

NIKKEI Asia

The voice of the Asian century

MEDIA KIT

2021

Nikkei Inc.

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About Nikkei

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

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

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

1,500

Journalists

36

International bureaus

140

Years of quality journalism

About Nikkei Asia

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



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

Cover Story

A weekly big read on the top stories of the moment, packed with deep analysis and forward-looking insights.

Company in Focus

A close-up look at the people, companies and technologies shaping Asia's corporate landscape.

Asia Insight

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

Asia300

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

Opinion

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

Latest news

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

Global Reach — Digital

Readers in Asia make up approx. 60% of all unique users. The countries with the most readers include Singapore, Malaysia and the Philippines, English-speaking countries in Southeast Asia.

Source : : Google Analytics Report Jan 1st – Dec 31st, 2020 Monthly Avg.

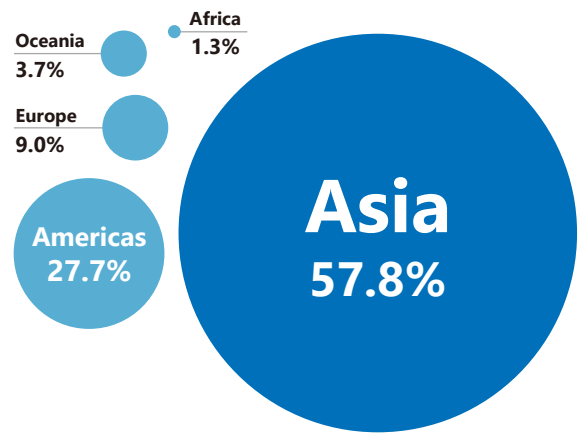
Unique visitors (Monthly)

4,109,289

Page views (Monthly)

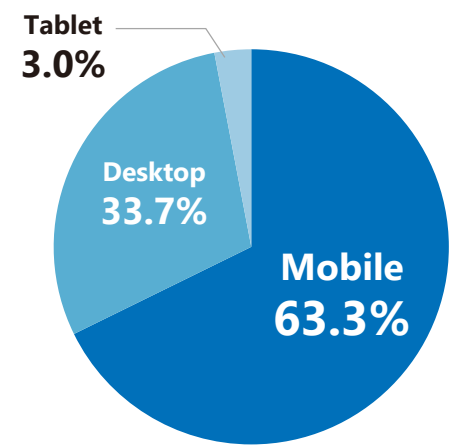
8,782,524

Readership by Region



United States	23.6%
Philippines	12.9%
Malaysia	9.4%
Singapore	8.7%
Japan	7.1%
India	4.6%
Australia	3.2%
Canada	3.0%
Thailand	2.8%
UK	2.7%

Device



Global Reach — Print

Weekly Print Edition

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



Approx.
12,000 copies

* As of March 2020

Airlines

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

- Singapore Airlines
- Thai Airways
- All Nippon Airways

Print Circulation by Country

The major distributing countries of Nikkei Asia.

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

Bookshops

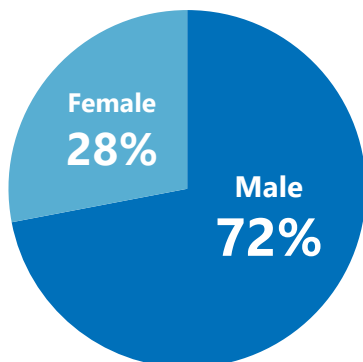
Nikkei Asia is sold in bookshops in airports and business districts in 11 countries.

