



**NIKKEI——日本经济新闻中文版**

**---The only Chinese business site curated by a Japanese Newspaper**

Simplified) <https://cn.nikkei.com/>

traditional) <https://zh.cn.nikkei.com/>

2022年 Apr

Nikkei Inc.

Global Unit, Asia Media Group

# ‘Chinese Nikkei’ – A Chinese Language News Site that Directly Conveys the Japan of Today to the Greater China Region

It has now been 10 years since Nikkei launched its Chinese language news site ‘Chinese Nikkei’ which continues to grow in reputation as an influential media title for the Greater China Region of mainland China, Hong Kong and Taiwan. In March 2013 Nikkei became the first major newspaper in Japan to launch a Chinese language version of its website utilising its news network coverage to offer daily news focused on the economy and industry with analytical articles and columns. Especially in China it has been established among business persons as a valuable publication with reliable analytical skills. With information on the latest products and culture of Japan as well as fashion, this title also appeals to Chinese people who have an interest in Japanese culture, travel and shopping.

In October 2015 we revamped the design of our website. Following that we also expanded the contribution of external columnists and improved the quality, quantity and variety of our online content which has resulted in an expansion of our readership. Since autumn in 2017, ordinary internet accesses to our website are basically blocked by Mainland authority, however, we still keep on distributing news through SNS, such as “Weibo”, “Wechat”, or “Toutiao”. ‘Chinese Nikkei’ acts as a bridge between Japan and China and delivers insights on the Japan of today. We hope you choose to make use of this unique means of disseminating information to the Chinese market.

2022 Apri

Koji Arail

Publisher of Chinese Nikkei

Nikkei operates across 7 locations, from Beijing to Shanghai, Guangzhou, Chongqing, Dalian, Hong Kong and Taipei providing daily coverage on mainland China and the Chinese economy, industry, individual company trends and more.



#### China Directorate General (Beijing)

中華人民共和国 北京市朝陽区建国門外外交公寓 1-3-72  
100600

#### Dalian

中華人民共和国 遼寧省大連市西崗区中山路147号 森茂  
大厦17階 116011

#### Shanghai

中華人民共和国 上海市南京西路1376号 上海商城東峰  
348号室 200040

#### Guangzhou

中華人民共和国 広東省広州市天河区天河北路233号中  
信広場3511室 510613

#### Chongqing

中華人民共和国 重慶市渝中区中山三路131号 重慶ヒル  
トン商務中心726 400015

#### Hong Kong

6/F, Nan Fung Tower, 88 Connaught Road Central, Hong  
Kong

#### Taipei

台湾 台北市敦化北路170号 宏泰世界大楼8楼D室

# Profile of “Chinese Nikkei”

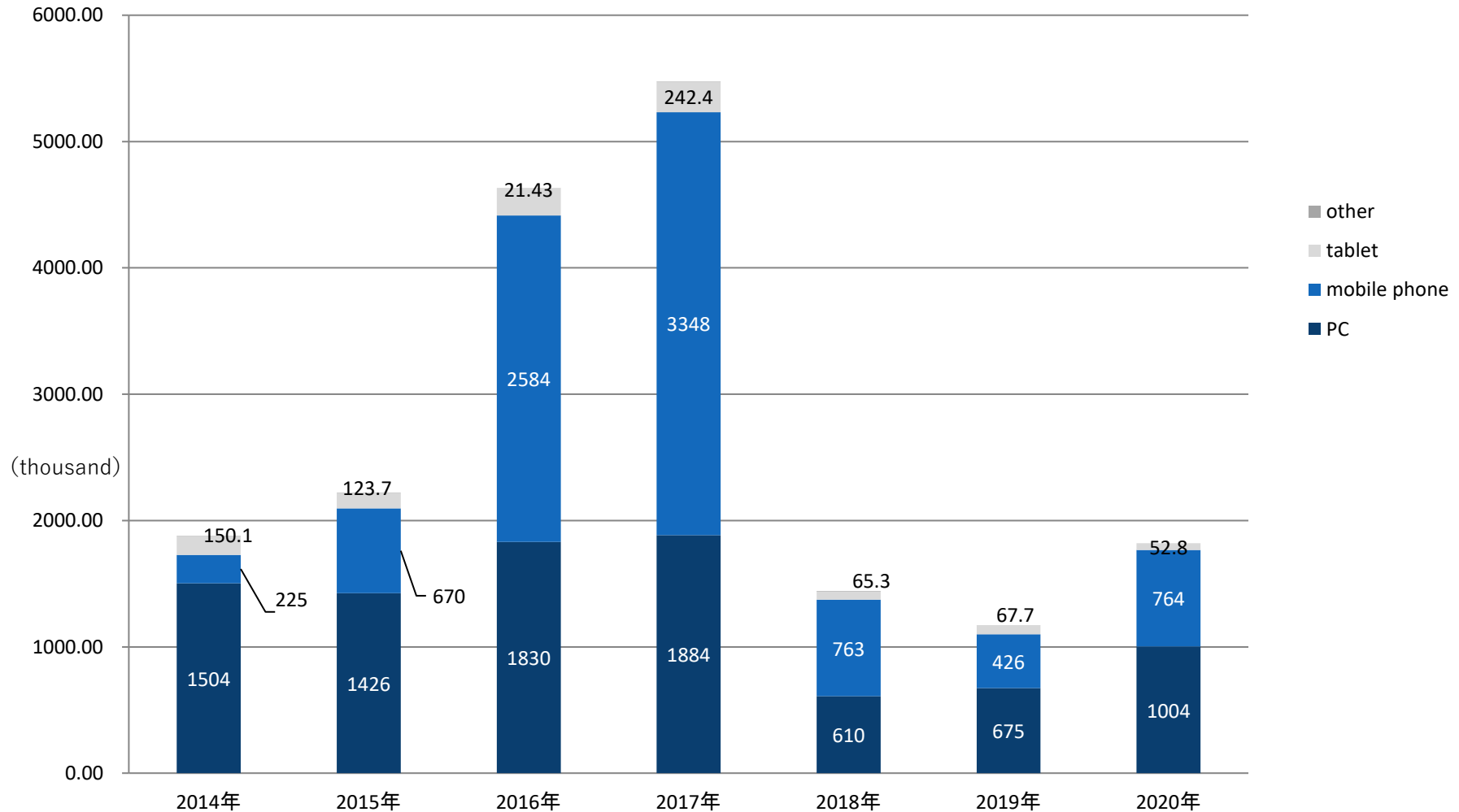
The real time translation of the articles selected from The Nikkei, The Nikkei Online Edition, The Nikkei Business Daily, The Nikkei MJ, The Nikkei Veritas, in addition to the original contributor columns, are delivered to readers every day.

