**Nikkei Business Publications — Media partner for your marketing solutions**

**Nikkei BP** is Japan’s leading media company with about 40 magazines for business people. Our readers are intelligent and high-skilled business people having a wide range of interests. From business information including cutting-edge technology news or the new wave of management style to the most luxurious lifestyle trends, we provide our readers only fact-based, trustworthy information. Together with us, you can reach the most influential Japanese customers through a variety of solutions from websites to exhibitions, conferences, seminars and more. Our marketing solutions also include consulting and research services offered by the Nikkei BP Intelligence Group.

- **Magazines**: 40 magazines with a total readers of 2 million people.
- **Events and Exhibitions**: Over 40 trade shows and 1,000+ seminars a year.
- **Books & Custom Publishing**: Over 500 books, mooks, and special issues.
- **Surveys and Consulting**: More than 15 million unique browsers.
- **Research and Consulting Services**: Over 20 main sites with 110 million page views per month.
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 2016 overseas events included the “Asia Monozukuri Conference” (India, Thailand), “Asia ICT Conference” (Thailand, Indonesia), “Game Networking” (Vietnam, Singapore, Poland), “Japan-Africa Business Conference” (Kenya), “Woman Expo Shanghai” (China) and more.

Events in Japan
We work closely with foreign embassies and their governments in organizing country specific events in Japan. In 2016, we hosted a symposium in commemoration of the 50th anniversary of Singapore-Japan diplomatic relations as well as the “Japan-Philippines Business Investment Forum” aimed at delivering the latest on the country’s business and investment trends to the Japanese business community.

Your Global Marketing Partner
Nikkei BP gives you the global marketing resources you need and takes your brand to the next level.
<table>
<thead>
<tr>
<th>PRINT MEDIA</th>
<th>Business and Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Japan's leading business weekly</strong></td>
<td><strong>For tomorrow's business leaders</strong></td>
</tr>
<tr>
<td><strong>Nikkei Business</strong></td>
<td><strong>Nikkei Business Associé</strong></td>
</tr>
<tr>
<td>CORE READERSHIP: Corporate executives, Corporate managers, Management consultants</td>
<td>CORE READERSHIP: Young businesspeople in their 20s and 30s</td>
</tr>
<tr>
<td><strong>ADVERTISING RATES</strong></td>
<td>4C1P ¥2,520,000, BV1P ¥1,870,000</td>
</tr>
<tr>
<td><strong>No design, no business</strong></td>
<td><strong>Practical information for marketing leaders</strong></td>
</tr>
<tr>
<td><strong>Nikkei Design</strong></td>
<td><strong>Nikkei Digital Marketing</strong></td>
</tr>
<tr>
<td>CORE READERSHIP: Designers, Corporate managers, Businesspeople engaged in product development</td>
<td>CORE READERSHIP: People in charge of marketing communication activities or customer contact systems</td>
</tr>
<tr>
<td>CIRCULATION: 8,532 (Japan ABC, Jan.-Dec. 2015)</td>
<td>CIRCULATION: 3,500</td>
</tr>
<tr>
<td>PUBLICATION FREQUENCY: Monthly</td>
<td>PUBLICATION FREQUENCY: Monthly</td>
</tr>
<tr>
<td><strong>ADVERTISING RATES</strong></td>
<td>4C1P ¥522,000, BV1P ¥306,000</td>
</tr>
</tbody>
</table>
## Electronics and Mechanical Engineering

### Nikkei Electronics
- **Core Readership**: Electronics engineers (R&D, design) - Electronics company managers
- **Circulation**: 21,003 (Japan ABC, Jan.-Dec. 2015)
- **First Published**: April 1971
- **Publication Frequency**: Monthly

### Nikkei Monozukuri
- **Core Readership**: Engineers and managers in - automotive industry - industry machinery - precision and office machinery
- **Circulation**: 18,839 (Japan ABC, Jan.-Dec. 2015)
- **First Published**: April 2004
- **Publication Frequency**: Monthly

### Nikkei Automotive
- **Core Readership**: Automotive engineers - Automotive component engineers - Electronics device engineers
- **Circulation**: 12,000
- **First Published**: June 2004
- **Publication Frequency**: Monthly

### Nikkei Robotics
- **Core Readership**: - Robot engineers - Automation engineers - Business producers
- **Circulation**: 1,200 (Number of delivered copies of the Oct. 2015)
- **First Published**: July 2015
- **Publication Frequency**: Monthly

### Medicine and Healthcare

### Nikkei Medical
- **Core Readership**: - Practicing physicians - Medical practitioners
- **Circulation**: 105,097 (Japan ABC, Jan.-Dec. 2015)
- **First Published**: April 1972
- **Publication Frequency**: Monthly

