

# NIKKEI Asia

The voice of the Asian century

MEDIA KIT

2024

Nikkei Inc.

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Nikkei Inc. is a business and media organisation with a history spanning over 147 years. Our flagship media, The Nikkei, is Japan's largest business newspaper and has long been a favourite among businesspeople. 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 further 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 the Singapore-based Deal Street Asia, which operates an English-language news website specialising in information on investment funds and start-ups in Southeast Asia, to the group, further accelerating our evolution into a global media company.

over **200**

Overseas journalists  
and editorial staff

**37**

International bureaus

**147**

Years of quality journalism

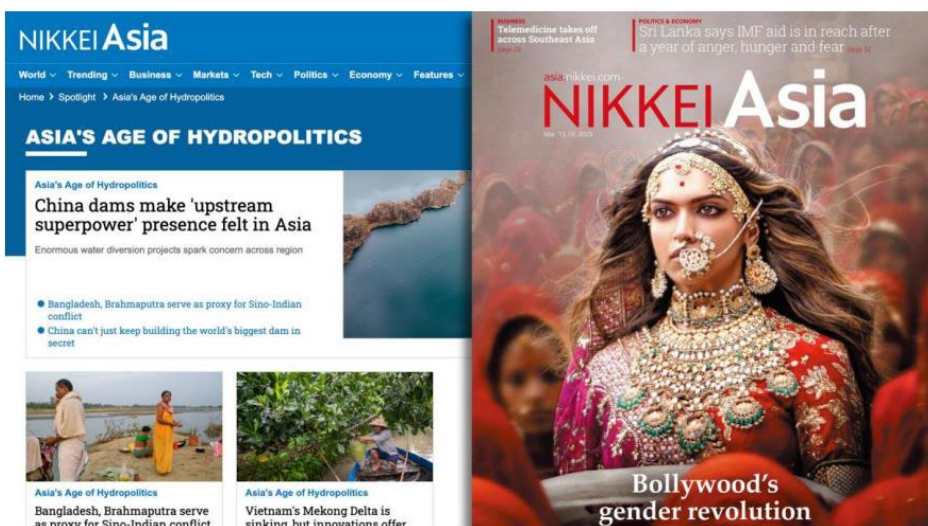
# About Nikkei Asia

In Japan, Nikkei is well-known as a general information newspaper with a focus on the economy, and Nikkei aims to be a globally-focused media platform even outside Japan. In 2013, we launched the Nikkei Asian Review (renamed Nikkei Asia in 2020), an English-language publication that forms the core of our global strategy.

## Winner of two top awards from SABEW, three years running

As a midsize media, Nikkei Asia beat out publications like TIME, Fortune, Forbes, and Wired twice to win two top awards. Nikkei Asia took home prizes in the Energy, Sustainability and Climate Change category for “Asia’s Age of Hydropolitics”, and in the Media and Entertainment category for “Bollywood’s Gender Revolution”.

This prize is awarded by the US-based SABEW (The U.S. Society for Advancing Business Editing and Writing), a group of global economy journalists, and has been held continuously since 1995, recognizing those in the business field.



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

### Exclusive business reporting

In tandem with Nikkei's extensive coverage network, we have partnered with leading business information sources in Asia to spotlight a wide range of Asian businesses and up-and-coming entrepreneurs, with a concentration on the IT industry. We examine Asia's quickly-changing business world through a micro lens, through topics like the supply chain restructure.

### Original views from Asia

We pick up on oft-overlooked comments from experts and data trends. By analyzing Asia's politics and macroeconomics, which are hard to understand for outsiders, we shine a light on future developments.

### Never miss a story

Checking a website every day is difficult for many busy professionals, so we offer a range of specialized newsletters. Our editorial team endeavors to select must-read stories from Japan and Asia on weekdays, and the most-read articles and editorials on weekends. We also offer a weekly newsletter covering the tech scene in Asia, a joint project with the Financial Times.

### Politics and policy made clear

We publish timely opinion pieces from an Asian perspective from policy makers and academics with extensive first-hand knowledge of Asia. From former prime ministers to former bank leaders, we platform experts with behind-the-scenes knowledge who can provide a different perspective.

Nikkei Asia is a global media used by Asia watchers worldwide, but especially in Asia and the US.

Source: Google Analytics Report Jan 1st - Dec 31st, 2023 Monthly Avg.

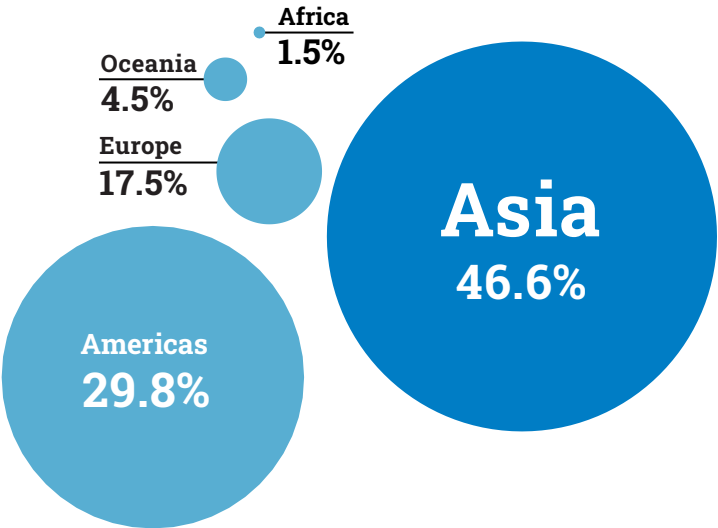
Unique visitors (Monthly)

3,135,346

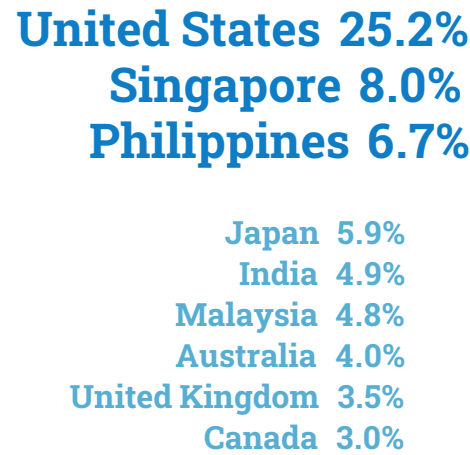
Page views (Monthly)

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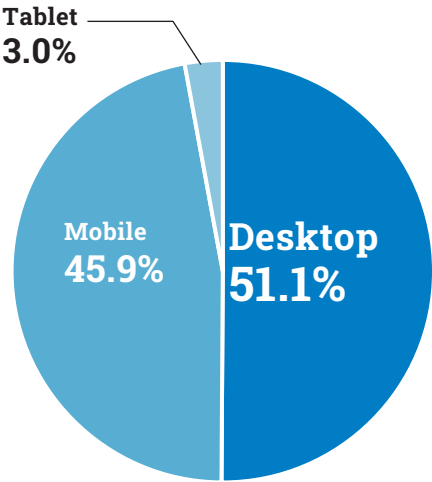
Readership by Region



Readership by Country



Device



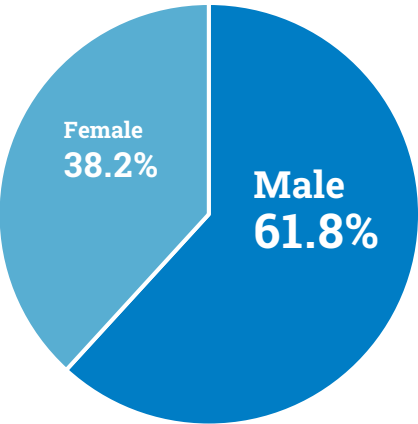


# Our Readers

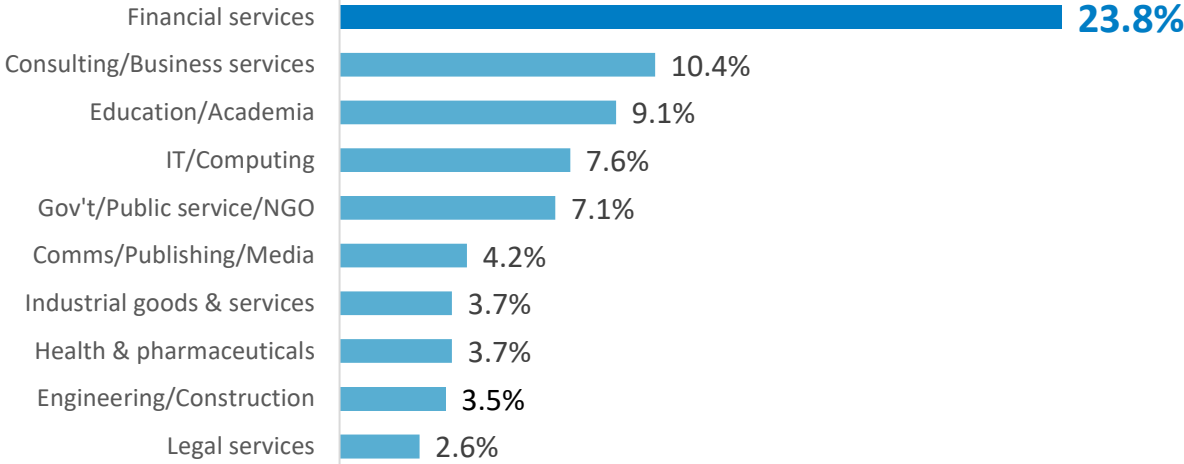
Nikkei Asia is read by businesspeople from a wide range of industries, with finance at the forefront. Despite having a relatively young readership in their late 20s and 30s, Nikkei Asia boasts a high proportion of management and C-suite readers.

