

	Category	Title	Outline	Delivery Frequency	Number of Subscribers	Rate (Specs) *two-byte Japanese characters	Remarks
1	Business	Nikkei Business Online Mail	A comprehensive business and management information site for corporate managers and top executives. Issued by the <i>Nikkei Business</i> magazine, it is the only online media that can directly reach corporate executives who make important corporate decisions.	Daily on weekdays	<b>787,974</b>	Center: JPY500,000 (38 characters x 5 lines)	-
2	Business	Nikkei Business Online Mail Special Edition	The weekly e-newsletter summarizing selected news on topics from the stories covered in Nikkei Business Online. This is an efficient way for top executives and managers to access latest updates on IT they need to know for the process of corporate decision making.	Mon.	<b>787,974</b>	Header: JPY600,000 (38 characters x 5 lines)	-
3	Business	Associé Online Mail	"Current keywords," "interesting figures," "upskilling of the week" and other timely information to give you an overview of economic, social, and business trends; also delivers interesting behind-the-scenes stories and tips written by the <i>Nikkei Business Associé</i> editor-in-chief and writers themselves, for making further use of the articles.	10th & 20th every month	<b>43,162</b>	Header: JPY200,000 (38 characters x 5 lines)	-
4	Business	Nikkei Top Leader ONLINE Mail	Designed for corporate managers of SMEs, this e-newsletter delivers newly-arrived content from <Nikkei Top Leader Online>, hot topics from <Nikkei Business Online>, information on events and seminars for corporate managers, and hot articles from the <i>Nikkei Top Leader</i> magazine.	Tue.	<b>68,392</b>	Header: JPY250,000 (38 characters x 5 lines)	-
5	Business	Nikkei Design Express	Delivered weekly to those involved in design, the e-newsletter covers hot topics on design written by writers of the monthly <i>Nikkei Design</i> magazine, event information, and various news and stories in the industry. The core readers are those involved in all types of design, including graphic design, industrial design, and web design.	Wed.	<b>40,371</b>	Header: JPY150,000 (38 characters x 5 lines)	-
6	Business	Nikkei Ecology NEWS	Designed for those involved in the environmental business, this e-newsletter carries headlines on environment- related topics selected from Nikkei BP websites – mainly under the categories of "eco management," "green products," "environmental technology," and "environmental laws and systems" - as well as the latest information exclusively for the e-newsletter subscribers.	2nd & 4th Wed.	<b>25,411</b>	Header: JPY250,000 (38 characters x 5 lines)	-
7	Business	Nikkei Digital Marketing Mail Limited Edition for Readership	Luring future customers is all about digital strategy. This e-newsletter provides an overview of practical business information on how to apply cutting-edge marketing methods to corporate strategy. At the current point in time, when robust sales are truly a challenge, we need to identify cutting-edge marketing applications to corporate strategy. To achieve this, this e-newsletter offers noteworthy digital strategies and cutting-edge case studies to the reader faster, yet with more detail and in a more straightforward style.	Wed.	<b>2,064</b>	Header: JPY200,000 (38 characters x 5 lines)	-
8	Business	Nikkei Big Data Mail Limited Edition for Readership	The e-newsletter focuses on formulation of growth strategies using data. We are in the midst of a transition from a point in time where big data is used to win out over the competition to the converse: we actually lose out if big data is not utilized. Using data to boost precision and speed in the decision-making process offers a huge competitive edge by facilitating the creation of new business as well as reform. The keys to success are the on-site advantages of people, things, and money, all of which have long been known as the strong points of Japanese companies, combined with the full use of data for a synergistic effect. The e-newsletter delivers valuable information to corporate divisions in charge of big data strategy formulation.	Wed.	<b>1,490</b>	Header: JPY200,000 (38 characters x 5 lines)	-
9	Lifestyle	TRENDYnet Mail	The latest trends and news on lifestyle, digital, and entertainment; freshly-picked information from <TRENDYnet>, a trend-watching portal supporting the life and work of businesspeople.	Daily on weekdays	<b>206,268</b>	Header: JPY250,000 (38 characters x 5 lines)	HTML
10	Lifestyle	Weekly TRENDYnet	An HTML newsletter introducing columns and features selected from <TRENDYnet>, an exciting trend- watching portal for businesspeople; delivers useful information of the week on lifestyle, entertainment, digital, and more, for your further enriched weekends.	Fri.	<b>253,081</b>	Visual box (70 x 70 pixels, 15KB) + Text (30characters x 1 line) *for traffic generation of advertorial only	HTML
