

THE NIKKEI WEEKLY

MEDIA DATA



NIKKEI

Unique in Japan

The Nikkei Weekly is the only English-language newspaper in Japan specializing in Japanese and Asian business and economic news, and is published worldwide. The Nikkei Weekly offers complete one-week coverage of all of Japan's economic and political news with English language versions of articles from not only Nikkei's flagship paper, The Nikkei, but also feature stories from its other trade publications, including The Nikkei Business Daily and The Nikkei MJ. It also features in-depth reporting on news in other Asian countries — particularly Chinese business information — through its foreign correspondent network.

Serves as a Business Partner

The Nikkei Weekly strives also to provide high-quality English information on the latest business trends as an aid to businesspeople active in international markets. The Nikkei Weekly readership consists primarily of ardent Japan watchers, be they individuals or companies, and is the preferred English language medium for local managers of foreign-based firms, consultants, analysts, institutional investors and journalists who wish to stay informed on current details of the Japanese business environment.

Become a Nikkei Reader

The Nikkei Weekly readership consists essentially of those who want to know what is being written in The Nikkei, but who cannot read Japanese. The Nikkei Weekly therefore provides the same quality of information in terms of both editorial content and advertising as the flagship Japanese language paper.

日本で唯一です

The Nikkei Weeklyは、日本で唯一の日本およびアジアに関する英文経済週刊紙で、ワールドワイドに発行されています。日本経済新聞をはじめ、日経が発行する専門紙の日経産業新聞、日経MJの主要記事を掲載し、一週間の日本経済、政治などの流れがよく分かります。また日経の取材網で得たアジアのニュースも満載し、とくに中国でのビジネス情報が充実しています。

ビジネスの橋渡しをします

The Nikkei Weeklyは、国際派ビジネスマンの手助けとなるよう、ビジネスの最新トレンドをレベルの高い英語で発信しています。The Nikkei Weeklyの読者は、ジャパングォッチャーと呼ばれる人たちです。外国企業の日本担当者、コンサルタント、アナリスト、機関投資家やジャーナリストなどが多く、他の外国語媒体の読者よりも日本企業に関するきめ細かい情報を必要としている読者です。

日本経済新聞の読者です

The Nikkei Weeklyの読者は、日本語の読めない日本経済新聞の読者と言えます。従って、記事だけでなく、広告でも日本経済新聞と同質の情報を発信しておく必要があります。

Foreword

序文

The Nikkei Weekly is a weekly English language paper published by Nikkei Inc. The paper began in 1963 under the name The Japan Economic Journal, changing its name to the present one in 1991. Over the last 44 years it has been Japan's only English language financial paper and as such has received high acclaim from businessmen and officials domestically as well as internationally.

The most important characteristic of The Nikkei Weekly is the wealth of Nikkei's high quality reporting on important issues and news on the Japanese economy. Nikkei uses its news gathering team around the world to collect information and upon careful review and analysis, reports that news through various media including the morning and evening editions of The Nikkei, The Nikkei Business Daily, The Nikkei MJ, Nikkei Veritas, which will publish its inaugural issue in March of 2008, and Nikkei Net. Taking advantage of its weekly publication, The Nikkei Weekly carefully goes through this vast amount of information to report on a wide range of business trends in Japan and Asia in an in-depth and comprehensive manner.

The slogan for the paper is "Business News from Japan to the World." Covering everything from the trends of macroeconomics to corporate news, this English language paper is a condensed version of the information powerhouse that is Nikkei. In 2007, a large-scale overhaul of the paper that included layout changes and the addition of color pages made it easier to read. There is also original content unique to The Nikkei Weekly including in-depth columns on a variety of topics written by renowned economists, and a new advice column targeted at overseas readers doing business in Japan. Of course, the paper is also responding to the global importance of news from Asia by increasing the reporting on the Asian economy particularly in China and India, the growing centers of the world economy. And, the magazine-style special editions published a few times each year focus on timely subjects such as the environment or technology development, and are distributed not just to the world's business executives but are sent directly to decision makers in the major countries around the world.

More and more the success of a business is dependent on the quality of information it gathers. We hope that The Nikkei Weekly can help in your company's global strategies for success.

Nikkei Editorial Department English Language Head
The Nikkei Weekly Editor-in-chief
Hideto Kakinoki

The Nikkei Weeklyは日本経済新聞社が発行する週刊英字紙です。1963年にThe Japan Economic Journalの呼称で創刊、1991年に現在の名前に変わりましたが、44年にわたり日本唯一の英文経済紙として、国内外のビジネスマンや政府関係者から高い評価を受けてまいりました。

