

Glam Media

nikkei
TRENDYnet *for* WOMAN

日経
WOMAN

もっと健康に、もっと美しく
日経ヘルス
Health
online

Target Japan's style-conscious women as Nikkei BP joins the GLAM MEDIA NETWORK, a revolutionary new media model that connects premium brand advertisers to targeted niche audiences online



What is the Glam Media Network?

- ▶ As one of Japan's most respected publishers, Nikkei BP Inc. now offers an innovative way to reach a targeted audience of Japanese women across a number of partner sites
- ▶ Glam Media is the global leader of vertical content networks, a revolutionary new media model that brings brand advertisers to targeted vertical audiences online through a large content network with massive reach
- ▶ In April 2009, Nikkei BP Inc. entered into a joint venture with Glam Media Japan KK, together with top ad agencies Dentsu and ADK, and other leading magazine publishers Shogakukan and Shueisha
- ▶ This vertical ad network for women is the first of its kind in Japan. The network makes full use of the rich content of Nikkei BP's women's titles, including Nikkei Woman, Nikkei Health, and Nikkei Health Premie – each of which has unique position and strengths in the market
- ▶ Since its launch, Glam Media Japan KK now reaches two million unique visitors a month, and has built a strong advertiser base with brands including: Fendi Japan; Kanebo; MHD Diageo Moet Hennessy; Panasonic, Wacoal and NTT DOCOMO



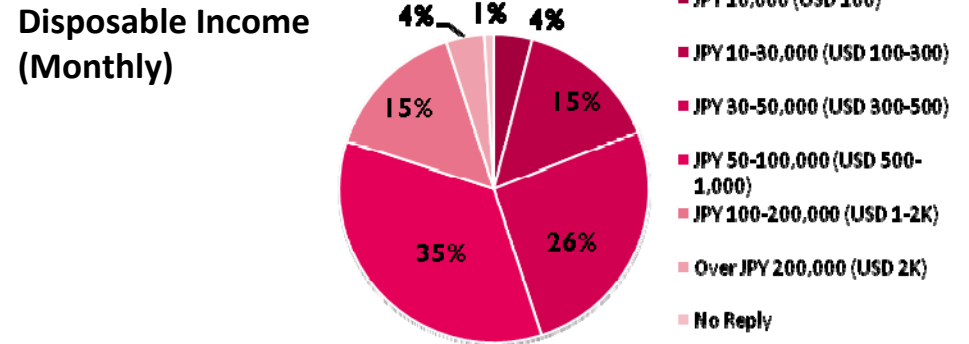
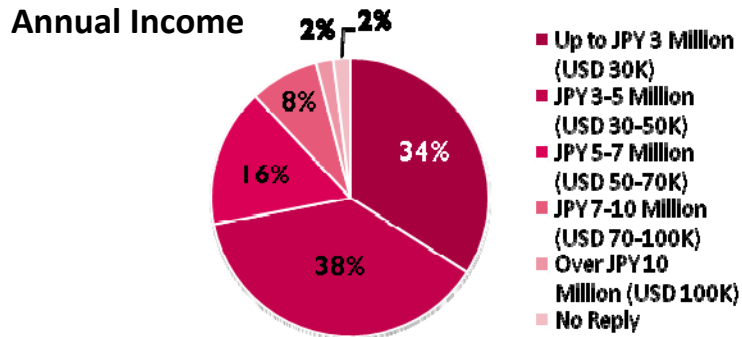
Network Member Websites

Nikkei BP Inc:	Nikkei Trendynet for Woman Nikkei Woman Online
Shogakukan Inc:	Nikkei Health Online Cyber Oggi TV AneCan TV CanCam TV FAnet Muffin-Net
Kobunsha Publishing Co., Ltd:	Story
Shufunotomo Co. Ltd:	Éf
Shufu to Seikatsu Sha Ltd:	AR Plus
Fuji Television:	ESSE Web
Shueisha, Inc:	Maquia Online
Other Sites and Blogs:	Woman Excite Garbo CafeGlobe.com Fashionsnap.com Scrupture Brigit Style-arena.jp Frontstyle Jiji.com Nisenmedia.com Fashionwalker.com Biglobe Kirei Style Beauty-fan.net

