

Nikkei BP E-Newsletter Advertising Opportunities (March 2008)

*Click count available for JPY50,000 (non-commissionable) by request at the time of order booking.

	Category	Title	Target Audience	Delivery Frequency	Number of Subscribers	Ad Rate	Remarks
1	Business	nikkei BPnet Morning Mail	All business sectors	Daily on weekdays	250,985	Header JPY200,000 Within 38 characters x 5 lines	-
2	Business	nikkei BPnet Evening Mail	All business sectors	Daily on weekdays	250,985	Header JPY200,000 Within 38 characters x 5 lines	-
3	Business	Weekly nikkei BPnet	All business sectors	Tue. & Thu.	177,298	Rectangle JPY200,000 200 x 200 pixels Rectangle+Super Size Banner JPY250,000 640 x 480 pixels	HTML
4	Business	Nikkei Business Online	Business leaders involved in corporate decision making	Daily on weekdays	675,730	JPY500,000 HTML - Rectangle (200 x 200 pixels) + 15 characters x 2 lines Text - 38 characters x 5 lines	HTML + Text
5	Business	Monday Associe	Young, ambitious businesspeople	Mon.	50,176	Header JPY200,000 Within 38 characters x 5 lines	-
6	Business	Nikkei Venture ONLINE Mail	Executives of small- and medium-sized companies, and venture enterprises	Tue.	92,020	Header JPY250,000 Within 38 characters x 5 lines	-
7	Business	Nikkei Restaurants ONLINE MAGAZINE	Managers in the food-service industry	Tue.	35,902	Header JPY150,000 Within 38 characters x 5 lines	-
8	Business	Nikkei Design Express	Businesspeople related to all kinds of design, namely graphic, industrial and website design	Wed.	33,451	Header JPY150,000 Within 38 characters x 5 lines	-
9	Business	BPnet Events Mail	All business sectors	Tue. & Fri.	80,745	Header JPY180,000 Within 38 characters x 5 lines	Center JPY180,000 Within 38 characters x 10 lines
10	Business	BPnet Upskilling Mail	All business sectors	Thu.	73,497	Header JPY100,000 Within 38 characters x 5 lines	Center JPY100,000 Within 38 characters x 10 lines
11	Business	NET Marketing Mail	All business sectors	Wed.	18,216	Header JPY150,000 Within 38 characters x 5 lines	-
12	Business	ECO JAPAN Mail	Businesspeople in their 30s and 40s	Tue. & Fri.	232,213	Rectangle JPY300,000 200 x 200 pixels Text Ad JPY200,000 Within 38 characters x 1 line	HTML
13	Business	Office Information Mail	Office workers	2nd & 4th Fri.	72,091	Header JPY100,000 Within 38 characters x 5 lines	-
14	Business/Life	SAFETY JAPAN Mail	All business sectors	Wed.	274,229	Header JPY350,000 Within 38 characters x 5 lines	-
15	Life	TRENDYnet Mail	Businesspeople interested in the latest trends in digital equipment, entertainment and lifestyle in general	Daily on weekdays	255,035	2-line announcement under the title 38 characters x 5 lines *Exclusive for tie-up advertisers	-
16	Life	Weekly TRENDYnet	Businesspeople interested in the latest trends. Excerpts from TRENDYnet, our portal site for trend watchers.	Fri.	255,314	Thumbnail, 70 x 70 pixels Text ad, 15characters x 2 lines *Exclusive for tie-up advertisers	HTML
17	Life	L-Cruise Magazine	People aiming to realize intellectual and creative living. This e-news letter delivers upscale information on lifestyle.	Fri.	255,314	Thumbnail, 70 x 70 pixels Text ad, 15characters x 2 lines *Exclusive for tie-up advertisers	HTML
18	Life	Second Stage Mail	Retirees who are starting a new stage of life	Wed. & Fri.	130,068	Rectangle JPY300,000 200 x 200 pixels	HTML
19	Life	ecomom Mail	Mainly well-off housewives living in and around urban areas	Fri.	38,970	Rectangle JPY300,000 200 x 200 pixels Banner JPY300,000 characters x 5 lines Text Within 37	HTML
20	Life	REAL SIMPLE Online Mail	Affluent, intelligent, and busy women	Tue. & Fri.	48,847	Rectangle JPY300,000 200 x 200 pixels	HTML
21	IT	ITpro News Mail	Engineers and businesspeople in the IT industry	Daily on weekdays	125,385	Header JPY200,000 Within 38 characters x 5 lines	Center JPY180,000 Within 38 characters x 10 lines
22	IT	ITpro Report Mail	Engineers and businesspeople in the IT industry	Daily on weekdays	113,821	Header JPY150,000 Within 38 characters x 5 lines	Center JPY150,000 Within 38 characters x 10 lines
23	IT	ITpro Upskilling Mail	Engineers and businesspeople in the IT industry	Thu.	139,557	Header JPY150,000 Within 38 characters x 5 lines	Center JPY150,000 Within 38 characters x 10 lines
24	IT	Nikkei Computer Express Mail	Limited to subscribers of <i>Nikkei Computer</i> magazine only	Semi-monthly	79,436	Header JPY200,000 Within 38 characters x 5 lines	-
25	IT	Nikkei Information Strategy Mail	CIOs	Wed.	51,310	Header JPY300,000 Within 38 characters x 5 lines	Center JPY200,000 Within 38 characters x 10 lines
26	IT	ITpro Network Mail	Network managers, network engineers, people in charge of MIS	Thu.	95,545	Header JPY150,000 Within 38 characters x 5 lines	Center JPY150,000 Within 38 characters x 10 lines
27	IT	ITpro Solution Provider Mail	System integrators, computer resellers	Mon.	41,809	Header JPY150,000 Within 38 characters x 5 lines	Center JPY100,000 Within 38 characters x 10 lines
28	IT	ITpro Security Mail	People in charge of corporate network system	Thu.	53,108	Header JPY150,000 Within 38 characters x 5 lines	Center JPY150,000 Within 38 characters x 10 lines

