Target Japan’s style-conscious women as Nikkei BP joins the GLAM MEDIA NETWORK, a revolutionary new media model that connects premium brand advertisers to targeted niche audiences online.
What is the Glam Media Network?

- As one of Japan’s most respected publishers, Nikkei BP Inc. now offers an innovative way to reach a targeted audience of Japanese women across a number of partner sites.

- Glam Media is the global leader of vertical content networks, a revolutionary new media model that brings brand advertisers to targeted vertical audiences online through a large content network with massive reach.

- In April 2009, Nikkei BP Inc. entered into a joint venture with Glam Media Japan KK, together with top ad agencies Dentsu and ADK, and other leading magazine publishers Shogakukan and Shueisha.

- This vertical ad network for women is the first of its kind in Japan. The network makes full use of the rich content of Nikkei BP’s women’s titles, including Nikkei Woman, Nikkei Health, and Nikkei Health Premie – each of which has unique position and strengths in the market.

- Since its launch, Glam Media Japan KK now reaches two million unique visitors a month, and has built a strong advertiser base with brands including: Fendi Japan; Kanebo; MHD Diageo Moet Hennessy; Panasonic, Wacoal and NTT DOCOMO.
# Network Member Websites

<table>
<thead>
<tr>
<th>Company</th>
<th>Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikkei BP Inc:</td>
<td>Nikkei Trendynet for Woman</td>
</tr>
<tr>
<td></td>
<td>Nikkei Woman Online</td>
</tr>
<tr>
<td>Shogakukan Inc:</td>
<td>Nikkei Health Online</td>
</tr>
<tr>
<td></td>
<td>Cyber Oggi TV</td>
</tr>
<tr>
<td></td>
<td>AneCan TV</td>
</tr>
<tr>
<td></td>
<td>CanCam TV</td>
</tr>
<tr>
<td></td>
<td>FAnet</td>
</tr>
<tr>
<td></td>
<td>Muffin-Net</td>
</tr>
<tr>
<td>Kobunsha Publishing Co., Ltd:</td>
<td>Story</td>
</tr>
<tr>
<td>Shufunotomo Co. Ltd:</td>
<td>Éf</td>
</tr>
<tr>
<td>Shufu to Seikatsu Sha Ltd:</td>
<td>AR Plus</td>
</tr>
<tr>
<td>Fuji Television:</td>
<td>ESSE Web</td>
</tr>
<tr>
<td>Shueisha, Inc:</td>
<td>Maquia Online</td>
</tr>
<tr>
<td>Other Sites and Blogs:</td>
<td>Woman Excite</td>
</tr>
<tr>
<td></td>
<td>Garbo</td>
</tr>
<tr>
<td></td>
<td>CafeGlobe.com</td>
</tr>
<tr>
<td></td>
<td>Fashionsnap.com</td>
</tr>
<tr>
<td></td>
<td>Scrapture</td>
</tr>
<tr>
<td></td>
<td>Brigit</td>
</tr>
<tr>
<td></td>
<td>Style-arena.jp</td>
</tr>
<tr>
<td></td>
<td>Frontstyle</td>
</tr>
<tr>
<td></td>
<td>Jiji.com</td>
</tr>
<tr>
<td></td>
<td>Nissenmedia.com</td>
</tr>
<tr>
<td></td>
<td>Fashionwalker.com</td>
</tr>
<tr>
<td></td>
<td>Biglobe</td>
</tr>
<tr>
<td></td>
<td>Kirei Style</td>
</tr>
<tr>
<td></td>
<td>Beauty-fan.net</td>
</tr>
</tbody>
</table>
User Profile

- 40% of users earn JPY 3-5 million per year (USD 30-50K)
- 30% earn more than JPY 5 million (USD 50K)

Annual Income

- 8% Up to JPY 3 Million (USD 30K)
- 16% JPY 3-5 Million (USD 30-50K)
- 34% JPY 5-7 Million (USD 50-70K)
- 2% JPY 7-10 Million (USD 70-100K)
- 2% Over JPY 10 Million (USD 100K)
- 12% No Reply

- 16% JPY 10,000 (USD 100)
- 15% JPY 100,000 (USD 1K)
- 35% JPY 50-100,000 disposable monthly income (USD 500-1K)
- 15% JPY 100-200,000 disposable monthly income (USD 1-2K)
- 26% JPY 200-300,000 disposable monthly income (USD 2-3K)
- 4% JPY 300-500,000 disposable monthly income (USD 3-5K)
- 4% JPY 500-1,000,000 disposable monthly income (USD 5-10K)
- 4% Over JPY 1,000,000 disposable monthly income (USD 10K+)

Disposable Income

- 90% of users are women in their 20s and 30s
- 60% are aged 25-34

Gender

- 98% Female
- 2% Male

Comparison with Consumer-Generated Sites for Women

- 4% Over JPY 200,000 (USD 2K)
- 15% JPY 100-200,000 (USD 1-2K)
- 34% JPY 50-100,000 (USD 500-1K)
- 30% JPY 30-50,000 (USD 300-500)
- 11% JPY 10-30,000 (USD 100-300)

Survey: Glam Media Nov-Dec 2008 (849 replies)
User Profile

- Almost 70% of users are unmarried
- 60% are company employees

Survey: Glam Media Nov-Dec 2008 (849 replies)
Advertising Package Rates

- **Banner Advertisement Package**
  - JPY 1,200,000/month
  - GlamMedia Network leaderboard, large rectangle and skyscraper - 800,000 impressions in total

- **Tie-Up Advertisement (Online Advertorial) Package**
  - From JPY 2,500,000/month
  - Produced by Nikkei BP
  - If content from Nikkei Woman, Nikkei Health or Nikkei Health Premie magazine is re-used to create the online advertorial, the rate is reduced to JPY 1,500,000/month

Includes the following:

- **Banner advertisements:**
  - GlamMedia Network leaderboard, large rectangle and skyscraper - 800,000 impressions in total

- **Traffic drivers:**
  - nikkei TRENDYnet for WOMAN PICK UP (Text ad)
  - nikkei TRENDYnet for WOMAN PICK UP (Visual box)
  - nikkei TRENDYnet for WOMAN Weekly TRENDYnet - HTML mail (Visual box)
  - nikkei TRENDYnet for WOMAN TRENDYnet Mail – Text mail 2 (2 line text ad)
  - nikkei TRENDYnet PICK UP (Visual box)
  - nikkei TRENDYnet PICK UP (Text ad)
  - nikkei TRENDYnet Weekly TRENDYnet (Visual box)
  - nikkei TRENDYnet TRENDYnet Mail (2 line text ad)
Banner Advertisements

- Banner advertising material must be supplied in 3 sizes (728 × 90; 300 × 250; 160 × 600 pixels)

Leadboard: 728 x 90 pixels

Large Rectangle: 300 x 250 pixels

Skyscraper: 160 x 600 pixels