### 《Main contents of Chinese Nikkei》

- ＜日経精選＞ Selected by the Nikkei news and commentary articles.  
Special subject of attention page is also accessible from under the section menu.
- ＜中国＞ China has become the world's second largest economy. To analyze the direction in the Nikkei's own point of view on China's economy and industry.
- ＜政経観察＞ Economics of the major countries of the world. Macro-economic, trade, investment and finance-related production
- ＜産業聚焦＞ The information of strategies of famous companies in the world, new business development and new technology of Japan and China related.
- ＜新産品＞ As Japan promising new products in Chinese market.
- ＜穿梭日本＞ The information of Japanese anime, manga, fashion for tourists.
- ＜コラム／観点＞ To explore the depths of the news by a reporter of Nikkei and external experts and background articles.
- ＜職場／深造＞ The information for study and work in Japan.

# Monthly Page Views (PV)

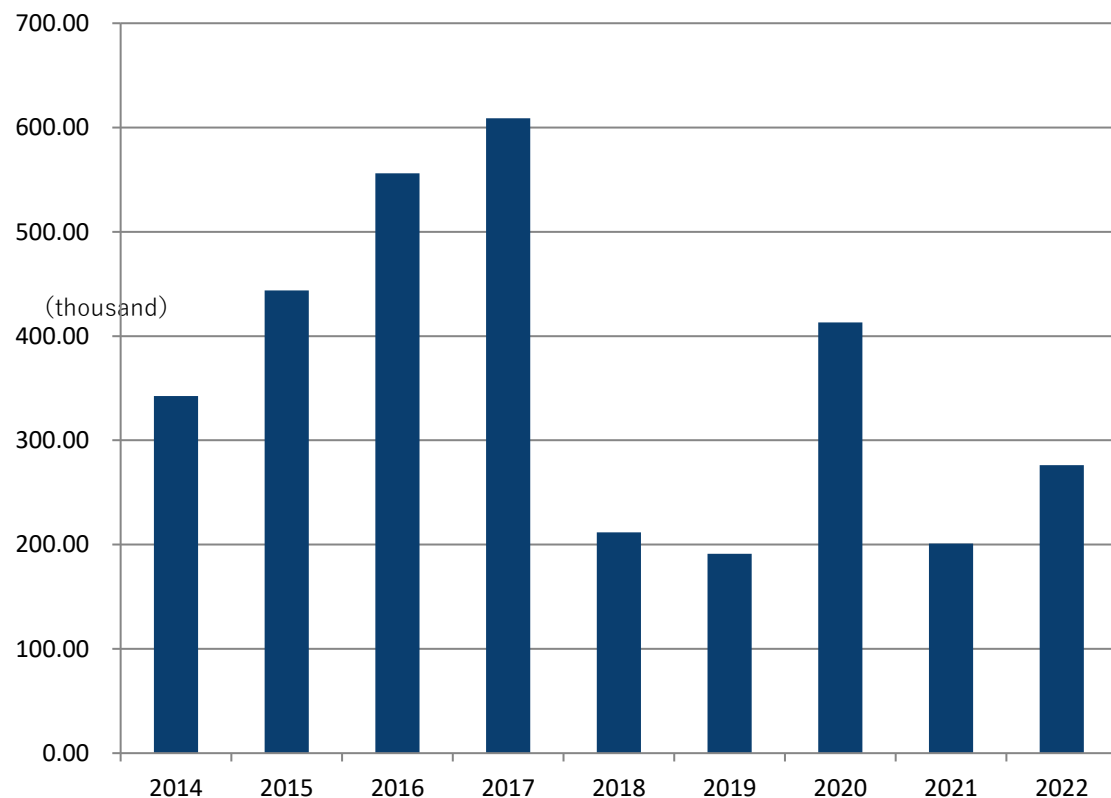
Because of the media censorship in China, the access from China has decreased significantly since Oct, 2017. However, the access from Taiwan and Hong Kong has increased.



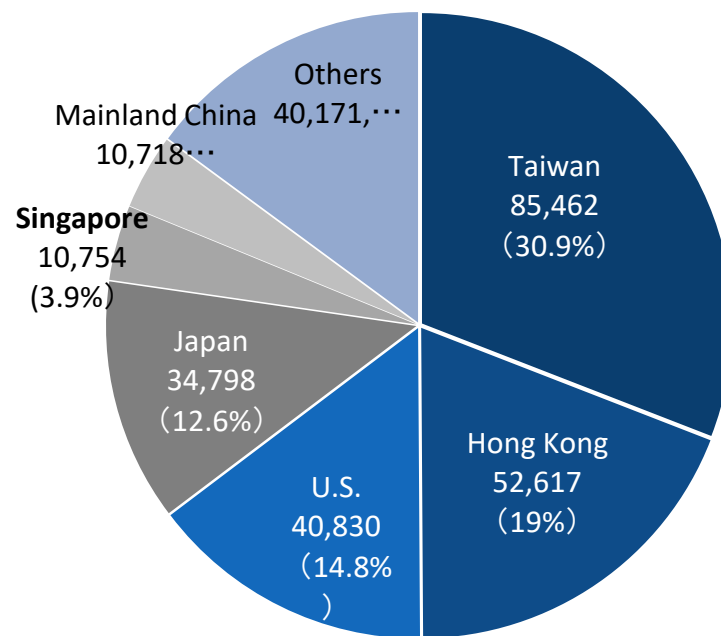
# Monthly Unique Visitors (UV)