### Nikkei Healthcare
- **Core Readership**: - Managers of clinics and other medical institutions - Hospital doctors
- **Circulation**: 19,790 (Japan ABC, Jan.-Dec. 2015)
- **First Published**: November 1989
- **Publication Frequency**: Monthly

### Nikkei Drug Information
- **Core Readership**: - Pharmacists - Pharmacy owners
- **Circulation**: 75,898 (Japan ABC, Jan.-Dec. 2015)
- **First Published**: April 1998
- **Publication Frequency**: Monthly

### Advertising Rates

<table>
<thead>
<tr>
<th>Magazine</th>
<th>4C1P</th>
<th>BW1P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikkei Electronics</td>
<td>¥1,056,000</td>
<td>¥580,000</td>
</tr>
<tr>
<td>Nikkei Monozukuri</td>
<td>¥694,000</td>
<td>¥478,000</td>
</tr>
<tr>
<td>Nikkei Automotive</td>
<td>¥680,000</td>
<td>¥420,000</td>
</tr>
<tr>
<td>Nikkei Robotics</td>
<td>¥1,000,000</td>
<td>Not available</td>
</tr>
<tr>
<td>Nikkei Medical</td>
<td>¥1,596,000</td>
<td>¥1,116,000</td>
</tr>
<tr>
<td>Nikkei Healthcare</td>
<td>¥516,000</td>
<td>¥351,000</td>
</tr>
<tr>
<td>Nikkei Drug Information</td>
<td>¥774,000</td>
<td>¥532,000</td>
</tr>
</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  
  - Government officers  
- **Circulation:** 30,690  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** April 1976  
- **Publication frequency:** Semi-monthly

### Nikkei Construction

- **Core readership:** Civil engineers  
  - Construction supervisors  
  - Construction consultants  
- **Circulation:** 22,800  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** October 1989  
- **Publication frequency:** Semi-monthly

### Nikkei Home Builder

- **Core readership:** Managers  
  - Architects  
  - Architectural engineers involved in housing design and home building  
- **Circulation:** 15,364  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** June 1999  
- **Publication frequency:** Monthly

### Nikkei Real Estate Market Report

- **Core readership:** Professionals in real estate business  
- **Circulation:** 1,966  
  (Number of delivered copies of the Nov. 2016 issue)  
- **First published:** April 2002  
- **Publication frequency:** Monthly

## Personal Computing

### Nikkei Personal Computing

- **Core readership:** Those who use personal computers at work  
- **Circulation:** 87,532  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** March 1996  
- **Publication frequency:** Monthly

### Nikkei PC21

- **Core readership:** Middle managers  
  - Top-level managers between the ages of 30 and 50  
- **Circulation:** 68,502  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** October 1983  
- **Publication frequency:** Semi-monthly

### Nikkei Information Strategy

- **Core readership:** Corporate executives  
  - Division managers  
- **Circulation:** 7,747  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** April 1992  
- **Publication frequency:** Monthly

### Nikkei Computer

- **Core readership:** Managers of information systems  
  - Information technology decision makers  
- **Circulation:** 25,918  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** October 1981  
- **Publication frequency:** Biweekly

### Nikkei Information Strategy

- **Core readership:** Corporate executives  
  - Division managers  
- **Circulation:** 7,747  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** April 1992  
- **Publication frequency:** Monthly

## Computer and Networking

### No. 1 information technology magazine

### Nikkei Computer

- **Core readership:** Managers of information systems  
  - Information technology decision makers  
- **Circulation:** 25,918  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** October 1981  
- **Publication frequency:** Biweekly

### IT for management innovation

### Nikkei Information Strategy

- **Core readership:** Corporate executives  
  - Division managers  
- **Circulation:** 7,747  
  (Japan ABC, Jan.-Dec. 2015)  
- **First published:** April 1992  
- **Publication frequency:** Monthly
<table>
<thead>
<tr>
<th>Magazine Name</th>
<th>Core Readership</th>
<th>Circulation</th>
<th>First Published</th>
<th>Publication Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikkei Linux</td>
<td>Linux users, Linux developers</td>
<td>10,466 ABC (Jan.-Dec. 2015)</td>
<td>September 1999</td>
<td>Monthly</td>
</tr>
<tr>
<td>Nikkei Communications</td>
<td>Managers at system integration companies, Internet service providers, Hardware/software vendors, Consulting firms, Network system user companies</td>
<td>9,258 ABC (Jan.-Dec. 2015)</td>
<td>October 1985</td>
<td>Monthly</td>
</tr>
<tr>
<td>Nikkei Network</td>
<td>Beginner and intermediate engineers at communication careers, Internet service providers, Network integrators and telecommunication users</td>
<td>22,325 ABC (Jan.-Dec. 2015)</td>
<td>April 2000</td>
<td>Monthly</td>
</tr>
<tr>
<td>Nikkei Trendy</td>
<td>Businesspeople in their 30s and 40s who work hard and enjoy their private lives</td>
<td>114,555 ABC (Jan.-Dec. 2015)</td>
<td>November 1987</td>
<td>Monthly</td>
</tr>
<tr>
<td>Nikkei Money</td>
<td>Personal investors who are interested in asset management</td>
<td>110,000 ABC (Jan.-Dec. 2015)</td>
<td>October 1985</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

