



# MEDIA DATA 2017

**NIKKEI**

# Introduction

The Nikkei stands alone as Japan's leading business daily newspaper and provides a wealth of economic information nationwide, supplying the latest news coverage via its morning and afternoon editions.

The Nikkei has earned high marks from readers for its timely and objective coverage of economic and business information - including corporate news, domestic and global macroeconomic trends, and investment and management strategies.

As the definitive source for authoritative information, the Nikkei is the most influential newspaper among principal decision-makers around the nation, including the vast majority of top executives as well as middle managers of leading Japanese enterprises, financial specialists and policymakers.

The Nikkei's influence extends beyond business people to a broad spectrum of the Japanese public through its unique coverage of sports, life and culture. Readers are highly educated, well-informed individuals from a wide range of professional backgrounds. Influential and innovative, they are also top-level consumers with high disposable incomes and abundant savings.



## The Six Key Characteristics of the Nikkei

Since 1876, the Nikkei has provided accurate and timely news coverage of important developments throughout every aspect of society, with a central focus on domestic and international economic news.

1

### Unique in Japan

The Nikkei is Japan's only national daily business newspaper.

4

### World's Largest Circulation

The Nikkei boasts the world's largest circulation for a daily economic and business newspaper, with over 2.7 million copies.

2

### Global Network and Wide Coverage

The Nikkei operates its own global newsgathering network to provide readers with detailed coverage over a broad range of areas.

5

### Quality Journalism

The Nikkei offers its readers pertinent, quality reporting of developments in Japan and the world based on fair and perceptive analysis.

3

### Rich in Tradition

The Nikkei has enjoyed a strong reputation both at home and abroad since its founding in 1876.

6

### Vigorous Consumer Readership

The Nikkei has the largest readership comprised of top and middle managers, and our readers are also strong and active consumers.

# 1 About NIKKEI

## Read the Future, Lead the Economy

While newspaper publishing is the focus of NIKKEI as a news organization, it launched the Nikkei Online Edition in 2010 in its pursuit to respond to a wide range of reader needs with the optimal format. Backed by history and tradition, NIKKEI will continue to pursue accurate news coverage and new forms of communication that evolve with the trends of the times.

## Developments of NIKKEI in Recent Years

- 1876** Established as a newspaper publisher
- 2010** Launched the Nikkei Online Edition
- 2011** Launched the Nikkei Asian Review, an English-language weekly magazine
- 2012** Launched the Nikkei Chinese Edition, a Chinese-language website
- 2013** Launched the English-language online edition of the Nikkei Asian Review
- 2015** Welcomed the Financial Times (FT) of the U.K. into the Nikkei Group
- 2016** Celebrated the 140th anniversary of Nikkei's founding



# 2 The Media Power of NIKKEI

## The World's Largest Circulation as an Economic Daily

The Nikkei boasts the world's largest circulation for a daily economic and business newspaper, currently with about 2.7 million copies. It has enjoyed a strong reputation for its clear and concise articles, keen analyses and trustworthy news coverage. The Nikkei is an essential news source for Japanese businesspeople and corporate decision-makers.

### Circulation

The Nikkei Morning Edition 2,718,556 copies

The Nikkei Afternoon Edition 1,331,478 copies

The Nikkei Page Viewer 246,147 UU (Unique Users)

The Nikkei Online Edition 546,877 paid members\*

Outside the country, the Nikkei is sold/distributed in three areas.

Americas Edition: 8,400 copies

European Edition: 6,000 copies

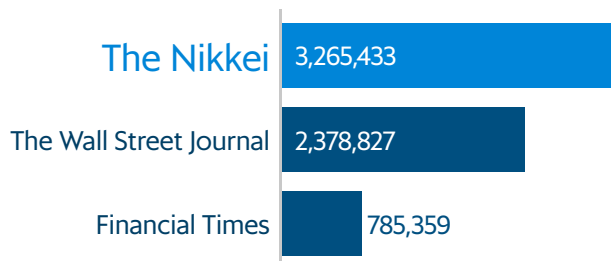
Asian Edition: 19,900 copies

Total for International Edition: **34,300 copies**

Source: Japan Audit Bureau of Circulations (June 2017)  
\*NIKKEI Media Report (July 2017)

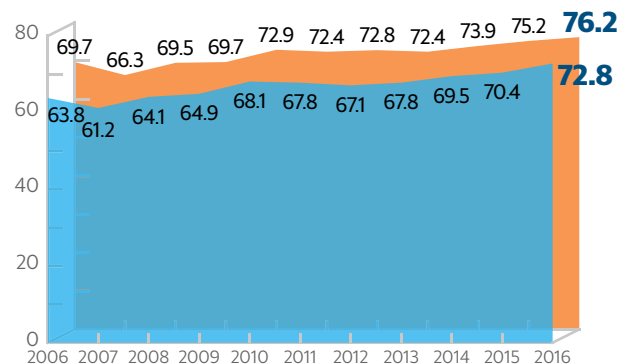
### Comparison among Major Economic and Business Newspapers

Total No. of Subscribers (Newspaper, Digital)



Source: Japan Audit Bureau of Circulations (June 2017), the Alliance for Audited Media 2013

