journalism

About Nikkei Asia

日本において、経済を中心とした総合情報紙として知られる日経は、海外市場においても「真のグローバル・メディアを目指す」という方針を掲げています。2013年秋には、グローバル戦略の中核となる英文媒体「Nikkei Asian Review」(2020年秋に、名称を「Nikkei Asia」へ変更)を創刊しました。

Nikkei Asiaを中核に、日経はアジアの取材網を強化してきました。結果、アジアにおける優れた報道を表彰するアジア出版者協会賞(The Society of Publishers in Asia's Awards)を6年連続で受賞し、Nikkei Asiaの報道は高い評価を得ています。

実際に2021年6月に米国ホワイトハウスが発表した「サプライチェーンに関する報告書」において、Nikkei Asiaの記事が複数引用されており、国際的にも記事内容に対する高い信頼、評価を得ている証左と言えます。



We bring you the Asian business, politics and economy stories others miss.

Cover Story

今知るべき重要ニュースについて特集した長尺の分析を毎週掲載

Company in Focus

アジア経済の発展を支える企業や人、そして技術をクローズアップ

Asia Insight

アジアで今最も注目すべき政治・経済のニュースやトレンドを深掘り

Asia300

日経が独自に選んだアジアの主要企業群「Asia300」。企業の戦略や業績トレンドを知ればアジア経済の形が見えてきます

Opinion

世界の著名エコノミストやジャーナリストがアジアのビジネス、政治、安全保障問題を論じます

Latest news

最新の企業ニュースや速報ニュース、日々変化する政治情勢からマーケット情報まで

About Nikkei Asia

Nikkei Asiaは、ビジネスに重要な情報を提供する媒体として、広く海外で読まれています。



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*
”

2021年によく読まれた記事

'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

詳細は以下のページをご覧ください。

<https://asia.nikkei.com/Spotlight/Most-read-in-2021>



Global Reach — Digital

アジア圏の読者が半数以上を占めています。シンガポール、マレーシア、フィリピンなどのアジアの英語ユーザーに多く利用されています。

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

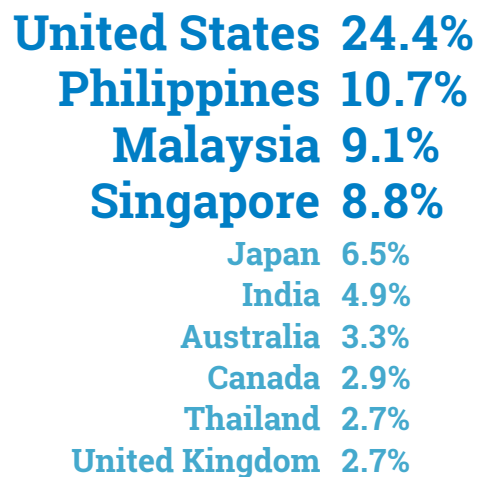
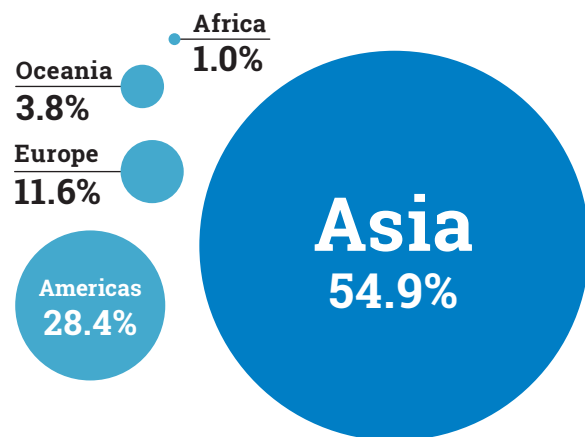
月間ユーザー数