Our Readers

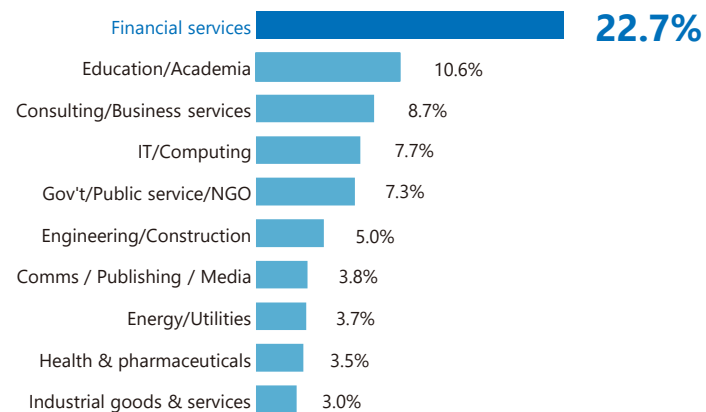
Nikkei Asia is read by businesspeople at management level or higher, especially in the finance industry. While C-Suite and other executives make up the highest percentage of our readers, our overall readership is relatively young, the highest percentage being in their late 20s or 30s.

Source : Google Analytics Report as of November 2020 / Nikkei Asia CRM Data as of November 2020

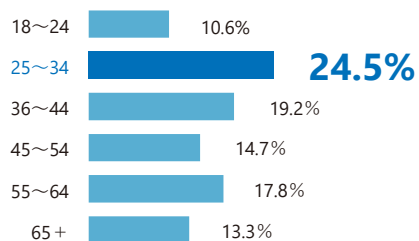
Gender



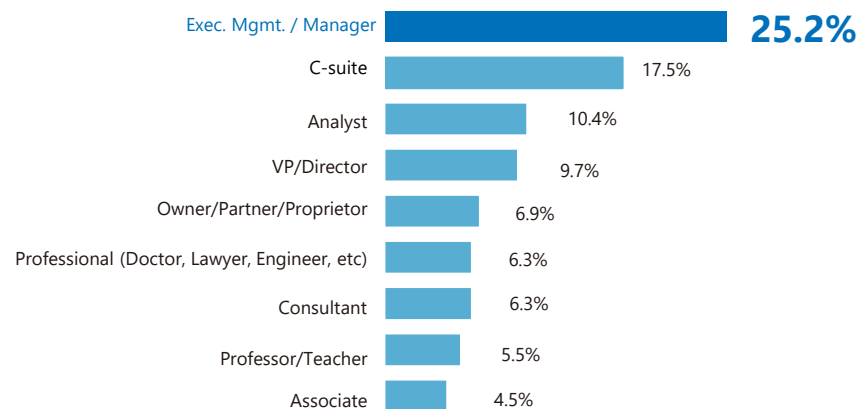
Industry



Age



Job title



Our Readers

Ipsos Global Business Influencers APAC (GBI APAC)

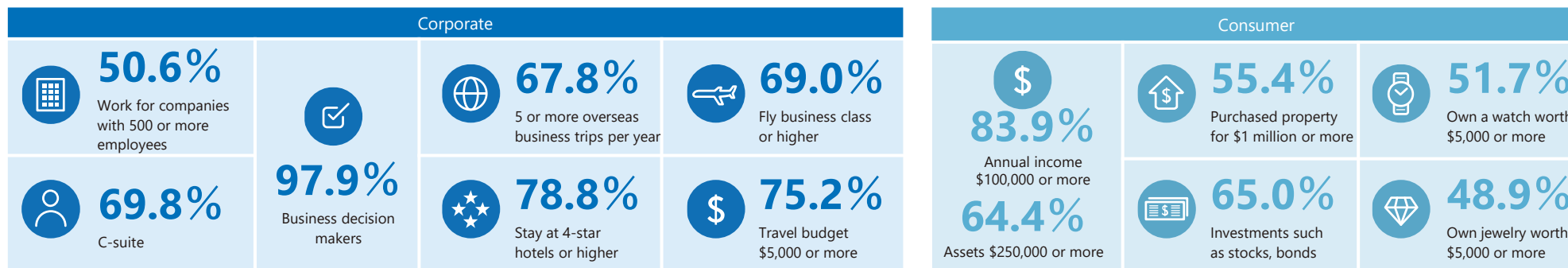
GBI APAC is a media survey of businesspeople conducted by Ipsos. It targets senior-level businesspeople working for companies with 50 or more employees. In addition to detailed questions about media such as contact frequency and devices, it also surveys business and private trips, personal asset formation, luxury product purchases, etc.