### Changes in Percentage of Readers Who Exclusively Read the Nikkei



Subscribers of the Nikkei who do not subscribe to any other national newspaper  
Subscribers of the Nikkei who do not subscribe to Asahi or Yomiuri

Source: J-READ (National Newspaper Readership Survey) 2016

# 2 The Media Power of NIKKEI

## Circulation by Regional Edition

	Morning Edition	Afternoon Edition
Hokkaido Edition	47,319	0
Tokyo Edition	(No. of copies with 24 color pages: Approximately 1,430,000) 1,601,710	795,749
Nagoya Edition	(No. of copies with 24 color pages: Approximately 190,000) 190,569	105,679
Osaka Edition	(No. of copies with 24 color pages: Approximately 590,000) 715,164	381,732
Kyushu Edition	(No. of copies with 24 color pages: Approximately 130,000) 163,794	48,318

Source: Japan Audit Bureau of Circulations (April 2017)

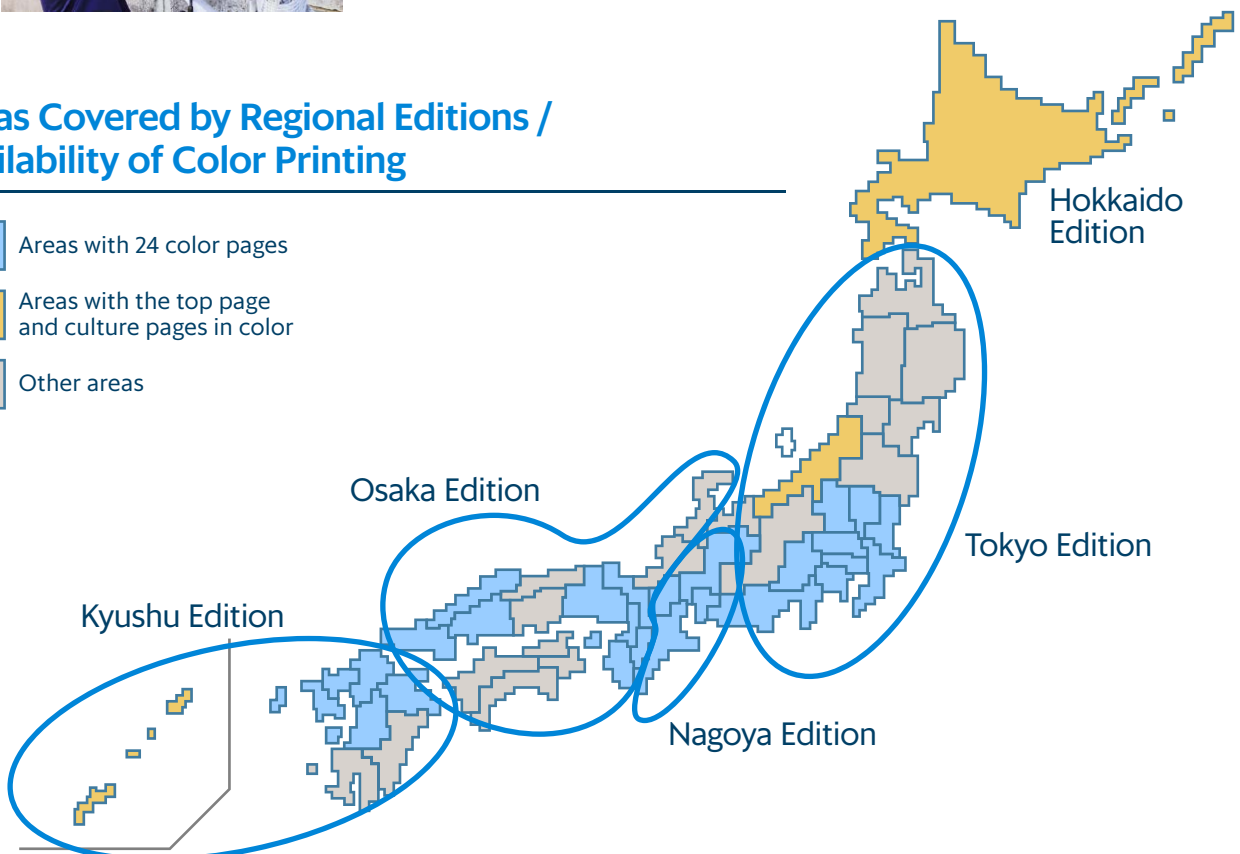
Japan is a country that maintains a high newspaper subscription rate.



The door-to-door delivery system for newspapers is well established in Japan and contributes to the high newspaper subscription rate of approximately 95%.

## Areas Covered by Regional Editions / Availability of Color Printing

- Areas with 24 color pages
- Areas with the top page and culture pages in color
- Other areas



## 2 The Media Power of NIKKEI

With one of the world's best newsgathering networks, NIKKEI achieves a speedy and accurate transmission of economic information from around the globe.

Nikkei operates a newsgathering network including 37 overseas bases located mainly in the United States, Europe and Asia with approximately 240 journalists and local staff. In addition to the extensive coverage, Nikkei provides a global perspective and in-depth analyses to Japanese readers, transmitting information that is essential for businesspeople and investors.