3,650,059

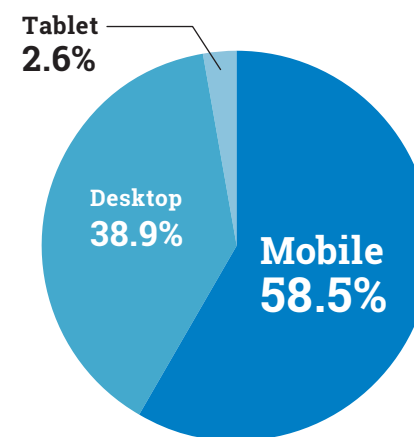
月間 PV

7,662,051

地域別ユーザー分布



デバイス

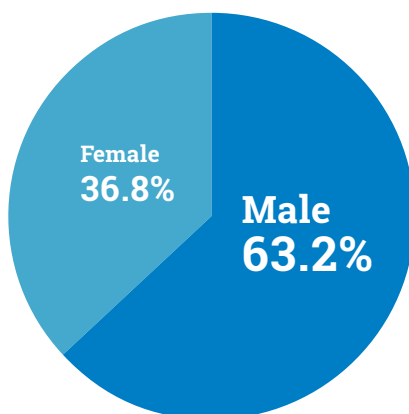


Our Readers

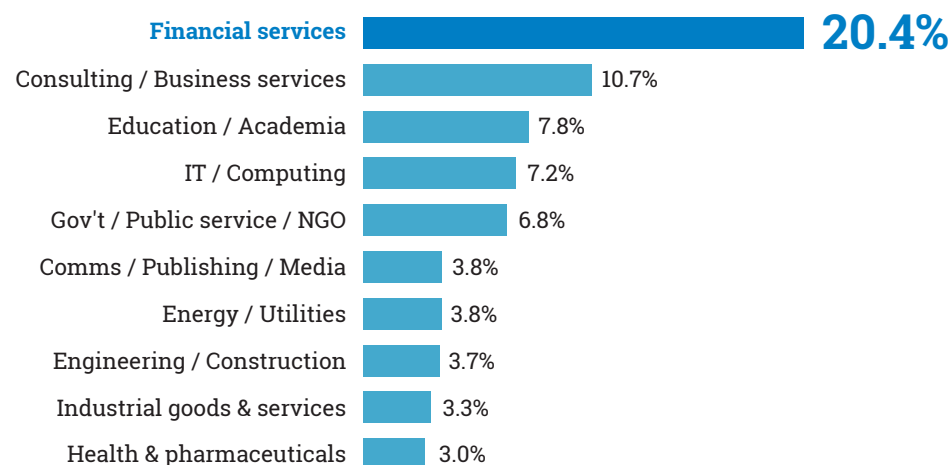
Nikkei Asia は金融を筆頭に幅広い業種のビジネスパーソンに読まれています。20代後半から30代にかけてと比較的若い年代の読者が多いにもかかわらず、マネージメントやC-suite層の比率が高いことも特徴です。

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

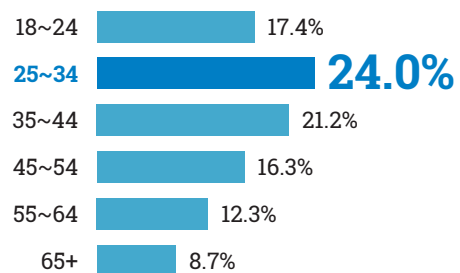
性別



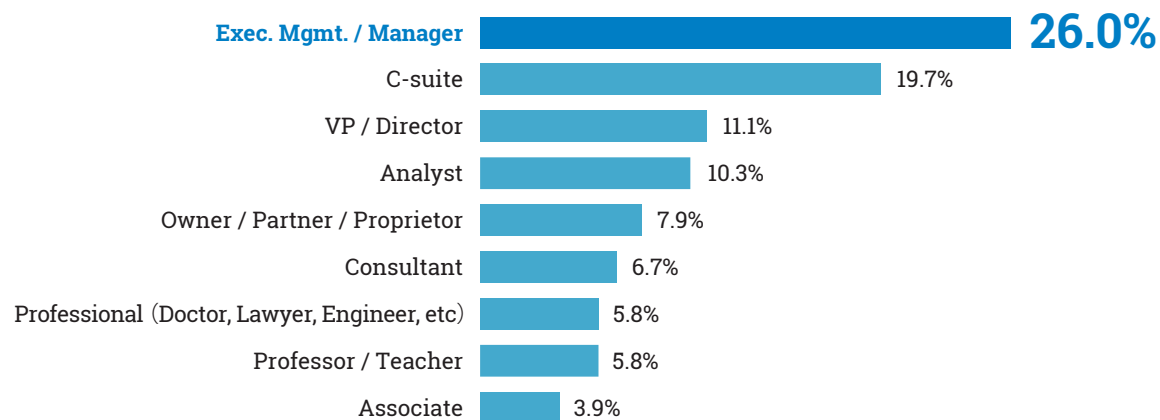
業界



年齢



役職



Our Readers

Ipsos Global Business Influencers APAC (GBI APAC)

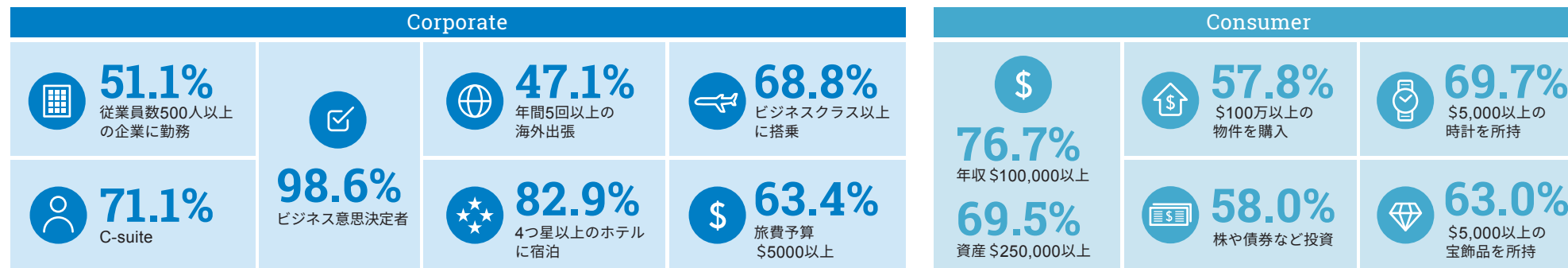
GBI APACとはIpsos社が実施するビジネスパーソン向けのメディアブランド調査で、アジアにおける従業員数50人以上の企業に勤めるシニアレベルのビジネスパーソンが対象です。接触頻度やデバイスなどメディアに関する詳細な質問に加えて、出張・旅行や個人の資産形成、ラグジュアリー製品の購入などについても調査します。

