OneNB—The One Nikkei Business—

The business magazine with the largest circulation and the business online media with the largest registered users in Japan.
OneNB
—The One Nikkei Business—

Through Nikkei ID, taking advantage of their respective characteristics, Nikkei Business and Nikkei Business Online Edition have been integrated into “One NB.” We provide rigorously selected information to a wide-ranging readership including top management, managers, and young businesspersons and students who will shoulder the next generation.

Among online media operated by Japanese business magazine publishers, we have the largest number of registered users and, with the speed of online delivery, supply accurate information to managers and business leaders involved in decision making.
Communicating information that includes both ON and OFF scenarios, regardless of age and position.

Percentage of readers within target zone:
- 65.2% of executives at major companies (with over 1,000 employees), and
- 46.1% of division managers read either Nikkei Business or Nikkei Business Online Edition.

From BBMR (BtoB Marketing Report: Media Contact Survey) of Nikkei Research Inc.
Survey time frame: August 2017; Survey target: Male and female employees aged 25 to 59, working in private companies with over 30 employees.

Managers
- 50s to 60s
- Executives

ON
- Take the time to read thoroughly through Nikkei Business delivered to the office or home, as a tool for steering one’s own company.

OFF
- Investment activities, such as stocks.

Business Leaders
- Around 40
- Section/Division manager level

ON
- Get the information needed for management and business at times of change by reading on smartphones or tablets while commuting.

OFF
- Collect information on hobbies such as cars or golf, as well as housing or electronics products.

Innovators
- 20s to 40s
- Start-up companies
- New business development leaders

ON
- Get ideas and hints on new business development by grasping the latest technology and trends.

OFF
- Collect information to improve skills as well as on business items such as watches or suits.

Next Generation Leaders
- Job-seeking graduates and young people in their 20s

ON
- Read before appointments and during free time as a way to improve skills and find discussion topics usable in the business scene.

OFF
- Collect information to improve skills as well as on business items such as watches or suits.
We are supported by executives in top Japanese corporations and businesspersons employed in leading companies in various industrial circles.

Extraction of places of employment from Nikkei ID information on subscribers to **Nikkei Business** and registered users of **Nikkei Business Online Edition** (Unit: persons)

| **OneNB total registered users (Nikkei Business + Nikkei Business Online Edition)** |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Fujitsu                       | 6,704                         | Sony                          | 3,702                         | Denso                         | 2,434                         | Ricoh                         | 1,958                         |
| Panasonic                     | 6,204                         | Canon                         | 3,465                         | Fuji Xerox                    | 2,362                         | IBM Japan                     | 1,931                         |
| NEC                           | 5,317                         | Sharp                         | 2,800                         | Honda R&D                     | 2,152                         | Toyota                        | 1,836                         |
| Hitachi                       | 4,952                         | Mitsubishi Electric           | 2,777                         | NTT Communications            | 2,091                         | Seiko Epson                   | 1,784                         |
| Toshiba                       | 4,196                         | NTT Data                      | 2,554                         | Nissan                        | 2,059                         | NRI                           | 1,684                         |

| **CEOs/Directors/General Managers** |
|-------------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Hitachi                            | 223                             | Fujitsu                         | 168                             | Panasonic                      | 88                             | DNP                           | 59                             | ABeam Consulting              | 47                             |
| NEC                                | 168                             | Toshiba                         | 102                             | IBM Japan                      | 77                             | Hitachi Systems               | 58                             | Sony                           | 47                             |

* Based on OneNB registered users who select the job position in the left.
Based on OneNB registered users who select the sector below.

### Electrical/Electronics equipment

- Panasonic: 5,454
- Fujitsu: 3,529
- Sony: 3,293
- NEC: 3,275
- Toshiba: 3,207
- Canon: 2,590
- Hitachi: 2,523
- Sharp: 2,506
- Mitsubishi Electric: 2,029
- Seiko Epson: 1,543
- Ricoh: 1,282
- Fuji Xerox: 1,224

### Machinery/Heavy electrical

- MHI: 854
- Fuji Xerox: 623
- IHI: 599
- Canon: 510
- Komatsu: 462
- Ricoh: 435
- Hitachi: 380
- NSK: 262
- Kubota: 378