### NIKKEI's Overseas Bases for Newsgathering



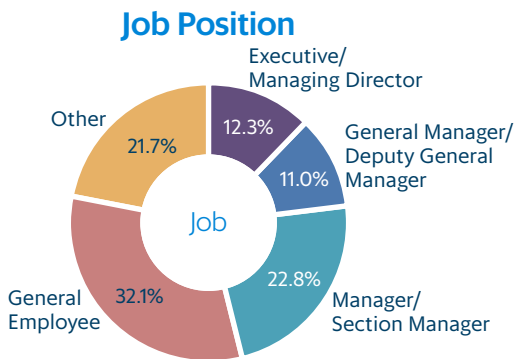
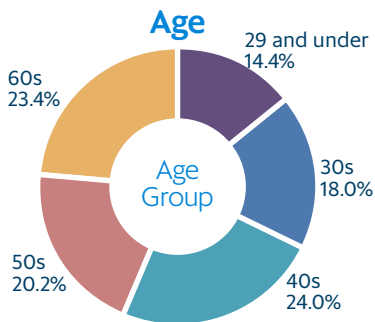
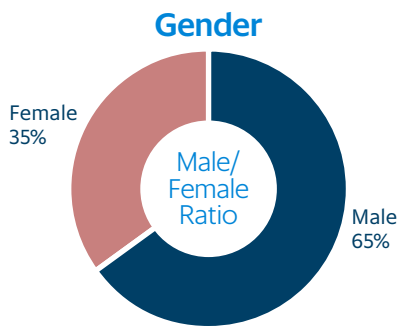


# 2 The Media Power of NIKKEI

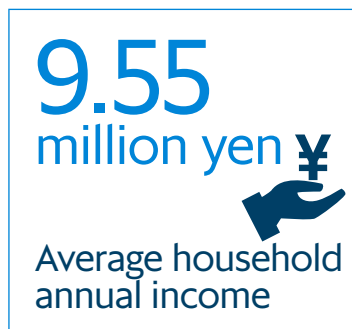
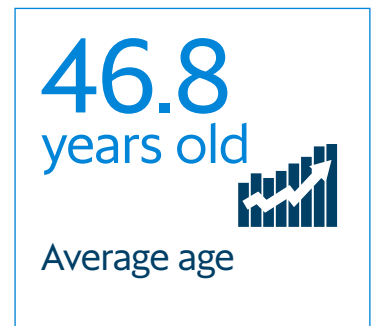
Target audiences that can be reached through the Nikkei with unparalleled efficiency are “corporate decision-makers” and High Net Worth Individuals (HNWIs).

The Nikkei boasts high visibility and strong influence. Its overwhelmingly strong reach to corporate decision-makers including presidents and directors makes it essential for the communication of information and branding by corporations. The Nikkei also has strong influence on a company's stakeholders. Since many of our readers are high-income earners, the Nikkei is also well suited to the branding and sales promotion of luxury items and high-priced merchandise.