本調査は対象国・地域すべてで同じ内容の質問票を用い、インターネットベースで年に一度行われます。

調査対象国・地域			
Hong Kong	Indonesia	Malaysia	Philippines
Singapore	South Korea	Taiwan	Thailand
China	Japan	India	Australia
母集団			
アジアにおける従業員数 50人 以上の企業に勤務するシニアビジネスパーソン 計 100万人			

Ipsos GBI APAC 2021 に見る Nikkei Asia の読者像

読者の多くはビジネス意思決定者であり、大企業に務める経営幹部層も多数。また個人としても資産と投資意欲のある富裕層です。



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

Our Readers

ダイバーシティや ESG に意識の高いNikkei Asiaの読者（GBI 意識調査より）

自社の取り組みについて	Nikkei Asia 読者
社内のダイバーシティ&インクルージョンを積極的に評価し、促進している	72.2%
男女間の賃金格差を積極的にモニタリングし、格差是正のための措置をとっている	73.6%
サプライチェーンが環境や倫理に対応するための方針を定めている	78.9%
グリーン・サプライチェーンやエシカル・ソーシングは、今後、さらに大きな判断基準になるだろう	76.6%
ESG に関する意識について	Nikkei Asia 読者
ESGの取り組みは企業評価向上に貢献する	76.2%
ESGの取り組みは投資家リスクを軽減させる	71.9%
ESGの取り組みは従業員のエンゲージメントを高める	75.2%
ESGの取り組みは長期的な収益性を高める	77.4%

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

Partner Content



Partner Content

Quality

記事スタイルの広告「アドバトリアル」は多くの広告主様に利用されているプロダクトです。綿密な打ち合わせをもとに企画を立て、丁寧に取材します。商品やブランドへの深い理解を、読み応えのある高品質なストーリーに落とし込んで読者に届けます。

Consistency

デスクトップ、モバイル、プリントとそれぞれで最適な表現を追求し、媒体をまたぐキャンペーンの一貫性を保ちます。複数回にわたる連載でも文章のスタイルやデザインを統一。ブランドの世界観を守りながら、ストーリーを効果的に印象付けます。

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 hotel 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 Akasaka London) symbolizes Seibu Group's commitment to international expansion. (Left) The exterior is designed in Japanese taste.



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 landmark mixed developments 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 deficits, 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? For one, Seibu invests continuously to make its services both safer—reducing platform gaps and improving 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 leisure-tourism alike, refurbishing stations to feature more shops and restaurants and persuading developers to build everything from condominiums to theme parks along its railway corridors.

Sales/profits breakdown in 3 key segments (FY2018)

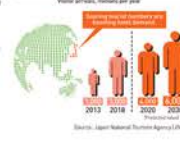


Serving Japan's tourism boom

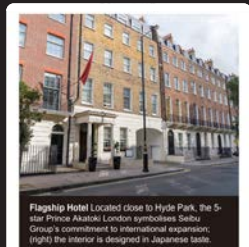
Goto has followed the same playbook of continuously setting value in the hotel and leisure segment. A surge in overseas visitor numbers—what peaked from 15 million to 20 million between 2013 and 2018, and are projected to double again by 2030—has transformed Japan's hospitality sector. "The government wants to make Japan into a world tourism superpower. We started early, operating 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 re-themed rooms have led to higher average daily rates for some, resulting in Prince Hotels' new concepts 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.

Destination Japan

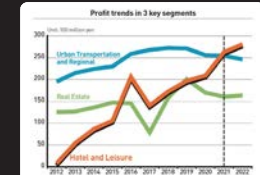


"We're determined to be the front runner in Japan's inbound-tourist market."



Flagship Hotel London (now Prince Akasaka London) symbolizes Seibu Group's commitment to international expansion. (Right) The interior is designed in Japanese taste.