**Website Advertising Rates**

- **Website**
  - 4C1P ¥500,000
  - BW1P ¥300,000

**Print Media**

- **Lifestyle and Entertainment**
  - Nikkei Trendy
  - Nikkei Entertainment!
  - Nikkei Money

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥700,000
  - BW1P ¥480,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥900,000
  - BW1P ¥540,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,200,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,200,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

---

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

---

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

---

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000

**Print Media Advertising Rates**

- **Website**
  - 4C1P ¥1,800,000
  - BW1P ¥1,000,000
<table>
<thead>
<tr>
<th>Magazine</th>
<th>Core Readership</th>
<th>Circulation</th>
<th>First Published</th>
<th>Publication Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nikkei Otona-no Off</strong></td>
<td>Senior executive level businessmen in their 40s and 50s</td>
<td>47,283 (Japan ABC, Jan.-Dec. 2015)</td>
<td>October 2001</td>
<td>Monthly</td>
</tr>
<tr>
<td><strong>Nikkei Woman</strong></td>
<td>Working women in their 20s and 30s who yearn to work and live by their own values</td>
<td>84,284 (Japan ABC, Jan.-Dec. 2015)</td>
<td>April 1988</td>
<td>Monthly</td>
</tr>
<tr>
<td><strong>Nikkei Health</strong></td>
<td>Health-conscious women in their 30s and 40s who are interested in healthy diet, exercise and relaxation</td>
<td>75,453 (Japan ABC, Jan.-Dec. 2015)</td>
<td>March 1998</td>
<td>Monthly</td>
</tr>
<tr>
<td><strong>ecomom</strong></td>
<td>Highly sensitive and conscious mothers who care about the nature, environment, health and safety of their family</td>
<td>40,000</td>
<td>March 2005</td>
<td>Quarterly</td>
</tr>
<tr>
<td><strong>MOMENTUM</strong></td>
<td>An affluent readership of doctors and business owners</td>
<td>200,000</td>
<td>July 2008</td>
<td>Quarterly</td>
</tr>
<tr>
<td><strong>DAZZLE</strong></td>
<td>Affluent women in their 40s who have interest in: - fashion - cosmetics - interior design - automobiles</td>
<td>70,000</td>
<td>March 2000</td>
<td>Quarterly</td>
</tr>
<tr>
<td><strong>etRouge</strong></td>
<td>Essential beauty tips for working women in their 30s and 40s who are readers of Nikkei Group media</td>
<td>70,000</td>
<td>May 2014</td>
<td>Bimonthly</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikkei Otona-no Off</td>
<td><a href="http://en.trendy.nikkeibp.co.jp/tona-off/">http://en.trendy.nikkeibp.co.jp/tona-off/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,300,000, BV1P Not available</td>
</tr>
<tr>
<td>Nikkei Woman</td>
<td><a href="http://en.wel.nikkeibp.co.jp/">http://en.wel.nikkeibp.co.jp/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,400,000, BV1P ¥900,000</td>
</tr>
<tr>
<td>Nikkei Health</td>
<td><a href="http://en.wel.nikkeibp.co.jp/health/">http://en.wel.nikkeibp.co.jp/health/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,250,000, BV1P ¥940,000</td>
</tr>
<tr>
<td>ecomom</td>
<td><a href="http://en.business.nikkeibp.co.jp/ecomom/">http://en.business.nikkeibp.co.jp/ecomom/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,000,000, BV1P Not available</td>
</tr>
<tr>
<td>MOMENTUM</td>
<td><a href="http://en.wol.nikkeibp.co.jp/momentum/">http://en.wol.nikkeibp.co.jp/momentum/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,300,000, BV1P Not available</td>
</tr>
<tr>
<td>DAZZLE</td>
<td><a href="http://en.wel.nikkeibp.co.jp/dazzle/">http://en.wel.nikkeibp.co.jp/dazzle/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,500,000, BV1P Not available</td>
</tr>
<tr>
<td>etRouge</td>
<td><a href="http://en.off.nikkeibp.co.jp/etrouge/">http://en.off.nikkeibp.co.jp/etrouge/</a></td>
</tr>
<tr>
<td></td>
<td>4C1P ¥1,500,000, BV1P Not available</td>
</tr>
</tbody>
</table>
ONLINE MEDIA

Web Portals and Sites

Comprehensive portal for business professionals
nikkei BPnet

Online medium for business executives in the Web age
Nikkei Business Online

General information site for IT professionals
ITpro

Technology portal for engineers supporting Japan’s manufacturing sector
Nikkei Technology Online

