

Media Comparison Between Nikkei Business & Other Business Magazines 2005

**Nikkei
Business**

**Weekly
Diamond**

**Weekly Toyo
Keizai**

President

Media Characteristics

ABC Circ July - Dec 2004	330,950 (up 0.5%*)	112,504 (down 2.8%*)	69,874 (down 2.1%*)	164,753 (down 0.2%*)
4C1P Ad Rates (Yen)	2,520,000	1,300,000	900,000	1,900,000
CPM (Yen/1,000 copies)	7,614	11,555	12,880	11,532

Advertising Market Share (Jan - Dec 2004)

Total Ad Pages	3,470	2,307	1,759	1,291
Total Ad Revenue (Yen)	8,857,000	2,936,000	1,628,000	2,710,000
Ad Market Share (%)	54.9	18.2	10.1	16.8

Subscriber Demographics

Frequency	Weekly	Weekly	Weekly	Bimonthly
Subscription Rate (%)	94.0	45.7	33.9	55.5

Age Group (%)

20's or under	5.7	9.5	8.0	6.1
30's	19.4	20.4	22.7	19.2
40's	24.4	31.5	22.5	30.1
50's	28.0	23.9	31.7	27.0
60's or over	22.4	13.9	14.7	16.4

Management Level (%)

Corporate	30.0	not publicized	25.8	30.9
Divisional	18.4	not publicized	21.8	23.5
Sectional	26.6	not publicized	24.9	29.1
Non-Managerial	22.4	not publicized	16.9	15.0

Annual Income (Yen)

Less than 5 Million	10.4	28.1	not publicized	3.5
5 to 10 Million	39.8	20.4	not publicized	30.3
10 to 20 Million	40.1	19.8	not publicized	54.6
More than 20 Million	6.9	30.3	not publicized	9.9

* From July to December 2003

Sources: Audit Report 2004 and Publisher's Reports July to December 2004, Japan Audit Bureau of Circulation Profile survey of Nikkei Business 2004; Nikkei BP research for ad market share



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