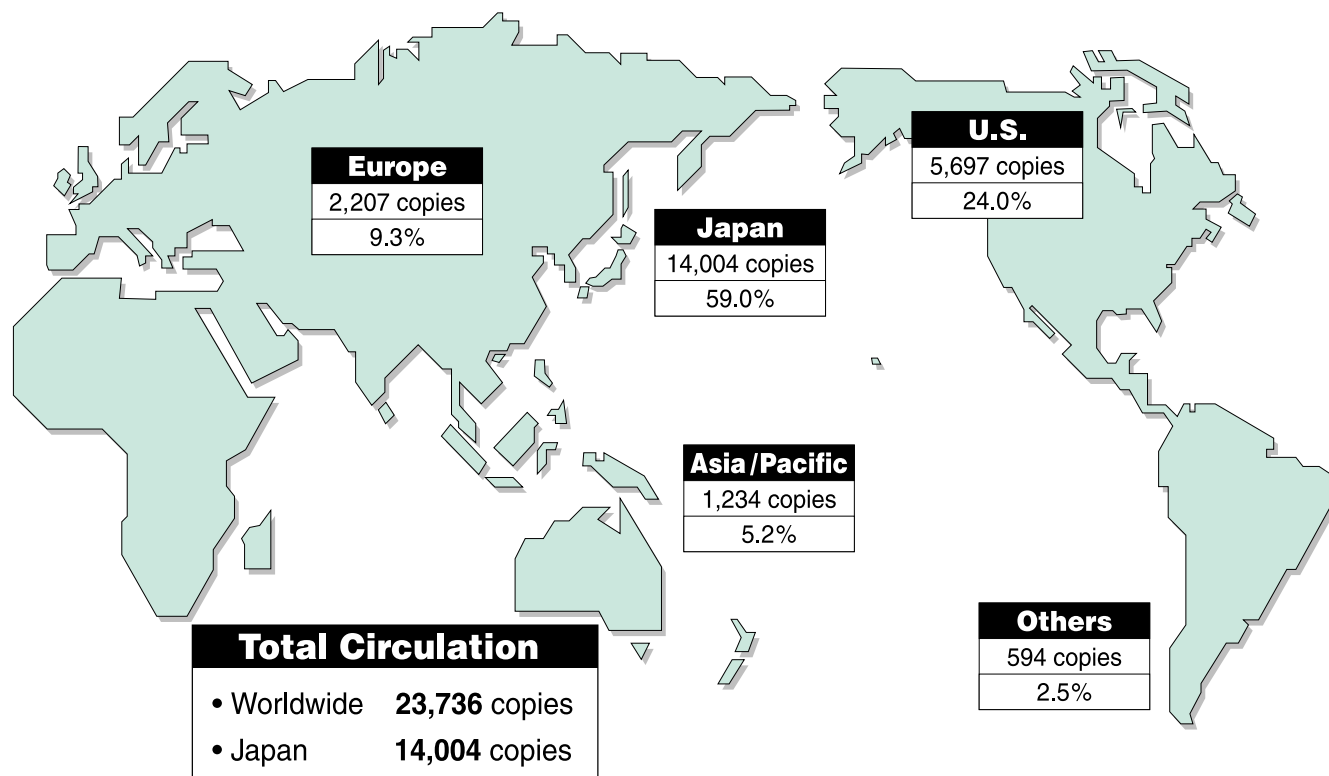
The Nikkei Weeklyの特徴は何よりも質の高い日経情報が過不足なく詰まっている点にあります。日本経済新聞社は内外に張り巡らせた取材ネットワークを駆使して広く経済情報を収集、精緻な検討と分析を加えたうえで、日本経済新聞朝夕刊をはじめ、日経産業新聞、日経MJ、さらには2008年3月に創刊予定の日経ヴェリタス、日経ネットなど、様々な媒体を通じて記事を発信しています。The Nikkei Weeklyは週刊であるメリットを生かし、この膨大な情報を厳選、日本やアジアのビジネス動向を幅広く、かつ深く掘り下げてお届けしています。

キャッチコピーは「Business News from Japan to the World」。マクロ経済の動向から企業ニュースまで日経の誇る情報力が英字紙の形に凝縮されています。2007年には大胆なレイアウト変更とカラーページの増加などで、より読みやすい紙面を目指した大規模な紙面刷新を実施しました。著名エコノミストが多様な課題に鋭く切り込む書き下ろしコラムや、日本ビジネスを手がける海外読者向けのコンサルティングコラムも新設、The Nikkei Weeklyだけで読めるオリジナルコンテンツを豊富にとりそろえています。もちろん世界の成長センターである中国やインドを核としたアジア経済の記事も大幅に拡充し、高まるアジア情報へのニーズにも応えます。また、年に数回発行するマガジスタイルの特別号は環境や技術開発など旬なテーマに焦点を当て、世界のビジネスエクゼクティブのみならず、主要国政府の政策決定者にも直接情報発信を続けています。

ビジネスの正否は情報の質に益々左右されるようになっていきます。The Nikkei Weeklyを貴社のグローバル戦略の一助としてご活用戴ければ幸いです。

日本経済新聞社編集局英文編集部長
The Nikkei Weekly編集長
柿木 英人

Circulation by Region / 発行部数の居住地別構成比



Number of Sales / 販売部数

	Number of sales (copies)
U.S.	5,697
U.K.	863
France	340
Germany	309
The Netherlands	119
Belgium	115
Switzerland	123
Singapore	142
Thailand	42
Hong Kong	344
China	58
Japan	14,004
Australia	180

Number of Readers per Issue / 1紙あたりの閲覧読者数

An average of 2 people take turns reading The Nikkei Weekly.
1紙あたり平均2人が日経ウィークリーを閲覧しています。

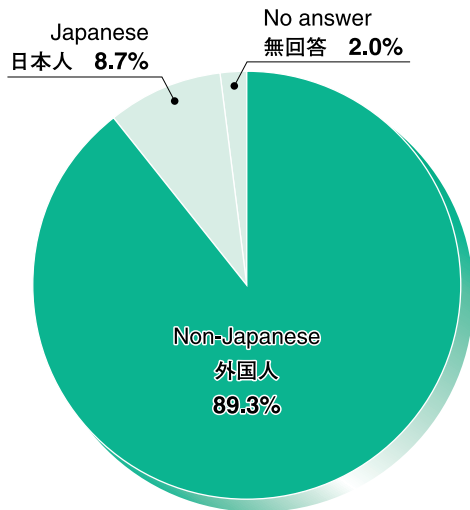
Readership Survey of the Nikkei Weekly Subscribers

