



Inspiring people to care about the planet

National Geographic Japanese Edition Online Media Data 2012

USER PROFILE

Gender :	Male 78.6%, Female 21.4%
Average Age :	48.0
Average Annual Income :	JPY 7,210,000
Homeowners :	73.9% (detached house 55.9%, apartment etc. 18.0%)
Average Visit :	13.14 minutes

Survey date:	2-14 Nov 2011
Number of Respondents:	1,075 of 41,220 (2.6%)

What Is National Geographic Japanese Edition Online?

Inspiring people to care about the planet
<http://nationalgeographic.jp/>

National Geographic Japanese Edition Online is the Japanese website of National Geographic magazine, showing videos related to magazine articles, photos not previously published in the magazine, wallpaper download service and a variety of original columns and celebrity interviews.

▶Site Data

Monthly Page Views	1,372,013
Monthly Unique Browsers	162,353

◆ July 2012 (SiteCensus)

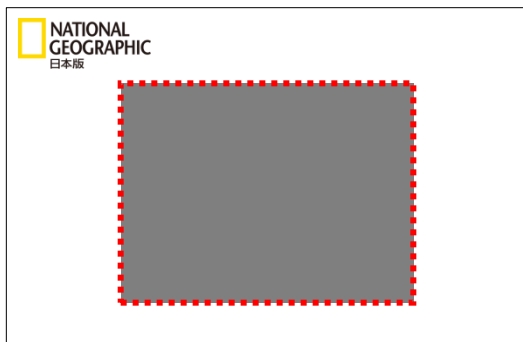


The screenshot shows the homepage of the National Geographic Japanese Edition website. At the top, there is a navigation bar with categories like 'BPnet', 'ビジネス', 'PC', 'IT', 'テクノロジー', '医療', '建設・不動産', 'TRENDY', 'WOMAN', 'ショッピング', and '読者ニッポン'. Below this is a main banner area featuring a large photograph of a mosque at night with the caption '「トンブクトウの伝統あるモスク（西アフリカ・マリ）」 photograph by Brent Stetson'. To the right of the banner are social media links for Facebook and Twitter, and a promotional box for a magazine subscription. Below the main banner is a section for '今日の壁紙' (Today's Wallpaper) with a grid of five small images. Further down, there are sections for '今月のフォトグラファー' (This Month's Photographer) featuring O.ルイス・マザテンダ and '2012年作品募集開始!' (2012 Works Collection Starts!), and 'フラッシュバック' (Flashback) featuring 福田 幸広. The right sidebar contains a '週間人気記事ランキング' (Weekly Popular Article Ranking) with five items listed.

National Geographic Japanese Edition Online Advertising Menu

Menu	Position	Availability	Duration/ Frequency	Expected Impressions	Rate (JPY)
Welcome Banner	Welcome Page	1	1 week	Please contact us	Please contact us
First Rectangle	Almost all pages	1	1 month	700,000	500,000
Second Rectangle	Almost all pages	1	1 month	700,000	300,000
Text Ad	Homepage, WebNatGeo top page, Photo top page	3	1 month	200,000	200,000
Tie-Up Site ((includes production)	—	—	1 month	—	2,000,000
Nat Geo Mail Header Text Ad	—	3	1x	approx 52,000	200,000

Welcome Banner



Menu	Welcome Banner
Appears on	Welcome Page
Availability	Exclusive to 1 advertiser per month
Size	W640 x H480 pixels
Ad Material	Flash / GIF or JPEG (maximum 50KB)
Start Date	Tuesdays
Duration/Frequency	1 week
Frequency Control	Once every 12 hours
Ad Rate	Price on application

First Rectangle



Menu	First Rectangle
Appears on	Almost all pages
Availability	Exclusive to 1 advertiser per month
Size	W300 x H300 (250) pixels
Ad Material	Flash / GIF or JPEG (maximum 30KB)
Start Date	1st of each month
Duration/Frequency	1 month
Estimated impressions	700,000
Ad Rate	JPY 500,000

Second Rectangle



Menu	Second Rectangle
Appears on	Almost all pages
Availability	Exclusive to 1 advertiser per month
Size	W300 x H300 (250) pixels
Ad Material	Flash / GIF or JPEG (maximum 30KB)
Start Date	1st of each month
Duration/Frequency	1 month
Estimated impressions	700,000
Ad Rate	JPY 300,000



Text Ad



Menu	Text Ad
Appears on	Homepage, Web Nat Geo Top Page, Photos Top Page
Availability	Limited to 3 advertisers per month
Size	Maximum 1 line x 38 characters
Ad Material	Text
Start Date	1st of each month
Duration/Frequency	1 month
Estimated impressions	200,000
Ad Rate	JPY 200,000

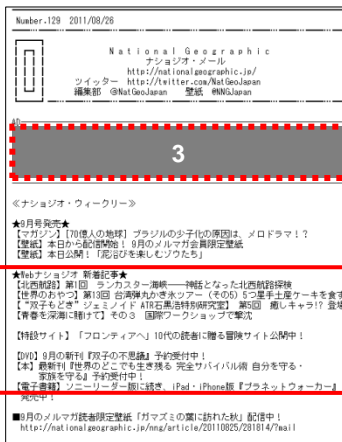
National Geographic Japanese Edition Online Special Tie-Up Site Package

We carry tie-up content on all topics of interest to opinion leaders with deep interest in culture, the environment and living creatures.

Homepage



NatGeo Mail



Tie-Up Site ★

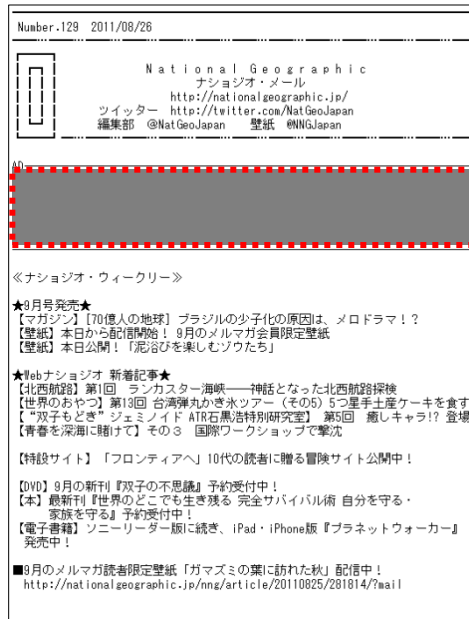


Ad Menu	Position	Duration/Frequency	Estimated impressions	Size
★ Tie-Up Site	—	—	—	Up to 2x A4 pages (approx. 3,000 characters)
1 Text Ad	Homepage, Web Nat Geo Top Page, Photos Top Page	1 month	200,000	Maximum 1 line x 38 Japanese characters
2 Second Rectangle	Almost all pages	—	700,000	W 300x H300 (250) pixels
3 NatGeo Mail Header Text Ad	—	2x	52,000/issue	Maximum 5 lines x 38 Japanese characters

Rate JPY 2,000,000

※ Cost is reduced to JPY 1,000,000 if advertorial from the print magazine is reused online
 ※ Additional costs will apply for on location filming

Nat Geo Mail Header



Menu	Nat Geo Mail Header Text Ad
Availability	Limited to 3 advertisers per month
Size	Maximum 5 lines x 38 Japanese characters
Ad Material	Text
Frequency	2x/month + day of magazine delivery
Estimated impressions	approx. 52,000
Ad Rate	JPY 200,000

For further information contact:

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