

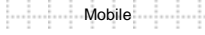
Nikkei Online Edition Advertising Rate Card ①

(Effective Mar. 2016)

(All rates in JPY)

	NEWS		Business Leader	Asia	Technology	Sports	NIKKEI STYLE		Market	Mobile
	Top (home page)	News						Money Channel		
Upper Rectangle	Upper Rectangle CPM: 3,000	Upper Rectangle CPM: 2,000 ❖ Targeted (Tier 1 : 200% Tier 2 : 150% Location, Age, Gender : 120%)					Money & Market Upper Rectangle CPM: 1,000		Market CPM: 1,000	Mobile Rectangle (Until June 2016) 3,000,000 imps/week : JPY 1,000,000
		Business Leader+Asia CPM: 2,200		Technology CPM: 2,200	Sports CPM: 1,000	NIKKEI STYLE CPM: 1,000				
Lower Rectangle	Run of Upper & Lower Rectangle CPM: 1,800	Run of Upper & Lower Rectangle CPM: 1,000					Money & Market Run of Upper and Lower Rectangle CPM: 500			
	Lower Rectangle CPM: 600	Lower Rectangle CPM: 300								
Double Rectangle	CPM: 4,500	Double Rectangle CPM: 3,000 ❖ Targeted (Tier 1 : 200% Tier 2 : 150% Location, Age, Gender : 120%)					Money & Market CPM: 1,500			
		Business Leader CPM: 3,300+Asia		Technology CPM: 3,300	Sports CPM: 1,500	NIKKEI STYLE CPM: 1,500		Market CPM: 1,500		
Premium Text	JPY2,000,000/week (Max 4 advertisers)									
Text	Top Text JPY 700,000/week (Max 5 advertisers)	JPY 1,500,000/week (Max 5 advertisers)	B2B Text JPY 300,000/week (Max 6 advertisers)		Shares same inventory as Top Text		Market home / section home JPY 600,000/week (Max 6 advertisers) Market content pages JPY 600,000/week (Max 5 advertisers)		Mobile Text (Until June 2016) 3,000,000 imps/week JPY 700,000	

- ◆LARGE CAPACITY MEGA BANNER: Add 1,000 to the standard CPM rates.
- TIME TARGETING BANNER: 130% X standard rates
- ❖ TARGETED BANNER ADS: Refer to page 3 for more details on targeted banners.

 Premium Display	 Rich Media	 Mobile
 Display	 Text Ad	

Nikkei Online Edition Advertising Rate Card ②

(Effective Mar. 2016)

(All rates in JPY)

	NEWS		Business Leader	Asia	Technology	Sports	NIKKEI STYLE		Market	Mobile	
	Top (home page)	News						Money Channel			
Front Page Ownership	With Top Special Banner: JPY 7,000,000 (1,100,000imps) Without Top Special Banner: JPY 5,000,000 (550,000imps) * Contact NIKKEI for more details										
Filmstrip(IAB) Slide Panel	CPM: 6,000										
Portrait(IAB) Image Gallery	JPY 3,400,000 (500,000imps) * Contact NIKKEI for more details						JPY 3,400,000(1,200,000imps) * Contact NIKKEI for more details				
Entrance Ad	CPM: 8,000										
Billboard	CPM: 9,000	No designated section CPM: 6,000 / Designated section CPM: 7,000								Mobile Top Panel Video 2,000,000 imps/week JPY 2,000,000	
Billboard Video		No designated section CPM: 10,000 / Designated section CPM: 10,000									
Push Down	CPM: 8,000	No designated section CPM: 6,000 / Designated section CPM: 7,000									
Welcome Ad			CPM: 10,000	CPM: 10,000	CPM: 10,000			CPM: 10,000			

 Premium Display	 Rich Media	 Mobile
 Display	 Text Ad	

◆LARGE CAPACITY MEGA BANNER: Add 1,000 to the standard CPM rates.

○TIME TARGETING BANNER: 130% X standard rates

❖TARGETED BANNER ADS: Refer to page 3 for more details on targeted banners.

Nikkei Online Edition Advertising Rate Card ③

(Effective Mar. 2016)

	Targeted Segment	Attributes & Browsing History	NIKKEI Double Rectangle	NIKKEI Upper Rectangle	Run of NIKKEI Upper & Lower Rectangle	NIKKEI Lower Rectangle	Run of Market Upper & Lower Rectangle
			Web Edition, News Flash, Business Leader, Technology NIKKEISTYLE, Sports, Morning & Afternoon Edition (Morning & Afternoon Edition sections excluded for double rectangle)				
Tier 1 (200% of standard rates)	Large Enterprise Executives	Department heads & above working in companies with over 1,000 employees	CPM: 6,000	CPM: 4,000	CPM: 2,200	CPM: 600	CPM: 1,000
	Small & Medium Enterprise Top Executives	CEOs & presidents working in companies with less than 1,000 employees					
	High Income Group	Annual income exceeding JPY10 million OR doctors, lawyers, accountants, etc.					
Tier 2 (150% of standard rates)	Department Head & above	Department head, general managers & above	CPM: 4,500	CPM: 3,000	CPM: 1,650	CPM: 450	CPM: 750
	IT Personnel	Manager, executive, corporate planning, information system division					
	Future Generation Leader	Business leader age 20s-30s. Interested in self improvement (browse sites on work skills, overseas media, management blogs).					
	Manufacturing	Automotive, transportation equipment, electrical, electronics devices, heavy machinery, materials, food, medical, cosmetics & others.					
	Active Senior	Above 60 years old and not working (browse Money & Market page).					
	Home Buyer	Browse Property Search page (past 3 months).					
	Luxury Product Buyer	WEB GOETHE (browse fashion, business items pages)					
Location (120% of standard rates)	Tokyo / Kanagawa / Chiba / Saitama		CPM: 3,600	CPM: 2,400	CPM: 1,320	CPM: 360	CPM: 600
	Kanto (Greater Tokyo metropolitan area 1 city 3 prefectures)						
	Chubu (Greater Nagoya metropolitan area 3 prefectures)						
	Kansai (Greater Osaka Metropolitan Area 2 cities, 4 prefectures)						
Sex (120% of standard rates)	Female						
Age (120% of standard rates)	20s / 30s / 40s / 50s / 60s						

○ It is possible to select multiple tiers of target segments.:

- E.g. 1) People who are considering buying home properties in Tokyo = 150% (Tier 2) x 120% (Location) = 180% of standard rates
 2) Female Age 30-40 = 120% (Age) x 120% (Female) = 144% of standard rates

○ It is possible to have custom segments other than the categories above:

- E.g. : 1) A custom location, such as Kyoto, is selected, the rate to apply will be 1 level higher, i.e. Tier 2 rates (150%)
 2) Under occupation, a custom target HR / General Affairs is selected, the rate to apply will be 1 level higher, i.e. Tier 1 rates (200%)