「日経ウイークリー」定期購読者調査

Nationality / 国籍

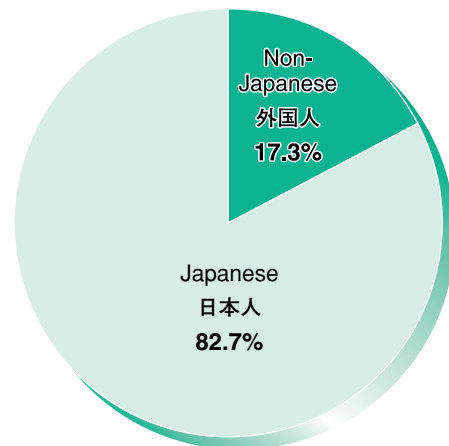
Overseas

89.3% of subscribers are non-Japanese.
読者の89.3%は、日本人以外の人々です。



Japan

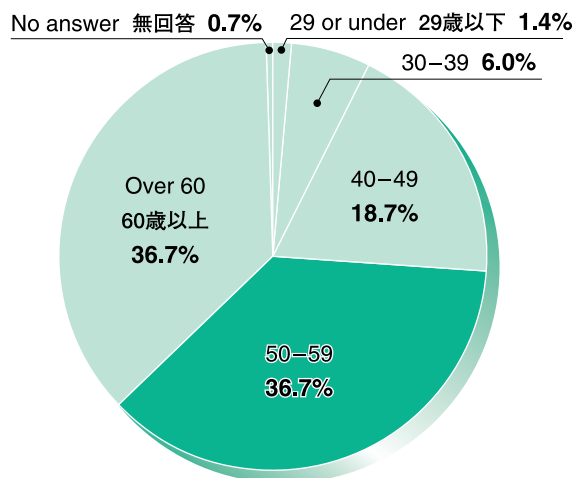
17.3% of subscribers are non-Japanese.
日本国内の読者の17.3%は、日本人以外の人々です。



Age / 年齢

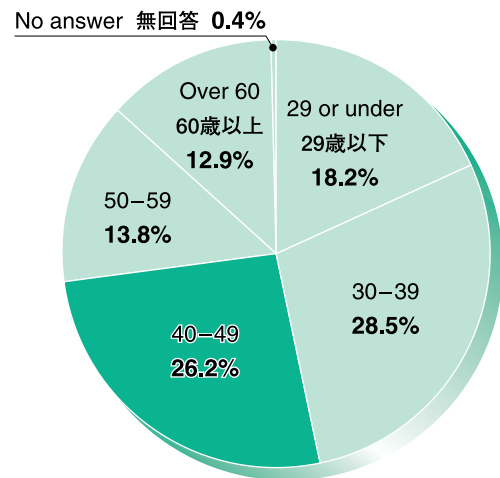
Overseas

The medium age is 55 years.
平均年齢は55歳です。



Japan

The medium age is 42 years.
平均年齢は42歳です。



Readership Survey of English-Language Nikkei Weekly Subscribers

Data on pages 3 to 7 are based on the Readership Survey of Worldwide The Nikkei Weekly Subscribers conducted in May-June 2007 by Nikkei Research Inc. Questionnaires and return envelopes were mailed to Nikkei Weekly subscribers the U.S.A. and Japan. 510 valid responses were received for the U.S.A., and 225 were for Japan.

P.3~P.7までのデータは、2007年5~6月に行なった「日経ウイークリー定期購読者調査」に基づいています。調査方法は、米国と日本に在住する「日経ウイークリー」定期購読者を対象に、日本から返信用封筒を添えてアンケート用紙を郵送するもので、回収数は米国：150、日本：225でした。調査の実施は(株)日経リサーチが行ないました。

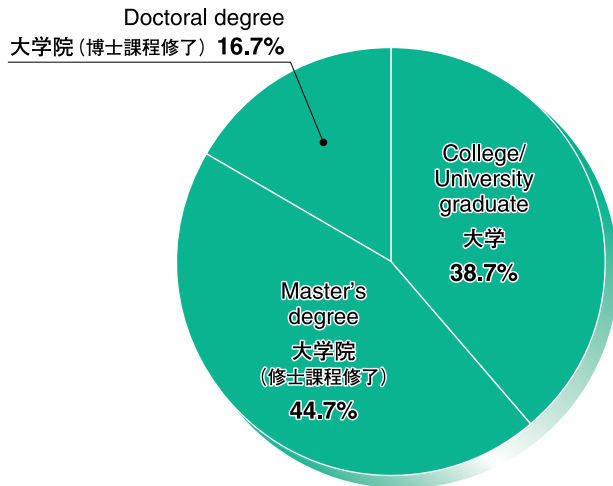
Readership Survey of the Nikkei Weekly Subscribers

