

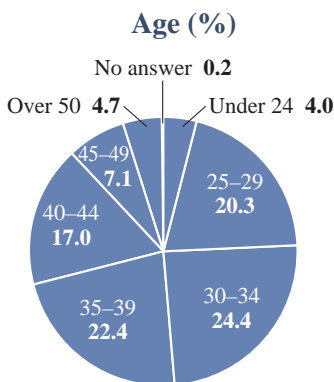
For tomorrow's business leaders Nikkei Business Associé

Nikkei Business Associé is a magazine aimed at helping young, ambitious businesspeople achieve their goals of becoming business leaders of the next generation. Targeting young readers in their 20s and 30s, *Nikkei Business Associé* offers better understanding of the most recent economic and technological trends as well as hints on how to get ahead. Readers are eager to develop successful careers, and research results show they are also very active consumers.



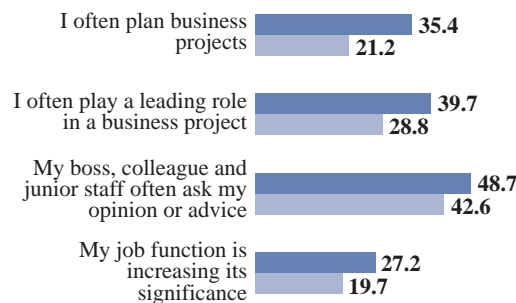
SUBSCRIBER PROFILE

Motivated business people in an age of uncertainty



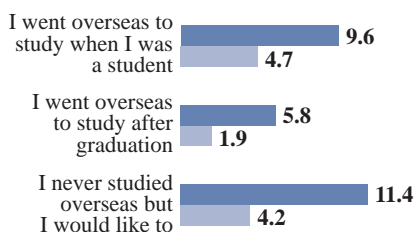
Three quarters of readers are in their 20s or 30s

Position in company (%)*



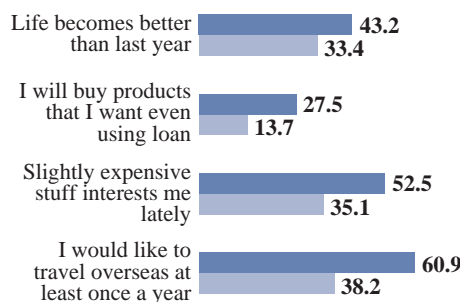
Leading business by taking a proactive approach

Experience of study abroad (%)*



Readers have more overseas experiences through studying overseas than non-readers

Active in life and consumption activities (%)*



* Readers of Nikkei Business Associé (dark blue), Non-readers (light blue)

MEDIA OUTLINE

CIRCULATION

71,610 (Japan ABC, Jan.-Dec. 2008)

FIRST PUBLISHED

April 2002

FREQUENCY

Semi-monthly (Except for the issues delivered in Jan., May, Aug. and Nov. that are combined issues)

SIZE

Modified A4 (210 x 280 mm)

PRINTING

Four-color offset lithography

SALES METHOD

Sold at bookstores and by annual subscription

ONLINE PRESENCE



<http://business.nikkeibp.co.jp/associe/>

From the reader profile survey (web-based survey conducted in August 2004 by Nikkei BP Consulting/RJC Marketing Research Inc.)

For tomorrow's business leaders

Nikkei Business Associé



2010 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X	3X	6X	12X	24X	36X	48X
Four-color 1 page	1,000	975	950	925	900	860	820
Two-color 1 page	800	780	760	740	720	688	656
B&W 1 page	700	683	665	648	630	602	574
Four-color 2/3 page	700	683	665	648	630	602	574
B&W 2/3 page	500	488	475	463	450	430	410
Four-color 1/2 page	550	536	523	509	495	473	451
B&W 1/2 page	350	341	333	324	315	301	287
Four-color 1/3 page	360	351	342	333	324	310	295
B&W 1/3 page	250	244	238	231	225	215	205

Please read the terms and conditions in our media data booklet.

Schedule

Issue	Delivery date	Order deadline	Material deadline for digital format	Issue	Delivery date	Order deadline	Material deadline for digital format
Jan. 5, 2010	Dec. 15	Nov. 16	Nov. 24	Jul. 20	Jul. 6	Jun. 8	Jun. 15
Jan. 19/Feb. 2	Jan. 4	Nov. 30	Dec. 7	Aug. 3/17	Jul. 20	Jun. 22	Jun. 29
Feb. 16	Feb. 2	Dec. 25	Jan. 12	Sep. 7	Aug. 17	Jul. 14	Jul. 22
Mar. 2	Feb. 16	Jan. 18	Jan. 25	Sep. 21	Sep. 7	Aug. 5	Aug. 17
Mar. 16	Mar. 2	Feb. 1	Feb. 8	Oct. 5	Sep. 21	Aug. 24	Aug. 31
Apr. 6	Mar. 16	Feb. 16	Feb. 23	Oct. 19	Oct. 5	Sep. 3	Sep. 10
Apr. 20	Apr. 6	Mar. 8	Mar. 15	Nov. 2/16	Oct. 19	Sep. 16	Sep. 27
May 4	Apr. 20	Mar. 23	Mar. 30	Dec. 7	Nov. 16	Oct. 18	Oct. 25
May 18/Jun. 1	May 11	Apr. 6	Apr. 13	Dec. 21	Dec. 7	Nov. 8	Nov. 15
Jun. 15	Jun. 1	Apr. 27	May 11	Jan. 4, 2011	Dec. 21	Nov. 22	Nov. 30
Jul. 6	Jun. 15	May 18	May 25		—	—	—

Space Units

	Millimeters (W x H)
Full page	210 x 280*
Double-page spread	420 x 280*
Vertical 2/3 page	115 x 255
Vertical 1/3 page	55 x 255
Horizontal 1/2 Page	180 x 120

*Ad material should be made in 216 x 286 mm or 426 x 286 mm size to avoid white lines at edges. Important elements, such as text, logotypes, symbol marks, and illustrations, that must not be trimmed should be within 10 mm of all register marks.

Specifications

Material Requirements

- Software application: Quark XPress, Illustrator, Photoshop (Macintosh Japanese version only)
- Delivery: Via FTP or in CD-ROM, CD-R, MO
- Must be sent with low-resolution PDF and completed checksheet, which can be downloaded from <http://www.nikkeibp.com/adinfo/specs/>
- All Japanese fonts except for those specified in the checksheet must be outlined.

Translation

If you wish to translate your ad material into Japanese, please consult your nearest sales representative or any Nikkei BP office for our translation service.

Proofs

Advertising proofs are not provided for approval.

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