## Reader Attributes



### Characteristics

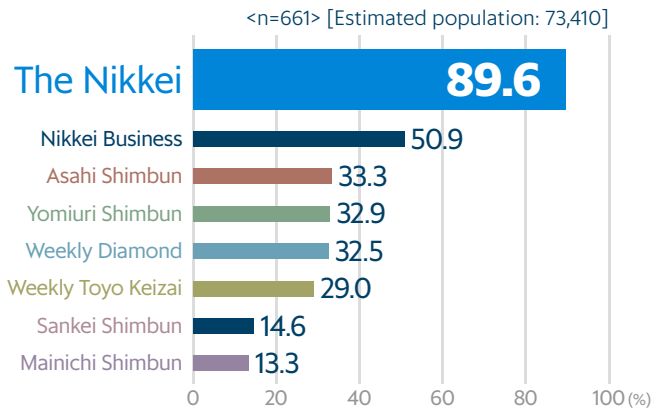


Source: J-READ (National Newspaper Readership Survey) 2016

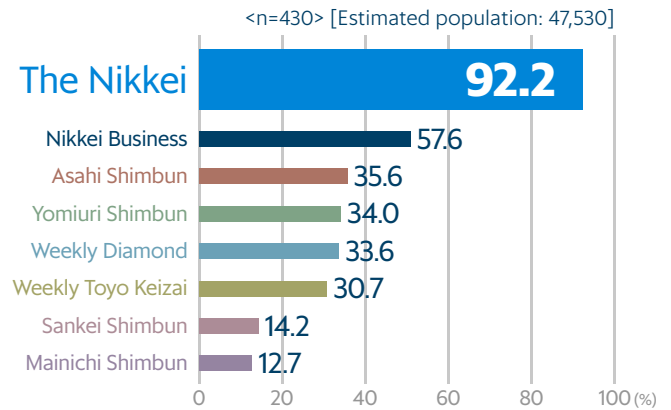
# 2 The Media Power of NIKKEI

## Influence on Corporate Decision-Makers (comparison among major domestic newspapers and economic magazines)

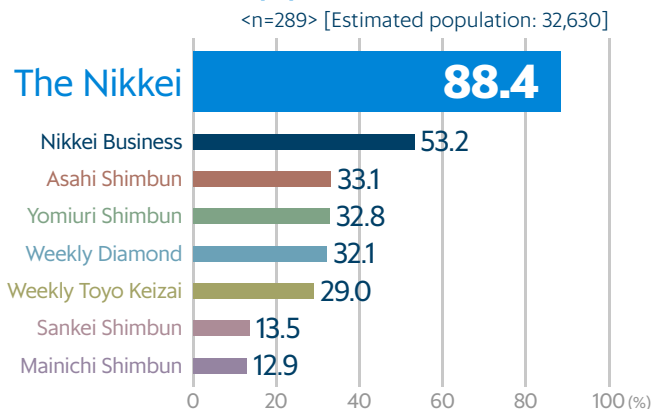
### Reach to top businesspersons



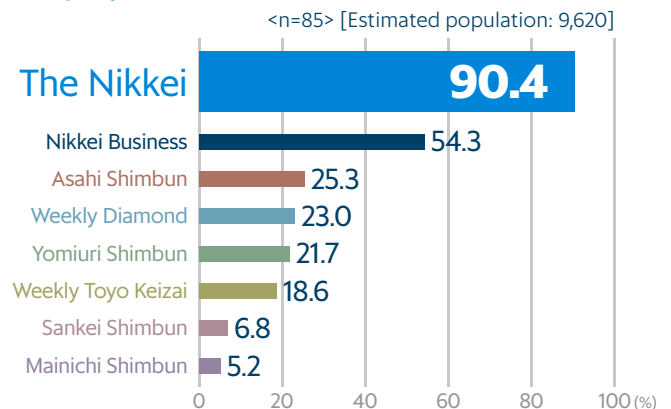
### Reach to chairmen, presidents, vice presidents and CEOs



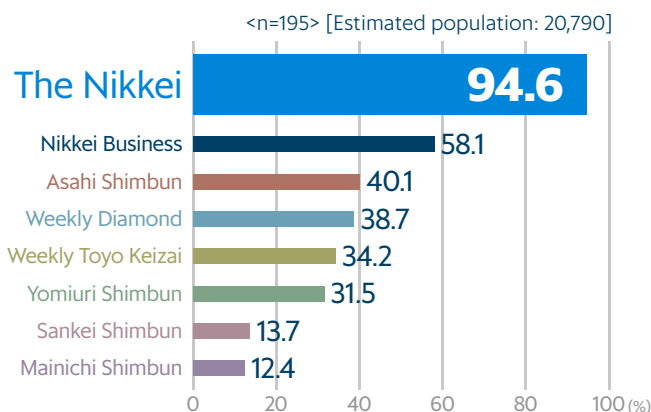
### Reach to people making decisions to purchase communication/IT equipment, software, etc.



### Reach to decision-makers involved in their company's direct overseas investment



### Reach to people who settled business transactions worth a total of 500 million yen or more during the last year



Source: "BE: Japan 2014"

BE: Japan is a behavioral study of the business elite in Japan. The survey was conducted between August and November 2014.

The survey follows the contents and methodologies of the BE: Asia survey of Asia's business elite and the BE: Europe survey of Europe's business elite and constitutes a part of the globally standardized survey.

Jointly conducted by Ipsos MediaCT (London) and Adams Communications (Tokyo), the survey provides information on the chairmen, presidents and chief executives of various functions at companies with 250 or more employees.

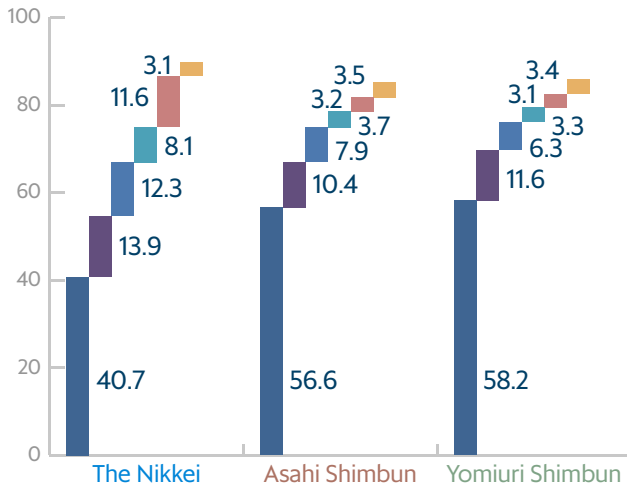


# 2 The Media Power of NIKKEI

## Individual and Household Annual Incomes of the Nikkei Readers

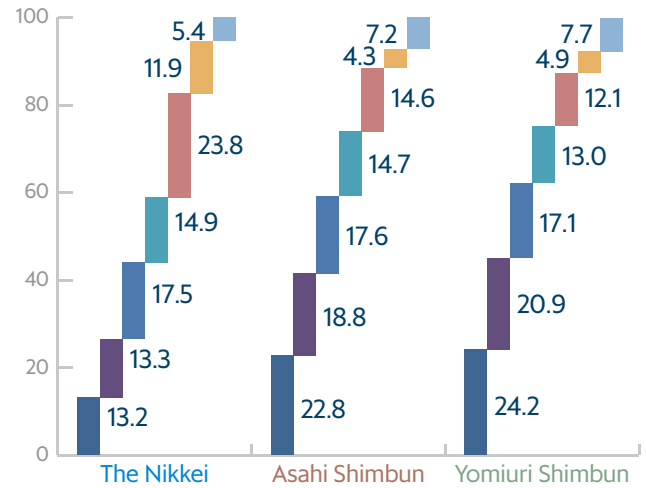
### Individual Annual Incomes

■ Less than 4 million yen ■ 4-6 million yen ■ 6-8 million yen  
■ 8-10 million yen ■ Over 10 million yen ■ Unknown