PVと同様に2017年10月以降、中国当局のネット規制の影響を受けていますが、台湾、香港などから引き続き読者が流入しています。

Monthly UV



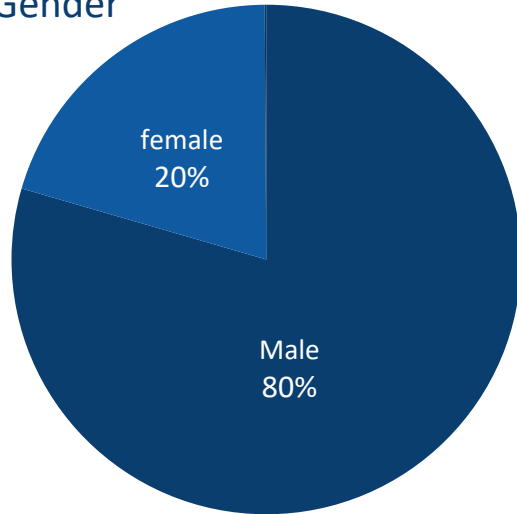
By Area (Mar.,2022、276,250UV)



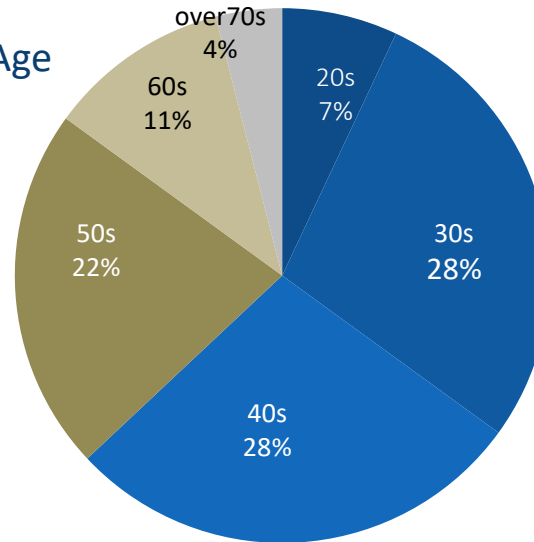
# Readership Profile

\* Aggregated from 11,190 newsletter members who responded in March 2022

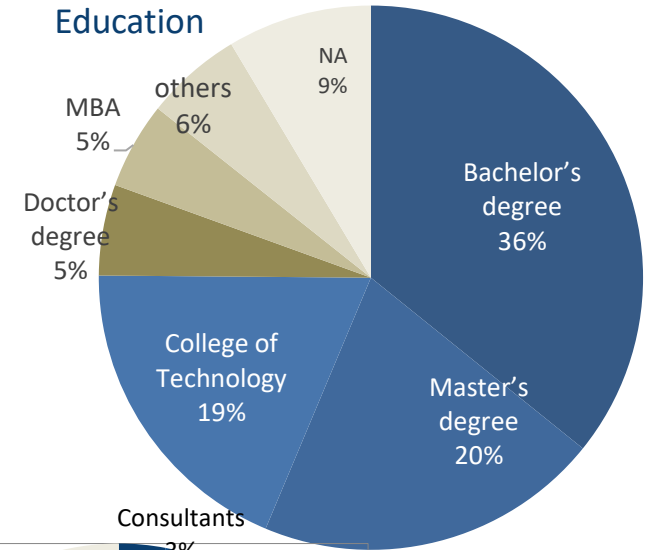
## Gender



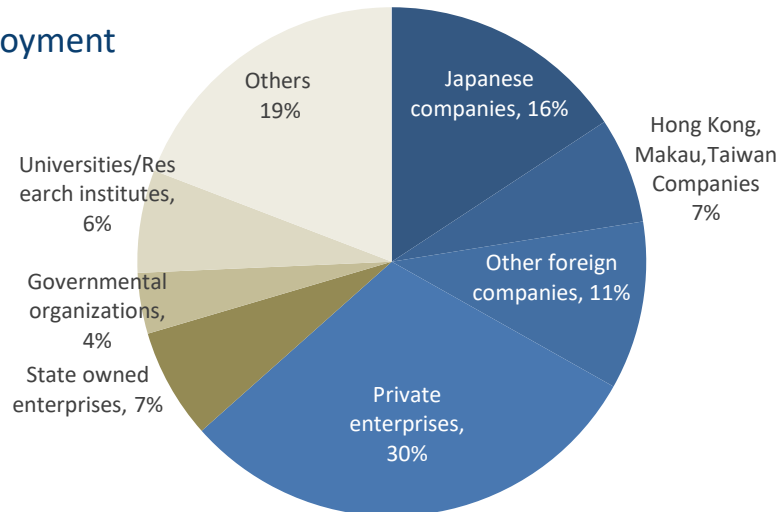
## Age



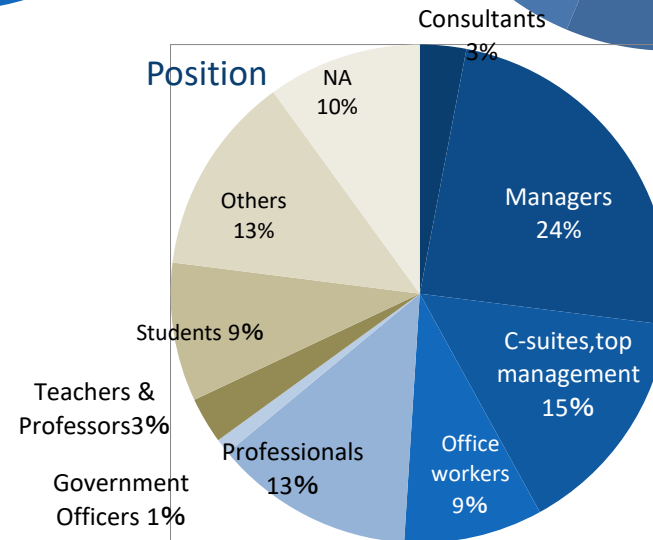
## Education



## Employment



## Position





# SNS

## WeChat (微信) Official Account

Followers 111,757 (at the end of Mar., 2022)



Distributing seven articles of Chinese Nikkei every day to WeChat registered users

## Sina Weibo (微博) Official Account

About 982,000 followers at the end of Mar., 2022)



# ‘Chinese Nikkei’ targets the business community of the greater China with a focus on the management, technology, products and services of Japanese companies.