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29	IT	ITpro RFID Mail	Researchers and engineers involved in RFID technology	Tue.	17,452	Header JPY150,000 Within 38 characters x 5 lines	-
30	IT	Nikkei BP Government Technology Mail	People in charge of information system of local governments and system engineers working for those governments	10th & 25th	19,539	Header JPY200,000 Within 38 characters x 5 lines	-
31	PC, Digital consumer electronics	PC Online Mail	PC users utilizing PC both at home and office	Daily on weekdays	303,339	Header JPY250,000 Within 38 characters x 5 lines	Center JPY150,000 Within 38 characters x 10 lines
32	Electronics, Mechanical	NIKKEI ELECTRONICS NEWS	Electronics engineers	Daily on weekdays	195,784	Header JPY250,000 Within 38 characters x 5 lines	-
33	Electronics, Mechanical	NIKKEI MICRODEVICES NEWS	Manufactures and engineers of semiconductor and FPD	Daily on weekdays	119,444	Header JPY150,000 Within 38 characters x 5 lines	-
34	Electronics, Mechanical	NE ASIA NEWS UPDATE	Electronic engineers living in Taiwan, South Korea, Singapore, Hong Kong and China	Tue.	45,062	Header USD1,000 Within 38 characters x 5 lines	-
35	Electronics, Mechanical	Tech-On! China	Managers and engineers working in the manufacturing industries in China, including electronics, communications and automobile	Daily on weekdays	163,125	Header JPY200,000 Within 38 characters x 5 lines	Chinese characters for the header are available from JPY60,000.
36	Electronics, Mechanical	NIKKEI MONOZUKURI NEWS	Engineers working in development in the automotive and high-tech consumer equipment fields	Daily on weekdays	157,675	Header JPY200,000 Within 38 characters x 5 lines	-
37	Electronics, Mechanical	Nikkei Automotive Technology News	Engineers and managers working in the automotive industry	Mon. & Thu.	139,132	Header JPY200,000 Within 38 characters x 5 lines	-
38	Construction, Real estate	KEN-Platz Mail	People working in the construction, civil engineers and home building sector	Wed.	167,279	Header JPY100,000 Within 38 characters x 5 lines	-
39	Construction, Real estate	KEN-Platz Construction, Homebuilding Mail	People working in the construction and home building sector	Mon. & Thu.	142,377	Header JPY100,000 Within 38 characters x 5 lines	-
40	Construction, Real estate	KEN-Platz Civil Engineering Mail	People working in the civil engineering sector	Fri.	120,168	Header JPY100,000 Within 38 characters x 5 lines	-
41	Construction, Real estate	Nikkei Real Estate Market Information Mail	Limited to subscribers of <i>Nikkei Real Estate Market Information</i> , monthly newsletter only	Mon.	1,839	Header JPY120,000 for two Within 38 characters x 5 lines	-
42	Construction, Real estate	Nikkei Real Estate Market Information Weekly Digest	People engaged in real estate transactions, investors and general companies interested in market trends		9,835		-
43	Healthcare, Biotechnology	Nikkei Medical ONLINE Mail	Healthcare professionals including front-line clinicians	Tue. & Fri.	178,740	Header JPY300,000 Within 38 characters x 5 lines	Center JPY250,000 Within 38 characters x 10 lines
44	Healthcare, Biotechnology	BTJ/HEADLINE/NEWS	Professionals in the biotechnology industry	Mon., Wed. & Fri.	45,792	Header JPY200,000 Within 38 characters x 5 lines	-
45	Healthcare, Biotechnology	FoodScience/News	People engaged in R&D, product & strategy planning in food companies, public workers engaged in food sanitation, and researchers of advanced food technologies working at universities and institutions	Wed.	23,795	Header JPY100,000 Within 38 characters x 5 lines	-
46	Healthcare, Biotechnology	Personalized Medicine Mail	Doctors and healthcare professionals who are engaged in or interested in advanced medicine	Wed.	24,351	Header JPY100,000 Within 38 characters x 5 lines	-
				Total number of subscribers	5,875,785		