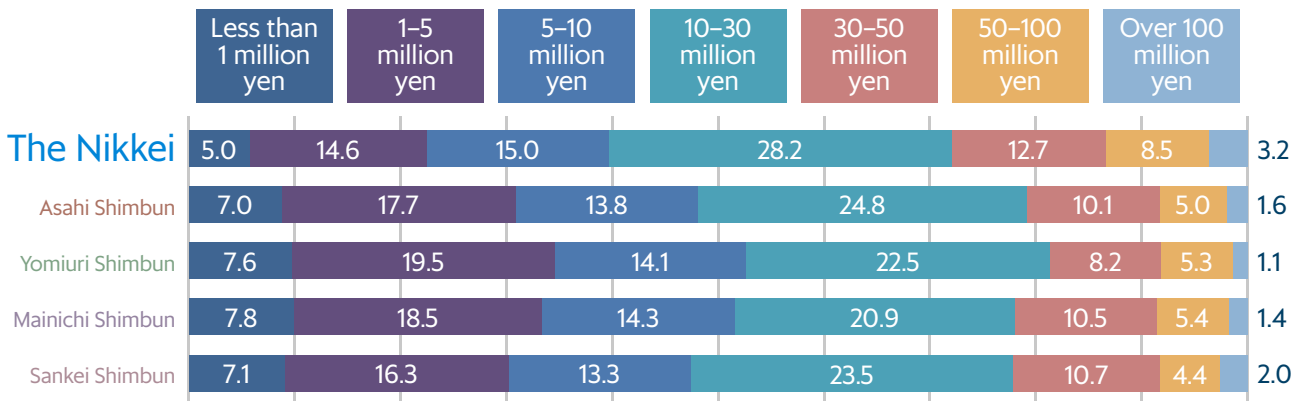
### Household Annual Incomes

■ Less than 4 million yen ■ 4-6 million yen ■ 6-8 million yen  
■ 8-10 million yen ■ 10-15 million yen ■ Over 15 million yen  
■ Unknown



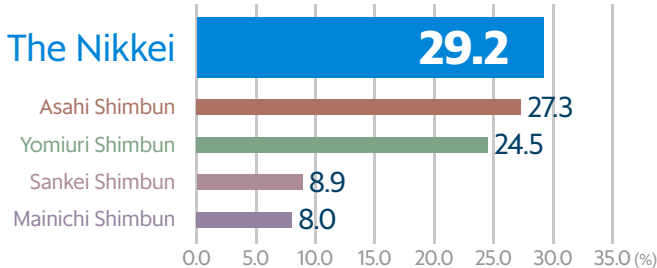
Source: J-READ (National Newspaper Readership Survey) 2016

### Influence on People with High Incomes/Asset Amounts (comparison among major domestic newspapers)



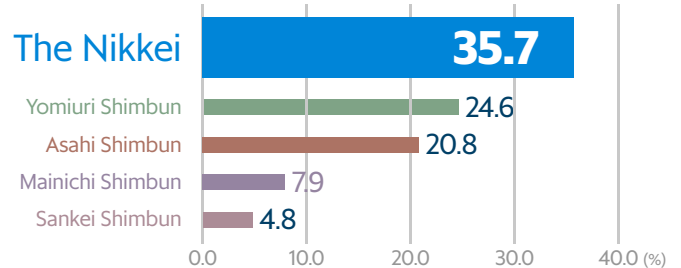
### Reach to the Head of Households with Financial Assets of 80 Million Yen or More

<n=224> [Estimated population: 822,000]



### Reach to Individuals with Annual Incomes of 10 Million Yen or More

<n=519> [Estimated population: 2,168,000]



Source: J-READ (National Newspaper Readership Survey) 2016

# 3

## Introduction to Pages and Advertisement Spaces of the Nikkei

### From the Global and Domestic Economy to the Household Economy

#### Topics covered by the NIKKEI

##### Front-page news

Main news stories focusing on politics, economics and industry helps readers grasp social and economic trends.

##### Political News

Focuses on the latest political news with close ties to the economy, such as consumption tax reform, oil and energy issues, etc.

##### Economic News

Information for gauging economic movements is provided by reporting on developments that have significant economic impact.

##### Financial News

Offers current information on the activities of financial institutions such as banks, insurance companies, securities firms and non-banks.

##### International News

Articles on the global economy, centering on news compiled from Nikkei's overseas bureaus.

##### Corporate news

Information on broad topics ranging from corporate developments that have an impact on industries in general, to the performance and strategies of major firms and their people.

##### Investment/Finance

Conveys useful information on personal stock and bond related products along with services provided by securities companies and newly listed corporations.

##### Markets

Reporting on various movements in the market including the Nikkei Stock Average and TOPIX indices, stock, bonds, foreign currencies and commodity futures.

