

Professional, Advanced and Visionary...



Corporate Brochure 2017



Nikkei Business Publications, Inc.

At the Forefront of Cross Media

Delivering Cutting-Edge Information on Management, Technology, and Life

Nikkei Business Publications is a cross-media company that provides businesspeople with high value-added information on management, technology, and life.

First established as a group company of Nikkei, Inc in April 1969, Nikkei Business Publications has grown into one of the largest providers of cutting-edge information, content, and services in the specialized fields. In addition to the primary business in print and online, we offer an array of businesses and services, such as exhibitions, seminars, customized publishing, research, and consulting, to meet a variety of client needs.

We deliver the latest information to businesspeople useful both for their business and private lives through our various media platforms, such as magazines, books, PCs, smartphones and tablets, seminars, and exhibitions. We are always with our readers and markets. That is why we can reach and make an impact on the audience, and that is the source of our strength.

Our Team of Dedicated Specialists

Our utmost editorial advantage lies in having staff writers, or specialized in-house writers, some of whom having qualifications such as Information Processing Engineers or first-class architects. These specialist journalists gather information first-hand from their own sources and swiftly write quality articles in an easy-to-understand manner.

Moreover, Nikkei BP has seven research institutes led by our experienced journalists specialized in specific fields. Our in-house institutes perform researches and studies in details for individual challenges of our clients, and support the realization of new innovative approaches.

We conduct various surveys of interest to our advertisers, including advertisement recognition surveys and corporate image surveys, to back up their marketing efforts. To ensure fairness and accuracy, our circulation figures are audited by Japan Audit Bureau of Circulation.

Subscribers' personal data are strictly managed at Nikkei BP Fulfillment Services. Important sales and statistical data, such as subscription renewal rates, are fed back to sales staff to be effectively used for the next marketing activities. For the magazines sold at the stores, we fully utilize POS data and other uniquely-gathered data for appropriate distribution. We offer custom publishing service for our corporate customers as well. Whether for promotion, in-house training, or PR, our rich editorial resources can meet the specific need of every one of our clients.



Magazines and Newsletters

Providing Cutting-Edge Information on Management, Technology, and Life

Nikkei BP's magazines and newsletters cover a wide range of information, from business, personal computing, computer, telecommunications, electronics, machinery, construction, and healthcare/biotechnology to lifestyle, health, and entertainment.

The magazines are either delivered directly to the subscribers or sold at bookstores. The annual subscription magazines are business-to-business, each covering a specialized area. With detailed subscriber profile at hand, they offer content and advertisements meeting the needs of the readers.

Our consumer titles that can be purchased at bookstores and convenience stores are for the more general readership. Each title contains unique information that only Nikkei BP can offer, leveraging the information, know-how, and the analytical ability that we have gained through our experience with our business-to-business magazines. Our business-to-business magazines become more solid by having the interface of consumer magazines, while consumer magazines gain another level of strength with business-to-business information at their bases.



Such synergy of business-to-business and consumer magazines is made possible only because we have a clear profile of our readers. Every one of Nikkei BP's magazines and newsletters is a medium that mirrors its readership.

Business & Management	Electronics & Mechanical Engineering	Computer & Networking
Nikkei Business	Nikkei Electronics	Nikkei Computer
Nikkei Business Associé	Nikkei Monozukuri	Nikkei Systems
Nikkei Top Leader	Nikkei Automotive	Nikkei Software
Nikkei Design	Nikkei Robotics	Nikkei Linux
Nikkei Money		Nikkei Network
Nikkei Digital Marketing		Nikkei New Media
Nikkei BigData		Nikkei FinTech
Nikkei Ecology		Nikkei Cloud First

Personal Computing	Medicine & Healthcare	Architecture & Construction
Nikkei Personal Computing	Nikkei Medical	Nikkei Architecture
Nikkei PC21	Nikkei Healthcare	Nikkei Construction
	Nikkei Drug Information	Nikkei Home Builder
	Nikkei Biotechnology & Business	Nikkei Real Estate Market Report

