

# Trusted Media For Trusted Brands

## Nikkei Online Edition

### Media Guide

Oct. – Dec. 2023 Edition

Digital Business, NIKKEI Inc.

Oct.5, 2023 Edition

Trusted media  
For trusted brands  
All for the readers

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**

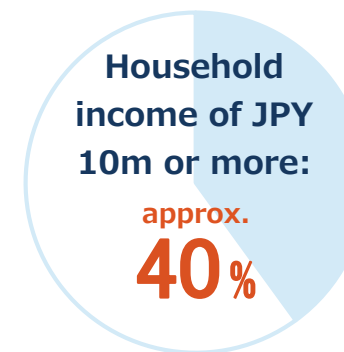
We never use technology to compromise our values.  
We incorporate our values in every step of the process.

We pride ourselves on providing brand-safe, high-quality ad space that is free of brand-damaging context.



Revised Jun. 7, 2022

Nikkei Online Edition is the most popular medium for businesspersons in Japan. Membership exceeds 6.12 million, encompassing 870,000 paid subscribers.



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



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



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



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

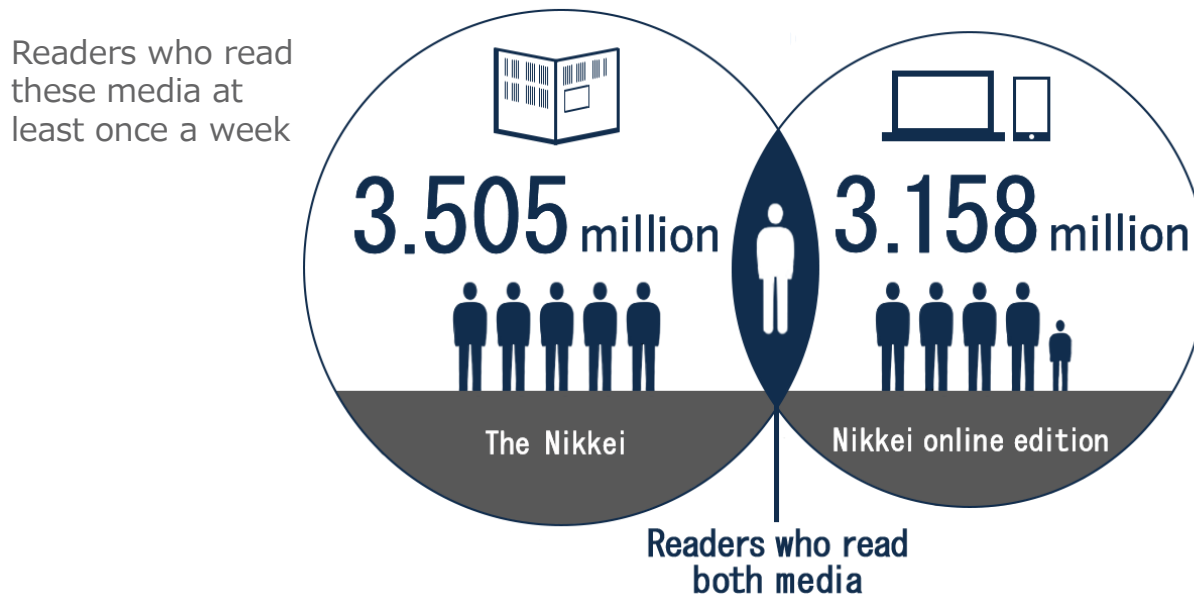
※Pie chart shows demographics of paid subscribers. ※As of Jun. 2023

