

Nikkei Business Ad Feature Schedule January - June 2007

	Issue Date	Delivery Date	Ad Feature	Loose Insert Special AD Section	Order Deadline	Material Deadline
M	Jan. 8	Jan. 5	Electronic Components		Dec. 1	Dec. 19
	Jan. 15	Jan. 12			Dec. 8	Dec. 25
	Jan. 22	Jan. 19			Dec. 15	Jan. 9
	Jan. 29	Jan. 26			Dec. 22	Jan. 16
M	Feb. 5	Feb. 2	Real Estate Liquidation 1 (national & metropolitan edition)		Dec. 27	Jan. 23
	Feb. 12	Feb. 9	Golf Special 1		Jan. 12	Jan. 30
	Feb. 19	Feb. 16	Asset Management 1		Jan. 19	Feb. 6
	Feb. 26	Feb. 23	Enhancement of Internal Control and Risk Management 1		Jan. 26	Feb. 13
M	Mar. 5	Mar. 2		Industrial Location & Promotion 1	Feb. 2	Feb. 20
	Mar. 12	Mar. 9	Executive Fashion 1		Feb. 9	Feb. 27
	Mar. 19	Mar. 16	Environment Report of Our Company 1 (joint feature with <i>Nikkei Ecology</i>)		Jan. 5 *	Feb. 26
	Mar. 26	Mar. 23	IT Management 1	<i>Priv.</i> (spring issue)	Feb. 16	Mar. 6
	Apr. 2	Mar. 30			Jan. 23 *	Feb. 28
	Apr. 9	Apr. 6	Executive Fashion 2	Special Edition	Feb. 23	Mar. 13
	Apr. 16	Apr. 13	Golf Special 2		Mar. 2	Mar. 19
	Apr. 23	Apr. 20	Imported Cars 1 (Style Magazine)		Mar. 9	Mar. 27
	Apr. 30	Apr. 27	Korea Special 1	Style Magazine 1	Jan. 26 *	Mar. 26
	May 7	May 4	Housing 1		Mar. 16	Apr. 3
M	May 14	May 11	Health 1	401K 1	Jan. 26 *	Mar. 29
	May 21	May 18	China Special	Hawaii	Mar. 23	Apr. 10
	May 28	May 25	Network & Security 1		Mar. 30	Apr. 17
	Jun. 4	Jun. 1	Asset Management 2	Time for two	Apr. 3	Apr. 23
	Jun. 11	Jun. 8	Business Trip 1		Apr. 6	Apr. 25
	Jun. 18	Jun. 15	Golf Special 3		Apr. 13	May 8
	Jun. 25	Jun. 22	IT Management 2		Apr. 20	May 15
			Executive Watch 1		Apr. 27	May 22
				<i>Priv.</i> (summer issue)	May 11	May 29
					May 18	Jun. 5
					May 25	Jun. 12
					Apr. 20 *	Jun. 6
					Apr. 20 *	Jun. 6

Scheduled Special Issues 2007

Issue Month	Title
March	Money Special
April	Retirement Special (Health)
May	Retirement Special (Lifestyle)
June	Internet Trading Techniques 1
August	Innovation Japan 2007
September	Money Special
September	Interim Financial Results Forecasts (extra edition)
November	Internet Trading Techniques 2
December	Complete Forecast for 2008 (extra edition)
December	Tokyo Automotive Conference 2007

Notes: 1) M: Metropolitan edition available
 2) Contents and schedules may change without prior notice.
 * Please note that the order deadlines for Executive Fashion, Style Magazine, Executive Watch, and *Priv.* are earlier.

