Trusted Media
For
Trusted Brands

Nikkei Online Edition

Media Guide
Digital Business, NIKKEI Inc.
As the waves of digital transformation surge at an unforeseen pace, we are seeing the world change rapidly. However, unprincipled use of technology could impair the reader experience, harm corporate brand value, and erode trust in the media. Therefore, a discerning eye for trustworthiness is needed more than ever.

We aim to enhance our clients’ brand value by conveying their passion for business. For our clients to win trust in this age of online dissonance, we believe that the vehicles of the message must also be reliable.

**Trusted media**
**For trusted brands**
**All for the readers**

We never use technology to compromise our values. We incorporate our values in every step of the process.

We pride ourselves on providing brand-safe, high-quality ad space that is free of brand-damaging context.
Nikkei Online Edition is the most popular medium for businesspersons in Japan. Membership exceeds 6.12 million, encompassing 870,000 paid subscribers.

- **Business person:** approx. 80%
- **Managerial decision makers:** approx. 70%
- **Household income of JPY 10m or more:** approx. 40%

**Monthly page view:** approx. 190 million

**Monthly number of devices used to view:** approx. 40.32 million

**Membership (including non-paid members):** approx. 6.12 million

**Of which, paid subscribers:** approx. 870,000

※Pie chart shows demographics of paid subscribers. ※As of Jun. 2023
Overlap between The Nikkei and Nikkei Online audience

You can reach a broader audience by advertising both on The Nikkei and Nikkei Online Edition.

Of all the readers who read one of two media at least once a week, readers who read both media is only 663,000.

Overall weekly reach : 6 million users

Source: J-READ Basic 2021 (12,574 men and women in 47 prefectures in Japan; conducted by Video Research in October 2021)
Varied audience targeting using Nikkei ID

Approximately 11 million people have a Nikkei ID. This includes paid members and non-paid members of Nikkei Online Edition, as well as members of other media in the Nikkei group.

They can be targeted using user-registered attributes like Job Title, Age, Place of residence or their access and articles read. This data is assigned to each ID and ready to target your message.

*As of Jun. 2023
Members of Nikkei Online Edition have a positive impression like "Trustworthy" and "First-class" of advertisements shown on Nikkei Online Edition. Nikkei Online Edition is highly regarded as a quality medium that improves advertisers' brand image and recognition.

Q. What is your impression of companies that advertise on Nikkei Online Edition?

- First Class
  - Nikkei Online Edition: 38.2%
  - Other newspapers: 7.7%
  - Portal site: 4.5%

- Trustworthy
  - Nikkei Online Edition: 65.5%
  - Other newspapers: 9.3%
  - Portal site: 10.6%

Q. This medium lead to a new conversation with a business partner.

- The Nikkei: 39.1%
- Television: 15.3%
- Portal site: 9.7%
- In-train or train station advertisements: 8.8%
- Other newspapers: 4.5%

Nikkei Online Edition User Survey 2023
- Survey method: Online survey
- Survey period: June 29 – July 6, 2023
- Survey participants: 1,255 online edition readers
Reliability of Nikkei Online Edition

Nikkei Online Edition achieves more than 70% ad viewability, much higher than the Japanese and global average. It has low brand risk and the display time of ads is longer than average, as readers come to the site to read articles.

**Viewability**

- **72.0%** (Nikkei data from IAS survey, July 2023)
- **71.6%** (Global, Japan average from IAS MQR, H2 2022)
- **49.1%** (Global average)

*1 Percentage of total impressions where the ad frame was at least 50% viewable and was displayed for 1 second or more.

The Nikkei Online Edition has been certified by JICDAQ (Japan Joint Industry Committee for Digital Advertising Quality & Qualify) as a quality certification business in the two fields of "Brand Safety" and "Anti-IVT".

(Acquired on November 1, 2021; to be renewed on November 1, 2023)

About JICDAQ: https://www.jicdaq.or.jp/
A wealth of 1st Party Data: Targeting & reporting without 3rd party cookies

Since its inauguration, the Nikkei Online Edition been building the Nikkei ID membership system, receiving 1st Party Data and implementing attribute-based targeting. This system has been trusted and used by many advertisers.

In addition to this, we have accumulated approximately 40 million UBs of visitation and browsing data per month in our proprietary data warehouse, Atlas. Additionally, targeting by browsing behavior using this 1st Party Data was introduced in 2021.

Apple's privacy regulation (ITP) and Google's 3rd party cookie regulation scheduled for the latter half of 2024 have become urgent issues. However, the Nikkei Online Edition will continue to provide various targeting services based on the rich and robust 1st Party Data.

