

# The NIKKEI — Japan's Premier Business Daily —

## Advertising Rate Card

**NIKKEI**

October 2015

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## User Guide

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This rate card includes advertising rates as of June 1, 2010 for the NIKKEI, published by Nikkei Inc.

- 1) Non-contract rates will apply to one single insertion. When 2 insertions or more are contracted in advance for a given six-month period, contract rates will apply. Based on the base column rate shown on media description page, ad space rate for contract will be calculated with a base column rate designated by the total number of columns for six months. If a one-year contract is requested, one half of the total yearly volume will be deemed to be a contract volume for calculation. 4-Color charge is additional to space rates.
- 2) Tables of rates by Standard Advertising Space Units provide a quick reference for advertising rates per insertion depending on size unit and frequency. Please contact your nearest representative or worldwide NIKKEI sales offices for any other insertion plan.
- 3) If an increase in the total number of columns is requested during the contract term, rates on a renewed condition will apply from the calendar month from which the increase is made. A renewed total number of columns shall be counted from the start of the contract term.
- 4) If the total number of columns is reduced, or a contract is discontinued during the contract term, rates on a renewed condition will apply retrospectively to insertions from the start of the contract term, and the difference will be charged as the penalty.
- 5) Recruitment advertising rates will apply to recruitment advertisements, and Special Announcement advertising rates will apply to special announcements. Also, Position premium, Center Spread charge, Split-Run charge will be added accordingly if applicable.
- 6) Cancellation of orders is not permitted if the newspaper production process does not allow it at the point of time cancellation is requested. If cancellation is made after such point of time, full advertising rate will be charged as cancellation fee.
- 7) Advertising rates do not include Consumption Tax (currently 8%). Consumption Tax is an inland duty in Japan.

## The NIKKEI

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 the Morning and Afternoon Editions. The NIKKEI's independent and global newsgathering network generates a wealth of in-depth reports and extensive quality information on economy, politics, markets and finance, industries and companies, and technology.

Remaining the definitive source for authoritative information, the NIKKEI is most influential over 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. BE JAPAN 2010\* clearly indicates that the NIKKEI reaches 91.6% of total BE JAPAN respondents.

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

\*= *an independent businesspeople's readership survey conducted by Adams Communications in association with Ipsos-MORI.*



(Established 1876)

### Circulation

Total Subscribers (Newspaper, Digital)  
of the Nikkei: **3,169,211**

Morning Edition: **2,739,027**  
(ABC, June 2015)

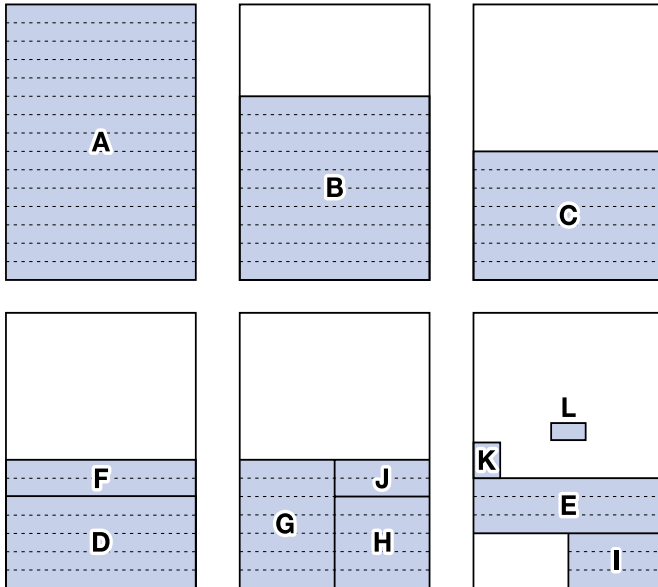
Digital Edition: **430,184**  
(Nikkei Inc., July 2015)

Afternoon Edition: **1,387,085**  
(ABC, June 2015)

# Standard Advertising Space Units

The format of the NIKKEI is broadsheet. Each page is 380mm (14- 15/16 inches) wide and 512.5mm (20- 3/16 inches) deep, and consists of 15 horizontal columns, each 32mm (1- 1/4 inches) high.

As a rule, articles and advertisements' layout is based on the horizontal columns, and Standard Advertising Space Units of the newspapers are as shown below.



Code	Size	(Width × Depth)	
		Millimeters	Inches
<b>A</b>	15 full cols. (full page)	380.0 × 512.5	14-15/16 × 20-3/16
<b>B</b>	10 full cols. (2/3 page)	380.0 × 341.0	14-15/16 × 13-7/16
<b>C</b>	7 full cols. (approx. 1/2 page)	380.0 × 238.0	14-15/16 × 9-3/8
<b>D</b>	5 full cols. (1/3 page)	380.0 × 169.5	14-15/16 × 6-11/16
<b>E</b>	3 full cols. (1/5 page)	380.0 × 100.5	14-15/16 × 3-15/16
<b>F</b>	2 full cols. (approx. 1/7 page)	380.0 × 66.5	14-15/16 × 2-5/8
<b>G</b>	7 half cols. (approx. 1/4 page)	189.5 × 238.0	7-7/16 × 9-3/8
<b>H</b>	5 half cols. (1/6 page)	189.5 × 169.5	7-7/16 × 6-11/16
<b>I</b>	3 half cols. (1/10 page)	189.5 × 100.5	7-7/16 × 3-15/16
<b>J</b>	2 half cols. (1/15 page)	189.5 × 66.5	7-7/16 × 2-5/8
<b>K</b>	Side box	52.5 × 66.5	2-1/16 × 2-5/8
<b>L</b>	Island	70.0 × 32.0	2-3/4 × 1-1/4
Center spread		786.5 × 512.5	30-15/16 × 20-3/16

## Morning Edition

Published daily (except non-publishing days), the Morning Edition of the NIKKEI is printed in 26 printing sites nationwide, and circulates throughout Japan. 94.6% of total circulation comes from subscriptions. With over 3 million copies embracing high journalistic standards, the NIKKEI remains the largest business and quality daily in the world. NIKKEI Plus1, a weekend supplement featuring life and home is published on every Saturday. Also, Sunday issue extensively covers personal finance, health etc.