WEBSITE http://www.nikkeibp.co.jp/

WEBSITE http://business.nikkeibp.co.jp/

WEBSITE http://itpro.nikkeibp.co.jp/

WEBSITE http://techon.nikkeibp.co.jp/

CORE USERS
Business professionals with keen interest in high-quality information nikkei BPnet

MONTHLY PAGE VIEWS
6,769,731 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
1,374,179 (as of October 2016)

ADVERTISING RATES
Top Welcome Banner+Top Rectangle
¥1,000,000 per week
640 (w) x 480 (h) pixels (Top Welcome Banner)
300 (w) x 250 (h) pixels (Top Rectangle)

Article Welcome Banner
¥1,800,000 per week
640 (w) x 480 (h) pixels

Top Rectangle
¥800,000 per week (regular)
¥1,200,000 per week (double)
300 (w) x 250 (h) pixels (regular)
300 (w) x 600 (h) pixels (double)

Billboard
¥30 per impression (rotation)
970 (w) x 250 (h) pixels

CORE USERS
Corporate executives
Corporate managers
Management consultants

Nikkei Business Online

CORE USERS
- Corporate executives
- Corporate managers
- Management consultants

MONTHLY PAGE VIEWS
29,467,046 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
3,941,125 (as of October 2016)

ADVERTISING RATES
Top Welcome Banner+Top Rectangle
¥2,000,000 per week (rotation)
640 (w) x 480 (h) pixels (Top Welcome Banner)
300 (w) x 300 (regular) (h) pixels (Top Rectangle)

Welcome Banner
¥2,500,000 per week (rotation)
640 (w) x 480 (h) pixels

1st Rectangle
¥20,000 per impression
300 (w) x 300 (h) pixels

Image Gallery
¥4,000,000 (500,000 imp minimum)
300 (w) x 600 (h) pixels

Text Ad
¥400,000 per week (rotation)
No more than 38 characters

Nikkei Technology Online

CORE USERS
Engineers in the manufacturing sectors

MONTHLY PAGE VIEWS
6,815,152 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
966,558 (as of October 2016)

ADVERTISING RATES
Top Welcome Banner
¥1,000,000 per week
640 (w) x 480 (h) pixels

Top Premium Text Ad
¥2,000,000 per week (rotation)
No more than 35 characters

ITpro

CORE USERS
Engineers and managers in IT business

MONTHLY PAGE VIEWS
11,793,929 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
2,525,622 (as of October 2016)

ADVERTISING RATES
Top Welcome Banner+Top Rectangle
¥1,800,000 per week
640 (w) x 480 (h) pixels (Top Welcome Banner)
300 (w) x 250 (600) (h) pixels (Top Rectangle (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 (h) pixels (regular)
300 (w) x 600 (h) pixels (double)

Text Ad
¥400,000 per week (rotation)
No more than 38 characters

ITpro

General information site for IT professionals

ITpro

WEBSITE http://itpro.nikkeibp.co.jp/
# Online Media

## Web Portals and Sites

### Nikkei Digital Health
- **Core Users**: Business professionals with keen interest in high-quality information
- **Monthly Page Views**: 801,930 (as of December 2015)
- **Number of Unique Browsers**: 179,945 (as of December 2015)
- **Advertising Rates**:
  - **1st Rectangle**: ¥450,000 per month
  - **Text Ad**: ¥220,000 per month
  - **Super Banner**: ¥280,000 per month
  - **Mini Banner**: ¥400,000 per month

### Nikkei Medical ONLINE
- **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 Biotech ONLINE
- **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 Drug Information Online
- **Core Users**: Practicing physicians - Medical practitioners
- **Monthly Page Views**: 1,062,657 (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

### Nikkei Digital Health
- **Core Users**: Business professionals with keen interest in high-quality information
- **Monthly Page Views**: 801,930 (as of December 2015)
- **Number of Unique Browsers**: 179,945 (as of December 2015)
- **Advertising Rates**:
  - **1st Rectangle**: ¥450,000 per month
  - **Text Ad**: ¥220,000 per month
  - **Super Banner**: ¥280,000 per month
  - **Mini Banner**: ¥400,000 per month

### Nikkei Drug Information Online
- **Core Users**: Practicing physicians - Medical practitioners
- **Monthly Page Views**: 1,062,657 (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

### Nikkei Biotech ONLINE
- **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
Site that puts you ahead of the times
NIKKEI TRENDY NET

WEBSITE
http://trendy.nikkeibp.co.jp/

CORE USERS
Business people

MONTHLY PAGE VIEWS
26,212,009 (as of October 2016)

NUMBER OF UNIQUE BROWERS
5,217,478 (as of October 2016)

ADVERTISING RATES
Welcome Banner
¥2,000,000 per week
640 (w) x 480 (h)