Lifestyle & Entertainment		
Nikkei Trendy	Nikkei Woman	Nikkei Entertainment!
Nikkei Otona-no-Off	Nikkei Health	ecomom
National Geographic Japanese Edition		
DAZZLE	Priv.	MOMENTUM
etRouge		

Online Media

Outstanding Diversity of Content, Just Like that of Our Magazines

Advancing Our Cross-Media Approach and Unique 'Page Value'

Many of the online media offered by Nikkei BP are 'targeted media', specializing in specific fields to meet the needs of their respective target viewers. They include Nikkei Business Online and Nikkei WOMAN online for businesspeople, Nikkei Technology Online and ITpro for engineers, Nikkei TRENDYnet to spice up your private life, and more. Our websites cover a wide range of fields from management and technology to life in general. We offer 20 main sites, which in total boast 124 million page views and 17.5 million unique browsers per month, one of the largest scales in Japan's publishing community.

These online portals and our renowned websites are the engine of our cross-media strategy. We adopt a registration system for most of our websites, to keep them highly targeted just like our print magazines. As a way to gauge the true quality of each website, we have introduced a new measuring system called "page value." This allows us to evaluate a website from a multifaceted perspective, using three factors of the quality of the content, attributes of the audience, and generally-used page view.

Over 30 digital-magazines in our portfolio and some 450 e-books published annually

Nikkei BP also places a strong focus on digital publishing. We have over 30 digital-magazines in our portfolio, and have published approximately 450 e-books in 2016 alone with the accumulated total reaching roughly 1700 titles. While the Nikkei Store website serves as our main digital sales channel, an increasing number of major book stores are becoming the distributors of our digital publications.



Nikkei Business Online



Nikkei Technology Online



Nikkei Woman Online

Online Portals and Websites

Business & Management

Comprehensive site for economics and management, a must-read for business leaders

Nikkei Business Online

Electronics & Mechanical Engineering

Technology portal for supporting engineers

Nikkei Technology Online

Computer & Networking

General information site for corporate IT
ITpro

Supporting decision making for setting up system
ITpro Active

Architecture & Construction

Online architecture medium chosen by professionals
Nikkei Architecture

Breaking news on corporate relocation, office rent, and sale price
NIKKEI REAL ESTATE MARKET REPORT

Comprehensive information for civil engineers
Nikkei Construction

Japan's real estate investment news in English
NIKKEI REAL ESTATE MARKET REPORT

Practical information for home-building experts
Nikkei Homebuilder

Medicine & Healthcare

Comprehensive medical information portal for physicians and healthcare practitioners
Nikkei Medical Online

Japan's largest portal site for biotech researchers
Nikkei Biotech ONLINE

Information site for cancer patients and their families
Cancer Navi

Free membership site for young doctors and medical students
Cadetto.jp

Lifestyle

Trend information site that adds spice to personal life
Nikkei TRENDY net

Portal for working women
Nikkei WOMAN Online

Information site for working mother and fathers
Nikkei DUAL

Comprehensive site

Information portal for all business professionals
nikkei BPnet

Portal for supporting enterprises select products and services
NIKKEIBizTarget

Books/Textbooks/Company Media

Long Sellers and Books on Hot Subjects

Nikkei Business Publications is also focusing on publication of books, mooks (magazine + book), and customized publications. Nearly 550 titles are published yearly as books and mooks, while 60 titles of customized periodicals, such as membership magazines, are published yearly upon requests from corporations.

Along with the Book Publishing Bureau that plays a central role in book publication, the editorial department of each magazine and newsletter publishes a variety of specialized publications in forms of special issues, mooks, and books, leveraging the expertise in each field. Since these editors know best what the needs of the readers are and how to provide information that meets their needs, their publications also gain strong support among the people in educational institutions including colleges. Our custom publications, produced by editorial staff who are well-versed in magazine-making, have a high reputation for the quality.

Most of our direct-sales books are highly specialized and are publicized in our magazines of related fields. Some of the books can be purchased both directly from us and at stores. Others are available in the form of e-books and content for mobile phones.