Source: Google Analytics Report Jan 1st - Dec 31st, 2023, Monthly Avg. / Nikkei Asia CRM Data as of Jan 2024

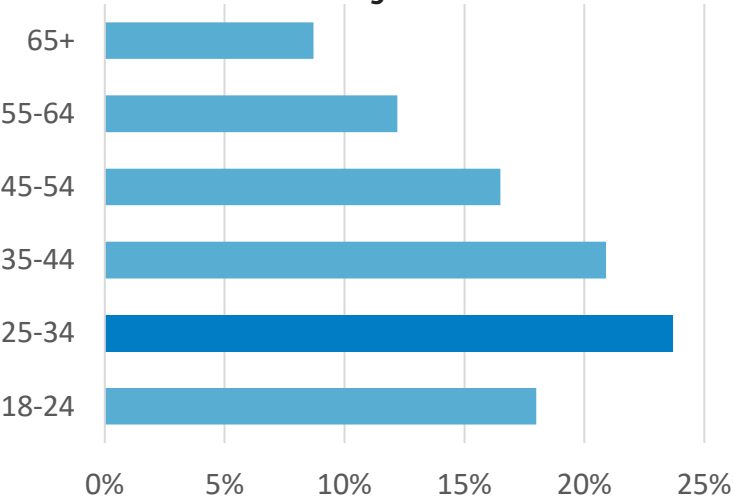
Gender



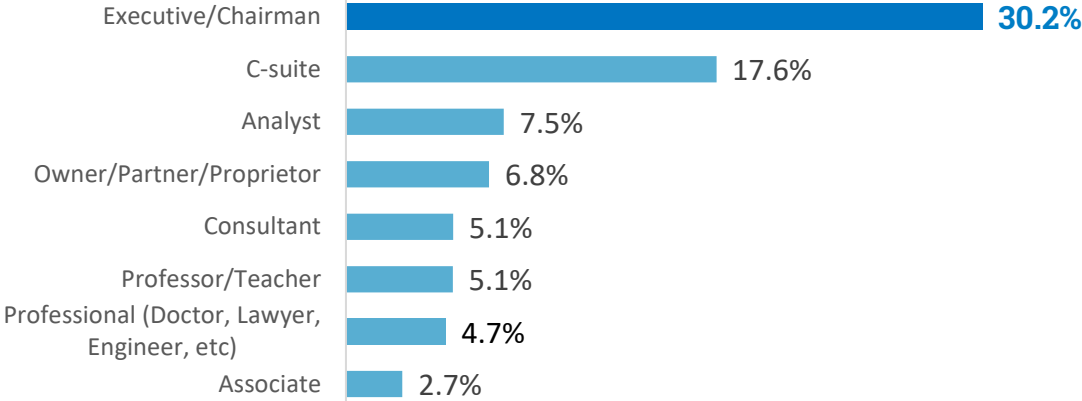
Industry



Age



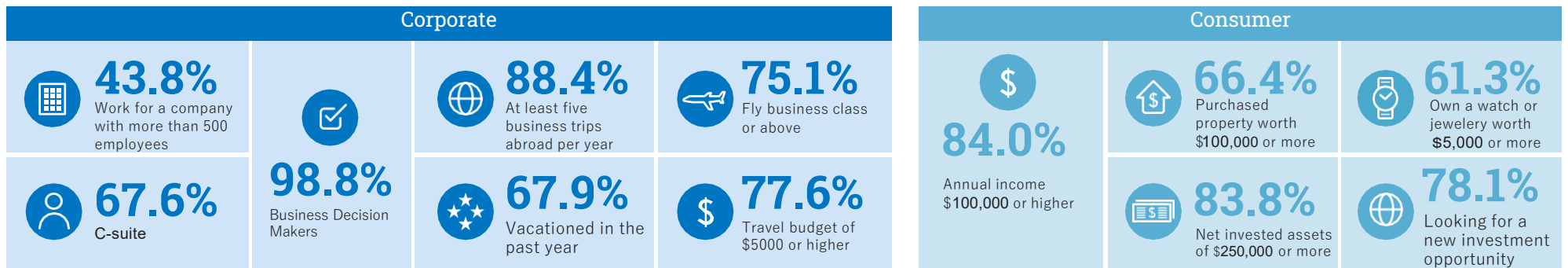
Job Title



## Our Readers

# Nikkei Asia's readership profile in Ipsos GBI APAC 2023

Our core readership consists of business decision-makers and senior executives. These decision makers are affluent individuals who possess substantial assets and a deep interest in investing.



Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2023

### \* What is the Ipsos Global Business Influencers APAC (GBI APAC)?

The Ipsos Media Brand Survey for Business Professionals is aimed at senior business professionals in Asia who are employed by companies with 50 or more employees. Along with in-depth inquiries concerning media usage, such as contact frequency and devices employed, the survey also delves into topics such as business and personal travel, personal finance, and luxury spending. The survey is conducted annually online using a consistent questionnaire containing identical content across all countries and regions surveyed.

Countries/regions surveyed				Universe
Hong Kong	Indonesia	Malaysia	Philippines	A total of <b>1 million</b> Senior-level businesspeople working for companies in Asia with <b>50</b> or more employees
Singapore	South Korea	Taiwan	Thailand	
China	Japan	India	Australia	

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.

### Case study 01 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 Daniel 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 recovery<sup>[1]</sup>. 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



Daniel Chan, Head of Greater Bay Area, HSBC

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.

[1] <https://www.reed.org/economy/china-economic-angels>

#### 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.

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#### 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. 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 USD880 million to USD1.13 billion. Aside from helping entrepreneurs capitalise on the region's

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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 April<sup>[2]</sup>.

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 before<sup>[3]</sup>.

[2] <http://english.mofcom.gov.cn/article/finance/news/press/2021/04/2021040306414.shtml>  
[3] <http://english.mofcom.gov.cn/article/finance/news/press/2021/04/2021040306414.shtml>

#### The land of opportunity

It is estimated that by 2030 the region's GDP will grow to top USD4.7 trillion, presenting growth potential that international companies simply cannot afford to miss out on<sup>[4]</sup>.

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 location, 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

Partner Content

Case study 02  
Asteria

Nikkei Asia PARTNER CONTENT

### Asteria Takes on the World in the TSE Prime Segment



**Pina Hirano**  
President and CEO  
Asteria Corporation (Tokyo Stock Exchange, First Section)

**Shoichi Tsumuraya**  
Professor, Graduate School of Business Administration  
Hitotsubashi University Graduate School

Equity markets are paying keen attention to software developer Asteria. As digital transformation (DX) efforts ramp up among companies of all sizes, demand and expectations are rising for the core technologies and products that will facilitate data integration across different software packages and dramatically reduce workloads.

Pina Hirano, President and CEO of Asteria Corporation, and Shoichi Tsumuraya, Professor of Hitotsubashi University Graduate School, discussed the company's management approach to pursuing growth together with investors, among other topics.


Nikkei Asia PARTNER CONTENT

### Asteria Takes on the World in the TSE Prime Segment



**Pina Hirano**

Asteria's financial performance is growing



Tsumuraya: In addition to being proactive in IR activities, your company's business performance is also trending toward improvement, which is attracting attention from investors.

Hirano: Thanks to the support of our stakeholders, our flagship data integration middleware ASTERIA

Print version of the advertorial

Asteria

### Asteria Takes on the World in the TSE Prime Segment

**Pina Hirano**  
President and CEO  
Asteria Corporation (Tokyo Stock Exchange, First Section)

**Shoichi Tsumuraya**  
Professor, Graduate School of Business Administration  
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Asteria's financial performance is growing



Asteria is a software developer that provides various software solutions for businesses. The company has been growing steadily since its founding in 2007. In 2021, it was listed on the Tokyo Stock Exchange's First Section. The company's revenue has increased significantly over the past five years, and its profitability has also improved. This growth is attributed to the company's focus on developing innovative software solutions that address the needs of businesses. The company's products are used by a wide range of businesses, from small and medium-sized enterprises to large corporations. The company's financial performance is a testament to its commitment to innovation and growth.

Anticipating future needs mitigates these risks and ensures the business's scalability, which offers growth potential.

Besides our software business, we are also involved in investment and design businesses. Each of these businesses could not only generate revenues or profits, but also contribute to expanding our software business globally. As an example in the area of software, some designs may be accepted in Japan but less so overseas. If we want to grow our overseas sales further, it will become important to be able to build designs that will gain acceptance worldwide.

We believe that upfront investment would be a business advantage for our software development. In our investment business, we harness the knowledge that we have acquired through software development to invest in companies and businesses related to our business domains via an investment company we established in the U.S.

Here, our strategy is to invest profits from the investment business into software development and marketing, while still seeking synergies between businesses.

About Asteria Group

## Asteria

Stock listed: Tokyo Stock Exchange 1st Section (3853)  
Prime Market under TSE New Market Segments  
(From April 1st onward)

Founding date: September, 1998

Office locations: 5 countries (Japan, US, UK, China, Singapore)

Businesses:

- Development of enterprise software focusing on "connectivity"
- Strategic design consulting (TMAI Inc.)
- Investment (Asteria Vision Fund)

Capital: 2,275,343,330 JPY (As of December 31, 2021)

Contact Asteria IR: [ir-inquiry@asteria.com](mailto:ir-inquiry@asteria.com)

Twitter account for Investor Relations: @Asteria\_ir

Our English IR website is constantly updated with press releases and IR news to provide extensive disclosure of information in English.  
<https://www.asteria.com/jp/en/ir/>

**Pina Hirano**  
President and CEO  
Asteria Corporation (Tokyo Stock Exchange, First Section)

Pina Hirano was born in Kumamoto Prefecture. After quitting Kumamoto University, he joined a software development startup as a founding member. In 1987, he joined Lixin Development Corporation. He founded Infotek Corporation (now Asteria Corporation) in 1998. Infotek was listed on the Tokyo Stock Exchange's Mothers Index in 2007, and in 2019 it was listed on the exchange's First Section. In 2021, the company received IR Award for encouragement from the Japan Investor Relations Association. He is also CEO of the Blockchain Collaborative Consortium.