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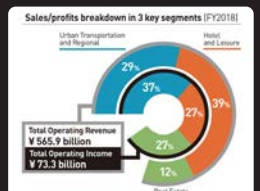
Brand-building through Baseball
Seibu Group's baseball team, the Saitta

Case study 01 Seibu Group



Part of everyday life

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Serving Japan's tourism boom
Goto has followed the same playbook

Real estate. Real synergies

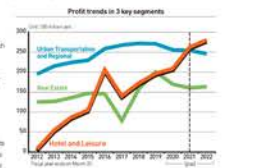
There's a paradox around real estate: Seibu's third business segment, in FY2018, despite accounting for just 12% of sales, it generated 27% of total profits. How come? The profit outperformance is the result of the synergies real estate generates when working in concert with other group segments—and Goto calls this "synergistic promotion." Tokyo Station Terminal Kiocho, a 61-story, 360,000-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 full-size station also with links to one of the capital's key international airports. Here Seibu has a whopping 130,000 square meters of land with four hotels and 5500 rooms. The plan is to keep the hotels running through the 2020 Olympics, then to start work on a multi-use 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 kmh. 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 expression 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 Saitta




Join the Club
Seibu Group's Prince Hotels is Japan's biggest full-service luxury hotel chain with 17,400 rooms in 43 locations. Capturing 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 its 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 mid 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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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 continuous learning and understanding of a world that is changing rapidly. In Asia Pacific, we are addressing that focus through a global training 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 outlines 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 this PwC key market. 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."

"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 outlines 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.

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 continuous learning and understanding of a world that is changing rapidly. In Asia Pacific, we are addressing that focus through a global training 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 Hangzhou, China. The Institute will provide an immersive learning experience brought to life through both physical and virtual connectivity, focusing on leadership, 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 and culture are critical and serve as key enablers for companies to grow regionally and drive further expansion. 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 it does.

"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 priorities are fundamental to everything that we do, irrespective of practice or geography."

"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.

For PwC, this centres around two core fundamental principles that make up The New Equation: building trust, which has never been more important, nor 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 societal 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 both in our sense of purpose," concludes Chao.

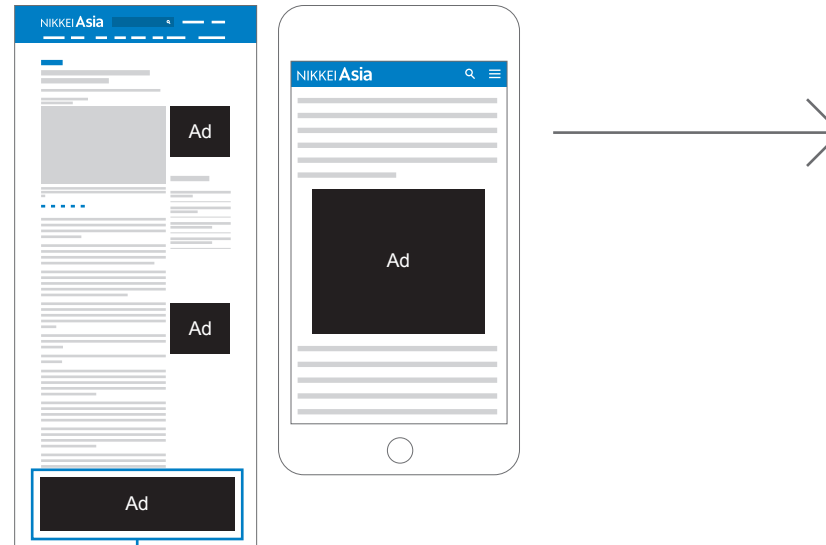
Partner Content

Production & Delivery

広告主様とともにアドバトリアル制作を行います。新たに設けた誘導広告枠によってコンテンツへの送客も強化しています。

- 主なコンテンツ**
- イベントの採録
 - コーポレートブランディング
 - 製品・サービス訴求
 - 政府広報
 - トップインタビュー

広告誘導枠



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- Presentation of Financial Results for FY2021 1-3Q/ MHI Group

広告料金	制作期間
<p>¥3,000,000~</p> <p>※制作費一式と広告誘導枠の掲載料を含む目安。 ※ご発注内容によって料金は変動します。</p>	<p>約1ヶ月</p> <p>※内容や分量によって変動します。</p>

広告誘導枠

バナー広告（レクタングル、スポンサードコンテンツ枠）

アドバトリアル

ASIA Review

“ **ASIAN MARKET AT MAXIMUM SPEED** ”

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

Hong Kong stock market Capitalization by origin

JAKARTA -- It is hard to remember after entering the surroundings of Indonesia's Bogor presidential palace that the youthful looking, understated man tooting around the sprawling property in a golf buggy is head of the world's most populous Muslim-majority country and the third-largest democracy.

President Joko Widodo, or "Jokowi" as he is widely known, has the air of both a statesman and what some describe as a "boy from the kampung [village]." A well-documented fan of heavy metal music, he's also known for his frequent visits to communities around the country. Today on his buggy ride through the public gardens adjoining the palace he stops frequently to take selfies and chat with eager crowds who mob the open vehicle. "This is the only vehicle I'm allowed to drive," he said with a characteristic smile. "I try to [get out] most weekends." It's this common touch that helped to propel Jokowi to office. Born in a slum in Solo, Central Java, he became a businessman running a provincial furniture factory before serving as the governor of Jakarta. Then in 2014 he ran for president, winning a bitterly contested national election -- a historic victory for an outsider with no ties to the military or political establishment.

