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.

- **Membership Organizations**
- **Events and Exhibitions**
- **Surveys and Consulting**
- **Books & Custom Publishing**
- **Research and Consulting Services**
- **Global Network**

**Magazines**
- 40 magazines with a total readers of 2 million people.

**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.

**Over 500** books, mooks, and special issues.

**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.**
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.

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.

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.

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>Core Readership</th>
<th>Circulation</th>
<th>First Published</th>
<th>Publication Frequency</th>
<th>Website</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nikkei Business</strong></td>
<td>Corporate executives, Corporate managers, Management consultants</td>
<td>190,918 (Japan ABC, Jan.-Dec. 2016)</td>
<td>September 1969</td>
<td><a href="http://business.nikkeibp.co.jp/">http://business.nikkeibp.co.jp/</a></td>
<td>4C1P ¥2,520,000, BW1P ¥1,870,000</td>
</tr>
<tr>
<td><strong>Nikkei Business Associé</strong></td>
<td>Young businesspeople in their 20s and 30s</td>
<td>43,922 (Japan ABC, Jan.-Dec. 2016)</td>
<td>April 2002</td>
<td><a href="http://www.nikkeibp.co.jp/associe/">http://www.nikkeibp.co.jp/associe/</a></td>
<td>4C1P ¥1,000,000, BW1P ¥700,000</td>
</tr>
<tr>
<td><strong>Nikkei Top Leader</strong></td>
<td>Owners of small- and medium-sized companies, Entrepreneurs looking to start new businesses</td>
<td>45,504 (Japan ABC, Jan.-Dec. 2016)</td>
<td>October 1984</td>
<td><a href="http://nvc.nikkeibp.co.jp/">http://nvc.nikkeibp.co.jp/</a></td>
<td>4C1P ¥770,000, BW1P ¥500,000</td>
</tr>
<tr>
<td><strong>Nikkei Digital Marketing</strong></td>
<td>People in charge of marketing communication activities or customer contact systems</td>
<td>3,500</td>
<td>October 2007</td>
<td><a href="http://business.nikkeibp.co.jp/dmg/">http://business.nikkeibp.co.jp/dmg/</a></td>
<td>4C1P ¥400,000, BW1P Not available</td>
</tr>
<tr>
<td><strong>Nikkei Big Data</strong></td>
<td>Key people formulating strategy in Japanese companies (80% of readers work for non-IT sectors)</td>
<td>4,400</td>
<td>March 2014</td>
<td><a href="http://business.nikkeibp.co.jp/bigdata/">http://business.nikkeibp.co.jp/bigdata/</a></td>
<td>4C1P ¥1,300,000, BW1P Not available</td>
</tr>
</tbody>
</table>
# Electronics and Mechanical Engineering

## Cutting-edge technology information

### Nikkei Electronics
- **Core Readership**: Electronics engineers (R&D, design) - Electronics company managers
- **Circulation**: 20,800 (Japan ABC, Jan.-Dec. 2016)
- **First Published**: April 1971
- **Publication Frequency**: Monthly

### Manufacturing solutions information

### Nikkei Monozukuri
- **Core Readership**: Engineers and managers in - automotive industry - industry machinery - precision and office machinery
- **Circulation**: 18,200 (Japan ABC, Jan.-Dec. 2016)
- **First Published**: April 2004
- **Publication Frequency**: Monthly

### The future of automotive and mobility

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

### Robot technology from all over the world

### Nikkei Robotics
- **Core Readership**: - Robot engineers - Automation engineers - Business producers
- **Circulation**: 1,400 (Number of delivered copies of the Jul. 2016)
- **First Published**: July 2015
- **Publication Frequency**: Monthly

## Medicine and Healthcare

### Information for the practicing clinician

### Nikkei Medical
- **Core Readership**: - Practicing physicians - Medical practitioners
- **First Published**: April 1972
- **Publication Frequency**: Monthly

### Medical and nursing care management info

### Nikkei Healthcare
- **Core Readership**: - Managers of clinics and other medical institutions - Hospital doctors
- **Circulation**: 19,446
- **First Published**: November 1989
- **Publication Frequency**: Monthly

### Practical information for pharmacists

### Nikkei Drug Information
- **Core Readership**: - Pharmacists - Pharmacy owners
- **Circulation**: 79,646
- **First Published**: April 1998
- **Publication Frequency**: Monthly

## Advertisement Rates

### Nikkei Electronics
- **Website**: [http://techon.nikkeibp.co.jp/NE/](http://techon.nikkeibp.co.jp/NE/)
- **Advertising Rates**: 4C1P ¥1,056,000, BW1P ¥580,000

