

Nikkei Business Associé

MEDIA OUTLINE

circulation
72,933
(Japan ABC,
Jan.–Dec. 2005)

first published
April 2002

frequency
Semi-monthly

size
Modified A4
(210 x 280 mm)

printing
Four-color offset
lithography

sales method
Sold at bookstores
and annual
subscription

Nikkei Business Associé is a semi-monthly magazine aimed at helping young, ambitious businesspeople achieve their goals of becoming business leaders of the next generation. Targeting a young readership aged 25 to 35, *Nikkei Business Associé* offers better understanding of the most recent economic and technological trends as well as hints on how to get ahead. Readers are eager to develop successful careers, and research results show they are also very active consumers.

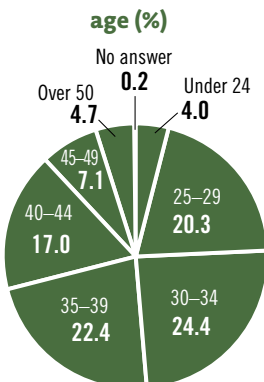


NIKKEI BUSINESS ASSOCIÉ ONLINE
<http://nba.nikkeibp.co.jp/>

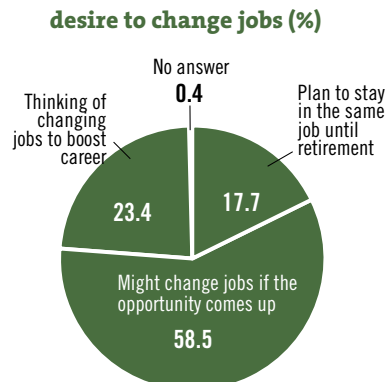


SUBSCRIBER PROFILE

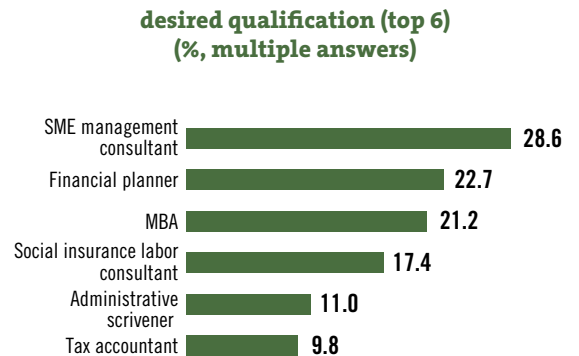
*highly motivated young business people
with high consumption levels*



Three quarters of readers are in their 20s or 30s



Few readers plan to stay in the same job



Strongly motivated to acquire high-level business qualification

2007 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X	3X	6X	12X	24X	36X	48X
Four-color 1 page	1,000	975	950	925	900	860	820
Two-color 1 page	800	780	760	740	720	688	656
B&W 1 page	700	683	665	648	630	602	574
Four-color 2/3 page	700	683	665	648	630	602	574
B&W 2/3 page	500	488	475	463	450	430	410
Four-color 1/2 page	550	536	523	509	495	473	451
B&W 1/2 page	350	341	333	324	315	301	287
Four-color 1/3 page	360	351	342	333	324	310	295
B&W 1/3 page	250	244	238	231	225	215	205

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

Space Units

	Millimeters (W x H)		Millimeters (W x H)
Full page	210 x 280*	Vertical 2/3 page	115 x 255
Double-page spread	420 x 280*	Vertical 1/3 page	55 x 255
		Horizontal 1/2 Page	180 x 120

*Ad material should be made in 216 x 286 mm or 426 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
Dec. 19, 2006	Dec. 5	Nov. 7	Nov. 21	Jul. 17	Jul. 3	Jun. 5	Jun. 19
Jan. 2, 2007	Dec. 19	Nov. 20	Dec. 5	Aug. 7	Jul. 17	Jun. 19	Jul. 3
Jan. 16	Jan. 4	Dec. 1	Dec. 14	Aug. 21	Aug. 7	Jul. 9	Jul. 24
Feb. 6	Jan. 16	Dec. 11	Dec. 25	Sep. 4	Aug. 21	Jul. 24	Aug. 7
Feb. 20	Feb. 6	Jan. 9	Jan. 23	Sep. 18	Sep. 4	Aug. 2	Aug. 21
Mar. 6	Feb. 20	Jan. 23	Feb. 6	Oct. 2	Sep. 18	Aug. 21	Sep. 4
Mar. 20	Mar. 6	Feb. 6	Feb. 20	Oct. 16	Oct. 2	Sep. 3	Sep. 18
Apr. 3	Mar. 20	Feb. 20	Mar. 6	Nov. 6	Oct. 16	Sep. 14	Oct. 2
Apr. 17	Apr. 3	Mar. 5	Mar. 19	Nov. 20	Nov. 6	Oct. 9	Oct. 23
May 1	Apr. 17	Mar. 19	Apr. 3	Dec. 4	Nov. 20	Oct. 23	Nov. 6
May 15	May 1	Apr. 3	Apr. 17	Dec. 18	Dec. 4	Nov. 5	Nov. 19
Jun. 5	May 15	Apr. 11	Apr. 25	Jan. 4, 2008	Dec. 18	Nov. 20	Dec. 4
Jun. 19	Jun. 5	May 8	May 22	Jan. 18	Jan. 4	Dec. 3	Dec. 17
Jul. 3	Jun. 19	May 22	Jun. 5				

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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