Revised Oct. 5, 2023

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**

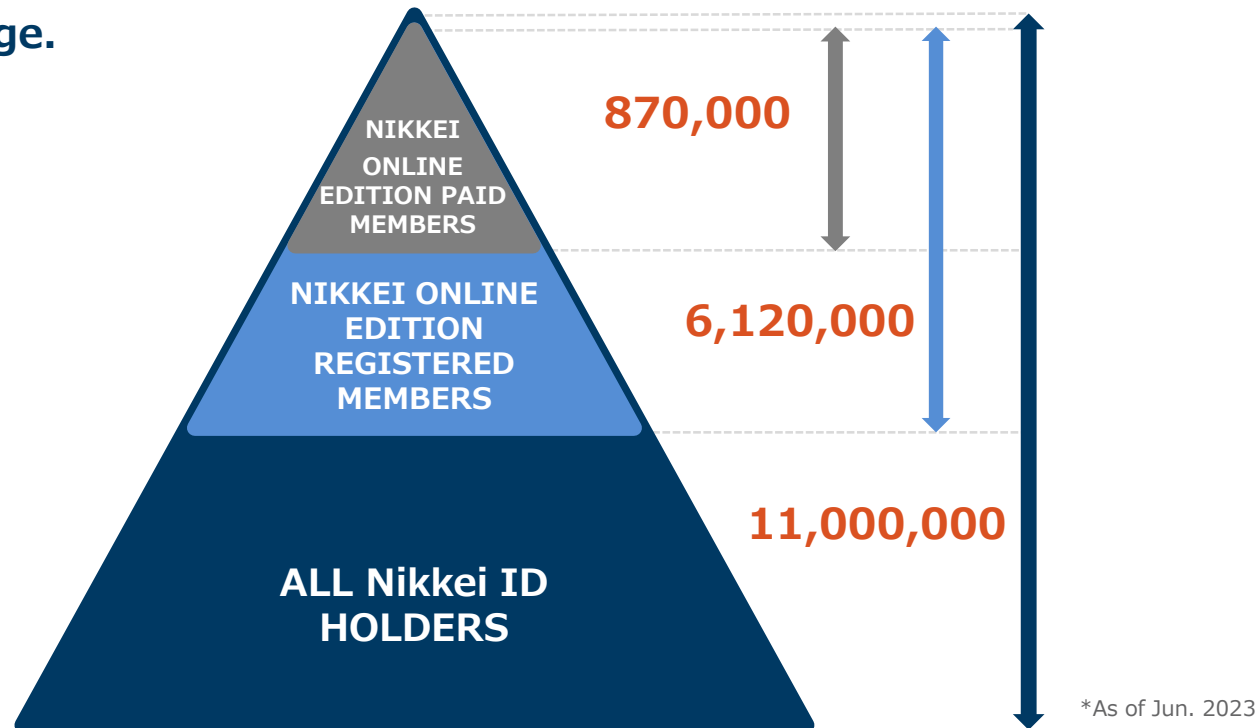


Source: J-READ Basic 2021 (12,574 men and women in 47 prefectures in Japan; conducted by Video Research in October 2021)

Revised Jun. 7, 2022

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.



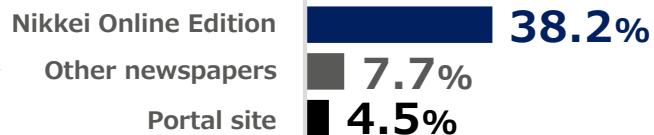
Revised Oct. 5, 2023

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.

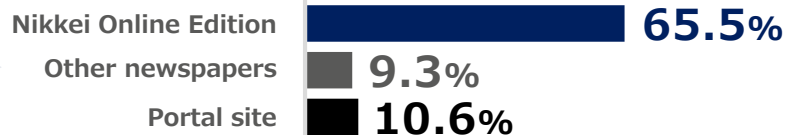
**Q.** What is your impression of companies that advertise on Nikkei Online Edition?