11	Lifestyle	Nikkei Woman Online Mail	Edited by <Nikkei Woman Online>, Nikkei BP's site to support on- and off-time of working women, the e- newsletter delivers the newly-arrived stories and hot topics selected from the site's four categories - "career," "upskilling," "health and beauty," and "life" - as well as the latest information from the <i>Nikkei Woman</i> and <i>Nikkei Health</i> magazines.	Daily on weekdays	<b>126,397</b>	Header: JPY200,000 (38 characters x 5 lines)	Center: JPY200,000 (38 characters x 10 lines)
12	Lifestyle	Nikkei DUAL Mail	This e-newsletter is by Nikkei DUAL, a site providing valuable information for working parents of double-income households busy with both work and child-rearing. It offers a wide range of new and interesting articles including on topics such as childcare and education corresponding to the child's age; information on finances for double-income households; issues related to balancing work and childcare/career choices; product selection; user-friendly products and services, and more.	Mon., Wed. & Fri.	<b>159,085</b>	Center: JPY200,000 (38 characters x 5 lines)	-

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13	Lifestyle	Nikkei Gooday Mail	As the population ages, increasing attention is being focused on how to extend healthy lives in which people can enjoy their day-to-day lives without hindrance. Nikkei Gooday is a medium that responds to the opinions from readers that they want to be healthier and prepare for the uncertainty of illness. Approximately 70% of readers are 50 years or older. Also, about 30% of readers have annual income of at least 10 million yen, putting the main readers into the "rich senior" segment.	Tue. & Fri.	<b>185,958</b>	Center: JPY200,000 (38 characters x 5 lines)	-
14	IT	NIKKEI xTECH IT Newsletter	Provides interesting articles and a variety of information on ICT related fields in a timely manner to approximately 640,000 key persons and businesspersons who deal with ICT in their work/businesses.	Daily on weekdays (Running ad: Mon., Wed., & Fri.)	<b>631,145</b>	Header: JPY550,000 (38 characters x 5 lines)	-
15	IT	NIKKEI xTECH Latest IT News Newsletter	Provides an overview of the latest IT-related news. Sent around noon every weekday, so you can get a comprehensive view of the previous day's domestic news as well as the latest international news.	Daily on weekdays	<b>174,843</b>	Header: JPY200,000 (38 characters x 5 lines)	Center: JPY180,000 (38 characters x 10 lines)
16	IT	NIKKEI xTECH IT Featured Articles Newsletter	Provides information on the latest content posted in the IT category (mainly in the Enterprise genre), including columns and think pieces, every day. Subscribe to keep yourself updated on the latest articles.	Daily on weekdays	<b>215,594</b>	Header: JPY250,000 (38 characters x 5 lines)	Center: JPY200,000 (38 characters x 10 lines)
17	IT	NIKKEI xTECH PC/Mobile Newsletter	Provides information on how to work more effectively with work computers/mobile devices, and troubleshooting methods. Provides information that is indispensable to businesspersons, leaders in charge of implementing IT systems/structures in their workplaces, as well as IT leaders in charge of operating small- to medium-scale system.	Every Mon., Wed., Fri.	<b>224,712</b>	Header: JPY250,000 (38 characters x 5 lines)	Center: JPY150,000 (38 characters x 10 lines)
18	IT	Nikkei BP Government Technology Mail	News, analyses of advanced cases, columns, commentaries on keywords, and seminar information selected from <ITpro e-Government>. Keeps you up with the latest developments in central and local electronic governments. The core readers are government and municipal officials involved in planning, developing, building, and running e-government services, as well as IT vendor staff in charge of public and government services.	10th & 25th every month	<b>13,242</b>	Header: JPY200,000 (38 characters x 5 lines)	-
19	Electronics/ Mechanical	NIKKEI xTECH Electronics/Manufacturing/Automobile Newsletter	Provides the latest information on the Electronics, Manufacturing, and Automobile genres to engineers/researchers, as well as those in management, corporate planning, and product management. Main contents on Thurs. is upskilling.	Daily on weekdays	<b>394,146</b>	Header: JPY450,000 (38 characters x 5 lines)	Center: JPY150,000 (38 characters x 10 lines)
20	Electronics/ Mechanical	Nikkei Electronics NEWS	The latest in development and designing of electronics. The core readers are development engineers and those at managerial levels at major semiconductor user companies and electronics manufacturers.	Mon.	<b>224,563</b>	Header: JPY250,000 (38 characters x 5 lines)	Center: JPY150,000 (38 characters x 5 lines)