## 《Profile of Chinese Nikkei’s core readers》

- ◇ Business persons who do business with Japan or are looking to expand
- ◇ White collar workers in China employed locally by Japanese or foreign companies
- ◇ Local provincial governments who are interested in attracting and dealing with Japanese companies
- ◇ Local high income individuals with an interest in Japan who are at the epicentre for investment and popular trends

### ● Current Access Status (Mar. 2022)

- Page View (PV) 1,350,224
- Unique Visitors (UV) 276,250

## 《 ‘Chinese Nikkei’ Promotional Measures 》

- ◇ Utilizing ‘WeChat (微信)’ and Weibo(微博) for disseminating information
- ◇ Using ‘Toutiao (今日头条)’ to distributing contents
- ◇ Collaborating with Taiwan medias to exchange contents for promotion

# Information of Advertisements on “Chinese Nikkei”

# TOP Page Editorial Contents



## Top News

## Latest News of Politics & Economy

两岸观察 | 中日深度观察 | 朝鲜观察 | 2016盘点 | 2017展望 **新** | 日本政坛 | 特朗普的美国 **新** | 创业与创新 | 南海之争 | 亚洲街景 |



### 从日本经验看中美贸易摩擦

泷田洋一：1990年代上半期，日本的名义GDP为美国的6~7成时，克林顿政权对日本进行了强烈打压。现在中国的GDP已经超过美国的6成.....

- ▶ 日美贸易摩擦因中国崛起而减弱
- ▶ 中美2017年将打局部贸易战？
- ▶ 特朗普对华贸易强硬用“三大金刚”
- ▶ 阎学通：美国不搞TPP未必对中国有利
- ▶ 阎学通：特朗普不想承担警察责任，但不放弃权利
- ▶ TPP触礁会让亚洲“迷走”

PR “投资绍兴 共享未来”——日本投资说明会全程回顾

### 迪士尼还没有改变中国的魔法



“想要快速通行证吗？”，凑上来说话的真是“黄牛”。不仅如此，嘈杂的叫卖声、随处可见的插队等不文明行为在上海迪士尼随处可见。迪士尼的最大魅力是其打造的“非日常”的梦幻空间，但在中国这很难体验.....

- ▶ 上海迪士尼的盛况只是昙花一现？
- ▶ 香港迪士尼发起“绝地反击”？
- ▶ 万达打败迪士尼有点难
- ▶ 米老鼠拉开中国娱乐经济序幕？
- ▶ 中国成为主题公园竞争主战场
- ▶ 比比上海、香港、东京迪士尼票价

### APA酒店春节长假业绩受影响



包括携程在内，多家中国大型旅游网站均已下架该酒店。携程的客服在当日解释称，APA集团涉及反华问题，所以采取了（下架该酒店）应对措施。春节长假在即，APA集团此次的应对可能导致业绩下滑.....

- ▶ APA回应：日本保障言论自由
- ▶ APA代表元谷外志雄：写了我所相信的...
- ▶ 中国回应日本APA酒店放否认历史书籍
- ▶ APA是个什么酒店？

### 特朗普政权的中美贸易

更多

#### 特朗普顾问：中国也不糊涂



以美国候任总统特朗普的顾问身份出席达沃斯会议的安东尼·斯卡拉姆齐对日本经济新闻（中文版：日经中文网）说：新政权需要的并不是减少贸易，而是贸易对象国更多地购买美国产品和服务.....

#### 特朗普就任、市场工厂、两败俱伤



柯隆：可能很多中国人都在想美国人怎么选这么个人来当总统？也许不仅是中国人，美国的很多选民也很后悔投了特朗普的票。我想全世界都在关注美国怎样收场。但毕竟闹剧才刚刚开始，好戏还在后面.....

#### 比尔·盖茨：不希望发生贸易战争



比尔·盖茨在达沃斯会议上接受了日本经济新闻（中文版：日经中文网）采访，有关特朗普针对中国多次发表强硬言论一事，他表示：美国和中国之间是利益重大的双赢关系.....



## 焦点

### 《纽约时报》拟投500万美元“深挖”特朗普新闻



《纽约时报》编辑表示：“公正且毫不客气地报道特朗普政权，这是今年编辑部最重要的任务”。纽约将在全球加强采访体制，投入具有税制和移民问题等专业领域背景的记者，以及擅长调查报道的记者.....

## 关注

### 特朗普上任首日将签发哪些总统令？

下任白宫发言人肖恩·斯派塞1月18日透露特朗普上任首日将签发4~5份总统令，称包含“政权移交所需的事务性手续和优先度高的事项”。特朗普曾表示将在就任首日宣布退出TPP，将中国认定为“汇率操纵国”.....

## 观察

### 日本国家财富时隔4年减少



截至2015年底，日本的土地及住宅等资产减去负债后的国家净资产（国家财富）为3290.2万亿日元，同比减少0.4%。总资产余额虽然增长了2.7%，但负债余额增长了4.3%。但家庭财富增加.....