### Trading/Distribution

- Mitsui & Co.: 1,127
- Mitsubishi Corporation: 897
- Sumitomo Corporation: 867
- Canon Marketing Japan: 606
- Itcho Corporation: 538
- Toyota Tsusho: 514
- Marubeni Corporation: 509
- Ricoh Japan: 391
- Sojitz Corporation: 348
- AEON Retail: 274
- Hitachi High-Technologies: 206
- Uchida Yoko: 205

### Finance/Securities

- Nomura Securities: 906
- SMBC: 711
- BTMU: 607
- SMBC Nikko Securities: 557
- Mizuho Bank: 525
- Toho Marine & Nichido: 435
- Mizuho Securities: 384
- Sampo Japan Nipponkoa: 347
- Mitsubishi Sumitomo Insurance: 321
- Daiwa Securities: 313
- Sumitomo Mitsui Trust Bank: 305
- Ortix: 287

### Construction/Design

- Kajima: 749
- Shimizu: 688
- Takenaka: 657
- Taisei: 582
- Daiwa House: 559
- Obayashi: 520
- Sakitsu House: 332
- JGC: 295
- Toda: 218
- Fujita: 203
- Chiyoda: 184
- Nikken Sekkei: 165

### Real Estate

- Mitsui Fudosan: 163
- Mori Building: 161
- Mitsubishi Estate: 118
- Nomura Real Estate: 103
- Sumitomo Realty: 90
- Daikyo: 72
- Tokyo Land: 65
- Mitsui Fudosan Realty: 65
- Tokyo Tatemono: 56

### Transport/Logistics

- Nippon Express: 308
- East Japan Railway: 303
- All Nippon Airways: 267
- Japan Airlines: 244
- Yamato Transport: 178
- NYK Line: 87
- Central Japan Railway: 77
- Hitachi Transport System: 71

### Energy

- Tokyo Gas: 283
- Kansai Electric Power: 270
- Tokyo Electric Power: 266
- Osaka Gas: 205
- Chubu Electric Power: 203
- J-Power: 110
- JXTG: 96
- Showa Shell Sekiyu: 78

### Government/Municipalities

- METI*: 403
- Tokyo Metropolitan: 222
- MLIT*: 190
- MIC*: 132
- Yokohama City: 118
- AIST*: 115
- Ministry of Foreign Affairs: 111
- MAFF*: 96
- MHLW*: 83
- Ministry of Finance: 81
- Ministry of Defense: 81

### University/Research facility

- The University of Tokyo: 558
- Waseda University: 316
- Tokyo Institute of Technology: 197
- Osaka University: 262
- University of Tsukuba: 248
- Keio University: 209
- Nihon University: 184
- Hokkaido University: 180
- University of Tsukuba: 188
- Nagoya University: 187
- Hitachi: 184
- Hokkaido University: 180

NIKKEI BUSINESS User Profile Data

Provides information to forecast the future for approximately 200,000 readers including the top executives that sustain Japanese society. A general information magazine for economics and management that is trusted as an information source for making management decisions.

Weekly (published each week on Monday)  
Annual subscription: ¥24,500 (50 issues)  
Single issue: ¥690

Survey name:  
Nikkei Business Reader Profile Survey 2017  
Survey time frame: 7 to 17 November, 2017  
Responses received: 572

Gender

Male 93.9%  Female 6.1%

Job position

CEO/Director 22.4%  Division Manager 20.1%  Section Manager 25.3%

Section Chief 8.9%  General staff 12.8%  Other 10.4%

Management level at about 20%  
Division Manager and above at about 40%

Age

Core business readers aged in their 40s and 50s

- 29 and under 1.9%  
- 30-39 8.9%  
- 40-49 32.0%  
- 50-59 40.1%  
- 60 and over 17.1%

Management level at about 20%  
Division Manager and above at about 40%
Type of business

- **Construction/Real estate**: 7.7%
- **Manufacturing**: 34.3%
- **IT/Telecommunications**: 11.1%
- **Other**: 11.1%
- **Service**: 20.2%
- **Finance/Insurance**: 6.3%
- **Distribution**: 9.2%

Readership covers a wide range of industries and sectors.