「日経ウイークリー」定期購読者調査

Educational Background / 学歴

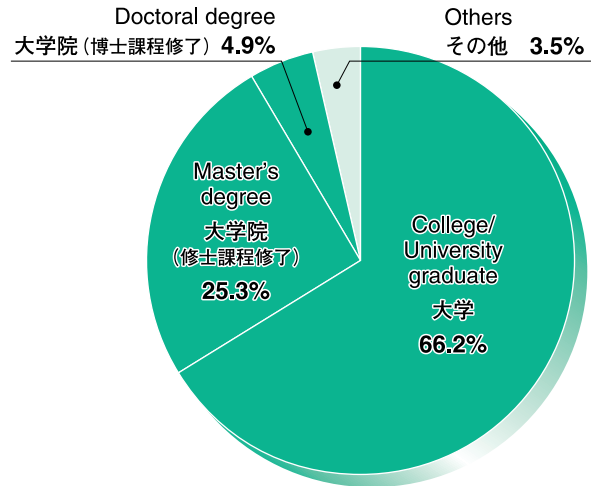
Overseas

College graduates and postgraduates comprise 100%.
大学・大学院卒が100%です。



Japan

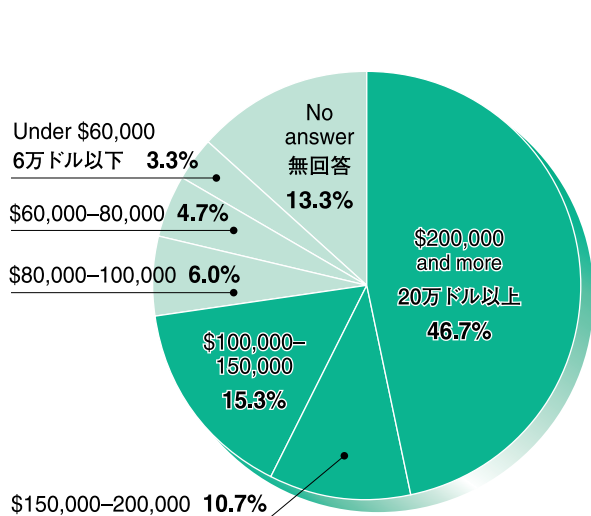
College graduates and postgraduates comprise 96.5%.
大学・大学院卒が96.5%です。



Annual Household Income / 世帯年収

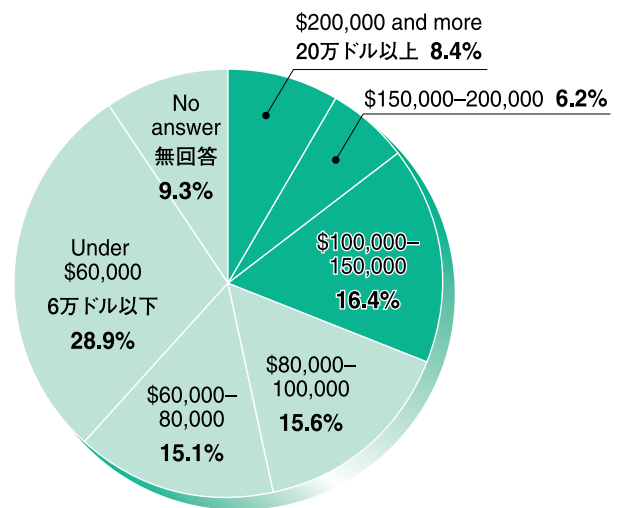
Overseas

72.7% of subscribers have a household income of over \$100,000 an year.
世帯年収10万ドル以上の人が72.7%です。



Japan

31.0% of subscribers have a household income of over \$100,000 an year.
世帯年収10万ドル以上の人が31.0%です。

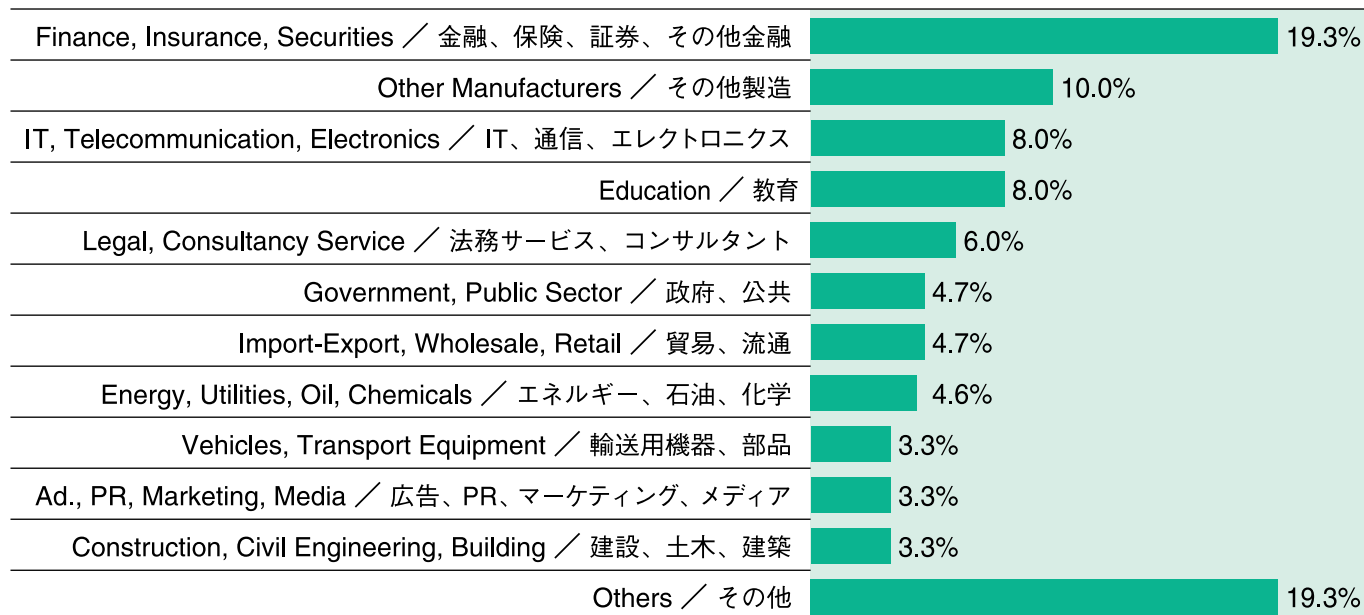


Type of Company / 所属企業の業種

Overseas

19.3% are engaged in finance, insurance, or securities.