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

**First Class**



**Trustworthy**



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

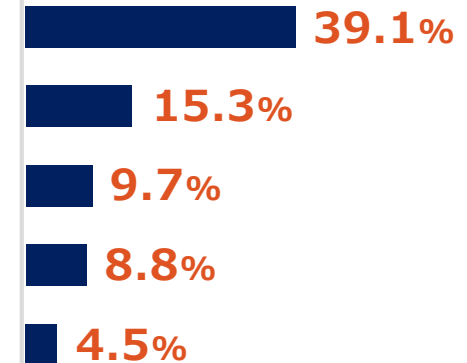
**The Nikkei**

**Television**

**Portal site**

**in-train or train station advertisements**

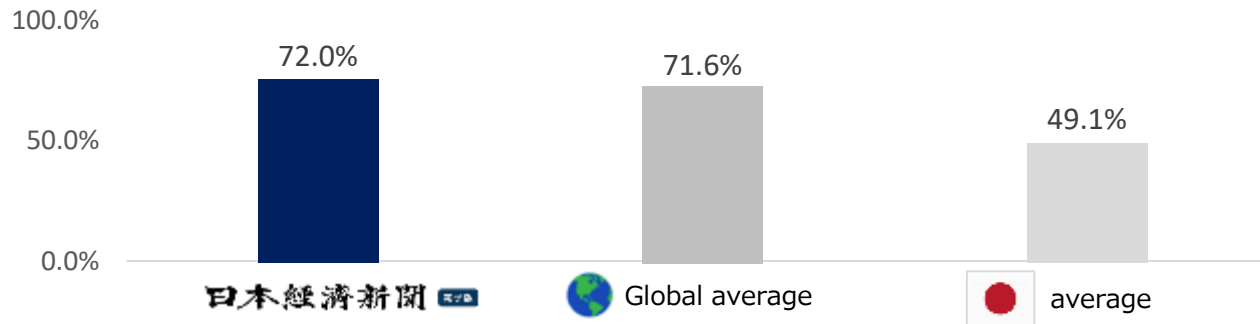
**Other newspapers**



Nikkei Online Edition User Survey 2023  
 • Survey method: Online survey  
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 • Survey participants: 1,255 online edition readers

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\*1



Nikkei data from IAS survey, July 2023  
Global, Japan average from IAS MQR, H2 2022

\*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".  
(Certified November 1, 2021, recertified November 1, 2023)

About JICDAQ: <https://www.jicdaq.or.jp/>



Revised Nov. 10, 2023

# A wealth of 1st Party Data: Targeting & reporting without 3rd party cookies

**NIKKEI**

Since its inauguration, the Nikkei Online Edition has been building the Nikkei ID membership system, receiving 1<sup>st</sup> 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 1<sup>st</sup> 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.

Powered by  
**Atlas**

Revised Feb. 1, 2023



The Nikkei Online Edition offers a variety of targeting methods. You can choose the one that best suits your purpose.

## 1st Party Data Targeting Powered by Atlas

Targeting by demographics

Select readers with registered data under a Nikkei ID



Targeted Rectangle (Nikkei ID)  
Nikkei ID Targeted Email

Targeting by special interest

Select audience using browsing data



Targeted Rectangle (Nikkei ID)  
Browsing history, article keywords,  
Advertising based on interest

Targeting by article content

Select section or category on the site to synergize article content with ad



Targeted Rectangle (Site Category)  
Targeted In-feed (Site Category)

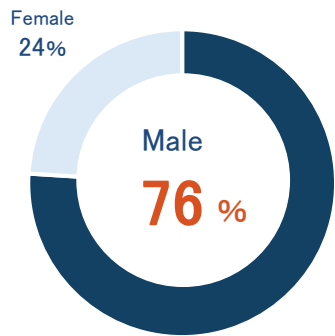
\*Brand Safety Targeting service is available (p42). This avoids the ad placement on editorial pages that could lead to brand damage.

Revised Dec. 2, 2022

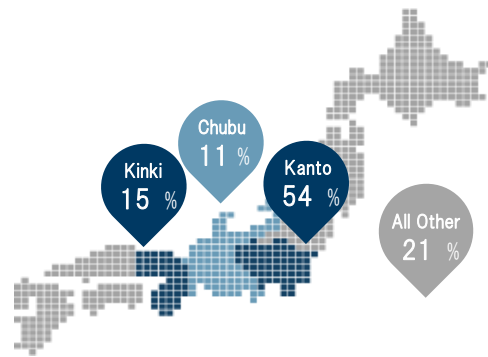
# Overview of All Online Edition Members

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.