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

Countries			
Hong Kong	Indonesia	Malaysia	Philippines
Singapore	South Korea	Taiwan	Thailand
China	Japan	India	Australia
Universe			
Total of 1 million senior-level businesspeople working for companies with 50 or more employees			

Nikkei Asia readership attributes according to Ipsos GBI APAC 2020

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



Advertorials





Check in for Growth

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

Advertorials

Quality

Case study _ Seibu Group

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

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

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 Marylebone. Precisely one year later, on September 16, 2019, he was back in the UK capital for the official re-opening of the Arch as the flagship hotel of the Seibu Hotel London.




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 (23% of sales) handles 950 million passenger journeys annually on its rail and bus lines in and around Tokyo. Meanwhile, Seibu has followed the same playbook...

Sales/profit breakdown in 3 key segments (FY2018)




Serving Japan's tourism boom

Japan has witnessed a tourism boom, with the number of international tourists reaching 32.1 million in FY2018, up from 29.7 million in FY2017. This growth is driven by the increasing number of tourists from China, South Korea, and the United States. Seibu is well-positioned to serve this market with its extensive network of hotels and transportation services.

Real estate. Real synergies

Seibu's real estate segment is a key driver of its growth. The group has a strong presence in the Japanese real estate market, with a focus on high-quality residential and commercial properties. This segment contributes significantly to the group's overall financial performance.

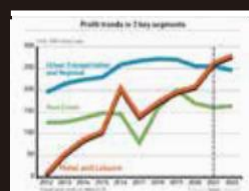
Real trends in 3 key segments



Brand-building through Baseball

Seibu Group's baseball team, the Seibu Lions, is a key part of the group's brand-building strategy. The team's success in the Japanese Baseball League has helped to increase the group's visibility and popularity among fans.

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Real trends in 3 key segments



Brand-building through Baseball

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Join the Club

Seibu Group's baseball team, the Seibu Lions, is a key part of the group's brand-building strategy. The team's success in the Japanese Baseball League has helped to increase the group's visibility and popularity among fans.

