

PRACTICAL INFORMATION FOR ENTREPRENEURS

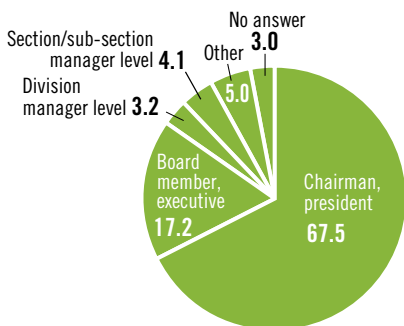
Nikkei Venture

Nikkei Venture is a monthly magazine read by top management executives of small- and medium-sized companies who are eager to find new ideas on how they can achieve further growth and expansion. The magazine is also read by proactive entrepreneurs looking to start new businesses. *Nikkei Venture* is known for its keen coverage of new business models being developed and implemented in Japan, based on the most important business and technology trends taking place in the country.

SUBSCRIBER PROFILE

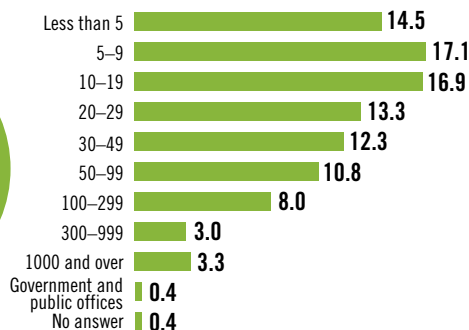
SME owners averaging several decades of running their own business

POSITION (%)



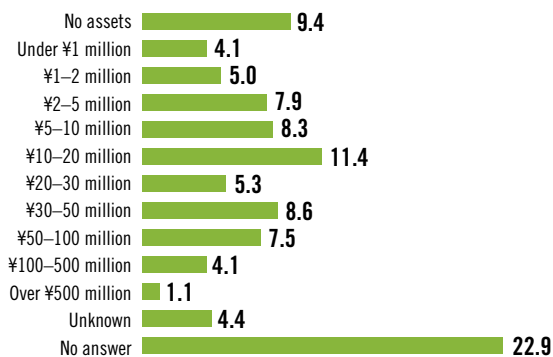
84.7% are of executive level

NUMBER OF EMPLOYEES (%)



Average: 190.9

TOTAL ASSETS*



Average: ¥52.51 million

* Not including real estate and insurance



MEDIA OUTLINE

CIRCULATION

70,075 (Japan ABC, Jan.-Dec. 2006)

FIRST PUBLISHED

October 1984

FREQUENCY

Monthly

SIZE

Modified A4 (208 x 280 mm)

PRINTING

Four-color offset lithography

SALES METHOD

Exclusively by annual subscription (direct mail delivery)

ONLINE PRESENCE

<http://nvc.nikkeibp.co.jp/>



From the reader profile survey (questionnaire mailing survey conducted in March 2006 by Nikkei BP Consulting)

2008 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X	3X	6X	12X	18X	24X	36X	48X
Four-color 1 page	770	725	693	655	635	616	596	578
Two-color 1 page	600	570	545	511	495	480	464	451
B&W 1 page	500	483	463	426	413	400	387	376
Four-color horiz. 1/2 page	500	483	463	426	413	400	387	376
B&W horiz. 1/2 page	290	280	268	247	239	232	224	218
B&W vert. 1/3 page	200	193	184	170	165	160	155	150

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

Space Units

	Millimeters (W x H)		Millimeters (W x H)
Full page	208 x 280*	Horizontal 1/2 Page	175 x 117
Double-page spread	416 x 280*	Vertical 1/3 page	55 x 255

*Ad material should be made in 214 x 286 mm or 422 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.

Schedule

Issue	Delivery date	Order deadline	Material deadline for digital format	Issue	Delivery date	Order deadline	Material deadline for digital format
Jan. 2008	Dec. 27	Nov. 26	Dec. 6	Aug.	Jul. 30	Jun. 30	Jul. 9
Feb.	Jan. 30	Dec. 21	Jan. 9	Sep.	Aug. 28	Jul. 28	Aug. 5
Mar.	Feb. 28	Jan. 30	Feb. 7	Oct.	Sep. 27	Aug. 28	Sep. 5
Apr.	Mar. 28	Feb. 28	Mar. 7	Nov.	Oct. 29	Sep. 30	Oct. 8
May	Apr. 29	Mar. 27	Apr. 9	Dec.	Nov. 27	Oct. 29	Nov. 6
Jun.	May 28	Apr. 25	May 8	Jan. 2009	Dec. 25	Nov. 21	Dec. 4
Jul.	Jun. 26	May 29	Jun. 6				

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 a color proof 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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