1st Rectangle
¥0.85 per impression
300 (w) x 300 (250) (h) pixels

Category Rectangle
¥0.85 per impression
300 (w) x 300 (250) (h) pixels

Smartphone Web Welcome Panel
¥300,000 per week
300 (w) x 300 (250) (h) pixels

An architectural information site for professionals
Nikkei Architecture

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

CORE USERS
Architects
Civil engineers
Construction supervisors

MONTHLY PAGE VIEWS
1,947,005 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
320,585 (as of October 2016)

ADVERTISING RATES
Top 1st Rectangle
¥450,000 per month (Limit one company)
300 (w) x 300 (h) pixels

Top 2nd Rectangle
¥450,000 per month (Limit one company)
300 (w) x 300 (h) pixels

Top NEWS [Visual Box]
¥400,000 per week (Limit one company)
110 (w) x 110 (h) pixels + 33 words + 25 words + 110 words

Text AD
¥80,000 per month (rotation)
30 words

Article Double Rectangle
¥3.0 per impression (rotation)
300 (w) x 600 (h) pixels

A general civil engineering information site
Nikkei Construction

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

CORE USERS
Civil engineers
Construction supervisors
Architects

MONTHLY PAGE VIEWS
929,632 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
182,361 (as of October 2016)

ADVERTISING RATES
Top Rectangle
¥400,000 per month (Limit one company)
300 (w) x 300 (h) pixels

Top NEWS [Visual Box]
¥400,000 per week (Limit one company)
110 (w) x 110 (h) pixels + 33 words + 25 words + 110 words

Text AD
¥80,000 per month (rotation)
30 words

Article Double Rectangle
¥3.0 per impression (rotation)
300 (w) x 600 (h) pixels

A site offering advance information on real estate
Nikkei Real Estate Market Report

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

CORE USERS
Architects
Civil engineers
Construction supervisors

MONTHLY PAGE VIEWS
872,759 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
79,506 (as of October 2016)

ADVERTISING RATES
Top Rectangle
¥450,000 per month (Limit one company)
300 (w) x 300 (h) pixels

Top Premium Banner
¥300,000 per month (Limit two company)
300 (w) x 60 (h) pixels

Text AD
¥100,000 per month (rotation)
30 words

Article Double Rectangle
¥3.0 per impression (rotation)
300 (w) x 600 (h) pixels

Website that puts you ahead of the times
NIKKEI TRENDY NET

WEBSITE
http://trendy.nikkeibp.co.jp/

CORE USERS
Business people

MONTHLY PAGE VIEWS
26,212,009 (as of October 2016)

NUMBER OF UNIQUE BROWERS
5,217,478 (as of October 2016)

ADVERTISING RATES
Welcome Banner
¥2,000,000 per week
640 (w) x 480 (h)

1st Rectangle
¥0.85 per impression
300 (w) x 300 (250) (h) pixels

Category Rectangle
¥0.85 per impression
300 (w) x 300 (250) (h) pixels

Smartphone Web Welcome Panel
¥300,000 per week
300 (w) x 300 (250) (h) pixels

Website offering advance information on real estate
Nikkei Real Estate Market Report

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

CORE USERS
Architects
Civil engineers
Construction supervisors

MONTHLY PAGE VIEWS
872,759 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
79,506 (as of October 2016)

ADVERTISING RATES
Top Rectangle
¥450,000 per month (Limit one company)
300 (w) x 300 (h) pixels

Top Premium Banner
¥300,000 per month (Limit two company)
300 (w) x 60 (h) pixels

Text AD
¥100,000 per month (rotation)
30 words

Article Double Rectangle
¥3.0 per impression (rotation)
300 (w) x 600 (h) pixels

A site offering advance information on real estate
Nikkei Real Estate Market Report

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

CORE USERS
Architects
Civil engineers
Construction supervisors

MONTHLY PAGE VIEWS
872,759 (as of October 2016)

NUMBER OF UNIQUE BROWSERS
79,506 (as of October 2016)

ADVERTISING RATES
Top Rectangle
¥450,000 per month (Limit one company)
300 (w) x 300 (h) pixels

Top Premium Banner
¥300,000 per month (Limit two company)
300 (w) x 60 (h) pixels

Text AD
¥100,000 per month (rotation)
30 words

Article Double Rectangle
¥3.0 per impression (rotation)
300 (w) x 600 (h) pixels
### Portal for women who enjoy everyday work
**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**
7,899,303 (as of October 2016)

**Number of Unique Browsers**
1,573,405 (as of October 2016)

**Advertising Rates**
- **Welcome Banner**
  - ¥1,000,000 per week
  - 640 (w) x 480 (h)
- **1st Rectangle**
  - ¥1.0 per impression
  - 300 (w) x 300 (250) (h) pixels
- **Category Rectangle**
  - ¥1.2 per impression
  - 300 (w) x 300 (250) (h) pixels
- **Smartphone Web Welcome Panel**
  - ¥400,000 per week
  - 300 (w) x 300 (250) (h) pixels