Job category

- **Management/Corporate planning**: 29.4%
- **Sales**: 13.7%
- **Planning/Surveys/Marketing**: 6.7%
- **Data Processing/Information Systems**: 4.9%
- **PR/Advertising**: 0.5%
- **Specialist job**: 8.6%
- **Technology/Design**: 4.8%
- **Manufacturing/Production**: 4.8%
- **Research/Development**: 5.5%
- **General affairs/Human resources/Finance/Accounting**: 10.2%
- **Other**: 11.0%

About 30% are in corporate management.

Number of employees

- **Over 5,000 employees**: 27.3%
- **1,000–4,999**: 18.3%
- **500–999**: 9.9%
- **100–499**: 18.8%
- **1–99**: 25.8%

45.6% of readers work for major companies with over 1,000 employees.

Overall decision-making and execution level regarding products and services at the business

- **Decision maker**: 27.1%
- **Decision based on pre-selection**: 40.3%
- **Listing of selection**: 27.6%
- **Information-gathering**: 32.7%
- **No involvement**: 19.5%

About 80% are involved in selection and decision-making.

* Multiple responses
- **Household income** -

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than ¥6 million</td>
<td>12.8%</td>
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</tr>
<tr>
<td>No answer</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

  Over 40% earn more than ¥10 million per annum
  Average income is ¥11.62 million per annum

- **Overall assets** -

<table>
<thead>
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<th>Asset Range</th>
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<td>6.0%</td>
</tr>
<tr>
<td>More than ¥200 million</td>
<td>2.0%</td>
</tr>
<tr>
<td>No answer</td>
<td>20.1%</td>
</tr>
</tbody>
</table>

  Over 40% have assets of over ¥30 million

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- **The image of main business publications** -

  * Multiple responses
  * Tabulated based on people who read the various publications regularly

**Nikkei Business** (477 sample)

- [ ] Is specialized
- [ ] Has information I want
- [ ] Presents subjects and topics that are very much in the news
- [ ] The contents are trustworthy
- [ ] Is quick with information
- [ ] Has a unique perspective
- [ ] Each and every article has depth

Highly rated for specialization and trustworthiness
### Scenarios in which articles are useful

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Got ideas and hints relevant to my own job</td>
<td>69.1%</td>
</tr>
<tr>
<td>Used as discussion topics either with clients or in the company</td>
<td>48.3%</td>
</tr>
<tr>
<td>Gained general knowledge</td>
<td>47.7%</td>
</tr>
<tr>
<td>Will use to help in decision-making as a manager</td>
<td>44.4%</td>
</tr>
<tr>
<td>Useful when developing a new plan or project</td>
<td>26.9%</td>
</tr>
<tr>
<td>Useful in some other work scenario</td>
<td>22.7%</td>
</tr>
<tr>
<td>Used as internal or meeting document</td>
<td>15.7%</td>
</tr>
<tr>
<td>Information resource for private purchase of product or service</td>
<td>15.8%</td>
</tr>
<tr>
<td>Useful in investment activities such as stocks</td>
<td>12.9%</td>
</tr>
<tr>
<td>Will use to help in decision-making as a manager</td>
<td>8.0%</td>
</tr>
<tr>
<td>Useful in investment activities such as stocks</td>
<td>5.9%</td>
</tr>
<tr>
<td>Used as internal or meeting document</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Many readers used articles for business ideas

### Scenarios in which Nikkei Business advertising is useful

* Multiple responses

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About 50% found advertisements useful when purchasing products and services
With the partnership of contents with *Nikkei Business* magazine, the provided information by *Nikkei Business Online Edition* is both high in quality and up-to-date. In response to the great trust shown by the 2.56 million registered users, there are high levels of satisfaction regarding accurate information that is useful in management.

**Free user registration**

Survey time frame: August 3 to 18, 2017
Response sample number: 1,038

**Gender**

- Male 85.4%
- Female 14.6%

About 15% are females

**Age**

- 29 and under: 2.0%
- 30–39: 16.2%
- 40–49: 35.5%
- 50–59: 33.5%
- 60 and over: 12.8%

Average age is about 50 with about half in their 40s or under

**Job position**

- CEO/Director: 8.4%
- Division Manager: 12.4%
- Section Manager: 21.3%
- Section Chief: 15.8%
- General staff: 21.5%
- Other: 20.7%

Slightly less than 60% have titles
Readership covers a wide range of industries and sectors.