**Shoichi Tsumuraya**  
Professor, Graduate School of Business Administration  
Hitotsubashi University Graduate School


Shoichi Tsumuraya was born in Tokyo. In 2006, he completed the doctoral program at the Hitotsubashi University Graduate School Institute of Commerce. Since 2007, he has been a research fellow at the Japan Investor Relations Association. His fields of research include corporate disclosure and corporate governance. He has been a member of the Financial Services Agency's Council of Experts Concerning the Follow-up of Japan's Stewardship Code and Japan's Corporate Governance Code since 2020.

UNLOCK THE REAL JAPAN

THE MAGAZINE | FEATURES | ARCHIVES

### A power of good

How a real estate company is channeling its history of innovation into developing the green energy needed to fuel Japan's future




One of Japan's leading real estate developers, the Tokyu Land Corporation has never lived away from challenging and city cornerstones. The firm traces its history back to the Garden City Company, established in 1986 by Shiro Nakagawa, "the father of Japanese city planning," in Saitama. The British-style garden city in a suburb south of Tokyo, named Jomonocho, that project proved a resounding success and formed the foundation for Tokyu Land's subsequent business expansion, which has seen the company push forward with one innovative development after another.

Notably, noteworthy projects include the Akumagaya New Town in Chiba, west of Tokyo, a 400-hectare site that Tokyu Land began developing in the 1990s. Akumagaya broke new ground in the industry with its spacious plots, overturning the suburban Japanese tradition of cramped subdivisions and giving residents room to enjoy their neighborhoods to the fullest. In nearby development, the company created a low-rise housing with a full-scale golf course—another "first-by" leveraging its experience in developing vacation resorts in destinations including Hokkaido and Nagano.

Mut Tokyu Land is a company that has been known for its ongoing, ground-up efforts in redeveloping Shibuya. Tokyo's ever-buzzing hub of street culture, Astoria's way of construction projects, together dubbed a "times in a 100 years" development, has already transformed the face of the neighborhood. A stretch of glimmering high-rises, calling green spaces, and water—in the shape of the Shibuya River, flowing freely again after decades of confinement—also adds layers of convenience and vitality. Many of new projects will be added to the reported completion date of 2027.

Tokyu Land, however, is already looking further into the future by going all in on what could be its most significant bet yet: the strengthening of its renewable energy business. Since outlining an environmental vision back in 2008, the company has taken tangible steps to promote green energy, moving into solar and power development in various fields respectively. In 2020, Tokyu Land became the first real estate company in the world to join the RE100 initiative of businesses committed to using only electricity produced from renewable sources—a goal the company is seeking to achieve by 2050.

Under the Shiro Nakagawa, Tokyu Land operates a total of 97 solar, wind, and biomass power plants throughout Japan, with a total capacity of about 1,000 megawatts, a roughly enough electricity to power 870,000 homes.



UNLOCK THE REAL JAPAN

THE MAGAZINE | FEATURES | ARCHIVES

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Further viewing

To discover more about Tokyu Land's work in renewable energy watch the Japanese-language videos below.

【事業紹介動画】The Story...  
【未来にクリエエナジーを】  
【地域に新風を扇ぐ】

TOKYU LAND CORPORATION

Case study 03  
TOKYU LAND CORPORATION

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**Renewables and regional development**

Besides caring for the global environment and helping Japan achieve its sustainability goals, Tokyu Land's commitment to renewable energy is also aimed at revitalizing rural areas throughout the country. Better power plants have already created jobs and opportunities for new business in communities from Hokkaido in the north to Kagoshima in the south. Meanwhile, the company is stepping up its efforts to achieve a cycle of local production for local consumption in their area, helping lay the groundwork for major energy consumers to set up factories, data centers, and other facilities in the municipalities that host the RE100 plants.

Note: Figures in the article, including the number of power plants and their capacity, reflect the situation as of December 2021. It includes facilities that are still under construction.

Further viewing

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TOKYU LAND CORPORATION



# Partner Content

Case study 03  
UBE

## Widespread dissemination of the growth strategy, with a compelling message from the top

In May 2022, UBE revealed a fresh medium-term management plan, and President Masato Izumihara shared his views on the company's growth strategy in an interview. A month prior, in April 2022, UBE Industries, which had been in operation for almost 80 years, changed its name to UBE. As a chemical firm, it is implementing bold structural reforms such as converting its cement business into a wholly owned subsidiary. The company hopes for better understanding of its strategy by stakeholders at home and abroad, as well as by its own employees. Moreover, the statement highlights UBE's aggressive investment in its Specialty Business, which manages high-value-added product categories, and its expansion of facilities in Thailand, its primary base in Asia.

NIKKEI Asia  
UBE Corporation  
PARTNER CONTENT



**Centering on specialty chemicals and achieving sustainable growth globally**

Contributing to the global environment, human health, and an enriched future society ---Masato Izumihara




**President & CEO  
Masato Izumihara**

Born in Yamaguchi prefecture, he graduated from the University of Tokyo Faculty of Law and joined Ube Industries (now UBE). After serving as a director and other positions, he was named president & CEO in 2019. Under the new name, "UBE Corporation," he leads the transformation of its business structure by growing specialty chemicals.

--- In April 2022, you changed your company name from "Ube Industries" to "UBE." Would you tell me the reasons you did it and thoughts behind the new name?


Our company started 125 years ago, way back in 1897 as a coal mining company. Using that as our foundation, we eventually expanded our business into the fields of machinery, cement, and chemical fields. During World War II, all four of our businesses merged under the name "Ube Industries, Ltd." This name stems from Ube City, a city in Yamaguchi prefecture, the location of our head office.

However, as times changed, we also had to make some changes as well. Each branch had to operate almost independently from each other in order to survive. Thus, in 1990, we split off our machinery business from the main company. And now, we have established a joint venture together with Mitsubishi Materials in our new company, Mitsubishi UBE Cement Corporation. Since we have become a company dedicated to chemicals, we have also taken this opportunity to change our company name to UBE.



**Centering on specialty chemicals and achieving sustainable growth globally**

Contributing to the global environment, human health, and an enriched future society ---Masato Izumihara



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UBE Corporation  
Transform Tomorrow Today

# Partner Content

## Case study 04 Federal Land


## Attracting the wealthy in Asia with the allure of luxury real estate.

Federal Land is the Philippines' leading real estate developer, with over 50 years of experience in the development of a wide range of high-quality, innovative residential, commercial and retail space, modern office buildings, world-class hotels, and integrated communities. The Grand Hyatt Manila Residences South Tower, developed in partnership with Japan's ORIX, is the first luxury property in Southeast Asia to bear the Grand Hyatt name. To showcase its appeal to the Asian market, partner content was developed for Nikkei Asia, a major source of business news and information with a vast readership in the region. The project leader praised the strategy, stating, "By selecting a medium that resonated with our target audience, we successfully reached affluent individuals across Asia."

NIKKEI Asia

FEDERAL LAND

PARTNER CONTENT



### Grand Hyatt Manila Residences: Manila's Most Desirable Luxury Investment Backed by Established Brands

A real estate resurgence elevates Manila with Southeast Asia's first Grand Hyatt branded residences. The two luxury towers that compose Grand Hyatt Manila Residences anchor Federal Land's Grand Central Park, a signature mixed-use development strategically located in Bonifacio Global City, one of the Philippines' foremost business and lifestyle districts. Developed by a joint venture between premier Filipino real estate developer Federal Land and ORIX Corporation of Japan, Grand Hyatt Manila Residences cements its rank as among the most trusted and stable high end real estate investments in the Philippines.

Grand Hyatt Manila Residences:  
Manila's Most  
Desirable  
Luxury Investment  
Backed by  
Established Brands

It is within an emerging skyline, Manila with Southeast Asia's first Grand Hyatt branded residences. The two luxury towers that compose Grand Hyatt Manila Residences anchor Federal Land's Grand Central Park, a signature mixed-use development strategically located in Bonifacio Global City, one of the Philippines' foremost business and lifestyle districts. Developed by a joint venture between premier Filipino real estate developer Federal Land and ORIX Corporation of Japan, Grand Hyatt Manila Residences cements its rank as among the most trusted and stable high end real estate investments in the Philippines.




Photo: Bureau of a Government and Public Property

#### Luxury Investments in Manila

Grand Hyatt Manila Residences South Tower is the latest offering within the Bonifacio skyline, setting an elegant standard for high-quality, innovative real estate. The two luxury towers that compose Grand Hyatt Manila Residences anchor Federal Land's Grand Central Park, a signature mixed-use development strategically located in Bonifacio Global City, one of the Philippines' foremost business and lifestyle districts. Developed by a joint venture between premier Filipino real estate developer Federal Land and ORIX Corporation of Japan, Grand Hyatt Manila Residences cements its rank as among the most trusted and stable high end real estate investments in the Philippines.




Photo: Bureau of a Government and Public Property

#### A First for the Region, Living Grand Every Day

The remarkable two-tower Grand Hyatt Manila Residences is among the highest level of modernity, setting a new standard for luxury real estate in Manila. The two luxury towers that compose Grand Hyatt Manila Residences anchor Federal Land's Grand Central Park, a signature mixed-use development strategically located in Bonifacio Global City, one of the Philippines' foremost business and lifestyle districts. Developed by a joint venture between premier Filipino real estate developer Federal Land and ORIX Corporation of Japan, Grand Hyatt Manila Residences cements its rank as among the most trusted and stable high end real estate investments in the Philippines.




