Nikkei Business Publications — Media partner for your marketing solutions

Nikkei BP is Japan’s leading media company with 40 magazine media brands. Our readers and our audience are smart and highly-skilled businesspeople having a wide range of both on and off business interests. From business information including cutting-edge technology updates and the new wave of management styles to the most luxurious lifestyle trends, we provide our readers only fact-based, in-depth and trustworthy information. Together with us, you can target the most influential Japanese businesspeople through a variety of solutions from print to online, face-to-face events, research and consulting and more.

Events and Exhibitions

Over 20 main sites with 110 million page views per month. More than 15 million unique browsers.

Over 40 trade shows and 1,000+ seminars a year.

Membership Organizations

40 magazines with a total readers of 2 million people.

Surveys and Consulting

Over 500 books, mooks, and special issues.

Research and Consulting Services

Books & Custom Publishing

Global Network
Foreign Rights Business
Every year, over 100 books from the Nikkei BP Group cross borders for publication in other countries and regions. The more popular titles are business and self-help books in addition to architecture, advanced technology, medicine and design related books that target professionals in their respective fields. Recently, our education books written from a unique perspective as a business publisher are gaining stronger attention.

Overseas Events
We make full use of our network of international media, local governments and industry organizations to enable our clients reach their target markets easily and effectively. Our 2017 overseas events included “Nikkei BP Asia Tech Forum” (Thailand, Indonesia), “Game Networking” (Indonesia), “Fujitsu Asia Conference” (Philippines, China, Singapore, etc.), “Hitachi Social Innovation Forum” (Philippines, Indonesia, Malaysia, etc.) and more.

Events in Japan
We work closely with overseas businesses as well as with foreign embassies and their governments in organizing various industry-specific and country-specific events in Japan. In 2017, we hosted the “Japan-Philippines Business Investment Forum” for the third year in a row in an effort to bring together the business communities of the two countries.

Your Global Marketing Partner
Nikkei BP gives you the global marketing resources you need and takes your brand to the next level.
### Business and Management

#### Nikkei Business
**Core Readership:**
- Corporate executives
- Corporate managers
- Management consultants

**Circulation:** 190,918 (Japan ABC, Jan.-Dec. 2016)

**First Published:** September 1969

**Publication Frequency:** Weekly

**Website:** [http://business.nikkeibp.co.jp/](http://business.nikkeibp.co.jp/)

**Advertising Rates:**
- 4C1P: ¥2,520,000
- BW1P: ¥1,870,000

#### Nikkei Business Associé
**Core Readership:**
- Young businesspeople in their 20s and 30s

**Circulation:** 43,922 (Japan ABC, Jan.-Dec. 2016)

**First Published:** April 2002

**Publication Frequency:** Monthly

**Website:** [http://www.nikkeibp.co.jp/associé/](http://www.nikkeibp.co.jp/associé/)

**Advertising Rates:**
- 4C1P: ¥1,000,000
- BW1P: ¥700,000

#### Nikkei Top Leader
**Core Readership:**
- Owners of small- and medium-sized companies
- Entrepreneurs looking to start new businesses

**Circulation:** 45,504 (Japan ABC, Jan.-Dec. 2016)

**First Published:** October 1984

**Publication Frequency:** Monthly

**Website:** [http://nvc.nikkeibp.co.jp/](http://nvc.nikkeibp.co.jp/)

**Advertising Rates:**
- 4C1P: ¥770,000
- BW1P: ¥500,000

#### Nikkei Design
**Core Readership:**
- Designers
- Corporate managers
- Businesspeople engaged in product development

**Circulation:** 7,913 (Japan ABC, Jan.-Dec. 2016)

**First Published:** July 1987

**Publication Frequency:** Monthly

**Website:** [http://nvd.nikkeibp.co.jp/nds/mag/](http://nvd.nikkeibp.co.jp/nds/mag/)

**Advertising Rates:**
- 4C1P: ¥522,000
- BW1P: ¥306,000

#### Practical Information for Marketing Leaders
**Nikkei Digital Marketing**
**Core Readership:**
- People in charge of marketing communication activities or customer contact systems