## Commentary

## Column

# TOP page Advertising menu

## <Chinese Nikkei Ad Menu> PC Version

	Ad Space	Size (Pixel)
A	1 <sup>st</sup> Rectangle	300X250
B	2 <sup>nd</sup> Rectangle	300X250
C	Premium Text	24 characters or less
D	Regular Text	33 characters or less

The screenshot shows the Nikkei Chinese website homepage. The layout includes a top navigation bar with the Nikkei logo and date (01月25日). Below the navigation bar, there are several main content sections. Ad placement A is a large rectangle in the top right corner. Ad placement B is a large rectangle in the bottom right corner. Ad placement C is a small rectangle in the middle left section. Ad placement D is a small rectangle in the bottom left section. The website content is in Chinese and covers various topics including international relations, economics, and technology.





# Rectangle (PC)

日經中文網

NIKKEI——日本經濟新聞中文版

日語演講比賽

+關注

+關注

+關注

搜索

日經精選

中國

政經觀察

產業聚焦

新產品

穿梭日本

專欄/觀點

職場/深造

兩岸觀察

中日深度觀察

朝鮮觀察

2016盤點

2017展望

新

日本政壇

川晉的美國

新

創業與創新

南海之爭

亞洲街景



### 川晉讓日本想起日美貿易摩擦惡夢

川晉政權正式起步的第一天就指與日本的汽車貿易「不公平」，讓不少日本投資者想起80年代的日美貿易摩擦……

### 川晉敲打日本

川晉敲打日本汽車背後有獨特身影  
川晉圍繞汽車貿易點名批判日本「不公平」。如今日本企業也在推進在美國本地的生產，而且在亞洲，中國正成為重要汽車市場，而非日本。川晉批評日本的理論與美國車企相似……

日本要設新機構應對川晉貿易新政  
日本政府將以與汽車有關的日美協議為基礎，成立推進貿易談判的新組織。企業方面，豐田確定了向位於美國印第安納州工廠投資的方針。令日本擔憂的是兩國貿易摩擦死灰復燃……

豐田宣佈在美國投資6億美元新增400就業機會  
安倍不擔心川晉撤走駐日美軍的邏輯  
你所不知道的日軍侵華史與川晉  
安倍眼中川晉與歐巴馬的不同

### First Rectangle (Double Rectangle)

### TTIP群主永久退出 中韓替補繼續談？

川晉簽署了「永久退出TPP」的總統令，12個成員國參加的TPP生效陷入絕望。部分成員國開始尋求建立沒有美國的新框架，TPP的凝聚力已不可避免地下降。而日本也將慎重對待日美FTA談判……

- 川晉簽署總統令 宣佈「永久退出TPP」
- 安倍欲繼續說服川晉推動TPP生效
- 川晉向「美國第一」政策轉變 宣佈退…
- TPP歸零或讓亞洲「迷失」
- TPP太渺茫 RCEP存在感增強
- TPP「漂流」將改變亞洲外交、安保

### 創業板「小甜甜」為何變為「熊夫人」？

由小盤股構成的創業板指數在2013～2015年迅速上漲，像「小甜甜」一樣受到散戶們的追捧，但如今的行情走勢被看空的觀點擴大，投資者開始對其敬而遠之。散戶的熱情轉向了政策紅利股……

- 中國股市期待「春節行情」
- 2017年的中國股市真要走出霧霾嗎？
- 2016盤點：「野蠻人」背後的邏輯
- 社評：中國經濟「穩增長」靠不住泡沫
- 從茅台酒看中國社會結構變化
- 中國股市目前的熱點是央企重組？

### 焦點

#### APA酒店：對政府批評一家民營企業的活動感到疑惑

就中國國家旅遊局呼籲抵制日本APA酒店一事，APA酒店1月24日在其網站上進行回應，表示不會在酒店內撤去相關書籍的方針沒有改變……

#### APA酒店：歡迎中國的住宿預約

日本APA酒店1月24日在其網站上發表說明，表示最近有媒體報導APA集團代表元谷外志雄說不接受中國人預約，這不是事實……

#### 中國國家旅遊局呼籲抵制APA酒店

國家旅遊局表示，APA酒店這種錯誤做法是對中國遊客的公然挑釁，嚴重違反旅遊業基本公德，我們對此堅決反對。呼籲中國訪日團體和廣大遊客，自覺抵制APA酒店的錯誤做法……

#### APA是個什麼酒店？

APA酒店有節長假業線恐受影響  
APA回應：日本保障言論自由  
APA代表元谷外志雄：寫了我所相信的東西  
中國回應日本APA酒店放否認歷史書籍

### 關注

#### 日本防衛省發射首顆衛星

發射的是「煌2號」通信衛星，將使日本陸海空不同部隊的直接通信成為可能，省去先將信息收集到防衛省等系統的時間。日本的太空開發一直僅限於和平用途，但開始在安保領域進行太空開發……

#### 大宗商品

中國供給減少預期大幅推高國際鋁價  
1月23日，倫敦金屬交易所鋁價創出約1年零8個月以來新高。原因在於美國以中國違規補貼為由向世貿組織起訴，促使商務部長達提及針對中國鋁生產的關稅，市場出現中國供給減少預期……

#### 文化

村上春樹新小說初版發行100萬冊  
村上春樹的新長篇小說《刺殺騎士團長》(省譯)將於2月24日上市，初版發行量總計定為100萬冊，新書分為上下兩部，各自處印50萬冊。《1Q84 BOOK3》的初版發行量為50萬冊，……

## First Rectangle(Double Rectangle)


SIZE : W300 X H600 pixels

CPM Rate : JPY 4,500

- \* Advertising rates do not include consumption tax
- \* Orders must exceed JPY 500,000
- \* Please contact us for details regarding advertorials
- \* Please contact us for information on availability
- \* Insertion orders must be made 3 weeks prior to starting date
- \* Please send creative material at least 5working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date

\* Rates are subject to quarterly revision  
(Above rates applied up to Dec 2019 submissions)