**Type of business**

- Construction/Real estate: 6.3%
- Manufacturing: 35.5%
- IT/Telecommunications: 15.0%
- Other: 14.1%
- Service: 17.0%
- Finance/Insurance: 4.7%
- Distribution: 7.5%

**Job category**

- Sales: 10.2%
- Technology/Design: 10.8%
- Management/Corporate planning: 14.5%
- Research/Development: 10.2%
- General affairs/HR/Finance/Accounting: 10.3%
- Data Processing/Information Systems: 8.8%
- PR/Advertising: 0.6%
- Planning/Surveys/Marketing: 7.2%
- Manufacturing/Production: 3.6%
- Other: 13.4%

People in management and planning make up about 15%.

**Number of employees**

- Over 5,000 employees: 23.1%
- 1,000–4,999: 18.9%
- 500–999: 11.1%
- 100–499: 20.9%
- 1–99: 26.0%
- 1–9: 23.1%

Over 40% of readers work for major companies with over 1,000 employees.

**Overall decision-making and execution level regarding products and services at the business**

- Decision maker: 15.2%
- Decision based on pre-selection: 32.8%
- Listing of selection: 31.5%
- Information-gathering: 42.9%
- No involvement: 23.9%

About three quarters are involved in decision-making and recruiting.
### Household income

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<td>6.1%</td>
</tr>
<tr>
<td>More than ¥20 million</td>
<td>1.9%</td>
</tr>
<tr>
<td>No answer</td>
<td>6.6%</td>
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Over 30% have assets greater than ¥30 million

Slightly less than 30% earn more than ¥10 million per annum
Average income is ¥8.41 million per annum

### Overall assets

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<td>15.0%</td>
</tr>
<tr>
<td>No answer</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

### Office location

- **Toho**: 2.5%
- **Chuo**: 2.8%
- **Chugoku/Shikoku**: 4.2%
- **Kinki**: 14.4%
- **Kyushu/Okinawa**: 6.5%
- **Kanto**:
  - **Tokyo and 3 prefectures**: 53.2%
  - **North Kanto**: 3.0%

- No answer: 1.4%
What kind of information do you obtain from Nikkei Business Online Edition?

* Multiple responses

- The latest move in business trends: 70.6%
- Detailed commentary on the latest technologies: 50.7%
- Thoughts from well-known key persons or famous managers: 47.8%
- Performance, trends, and corporate strategy for companies of note: 42.3%
- Information that contributes to improving skills and self-learning: 36.1%
- Information that contributes to business strategy and strategic thinking: 26.2%
- The opinion of the editorial staff and journalists: 19.7%
- Information useful for managers' decision: 19.0%
- Information useful for new plans and projects: 15.8%
- Information relevant to products and services purchased and used at work: 8.6%
- Reading without anything particular in mind: 4.9%

About 70% use it as an information tool to grasp business trends.
Also, they utilize the information on the latest technologies as well as people and companies featured in the news for their work.

Frequency of access to Nikkei Business Online Edition

- Almost every day: 54.6%
- 2–3 times a week: 29.4%
- About once a week: 7.7%
- 2–3 times a month: 4.6%
- About once a month: 1.9%
- Less than that: 1.7%

More than half access almost every day

Frequency of perusal of Nikkei Business Online Edition email

- Read almost every day: 48.3%
- Read occasionally: 37.6%
- Almost never read: 8.1%
- Do not read, but don't read at the moment: 2.3%
- Have never read: 2.5%
- Do not read mail magazines, whether Nikkei Business Online or others: 1.3%

Over 80% read the mail magazine
**Nikkei Business Ad Awareness Rate Survey**

*Nikkei Business* prepares ad awareness rate reports to all advertisers in the magazine. Through these reports, advertisers can see clearly what sort of impression their ads have made on readers.