**Circulation:** 3,500

**First Published:** October 2007

**Publication Frequency:** Monthly

**Website:** [http://business.nikkeibp.co.jp/dmg/](http://business.nikkeibp.co.jp/dmg/)

**Advertising Rates:**
- 4C1P: ¥400,000
- BW1P: Not available

#### Drafting of Growth Strategies by Utilizing Data
**Nikkei Big Data**
**Core Readership:**
- Key people formulating strategy in Japanese companies (90% of readers work for non-IT sectors)

**Circulation:** 4,400

**First Published:** March 2014

**Publication Frequency:** Monthly

**Website:** [http://business.nikkeibp.co.jp/bigdata/](http://business.nikkeibp.co.jp/bigdata/)

**Advertising Rates:**
- 4C1P: ¥1,300,000
- BW1P: Not available
<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Website</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cutting-edge technology information</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nikkei Electronics</td>
<td>CORE READERSHIP - Electronics engineers (R&amp;D, design) - Electronics company managers</td>
<td><a href="http://techon.nikkeibp.co.jp/NE/">http://techon.nikkeibp.co.jp/NE/</a></td>
<td>4C1P ¥1,056,000</td>
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<tr>
<td></td>
<td>CIRCULATION: 20,800 (Japan ABC, Jan.-Dec. 2016)</td>
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<td>BW1P ¥580,000</td>
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<td></td>
<td>FIRST PUBLISHED April 1971</td>
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<td>PUBLICATION FREQUENCY Monthly</td>
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<tr>
<td><strong>Manufacturing solutions information</strong></td>
<td></td>
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<tr>
<td>Nikkei Monozukuri</td>
<td>CORE READERSHIP - Engineers and managers in - automotive industry - industry machinery - precision and office machinery</td>
<td><a href="http://techon.nikkeibp.co.jp/Monozukuri/">http://techon.nikkeibp.co.jp/Monozukuri/</a></td>
<td>4C1P ¥994,000</td>
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<td>FIRST PUBLISHED April 2004</td>
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<tr>
<td><strong>The future of automotive and mobility</strong></td>
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<tr>
<td>Nikkei Automotive</td>
<td>CORE READERSHIP - Automotive engineers - Automotive component engineers - Electronics device engineers</td>
<td><a href="http://techon.nikkeibp.co.jp/AT/magazine/">http://techon.nikkeibp.co.jp/AT/magazine/</a></td>
<td>4C1P ¥580,000</td>
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<tr>
<td></td>
<td>CIRCULATION: 12,000</td>
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<td>BW1P ¥420,000</td>
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<td></td>
<td>FIRST PUBLISHED June 2004</td>
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<td>PUBLICATION FREQUENCY Monthly</td>
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<tr>
<td><strong>Robot technology from all over the world</strong></td>
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<tr>
<td>Nikkei Robotics</td>
<td>CORE READERSHIP - Robot engineers - Automation engineers - Business producers</td>
<td><a href="http://techon.nikkeibp.co.jp/ROBO/">http://techon.nikkeibp.co.jp/ROBO/</a></td>
<td>4C1P ¥1,000,000</td>
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<tr>
<td></td>
<td>CIRCULATION: 1,400 (Number of delivered copies of the Jul. 2016)</td>
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<td>BW1P Not available</td>
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<tr>
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<td>FIRST PUBLISHED July 2015</td>
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<tr>
<td><strong>Print Media</strong></td>
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<tr>
<td><strong>Medicine and Healthcare</strong></td>
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<tr>
<td><strong>Information for the practicing clinician</strong></td>
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<tr>
<td>Nikkei Medical</td>
<td>CORE READERSHIP - Practicing physicians - Medical practitioners</td>
<td><a href="http://medical.nikkeibp.co.jp/">http://medical.nikkeibp.co.jp/</a></td>
<td>4C1P ¥1,564,000</td>
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<td></td>
<td>FIRST PUBLISHED April 1972</td>
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<td>BW1P ¥1,116,000</td>
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<td>PUBLICATION FREQUENCY Monthly</td>
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<tr>
<td><strong>Medical and nursing care management info</strong></td>
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<tr>
<td>Nikkei Healthcare</td>
<td>CORE READERSHIP - Managers of clinics and other medical institutions - Hospital doctors</td>
<td><a href="http://medical.nikkeibp.co.jp/">http://medical.nikkeibp.co.jp/</a></td>
<td>4C1P ¥16,000</td>
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<td></td>
<td>CIRCULATION: 19,446</td>
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<td>BW1P ¥351,000</td>
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<tr>
<td></td>
<td>FIRST PUBLISHED November 1989</td>
<td></td>
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<td></td>
<td>PUBLICATION FREQUENCY Monthly</td>
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<tr>
<td><strong>Practical information for pharmacists</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Nikkei Drug Information</td>
<td>CORE READERSHIP - Pharmacists - Pharmacy owners</td>
<td><a href="http://di.nikkeibp.co.jp/">http://di.nikkeibp.co.jp/</a></td>
<td>4C1P ¥774,000</td>
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<tr>
<td></td>
<td>CIRCULATION: 79,646</td>
<td></td>
<td>BW1P ¥532,000</td>
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<tr>
<td></td>
<td>FIRST PUBLISHED April 1998</td>
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<td>PUBLICATION FREQUENCY Monthly</td>
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</tbody>
</table>
**Architecture and Construction**