Books

The Visionary Company series is a super long seller we proudly release in the business management category, which is cited as a book collection to keep over a lifetime by many Japanese business leaders. *Jinsei no odo* (Universal Philosophy to Live Correctly) and *Ogura Masao: Keieigaku* (Masao Ogura's theory of management) are both long-selling standard books on management in our portfolio. Japanese editions of Milton Freedman's *Capitalism and Freedom* and Peter Drucker's *Management* are also popular in the Nikkei BP Classics series revisiting time-proven masterpieces in newly edited translation.

In the area of technology publications, we continue to produce fast-selling titles including *Program wa naze ugokunoka* (How Program Works), marking 680,000 copies sold in total, and *Shogakusei kara hajimeru wakuwaku programming* (Exciting programming for elementary school children).

Our recent successes are represented by giant best sellers penned by influential CEOs in and outside of Japan, such as *Steve Jobs, kyoji no purezen* (original title: *The Presentation Secrets of Steve Jobs*) and *Jeff Bezos hateshinaki yabo* (original title: *The Everything Store*), and *Hoshino Resort no kyokasho*. Other popular titles that have attracted a wide range of readers include; *2052, Moho no keieigaku* (Good Imitation to Great Innovation), *Nihonkeizai ga tenitoruyoni wakaruhon* (A book that gives you clear and distinct ideas about the Japanese economy), *Ikegami Akira no kyoyo no susume* (The Value of Liberal Arts Education by Akira Ikegami), and *Creative Mindset* (original title: *Creative Confidence*).

Textbooks (academic books)

Nikkei BP also places a strong focus on educational publishing. Our textbooks are chosen by a wide range of educational institutions, including universities, vocational schools and computer training schools. Some of the popular titles include: *The Seminar Textbook* series guiding on hands-on tips to operate Microsoft Office software effectively from today, the *Sokusenryoku ni naru!* (Be work ready!) series targeting new employees to learn essential business skills in general, *Keyword de rikaisuru saishin jyocho literacy* (Keywords to understand latest information literacy) providing readers with comprehensive knowledge on computer networks from basics to latest updates.

Company Media

Nikkei BP Consulting, one of our group companies, has custom publishing department. We edit and produce a wide range of publications for our clients, e.g., credit card company's membership magazines for gold card holders, airline's in-flight magazines, financial institution's finance guide for beginners, IT company's technical information magazines, PR publications of colleges and government offices, and books and mooks published by corporations and corporate managers. Our periodical custom publications have a particularly high reputation. Some 60 titles big and small are produced by 70 staff with experience and expertise, including editor-in-chiefs of our magazines.



Our lineup covers broad interests, from business classics to academic books for university foundation courses. Editions customized for university curricula are also well-received.



We produce over 60 company magazines periodically.

Tradeshows and Seminars

Watch, Listen, and Touch – Face-to-Face Opportunities across Japan, and overseas

Full collaborative support of Nikkei BP's magazines and online media

Nikkei BP holds a number of B-to-B and B-to-C trade shows and cover a wide range of fields, including IT, electronics, gaming, human resources, inbound, and introducing state-of-the-art products and services of the trend. We consider trade shows as a form of medium enabling direct experiences – opportunities for visitors to touch and learn about the products and services firsthand and for exhibitors to promote their products to their prospective customers face-to-face.

Nikkei BP will continue staging even more effective communication opportunities with our cross-media approach combining events, magazines, and online media. Many of our trade shows hold seminars on related topics, too, to make the experience even more informative and enriched one.

Our knowhow in publishing magazines is used to the fullest in designing the original exhibits and concurrently-held seminar programs. The collaboration with magazines and online media has proven enormously effective both in making announcements of the event to boost turnout and in delivering news during and after the event. With clear targeting, our events bring considerable benefits to both the exhibitors and the visitors.

Hosting Events across Japan, Asia, and Europe

Nikkei BP hosts a number of trade shows in major cities in Japan as well as Tokyo, to expand opportunities to experience latest products and services for those who cannot visit exhibitions held in the capital city. Our efforts are highly appreciated by both exhibitors and visitors to the events. We also organize a series of events in other parts of Asia including Singapore, Indonesia, Thailand, China, Taiwan and also in Europe, U.S. and Africa to actively promote access to the latest developments from Japan to the world.