**Website**
http://wol.nikkeibp.co.jp/

---

### Portal for double income with kids
**Nikkei DUAL**

**Core Users**
Working mothers and fathers
Membership only. Currently about 100,000 members

**Monthly Page Views**
3,564,344 (as of December 2015)

**Number of Unique Browsers**
733,782 (as of December 2015)

**Advertising Rates**
- **1st Rectangle**
  - ¥1.0 per impression
  - 300 (w) x 300 (250) (h) pixels
- **2nd Rectangle**
  - ¥0.5 per impression
  - 300 (w) x 300 (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.

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

Nikkei BP Active Targeted Mail is not a newsletter in which your company’s message is buried inside. Rather, the message from your company alone reaches the specific segment that you wish to target.

Download the document for manufacturing engineers, construction engineers, or computer engineers. Customer attributions for better and more effective marketing:
- Name
- Birth date
- Customer E-mail
- Postal Address
- Occupations
- Interests

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

AUSTRALIA
Sell Media International
Ms. Sally Arnold, Managing Director
PO Box 5764 Q Supercentre Old 4218, Australia
Tel: 61-418-467016
E-mail: sallya@sellmedia.com.au

CHINA
Publicitas (Beijing) Advertising Co., Ltd.
Tonia Au, Managing Director
Rm 808, 8/F, Tower A, Fulllink Plaza, No. 18 Chaoyangmenwai Avenue Beijing 100020, China
Tel: 86-10-6588-8155  Fax: 86-10-6588-3110
Mobile: 86-18-1002-2197
E-mail: tonia.au@publicitas.com

INDIA
RMA Pvt. Ltd.
Mr. Faredoon Kuka, MD & CEO
Twin Arcade, C-308, Military Road
Marol, Andheri (East)
Mumbai 400 059, India
Tel: 91-22-6570 3081/82  Fax: 91-22-2925 3735
E-mail: kuka@rmamedia.com

INDONESIA
Indoreg Global Media (IGMedia)
Ms. Yeny Purnamawati
Sequis Center 7/F, Jl. Jend. Sudirman 71
Jakarta 12190, Indonesia
Tel: 62-21-5213581/3582  Fax: 62-21-5213583
E-mail: yeny@igmedia.co.id

MALAYSIA
INFO BASE Media Services Sdn. Bhd.
Ms. Ng Tze Lin
5-09/07 Level 9 South Tower, First Subang
Jalan SS 15/4G, 47500 Subang Jaya,
Selangor Darul Ehsan, MALAYSIA
Tel: 603-5611-0101  Fax: 603-5611-0102
E-mail: infobasemedia@gmail.com

NEPAL
Globex Representative
c/o Media South Asia (P) Ltd.
Mr. Bheem Timilsina
Baluwatar-4, P.O. Box 3160, Kathmandu, Nepal
Tel: 977-1-420848 / 977-1-424406  Fax: 977-1-421179
E-mail: mediarep@mos.com.np

PHILIPPINES
Global Media Consultants, Inc.
Ms. Karina Nunez Olano
Vice President, Advertising Sales
7735 Rosewood Street
Marcelo Green Village Paraaque City
Philippines 1700
Tel: 63-2-833-4580  Fax: 63-2-833-9362
E-mail: karina.olano@globalmedia.com.ph

SOUTH KOREA
DooBee Inc.
Mr. MS Kim
8th Floor, DooBee Bldg., 11-3, Jeong-dong
Jung-gu, Seoul 04518, Korea
Tel: 82-2-3702-1743  Fax: 82-2-3755-9860
E-mail: dbi@doobee.com

TAIWAN
Dotop Media Company Limited
Mr. Daniel Lai
13F, No.176, Jin 1st Road
Zhonghe District, New Taipei City 23553, Taiwan
Tel: 886-2-2227-2645  Fax: 886-2-2227-1098
E-mail: daniel@domedia.com.tw

Jurassic Communications Corp.
Mr. Ben Chen
7th Floor-7, No.108, Section 2
Chang An East Road, Taipei 10491, Taiwan
Tel: 886-2-2508-2467  Fax: 886-2-2508-1673
E-mail: service@jccbiz.com

Two-Way Communications Co., Ltd.
Ms. Helen Lai
11-1 Fl. No. 421, Sung Shan Road
Taipei 11083, Taiwan
Tel: 886-2-2727-7799  Fax: 886-2-2728-3688
E-mail: helen@twoway-com.com