**Up-to-date advice for the professional**

**Nikkei Architecture**

- **CORE READERSHIP**
  - Architects
  - Government officers involved in construction and preservation of architectural works

- **CIRCULATION:** 28,958 (Japan ABC, Jan.-Dec. 2016)

- **FIRST PUBLISHED**
  - April 1976

- **PUBLICATION FREQUENCY**
  - Semi-monthly

- **WEBSITE**
  - http://na.nikkeibp.co.jp/

- **ADVERTISING RATES**
  - 4C1P ¥1,070,000
  - BW1P ¥738,000

**Comprehensive information for civil engineers**

**Nikkei Construction**

- **CORE READERSHIP**
  - Civil engineers
  - Construction supervisors
  - Construction consultants
  - Government officers

- **CIRCULATION:** 22,465 (Japan ABC, Jan.-Dec. 2016)

- **FIRST PUBLISHED**
  - October 1989

- **PUBLICATION FREQUENCY**
  - Semi-monthly

- **WEBSITE**
  - http://ncr.nikkeibp.co.jp/

- **ADVERTISING RATES**
  - 4C1P ¥569,000
  - BW1P ¥459,000

**Practical information for home-building experts**

**Nikkei Home Builder**

- **CORE READERSHIP**
  - Managers
  - Architects
  - Architectural engineers involved in housing design and home building

- **CIRCULATION:** 14,545 (Japan ABC, Jan.-Dec. 2016)

- **FIRST PUBLISHED**
  - June 1999

- **PUBLICATION FREQUENCY**
  - Monthly

- **WEBSITE**
  - http://na.nikkeibp.co.jp/

- **ADVERTISING RATES**
  - 4C1P ¥450,000
  - BW1P ¥300,000

**Newsletter on urban property market**

**Nikkei Real Estate Market Report**

- **CORE READERSHIP**
  - Professionals in real estate business

- **CIRCULATION:** 2,004 (Number of delivered copies of the Sep. 2017 issue)

- **FIRST PUBLISHED**
  - April 2002

- **PUBLICATION FREQUENCY**
  - Monthly

- **WEBSITE**
  - http://nfm.nikkeibp.co.jp/

- **ADVERTISING RATES**
  - 4C1P ¥600,000
  - BW1P ¥400,000

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**Personal Computing**

**Comprehensive PC magazine for business leaders**

**Nikkei Personal Computing**

- **CORE READERSHIP**
  - Those who use personal computers at work

- **CIRCULATION:** 62,107 (Japan ABC, Jan.-Dec. 2016)