Major Events

(Actual in 2016 Fiscal Year)

- Cloud Days
- Big Data EXPO
- Security & Governance
- Mobile & Wearable
- IoT Japan
- ITpro EXPO
- FACTORY
- eDocument JAPAN
- Game Networking Vietnam
- Game & Creative Contents Networking Asia
- IoT Asia
- WOMAN EXPO
- Human Capital EXPO
- LEARNING TECHNOLOGY
- INBOUND JAPAN
- D3 WEEK
- CEDEC
- TOKYO GAME SHOW
- Game Networking Eastern Europe
- TREND EXPO TOKYO
- The International Meeting Expo



ITproEXPO



Human Capital



Tokyo Game Show



The International Meeting Expo

Research and Consulting

Nikkei BP Intelligence Group providing solution support for private and public sectors

On September 1, 2015, Nikkei Business Publications announced the launch of Nikkei BP Intelligence Group, with the aim of contributing to solve management issues in companies and social challenges faced by national and regional governments.

Since 2010, Nikkei BP has established specialized research units to offer survey services, policy suggestions, and consulting support to meet the needs of companies as well as national and regional public bodies. Our research institutes have received high acclaim from client companies and regional authorities for providing a wide range of support services.

To meet the needs of private and public sectors facing an increasing number of issue in growing scale and complexity, we established Nikkei BP Intelligence Group to operate one-stop services for finding solutions to current business and social challenges.

Capitalizing on our expertise in research and delivering latest updates as a media house, Nikkei BP Intelligence Group is committed to provide support for solutions, marketing strategies, and technology development for businesses and public authorities.

NIKKEI BP Intelligence Group



Action Policy

- Support companies solving management challenges
- Policy planning support for national and regional governments solving social challenges
- Contribute to promote globalization of companies
- Provide information support as a think tank of a media publisher
- Provide services based on in-depth analyses and insights underpinned by rich expertise

Institutes of Nikkei BP Intelligence Group

ICT Innovation Research Institute

Suggesting solutions based on abundant knowledge in ICT



In collaboration with Nikkei Computer, the technology website ITpro, and other industry-leading ICT media, the Institute is committed to helping our clients achieve innovative projects based on ICT. Providing wide range of marketing support such as planning and/or operation for owned media, themed website, private events and seminars.

WEB: <http://itpro.nikkeibp.co.jp/ICT/>

Institute of Social Infrastructure

Media think-tank specialized in building and architecture



Based on expertise in the fields of architecture, housing, civil engineering (city planning) and real estate, the Institute takes part in research initiatives of the Japanese government, while also providing support for the upstream stages of local government projects. Recently, projects such as new business creation support in the private sector are in demand.

WEB: <http://kenplatz.nikkeibp.co.jp/infra/>

Clean Tech Institute

Organization to support successful information strategies in environmental issues, energy and social infrastructure



Focusing on the field of new technology and energy, the Institute provides strategic support for companies eyeing to develop and expand cross-industrial partnerships, technology strategies, new apps, new business models, and global business reach. Playing multiple roles as a mass media house, a research agency, a think tank and a consulting firm, the Institute stimulates the rise of new movements based on its research results, and suggests best strategies on the back of new trends.

WEB: <http://cleantech.nikkeibp.co.jp/>

Visionary Management Institute

Providing management solutions from a leader's point of view



Since the environment surrounding business is rapidly changing, the leaders need to set their vision to manage their corporations. From creating management vision to corporate branding, staff education, marketing, PR and advertising, the Institute offers a wide range of management solutions for top executives and next-generation of business leaders.

WEB: <http://business.nikkeibp.co.jp/visionary/>

Marketing Strategy Institute

Expertise in lifestyle information to stimulate organizational reform



Based on our expertise in publishing lifestyle information magazines, the Institute provides useful knowledge, know-how and networks for the projects of companies, public offices and other entities to help them achieve sustainable organizational growth. The services cover various fields, including: research and educational projects for promoting the active participation of women in workplace, recreation of region, healthcare and product development, market trend analysis from the perspective of consumers, consulting services based on market forecast, product development capitalizing on high expertise, and media strategy planning.