THAILAND
Absolute Communications Co., Ltd.
Ms. Anchana Naranich
170/19 8th Floor, Ocean Tower 1
Soi Sukhumvit 16 (Sammitr)
New Rachadapisek Road,
Klongtoey, Bangkok 10110 Thailand
Tel: 66-2-258-4423/4424/4425  Fax: 66-2-641-2697
E-mail: anchana@abcom.co.th
E-mail: witalak@abcom.co.th

AUSTRALIA
Sell Media International
Ms. Sally Arnold, Managing Director
PO Box 5764 Q Supercentre Old 4218, Australia
Tel: 61-418-467016
E-mail: sallya@sellmedia.com.au

CHINA
Publicitas (Beijing) Advertising Co., Ltd.
Tonia Au, Managing Director
Rm 808, 8/F, Tower A, Fulllink Plaza, No. 18 Chaoyangmenwai Avenue Beijing 100020, China
Tel: 86-10-6588-8155  Fax: 86-10-6588-3110
Mobile: 86-18-1002-2197
E-mail: tonia.au@publicitas.com

INDIA
RMA Pvt. Ltd.
Mr. Faredoon Kuka, MD & CEO
Twin Arcade, C-308, Military Road
Marol, Andheri (East)
Mumbai 400 059, India
Tel: 91-22-6570 3081/82  Fax: 91-22-2925 3735
E-mail: kuka@rmamedia.com

INDONESIA
Indoreg Global Media (IGMedia)
Ms. Yeny Purnamawati
Sequis Center 7/F, Jl. Jend. Sudirman 71
Jakarta 12190, Indonesia
Tel: 62-21-5213581/3582  Fax: 62-21-5213583
E-mail: yeny@igmedia.co.id

MALAYSIA
INFO BASE Media Services Sdn. Bhd.
Ms. Ng Tze Lin
5-09/07 Level 9 South Tower, First Subang
Jalan SS 15/4G, 47500 Subang Jaya,
Selangor Darul Ehsan, MALAYSIA
Tel: 603-5611-0101  Fax: 603-5611-0102
E-mail: infobasemedia@gmail.com

NEPAL
Globex Representative
c/o Media South Asia (P) Ltd.
Mr. Bheem Timilsina
Baluwatar-4, P.O. Box 3160, Kathmandu, Nepal
Tel: 977-1-420848 / 977-1-424406  Fax: 977-1-421179
E-mail: mediarep@mos.com.np

PHILIPPINES
Global Media Consultants, Inc.
Ms. Karina Nunez Olano
Vice President, Advertising Sales
7735 Rosewood Street
Marcelo Green Village Paraaque City
Philippines 1700
Tel: 63-2-833-4580  Fax: 63-2-833-9362
E-mail: karina.olano@globalmedia.com.ph

SOUTH KOREA
DooBee Inc.
Mr. MS Kim
8th Floor, DooBee Bldg., 11-3, Jeong-dong
Jung-gu, Seoul 04518, Korea
Tel: 82-2-3702-1743  Fax: 82-2-3755-9860
E-mail: dbi@doobee.com

TAIWAN
Dotop Media Company Limited
Mr. Daniel Lai
13F, No.176, Jin 1st Road
Zhonghe District, New Taipei City 23553, Taiwan
Tel: 886-2-2227-2645  Fax: 886-2-2227-1098
E-mail: daniel@domedia.com.tw

Jurassic Communications Corp.
Mr. Ben Chen
7th Floor-7, No.108, Section 2
Chang An East Road, Taipei 10491, Taiwan
Tel: 886-2-2508-2467  Fax: 886-2-2508-1673
E-mail: service@jccbiz.com

Two-Way Communications Co., Ltd.
Ms. Helen Lai
11-1 Fl. No. 421, Sung Shan Road
Taipei 11083, Taiwan
Tel: 886-2-2727-7799  Fax: 886-2-2728-3688
E-mail: helen@twoway-com.com

THAILAND
Absolute Communications Co., Ltd.
Ms. Anchana Naranich
170/19 8th Floor, Ocean Tower 1
Soi Sukhumvit 16 (Sammitr)
New Rachadapisek Road,
Klongtoey, Bangkok 10110 Thailand
Tel: 66-2-258-4423/4424/4425  Fax: 66-2-641-2697
E-mail: anchana@abcom.co.th
E-mail: witalak@abcom.co.th
EUROPE, MIDDLE EAST & AFRICA

AUSTRIA, GERMANY, HUNGARY, SWITZERLAND
Reinhard International
Ms. Elisabeth Reinhard
Posselstrasse 10, D-69120 Heidelberg, Germany
Tel: 49-6221-160436 Fax: 49-6221-160433
E-mail: e.reinhard@reinhardinternational.de

AUSTRIA, GERMANY, SWITZERLAND
IMP InterMediaPartners GMBH
Mr. Sven Anacker
Beyeroehde 14, 42389 Wuppertal, Germany
Tel: 49-202-271-690 Fax: 49-202-271-6920
E-mail: mail@intermediapartners.de