The fallout from that poll still reverberates in the combative political atmosphere of Indonesia today with daily headlines about the latest moves by opponents and long-running tensions between the president's office and the

Hong Kong retail sales since 1997

1997 HKRI data compiled based on Hong Kong Standard Industrial Classification (SIC) 1.1.

Chronology of xxxx debacle

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

100 Planning and Production, Global Business Bureau, NIKKEI INC.
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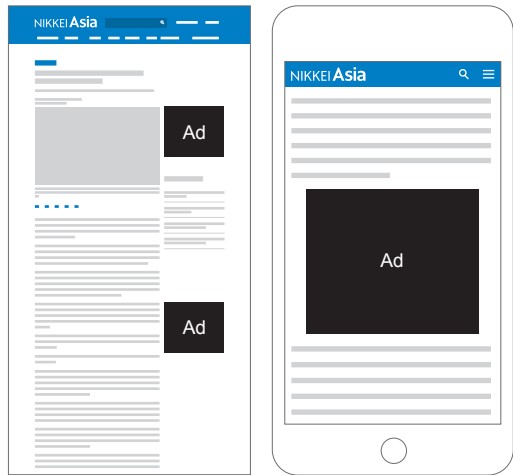
Digital Advertising



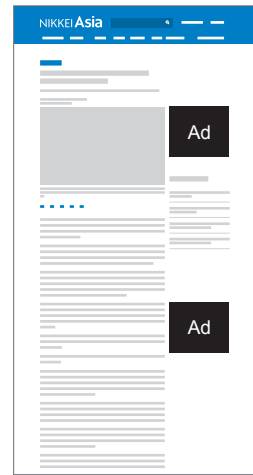
Digital Advertising

メニュー

1 デバイス連動型広告 推奨メニュー



2 PC バナー広告



3 モバイル広告



4 インアーティクル型動画広告



オプションメニュー 1
Viewability 保証型バナー広告

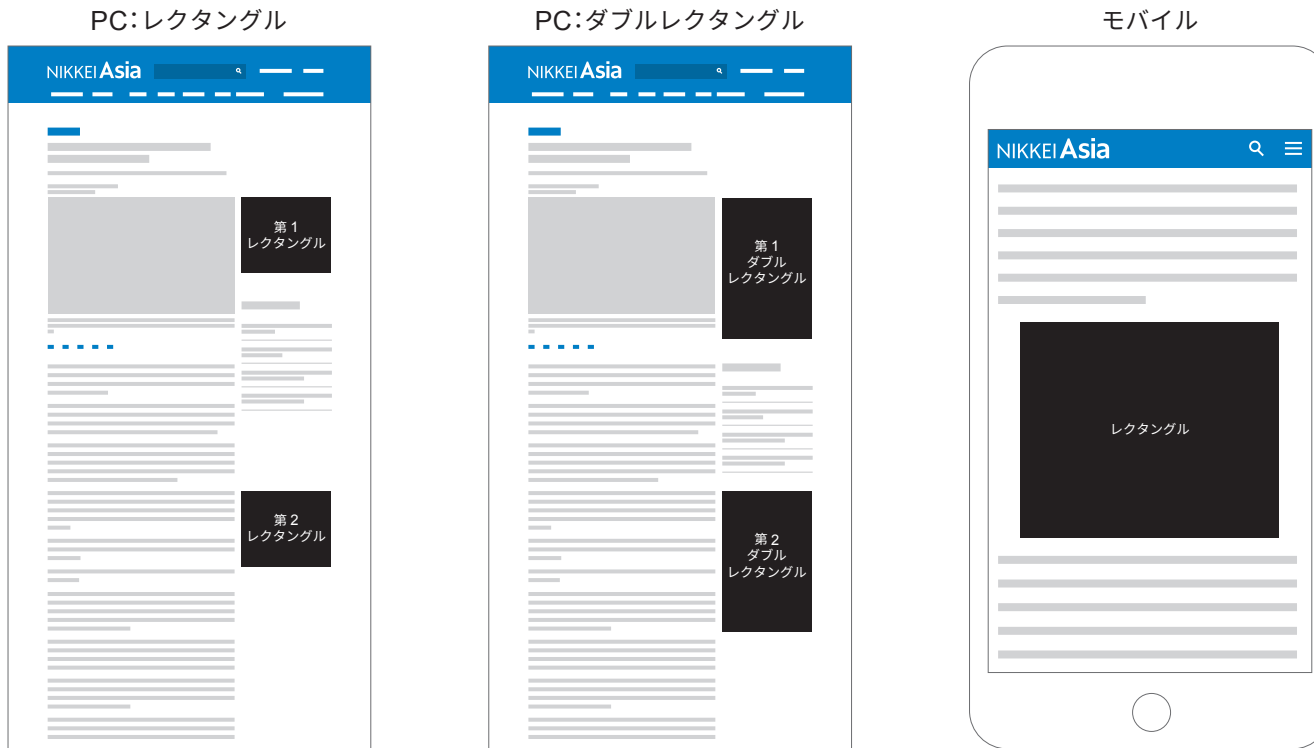
オプションメニュー 2
ジオターゲティング広告

5 Asia300 コーナージャック

Digital Advertising

1 デバイス連動型広告 推奨メニュー

デジタル広告の基本商品です。すべてのデバイスに広告を配信します。
ダブルレクタングルサイズの手稿はデスクトップ端末のみに掲出されます。



原稿規定

形式・容量	GIF、JPEG:150KB以内	ALTテキスト	不可
アニメーション	可	同時出稿本数	1社4本まで(差換含む)
ループ	35秒以内停止	差換規定	4本まで(同時出稿含む、営業日のみ、同時入稿)

商品名	
デバイス連動型広告	
原稿サイズ (pixels)	
レクタングル: 300×250 (共通)	
ダブルレクタングル: 300×600 (PCのみ)	