WEB: <http://hitsouken.nikkeibp.co.jp/>

Mirai Institute

Forecasting the future to support strategic planning in business



The Institute serves as a specialized organization to forecast the future trends of industries and society, and based on its forecast, assists companies with strategic planning and future business projects. In addition to compiling trusted reports such as Mirai Yosoku Report (Future Prospect Report, published in 2006), has published over 10 reports such as Mega Trends, Technology Roadmap, and has been introduced in over 2000 companies. The Institute also offers consulting and research services to support management strategy planning, and new business development.

WEB: <http://www.nikkeibp.co.jp/lab/mirai/>

Medical Institute

Solve challenges of corporations in the medical and health field



Support solving both BtoC, BtoB issues of companies in the medical and health field, taking advantage of the expertise in medical care such as from Nikkei Medical, and obtaining cooperation of experts i.e. 135,000 doctor members and 90,000 pharmacist members subscribing Nikkei Medical Online.

WEB: <http://medical.nikkeibp.co.jp/all/nbpmlab/>

The Institute of SME Management & Leadership

Support the growth and sound management of SME



In order to build a society where small and medium-sized enterprises (SME) supporting Japanese economy can keep growing for many years, the Institute helps them grow and achieve sound management in various ways such as offering information, survey, education and consulting by making use of knowledge Nikkei BP has attained in the field of management, technology and lifestyle.

Established B-to-B Research Capability Underpins Our Services

The research skill and know-how that Nikkei BP Group has cultivated over 40 years are consolidated in Nikkei BP Consulting. <http://consult.nikkeibp.co.jp/consult/english/>

With its rich resource of knowledgeable staff, each with his / her specialty, and extensive survey samples of over 3 million people in total, consisting mainly of the readers of Nikkei BP's B-to-B magazines in the fields of IT, electronics, healthcare, environment, construction, and management, Nikkei BP Consulting offers highly reliable research and consulting on topics related to business trends at individual, company, and industry-wide levels.

As your partner in research and consulting, Nikkei BP Consulting offers a spectrum of services to improve clients' competitiveness. Among its key researches are after-sale service surveys and customer satisfaction surveys, conducted in collaboration with Nikkei Business, Nikkei Computer, and other Nikkei BP magazines. The brand consulting business includes publication of survey reports, such as its flagship "Brand Japan", and services to help clients set up their strategies and frameworks for branding. It also offers technical solutions to improve the clients' web marketing strategies based on detailed analysis of the target viewers' behaviors.



Nikkei BP Consulting publishes a variety of indices that can be used as benchmarks for businesses and industries, through partnering with "After-sales Service Survey" by Nikkei Business, "Customer Satisfaction Survey" by Nikkei Computer and other specialized media services of Nikkei BP.



We plan and organize Japan's largest brand evaluation project "Brand Japan" and release its questionnaire survey results and data. Being neutral and unbiased, we also conduct surveys on establishing PDCA (Plan-Do-Check-Action) cycles for branding.



Our Web Brand Survey is Japan's largest questionnaire survey on website evaluation. We also offer a full-range of website consulting services, including website diagnosis, access log analysis, strategic planning for website redesigning, and measures for improving conversion rates.

Global Reach

Expanding International Projects with Overseas Hubs and Event Promotion

Nikkei BP is expanding its global reach on the back of strong overseas networks, while organizing specialized events actively around the world. Our international editorial teams are based in New York, Silicon Valley, London, and Shanghai, and our affiliate is located in China to promote sales in the region.

Nikkei BP hosts a broad range of events in the Asia region, focusing on specialized topics in business management, IT, electronics, machinery and other professional fields where we have earned successful results in Japan. These events also provide opportunities for Japanese businesses eyeing to expand in the region. We have organized such events in China, Taiwan, Thailand, India, Singapore, Indonesia, Vietnam and other parts of Asia so far.