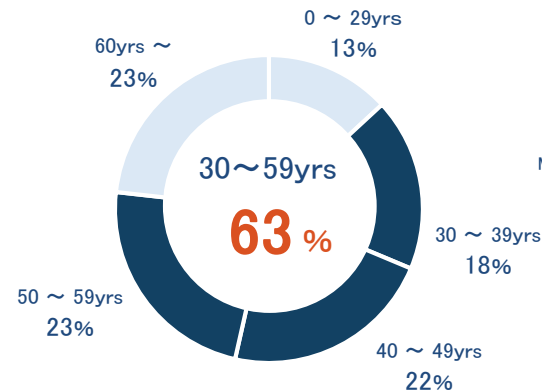
## Gender



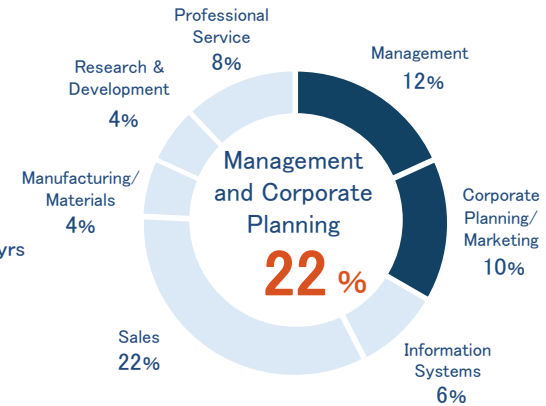
## Area



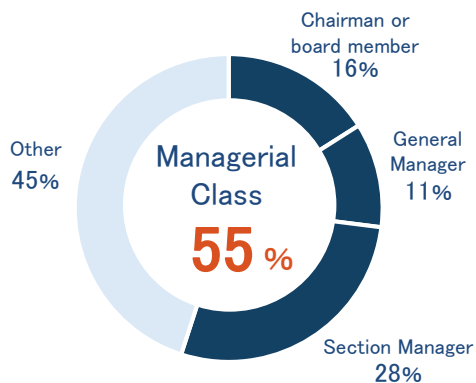
## Age



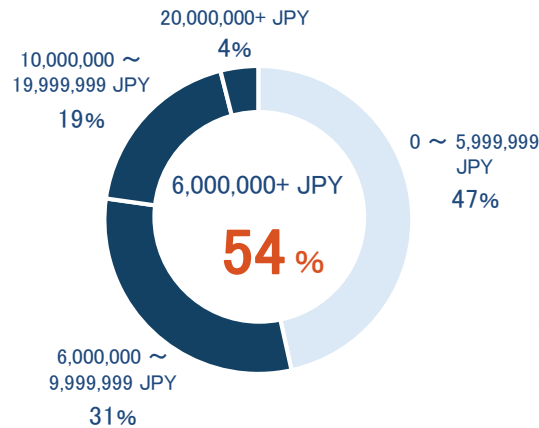
## Industry



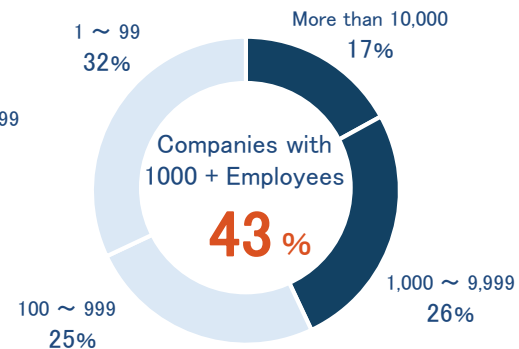
## Job Title



## Annual Household Income



## Company Size



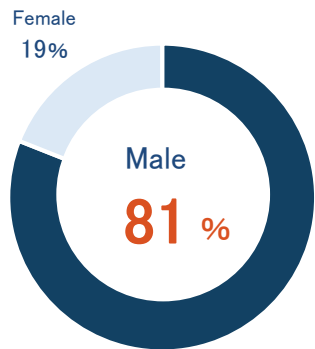
※Total may not be 100% due to rounded figures. ※As of Jun. 31, 2023

Revised Oct. 5, 2023

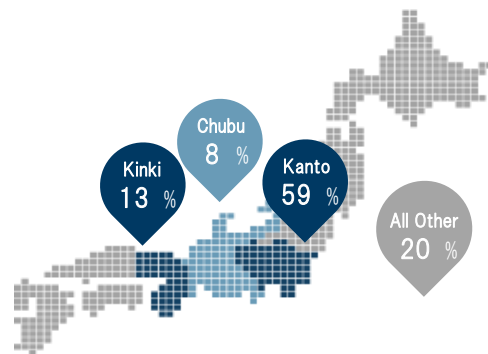
# Overview of Paid Subscribers

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.