- **FIRST PUBLISHED**
  - October 1983

- **PUBLICATION FREQUENCY**
  - Semi-monthly

- **WEBSITE**
  - http://itpro.nikkeibp.co.jp/npc/npcs/

- **ADVERTISING RATES**
  - 4C1P ¥1,460,000
  - BW1P ¥1,007,000

**Useful and easy-to-follow computer information for businesspeople**

**Nikkei PC21**

- **CORE READERSHIP**
  - Middle managers
  - Top-level managers between the ages of 30 and 50

- **CIRCULATION:** 63,931 (Japan ABC, Jan.-Dec. 2016)

- **FIRST PUBLISHED**
  - March 1996

- **PUBLICATION FREQUENCY**
  - Monthly

- **WEBSITE**
  - http://itpro.nikkeibp.co.jp/pc/

- **ADVERTISING RATES**
  - 4C1P ¥780,000
  - BW1P ¥410,000
**Computer and Networking**

**Nikkei Computer**
- No. 1 information technology magazine
- Core readership: Managers of information systems, information technology decision makers
- First published: October 1981
- Publication frequency: Biweekly

**Nikkei Systems**
- Practical information for frontline SEs
- Core readership: Systems engineers, project managers, IT specialists
- First published: March 2006
- Publication frequency: Monthly

**Nikkei Software**
- Comprehensive advice on software development and programming
- Core readership: Software developers and programmers, system engineers
- Circulation: 11,457 (Japan ABC, Jan.-Dec. 2016)
- First published: May 1998
- Publication frequency: Monthly

**Nikkei Linux**
- Practical tips for building and operating Linux systems
- Core readership: Linux users, Linux developers
- Circulation: 9,996 (Japan ABC, Jan.-Dec. 2016)
- First published: September 1999
- Publication frequency: Monthly

**Nikkei Network**
- Tech info for network planning, building, and operation
- Core readership: Beginner and intermediate engineers at communication careers, Internet service providers, network integrators and telecommunication users
- Circulation: 20,851 (Japan ABC, Jan.-Dec. 2016)
- First published: April 2000
- Publication frequency: Monthly

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**WEBSITE**
- http://itpro.nikkeibp.co.jp/NC/
- http://itpro.nikkeibp.co.jp/SYS/
- http://itpro.nikkeibp.co.jp/NSW/
- http://itpro.nikkeibp.co.jp/linux/
- http://itpro.nikkeibp.co.jp/NW/

**ADVERTISING RATES**
- 4C1P ¥1,236,000
- BW1P ¥856,000
- 4C1P ¥650,000
- BW1P ¥390,000
- 4C1P ¥500,000
- BW1P ¥300,000
- 4C1P ¥450,000
- BW1P ¥200,000
### Trend information that adds spice to life

<table>
<thead>
<tr>
<th>Nikkei Trendy</th>
<th>Nikkei Entertainment!</th>
<th>Nikkei Money</th>
<th>Nikkei Otona-no Off</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CORE READERSHIP</strong></td>
<td>Businesspeople in their 30s and 40s who work hard and enjoy their private lives</td>
<td>Trend-sensitive young generation aged 20 to 35</td>
<td>Senior executive level businessmen in their 40s and 50s</td>
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<tr>
<td><strong>CIRCULATION:</strong></td>
<td>103,595</td>
<td>65,409</td>
<td>49,535</td>
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<tr>
<td><strong>FIRST PUBLISHED:</strong></td>
<td>November 1987</td>
<td>March 1997</td>
<td>October 2001</td>
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<td><strong>PUBLICATION FREQUENCY:</strong></td>
<td>Monthly</td>
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#### ADVERTISING RATES

<table>
<thead>
<tr>
<th>Nikkei Trendy</th>
<th>Nikkei Entertainment!</th>
<th>Nikkei Money</th>
<th>Nikkei Otona-no Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>4C1P</td>
<td>¥1,800,000</td>
<td>¥1,100,000</td>
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<td>BW1P</td>
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### Enjoy work, enjoy life