*Our licensing partner:
Taiwan's Business Weekly*



Our books published overseas.

Forming Partnerships to Provide Information around the World

Many of Nikkei BP's B-to-B magazines utilize the cutting-edge information provided by leading overseas magazines and newspapers. Presently, we partner with numerous titles worldwide, including *Financial Times*, *Bloomberg Businessweek*, and *The Economist*, *Caixin* of China, *Business Today* of India, and many more in highly specialized fields of IT and healthcare.

The network of our sales offices and editorial bureaus across the world, combined with these partnerships, further adds depth to the news and analyses that Nikkei BP offers to the readers.

Meanwhile, Nikkei BP is taking an active approach for its magazine and book contents to be published in overseas. We have concluded content licensing agreements with several publishers in China, Taiwan and South Korea, and provide the editorial contents from our brands including *Nikkei Business*, *Nikkei Electronics*, *Nikkei Health* for local magazines and websites.

Covering various topics ranging from management, personal development, IT, medicine, architecture and health, Nikkei BP books translated in foreign languages have been published across Southeast Asia including Thailand, Indonesia and Vietnam as well as China, Taiwan and South Korea.

Awarding Activities

Acting as a Bridge to Introduce Achievements of Professionals to the Public

The most notable award sponsored by Nikkei BP is the "Nikkei BP Marketing Awards". The purpose of the award is to recognize contribution to the evolution and development of advertisement in the specialized information field.

"Japan Innovators Award" is a commendation to acknowledge innovators who have unique ideas and the strong will to bring them to reality.

"ITpro EXPO AWARD" recognize outstanding companies for ICT products and services.

In addition to these, there are several awards presented by individual magazines, and special sites including "Woman of the Year" given by Nikkei Woman to leading women for their outstanding accomplishments in the year.

Selected from a journalistic point of view, all of these awards aim to recognize and make the public aware of the outstanding achievements of professionals.



Nikkei BP commends and awards achievements that support Japan's industries tomorrow. Our awards are symbols of the highest achievements in business and technology.



Various Business Approaches

Personal Information Protection

Established Management System to Secure Privacy

Protecting your privacy is one of the most important issues we care about, since we handle and store large sets of personal information collected from our magazine subscribers, exhibition visitors, online service registrants, interviewees, partners and other miscellaneous individuals. Even before the enforcement of the Personal Information Protection Law in Japan, Nikkei BP and its group companies have used our best efforts to protect personal information that we have collected, and secure them in accordance with the established management system to protect privacy. Specifically, we divide the functions of Nikkei BP and its group companies into some 100 divisions, and assign at least one personal data controller at each of those divisions to make sure that all staff comply with our internal rules and codes of conduct for handling privacy information. To keep upgrading the level of personal information protection at Nikkei BP, we offer compulsory trainings for controllers and online learning programs for all employees every year, while also implementing internal and third-party audit systems to solve challenges and issues in privacy control.

We ask our current and future readers to submit their inquiries, subscription orders, prize draw registration and other requests to Nikkei BP Fulfillment Services, Inc., as such communication containing personal information cannot be dealt directly by our editorial teams. This is for protecting your personal information that we collect in strictest confidence.

Environmental Approach

Moving Forward with Two Wheels of Internal Control and Encouragement of Social Efforts

Nikkei BP achieved ISO 14001 certification in 1999 and moved to self-declaration of conformance in July 2008. We are addressing environmental issues with company-wide efforts.

As a publisher that inevitably uses a large amount of paper, we consider it our responsibility to make the utmost efforts to reduce the burden that we place on the environment. Also, with global warming becoming more and more acute, we take it as one of our most important missions as a media company to provide information to help solve the environmental issues.