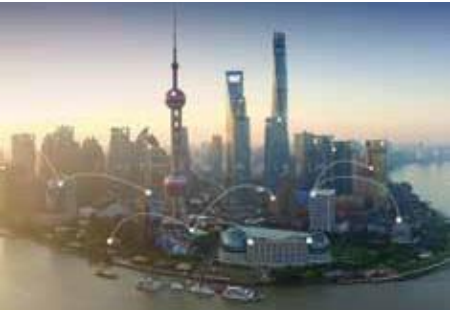



Advertorials

Consistency

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

Case study _ Seibu Group



Specialists in Financial Content

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



B2B & Luxury

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



Serving Japan and APAC

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



Advertorials

Production Partner



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

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

Advertorials

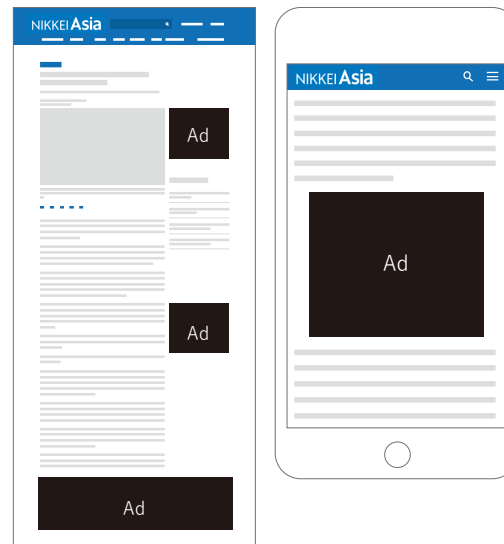
Production & Delivery

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

Content & purposes

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

Advertising banners



Advertorial content



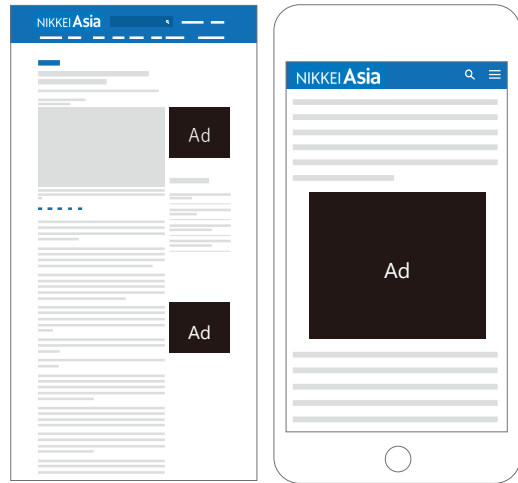
Advertisement fee	Lead time
<p>¥3,000,000~</p> <p>* Minimum spend including production costs and advertising fees</p>	<p>About 1 month</p> <p>* Depending on the volume of the content</p>
Advertising banners	
<p>Regular rectangle banner and sponsored content banner</p>	

