



A News Medium That Catches and Analyzes Up and Coming Trends

The Nikkei Marketing Journal

# MEDIA DATA

— 2017 —





# Outline of the Nikkei Marketing Journal

First issued: 1971

Frequency: Issued 3 times a week on Monday, Wednesday and Friday

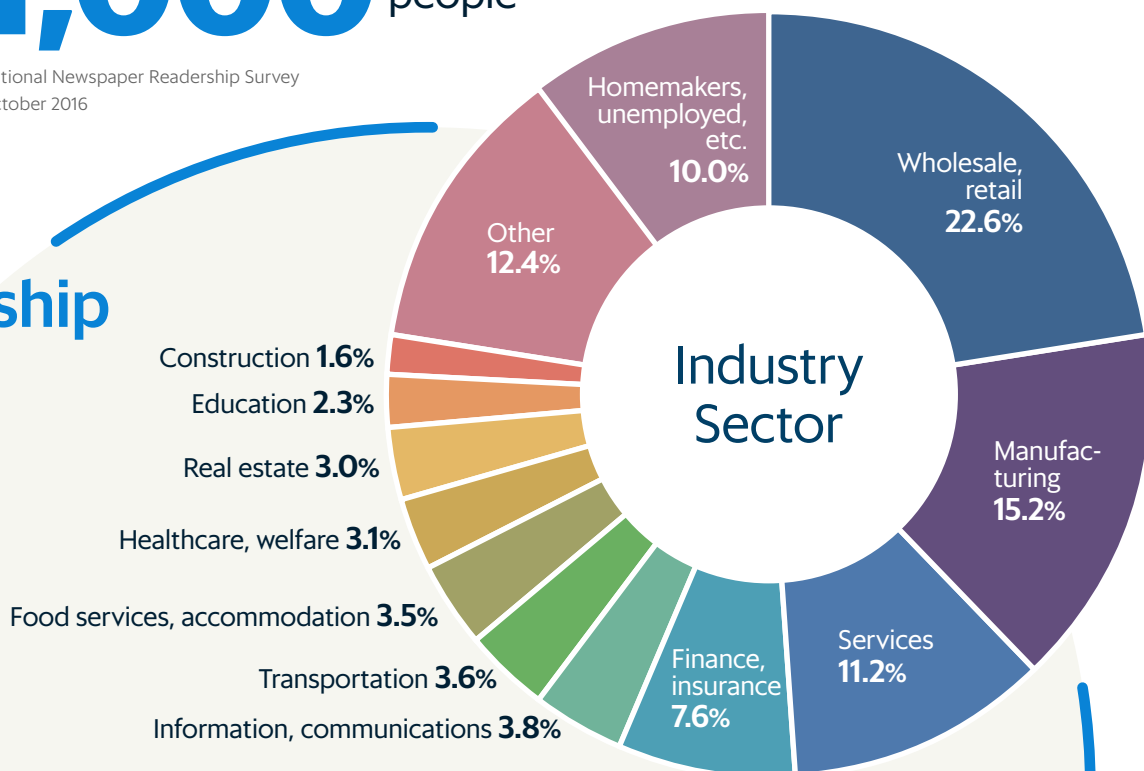
Estimated number of readers:

**601,000** people

Source: The 16th J-Read National Newspaper Readership Survey by Video Research Ltd., October 2016

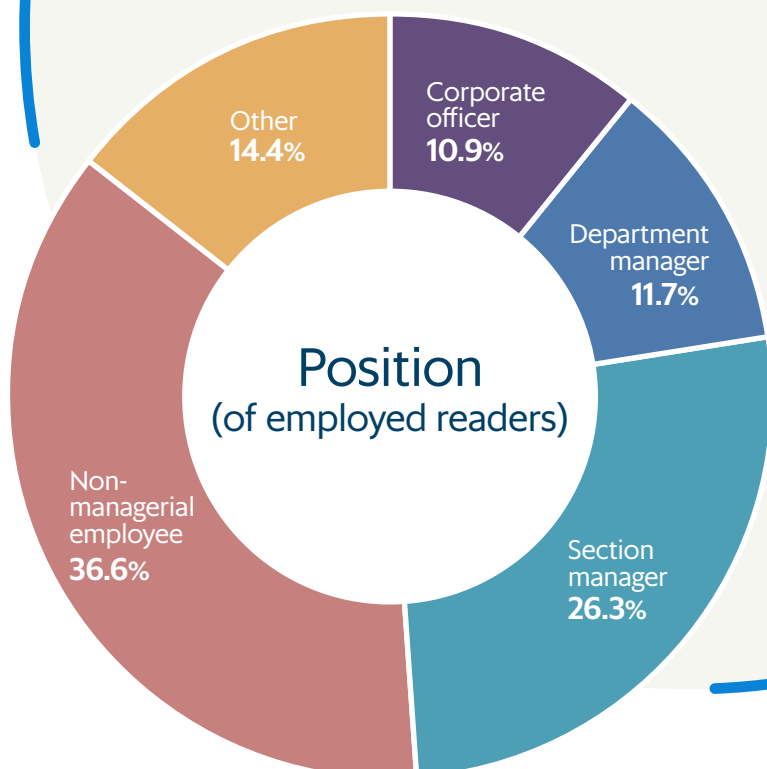
## Readership Profile

### Industry Sector



Source: The 16th J-Read National Newspaper Readership Survey by Video Research Ltd., October 2016