##### Securities

Stock prices from previous trading day, covering TSE first & second sections, the OSE, NSE, JASDAQ, Mothers and so on.

##### Economic Lectures

Expert analysis of recent events focusing on economic issues.

##### Regional Economic

Information focusing on locality where the newspaper is delivered with particular attention to economic news.

##### Consumer Information

Useful consumer information such as new product launches by manufacturers, new retail and services.

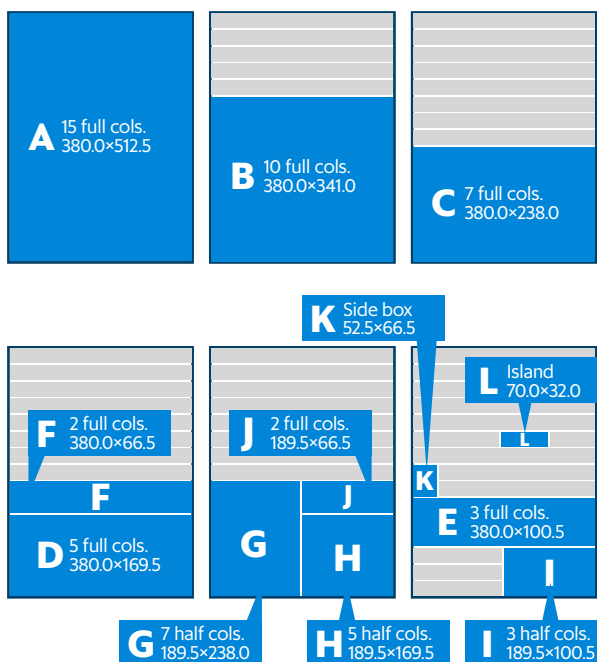
##### Society

News related to society and social events are covered from the perspective of consumers who play an important role in the economy.

##### Culture

On the back page, a diverse variety of cultural news including art, literature, history, folklore, archaeology and natural science helps expand reader knowledge.

### Advertising Spaces and Rates



No. of Columns	Size (mm) (Width x Height)	Rate Excluding Tax (yen)		
			National Edition	Tokyo Edition
Center Spread	786.5×512.5	4-Color	47,880,000	
		Black and White	40,530,000	
A 15 full cols.	380.0×512.5	4-Color	25,300,000	19,220,000
		Black and White	20,400,000	16,320,000
B 10 full cols.	380.0×341.0	4-Color	18,920,000	
		Black and White	14,020,000	
C 7 full cols.	380.0×238.0	4-Color	14,552,000	10,703,000
		Black and White	10,052,000	8,043,000
D 5 full cols.	380.0×169.5	4-Color	11,860,000	8,550,000
		Black and White	7,360,000	5,890,000
E 3 full cols.	380.0×100.5	4-Color	9,072,000	
		Black and White	4,572,000	
F 2 full cols.	380.0×66.5	4-Color	7,602,000	
		Black and White	3,102,000	
G 7 half cols.	189.5×238.0	4-Color	9,834,000	
		Black and White	5,334,000	
H 5 half cols.	189.5×169.5	4-Color	8,377,500	
		Black and White	3,877,500	
I 3 half cols.	189.5×100.5	4-Color	-	
		Black and White	2,364,000	
J 2 half cols.	189.5×66.5	4-Color	-	
		Black and White	1,576,000	
K Side box	52.5×66.5	4-Color	-	
		Black and White	579,000	
L Island	70.0×32.0	4-Color	-	
		Black and White	529,000	

\*With regard to the Tokyo Edition, only advertisements accepted by our sales staff will be run.

# 4 Other Publications from Nikkei – Print Media

## Feature Pages Inserted Inside the Nikkei



### NIKKEI The STYLE

Date of Issue/Circulation

- Inserted inside the Sunday edition of the Nikkei
- 16 pages
- 2,716,463 copies

#### Outline

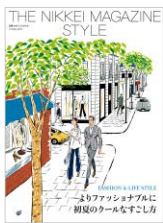
Provides information to promote leisurely lifestyles of elegance and sophistication, covering a wide range of themes including travel, gourmet food, fashion, culture and arts. Features dynamic layouts including beautiful photographs printed on high-quality white paper.

## Lifestyle Magazines Inserted Inside the Nikkei

### THE NIKKEI MAGAZINE STYLE

Date of Issue/Circulation

- Inserted inside the Sunday edition of the Nikkei
- 1,200,000 copies



#### Outline

Features contents tailored to both male and female readers oriented toward high quality and luxurious lifestyles, covering themes such as fashion, watches, seasonal gifts, travel, golf and homes.

### THE NIKKEI MAGAZINE STYLE for Gentlemen

Date of Issue/Circulation

- Inserted inside the Sunday edition of the Nikkei
- 470,000 copies



#### Outline

Launched in 2013 as a tie-up project with the international men's magazine GQ. Covers a wide variety of themes such as fashion and entertainment.

### THE NIKKEI MAGAZINE STYLE Ai

Date of Issue/Circulation

- Inserted inside the Sunday edition of the Nikkei
- 615,000 copies



#### Outline

Launched in 2015 as a joint project with the women's magazine publisher Kodansha. Targeted at the 35-49 age group, which is also the core female readership of the Nikkei.