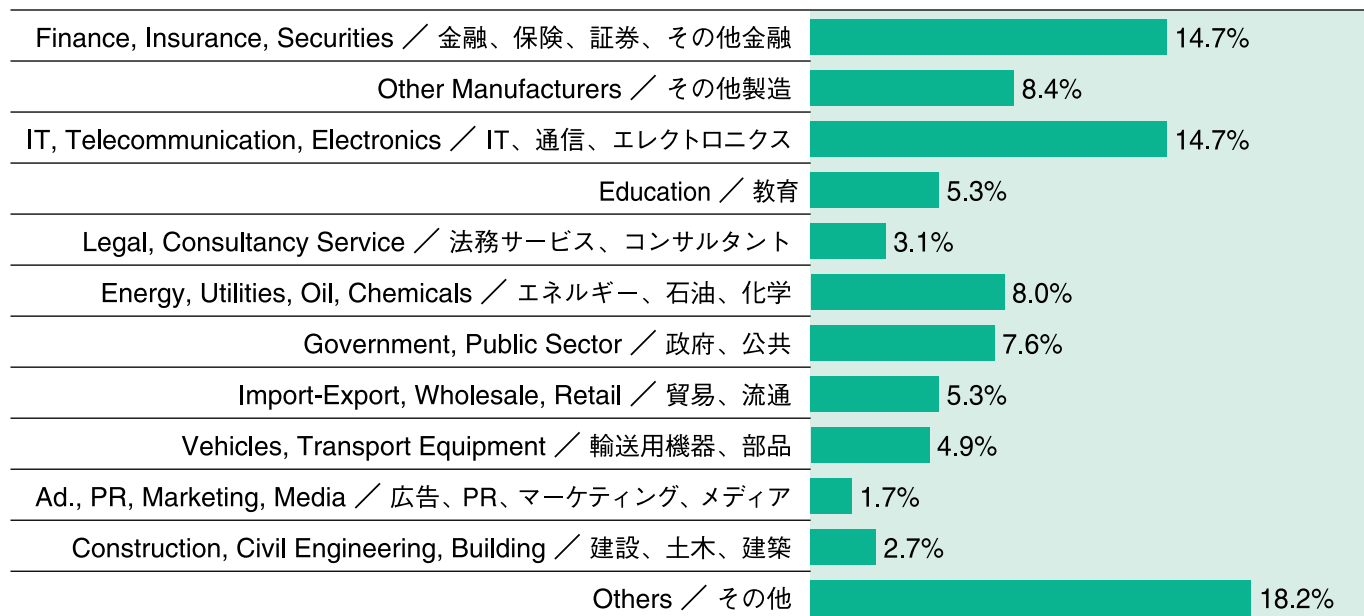
所属先の業種は、19.3%が金融・保険・証券です。



Japan

14.7% are engaged in in finance, insurance, or securities, and IT, Telecommunication, or electronics.

所属先の業種は、14.7%が金融・保険・証券とIT・通信・エレクトロニクスです。



Readership Survey of the Nikkei Weekly Subscribers

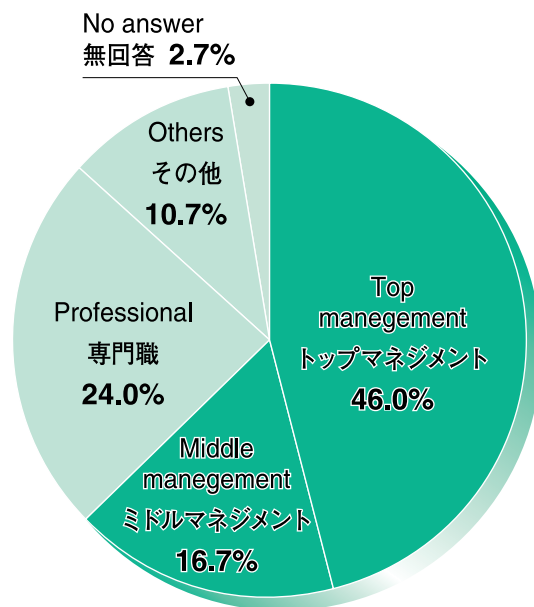
「日経ウイークリー」定期購読者調査

Job Title / 役職

Overseas

Top management accounts for 46.0% of subscribers. Combined with the middle management accounting for 16.7%, makes a total of 62.7% of subscribers occupying managerial positions.

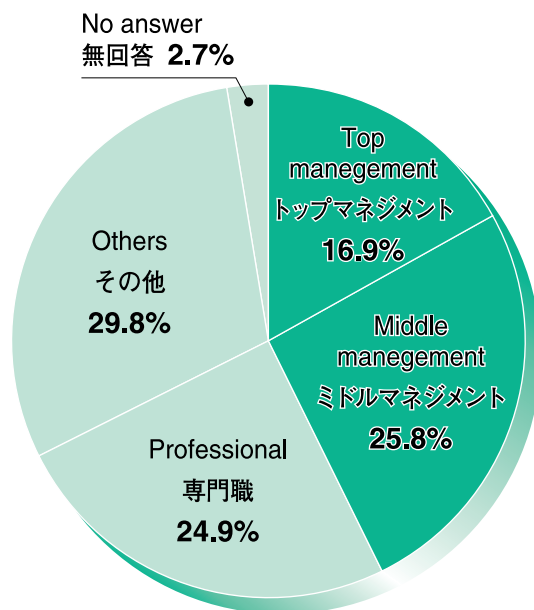
トップマネジメントが46.0%。ミドルマネジメント16.7%を合わせると62.7%が管理職です。



Japan

Top management accounts for 16.9% of subscribers. Combined with the middle management accounting for 25.8%, makes a total of 42.7% of subscribers occupying managerial positions.