枠	料金 / CPMレート (税別)
第1レクタングル	¥4,000
第2レクタングル	¥2,800
保証	
インプレッション保証	

- ・上記広告掲載料に消費税は含まれていません。
- ・最低出稿金額は500,000円です。
- ・お申し込みは掲載開始日の2週間前まで受け付けています。
- ・原稿入稿は掲載開始日の5営業日前までをお願いします。
- ・在庫についてはお問い合わせください。
- ・上記料金は2022年4月時点のものになります。

Digital Advertising

2 PC バナー広告

デスクトップ端末のみにターゲティングして広告を配信します。
ダブルレクタングルサイズの原稿にも対応しています。

レクタングル



ダブルレクタングル



商品名	原稿サイズ (pixels)	デバイス
PCバナー広告	レクタングル：300×250	PC
	ダブルレクタングル：300×600	

枠	料金 / CPMレート (税別)	保証
第1レクタングル	¥4,500	インプレッション保証
第2レクタングル	¥3,000	
第1ダブルレクタングル	¥5,400	
第2ダブルレクタングル	¥3,600	

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原稿規定

形式・容量	GIF、JPEG：150KB以内	ALTテキスト	不可
アニメーション	可	同時出稿本数	1社4本まで(差換含む)
ループ	35秒以内停止	差換規定	4本まで(同時出稿含む、営業日のみ、同時入稿)

Digital Advertising

3 モバイル広告

モバイルデバイスのみターゲットした商品です。原稿サイズは通常レクタングルのみに対応します。



商品名	原稿サイズ (pixels)	デバイス
モバイル広告	300×250	モバイル

枠	料金 / CPMLレート (税別)	保証
第1レクタングル	¥4,200	インプレッション保証
第2レクタングル	¥3,000	

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- ・原稿入稿は掲載開始日の5営業日前までをお願いします。
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原稿規定

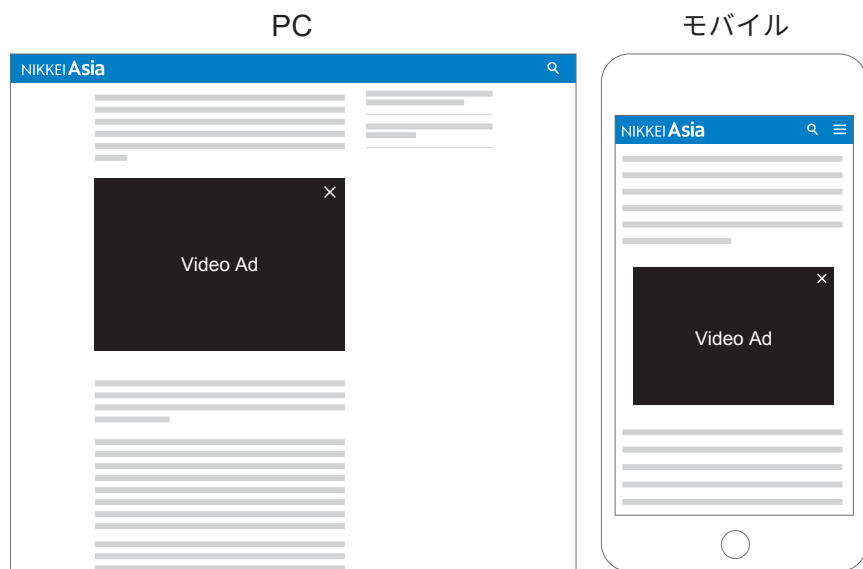
形式・容量	GIF、JPEG:150KB以内	ALTテキスト	不可
アニメーション	可	同時出稿本数	1社4本まで(差換含む)
ループ	35秒以内停止	差換規定	4本まで(同時出稿含む、営業日のみ、同時入稿)