## Specialized Newspapers

### The Nikkei MJ

Date of Issue/Circulation

- Issued on Monday, Wednesday and Friday
- 252,014 copies



#### Outline

Covers a wide range of topics such as consumer trends and sales strategies as the only newspaper in Japan specializing in marketing and retail businesses.

### The Nikkei Business Daily

Date of Issue/Circulation

- Issued on Monday to Friday
- 132,505 copies



#### Outline

As a specialized newspaper of business information, features a wide range of topics such as micro information about companies and the latest trends in markets.

### The Nikkei Veritas

Date of Issue/Circulation

- Issued on Sunday
- 62,000 copies



#### Outline

As a specialized weekly tabloid, includes articles by journalists on the frontlines of the world's financial markets and in-depth analyses.

## Publications for International Readers

### NIKKEI ASIAN REVIEW

Date of Issue/Circulation and Page Views (PV)

- Issued on Monday
- 25,000 copies/ 4,542,000 PV (June 2017)



#### Outline

With the magazine that was launched in 2011 and the website that commenced services in 2014, the English-language medium investigates the realities of the rapidly growing Asian economic zone through an extensive network covering the entire region and includes perspectives and insights that only Nikkei can provide.

### The Nikkei Chinese Edition

Page Views (PV)

- 5,516,306 PV (June 2017)



#### Outline

A Chinese-language website launched in 2012, targeting everyone in the Chinese business community interested in the management, technology, products and services of Japanese companies.

# 4 Other Publications from Nikkei – The Nikkei Online Edition

Original Content and the Latest in Digital Technology. The Nikkei Online Edition is an online subscription service that continues to evolve.

The Nikkei Online Edition was launched in March 2010. Building on the newspaper's tradition of quality and reliable information, it has won the support of leaders of the business world and a great number of business-people. Furthermore, with articles and content provided exclusively to the online edition and with the introduction of new functions and services that meet the demands of the mobile age, there have been an increasing number of subscribers. The Nikkei Online Edition has become the first fee-charging news site to gain more than 500,000 members.

## Features of the Nikkei Online Edition

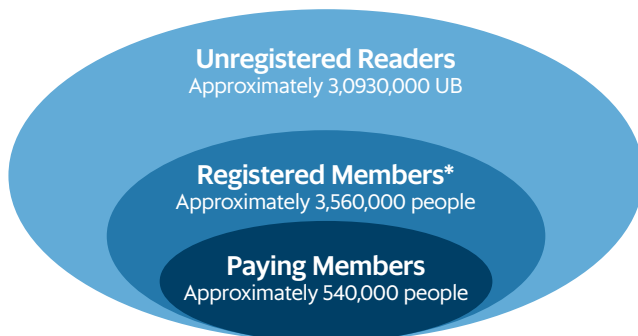
- In addition to the full text of articles from the morning and afternoon editions, users can read a wide range of original content created for the online edition. Six main specialized sections: "Business Leader," "Markets," "Money," "Technology," "Life," "Sports"
- A variety of easy-to-use functions, including the automatic gathering of articles based on registered keywords, saving, searching and sending articles by email.
- Paying members of the Nikkei Online Edition can use the Page Viewer app to view articles as they appear in the print edition. The number of users of the application is approximately 250,000 (as of May 2017).



## No. of Registered Members and Monthly Access

Total No. of Page Views	274,450,000 PV (Page Views)/month
Total No. of Visitors	30,920,000 UB (Unique Browsers)/month
Total No. of Accesses	435,950,000 accesses/month

Source: NIKKEI Media Report (June 2017)



\*Registered Members (Free Members): Members who have registered their attributes and are allowed to access some of the contents provided to paying members

## Cross-Media Effects

By utilizing both Nikkei's print and online editions for your advertisements, you not only increase the frequency and reach of those advertisements to both our print & digital subscribers, but you can also help improve and deepen the readers' degree of understanding.

No. of people who use both the print and online editions of the Nikkei  
**1,613,000 people\***  
 \*1.8% of people in Japan between the ages of 15 and 69



Source: J-READ (National Newspaper Readership Survey) October 2016

# 5 The Global Media Power of NIKKEI

In 2015, the Financial Times (FT) of the U.K. joined Nikkei Group, advancing the media presence of Nikkei to the next stage.

In November 2015, the FT Group was officially welcomed into Nikkei Group. As a result, NIKKEI can now deliver the latest news, commentaries and analyses produced by the two business news organizations to all corners of the earth. NIKKEI and FT not only cooperate in its editorial functions but also work together in a wide range of areas from sales and advertising to event planning and digital technology, aspiring to become the strongest business news organization in the world.

## Development of Two Major Global Businesses

# 1

Global Branding  
Advertisements

Nikkei x FT



NIKKEI-FT  
INTEGRATED SOLUTIONS

Nikkei-FT Integrated Solutions assists the branding advertisements of companies moving “from Japan to overseas” or “from overseas to Japan.”

Various formats will be utilized, including print and digital media and events.



# 2

Delivering Economic  
Information from  
Asia to the World  
in English

Nikkei Asian Review

## NIKKEI ASIAN REVIEW

Launched in the autumn of 2013, Nikkei Asian Review is an English-language medium (with online and print versions) that delivers information about the realities of the rapidly growing Asian economic zone, with unique insights that only an organization based in Asia can provide.