The strength of 1st Party Data is also demonstrated in delivery analysis reports. We hope you will make use of it.
The Nikkei Online Edition offers a variety of targeting methods. You can choose the one that best suits your purpose.

1st Party Data Targeting

- **Targeting by demographics**
  - Select readers with registered data under a Nikkei ID

- **Targeting by special interest**
  - Select audience using browsing data

- **Targeting by article content**
  - Select section or category on the site to synergize article content with ad

*Brand Safety Targeting service is available (p42). This avoids the ad placement on editorial pages that could lead to brand damage.

Revised Dec. 2, 2022
The majority of subscribers are male, 30-59 years old, live in the major metropolitan areas, and earn over 6,000,000 JPY a year.

- **Gender**: Male 76%, Female 24%
- **Age**: 30-59 years 63%, 60+ years 23%
- **Area**: Kanto 54%, Chubu 15%, Kinki 11%, All Other 21%
- **Annual Household Income**: 
  - 0-9,999,999 JPY 31%
  - 10,000,000-19,999,999 JPY 19%
  - 20,000,000+ JPY 4%
  - 6,000,000-9,999,999 JPY 54%
  - 5,999,999 JPY or less 32%
- **Job Title**: Managerial Class 55%, Managerial Class Other 45%
- **Company Size**: 
  - Companies with 1000+ Employees 43%
  - 1000-9999 26%
  - 100-999 25%
  - 1-99 32%
  - More than 10,000 17%

※Total may not be 100% due to rounded figures. ※As of Jun. 31, 2023

Revised Oct. 5, 2023
Overview of Paid Subscribers

The majority of paid subscribers are males in their 30s to 50s living in the Greater Tokyo Metropolitan Area. Roughly 40% have a household income of 10,000,000 JPY or higher.
Effective for targeting influential managers and decision makers/purchasers

70% of paid subscribers are in a managerial position, actively making decisions. As one in two works for an enterprise-size company and one in four is working as top management, you can approach people who have a strong influence on their business.

<table>
<thead>
<tr>
<th>Managerial position including Section Manager or higher</th>
<th>Management + Corporate Planning</th>
<th>Works for enterprise-size company (employs more than 1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>62.4%</td>
<td>25.6%</td>
<td>48.9%</td>
</tr>
<tr>
<td>※Non-user of Nikkei online edition : 28.3%</td>
<td>※Non-user of Nikkei online edition : 7.7%</td>
<td>※Non-user of Nikkei online edition : 27.1%</td>
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<tr>
<th>Have input in new business</th>
<th>Leads projects both inside and outside their department</th>
<th>Able to motivate and bring out the talents of co-workers towards a shared vision</th>
</tr>
</thead>
<tbody>
<tr>
<td>37.1%</td>
<td>48.2%</td>
<td>65.2%</td>
</tr>
<tr>
<td>※Non-user of Nikkei online edition : 11.0%</td>
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</tbody>
</table>

*1 Nikkei Online Edition user survey 2023 Occupation: Office worker, Self-employed, Freelance, Job Title: General Manager or superior
Effective for reaching high-income and willing to spend consumers

- **Prefer luxury items like watches and bags**: 20.4% (Non-user of Nikkei online edition: 7.9%)
- **Household financial assets more than 20 million yen**: 41.9% (Non-user of Nikkei online edition: 17.0%)
- **Doesn't mind spending money, if it's for a special experience**: 26.2% (Non-user of Nikkei online edition: 8.5%)
- **More health-conscious than average person**: 33.8% (Non-user of Nikkei online edition: 14.7%)
- **Willing to invest in hobbies**: 35.7% (Non-user of Nikkei online edition: 21.2%)
- **Self-study for career advancement**: 77.0% (Non-user of Nikkei online edition: 22.3%)

Source: Nikkei Online Edition User Survey (2023)
Criteria: Profession = Employed & Self Employed

Revised Oct. 5, 2023
With the rapid shift to WFH and hybrid work environments, Nikkei Online Edition is accessed from early in the morning onwards on both PC and smart devices. Placing advertisements for both PC and smart devices will convey your message throughout the day to targeted audiences.

Peak time: smart devices at 7AM, PCs at 8AM

Heavy access during lunch time

Read exclusively on Smart Devices 30.5%

Utilize both Smart Devices and Personal Computer 38.8%

Read exclusively on Computers 30.7%

Stable Access Traffic Maintained

Average hourly usage of devices in business days: based on PV (Jun. 2023)