### Nikkei Monozukuri
- **Website**: [http://techon.nikkeibp.co.jp/Monozukuri/](http://techon.nikkeibp.co.jp/Monozukuri/)
- **Advertising Rates**: 4C1P ¥594,000, BW1P ¥478,000

### Nikkei Automotive
- **Website**: [http://techon.nikkeibp.co.jp/AT/magazine/](http://techon.nikkeibp.co.jp/AT/magazine/)
- **Advertising Rates**: 4C1P ¥580,000, BW1P ¥420,000

### Nikkei Robotics
- **Website**: [http://techon.nikkeibp.co.jp/ROBO/](http://techon.nikkeibp.co.jp/ROBO/)
- **Advertising Rates**: 4C1P ¥1,000,000, BW1P Not Available

### Nikkei Medical
- **Website**: [http://medical.nikkeibp.co.jp/](http://medical.nikkeibp.co.jp/)
- **Advertising Rates**: 4C1P ¥1,564,000, BW1P ¥1,116,000

### Nikkei Healthcare
- **Website**: [http://medical.nikkeibp.co.jp/](http://medical.nikkeibp.co.jp/)
- **Advertising Rates**: 4C1P ¥516,000, BW1P ¥351,000

### Nikkei Drug Information
- **Website**: [http://di.nikkeibp.co.jp/](http://di.nikkeibp.co.jp/)
- **Advertising Rates**: 4C1P ¥774,000, BW1P ¥520,000
Architectural and Construction

**Nikkei Architecture**

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

- 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

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**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

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**Practical information for home-building experts**

**Nikkei Home Builder**

- CORE READERSHIP: 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

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**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

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**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 ¥700,000

BW1P ¥410,000
## Computer and Networking

<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 Computer</strong></td>
<td>Managers of information systems - Information technology decision makers</td>
<td>23,895 (Japan ABC, Jan.-Dec. 2016)</td>
<td>October 1981</td>
<td>Biweekly</td>
</tr>
<tr>
<td><strong>Nikkei Linux</strong></td>
<td>Linux users</td>
<td>9,996 (Japan ABC, Jan.-Dec. 2016)</td>
<td>September 1999</td>
<td>Monthly</td>
</tr>
<tr>
<td><strong>Nikkei Network</strong></td>
<td>Beginner and intermediate engineers at: - communication careers - Internet service providers - network integrators and telecommunication users</td>
<td>20,851 (Japan ABC, Jan.-Dec. 2016)</td>
<td>April 2000</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

### Advertising Rates

<table>
<thead>
<tr>
<th>Magazine</th>
<th>ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nikkei Computer</strong></td>
<td>4C1P ¥1,236,000, BW1P ¥566,000</td>
</tr>
<tr>
<td><strong>Nikkei Systems</strong></td>
<td>4C1P ¥350,000, BW1P ¥190,000</td>
</tr>
<tr>
<td><strong>Nikkei Software</strong></td>
<td>4C1P ¥500,000, BW1P ¥300,000</td>
</tr>
<tr>
<td><strong>Nikkei Linux</strong></td>
<td>4C1P ¥450,000, BW1P ¥200,000</td>
</tr>
<tr>
<td><strong>Nikkei Network</strong></td>
<td>4C1P ¥700,000, BW1P ¥480,000</td>
</tr>
</tbody>
</table>
PRINT MEDIA

Lifestyle and Entertainment

Trend information that adds spice to life

Nikkei Trendy
CORE READERSHIP
Businesspeople in their 30s and 40s who work hard and enjoy their private lives
CIRCULATION: 103,595
(Japan ABC, Jan.-Dec. 2016)
FIRST PUBLISHED
November 1987
PUBLICATION FREQUENCY
Monthly

WEBSITE
http://trendy.nikkeibp.co.jp/
ADVERTISING RATES
4C1P ¥1,800,000
BW1P ¥1,000,000

What’s “in” in movies, music, books, and TV

Nikkei Entertainment!
CORE READERSHIP
Trend-sensitive young generation aged 20 to 35
CIRCULATION: 65,409
(Japan ABC, Jan.-Dec. 2016)
FIRST PUBLISHED
March 1997
PUBLICATION FREQUENCY
Monthly

WEBSITE
http://ent.nikkeibp.co.jp/
ADVERTISING RATES
4C1P ¥1,100,000
BW1P ¥900,000

For private investors interested in smart asset management

Nikkei Money
CORE READERSHIP
Personal investors who are interested in asset management
CIRCULATION: 110,000
FIRST PUBLISHED
October 1985
PUBLICATION FREQUENCY
Monthly