<table>
<thead>
<tr>
<th>Nikkei Woman</th>
<th>Nikkei Health</th>
<th>DAZZLE</th>
<th>etRouge</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CORE READERSHIP</strong></td>
<td>Working women in their 20s and 30s who yearn to work and live by their own values</td>
<td>Health-conscious women in their 30s and 40s who are interested in healthy diet, exercise and relaxation</td>
<td>Essential beauty tips for working women in their 30s and 40s who are readers of Nikkei Group media</td>
</tr>
<tr>
<td><strong>CIRCULATION:</strong></td>
<td>94,523</td>
<td>71,569</td>
<td>70,000</td>
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<td><strong>FIRST PUBLISHED:</strong></td>
<td>April 1988</td>
<td>March 1999</td>
<td>May 2014</td>
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<tr>
<td><strong>PUBLICATION FREQUENCY:</strong></td>
<td>Monthly</td>
<td>Monthly</td>
<td>Quarterly</td>
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#### ADVERTISING RATES

<table>
<thead>
<tr>
<th>Nikkei Woman</th>
<th>Nikkei Health</th>
<th>DAZZLE</th>
<th>etRouge</th>
</tr>
</thead>
<tbody>
<tr>
<td>4C1P</td>
<td>¥1,400,000</td>
<td>¥1,250,000</td>
<td>¥1,500,000</td>
</tr>
<tr>
<td>BW1P</td>
<td>¥900,000</td>
<td>¥940,000</td>
<td>Not available</td>
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</table>
## Online Media

### Web Portals and Sites

<table>
<thead>
<tr>
<th>Portal</th>
<th>Description</th>
<th>Core Users</th>
<th>Monthly Page Views</th>
<th>Monthly Page Views</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nikkei Business Online</strong></td>
<td>Online medium for business executives in the Web age</td>
<td>Corporate executives, Corporate managers, Management consultants</td>
<td>27,735,232 (as of Nov. 2017)</td>
<td>11,793,929 (as of Nov. 2017)</td>
<td>Welcome Banner: ¥10.0 per impression; Top Welcome Banner: ¥2,000,000 per week (rotation); 640 (w) x 480 (h) pixels; Top Welcome Banner: ¥1,200,000 per week; 640 (w) x 480 (h) pixels; Top Rectangle: ¥800,000 per week (regular); ¥1,000,000 per week (double); 300 (w) x 250 (600) (h) pixels (double); Text Ad: ¥400,000 per week (rotation); No more than 35 characters.</td>
</tr>
</tbody>
</table>

| **ITpro** | General information site for IT professionals | Engineers and managers in IT business | 7,354,747 (as of Nov. 2017) | 2,525,622 (as of Nov. 2017) | Welcome Banner: ¥1,000,000 per week; 640 (w) x 480 (h) pixels; Top Super Banner: ¥600,000 per month (Super Banner); ¥750,000 per month (Double Super Banner); ¥900,000 per month (Billboard); 728 (w) x 90 (h) pixels (Super Banner); 728 (w) x 180 (h) pixels (Double Super Banner); 970 (w) x 250 (h) pixels (Billboard); Top Rectangle: ¥600,000 per month; 300 (w) x 250 (300) (h) pixels. |

| **Nikkei Technology Online** | Technology portal for engineers supporting Japan’s manufacturing sector | Engineers in the manufacturing sectors | 11,793,929 (as of Nov. 2017) | 7,354,747 (as of Nov. 2017) | Welcome Banner: ¥1,500,000 per week; 640 (w) x 480 (h) pixels; Top Welcome Banner: ¥1,200,000 per week; 640 (w) x 480 (h) pixels; Top Rectangle: ¥800,000 per week (regular); ¥1,000,000 per week (double); 300 (w) x 250 (h) pixels (regular); 300 (w) x 600 (h) pixels (double); Text Ad: ¥400,000 per week (rotation); No more than 35 characters. |

| **Nikkei Digital Health** | The online news source suggesting new styles of medical and healthcare services | Business professionals with keen interest in high-quality information | 699,527 (as of Nov. 2017) | 1,223,923 (as of Nov. 2017) | 1st Rectangle: ¥450,000 per month; 300 (w) x 250 (h) pixels; Text Ad: ¥220,000 per month; 38 Characters Max.; Super Banner: ¥290,000 per month; 728 (w) x 90 (h) pixels; Mini Banner: ¥400,000 per month; 450 (w) x 33 (h) pixels. |