Digital Advertising

4 インナーティクル型動画広告

コストパフォーマンスが高い、ユーザーフレンドリーな動画広告メニューです。記事本文エリアに動画が流れるため、ビューアビリティも高くブランディングや企業広告に有効です。

インプレッション課金及び、完全視聴での課金二つを料金体系からお選びいただけます。



商品名	原稿サイズ (pixels)	デバイス
インナーティクル型動画広告	640×360 ~ 1920×1080	共通
保証	料金 / CPMLレート (税別)	枠
インプレッション保証	¥5,000	記事ページ
完全視聴保証	¥30円 / 1視聴	

- インナーティクル型動画広告の料金体系は、imp課金(動画開始課金)と完全視聴課金の2種類です。
- 動画広告は記事と記事の間に配置、配信されます。
- 動画広告の終了とともに動画広告枠は消え、通常の記事がご覧いただけます。
- 動画広告枠の露出度が50%以下だと自動停止し、50%以上見えるようになると自動的に再開します。
- テレビCMや他の動画素材を簡単に配信することが可能です。
- 完全視聴回数が目標回数に到達しない場合は、完全視聴回数に応じた料金を精算させていただきます。
- 広告効果、ユーザー保護の観点からフリークエンシーコントロールを実施します。
- 動画枠をタップすると音声流れ、フルスクリーンモードになります。
- 上記料金は2022年4月時点のものになります。

原稿規定

形式・容量	mov / mpeg4 / avi / 200MB以内	動画再生時間	30秒以内(30秒以上をご希望の際はご相談下さい)	アスペクト比	16:9 (4:3はサポートされません)
コーデック	ほとんど対応可(ただし、ProRes4444, HDV 720p60, Go2 Meeting3&4, ER AAC LD, RECODEは除く)				
入稿締切	事前テスト:掲載開始予定日10営業日前 最終入稿:掲載開始予定日の5営業日前				

Digital Advertising

オプションメニュー1

Viewability 保証型バナー広告

デジタル広告におけるより高い信頼性と透明性へのニーズに応え、有効と認められるトラフィックのみに課金を行う「Viewability 保証型バナー広告メニュー」です。計測ツールにはIABとMRCに加盟する米MOAT社のものを採用しています。

Viewable Ad Impression Measurement Guidelines

ビューアブルインプレッションは、以下の条件を満たしたもののみカウントいたします。

ディスプレイ
広告

- 条件 1 広告ピクセルの50%以上がビューアブルなスペースに表示される
- 条件 2 1秒以上連続して上記ピクセルが表示される
※時間の計測前に、50%以上のピクセルが表示されなくてはならない

動画広告
(インストリーム型)

- 条件 1 広告ピクセルの50%以上がビューアブルなスペースに表示される
- 条件 2 2秒以上連続して動画が表示される
※時間の計測前に、50%以上のピクセルが表示されなくてはならない
※かならずしも最初の2秒でなくてもよい

※PC / モバイルで共通。 ※インバナー型の動画広告は、ディスプレイ広告の基準に準じる。

オプションメニュー2

ジオターゲティング

リーチするターゲットを国毎に絞り配信することで効率的な予算運用が可能になります。配信を希望される国、エリアや予算規模、期間など諸条件と共にお問い合わせください。

各オプションメニューは通常バナー広告商品のCPM料金にCPM1,000円が上乗せされます。

Digital Advertising

5 Asia300 コーナージャック



アジア地域をウォッチしている機関投資家、アジアでビジネス拡大を図るべく企業提携やM&Aを模索する企業経営者が注目するAsia300セクション。彼らをターゲットに本セクションの広告スペースを3か月間買い切ることが可能です。

商品名	原稿サイズ (pixels)	料金 / CPM (税別)
Asia300コーナージャック	スーパーバナー 728×90	¥1,500,000
	第1、第2ダブルレクタングル 300×600	
	モバイル用レクタングル 300×250	
デバイス	期間	保証
PC / モバイル / タブレット	3ヵ月	期間保証