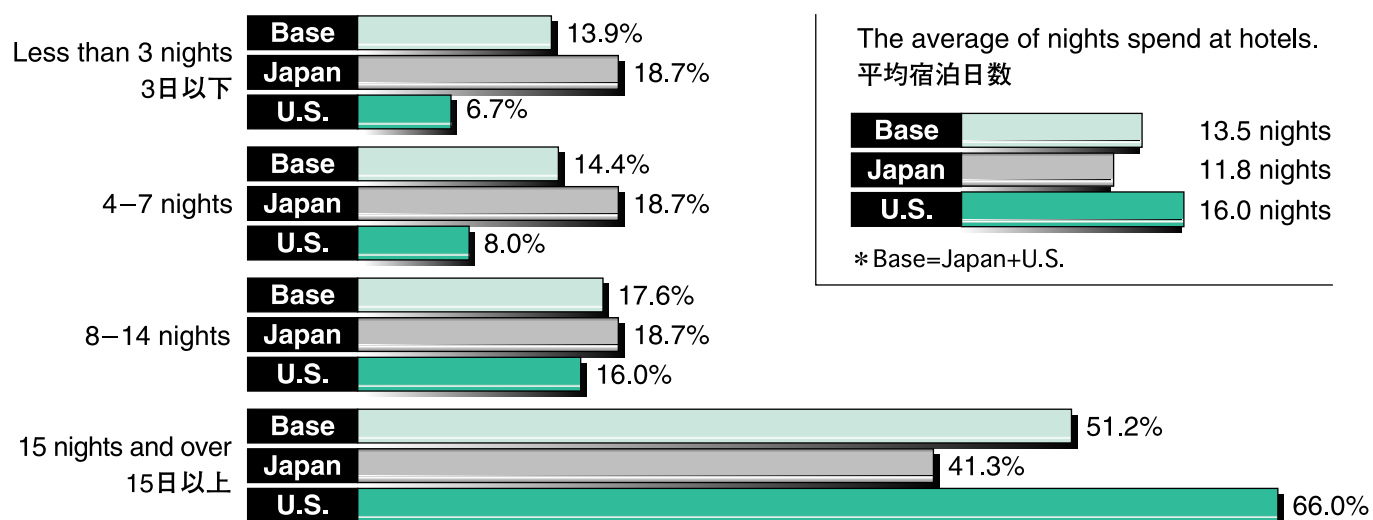
トップマネジメントが16.9%。ミドルマネジメント25.8%を合わせると42.7%が管理職です。



Number of Nights Spent at Hotels in the Past Year / 過去1年間にホテルへ宿泊した日数

The average number of overnight stays in the past year was 13.5. By region, the United States ranked first with an average of 16 overnight stays.

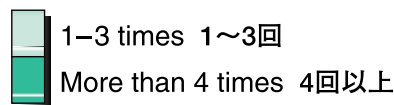
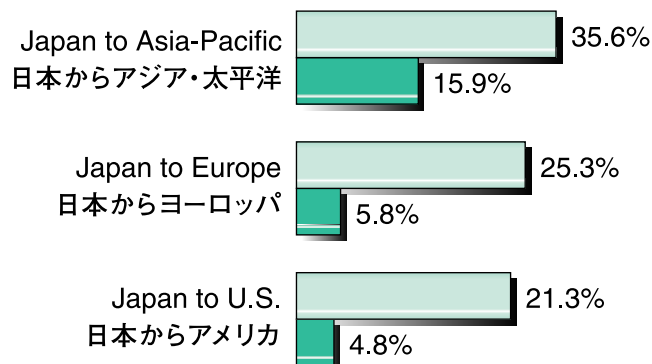
過去1年間の宿泊日数は平均13.5日です。地域別の平均宿泊日数は米国が多く平均16日です。



Frequency of Overseas Flights and Usage of Class Flown in the Past Year / 過去1年間に海外へフライトした頻度とビジネスクラス、ファーストクラスの利用状況

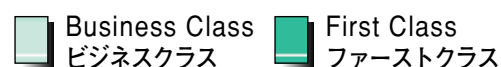
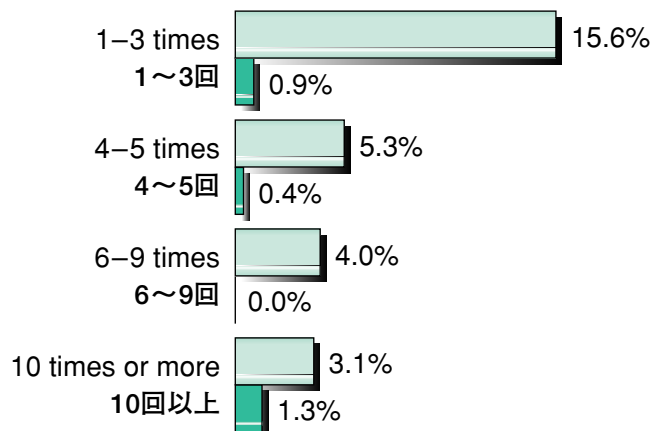
With regard to overseas flights, domestic readers most frequently flew to the Asia Pacific region in the past year, taking 2.3 flights on average.

国内読者の過去1年間の海外フライト数は、アジア・太平洋への利用頻度が高く平均2.3回です。



With regard to seat class used by domestic readers in the past year, business class seats were used 2.7 times, while first class seats were used 1.2 times on average.