Photo: Bureau of a Government and Public Property






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FEDERAL LAND ORIX

# 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

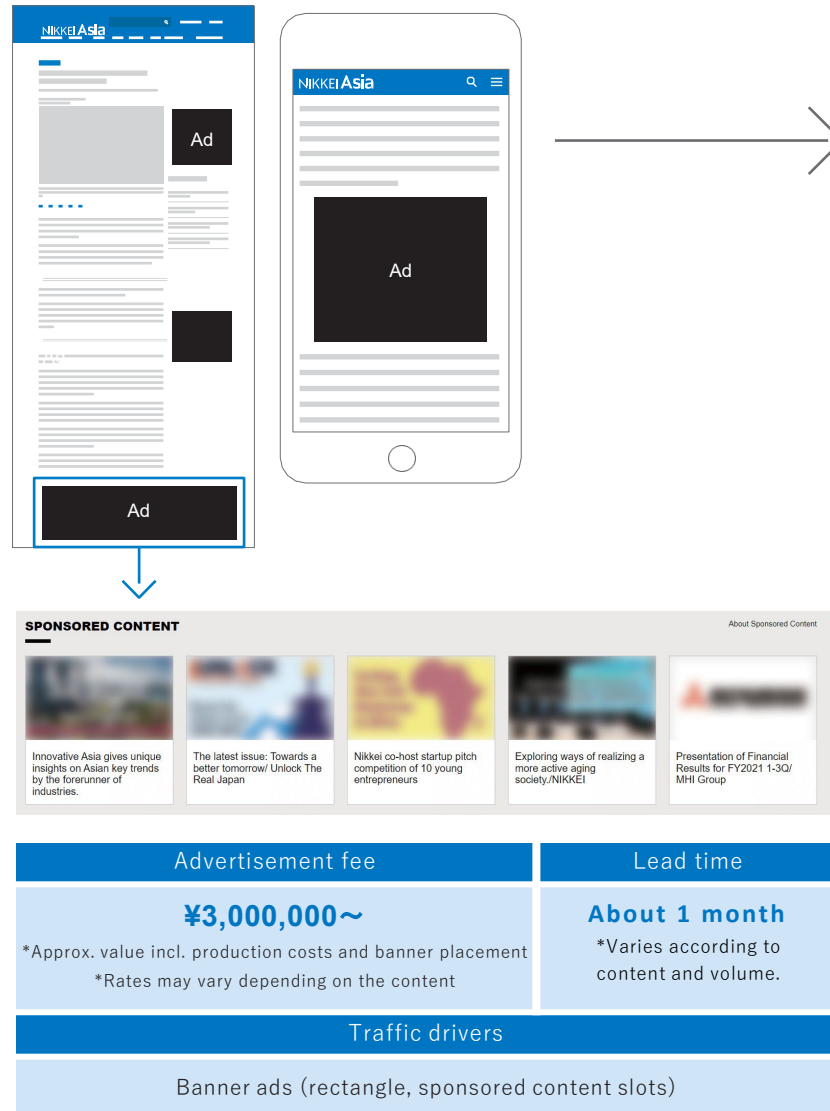
Corporate branding

Product and service marketing

Public announcements

Executive interviews

## Advertising Banners



## Advertorial

**Hong Kong stock market Capitalization by country of origin**

As of May 2017  
Source: "Hong Kong Exchanges and Clearing"

30 43 63

**Hong Kong retail sales since 1997**  
(In billions of Hong Kong dollars)

2000 04 08 12

**Chronology of xxxx debacle**

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

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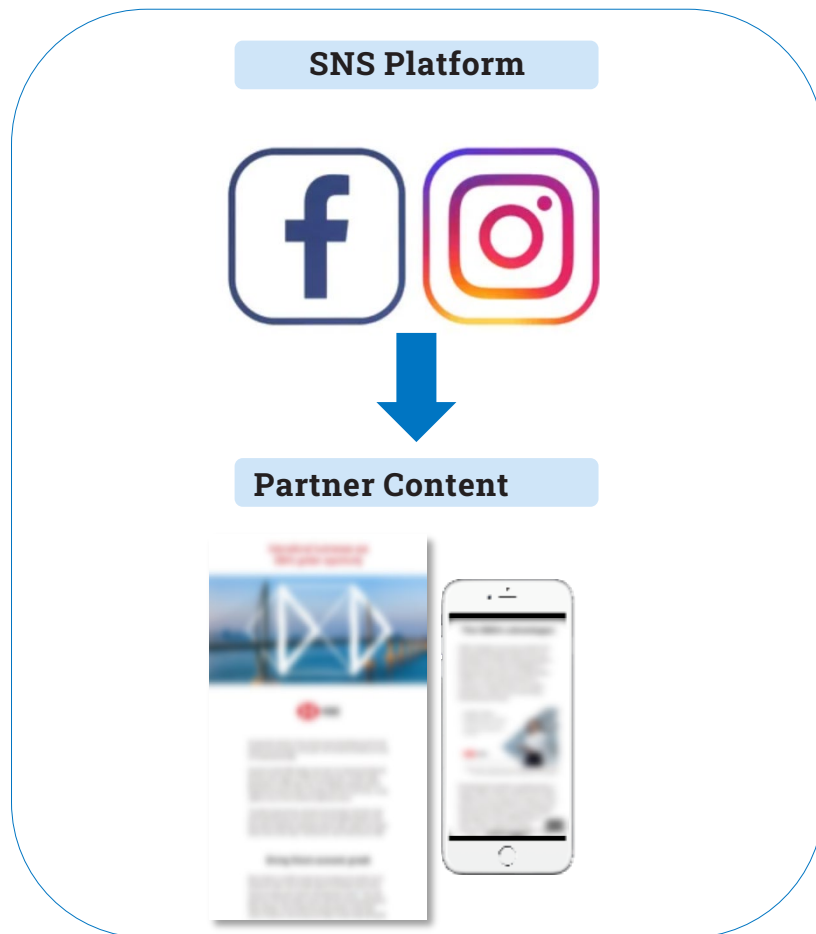


# Partner Content

## Option: Partner Content boost plan

Acquiring external media and directing traffic to partner content can expand reach and enhance engagement. Moreover, leveraging the data that each platform possesses on user interests and demographics enables gender and interest-based targeting, further enhancing the effectiveness of the campaign.

### • Flow of advertising



Platform	Estimated clicks	Rate	Targeting
Facebook/ Instagram	4,000	¥ 500,000	Consult for more details.

- The estimated number of clicks can vary depending on the industry and product type and is evaluated on a case-by-case basis. For further details, please contact a sales representative
- Please note that the number of expected clicks cannot be guaranteed.

### Service Overview

Publication period	In line with the partner content publication
Rate	¥ 500,000~
Content	Produced by Nikkei Inc.

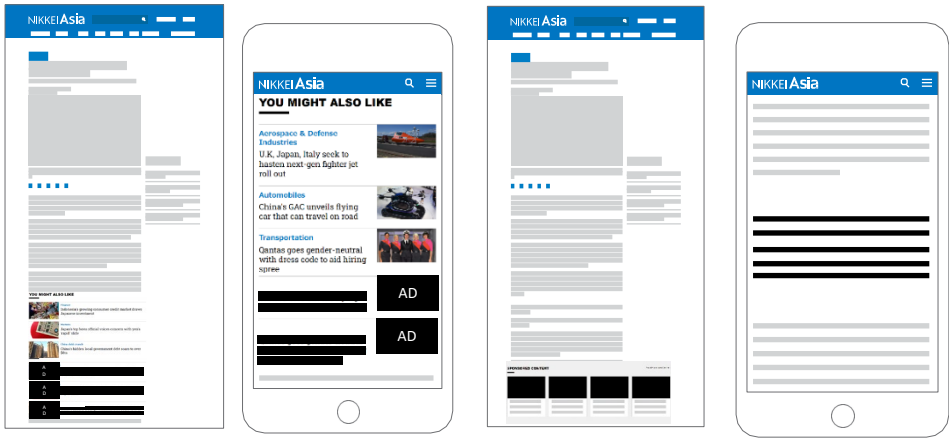
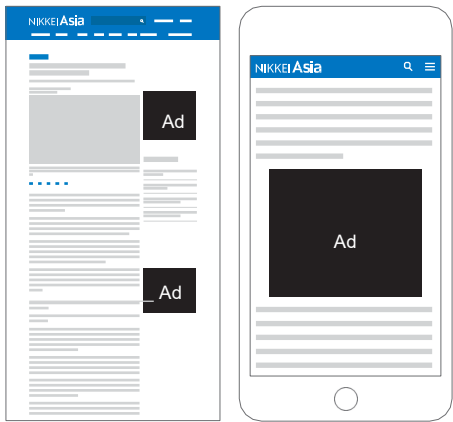
- Each platform has its own screening process. Only content that has passed the screening process will be published.
- As an operational service, creatives will be replaced according to their performance.
- The date of publication is at the discretion of Nikkei.
- The start of publication may be delayed due to the publication review process.
- Targeting requests are discussed on a case-by-case basis.
- For content involving celebrities or models, prior conditions must be presented when negotiating appearances. For additional information, kindly consult with your sales representative.
- SNS will be operated under the Nikkei Asia Marketing & Event account.

# Digital Advertising

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## Menu

- 1 Cross-device Ads Recommended
- 2 Desktop Rectangle Ads
- 3 Mobile Ads
- 4 Infeed ad unit (cross-device)
- 5 Sponsored Content Ads

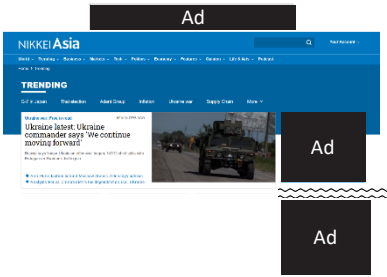


Optional Menu

Geotargeted Ads (CPM + ¥1,000)

You can achieve efficient budget management by targeting and distributing your reach by country. For more details on the countries, regions, budget allocation, and distribution timeframes you want to pursue, kindly reach out to us.

