

Nikkei Business Ad Feature Schedule January - June 2008

	Issue Date	Delivery Date	Ad Feature	Loose Insert	Order Deadline	Material Deadline
	Jan. 7	Jan. 4			Nov. 30	Dec. 11
	Jan. 14	Jan. 11			Dec. 7	Dec. 14
	Jan. 21	Jan. 18	Nursing Care		Dec. 14	Dec. 20
	Jan. 28	Jan. 25			Dec. 21	Jan. 7
M	Feb. 4	Feb. 1			Dec. 27	Jan. 15
	Feb. 11	Feb. 8			Jan. 11	Jan. 22
	Feb. 18	Feb. 15	Security		Jan. 18	Jan. 28
	Feb. 25	Feb. 22	Golf Special 1		Jan. 25	Feb. 4
	Mar. 3	Feb. 29	Hawaii (Business Special) Asset Management 1		Feb. 1	Feb. 12
M	Mar. 10	Mar. 7	Executive Fashion 1 Industrial Locations 1		Jan. 4 Feb. 8	Feb. 18 Feb. 19
	Mar. 17	Mar. 14	CSR: Our Message in Environmental Strategy 1 (Joint feature with <i>Nikkei Ecology</i>) Real Estate Strategy 1		Feb. 15	Feb. 26
	Mar. 24	Mar. 21	IT Management 1		Feb. 22	Mar. 4
	Mar. 31	Mar. 28	Local City as Business Frontier 1: Nagoya and Tokai Area		Feb. 29	Mar. 10
M	Apr. 7	Apr. 4	Executive Fashion 2		Jan. 25 Mar. 7	Mar. 17 Mar. 17
	Apr. 14	Apr. 11	MICE Golf Special 2		Mar. 14	Mar. 25
	Apr. 21	Apr. 18	Korea Special 1		Mar. 21	Apr. 1
	Apr. 28/May 5	Apr. 25	Hawaii (Holiday Special) Housing 1	Style Magazine Corporate Pensions 1	Jan. 25 Mar. 28	Mar. 24 Apr. 8
M	May 12	May 9			Apr. 4	Apr. 16
	May 19	May 16	Spain Special		Apr. 11	Apr. 23
	May 26	May 23	Singapore Special Networks & Security 1 Industry Focus 1: Chemicals and Materials	Time for two	Apr. 18	Apr. 30
	Jun. 2	May 30	Lifestyle Improvement for Businesspeople Local City as Business Frontier 2: Toyama, Ishikawa and Fukui		Apr. 25	May 13
M	Jun. 9	Jun. 6	Central and South America CSR: Our Message in Environmental Strategy 2 (Joint feature with <i>Nikkei Ecology</i>)		May 9	May 20
	Jun. 16	Jun. 13	Business Trips 1 Golf Special 3	Management	May 16	May 27
	Jun. 23	Jun. 20	IT Management 2 Hong Kong, South China Industry Focus 2: Office Equipment Asset Management 2		May 23	Jun. 3
	Jun. 30	Jun. 27	Executive Watches 1 Local City as Business Frontier 3: Okayama, Hiroshima and Yamaguchi	<i>Priv.</i> (Summer issue) PET	May 20 Apr. 18 May 30	May 28 Jun. 3 Jun. 10

Notes: 1) M: Metropolitan edition scheduled

2) Contents and schedules may change without prior notice.

* Please note that the order deadlines for Executive Fashion, Style Magazine, Executive Watches, and *Priv.* are earlier.

We're golfers

Lifestyle magazine for corporate executives who enjoy golf
Distributed free of charge at golf courses

Issue Date	Order Deadline	Material Deadline
Feb. 29	Jan. 18	Feb. 1
Apr. 25	Mar. 14	Mar. 28
May 30	Apr. 18	May. 2
Jun. 27	May 16	May 30
Aug. 29	Jul. 18	Aug. 1
Oct. 31	Sep. 19	Oct. 3

ecomom

Information magazine for eco-conscious mothers wanting their lifestyle to care for both their families and nature