国内読者が過去1年間で利用したシートクラスは、ビジネスクラスが平均2.7回、ファーストクラスが平均1.2回です。



Advertising Rates and Material Specifications

広告料金と原稿形態

1 Basic Rate for Column × Centimeter

(Yen)

基本料金および最小スペース

1 column × 1 cm	4,800
1 コラム × 1 cm	

- Consumption tax is not included.
- 消費税は別途加算されます。

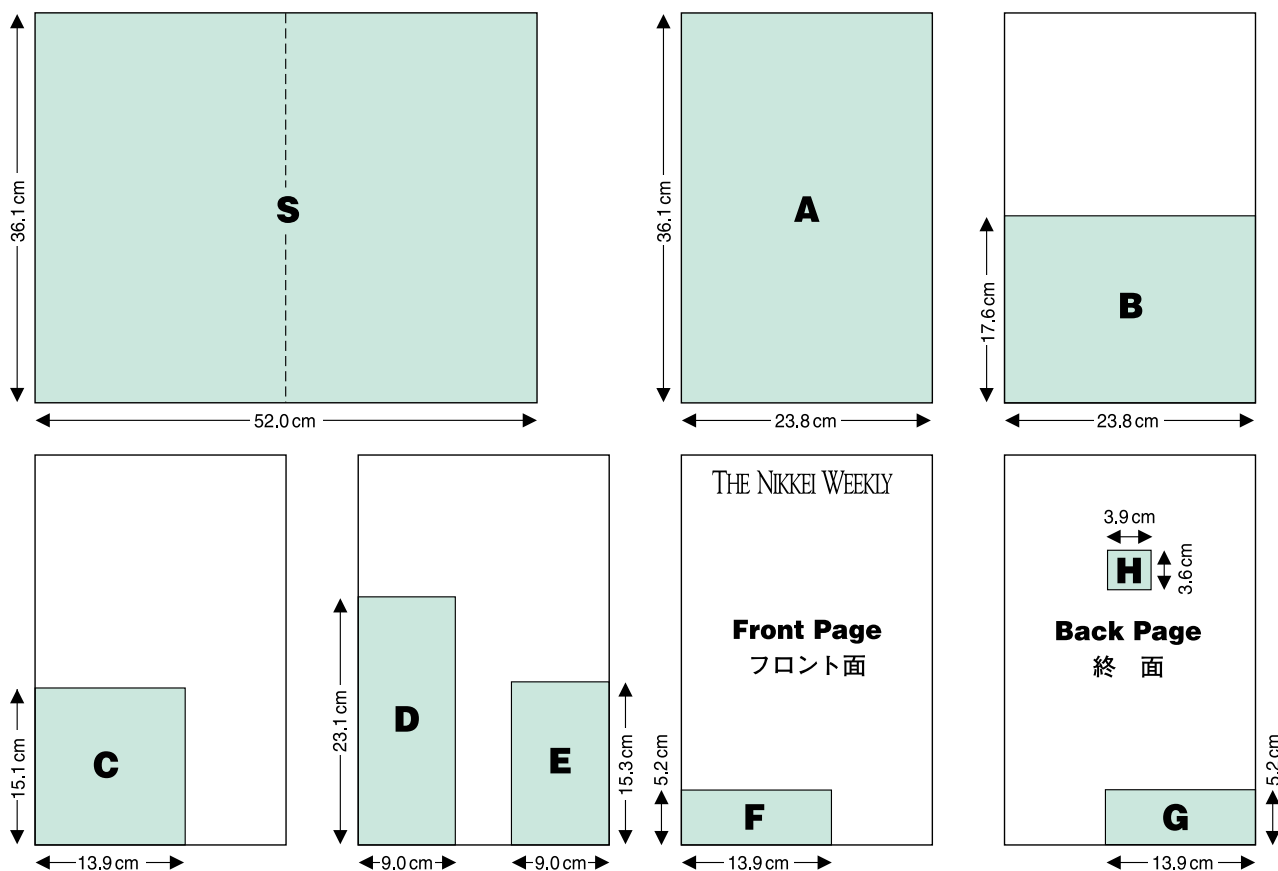
2 Advertising Rates for Standard Units

(Yen)

規格スペース単発料金

	(S) Center Spread	(A) full page	(B) 1/2 page	(C) 1/4 page	(D) 1/4 page	(E) 1/6 page	(F) 13.9×5.2cm	(G) 13.9×5.2cm	(H) Island
Worldwide 全世界版	1,540,000	720,000	384,000	200,000	200,000	136,000	200,000	180,000	50,000 (4 color, Back page only)

- For special supplements, special feature rates will apply.
- 企画特集の広告料金は、サイズにかかわらず特集料金を適用します。



3 Frequency Discounts

回数割引

6 to 11 insertions per year 年間6回以上、11回以下	10%
12 to 23 insertions per year 年間12回以上、23回以下	15%
24 or more insertions per year 年間24回以上	20%

4 Color Charges (Yen)

色刷追加料金

Four-color Ads (per page) 4色 (1頁あたり)	216,000
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Note: Frequency discounts do not apply to color charges.
An additional 50% fee is charged for color spreads.

注：カラー料金には回数割引が適用されません。
スプレッドの色刷追加料金は50%増とします。

5 Other Rates

その他の料金

Position premium 掲載面の指定料	15%
Basic rate for column × centimeter will apply to ads for TSE listing and corporate name changes. 上場告知・社名変更は基本料金で算出します。	

6 Closing Dates at Tokyo Office

広告締切日

Orders

Black & White:
Must reach Tokyo by Wednesday,
2 weeks prior to the publication date.

Four color:
Must reach Tokyo by Wednesday,
3 weeks prior to the publication date.

申し込み

モノクロ:
発行日二週間前の水曜日までに
日本経済新聞社東京本社広告局一部着。

4色:
発行日三週間前の水曜日までに
日本経済新聞社東京本社広告局一部着。

Materials

Black & White:
Must reach Tokyo by Wednesday,
1 week prior to the publication date.

Four color:
Must reach Tokyo by Wednesday,
2 weeks prior to the publication date.