Digital Advertising

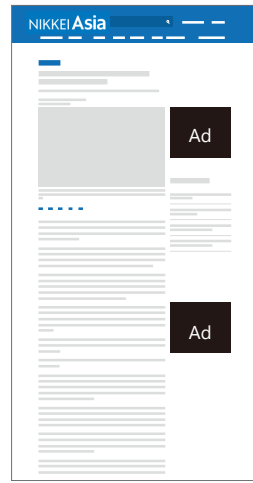
Digital Advertising

Menu

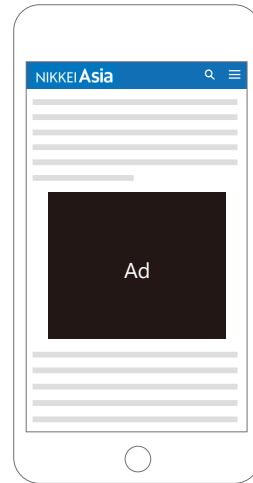
1 Cross-device Ads Recommended



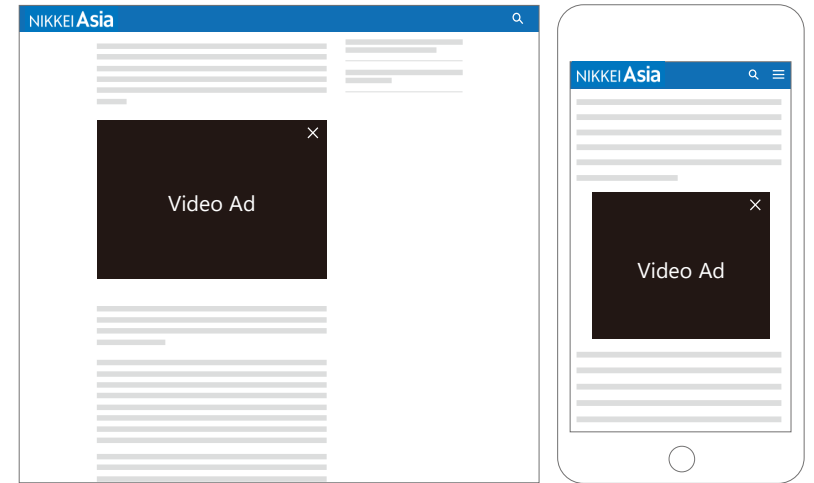
2 Desktop Banner Ads



3 Mobile Ads



4 In-article Video Ads



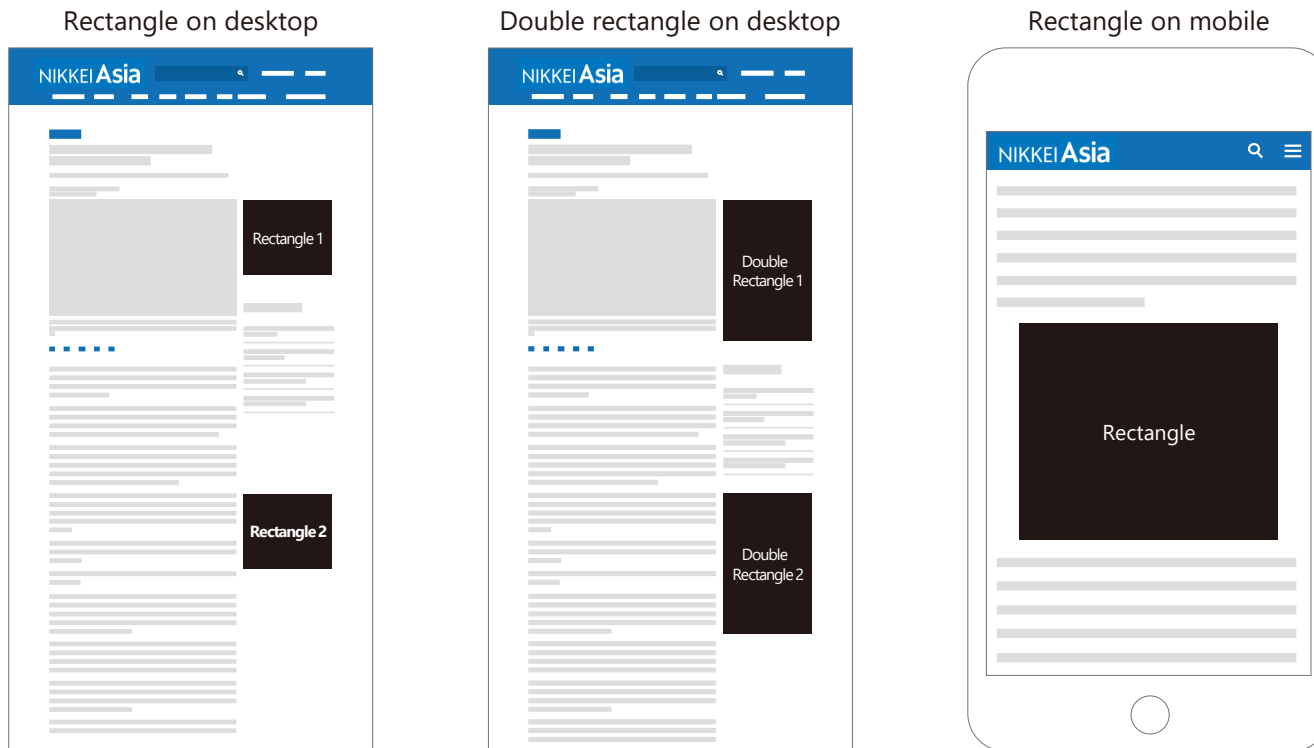
Viewability Guaranteed Banner Ads Option

5 Asia300 Section Takeover

Digital Advertising

1 Cross-device Ads Recommended

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



Specifications

Format / size	GIF, JPEG / under 150KB	ALT text	Not allowed
Animation	Allowed	Number of artworks	Up to 4 at one time
Loop	Stops within 35 seconds	Artwork replacement	Up to 4 times per campaign