- 6 Homepage / Trending Section Portal Takeover



- 7 In-article Video Ads

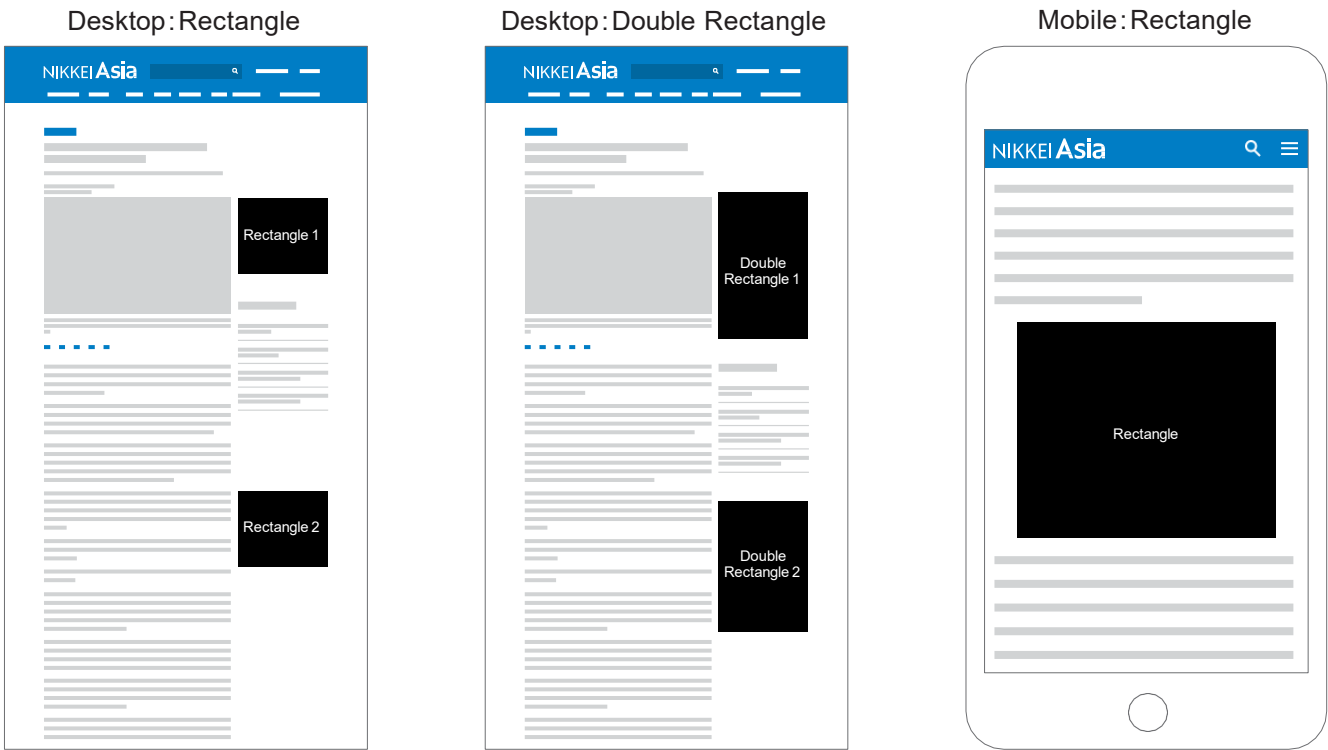


1

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

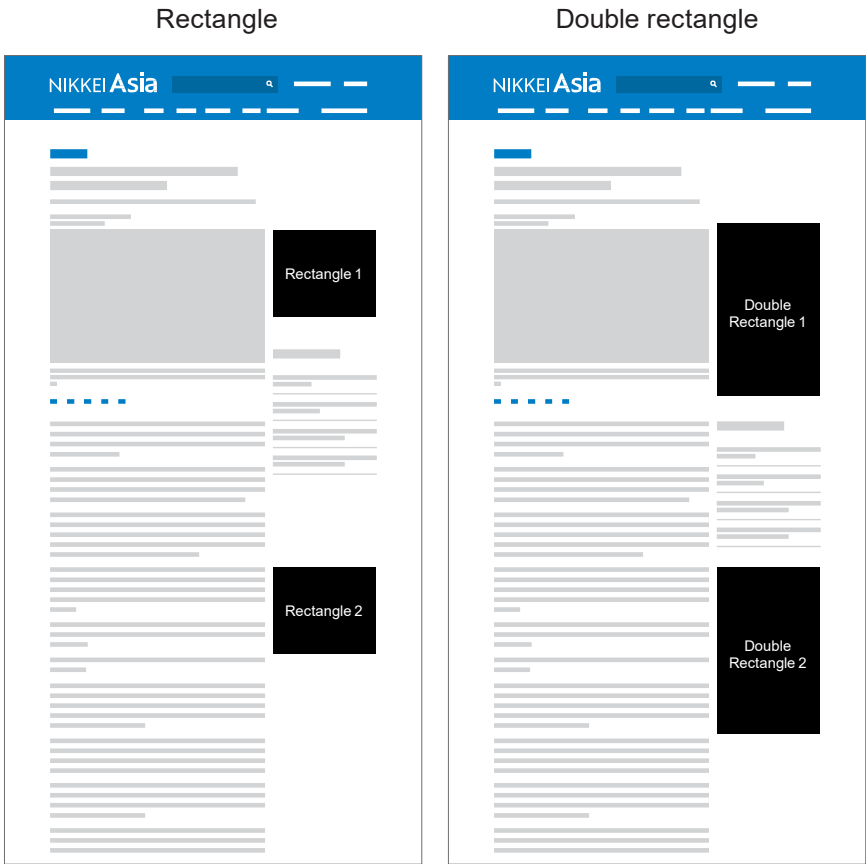
Format/Size	GIF, JPEG, PNG; Under 150KB	ALT Text	Not possible
Animation	Possible	Simultaneous ads	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Ad replacement	Up to 4 (incl. simultaneous, business days only)

Service Name	
Cross-device Ads	
Size (pixels)	
Rectangle : 300x250 (all devices)	
Double Rectangle : 300x600 (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 March 2024.

2 Desktop Rectangle Ads

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



Service Name	Size (pixels)	Device
Desktop Rectangle Ads	Rectangle : 300x250	PC
	Double Rectangle : 300x600	

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	

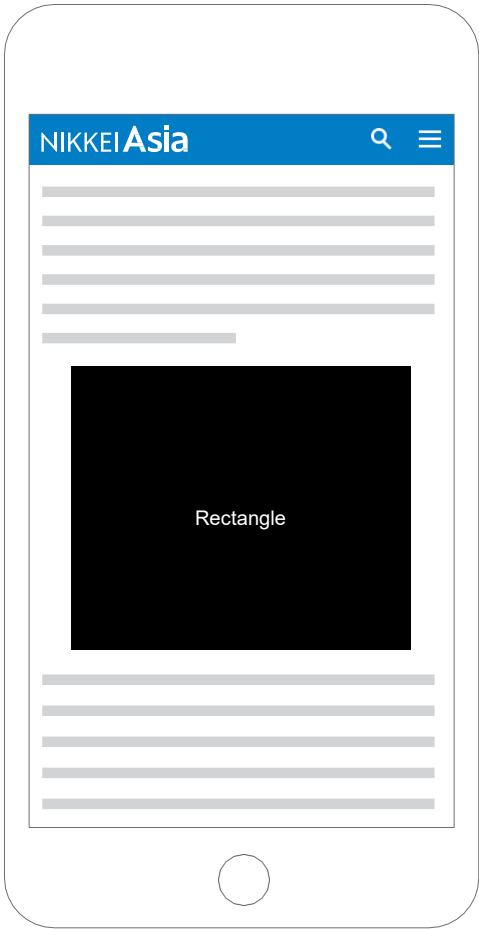
- The above rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2024.

Specifications

Format/Size	GIF, JPEG, PNG: Under 150KB	ALT Text	N/A
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)

3 Mobile Ads

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



Service Name	Size (pixels)	Device
Mobile Ads	300x250	Mobile

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

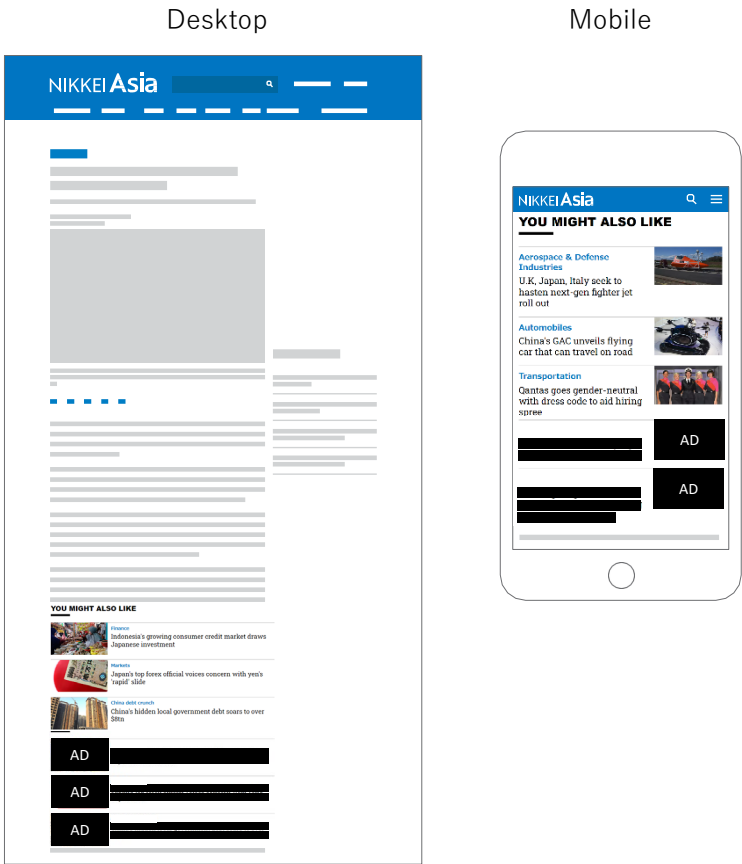
- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of March 2024

Specifications

Format/Size	GIF, JPEG: Under 150KB	ALT text	N/A
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)

4 Infeed ad unit (cross-device)

Infeed ad units, consisting of a combination of images and text, are delivered in the "YOU MIGHT ALSO LIKE" box below the article.