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- 上記料金は2022年4月時点のものになります。

Digital Advertising

Banner Advertising Case Study

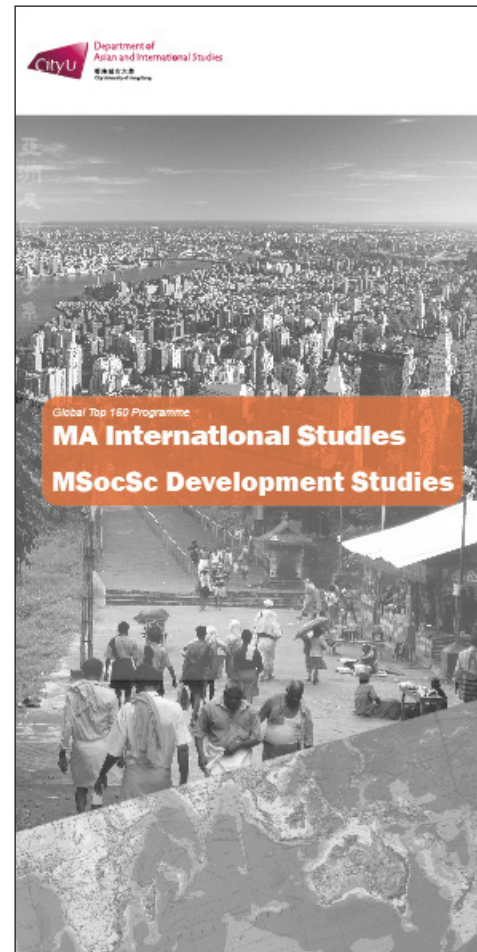
The Japan Foundation



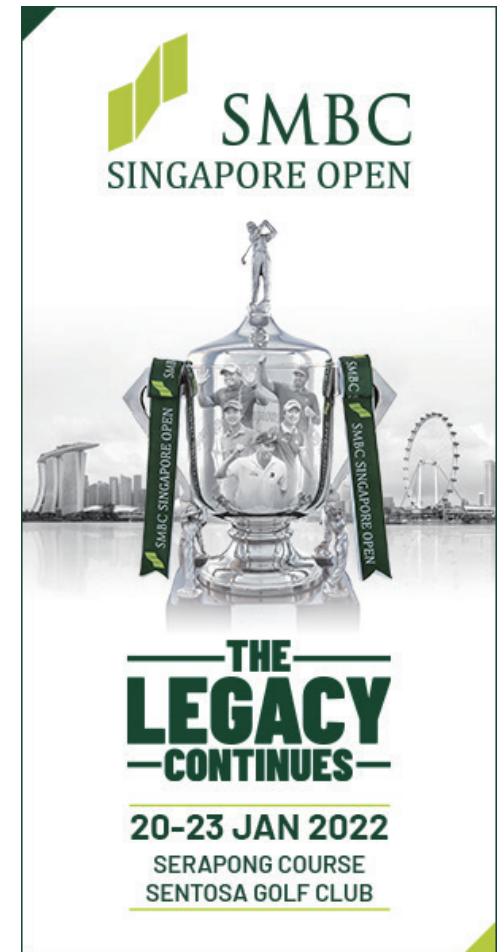
IE University



City University of Hong Kong



SMBC シンガポールオープン



Waseda Business school



HSBC



Print Advertising



Print Advertising

広告掲載料

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APACのシニアビジネスパーソンにおける
Nikkei Asiaプリント版 想定読者数

150,940人 ※出典：GBI2021 APAC

商品名	原稿サイズ	1回掲載料金(税別)	2-6回掲載料金(税別)	7-11回掲載料金(税別)	12回以上掲載料金(税別)
 表4	横204mm × 縦268mm 横210mm × 縦274mm (載ち落とし含む)	¥1,800,000	¥1,620,000	¥1,440,000	¥1,260,000
 表2見開き2ページ	横408mm × 縦268mm 横414mm × 縦274mm (載ち落とし含む)	¥3,000,000	¥2,700,000	¥2,400,000	¥2,100,000
 見開き2ページ		¥2,700,000	¥2,430,000	¥2,160,000	¥1,890,000
 目次対向1、1ページ	横204mm × 縦268mm 横210mm × 縦274mm (載ち落とし含む)	¥1,400,000	¥1,260,000	¥1,120,000	¥980,000
 目次対向2、1ページ		¥1,320,000	¥1,188,000	¥1,056,000	¥924,000
 中面1ページ		¥1,250,000	¥1,125,000	¥1,000,000	¥875,000
 表3		¥1,500,000	¥1,350,000	¥1,200,000	¥1,050,000
 表3見開き	横408mm × 縦268mm 横414mm × 縦274mm (載ち落とし含む)	¥2,800,000	¥2,520,000	¥2,240,000	¥1,960,000

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※ 詳細は入稿規定をご覧ください。

※ 上記料金は2022年4月時点のものになります。

UNLOCK THE REAL JAPAN

Nikkei Asia はTime Out Tokyoとコラボレートし、旬のテーマと人にフォーカスして日本の魅力を国内外に伝える英文媒体「UNLOCK THE REAL JAPAN」を不定期に発行しています。

2020年3月に初号をプリント版(国内外で配布)で発行し、12月にプリント版(国内配布)に加えてデジタル版をスタートさせました。21年は3月及び7月の2号を発行。22年も3月にドバイ万博閉幕のタイミングに合わせて、「大阪万博」にフォーカスを当てた3月号を発行しました。今後も時流を捉えたさまざまなテーマで発行を予定しております。

プリント版、デジタル版ともにアドバトリアルなどの広告スペースをご用意しておりますので、詳細はお問い合わせください。

発行日	テーマ
第1号：2020年3月20日	Visit Japan
第2号：2020年12月14日	国際金融都市
第3号：2021年3月29日	カーボンニュートラル
第4号：2021年7月19日	東京オリンピック・パラリンピック
第5号：2022年3月21日	大阪万博



Unlock Website

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



NIKKEI Asia

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