### Survey outline

- **Definition of terms**
  - "Definitely saw the ad" rate = Ad attention rate
  - "Definitely saw the ad" rate + "Think I saw the ad" rate = Ad awareness rate
  - *The above definitions correspond to those of the Japan Newspaper Publishers and Editors Association.*

- **Survey subjects**
  - Subscribers (random sampling)

- **Survey methodology**
  - Postal survey

- **Details**
  - The survey sheet and a sample magazine were sent, with a request to return the survey sheet.
  - Mailed out 4–5 days after put on sale

- **Survey content**
  - Selection of one from "Definitely saw," "Think I saw," and "Don't recall seeing"
  - Evaluation of understanding of, interest in, and impact of ad regardless of recollection

- **Average response sampling**
  - 70-80

- **Issue surveyed**
  - All issues

### Report items

1. **Overall survey outline**
   - Survey outline
   - Respondent info (age, sector, title, job occupation)

2. **Ranking list**
   - Overall ranking list

3. **Awareness rate ranking**
   - Average (%)
   - Top 10 companies

4. **Products by type**
   - Top rankings (to third place for each)

5. **Creative ranking**
   - Average (%)
   - Top 10 companies

6. **Individual**
   - Evaluation by advertisement
   - Reasons why advertisement left an impression (free comments)

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### Report images for advertisement insertion

#### Ranking list

**Example of overall ranking list**

<table>
<thead>
<tr>
<th>広告主名</th>
<th>場所</th>
<th>広告種別</th>
<th>スペース</th>
<th>場所広告</th>
<th>記者対向広告</th>
<th>記者対向広告に興味を持った</th>
<th>内容がよく読んだ</th>
<th>記者対向広告から詳しく知りたくなった</th>
<th>記者対向広告から詳しく知りたくなった</th>
<th>記者対向広告から詳しく知りたくなった</th>
<th>記者対向広告から詳しく知りたくなった</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB交通</td>
<td>東京広告</td>
<td>交通</td>
<td>81.0</td>
<td>54.4</td>
<td>21.5</td>
<td>32.9</td>
<td>23.0</td>
<td>32.9</td>
<td>23.0</td>
<td>32.9</td>
<td>23.0</td>
</tr>
<tr>
<td>CD防病</td>
<td>東京広告</td>
<td>交通</td>
<td>81.0</td>
<td>43.3</td>
<td>12.7</td>
<td>31.6</td>
<td>36.7</td>
<td>19.0</td>
<td>32.9</td>
<td>35.4</td>
<td>17.7</td>
</tr>
<tr>
<td>3D建築</td>
<td>大阪広告</td>
<td>交通</td>
<td>79.7</td>
<td>46.6</td>
<td>11.4</td>
<td>35.4</td>
<td>32.9</td>
<td>20.5</td>
<td>25.3</td>
<td>40.5</td>
<td>15.2</td>
</tr>
<tr>
<td>4S汉语</td>
<td>テクノロジー</td>
<td>交通</td>
<td>72.2</td>
<td>45.6</td>
<td>21.5</td>
<td>24.1</td>
<td>28.6</td>
<td>27.8</td>
<td>34.2</td>
<td>24.1</td>
<td>17.7</td>
</tr>
<tr>
<td>4K国立</td>
<td>台湾広告</td>
<td>交通</td>
<td>72.2</td>
<td>35.5</td>
<td>8.0</td>
<td>26.6</td>
<td>36.7</td>
<td>27.8</td>
<td>20.3</td>
<td>20.3</td>
<td>25.3</td>
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<tr>
<td>6K海洋</td>
<td>東京広告</td>
<td>交通</td>
<td>70.9</td>
<td>49.4</td>
<td>15.2</td>
<td>34.2</td>
<td>21.5</td>
<td>29.3</td>
<td>34.2</td>
<td>21.5</td>
<td>25.3</td>
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<tr>
<td>6L Developers</td>
<td>東京広告</td>
<td>交通</td>
<td>70.9</td>
<td>27.9</td>
<td>3.6</td>
<td>24.1</td>
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<td>東京広告</td>
<td>交通</td>
<td>69.7</td>
<td>39.3</td>
<td>5.1</td>
<td>34.2</td>
<td>30.4</td>
<td>30.4</td>
<td>20.3</td>
<td>34.2</td>
<td>7.6</td>
</tr>
<tr>
<td>9L化工</td>
<td>台湾広告</td>
<td>交通</td>
<td>69.7</td>
<td>30.4</td>
<td>1.3</td>
<td>29.1</td>
<td>39.2</td>
<td>30.4</td>
<td>11.4</td>
<td>34.2</td>
<td>12.7</td>
</tr>
<tr>
<td>10PUR鮮魚</td>
<td>東京広告</td>
<td>交通</td>
<td>69.6</td>
<td>39.2</td>
<td>0.5</td>
<td>32.9</td>
<td>30.4</td>
<td>30.4</td>
<td>11.4</td>
<td>32.9</td>
<td>15.5</td>
</tr>
</tbody>
</table>