### Ad Rates

- **Welcome Banner**: ¥10.0 per impression; 640 (w) x 480 (h) pixels
- **Top Welcome Banner**: ¥2,000,000 per week (rotation); 640 (w) x 480 (h) pixels; 300 (w) x 250 (600) (h) pixels (double)
- **Top Welcome Banner**: ¥1,200,000 per week; 640 (w) x 480 (h) pixels
- **Top Rectangle**: ¥800,000 per week (regular); ¥1,000,000 per week (double); 300 (w) x 250 (600) (h) pixels (double)
- **Text Ad**: ¥400,000 per week (rotation); No more than 35 characters

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**WEBSITE**

- [business.nikkeibp.co.jp](http://business.nikkeibp.co.jp/)
- [itpro.nikkeibp.co.jp](http://itpro.nikkeibp.co.jp/)
- [techon.nikkeibp.co.jp](http://techon.nikkeibp.co.jp/)
- [techon.nikkeibp.co.jp/ndh](http://techon.nikkeibp.co.jp/ndh/)
Web Portals and Sites

**Nikkei Medical ONLINE**

- Responding to the information needs of physicians and healthcare practitioners
- **Website**: [http://medical.nikkeibp.co.jp/](http://medical.nikkeibp.co.jp/)
- **Core Users**
  - Practicing physicians
  - Medical practitioners
- **Monthly Page Views**: 6,099,488 (as of October 2016)
- **Number of Unique Browsers**: 933,722 (as of October 2016)
- **Advertising Rates**
  - **Welcome Banner + Top Rectangle**: ¥2,000,000 per week
  - **1st Rectangle**: ¥700,000 per month
  - **Text Ad**: ¥150,000 per week
  - **Super Banner**: ¥5.0 per impression

**Nikkei Drug Information Online**

- An Information Site for Pharmacists
- **Website**: [http://medical.nikkeibp.co.jp/inc/all/di/](http://medical.nikkeibp.co.jp/inc/all/di/)
- **Core Users**
  - Practicing physicians
  - Medical practitioners
- **Monthly Page Views**: 1,062,857 (as of October 2016)
- **Number of Unique Browsers**: 148,049 (as of October 2016)
- **Advertising Rates**
  - **Welcome Banner**: ¥600,000 per week
  - **1st Rectangle**: ¥350,000 per month
  - **Visual Box**: ¥300,000 per month
  - **Super Banner**: ¥300,000 per month

**Nikkei Biotech ONLINE**

- The only portal site for the latest biotech news
- **Website**: [https://bio.nikkeibp.co.jp/](https://bio.nikkeibp.co.jp/)
- **Core Users**
  - Researchers and engineers in the biotechnology industry
- **Monthly Page Views**: 471,768 (as of October 2016)
- **Number of Unique Browsers**: 82,642 (as of October 2016)
- **Advertising Rates**
  - **Super Banner**: ¥600,000 per month
  - **1st Rectangle**: ¥450,000 per month
  - **2nd Rectangle**: ¥250,000 per week

**Nikkei Architecture**

- An architectural information site for professionals
- **Website**: [http://na.nikkeibp.co.jp/](http://na.nikkeibp.co.jp/)
- **Core Users**
  - Architects
  - Civil engineers
  - Construction supervisors
- **Monthly Page Views**: 1,618,293 (as of November 2017)
- **Number of Unique Browsers**: 338,046 (as of November 2017)
- **Advertising Rates**
  - **Top 1st Rectangle**: ¥450,000 per month (Limit one company)
  - **Top 2nd Rectangle**: ¥450,000 per month (Limit one company)
  - **Top NEWS [Visual Box]**: ¥600,000 per week (Limit one company)
  - **Text AD**: ¥100,000 per month (rotation)
WEBSITE | http://trendy.nikkeibp.co.jp/