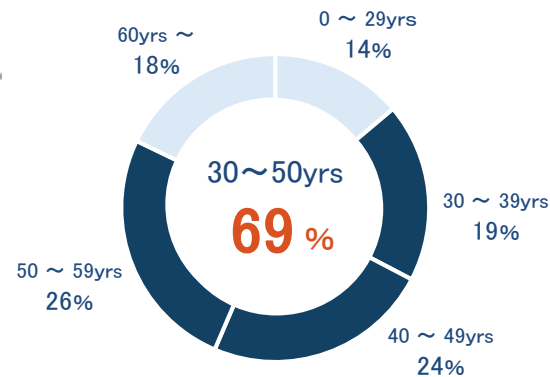
## Gender



## Area



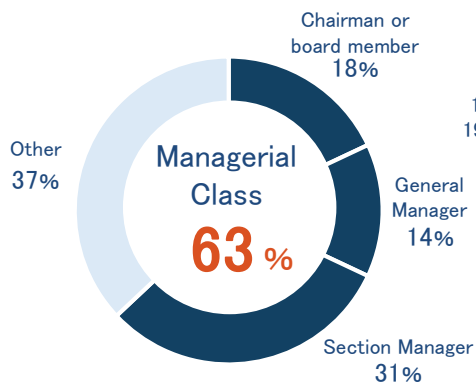
## Age



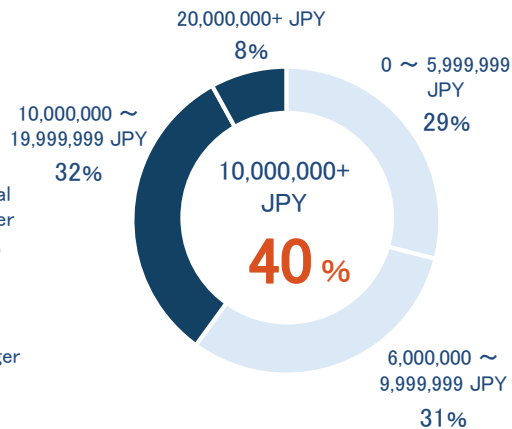
## Industry



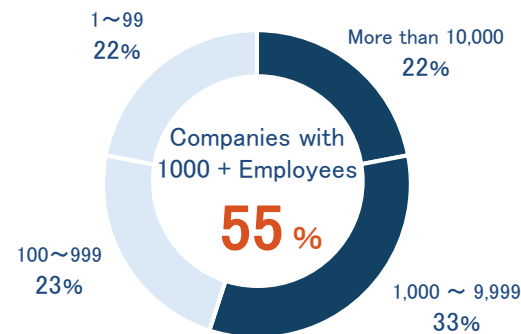
## Job Title



## Annual Household Income



## Company Size



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

Revised Oct. 5, 2023

# 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.

Managerial position including Section Manager or higher



※Non-user of Nikkei online edition : 28.3%

Management + Corporate Planning



※Non-user of Nikkei online edition : 7.7%

Works for enterprise-size company (employs more than 1,000)