### Position (of employed readers)



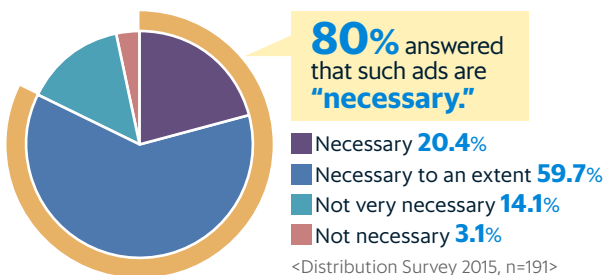


## Utilization of Nikkei MJ by Buyers in the Retail Sector

Always staying ahead of the latest consumer trends, the Nikkei MJ is widely read by a variety of people, but it is particularly popular among buyers in retail and other marketing sectors. When building a sales strategy, it is essential to have opportunities to communicate information to buyers of things such as processed foods and daily foods, alcoholic beverages and pharmaceuticals about the products one wants to promote in order to gain a deep understanding and good selling spots. Here, we will introduce how advertisements can be developed with an eye on buyers utilizing the Nikkei MJ.

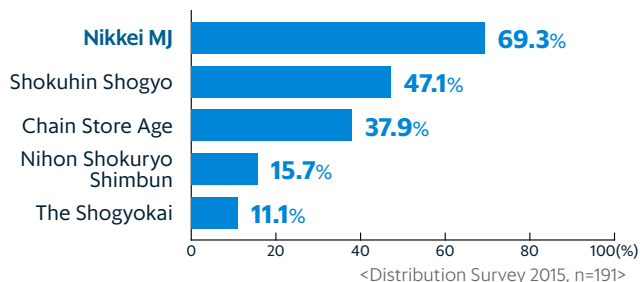
**About 80% of buyers in the retail sector feel that marketing advertisements are necessary**

Do you think that advertisements aimed not only at consumers but also at people related to marketing (marketing advertisements) are necessary?



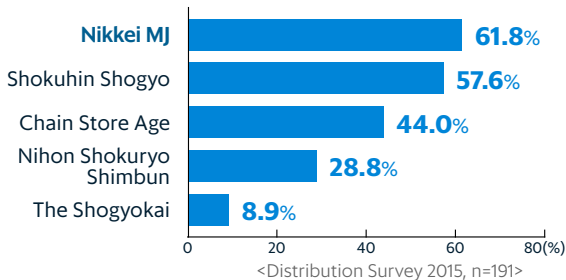
**About 70% of buyers in the retail sector evaluated the Nikkei MJ as a medium that is appropriate for marketing advertisements**

What media do you believe are appropriate for marketing advertisements? (Multiple answers)

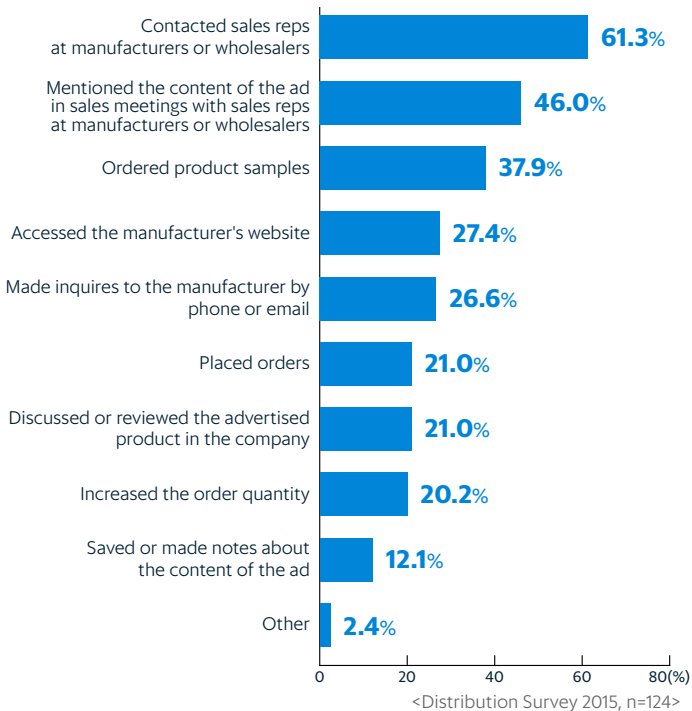


**More than 60% of buyers in the retail industry use the Nikkei MJ to obtain useful information for work and many of them have actually made inquiries after seeing advertisements**

What media do you read to obtain useful information for work? (Multiple answers)

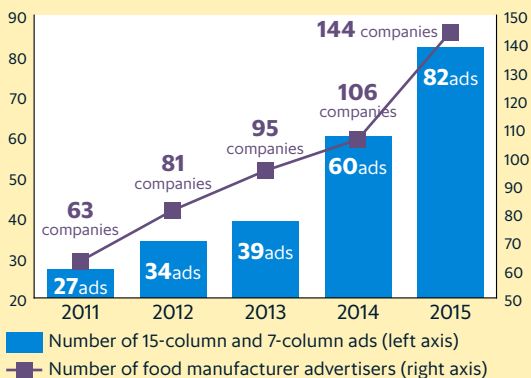


[For readers who have read the Nikkei MJ] What actions have you taken after seeing advertisements in the Nikkei MJ?