## Premium Text (PC)

Publication Period	1 Month
Start Day	Day 1 until end of month
Start Time	00:00 (midnight)
Impressions	600,000 imps (estimate)
Cost	600,000 JPY
Guarantee Format	Period guarantee
Display Method	Rotation
No. of Displayed Insertions	1 
No. of Published Companies	2

## Regular Text (PC)

Publication Period	1 Month
Start Day	Day 1 until end of month
Start Time	00:00 (midnight)
Impressions	600,000 imps (estimate)
Cost	300,000 JPY
Guarantee Format	Period guarantee
Display Method	Rotation
No. of Displayed Insertions	1 each  (upper and lower) 
No. of Published Companies	2 upper and 2 lower

### ■ Material Specifications

No. of Characters	Premium Text : within 24 full-width characters, Regular Text : within 33 full-width characters (both include the advertisers name)
Unusable Characters	Platform/machine dependent characters (including half-width Japanese kana)
Replacement Provision	※Up to 4 insertions (inc. simultaneous submissions, working days only)
Material Deadline	5 working days before

※Cannot accept 3<sup>rd</sup> party delivery

※It is possible to change the material up to 2 times within the publication period

※Rates are subject to quarterly revision (Above rates applied up to June 2017 submissions)



# Ad Material Regulations

<b>Ad Space</b>	<b>Size(pixels)</b>	<b>Spec</b>
<p>1<sup>st</sup> Rectangle 2<sup>nd</sup> Rectangle</p>	300X250	<p>&lt;Format/Capacity&gt; GIF、JPEG : 50KB or less Flash : 50KB or less &lt;Animation&gt; Possible &lt;Loop&gt; 35 secs or less then stops &lt;ALT Text&gt; Disabled &lt;No. of Simultaneous Insertions&gt; Up to 4 inc. replacements) &lt;Replacement Provisions&gt; Up to 4 (inc. simultaneous submissions, working days only) &lt;Submission Deadline&gt; 5 working days before (below are same)</p>
1 <sup>st</sup> Double Rectangle	300X600	<p>&lt;Format/Capacity&gt; GIF、JPEG : 50KB or less Flash : 120KB or less &lt;Animation&gt; Possible &lt;Loop&gt; 35 secs or less then stops &lt;ALT Text&gt; Disabled &lt;No. of Simultaneous Insertions&gt; Up to 4 inc. replacements) &lt;Replacement Provisions&gt; Up to 4 (inc. simultaneous submissions, working days only) &lt;Submission Deadline&gt; 5 working days before (below are same)</p>

# inRead™ Video Advertising (PC)

## Cost-effective, user friendly video advertising delivery

- **inRead™** video advertising has two price structures: impr charge (when video starts) and completed views charge
- **inRead™** videos are placed in and between articles
- **inRead™** video disappears once the video finishes returning the article to normal
- **inRead™** video automatically stops once user viewability falls below 50%, once it is viewable about 50% it continues playing
- Easy to deliver TV commercial ads as well as other video material
- Very effective for branding and corporate advertising
- For premium media, please consider a premium video ads

\* inRead™ is a registered trademark of Teads Network Company (France)

日經

NIKKEI

——日本經濟新聞中文網

日經精選

中國

政經觀察

產業聚焦

新產品

穿梭日本

專欄/觀點

職場/深造

兩岸觀察

中日深度觀察

朝鮮觀察

2016盤點

2017展望

新

日本政壇

川普的美國

新

創業與創新

南海之爭

亞洲街景



### 川普讓日本想起日美貿易摩擦惡夢

川普政權正式起步的第一天就與日本的汽車貿易「不公平」，讓不少日本投資者想起80年代的日美貿易摩擦.....

### 川普敲打日本

川普敲打日本汽車背後有福特身影  
川普兩國汽車貿易點名批判日本「不公平」。如今日本企業也在推進在美國本地的生產，而且在亞洲，中國正成為重要汽車市場，而非日本。川普批評日本的理論與美國車企相似.....

日本要設新機構應對川普貿易新政  
日本政府將以與汽車有關的日美協議為基礎，成立推進貿易談判的新組織。企業方面，豐田確定了向位於美國印第安納州工廠投資的方針。令日本擔憂的是兩國貿易摩擦死灰復燃.....

豐田宣佈在美國投資6億美元新增400就業機會  
安倍不擔心川普撤走駐日美軍的邏輯  
你所不知道的日軍侵華史與川普  
安倍眼中川普與歐巴馬的不同

### 張石的樓雪鴻泥

APA放置爭議歷史書籍偏離日本商業精神  
張石：APA酒店在客房內放置否認南京大屠殺與有關強徵慰安婦的報導等內容的書籍，雖然在日本的法律上沒有問題，APA酒店也有這個自由，但是作為商業設施，與日本服務業精神「款待之心」背離.....

### 關注

日本防衛省發射首顆衛星  
發射的是「隼2號」通信衛星，將使日本陸海空不同部隊的直接通信成為可能，曾先將信息收集到防衛省等系統的時間。日本的太空開發一直僅限於和平用途，但開始在安保領域進行太空開發.....

### 大宗商品

中國供給減少預期大幅推高國際鋁價  
1月23日，倫敦金屬交易所鋁價創出約1年零8個月以來新高。原因在於美國以中國違規補貼為由向世貿組織起訴，候任商務部長還提及針對中國組生產的關稅，市場出現中國供給減少預期.....

### 文化

村上春樹新小說初版發行100萬冊  
村上春樹的新長篇小說《刺殺騎士團長》(暫譯)將於2月24日上市，初版發行量總計定為100萬冊，新書分為上下兩部，各自處印50萬冊。《1Q84 BOOK3》的初版發行量為50萬冊，.....

### 創業板「小甜甜」為何變為「熊夫人」？

由小盤股構成的創業板指數在2013~2015年迅速上漲，像「小甜甜」一樣受到散戶們的追捧，但如今的行情走勢被看空的觀點擴大，投資者開始對其敬而遠之。散戶的熱情轉向了政策紅利股.....

