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”

- Partner company
- National government
- Clients
- Own company
- Financial institutions
- Employees
- Investors

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.
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.

- 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.
# Top Message

## Publication Info / Rates

<table>
<thead>
<tr>
<th>Media</th>
<th>Nikkei Asia Print</th>
<th>Nikkei Asia Web</th>
<th>Optional Plan FT.com</th>
<th>Optional Plan Reprint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of copies printed Monthly PVs</td>
<td>12,000 copies</td>
<td>Monthly PVs: 6,628,231 Monthly UBs: 3,264,641</td>
<td>Monthly PVs: Around 100,000,000 Monthly UBs: Around 18,000,000</td>
<td>1,000 copies</td>
</tr>
<tr>
<td>Contents</td>
<td>We publish the top message as an advertorial.</td>
<td>We publish the top message as an advertorial and host it on a bespoke microsite.</td>
<td>MPU banner ads drive traffic to the bespoke microsite on the Nikkei Asia website.</td>
<td>Offprint the top message</td>
</tr>
<tr>
<td>Date of publication Duration</td>
<td>We can tailor plans based on your requests. Note: Approximate production time is 2 months</td>
<td>We can tailor plans based on your requests. The message is live for 3 months. Note: Production time is 2 months.</td>
<td>The message is live for 3 months.</td>
<td>Delivery is 2 weeks after publication.</td>
</tr>
<tr>
<td>Format</td>
<td>Full Page color 2 pages</td>
<td>Full Page color 4 pages</td>
<td>We publish MPU banner ads leading to microsite</td>
<td>The message is printed on white coated paper with the Nikkei Asia logo.</td>
</tr>
<tr>
<td>Rates</td>
<td>2,560,000 yen (production costs included)</td>
<td>4,380,000 yen (production costs included)</td>
<td>3,000,000 yen (production costs included)</td>
<td>We can tailor plans based on your requests and budget</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Note: If you choose to publish both in print and online. There is a apical 20% discount.</td>
<td>2 pages (4 pages offprint) 400,000 yen 4 pages (6 pages offprint) 500,000 yen</td>
</tr>
</tbody>
</table>

Note: Prices do not include tax.