**NIKKEI TRENDY NET**

- **CORE USERS**: Business people
- **MONTHLY PAGE VIEWS**: 22,653,638 (as of Nov. 2017)
- **NUMBER OF UNIQUE BROWSERS**: 4,667,265 (as of Nov. 2017)
- **ADVERTISING RATES**
  - Welcome Banner: ¥1,200,000 per week
  - 640 (w) x 480 (h)
  - 1st Rectangle: ¥0.85 per impression
  - 300 (w) x 250 (h) pixels
  - Smartphone Web Welcome Panel: ¥300,000 per week
  - 300 (w) x 250 (h) pixels
  - Smartphone Rectangle: ¥2.0 per impression
  - 300 (w) x 250 (h) pixels

**WEBSITE | http://wol.nikkeibp.co.jp/**

**NIKKEI WOMAN Online**

- **CORE USERS**: Independent, adult women who value individuality in both business and personal life, and actively enjoy everyday life
- **MONTHLY PAGE VIEWS**: 13,367,183 (as of Nov. 2017)
- **NUMBER OF UNIQUE BROWSERS**: 2,445,495 (as of Nov. 2017)
- **ADVERTISING RATES**
  - Welcome Banner: ¥1,000,000 per week
  - 640 (w) x 480 (h)
  - 1st Rectangle: ¥1.0 per impression
  - 300 (w) x 250 (h) pixels
  - Smartphone Web Welcome Panel: ¥400,000 per week
  - 300 (w) x 300 (250) (h) pixels
  - Smartphone Infeed: ¥350,000 per week
  - 200 (w) x 200 (h) pixels
  - 38 characters + Company name
Portal for double income with kids

**Nikkei DUAL**

**CORE USERS**
Working mothers and fathers
Membership only. Currently about 100,000 members

**MONTHLY PAGE VIEWS**
374,344 (as of Nov. 2017)

**NUMBER OF UNIQUE BROWSERS**
969,400 (as of Nov. 2017)

**ADVERTISING RATES**

1st Rectangle
¥1.0 per impression
300 (w) x 250 (h) pixels

2nd Rectangle
¥0.5 per impression
300 (w) x 250 (h) pixels

Text Ad (PC+Smartphone)
¥300,000 per 2 weeks
38 Characters Max.

Smartphone 1st Web Panel
¥2.0 per impression
320 (w) x 50 (h) pixels

[WEBSITE](http://dual.nikkei.co.jp/)
Nikkei BP provides the Nikkei BP Active Targeted Mail service. Nikkei BP’s e-mail newsletter has approximately 7 million readers who share their personal information when signing up to receive the newsletter—their gender, age, place of work, department, position, field of specialization, etc. They also provide answers to such questions as “What kind of articles are you most interested in?” and “What kind of topics will most easily get your reaction?” That is why Nikkei BP understands specific interests and behavioral trends.

Active Targeted Mail is the ideal medium for obtaining high engagement. More details can be downloaded here: http://www.nikkeibp.com/adinfo/online/

Many types of segments can be targeted, such as:
- Aged 40 or over, works in manufacturing, and is interested in software development
- Lives in Tokyo, is female, and is interested in improving her skills
- Is a physician and likes cars and motorcycles

For manufacturing engineers
- Name
- Birth date
- Customer E-mail
- Postal Address
- Occupations
- Interests

For construction engineers
- Name
- Birth date
- Customer E-mail
- Postal Address
- Occupations
- Interests