中國股市期待「春節行情」  
2017年的中國股市真要走出業績嗎？  
2016盤點：「野蠻人」背後的邏輯  
社評：中國經濟「穩增長」藏不住泡沫  
從茅台酒看中國社會結構變化  
中國股市目前的熱點是央企重組？

### 中國國家旅遊局呼籲抵制APA酒店

國家旅遊局表示，APA酒店這種錯誤做法是對中國遊客的公然挑釁，嚴重違反旅遊業基本公德，我們對此堅決反對。呼籲中國訪日團體和廣大遊客，自覺抵制APA酒店的錯誤做法.....

APA是個什麼酒店？  
APA酒店春節長假業績恐受影響  
APA回應：日本保障言論自由  
APA代表元谷外志雄：寫了我所相信的東西  
中國回應日本APA酒店放否歷史書籍

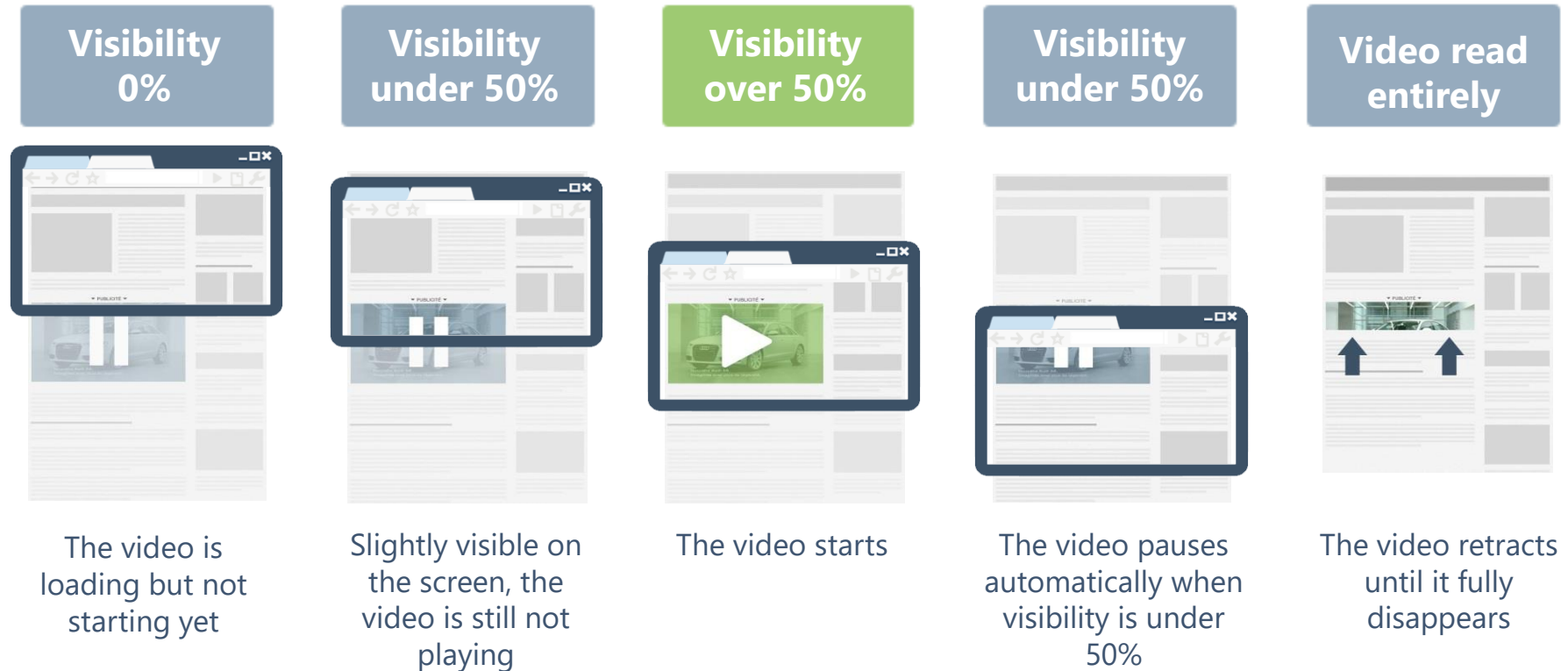
## Video Ad Space

NIKKEI Copyright © 2018 Nikkei Inc. All rights reserved.

Copyright © Nikkei Inc. All rights reserved.

# inRead™ Video Advertising (PC)

## How inRead™ video works



\* inRead™ is a registered trademark of Teads Network Company (France)

# inRead™ Video Advertising (PC)

## Product information

Placement	Chinese Nikkei
Publishing Period	2 weeks, Start: Monday End: Sunday
Cost	900,000 JPY ①Completed View Charge (15 secs or less )※1 complete view = 30 JPY or ② Imp Charge (charged when video starts) (15 secs or within 30 secs) 1imp = 5 JPY
Guarantee Form	① 30,000 Complete Views or ② 180,000 imps
Simultaneous delivery restrictions	1 frame 1 company. At most 2 companies delivered simultaneously. <u>In the case of 2 simultaneous deliveries, they are evenly distributed.</u>

## Material specifications

Material Size (W x H)	Between 640 x 360 – 1920 x 1080 pixels
Format/Capacity	.mov, .mpeg4, .avi, etc. / within 200MB
Video Playback Time	Up to 15 secs (for more than 30 secs please consult with us)
Aspect Ratio	16 : 9 (4 : 3 is not supported)
Codec	Supports all excluding : ProRes4444, HDV 720p60, Go2 Meeting3&4 , ER AAC LD, and RECODE
Submission Deadline	Pre-test: 10 working days before scheduled start date Final submission: 5 working days before scheduled start date

- ※ If completed views does not reach target number, the fee will be calculated based on the actual number of completed views (@30 JPY/1 Complete View).
- ※ For reasons of advertising effectiveness and for the user experience, frequency controls will be in place.
- ※ Muted sound by default.