21	Electronics/ Mechanical	Nikkei Monozukuri NEWS	Writers of the monthly <i>Nikkei Monozukuri</i> magazine introduce the latest trends in designing and manufacturing technologies and how to make better use of IT. The e-newsletter covers all aspects of product making, from troubleshooting at various development and manufacturing stages to technological innovations and creative use of organizations and tools. The core readers are engineers involved in development and manufacturing in the fields of automobiles and high-tech consumer electronics.	Wed.	<b>180,791</b>	Header: JPY200,000 (38 characters x 5 lines)	Center: JPY100,000 (38 characters x 5 lines)
22	Electronics/ Mechanical	Nikkei Automotive News	Issued by <AutoBiz>, a comprehensive information site on automotive technologies and management, the e-newsletter delivers the latest trends in the automotive industry that is closely linked with a wide range of business, product, and technology fields. The core readers are engineers and managers involved in each phase of the automotive industry.	Fri.	<b>162,119</b>	Header: JPY200,000 (38 characters x 5 lines)	Center: JPY100,000 (38 characters x 5 lines)
23	Medical/ Biotechnology	Nikkei Digital Health NEWS	Delivers the latest trend of medical/healthcare that utilizes electronics and ICT, and also digital health aimed at accelerating the cooperation and collaboration beyond the borders of the business fields.	Mon. & Wed.	<b>168,258</b>	Header: JPY250,000 (38 characters x 5 lines)	-
24	Construction/ Real Estate	NIKKEI xTECH Architecture/Construction Newsletter (Architecture)	Provides the latest news and career information on the Architecture, Housing, and Architecture fields to approximately 260,000 people who work with and are interested in the architecture industry, which is rapidly incorporating advanced technologies.	Every Mon. Wed.	<b>278,061</b>	Header: JPY250,000 (38 characters x 5 lines)	-
25	Construction/ Real Estate	NIKKEI xTECH Architecture/Construction Newsletter (Housing)	Provides the latest news and career information on the Architecture, Housing, and Housing fields to approximately 260,000 people who work with and are interested in the architecture industry, which is rapidly incorporating advanced technologies.	Every Fri.	<b>278,530</b>	Header: JPY250,000 (38 characters x 5 lines)	-
26	Construction/ Real Estate	NIKKEI xTECH Architecture/Construction Newsletter (Construction)	Provides the latest news and career information on the Architecture, Housing, and Construction fields to approximately 260,000 people who work with and are interested in the architecture industry, which is rapidly incorporating advanced technologies.	Every Tue. Thu.	<b>278,122</b>	Header: JPY250,000 (38 characters x 5 lines)	-

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27	Construction/ Real Estate	Nikkei Real Estate Market Information Mail	Exclusive to the readers of <Nikkei Real Estate Market Information>. The latest news about real estate and updated content from the website are introduced. The core readers are those in the business of real estate trade and brokerage.	Mon.	<b>2,177</b>	Package Price Header: JPY200,000 (38 characters x 5 lines)	-
28	Construction/ Real Estate	Nikkei Real Estate Market Information Weekly Digest	Free-of-charge e-newsletter for general members of <Nikkei Real Estate Market Information>. Hot news in real estate business (only headers) and the updated information from the website. The core readers are real estate agents and brokers, as well as investors and general companies interested in the market trends.		<b>9,892</b>		-
29	Medical/ Biotechnology	Nikkei Medical ONLINE Mail	The latest news headlines from <Nikkei Medical Online>, Nikkei BP's medical information portal for clinicians. The core readers are healthcare professionals including front-line clinicians.	Tue. & Thu.	<b>475,804</b>	Header: JPY300,000 (38 characters x 5 lines)	Center: JPY150,000 (38 characters x 5 lines)
30	Medical/ Biotechnology	DI Online Mail	Original information gathered by editors of <i>Nikkei Drug Information</i> for pharmacies and pharmacists and useful information to help pharmacists further their skills and careers.	Wed.	<b>94,356</b>	Header: JPY150,000 (38 characters x 5 lines)	-
31	Medical/ Biotechnology	Nikkei BioTech ONLINE NEWS	Issued by Nikkei Biotech ONLINE, the country's largest and only specialized biotech portal, the e-newsletter delivers columns by the webmaster and news headlines of the week. The core readers are those involved in biotechnology, mainly biotech researchers and engineers in universities, national institutes, and general companies.	Daily on weekdays (Running ad: Mon., Wed., & Fri.)	<b>45,002</b>	Header: JPY200,000 (38 characters x 5 lines)	-
				Total number of subscribers	<b>6,538,984</b>		