NIKKEI with its powerful group of journalists in Asia will use Nikkei Asian Review as a platform to continue to provide quality journalism, covering all areas of Asia.





# 6

## Nikkei's Overseas Advertising Representatives

### North America

#### Canada

*Fenn Company Inc.*  
P.O. Box 1060, King City  
ON L7B 1B1, Canada  
Tel: +1-905-833-6200  
Fax: +1-905-833-2116  
steather@canadads.com

#### USA (Northeast, Midwest, Southwest & Southeast incl. Southern California)

*AJR Media Group*  
575 5th Avenue  
18th Floor, Office 137  
New York, NY 10017  
Tel: +1-212-426-5932  
francisca@AJRMediaGroup.com

#### USA (Northwest, incl. Northern California)

*Kingman & Co.*  
306 Maple Street  
San Francisco, CA 94118  
Tel: +1-415-385-5100  
kingman@kingmanco.com

### Central & South Americas

#### Brazil

*Mr. Alexandre Siano*  
Rua Borba Gato, 331-14 - Flamboyant  
Sao Paulo SP - CEP 04747-030 Brazil  
Tel: +55-11-99291-2814  
alexandre.siano@ft.com

#### Mexico

*Cigoto Media*  
Av. Lomas Verdes #651, Edif.4, Ofic. A  
Jardines de Satélite, Naucalpan, Edo. Mex.  
53129  
Tel: +52 (55) 5255-4000  
cfrias@timecontact.com.mx

### Europe

#### Austria

*Mr. Gerd Roetzler*  
Guntrams 55, A-2626  
Schwarzau a.St. Austria  
Tel: +43 664 326 5 326  
office@financialtimes.at

#### France & Monaco

*Intermedia France*  
142 Rue de Rivoli,  
Paris 75001, France  
Tel: +33-675-586-645  
admin@intermediahub.com

#### Germany

*Reinhard Internationale GmbH*  
Posseltstrasse 10  
D-69120 Heidelberg, Germany  
Tel: +49-62-21-16-04-33  
Fax: +49-62-21-16-04-37  
info@reinhardinternational.de

#### Mercury Publicity (Deutschland) GmbH

Seifgrundstrasse 2  
D-61348 Bad Homberg  
Tel: +49-(0)6172-9664-0  
Fax: +49-(0)6172-9664-49  
sales@mercury-publicity.de

#### Poland

*New Communications LLP.*  
Baluckiego 20/3,  
02-557 Warsaw, Poland  
Tel: +48-22-646-26-76  
nina.kowalewska@ft.pl

#### Russia, Ukraine & Belarus

*Superbrands LLC.*  
121248 Russia, Moscow  
7/4 Kutuzosky prospect,  
bldg.1, office 41  
Tel: +7-499-243-1125  
subadftm@gmail.com

#### Spain & Portugal

*K.media*  
Calle de Santa Engracia, 18,  
Esc.4, 2º Izda, 28010,  
Madrid Spain  
Tel: +34 97 702 34 84  
admon@kmedianet.es

#### Sweden, Norway, Denmark, Finland & Iceland

92 Riefeld Road,  
London SE9 2RA  
Tel: +44(0)7900885456  
david@simpson-media.com

#### Sweden, Norway, Denmark, Finland & Iceland

*International Media Sales*  
PO Box 44 Fantoft,  
5899 Bergen, Norway  
Tel: +47 5592 5192  
FGISDAHL@MediaSales.no

#### UK, Ireland & Netherland

*Mercury Publicity*  
99 Gray's Inn Road,  
London WC1X 8TY  
United Kingdom  
Tel: +44-20-7611-1900  
sales@mercury-publicity.com



## 6

# Nikkei's Overseas Advertising Representatives

## Middle East

### Israel

Talbar Media  
POB 3184, Givat Ada 37808, Israel  
Tel: +972-77-562-1900  
talbar@talbar.co.il

### Turkey

Titajans Dış Tanıtım Ltd. Şti.  
Nispetiye Cad. İhsan Aksoy Sok.  
Modern Apt.No:2 D.21 34337  
Istanbul, Turkey  
Tel: +90-212-257-7666/7667  
Fax: +90-212-287-00-99  
titajans@titajans.com

### UAE, Bahrain, Saudi Arabia, Kuwait, Qatar & Oman

Intermedia Ltd.  
M Centre, Sheikh Zayed Road,  
P.O. Box 22857, Dubai, U.A.E.  
Tel: +971-4-346-6006  
vdaavidson@intermediahub.com

## Africa

### South Africa

Margie Ogilvy Promotions cc  
PO Box 1008  
KNYSNA 6570, South Africa  
Tel: +27-44-384-0800  
ogilvy@mweb.co.za

## Asia Pacific

### Australia & New Zealand

Publishers Internationalé Pty Ltd.  
Level 1, 97 Pacific Highway  
North Sydney, NSW 2060  
Tel: +61-2-9252-3476  
Fax: +61-2-9252-2022  
charlton.dsilva@pubintl.com.au

### Hong Kong

Financial Times (Hong Kong)  
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