Rates are subject to quarterly revision.  
(Above rates applied up to Dec. 2019 submissions)

• inRead™ is a registered trademark of Teads Network Company (France)

# Smartphone and Mobile menus

## <‘Chinese Nikkei’ Mobile Version Ad Menu>

Ad Space	Size (Pixel)
1 <sup>st</sup> Rectangle	300X250
2 <sup>nd</sup> Rectangle	300X250
Premium Text	24 characters or less
Regular Text	33 characters or less




# Rectangle (mobile)




Type	Size	CPM	Imp Unit Price
1 <sup>st</sup> Rectangle	W300 X H250 pixels	3,000 JPY	3 JPY
2 <sup>nd</sup> Rectangle	W300 X H250 pixels	2,000 JPY	2 JPY

- \* Advertising rates do not include consumption tax
- \* Orders must exceed JPY 500,000
- \* Please contact us for details regarding advertorials
- \* Please contact us for information on availability
- \* Insertion orders must be made 3 weeks prior to starting date
- \* Please send creative material at least 5 working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date
- \* Rates are subject to quarterly revision  
(Above rates applied up to Dec 2019 submissions)

## Premium Text (Mobile)

Publication Period	1 month
Start Day	Day 1 until last day
Start Time	00:00 (midnight)
Impressions	600,000 imps (estimate)
Cost	600,000 JPY
Guarantee Format	Period guarantee
Display Method	Rotation
No. of Displayed Insertions	1 
No. of Published Companies	2

## Regular Text (Mobile)

Publication Period	1 month
Start Day	Day 1 until last day
Start Time	00:00 (midnight)
Impressions	600,000 imps (estimate)
Cost	300,000 JPY
Guarantee Format	Period guarantee
Display Method	Rotation
No. of Displayed Insertions	1 each  (upper and lower) 
No. of Published Companies	2 upper and 2 lower

### ■ Material Specifications

No. of Characters	Premium Text : within 24 full-width characters, Regular Text : within 33 full-width characters (both include the advertisers name)
Unusable Characters	Platform/machine dependent characters (including half-width Japanese kana)
Replacement Provision	※Up to 4 insertions (inc. simultaneous submissions, working days only)
Material Deadline	5 working days before

※Cannot accept 3<sup>rd</sup> party delivery

※It is possible to change the material up to 2 times within the publication period

※Rates are subject to quarterly revision (Above rates applied up to Dec 2019 submissions)



# inRead Landscape™ Video (mobile)



## Cost-effective, user friendly video advertising delivery

- **inRead Landscape™** video advertising has two price structures: imp charge (when video starts) and completed views charge.
- **inRead Landscape™** videos are placed in and between articles (after 2nd paragraph)
- **inRead Landscape™** video disappears once the video finishes returning the article to normal
- **inRead Landscape™** video automatically stops once user viewability falls below 50%, once it is viewable about 50% it continues playing
- Easy to deliver TV commercial ads as well as other video material
- Very effective for branding and corporate advertising
- For premium media, please consider a premium video ads
- A tap will initiate sound and full-screen mode

\* inRead Landscape™ is a registered trademark of Teads Network Company (France)



# inRead Landscape™ Video (mobile)

## Product information

Placement	Chinese Nikkei (mobile)
Publishing Period	2 weeks, Start: Monday End: Sunday
Cost	900,000 JPY ① Completed View Charge ( within 15 secs) ※1 complete view = 30 JPY or ② Imp Charge (charged when video starts) ( within 15 secs) 1imp = 5 JPY
Guarantee Form	① 30,000 Complete Views or ② 180,000 imps
Simultaneous delivery restrictions	1 frame 1 company

\* inRead Landscape™ is a registered trademark of Teads Network Company (France)

## Material specifications

Material Size (W x H)	Between 640 x 360 – 1920 x 1080 pixels
Format/Capacity	.mov, .mpeg4, .avi, etc. / within 200MB
Video Playback Time	Up to 15 secs (for more than 30 secs please consult with us)
Aspect Ratio	16 : 9 (4 : 3 is not supported)
Codec	Supports all excluding : ProRes4444, HDV 720p60, Go2 Meeting3&4 , ER AAC LD, and RECODE
Submission Deadline	Pre-test: 10 working days before scheduled start date Final submission: 5 working days before scheduled start date

- ※ If completed views does not reach target number, the fee will be calculated based on the actual number of completed views (@30 JPY/1 Complete View).
- ※ For reasons of advertising effectiveness and for the user experience, frequency controls will be in place.
- ※ Muted sound by default.

Rates are subject to quarterly revision.  
(Above rates applied up to Dec. 2019 submissions)

# Weibo Advertising Menu

--Native advertisements exhibited in the timeline among editorial contents

Support Text/Video ads

## Weibo Nikkei Chinese Advertising Menu

Format	Content	Material	Cost (JPY)	Additional
Post	【Short Post】 Max 140 words + image (max) 9pcs/videos	Provided by Client	500,000	
	【Long Post】 Max 1000 words + image(max) 9pcs/video	Provided by Client	800,000	
	@Link with advertiser weibo account	Provided by Client	+ 100,000	
	Link with website specified by client	Provided by Client	+ 100,000	
Share	140 words max	Produced by Nikkei	300,000	
Ad Campaign	【Short Post】 Max 140 words + image (max) 9pcs/videos	Produced by Nikkei	1,000,000~	
	【Long Post】 Max 1000 words + image(max) 9pcs/video	Produced by Nikkei	1,300,000~	
Package	Ex ) Short post x 2 + Long posts x 2	Provided by Client	2,400,000	Please call for more details

## Ad Space



[AD] mark will be added



For advertising enquiries please contact below  
NIKKEI Inc. ,Global Unit  
e-mail: [ad@nikkeichina.com](mailto:ad@nikkeichina.com)