Service name	Size	Device
Infeed ad unit	1200x800px	Desktop/Mobile
Text		
75 characters max. (including advertiser's name, symbols and spaces)		

Placement	CPM (Excl. Tax)	Guarantee
Desktop/Mobile	¥2,000	Impressions guaranteed

- 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 March 2024

Specifications

Format/Size	GIF, JPEG : Under 150KB	ALT text	N/A
Animation	N/A	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	N/A	Ad replacement	Up to 4 (incl. simultaneous, business days only)

5 Sponsored content

Ads are delivered in an in-feed format combining images and text.

\*For mobile, only text is displayed.



Service Name	Size (pixels)	Device
Sponsored content (PC)	620x350	PC
Placement	Text (advertiser name required)	Device
Sponsored content (PC/SP)	75 characters max. (including advertiser's name, symbols and spaces)	PC/SP

Placement	CPM (excl. tax)	Guarantee
PC/SP	¥1,000	Impressions guaranteed

NIKKEI Asia

- 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 March 2024
- Only one text element can be used in the image, such as the title of the project or main copy.
- Alterations may be requested if visibility is poor.

Specifications

Format/size	GIF, JPEG: Under 150KB	ALT Text	N/A
Animation	Not possible	Simultaneous Ads	Up to 4 per company (incl. replacements)
Loop	Not possible	Ad replacement	Up to 4 per company (incl. replacements) Up to 4 (incl. simultaneous, business days only)

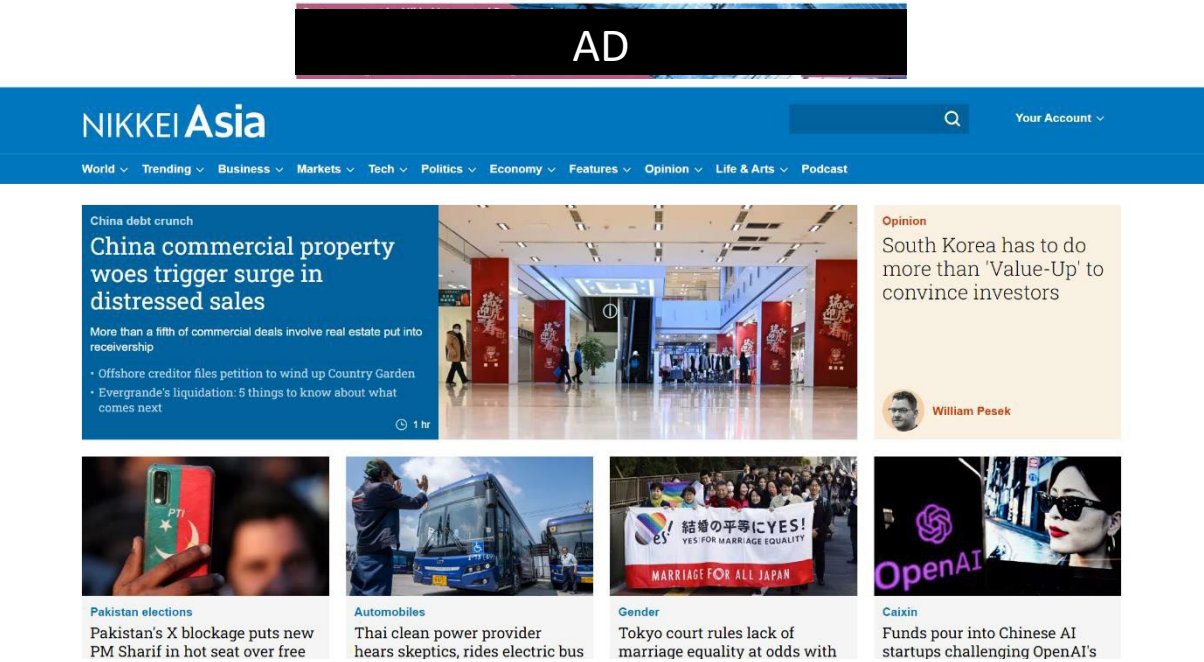


# Digital Advertising

## 6 Leaderboard/Billboard

Your ads will be displayed as a billboard and rectangle for one week on Nikkei Asia’s homepage as well as section pages.

This allows for a deeply impactful ad placement.



Size (pixels)
Leaderboard: 728x90 (Desktop only)
Billboard: 970x250 (Desktop only)

Placement	CPM (excl. tax)
Leaderboard	¥4,000
Billboard	¥6,000

Guarantee
Period Guarantee

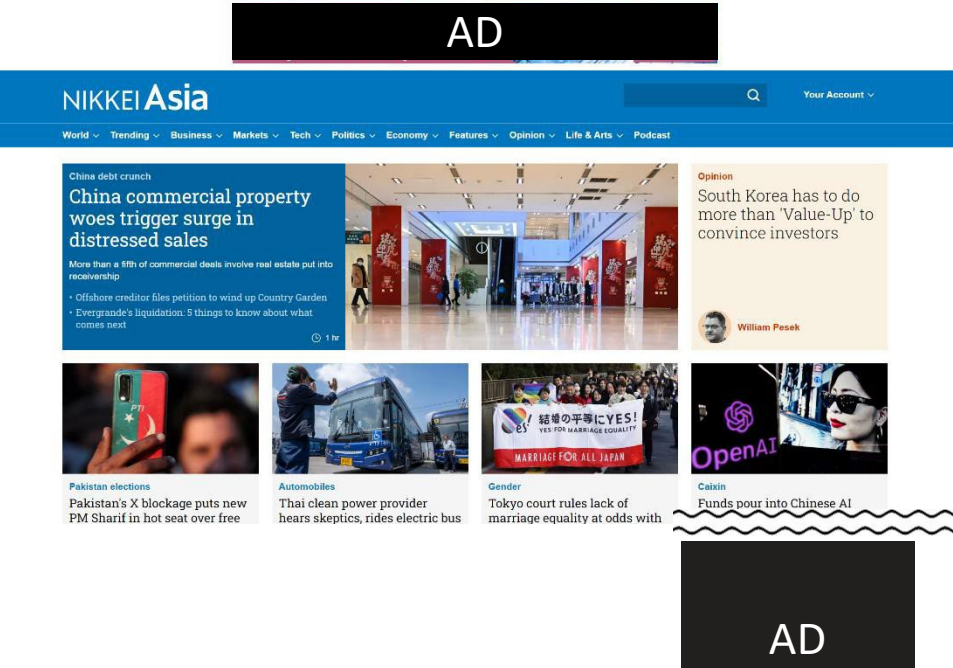
- All rates exclude taxes
- The minimum spend is ¥500,000
- Insertion orders are accepted up to 2 weeks before delivery
- Lead time for delivery is 5 business days
- Inventory is subject to change
- All rates and specs are as of April 2024

### Specifications

Format/Size	GIF, JPEG, PNG; Within 150kb	ALT Text	N/A
Animation	Allowed	Simultaneous ads	1 ad per company, swaps allowed
Loop	Stop within 35 seconds		

7 Homepage / Trending Section Portal Takeover

One-week takeover of both homepage and Trending section portals on Nikkei Asia. Several banners deliver a huge impact to the audience.



Specifications

Format/Size	GIF, JPEG, PNG; Within 150kb	ALT Text	N/A
Animation	Allowed	Simultaneous ads	1 ad per company, swaps allowed
Loop	Stop within 35 seconds		

Mobile

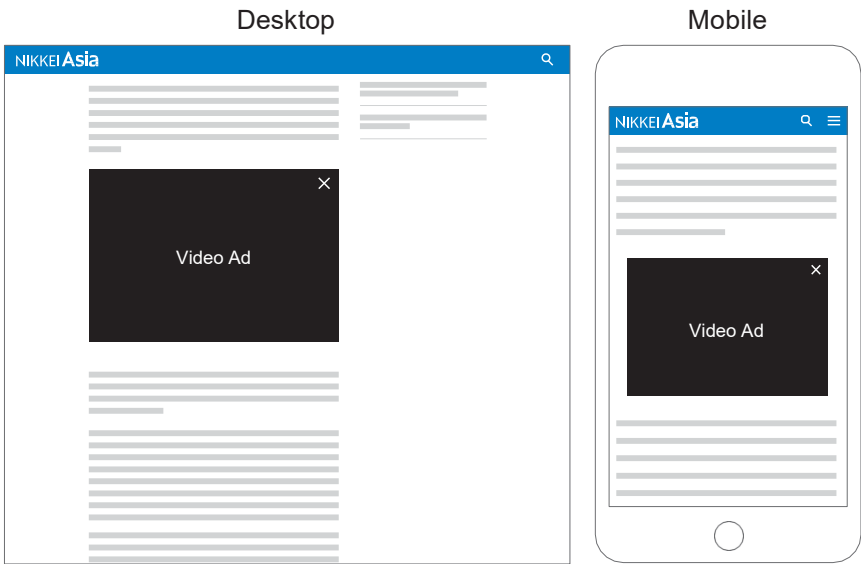


Unit Name	
Device-linked Ad	
Size (pixels)	
Rectangle: 300x250	
Double Rectangle: 300x600 (Desktop Only)	
Super Banner: 728x90 (Desktop Only)	
Period	Price
One Week	¥600,000
Guarantee	
Period Guaranteed	

- 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 2024

8 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	640x360 - 1920x1080	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 March 2024

Specifications


Format/Size	MOV / MPEG4 / AVI : Under 200MB	Video run time	Under 30s (Please inquire 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				

# Newsletter Advertising

Nikkei Asia provides newsletters spanning a wide range of themes. This makes it possible to reach readers interested in a variety of topics.