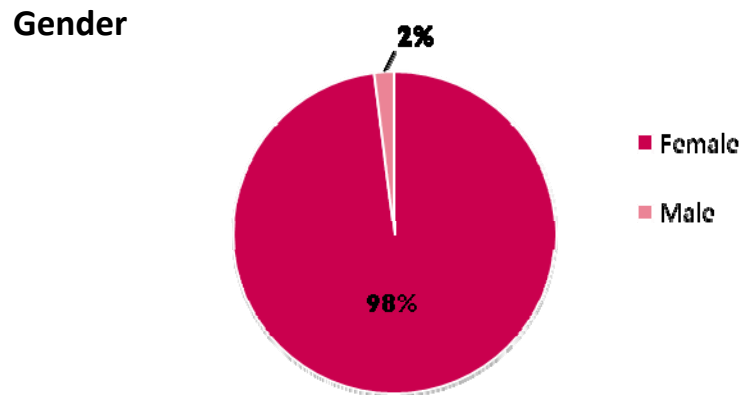


User Profile

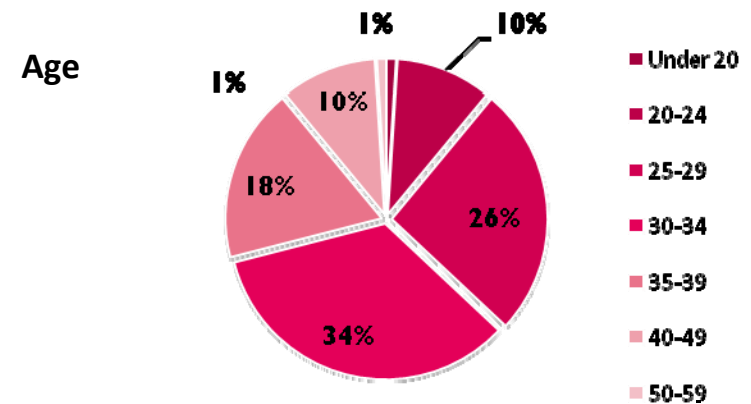
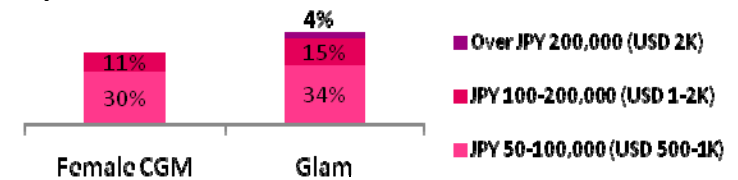
- ▶ 40% of users earn JPY 3-5 million per year (USD 30-50K)
- ▶ 30% earn more than JPY 5 million (USD 50K)
- ▶ 35% have JPY 50-100,000 disposable monthly income (USD 500-1K)
- ▶ Almost 20% have in excess of JPY 100,000 (USD 1,000)



- ▶ 90% of users are women in their 20s and 30s
- ▶ 60% are aged 25-34



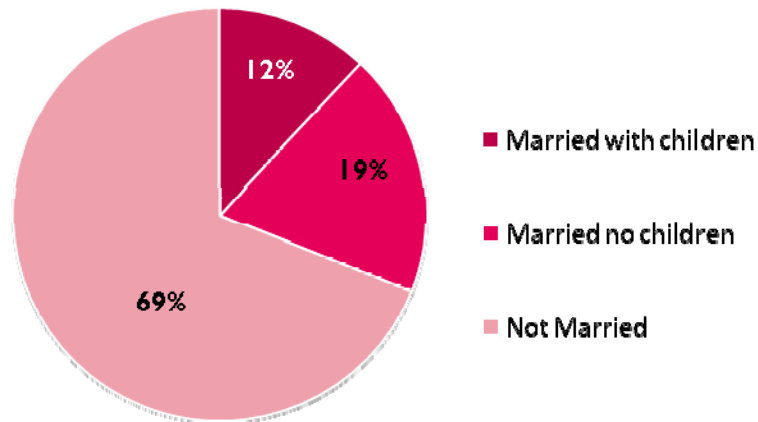
Comparison with Consumer-Generated Sites for Women



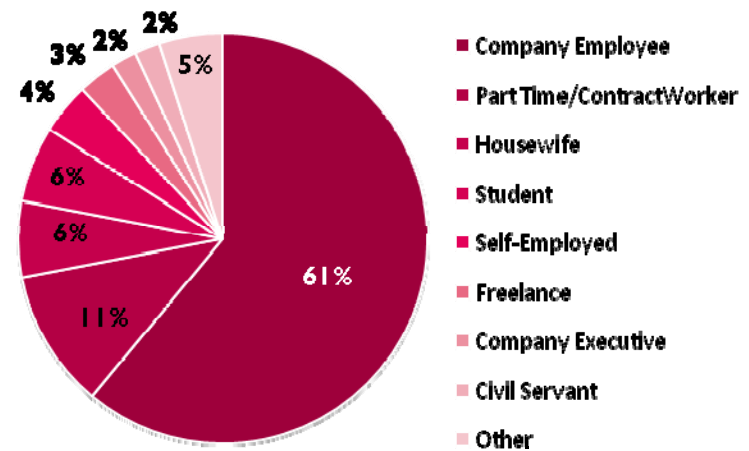
User Profile

- ▶ Almost 70% of users are unmarried
- ▶ 60% are company employees

Marital Status



Type of Employment



Comparison with Consumer-Generated Sites for Women



Advertising Package Rates

▶ **Banner Advertisement Package**

JPY 1,200,000/month

GlamMedia Network leaderboard, large rectangle and skyscraper - 800,000 impressions in total

▶ **Tie-Up Advertisement (Online Advertorial) Package**

From JPY 2,500,000/month

Produced by Nikkei BP

If content from Nikkei Woman, Nikkei Health or Nikkei Health Premie magazine is re-used to create the online advertorial, the rate is reduced to JPY 1,500,000/month

Includes the following:

▶ *Banner advertisements:*

GlamMedia Network leaderboard, large rectangle and skyscraper - 800,000 impressions in total

▶ *Traffic drivers:*

nikkei TRENDYnet for WOMAN PICK UP (Text ad)

nikkei TRENDYnet for WOMAN PICK UP (Visual box)

nikkei TRENDYnet for WOMAN Weekly TRENDYnet - HTML mail (Visual box)

nikkei TRENDYnet for WOMAN TRENDYnet Mail – Text mail 2 (2 line text ad)

nikkei TRENDYnet PICK UP (Visual box)

nikkei TRENDYnet PICK UP (Text ad)

nikkei TRENDYnet Weekly TRENDYnet (Visual box)

nikkei TRENDYnet TRENDYnet Mail (2 line text ad)



Banner Advertisements

- ▶ Banner advertising material must be supplied in 3 sizes (728 × 90; 300 × 250; 160 × 600 pixels)



Skyscraper: 160 x 600 pixels



Leaderboard: 728 x 90 pixels



Large Rectangle: 300 x 250 pixels