We report via the Internet our impact on the environment as a result of our business activities and what we are doing to reduce environmental burdens. (<http://corporate.nikkeibp.co.jp/BP/eco>)

Company Profile

Name	Nikkei Business Publications, Inc.
Head Office	1-17-3, Shirokane, Minato-ku, Tokyo 108-8646 Japan Tel: +813-6811-8311 / Fax: +813-5421-9804
Capital	400 million yen
Date of Incorporation	April 5, 1969
Number of Employees	763 (As of December 2016)

Board of Directors

President & CEO	Suguru Niinomi
Managing Directors	Koichiro Sakai Yasuaki Sakata Hiroyuki Hashino Toshikazu Tamura Masami Kagei Susumu Takiyama Naoki Asami
Auditors	Yoshiyuki Furusawa Seiko Yamawaki

Our Corporate Sites



Japanese site



Chinese site



English site

*Nikkei Business Publications, Inc. is a wholly-owned subsidiary of Nikkei, Inc.

The Nikkei BP Group Companies

Nikkei BP Consulting, Inc.

<http://consult.nikkeibp.co.jp/consult/english/>

Established in 2002. Leveraging the advantages of Nikkei Business Publications as a publishing company, Nikkei BP Consulting offers brand index, market survey and strategy consulting, as well as support corporate communication efforts by producing such customized media as newsletters, membership magazines, web sites, books, and e-books.

Nikkei National Geographic Inc.

<http://nationalgeographic.jp/>

Established in 1994 as an equal joint venture company between Nikkei BP and the National Geographic Society. In addition to publishing the Japanese edition of the renowned National Geographic magazine, the company also sells books, maps, and other products of the National Geographic Society.

Nikkei Medical Publishing, Inc.

<http://nmp.nikkeibp.co.jp/>

Established in 1996 to offer custom publishing services aimed at supporting the marketing activities of pharmaceutical companies and hospitals. The company can also conduct market research among health care professionals in Japan.

Nikkei BP Fulfillment Services, Inc.

<http://www.dokusya-sc.co.jp/>

Established in 1991 with the aim of offering subscriber fulfillment services for all the publications of Nikkei BP. The company's services now extend also to handle magazines published by outside companies.

TechnoAssociates, Inc.

<http://www.technoassociates.com/>

Established in 2003 as a joint venture between Mitsubishi Corporation and Nikkei BP to provide consulting and marketing services, with a special focus on technology, intellectual properties and China.

Nikkei Business Publications China

BP Advertising (Shanghai) Company Limited

Established in 2012 with the objective of providing extensive marketing services in China. Nikkei Business Publications China continues to offer upgraded support for marketing campaigns crossing over Japan and China as well as projects of Japanese affiliates in China.

Nikkei BP Marketing, Inc.

<http://www.nikkeibpm.co.jp/>

As of July 1, 2010, Nikkei BP Marketing has merged with Nikkei BP Publishing Center and made a fresh start as all-new "Nikkei BP Marketing, Inc."

The company sells magazines, books, digital content, and custom publications published by Nikkei BP and its group companies through corporate channels as well as through wholesalers and book stores.

Nikkei BP Service, Inc.

<http://www.nbpsvc.com/>

Established in 1993 to offer back-office support to the group companies of Nikkei BP in such areas as general affairs, accounting and human resources.

Nikkei BP Ad. Partners, Inc.

<http://www.bpad.co.jp/>

Established in 1997 as an advertising agency to support the marketing activities of client companies, using mainly Nikkei BP advertising vehicles such as magazines, websites, exhibitions and seminars.

Worldwide Locations

Nikkei Business Publications, Inc. Headquarters

1-17-3 Shirokane, Minato-ku
Tokyo, 108-8646, Japan
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» Subscription Inquiries» Advertising and Other Inquiries

Editorial Bureaus

New York Editorial Bureau

Suite 2404, 1325 Avenue of the Americas
New York, NY 10019 U.S.A.
TEL: +1-212-261-6450
FAX: +1-212-261-6459

Silicon Valley Editorial Bureau

575 High Street,
Suite 320, Palo Alto,
CA 94301 U.S.A.
TEL +1-669-254-0530

London Editorial Bureau

Barnards Inn, 86 Fetter Lane,
London, EC4A 1EN, UK
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TEL: +44-20-7400-6712

Shanghai Editorial Bureau

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No.99, XianXia Rd.,
ChangNing District, Shanghai, China
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Overseas Subsidiaries

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