For computer engineers
- Name
- Birth date
- Customer E-mail
- Postal Address
- Occupations
- Interests
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<tr>
<th>Region</th>
<th>Sales Representative</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRALIA</td>
<td>Sell Media International</td>
<td>Ms. Sally Arnold, Managing Director&lt;br&gt;Box 5764 Q Supercentre Qld 4218, Australia&lt;br&gt;Tel: 61-418-467016&lt;br&gt;Email: <a href="mailto:sallys@sellmedia.com.au">sallys@sellmedia.com.au</a></td>
</tr>
<tr>
<td>CHINA</td>
<td>NewBase (Beijing)</td>
<td>Ms. Summer Yang, Head of Sales&lt;br&gt;Room 808, 8/F, Tower A, Fulllink Plaza, No.18&lt;br&gt;Chaoyangmenwai Avenue Beijing 100020, China&lt;br&gt;Tel: 86-10-6588-8110&lt;br&gt;Fax: 86-10-6588-8110&lt;br&gt;Email: <a href="mailto:summer.yang@thenewbase.com">summer.yang@thenewbase.com</a></td>
</tr>
<tr>
<td>HONG KONG</td>
<td>PPN Limited</td>
<td>Ms. Michele Li, Director&lt;br&gt;9/F, Fok Woh Factory Building, 5 Sheung Hoi Street, San Po Kong, Hong Kong&lt;br&gt;Tel: 852-3460-6929&lt;br&gt;Email: <a href="mailto:michele.li@theppn.com">michele.li@theppn.com</a></td>
</tr>
<tr>
<td>INDIA</td>
<td>MEDIASCOPE</td>
<td>Ms. Sharmila Devnani&lt;br&gt;51 Doli Chambers, Arthur Bunder Road, Colaba Mumbai 400 005, India&lt;br&gt;Tel: 91-22-61377400</td>
</tr>
<tr>
<td>MALAYSIA</td>
<td>INFO BASE Media Services Sdn. Bhd.</td>
<td>Ms. Ng Tze Lin&lt;br&gt;S-09-07 Level 9 South Tower, First Subang, Jalan SS 15/4G, 47500 Subang Jaya, Selangor Darul Ehsan, MALAYSIA&lt;br&gt;Tel: 603-5611-0101&lt;br&gt;Fax: 603-5611-0102&lt;br&gt;Email: <a href="mailto:infobasemedia@gmail.com">infobasemedia@gmail.com</a></td>
</tr>
<tr>
<td>PHILIPPINES</td>
<td>Global Media Consultants, Inc.</td>
<td>Ms. Karina Nunez Olano&lt;br&gt;7735 Rosewood Street, Marcelo Green Village Paranaque City, Philippines 1700&lt;br&gt;Tel: 63-2-823-4580&lt;br&gt;Fax: 63-2-823-8362&lt;br&gt;Email: <a href="mailto:karina.olano@globalmedia.com.ph">karina.olano@globalmedia.com.ph</a></td>
</tr>
<tr>
<td>SOUTH KOREA</td>
<td>DooBee Inc.</td>
<td>Mr. Jinnamho SEO&lt;br&gt;8th Floor, DooBee Bldg, 35 Jeongdong-gil, Jung-gu, Seoul 04518, KOREA&lt;br&gt;Tel: 82-2-3702-1740&lt;br&gt;Fax: 82-2-756-9860&lt;br&gt;Email: <a href="mailto:media@doobee.com">media@doobee.com</a></td>
</tr>
<tr>
<td>THAILAND</td>
<td>Absolute Communications Co., Ltd.</td>
<td>Ms. Anchana Nararid&lt;br&gt;170-19 8th Floor, Ocean Tower 1&lt;br&gt;Soi Sukhumvit 16 (Sammit)&lt;br&gt;New Ratchadaipisek Road,&lt;br&gt;Klongtoey, Bangkok 10110 Thailand&lt;br&gt;Tel: 66-2-258-4423/4424/4425&lt;br&gt;Fax: 66-2-258-4426&lt;br&gt;Email: <a href="mailto:anchana@abcom.co.th">anchana@abcom.co.th</a>&lt;br&gt;Email: <a href="mailto:witalak@abcom.co.th">witalak@abcom.co.th</a></td>
</tr>
<tr>
<td>VIETNAM</td>
<td>Global Book Corporation</td>
<td>Mr. Nguyen Van Huong, General Manager&lt;br&gt;33 Tran Hung Dao B, Ward 6, District 5, Ho Chi Minh City, Vietnam&lt;br&gt;Tel: 84-9-0393-2392&lt;br&gt;Email: huong.nguyen@globa ****school.com</td>
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</tbody>
</table>
Information relating to Nikkei BP, including latest media information, contact, and advertising specs, can be viewed at the following URL:

http://www.nikkeibp.com/adinfo/