We're golfers

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

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Jan. 26	Dec. 22	Jan. 16
Mar. 30	Feb. 23	Mar. 16
May 25	Apr. 20	May 11
Jul. 27	Jun. 21	Jul. 12
Sep. 28	Aug. 22	Sep. 12
Nov. 30	Oct. 25	Nov. 15

ecomom

Ecology-, health-, and safety-conscious lifestyle magazine

Issue Date	Order Deadline	Material Deadline
Jan. 12	Dec. 6	Dec. 20
Mar. 14	Feb. 14	Feb. 28
May 12	Apr. 10	Apr. 24
Jul. 13	Jun. 15	Jun. 29
Sep. 14	Aug. 17	Aug. 31
Nov. 14	Oct. 17	Oct. 31

Nikkei Business Ad Feature Schedule July - December 2007

	Issue Date	Delivery Date	Ad Feature	Loose Insert Special AD Section	Order Deadline	Material Deadline
	Jul. 2	Jun. 29	How to Spend Better Time in Your Car 1 (joint feature with <i>Nikkei Business Associe</i>)	PET/Cancer Screening	Jun. 1	Jun. 19
M	Jul. 9	Jul. 6	Colleges		Jun. 8	Jun.26
	Jul. 16	Jul. 13	Asset Management 3		Jun. 15	Jul. 3
	Jul. 23	Jul. 20	Industrial Location & Promotion 2 Enhancement of Internal Control and Risk Management 2		Jun. 22	Jul. 10
	Jul. 30	Jul. 27			Jun. 29	Jul. 17
M	Aug. 6 & 13	Aug. 3	Real Estate Liquidation 2 (national & metropolitan edition)		Jul. 6	Jul. 24
	Aug. 20	Aug. 17	Social and Environmental Report Directory 1 (joint feature with <i>Nikkei Ecology</i>)		Jul. 13	Aug. 7
	Aug. 27	Aug. 24			Jul. 20	Aug. 9
	Sep. 3	Aug. 31	Korea Special 2		Aug. 3	Aug. 21
M	Sep. 10	Sep. 7		<i>Priv.</i> (fall issue)	Aug. 10	Aug. 28
			Executive Fashion 3		Jul. 2 *	Aug. 22
			Health 2		Jun. 27 *	Aug. 27
	Sep. 17	Sep. 14	Local Governments		Aug. 17	Sep. 4
	Sep. 24	Sep. 21	IT Management 3 Environment Report of Our Company 2 (joint feature with <i>Nikkei Ecology</i>)		Aug. 24	Sep. 11
	Oct. 1	Sep. 28	Southeast U.S. Special Universal Design (joint feature with <i>Nikkei Design</i>)		Aug. 31	Sep. 18
M	Oct. 8	Oct. 5			Sep. 7	Sep. 25
			Executive Fashion 4		Aug. 9 *	
	Oct. 15	Oct. 12	Asset Management 4 Hong Kong Special		Sep. 14	Oct. 2
	Oct. 22	Oct. 19	Business Trip 2 Imported Cars 2 (Style Magazine) Golf Special 4		Sep. 21	Oct. 9
				Style Magazine 2	Aug.17 *	Oct. 3
	Oct. 29	Oct. 26	Housing 2	Extra Edition for Specified Health Food	Sep. 28	Oct. 16
M	Nov. 5	Nov. 2	Industrial Location & Promotion 3		Oct. 5	Oct. 23
	Nov. 12	Nov .9	Social and Environmental Report Directory 2 (joint feature with <i>Nikkei Ecology</i>)		Oct. 12	Oct. 30
				401K 2	Oct. 19	Nov. 6
	Nov. 19	Nov. 16		<i>Priv.</i> (winter issue)	Sep. 14 *	Oct. 30
			Executive Watch 2		Sep. 18 *	Nov. 5
	Nov. 26	Nov. 23	Enhancement of Internal Control and Risk Management 3		Oct. 26	Nov. 13
	Dec. 3	Nov. 30	Joy of Sake How to Spend Better Time in Your Car 2 (joint feature with <i>Nikkei Business Associe</i>)		Nov. 2	Nov. 19
				Time for Two		
M	Dec. 10	Dec. 7	Network & Security 2		Nov.9	Nov. 27
	Dec. 17	Dec. 14	Korea Special 3		Nov. 16	Dec. 4
	Dec. 24 & 31	Dec. 21			Nov. 22	Dec. 11
M	Jan. 7, 2008	Jan. 4	Electronic Components		Nov. 30	Dec. 18

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