WEBSITE
http://www.nikkeibp.co.jp/money/
ADVERTISING RATES
4C1P ¥1,800,000
BW1P ¥1,000,000

For the private life of active businesspeople

Nikkei Otona-no Off
CORE READERSHIP
Senior executive level businessmen in their 40s and 50s
CIRCULATION: 49,535
(Japan ABC, Jan.-Dec. 2016)
FIRST PUBLISHED
October 2001
PUBLICATION FREQUENCY
Monthly

WEBSITE
http://trendy.nikkeibp.co.jp/off/
ADVERTISING RATES
4C1P ¥1,300,000
BW1P Not available

Enjoy work, enjoy life

Nikkei Woman
CORE READERSHIP
Working women in their 20s and 30s who yearn to work and live by their own values
CIRCULATION: 94,523
(Japan ABC, Jan.-Dec. 2016)
FIRST PUBLISHED
April 1988
PUBLICATION FREQUENCY
Monthly

WEBSITE
http://wol.nikkeibp.co.jp/
ADVERTISING RATES
4C1P ¥1,400,000
BW1P ¥900,000

For women in 20s to 40s interest in health

Nikkei Health
CORE READERSHIP
Health-conscious women in their 30s and 40s who are interested in healthy diet, exercise and relaxation
CIRCULATION: 71,569
(Japan ABC, Jan.-Dec. 2016)
FIRST PUBLISHED
March 1998
PUBLICATION FREQUENCY
Monthly

WEBSITE
http://wol.nikkeibp.co.jp/health/
ADVERTISING RATES
4C1P ¥1,250,000
BW1P ¥940,000

Lifestyle magazine for successful career women

DAZZLE
CORE READERSHIP
Female subscribers of Nikkei Medical, Nikkei Healthcare, Nikkei Business, Nikkei Architecture, Nikkei Information Strategy, and Nikkei Top Leader who play active roles in various businesses
CIRCULATION: 70,000
FIRST PUBLISHED
March 2009
PUBLICATION FREQUENCY
Bimonthly

WEBSITE
http://wol.nikkeibp.co.jp/dazzle/
ADVERTISING RATES
4C1P ¥1,500,000
BW1P Not available

A beauty magazine for the working woman

etRouge
CORE READERSHIP
Essential beauty tips for working women in their 30s and 40s who are readers of Nikkei Group media
CIRCULATION: 70,000
FIRST PUBLISHED
May 2014
PUBLICATION FREQUENCY
Quarterly

WEBSITE
http://www.nikkeibp.co.jp/entroze/
ADVERTISING RATES
4C1P ¥1,500,000
BW1P Not available
ONLINE MEDIA

Web Portals and Sites

**Nikkei Business Online**

- Online medium for business executives in the Web age
- Website: [http://business.nikkeibp.co.jp/](http://business.nikkeibp.co.jp/)

**Core Users**
- Corporate executives
- Corporate managers
- Management consultants

**Monthly Page Views**
- 27,730,232 (as of Nov. 2017)

**Number of Unique Browsers**
- 4,851,122 (as of Nov. 2017)

**Advertising Rates**
- Top Welcome Banner (Regular)
  - ¥1,800,000 per month
  - 640 (w) x 480 (h) pixels
- Top Welcome Banner (Double)
  - ¥2,400,000 per month
  - 640 (w) x 480 (h) pixels
- Welcome Banner
  - ¥10,000 per impression
  - 640 (w) x 480 (h) pixels
- Super Banner
  - ¥250,000 per month
  - 728 (w) x 90 (h) pixels
- Billboard
  - ¥300,000 per month
  - 728 (w) x 90 (h) pixels

**ITpro**

- General information site for IT professionals
- Website: [http://itpro.nikkeibp.co.jp/](http://itpro.nikkeibp.co.jp/)

**Core Users**
- Engineers and managers in IT business

**Monthly Page Views**
- 11,793,929 (as of Nov. 2017)

**Number of Unique Browsers**
- 2,525,622 (as of Nov. 2017)

**Advertising Rates**
- Top Welcome Banner (Regular)
  - ¥1,200,000 per week
  - 640 (w) x 480 (h) pixels
- Top Welcome Banner (Double)
  - ¥1,800,000 per week
  - 640 (w) x 480 (h) pixels
- Welcome Banner
  - ¥800,000 per week (Regular)
  - 300 (w) x 600 (h) pixels
- Text Ad
  - ¥400,000 per week (rotation)
  - No more than 38 characters
- Top Premium Text Ad
  - ¥2,000,000 per week (rotation)
  - No more than 35 characters