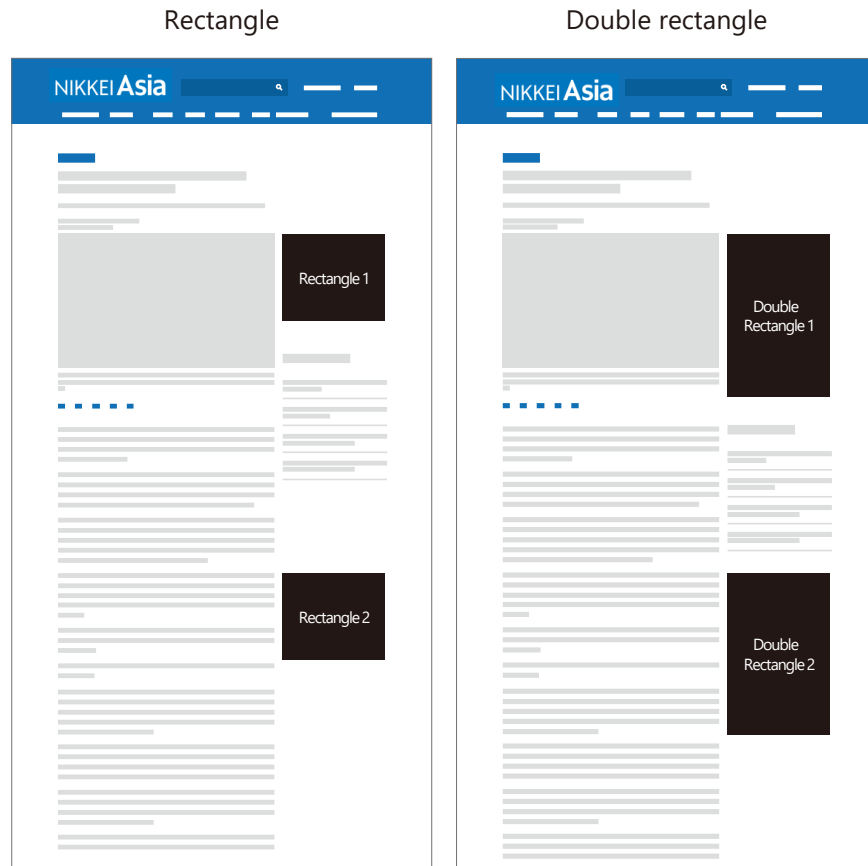
Service name	
Cross-device Ads	
Size (pixels)	
Rectangle : 300 × 250 (all devices)	
Double Rectangle : 300 × 600 (desktop only)	
Placement	CPM (excl. tax)
Rectangle 1	¥4,000
Rectangle 2	¥2,800
Guarantee	
Impression guaranteed	

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

Digital Advertising

2 Desktop Banner Ads

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



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

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

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

Specifications

Format / size	GIF, JPEG / under 150KB	ALT text	Not allowed
Animation	Allowed	Number of artworks	Up to 4 at one time
Loop	Stops within 35 seconds	Artwork replacement	Up to 4 times per campaign

Digital Advertising

3 Mobile Ads

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



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

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

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

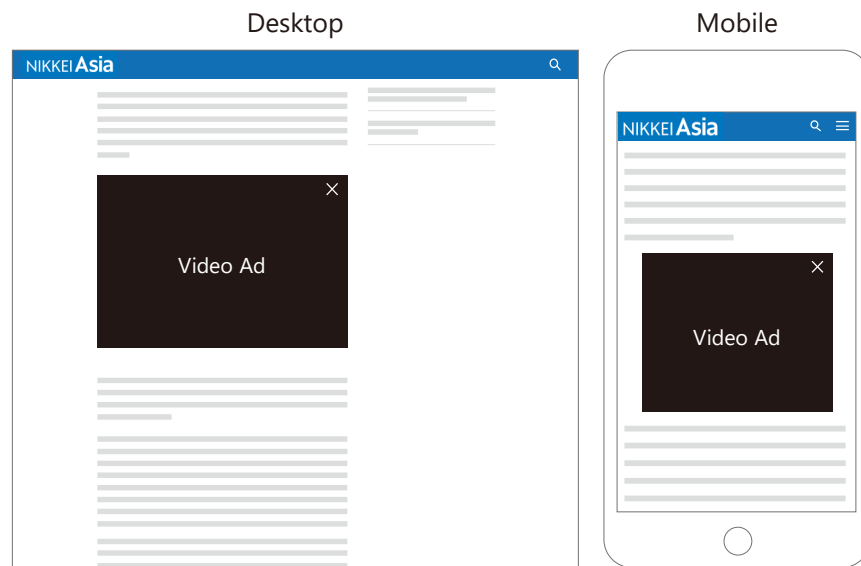
Specifications

Format / size	GIF, JPEG / under 150KB	ALT text	Not allowed
Animation	Allowed	Number of artworks	Up to 4 at one time
Loop	Stops within 35 seconds	Artwork replacement	Up to 4 times per campaign