### Reference The Nikkei MJ – Advertising by Food Manufacturers

The number of ads and advertisers are increasing year by year. In 2015, the number of 15-column and 7-column marketing advertisements was 136% compared to the previous year and 210% compared to two years earlier.





# Basic Page Structure

Monday Edition 16 pages			Wednesday edition 16 pages			Friday edition 16 pages		
Page. No.	Title of Page	No. of Ad Columns	Page. No.	Title of Page	No. of Ad Columns	Page. No.	Title of Page	No. of Ad Columns
1	Front page	3	1	Front page	3	1	Front page	3
2	Analysis	5	2	Design	5	2	Entertainment	5
3	Reading Strategies	5	3	Learning and Polishing	5	3	Answering Questions about Consumption	5
4	Lifestyle 1	5	4	Lifestyle 1	5	4	Lifestyle 1	5
5	Lifestyle 2	5	5	Lifestyle 2	5	5	Lifestyle 2	5
6	Net Life	5	6	Full-Page Ad	5	6	Net Life	5
7	Fashion	5	7	Net Life	5	7	Fashion	5
8	Full-page ad	7	8	Full-page ad	5	8	Full-page ad	5
9	City Planning	5	9	Fashion	5	9	Senior Biz	5
10	Asia/Global	15	10	Full-Page Ad	15	10	Asia/Global	15
11	Data in the News	5	11	Data in the News	7	11	Data in the News	5
12	New Products 1	5	12	New Products 1	5	12	New Products	5
13	New Products 2	5	13	New Products 2	5	13	New Products / POS Analysis	5
14	Food 1	5	14	Food 1	5	14	Food 1	7
15	Food 2	5	15	Food 2	5	15	Food 2	5
16	Trends	15	16	Trends	15	16	Trends	15

## Advertising Rates and Sizes

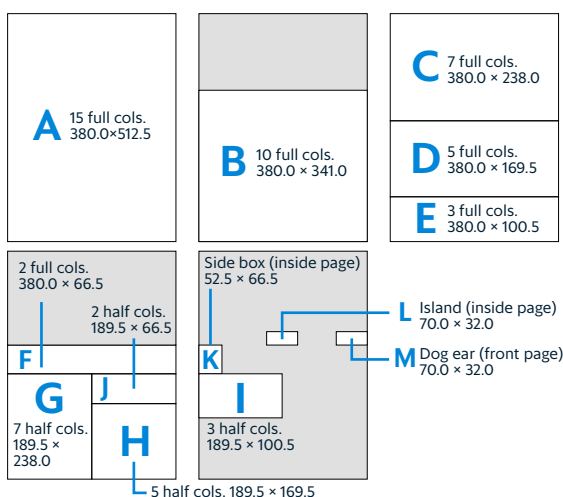
Ad Size	Advertising Rates (for a single insertion) yen, excluding tax
A	15 full cols. 3,465,000
B	10 full cols. 2,350,000
C	7 full cols. 1,680,000
D	5 full cols. 1,225,000
E	3 full cols. 753,000
F	2 full cols. 512,000
G	7 half cols. 878,000
H	5 half cols. 640,000
I	3 half cols. 393,000
J	2 half cols. 262,000
K	Side box (front page) 195,000 Side box (Other pages) 129,000 Side box (Last page) 160,000
L	Island (front page) 180,000 Island (Other pages) 115,000
M	Dog ear 225,000

Color Rate yen, excluding tax		
Four-color	10 columns or more	1,100,000
	Under 10 columns	990,000

### Notes on the Insertion of Advertisements

- Terms of the 'Standards for the Insertion of Advertisements' of Nikkei Inc. will be applied to the requested insertion of an advertisement. Please note that advertisers are required to assume responsibility for any problems that may arise regarding the content of the advertisement.
- Advertising rates do not include consumption tax or production costs.
- When 2 insertions or more are contracted in advance for a given six-month period, contract rates will apply and be calculated based on the total number of columns.
- The below-article rates (A-J) will apply to recruitment advertisements.
- If a specific date of insertion or page of insertion is designated by the advertiser, a designation fee will be charged. The designation fee will be 30% of the space rate if the advertisement is inserted on the front page and 10% of the space rate if it is inserted on another page.
- In the case of a double-page spread, a fee of 500,000 yen will be charged in addition to the insertion rate. Furthermore, an extra 50% will be added to the full color rate for a double-page spread (size of double-page spread: Width 786.5 x Height 512.5 mm).



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