CYPRUS, GREECE
Spiros Trivolis & Associates
Mr. Spiros Trivolis
P.O. BOX 52699, 14504 Drosia, Greece
Tel: 30-210-2925100 Fax: 30-210-8150602
E-mail: info@sta.com.gr

FRANCE, MONACO
Affinity Media
Mr. Frederic Lahalle
53 rue de Maubeuge, 75009 Paris, France
Tel: 33-1-53-05-94-04 Fax: 33-1-53-05-94-06
E-mail: f.lahalle@affinity-media.fr

ITALY
TMN Worldwide
Mr. Alistair Ballantyne
2-5 Boundary Row, London SE1 8HP, UK
Tel: 44 (0) 20-3714-4027
Mobile: 44-7811-206-873
E-mail: alistair.ballantyne@tmnww.com

RUSSIA, EASTERN EUROPE
MEDIA Overland
Ms. Daniela Karandjulov
Wilhelm-Hauf Str. 35 e, 85586 Poing (Munich area), Germany
Tel: 49-8121-99-59-343 Mobile: 49-160-92020584
office@media-overland.de

PORTUGAL, SPAIN
About International Media
Ms. Olga Martinez
C/ Alcalá, 20, ofi403, planta 4a, 28014 Madrid, Spain
Tel/Fax: 34-91-320-04-97
E-mail: olga.martinez@aboutim.es

SAUDI ARABIA, UNITED ARAB EMIRATES
Integrated Advertising Services FZ LLC
Mr. Prasad Amin
1105, Grosvenor Business Tower, TECOM Site- C, Next to Media Rotana Hotel, P.O.Box 27671, Dubai U.A.E
Tel: 971- 4- 447-5760 Fax: 971-4-447-5761
E-mail: Prasad@iasmedia.com

UNITED KINGDOM, DENMARK, FINLAND, ICELAND, NORWAY, SWEDEN
Simpson Media
Mr. David Simpson
57-81 Charterhouse Street, London EC1M 6HA, UK
Mobile: 44-7900-885-456
E-mail: david@simpson-media.com

CANADA
Victor Brown Associates Corp.
255 Courtneypark Drive West Mississauga, Ontario Canada L5W 0A5
Tel: 416-881-7485 Fax: 905-824-0634
E-mail: r.brown@victorbrownmedia.com

USA (excl. Hawaii)
WorldMedia, Inc.
Mr. Conover Brown
19 West 36th Street, 7th Floor New York, NY 10018, U.S.A.
Tel: 1-212-244-5610 Fax: 1-212-244-5321
E-mail: sales@worldmediaonline.com

USA-East
Huson International Media
Mr. Francesco Lascari
1239 Broadway, Suite 1508 New York, NY 10018, U.S.A.
Tel: 1-212-288-3344 Fax: 1-917-210-2989
E-mail: francesco.lascari@husonmedia.com

USA-West
Avani Media, Inc
Ms. Leslie Hallanan
Mr. Andy Dellins
Tel: 1-415-331-2150 Fax: 1-415-331-2151
E-mail: leslie@avanimedia.com
E-mail: andy@avanimedia.com

HAWAII
Island Creative Solutions LLC
Mr. Steven Caires
7040 Hawaii Kai Drive #26738, Honolulu, Hawaii 96825 U.S.A.
Tel: 1-808-285-3071 Fax: 1-808-356-1516
E-mail: scaires@islandcreative.net

CENTRAL / SOUTH AMERICA

MEXICO, COLOMBIA, CHILE
Alchemia
Ms. Maricarmen Barragán
Ciudad de México
Prol. Paseo de laReforma 51 Of. 601
Col. Paseo de las Lomas, Mexico, D.F. 01330
Tel: 52(55) 5292-5083
E-mail: info@alchemia.com.mx

ARGENTINA, BRAZIL
International Media Plataforms Ltd
Mr. Juan Plata, Chief Executive Officer
Libertad 1559, Piso 7, Apartamento 21, Recoleta 1016 Buenos Aires, Argentina
Office: 54-11-4815-7678 Intl.: 54-911-6726-2754
E-mail: juan@plataforms.com

Mr. Eduardo Canastra (Brazil) Managing Director
Office: 55-21-991-900-400
E-mail: eduardo@plataforms.com

SALES REPRESENTATIVE FOR COMPUTER AND NETWORKING TITLES

IDG Global Solutions
Kenneth Tan
Fuji Xerox Towers 38-00
80 Anson Road, Singapore 079907
Tel: 65-6829-7754 Fax: 65-6829-7772
E-mail: Kenneth_Tan@idg.com

- Business and management titles
- Electronics and mechanical engineering titles
- Personal computing titles
- Medical and healthcare titles
- Architecture and construction titles
- Lifestyle and entertainment titles
NIKKEI BP AD INFO

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/