Digital Advertising

4 In-article Video Ads

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



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

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

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

Specifications

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

Digital Advertising

Viewability Guaranteed Banner Ads

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

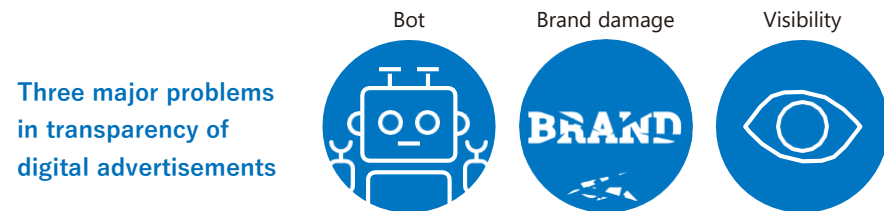
With the Viewability Guaranteed Banner Ads option, an ad is only deemed to have had a “viewable impression” if it has met the standards of viewable impression set out by the Japan Interactive Advertising Association (JIAA) . Measurement standards are based on the guidelines of the American Interactive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

Viewable Ad Impression Measurement Guidelines

A viewable impression must meet the following requirements

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

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



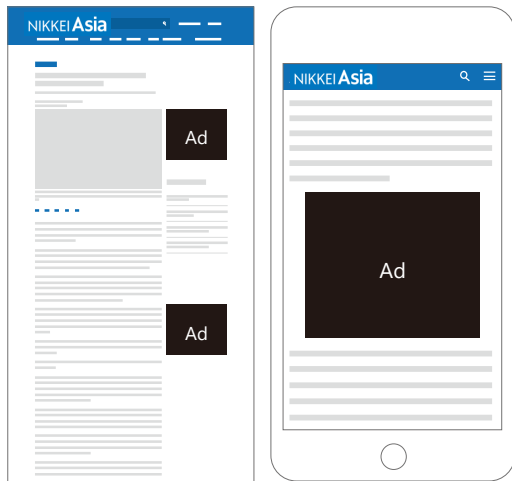
Digital Advertising

Viewability Guaranteed Banner Ads

1

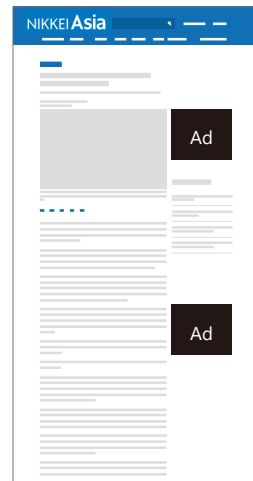
Cross-device Ads

Recommended



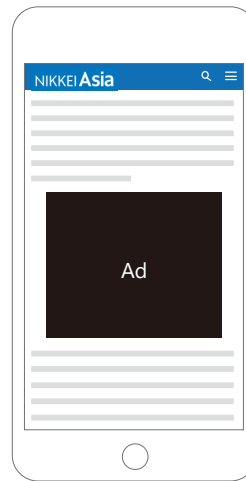
2

Desktop Banner Ads



3

Mobile Ads



For specifications, please see each product page.

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

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

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

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

Guarantee	
Viewable impression guaranteed	

Digital Advertising

5 Asia300 Section Takeover



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

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

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

Print Advertising



Print Advertising

Advertising fees

Placement / Position	Size (w × h)	Fee for 1 time (excl. tax)	Fee for 2-6 times (excl. tax)	Fee for 7-11 times (excl. tax)	Fee for 12+ times (excl. tax)
 4th Cover (Outside Back Cover)	204mm × 268mm 210mm × 274mm (incl. bleed)	¥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 artwork no later than 2 weeks before publishing

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

NIKKEI Asia

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