---

### Individual

- **Example of reasons why advertisement left an impression (free comments)**

- Clarification of appeal points
- Good visuals
- Good fit between corporate recognition level and contents
- Conversation-type contents are easy to understand
- Actual examples of normally hard to understand approaches were interesting
### Nikkei Business/Nikkei Business Online Edition

#### List of Rates

<table>
<thead>
<tr>
<th>Rate Plan</th>
<th>Rate (excluding tax)</th>
<th>Insertion rate</th>
<th>Production fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nikkei Business</td>
<td>¥2,520,000</td>
<td>¥5,040,000</td>
<td>¥600,000</td>
</tr>
<tr>
<td>• 4c1p Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 4c2p Advertorial</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Nikkei Business Online Edition

<table>
<thead>
<tr>
<th>Menu</th>
<th>Size</th>
<th>Rate</th>
<th>Estimated CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone rectangle</td>
<td>W 300 x H 250 pixels</td>
<td>¥2.0/imp</td>
<td>0.07%</td>
</tr>
<tr>
<td></td>
<td>* Video aspect ratio: 10:9</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>* Insertion rate comes with volume reduction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smartphone header panel</td>
<td>W 320 x H 180 pixels</td>
<td>¥3.0/imp</td>
<td>0.1%</td>
</tr>
<tr>
<td>Smartphone In-Feed (Image + text)</td>
<td>Image: W 240 x H 180 pixels²</td>
<td>¥1.0/imp</td>
<td>0.04%</td>
</tr>
<tr>
<td></td>
<td>Subtitle: Up to 13 characters per line (either in full width or in half width) +</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Title: Up to 24 characters per line (either in full width or in half width) (no line feed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW! Smartphone inRead banner²</td>
<td>W 320 x H 100 pixels</td>
<td>¥2.0/imp</td>
<td>0.04%</td>
</tr>
<tr>
<td>InRead video*</td>
<td>Aspect ratio: 16:9 (incompatible for 4:3)</td>
<td>¥5.0/imp</td>
<td>0.05%</td>
</tr>
<tr>
<td>In-Feed (Image + text)</td>
<td>Image: W 240 x H 180 pixels²</td>
<td>¥1.0/imp</td>
<td>0.02%</td>
</tr>
<tr>
<td></td>
<td>Subtitle: Up to 13 characters per line (either in full width or in half width) +</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Title: Up to 24 characters per line (either in full width or in half width) (no line feed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st rectangle</td>
<td>W 320 x H 250 pixels</td>
<td>¥2.0/imp</td>
<td>0.06%</td>
</tr>
<tr>
<td>1st double rectangle</td>
<td>W 320 x H 600 pixels</td>
<td>¥3.5/imp</td>
<td>0.2%</td>
</tr>
<tr>
<td>Billboard*</td>
<td>W 970 x H 250 pixels</td>
<td>¥6.0/imp</td>
<td>0.2%</td>
</tr>
<tr>
<td>Pushdown*², ⁴</td>
<td>Expanded state: W 970 x H 400 (250) pixels</td>
<td>¥6.0/imp</td>
<td>0.2%</td>
</tr>
<tr>
<td></td>
<td>Contracted state: W 970 x H 90 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>* Video: ¥8.0/imp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW! Premium bannern</td>
<td>W 1,280 x H 250 pixels</td>
<td>¥10.0/imp</td>
<td>0.2%</td>
</tr>
<tr>
<td>NEW! In-read mega bannern</td>
<td>W 1,280 x H 250 pixels</td>
<td>¥6.0/imp</td>
<td>0.05%</td>
</tr>
</tbody>
</table>

---

*2 Please note that smartphone In-feed and PC In-feed images (W240 x H180 pixels) are displayed in contracted state.
*3 Please note that smartphone In-read banners and PC In-read mega banners appear only on top pages.
*4 The length of a video should be no longer than 30 seconds.
*5 A CLOSE (X) button must be included.