※Non-user of Nikkei online edition : 27.1%

Have input in new business



※Non-user of Nikkei online edition : 11.0%

Leads projects both inside and outside their department



※Non-user of Nikkei online edition : 12.1%

Able to motivate and bring out the talents of co-workers towards a shared vision



※Non-user of Nikkei online edition : 21.4%

\*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 **NIKKEI**

Prefer luxury items like watches and bags



※Non-user of Nikkei online edition : 7.9%

Household financial assets more than 20 million yen



※Non-user of Nikkei online edition : 17.0%

Doesn't mind spending money, if it's for a special experience



※Non-user of Nikkei online edition : 8.5%

More health-conscious than average person



※Non-user of Nikkei online edition : 14.7%

Willing to invest in hobbies



※Non-user of Nikkei online edition : 21.2%

Self-study for career advancement



※Non-user of Nikkei online edition : 22.3%

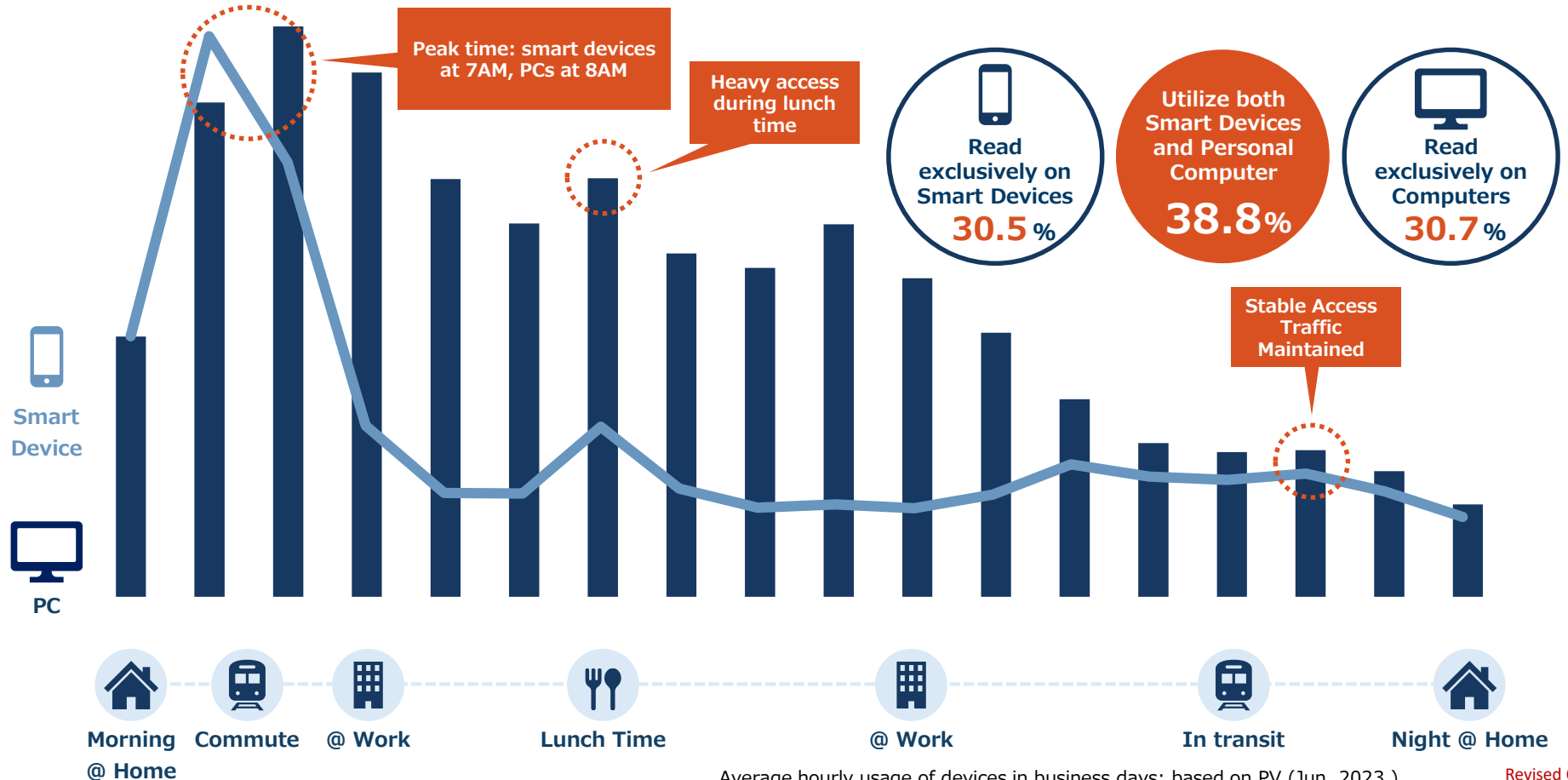
Source: Nikkei Online Edition User Survey (2023)  
Criteria: Profession = Employed & Self Employed

Revised Oct. 5, 2023

# User Device Access Trends by Scene

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.



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

Revised Oct. 5, 2023