



Top Message

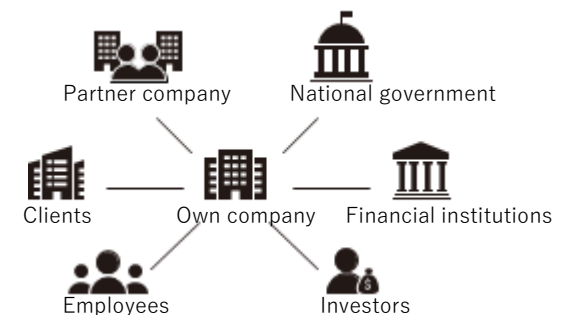
Adverto
rials

Top Message

TOP MESSAGE

Top messages provide an effective communication method to directly convey corporate philosophies and politics. When top management details the vision and growth strategy itself, there is much greater impact. It is also an affective method to use around the timing of major changes to business strategy, such as the inauguration of new presidents, launching new businesses, the formulation of management plans and large-scale acquisitions as well as for overseas road show or when participating in conferences.

“information dissemination to stakeholders”



Brand formation / Business partners, client development/
Investor IR/ Recruitment

Top Message

Content image & plan

The interview contents will contain photos and illustrations as well as the top message in an easy-to-understand way. The basic format will be 2 or 3 pages in print.

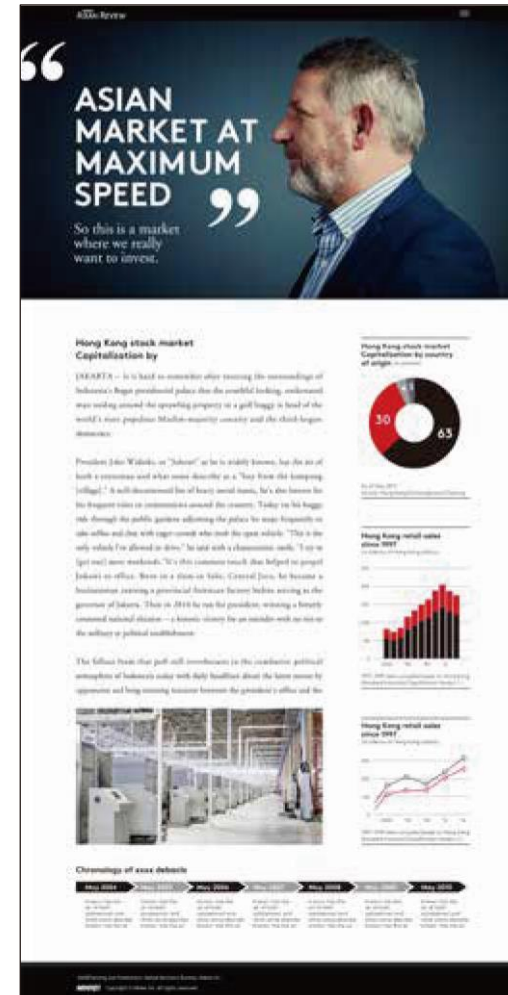
We are also happy to offer a digital option. In this case, we can deliver traffic driving display ads on both the Nikkei Asia website and FT.com to reach potential users and widen your target.

※Design is for illustration purposes only.

Nikkei Asia
Print 4P



Nikkei Asia
Bespoke advertorial microsite



← FT
Traffic driving banner ads on FT.com(optional)

Top Message

Secondary usage of content

We are happy to offer reprint's* of your magazine content so you can maximize its use. Utilizing the reprints or events such as company information sessions or investor meetings is a great chance to promote your brand image. Also, we can offer the text materials and pictures that can be used on your own website if requested.

*Reprints will incur additional costs.

Reprint

- The message will be printed on white paper with the Nikkei Asia logo.

(Size: adjusted A4)

- We will deliver the printouts to a designated place in Japan.

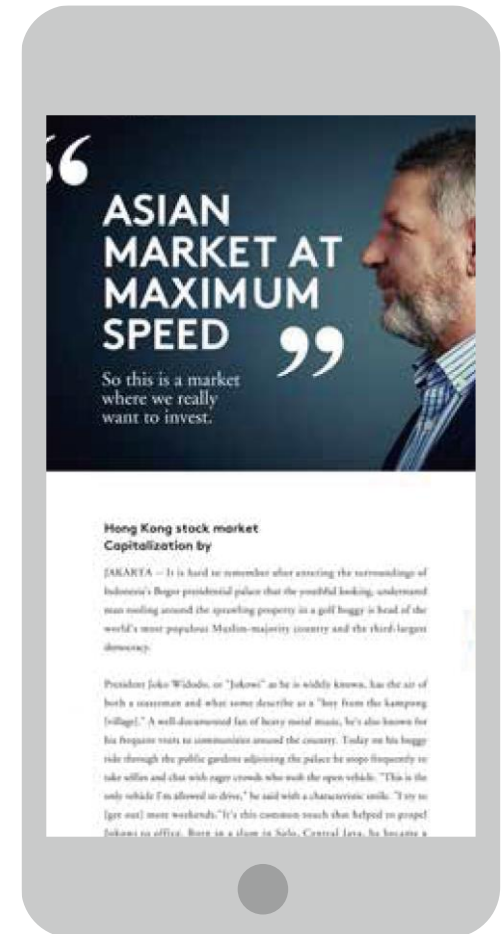
Note: Overseas deliveries will incur additional costs.

- Delivery will be 2 weeks after publication.
- We use coated paper for printing.

Image for secondary use
(Reprint)



Image for secondary use
(Your website)



Top Message

Publication Info /Rates

Media	Nikkei Asia Print		Nikkei Asia Web	Optional Plan FT.com	Optional Plan Reprint	
Number of copies printed Monthly PVs	12,000 copies		Monthly PVs : 6,628,231 Monthly UBs : 3,264,641	Monthly PVs : Around 100,000,000 Monthly UBs : Around 18,000,000	1,000 copies	
Contents	We publish the top message as an advertorial.		We publish the top message as an advertorial and host it on a bespoke microsite.	MPU banner ads drive traffic to the bespoke microsite on the Nikkei Asia website.	Offprint the top message	
Date of publication Duration	We can tailor plans based on your requests. Note: Approximate production time is 2 months		We can tailor plans based on your requests. The message is live for 3 months. Note: Production time is 2 months.	The message is live for 3 months.	Delivery is 2 weeks after publication.	
Format	Full Page color 2 pages	Full Page color 4 pages	<ul style="list-style-type: none"> • Bespoke digital advertorial • The message is live for 3 months • MPU Banner ads drive traffic to microsite Estimated PVs:3000-5000 Note: The number may vary.	We publish MPU banner ads leading to microsite	The message is printed on white coated paper with the Nikkei Asia logo.	
Rates	2,560,000 yen (production costs included)	4,380,000 yen (production costs included)	3,000,000 yen (production costs included) Note: If you choose to publish both in print and online. There is a apical 20% discount.	We can tailor plans based on your requests and budget	2 pages (4pages offprint) 400,000 yen	4 pages (6 pages offprint) 500,000 yen

Note: Prices do not include tax.