*Numbers of impressions and deliveries are estimates and are not guaranteed.  *The consumption tax will be added to all rates.
*Rates, frame volume, specifications and other parameters are subject to change without notice.  *Please refer to separate documents regarding application and material submission.
**Nikkei Business & Nikkei Business Online Edition Tie-Up Package (Advertorial/set format)**

For **Nikkei Business**, a special rate is available for ongoing projects regarding interview-style tie-ups for which there is strong demand.

<table>
<thead>
<tr>
<th>Rate (excluding tax)</th>
<th>Plan A</th>
<th>Plan B</th>
<th>Plan C</th>
<th>Plan D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nikkei Business advertorial 2P+</strong></td>
<td>¥5,000,000</td>
<td>¥3,000,000</td>
<td>¥4,000,000</td>
<td>¥2,000,000</td>
</tr>
<tr>
<td>Nikkei Business Online tie-up site (Insertion period: 4 weeks)</td>
<td>(Standard rate: ¥5,640,000 + ¥2,500,000)</td>
<td>(Standard rate: ¥2,820,000 + ¥2,500,000)</td>
<td>(Standard rate: ¥5,640,000)</td>
<td>(Standard rate: ¥2,820,000)</td>
</tr>
</tbody>
</table>

* A set format is used for magazine space and web design.

This is a special plan limited to interviews with top corporate executives.

This is a special plan limited to interviews with key corporate persons.
Nikkei Business Online Edition Special (Tie-up advertising, insertion for 4 weeks, including standard lead)

Tie-up advertising is offered to readers among users who are corporate decision-makers and high earners. Please take advantage of this for your company’s corporate advertorial promotion.

<table>
<thead>
<tr>
<th>Tie-up site</th>
<th>A4 size 2P (about 3,000 Japanese characters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC tie-up page</td>
<td>Smartphone tie-up page</td>
</tr>
</tbody>
</table>

Report items:
- No. of PVs, UBs
- Staying time
- Comparison with rivals
- Lead performance
- No. of visitors to external sites
  Etc.

Gross Rate: ¥3,500,000 (excluding tax)  Insertion for 4 weeks

<table>
<thead>
<tr>
<th>Lead menu</th>
<th>No.</th>
<th>Appears on</th>
<th>Appearance</th>
<th>Estimated imp.</th>
<th>Estimated CTR</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone Lead</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smartphone In-Feed (Image + Text)</td>
<td></td>
<td>Almost all pages</td>
<td>Rotation</td>
<td>200,000imp</td>
<td>0.04%</td>
<td>Image: W 240 × H 180 pixels  Subtitle: Up to 13 characters per line (either in full width or in half width)  Title: Up to 24 characters per line (either in full width or in half width) (no line feed)</td>
</tr>
<tr>
<td>PC Lead</td>
<td></td>
<td>Billboard</td>
<td>Rotation</td>
<td>50,000imp</td>
<td>0.2%</td>
<td>W 970 × H 250 pixels</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In-Feed (Image + Text)</td>
<td>Rotation</td>
<td>500,000imp</td>
<td>0.02%</td>
<td>Image: W 240 × H 180 pixels  Subtitle: Up to 13 characters per line (either in full width or in half width)  Title: Up to 24 characters per line (either in full width or in half width) (no line feed)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recommended Information</td>
<td>Rotation</td>
<td>2,500,000imp</td>
<td>0.02%</td>
<td>Image: W 240 × H 180 pixels  Subtitle: Up to 13 characters per line (either in full width or in half width)  Title: Up to 28 characters per line (either in full width or in half width)</td>
</tr>
<tr>
<td>Email Magazine</td>
<td></td>
<td>Nikkei Business Online Edition email (HTML email)</td>
<td>Daily delivery on weekdays</td>
<td>700,000 x 12 notices</td>
<td>0.04%</td>
<td>Image: W 240 × H 180 pixels  Subtitle: Up to 13 characters per line (either in full width or in half width)  Title: Up to 24 characters per line (either in full width or in half width) (no line feed)</td>
</tr>
</tbody>
</table>

* Depending on the level of inventory and native ad content, we may provide an appropriate native ad link.
* Each native content may be allowed for secondary use with ¥2.5 million (excluding tax). For details, please contact us.
* Actual expenses will be separately charged in the event of the involvement of prominent figures or interviews in remote areas.