NIKKEIAsia

EDITOR-IN-CHIEF'S PICKS




Shin Nakayama  
Nikkei Asia Editor-in-Chief  
March 28, 2024

Hells from Tokyo. The yen remains weak despite the Bank of Japan's historic decision to raise the interest rate for the first time in 17 years. This is because Japanese rates are still low compared with other countries. With the BOJ maintaining its accommodative monetary policy, the expectation appears to be that the situation won't change much until the U.S. starts cutting rates.

This view seems even more plausible when closely examining how the BOJ board members made the rate-hike decision. During the policy meeting, one board member said that "even if the BOJ ends the negative rate policy, it would need to emphasize its cautious stance, as the economy is not in a state where rapid interest rate hikes are necessary," according to the summary of opinions released Thursday by the central bank.

Former BOJ chief Masaaki Shirakawa explains in his latest commentary for Nikkei Asia why he thinks raising the BOJ's decision to "raise" is an overreaction. Even though it is known that Shirakawa has been critical of the bank's ultra-loose monetary policy, he offers an intriguing analysis of the latest policy changes by BOJ Gov. Kazuo Ueda.

So what does the BOJ's policy decision actually mean for the Japanese economy? This week's Big Story, supported by interviews with people across a range of sectors, examines whether the nation can truly break out of the "lost decades" and achieve strong growth.



Japan's economic fortunes will also determine the fate of Prime Minister Fumio Kishida, who is suffering from record-low approval ratings in the wake of the ruling party's political funds scandal. At a press conference Thursday, Kishida stressed: "We have a once-in-a-generation opportunity for a complete break from deflation. Achieving a virtuous circle between wages and prices is my mission."

But the unpredictably plunging Kishida and his Liberal Democratic Party, especially in big cities, is becoming increasingly apparent, and the election prospects of his camp look bleak. According to LDP sources, if a vote were held now, the party would likely win fewer than five of the 30 electoral districts in Tokyo. Turning the situation around and winning at the polls may therefore require not just addressing economic concerns but also scoring some surprise achievements, such as a summit with North Korean leader Kim Jong Un.


Kishida has said he wants three-jillion yen of renewable energy to be a pillar of Japan's economic growth, and this week's Asia Insight looks at offshore wind projects around the country. The challenges are not only technological, but also unique to Japan's long coastline, where each wind-power project must receive approval from the many fishing cooperatives operating along the coast. Maritime tourism are also a focus of the Business Spotlight in this week's magazine. The story examines the potential economic benefits of the Thai government's signature project to build a land bridge connecting two of the nation's ports.

Lastly, from the Life & Arts section, our story on "dope destinations" may be a helpful guide in making your future travel plans. According to the article, alternative destinations that allow travelers to enjoy the same pleasures of famous travel spots but at more affordable prices and with smaller crowds are becoming popular. While I'm not a fan of the idea of substitution, discovering lesser-known destinations that are just as, if not more, appealing than high-profile tourist sites can be a refreshing way to enjoy your travels.


Wishing you a wonderful weekend!

Shin Nakayama  
Editor-in-Chief, Nikkei Asia  
Follow me on X (formerly Twitter) @ShinNakayama\_NA


The editor's choice




Japan's tale of two economies: BOJ hike and stock boom yet to trickle down  
The Japanese yen has risen in value against the dollar and the dollar has fallen. Read more




Japan sails close to offshore wind surge as fisheries, tech challenges loom  
Piercing winds could offer a new source of energy, but the industry faces many challenges. Read more




Thai ports become competitive despite decline as Vietnam pushes land bridge  
If it can build a land bridge to Vietnam, Thailand's ports could become a major hub. Read more




Japan stocks could grow more volatile with end of BOJ ETF purchases  
Central bank had bought most of country's exchange-traded funds. Read more




U.N. sanctions on North Korea have been losing their bite  
The United Nations has imposed sanctions on North Korea for years, but they have not stopped the country from developing its nuclear weapons. Read more



From India to Australia, Myanmar is flooding Asia with cheap cash  
Myanmar's cash is being used to buy goods from India and Australia. Read more




Analysis: Japan-banking Chinese underestimates target X's hidden strength  
China's growth is still strong, and Japan's economy is still weak. Read more




"Dope destinations" lures hits social media  
Social media has become a major source of information for travelers. Read more

Ad


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Title	Frequency	Days	# of emails	Open rate (projected)	Cost
Asia Daily Briefing (AM)	Daily	Mon-Fri AM	200,000	Roughly 30%	600,000 JPY (AM and PM set)
Asia Daily Briefing (PM)	Daily	Mon-Fri PM	200,000		
Japan Update	Daily	Tue-Thu	75,000	Roughly 30%	300,000 JPY
Your Week in Asia	Weekly	Monday	120,000		
Indo-Pacific Diaries	Weekly	Wednesday	120,000		
China Up Close	Weekly	Thursday	120,000		
Editor-in-Chief's Picks	Weekly	Friday	200,000		
Pick of this week's Opinion	Weekly	Saturday	120,000		
Life & Arts Monthly	Monthly	One Sunday a month	90,000		

## Specifications

Format/Size	GIF, JPEG: Under 150kb	ALT Text	N/A
Animation		Loop	Stop within 35 seconds

- All rates exclude taxes
- Lead time for delivery is 5 business days
- Report will be issued 7 days after completion
- Inventory is subject to change based on newsletter contents
- All rates and specs are as of April 2024



# Newsletter Advertising (#techAsia sponsored)

#techAsia is a weekly newsletter published on Thursdays, with two slots for rectangle ads as well as a “sponsored” logo. By placing your branding in this newsletter, you can increase awareness among those interested in tech.



Sponsor Logo



Akito Tanaka, Nikkei Asia Chief Business News Correspondent

Hello everyone, this is Akito from Singapore.

I would say that one of the best privileges of being a reporter covering the tech industry is getting an early opportunity to try out some of the world's most exotic products on behalf of our readers. In 2009, I had the chance to test drive Tesla's first electric roadster, and reported on the explosive acceleration delivered by its high-pitched, emission-free power train. Over a decade later, this technology is challenging the dominance of the internal combustion engine in auto markets worldwide. A few years ago, I rode in Google's self-driving prototype vehicle near its headquarters in Silicon Valley. And most recently, I had an early taste of lab-grown chicken in Singapore.

These are all great opportunities for getting a glimpse of the future. But turning a radical idea into a commercial reality requires years of research and development and massive amounts of investment -- and even this is often not enough for success. Another key ingredient is backing by authorities, which must recognize the innovation, confirm its safety and support its commercialization. Only then can the public have the chance to try out these cutting-edge technologies themselves.

## Driverless in China

The Chinese public is getting just such a chance after Baidu announced on Monday it has secured permits to put driverless taxis on the road in two major cities, writes Nikkei Asia's **CK Tan** in Shanghai.

In a first for the country, the company, better known as a search engine giant, will be allowed to offer taxi rides to the public in cars with no human safety drivers on board.

"These 'robotaxis' will be available on the streets of southwestern Chongqing and central Wuhan. Operations are limited to eight hours a day in designated zones ranging from 13 to 30 square kilometers in both cities, with just five cars in each city. Nevertheless, the company hailed the permits as a "key milestone."

Baidu released its latest generation of autonomous vehicles in July, touting a production cost roughly half that of its previous model. According to co-founder and CEO Robin Li, this will translate to saving for riders. "We are moving towards a future where taking a robotaxi will be half the cost of taking a taxi today," he said of the launch.

Meanwhile, in the U.S., Cruise, a General Motors subsidiary focused on autonomous driving, has begun operating fully self-driving taxis in San Francisco. This puts the world's two largest automobile markets in a head-to-head race to commercialize and deploy industry-defining driverless technology just as tensions between Washington and Beijing reach new heights.

## Under pressure to unwind?

Foxconn could be forced to unwind the \$800 million investment that made it a major shareholder in China's largest electronics contract manufacturer, which is also a major Apple supplier, a trump card for Beijing in its technology competition with the U.S.

Taiwanese national security officials believe the deal could make the world's largest electronics contract manufacturer, which is also a major Apple supplier, a trump card for Beijing in its technology competition with the U.S. Foxconn describes the deal as a financial investment and argues that Tsinghua Unigroup is no longer the heavyweight it used to be after a debt restructuring that forced it to drop key chip manufacturing assets.

But Taipei believes that the Chinese group is still at the heart of Beijing's plans for semiconductor self-sufficiency.

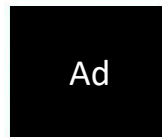
Taiwanese officials think that having one of Taiwan's largest companies back the Chinese government in this will pose a national security risk to Taipei and undermine its closer alignment with the U.S.



1. Apple warns suppliers to follow China rules on 'Taiwan' labeling (Nikkei Asia)
2. SoftBank's record \$2.2bn loss could push Masayoshi Son to reconsider taking group private (FT)
3. Samsung to begin making semiconductor parts in Vietnam in 2023 (Nikkei Asia)
4. Taiwanese Apple supplier battles activists over \$4bn cash pile (FT)
5. Didi fears further retribution from China's regulators (FT)
6. SoftBank/Son: downhill march proves painful for Grand Old Duke of Tech (FT)
7. China's new iron chefs: Robots and AI dish out \$4 menus in Shanghai (Nikkei Asia)
8. Panasonic, Nikon quit developing low-end compact digital cameras (Nikkei Asia)
9. Alibaba revenue falls for first time since New York listing (FT)

We hope you are enjoying #techAsia. If so, please recommend to your friends to receive it every week by signing up [here](#).