原稿

モノクロ:
発行日前週の水曜日までに
日本経済新聞社東京本社広告局一部着。

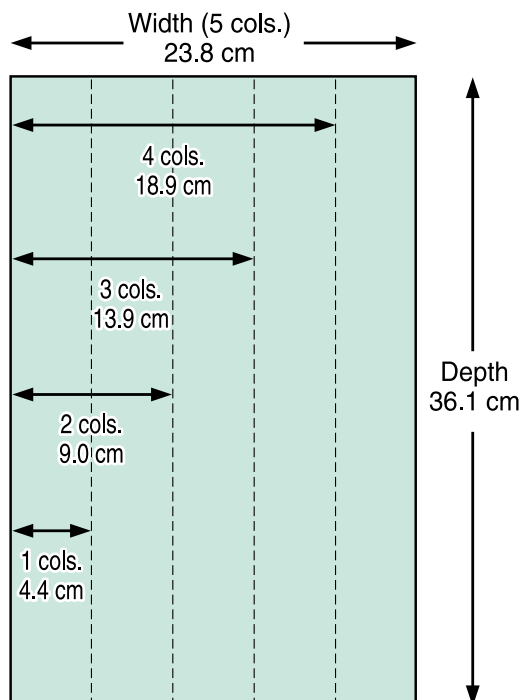
4色:
発行日二週間前の水曜日までに
日本経済新聞社東京本社広告局一部着。

Advertising Rates and Material Specifications

広告料金と原稿形態

7 Ad Sizes (5 col. Pages)

原稿製作サイズ (5コラム面)



Note: Above sizes are for ad materials and different from printed sizes.

注：上記サイズは広告原稿製作サイズであり、実際の印刷紙面サイズとは異なります。

GENERAL POLICY from NIKKEI'S ADVERTISING CODE

- (1) Nikkei Inc. (hereafter NIKKEI) retains at its absolute discretion all rights to determine whether to accept or refuse any advertisement requested for insertion in its newspapers.
- (2) NIKKEI has no obligation to explain the reason(s) for its refusal to consent to publish any advertisement.
- (3) NIKKEI determines whether or not to publish any advertisement based on its own Advertising Code. Furthermore, whenever necessary, it will request Newspaper Advertising Review Council or Kansai Advertising Review Council to examine the advertisement.
- (4) NIKKEI bears no responsibility whatsoever for the contents of advertisements published in its newspapers. The advertiser bears all responsibility for the contents of any advertisements, including any damage to NIKKEI resulting from the insertion of such advertisements.
- (5) To clearly identify an entity that bears responsibility for any advertisements published in newspapers of NIKKEI, the official full company name, address, and telephone number of the advertiser must be explicitly included within the advertisement. However, when an abbreviated name or brand name is generally well known, the official full company name can be omitted, and also depending on the purpose of the advertisement, the address and telephone number may be omitted.
- (6) The contents and purpose of all advertisements must be clearly and accurately given. Ambiguous intent or contents that cannot be understood by the general reader will not be accepted.
- (7) Advertisements published in newspapers of NIKKEI must not infringe on basic human rights. Furthermore, they must not contain expressions or contents that promote discrimination or include any other discriminatory expression.

広告掲載基準 総則

- (1) 日本経済新聞社（以下本社）が発行する新聞及び出版物（以下本社発行の新聞等とする）に申し込まれた広告について、その掲載の可否決定権は本社が保有する。
- (2) 本社は、掲載を承諾もしくは拒否した広告について、その理由を説明する義務を負わない。
- (3) 本社は広告掲載の可否決定にあたって、日本経済新聞社広告掲載基準に基づき審査を行う。また必要に応じて、財団法人新聞広告審査協会および社団法人関西広告審査協会に調査を委嘱する。
- (4) 本社発行の新聞等に掲載された広告について、掲載した内容に関して本社が損害を受けた場合を含め、その内容に関する一切の責任は広告主が負う。
- (5) 本社発行の新聞等に掲載される広告は、責任の所在をはっきりさせるため、広告主の正式社名、所在地並びに電話番号を明示しなければならない。ただし一般によく知られている名称・ブランド名を用いる場合は正式社名の省略を、また広告の目的等によっては所在地、電話番号等の省略を認めることがある。
- (6) 広告の内容及び目的は明確でなければならない。一般読者が理解できない内容や意図が不明のものであってはならない。
- (7) 本社発行の新聞等に掲載される広告は、基本的人権を侵害するものであってはならない。また、他を差別もしくは差別を助長する内容、表現であってはならない。

Worldwide NIKKEI Advertising Sales Offices

Tokyo

Nikkei Inc.

*International Advertising Director
Cross-Media Advertising & Business Bureau (The Nikkei
Weekly)*

1-9-5 Otemachi, Chiyoda-ku,
Tokyo 100-8066, Japan

Tel: +81-3-5255-2196

Fax: +81-3-5255-7769

London

Nikkei Europe Ltd.

6th Floor, Finsbury Circus House,
12-15 Finsbury Circus, London EC2M 7EB, U.K.

Tel: +44-20-7562-8220

Fax: +44-20-7562-8244

E-mail: ad@eur.nikkei.com

Frankfurt

Nikkei Europe Ltd.

Rüsterstraße 13, 60325 Frankfurt am Main, Germany

Tel: +49-69-7158-540

Fax: +49-69-721-209

E-mail: ad@eur.nikkei.com

New York

Nikkei America, Inc.

1325 Avenue of the Americas, Suite 2500,
New York, NY 10019, U.S.A.

Tel: +1-212-261-6220

Fax: +1-212-261-6208

E-mail: advertising@nikkei.com

Singapore

Nikkei Asia Pte Ltd.

331, North Bridge Road, #13-02/03, Odeon Towers,
Singapore 188720

Tel: +65-6336-4122

Fax: +65-6336-4016

E-mail: ad@nikkei.com.sg

Los Angeles

Nikkei America, Inc.

725 South Figueroa Street, Suite 1515,
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