**Nikkei Technology Online**

- Technology portal for engineers supporting Japan’s manufacturing sector
- Website: [http://techon.nikkeibp.co.jp/](http://techon.nikkeibp.co.jp/)

**Core Users**
- Engineers in the manufacturing sectors

**Monthly Page Views**
- 7,354,747 (as of Nov. 2017)

**Number of Unique Browsers**
- 1,225,929 (as of Nov. 2017)

**Advertising Rates**
- Top Welcome Banner
  - ¥1,000,000 per week
  - 640 (w) x 480 (h) pixels
- Top Super Banner
  - ¥600,000 per month
  - 728 (w) x 90 (h) pixels
- Double Super Banner
  - ¥750,000 per month
  - 728 (w) x 180 (h) pixels
- Billboard
  - ¥900,000 per month
  - 970 (w) x 250 (h) pixels
- Top Rectangle
  - ¥600,000 per month
  - 300 (w) x 250 (h) pixels

**Nikkei Digital Health**

- The online news source suggesting new styles of medical and healthcare services
- Website: [http://techon.nikkeibp.co.jp/ndh/](http://techon.nikkeibp.co.jp/ndh/)

**Core Users**
- Business professionals with keen interest in high-quality information

**Monthly Page Views**
- 699,527 (as of Nov. 2017)

**Number of Unique Browsers**
- 180,334 (as of Nov. 2017)

**Advertising Rates**
- 1st Rectangle
  - ¥450,000 per month
  - 300 (w) x 300 (h) pixels
- Text Ad
  - ¥220,000 per month
  - 38 Characters Max.
- Super Banner
  - ¥280,000 per month
  - 728 (w) x 90 (h) pixels
- Mini Banner
  - ¥400,000 per month
  - 450 (w) x 33 (h) pixels
Responding to the information needs of physicians and healthcare practitioners

**Nikkei Medical ONLINE**

- **WEBSITE**: 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
  - 2nd Rectangle: ¥450,000 per week
  - Super Banner: ¥2,000,000 per month

**Nikkei Drug Information Online**

- **WEBSITE**: 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**

- **WEBSITE**: 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**

- **WEBSITE**: http://na.nikkeibp.co.jp/
- **CORE USERS**: Architects - Civil engineers - Construction supervisors
- **MONTHLY PAGE VIEWS**: 1,618,293 (as of Nov. 2017)
- **NUMBER OF UNIQUE BROWSERS**: 338,046 (as of Nov. 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)

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Online Media
<table>
<thead>
<tr>
<th>Website</th>
<th>Core Users</th>
<th>Monthly Page Views</th>
<th>Number of Unique Browsers</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikkei TRENDY NET</td>
<td>Business people</td>
<td>22,653,638 (as of Nov. 2017)</td>
<td>4,667,265 (as of Nov. 2017)</td>
<td>Welcome Banner: ¥1,200,000 per week; 640 (w) x 480 (h)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1st Rectangle: ¥0.85 per impression; 300 (w) x 250 (h) pixels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Smartphone Web Welcome Panel: ¥300,000 per week; 300 (w) x 250 (h) pixels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Smartphone Rectangle: ¥2.0 per impression; 300 (w) x 250 (h) pixels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Smartphone Infeed: ¥350,000 per week; 200 (w) x 200 (h) pixels; 38 characters + Company name</td>
</tr>
</tbody>
</table>

### Nikkei TRENDY NET

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

**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
- **Smartphone Infeed**: ¥350,000 per week; 200 (w) x 200 (h) pixels; 38 characters + Company name

### Nikkei Construction

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

**Core Users**: Civil engineers, Construction supervisors, Architects

**Monthly Page Views**: 710,393 (as of Nov. 2017)

**Number of Unique Browsers**: 145,151 (as of Nov. 2017)

**Advertising Rates**
- **Top Rectangle**: ¥400,000 per month (Limit one company); 300 (w) x 300 (h) pixels
- **Text AD**: ¥80,000 per month (rotation); 30words
- **Article Double Rectangle**: ¥2.0 per impression (rotation); 300 (w) x 600 (h) pixels

### Nikkei Real Estate Market Report

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

**Core Users**: Architects, Civil engineers, Construction supervisors

**Monthly Page Views**: 937,342 (as of Nov. 2017)

**Number of Unique Browsers**: 89,107 (as of Nov. 2017)

**Advertising Rates**
- **Top Rectangle**: ¥400,000 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); 30words
- **Article Double Rectangle**: ¥3.0 per impression (rotation); 300 (w) x 600 (h) pixels

### Nikkei WOMAN Online

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

**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.

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.

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