Issue	Delivery Date	Order Deadline	Material Deadline
February	Feb. 5	Dec. 28	Jan. 11
March	Mar. 25	Feb. 22	Feb. 29
June	Jun. 6	May 7	May 14
July	Jul. 25	Jun. 24	Jul. 1
September	Sep. 15	Aug. 12	Aug. 22
December	Dec. 5	Nov. 4	Nov. 11

Nikkei Business Ad Feature Schedule July - December 2008

	Issue Date	Delivery Date	Ad Feature	Loose Insert	Order Deadline	Material Deadline
M	Jul.7	Jul.4	Thailand Comfortable Time in Your Car 1 (Joint feature with <i>Nikkei Business Associe</i>) Colleges that Transmit Information		Jun.6	Jun.17
	Jul.14	Jul.11	Local City as Business Frontier 4: Kyushu Credit Cards 1		Jun.13	Jun.24
	Jul.21	Jul.18	Industry Focus 3: Machine Tool Manufacturers	International Symposium on Energy & Sustainable	Jun.20	Jul.1
	Jul.28	Jul.25	China Industrial Locations 2		Jun.27	Jul.7
M	Aug. 4/11	Aug.1	Real Estate Strategy 2		Jul.4	Jul.14
	Aug.18	Aug.18	CSR, Environmental Report Directory 1 (Joint feature with <i>Nikkei Ecology</i>)		Jul.18	Jul.28
	Aug.25	Aug.22	Malaysia Internal Controls	Time for Two Innovation Japan 2008	Jul.22	Jul.31
	Sep.1	Aug.29	Korea Special 2 Industry Focus 4: Distribution and Transport Equipment		Aug.1	Aug.7
M	Sep.8	Sep.5	CSR: Our Message in Environmental Strategy 3 (Joint feature with <i>Nikkei Ecology</i>)		Aug.8	Aug.19
	Sep.15	Sep.12	Industry Focus 5: Semiconductor Manufacturing Equipment and Materials Executive Fashion 3		Aug.12 Jul.2	Aug.26 Aug.25
	Sep.22	Sep.19	Universal Design (Joint feature with <i>Nikkei Design</i>) IT Management 3	Priv. (Fall issue) Management	Aug.7 Aug.22	Aug.20 Sep.1
	Sep.29	Sep.26	Southeast U.S. Local City as Business Frontier 5: Sendai and Tohoku Area Golf Special 4		Aug.29	Sep.5
M	Oct.6	Oct.3	Executive Fashion 4 Industry Focus 6: Restaurant Industry, food and equipment		Aug.1 Sep.5	Sep.12 Sep.12
	Oct.13	Oct.10	Hong Kong Special		Sep.12	Sep.22
	Oct.20	Oct.17	Local City as Business Frontier 6: Shizuoka		Sep.19 Aug.1	Sep.29 Sep.26
	Oct.27	Oct.24	Housing 2 Industry Focus 7: Measuring Instrument	Style Magazine	Sep.26	Oct.6
	Nov.3	Oct.31	Business Trips 2 Lifestyle Improvement for Businesspeople		Oct.3	Oct.14
M	Nov.10	Nov.7	Real Estate Strategy 3 CSR, Environmental Report Directory 2 (Joint feature with <i>Nikkei Ecology</i>)	Corporate Pensions 2	Oct.10	Oct.20
	Nov.17	Nov.14	Middle East Industry Focus 8: Plant Industrial Locations 3		Oct.17 Oct.10	Oct.27 Oct.21
	Nov.24	Nov.21	Executive Watches 2	Priv. (Winter issue)	Sep.16 Oct.24	Oct.24 Nov.4
	Dec.1	Nov.28	Comfortable Time in Your Car 2. (Joint feature with <i>Nikkei Business Associe</i>) Credit Cards 2	Management	Oct.31	Nov.10
M	Dec.8	Dec.5	CSR: Our Message in Environmental Strategy 4 (Joint feature with <i>Nikkei Ecology</i>) Asset Management 3		Nov.7	Nov.17
	Dec.15	Dec.12	Korea Special 3 Networks & Security 2	Time for Two	Nov.14	Nov.25
	Dec.22	Dec.19			Nov.21	Dec.2
	Dec. 29 & Jan. 5, 2009	Dec.26	Industry Focus 9: Electronic Components Suppliers		Nov.28	Dec.8

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