If you have any comments, or ideas on stories you would like to see us cover, we would be happy to hear from you at [techasia@nkr.nikkei.co.jp](mailto:techasia@nkr.nikkei.co.jp).



PM Kishida to bring back veteran Hamada as Japan defense chief - Updater  
Foreign Minister Hamada said to stay in office. "Two times to be digital minister - Updater"  
[Read more](#)



China factory activity shrank again in May on COVID slowdown  
Purchasing managers' index shows improvement as restrictions ease  
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Japan should make better use of geothermal power: Enel CEO  
Russia's invasion of Ukraine prompts push for global disarmament  
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Product Name	Ad Placement	Device
#techAsia (3 slots)	Sponsor Logo 2 Rectangle spaces: 300x250	All Devices

## Specifications

Format/Size	GIF, JPEG: Under 150kb	ALT Text	N/A
Animation	Allowed	Loop	Stop within 35 seconds

- All rates exclude taxes
- Lead time for delivery is 5 business days
- Report will be issued 7 days after completion
- Inventory is subject to change based on newsletter contents
- All rates and specs are as of April 2024

# Print Advertising



# Print Advertising

\* NIKKEI Asia will be discontinuing the print edition. The September 23-29, 2024, issue will be our final print issue.

## 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 | **153,625** Source:GBI 2022 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
 INDEX Opposite Column, 1 Page	204mm×268mm 210mm×274mm (incl. bleed)	¥1,400,000	¥1,260,000	¥1,120,000	¥980,000
 INDEX 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 inquire about inventory
- For more information, refer to the submission rules

• The above rates are as of March 2024

# UNLOCK

## THE REAL JAPAN

A collaboration between Nikkei Asia and Time Out Tokyo, UNLOCK THE REAL JAPAN is a periodically published English-language medium, highlighting seasonal themes, people, and showcases the charm of Japan to both domestic and international audiences.

The inaugural issue of "UNLOCK THE REAL JAPAN" was released in March 2020 in print, distributed both domestically and internationally. In December 2020, a digital edition was launched, available only domestically. In 2021, two issues were published in March and July, respectively. In 2022, the March issue centred on the 'Osaka Expo', timed with the closing of the Dubai Expo in March. Future issues will be published on a range of topics to align 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 : Mar 20 2020	Visit Japan
No.2 : Dec 14 2020	City of International Finance
No.3 : Mar 29 2021	Carbon-neutral
No.4 : Jul 19 2021	Tokyo Olympics and Paralympics
No.5 : Mar 21 2022	Osaka Expo
No.6 : Oct 24 2022	COP27 Special Issue
No. 7 : Mar 27 2023	G7 Summit Special Issue



Unlock Website

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

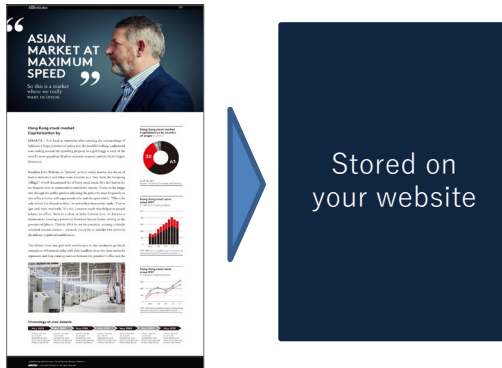


# Secondary Use Options

## Optional Menu①

### Secondary use of digital advertorials

#### Nikkei Asia Microsite



## Optional Menu②

### Secondary use of print advertorials



Offprint front and back covers      Print edition advertorial double page spread

After publication, content can be used for websites and other online media, as well as for offline content such as flyers and brochures.

(Secondary use period expected to be six months)

Media operated/published by the advertiser	Rate (Net)
Owned Site	¥300,000~
Offline (booklets, brochures, etc.)	¥420,000~

After publication, additional front and back covers can be created for a two-page spread advertorial in the print edition, and an offprint can be produced. Can be used as handouts at events and briefings.

(Lead time is expected to be approximately two weeks after placing an order).

Offprint copies	Rate (Net)
1000~	Please contact your sales representative.

- Secondary use fees are linked to the production costs and intended use of the content. A sales representative will provide an estimate for each individual project.
- Additional costs for secondary use may be incurred separately depending on the wishes of the rights holders (performers, cameramen, etc.) of the content production.
- If additional work is required for secondary use, the additional costs will be invoiced.
- If you plan for secondary use of the content, please contact us promptly after deciding to proceed with the advertorial.
- For digital advertorials, we will deliver the "text, photos, videos, illustrations and diagrams" used, without the header or footer.

# Advertising Terms and Conditions

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## Advertising Terms and Conditions (Precautions and disclaimers)

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- New advertisers are subject to our mandatory vetting process. You may be asked to provide the necessary documentation.
- The minimum publication period is five consecutive days.
- For advertising products with a guaranteed number of impressions, delivery is not guaranteed daily, nor is there a guarantee that distribution will be even on a per day/per hour basis throughout the publication period.
- In the unlikely event of a problem with an advertisement, a response will be made within the next working day. The company will be exempt from liability for any errors in publication during this period.
- Sharing of screenshots for confirmation of publication shall be at our discretion.
- Customer satisfaction and salient items for advertisers are the standard number of deliveries, clicks, and CTR, unless otherwise stated on the sales sheet. Published drafts may be the subject of research for the improvement of the service.
- Depending on the user's browser settings or similar, ads may not be delivered, may not be displayed correctly, or may not direct the user to a link even if clicked.
- Advertisements may be suspended due to force majeure, such as natural disasters, or power outages or communication line accidents.
- The location of adverts may change due to changes to news content and site structure to improve usability.
- Depending on the browser display size, mobile ads may be displayed on PC. Similarly, PC ads may be displayed on mobile.

- In the case of third-party advertising distribution, please make sure to inform us of the name of the service in advance. We will then respond to you as to whether it can be used. The number of impressions is based on the count on the ad server.
- If you wish to install tracking tags, please contact us with the services you wish to use, advertising service you wish to measure and the purpose of measurement, to inquire whether this is possible. If you wish to track with multiple solutions, please submit them in one combined file.
- If you wish to run retargeting ads to users who have clicked on or been served within Nikkei Asia, both the advertiser and the Nikkei must include an opt-out statement for such ads on their sites.
- In the case of creative changes, each creative is counted towards the manuscript replacement fee. In addition, creatives with product images, etc. fed from the advertiser's page cannot be reviewed as it is physically impossible to do so.
- If the content is produced by importing external files or incorporating external components, it may not work correctly.
- For ad confirmation, please ensure that all materials align with our content specifications and send any third-party distribution tag(s) when submitting.
- It is not possible to change the content or script of the ad in the distribution tag after it has been submitted. Please submit a new delivery tag with the changes. We will replace it once we have confirmed that it works.
- The tag format must be SSL (https) formatted. (<https://xxxx.com/xxxx> or [//xxxx.com.xxxx](https://xxxx.com.xxxx))
- When specifying z-index in CSS, the value should be less than 10000.
- When using third-party distributors, we ask for your cooperation in sharing distribution reports to gather statistical data for future product improvements.
- Please contact us in advance when using ad verification tools. Please note that in some cases ads may not be displayed due to brand safety measures and you may be asked to set up an alternative banner for display.

## Advertising Terms and Conditions (Content Specifications)

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- As a rule, if the background of the creative is white, an outer border should be added. If the boundary between the creative and the site content is unclear, you may be asked to make adjustments.
- Changes may be requested for creatives with short flashes of primary, fluorescent or bright colours, or for creatives with extreme motion.
- We may ask you to make corrections if we believe that the design of the ad is too similar to the design of the site (title, navigation, link buttons, etc.) or is otherwise misleading to the user.
- The content of the advertisement must conform to Nikkei's advertising standards and the advertiser's company name must be clearly stated in the final version of the creative.
- Please note that advertisers are responsible for any problems with the content of their advertisements or linked websites.
- The URL of the link should not exceed 220 bytes, including the tracking tag.
- The link should be published at least two working days before the distribution date. Please contact your sales representative beforehand, as the start of publication may be delayed until the content of the site can be verified.

# Advertising Terms and Conditions (Content Specifications)

Service	Size	Format/Size	Animation	Loop	ALT Text	Notes
Rectangle	300 × 250	GIF/JPEG/PNG Under 150kb	Possible	Stops within 35 seconds	Not possible	
Double Rectangle	300 × 600	GIF/JPEG/PNG Under 150kb	Possible	Stops within 35 seconds	Not possible	

Service	Content	Format/Size	Animation	ALT Text	Notes
In-Feed Ad Unit	Image	JPEG/PNG Under 150kb	Not possible	Not possible	
	Text	Up to 75 characters (including advertiser name, special characters and spaces)			
Sponsored content	Image	JPEG/PNG Under 150kb	Not possible	Not possible	
	Text	Up to 75 characters (including advertiser name)			

Service	Size	Format/Size	Aspect Ratio	Run time	Codec	Notes
In-read video	640 × 360 ~ 1920 × 1080	mov / mpeg4 / avi / Under 200MB	16:9	Under 30 seconds	Almost any	Excluding: ProRes4444, HDV 720p60, Go2 Meeting3&4 , ER AAC LD, RECODE

# NIKKEI Asia

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

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Nikkei Inc.

Sales & Marketing Team, Global Events Unit

<https://marketing.nikkei.com/english/contact/>

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