### Base Column Rate (Yen)

Total volume	Non-contract	Contract
1 col. or more	1,576,000	1,370,000
2 cols. or more	1,551,000	1,348,000
3 cols. or more	1,524,000	1,325,000
5 cols. or more	1,472,000	1,280,000
7 cols. or more	1,436,000	1,248,000
10 cols. or more	1,402,000	1,219,000
15 cols. or more	1,360,000	1,182,000
20 cols. or more	1,343,000	1,167,000
30 cols. or more	1,311,000	1,140,000
40 cols. or more	—	1,120,000
50 cols. or more	—	1,101,000
60 cols. or more	—	1,070,000
90 cols. or more	—	1,029,000
100 cols. or more	—	1,022,000
120 cols. or more	—	986,000
150 cols. or more	—	975,000
200 cols. or more	—	954,000
300 cols. or more	—	913,000
400 cols. or more	—	900,000
500 cols. or more	—	887,000
600 cols. or more	—	874,000
700 cols. or more	—	867,000
800 cols. or more	—	861,000
900 cols. or more	—	855,000
1000 cols. or more	—	849,000

### Color Charges (Yen)

#### 4-Color

Units with 10 cols. or more	4,900,000
Units with less than 10 cols.	4,500,000

#### Notes:

A 50% premium applies to Center Spread for 4-Color.

Rates in the tables for Standard Advertising Space Units in the following pages are calculated subject to size and frequency based on the Base Column Rate. Unit K and L are boxtype ads, and do not rely on the Base Column Rate.

## Display and boxtype advertising rates for THE NIKKEI

### Black and White rates per insertion Morning Edition

(Yen)

Code	Size	Non-contract			Contract		
		Single insertion	2 insertions in 6 months	3 insertions in 6 months	4 insertions in 6 months	5 insertions in 6 months	6 insertions in 6 months
<b>A</b>	Full page	20,400,000	17,100,000	16,800,000	16,050,000	16,050,000	15,435,000
<b>B</b>	10 full cols.	14,020,000	11,670,000	11,400,000	11,200,000	11,010,000	10,700,000
<b>C</b>	7 full cols.	10,052,000	8,533,000	8,169,000	8,169,000	7,980,000	7,840,000
<b>D</b>	5 full cols.	7,360,000	6,095,000	5,910,000	5,835,000	5,835,000	5,700,000
<b>E</b>	3 full cols.	4,572,000	3,840,000	3,744,000	3,657,000	3,546,000	3,546,000
<b>F</b>	2 full cols.	3,102,000	2,650,000	2,560,000	2,496,000	2,438,000	2,438,000
<b>G</b>	7 half cols.	5,334,000	4,368,000	4,266,500	4,266,500	4,137,000	4,084,500
<b>H</b>	5 half cols.	3,877,500	3,200,000	3,120,000	3,047,500	3,047,500	2,955,000
<b>I</b>	3 half cols.	2,364,000	1,987,500	1,987,500	1,920,000	1,872,000	1,872,000
<b>J</b>	2 half cols.	1,576,000	1,348,000	1,325,000	1,325,000	1,280,000	1,280,000
<b>K</b>	Side Box	579,000					
<b>L</b>	Island	529,000					

*For unit K and L, a 10% frequency discount is applicable if 13 or more insertions are contracted in 3 months.*

*For Size K and L, the rates shown are not applicable on the front page.*

## 4-Color inclusive rates per insertion Morning Edition

(Yen)

Code	Size	Non-contract			Contract		
		Single insertion	2 insertions in 6 months	3 insertions in 6 months	4 insertions in 6 months	5 insertions in 6 months	6 insertions in 6 months
<b>A</b>	Full page	25,300,000	22,000,000	21,700,000	20,950,000	20,950,000	20,335,000
<b>B</b>	10 full cols.	18,920,000	16,570,000	16,300,000	16,100,000	15,910,000	15,600,000
<b>C</b>	7 full cols.	14,552,000	13,033,000	12,669,000	12,669,000	12,480,000	12,340,000
<b>D</b>	5 full cols.	11,860,000	10,595,000	10,410,000	10,335,000	10,335,000	10,200,000
<b>E</b>	3 full cols.	9,072,000	8,340,000	8,244,000	8,157,000	8,046,000	8,046,000
<b>F</b>	2 full cols.	7,602,000	7,150,000	7,060,000	6,996,000	6,938,000	6,938,000
<b>G</b>	7 half cols.	9,834,000	8,868,000	8,766,500	8,766,500	8,637,000	8,584,500
<b>H</b>	5 half cols.	8,377,500	7,700,000	7,620,000	7,547,500	7,547,500	7,455,000
<b>I</b>	3 half cols.	—	—	—	—	—	—
<b>J</b>	2 half cols.	—	—	—	—	—	—



## Center Spread Advertising Rates

### Non-contract single insertion (Yen)

#### Morning Edition

Black and White	40,530,000
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4-Color inclusive	47,880,000
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#### Afternoon Edition

Black and White	22,020,000
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4-Color inclusive	26,040,000
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#### Notes:

Above rates include Center Spread charge shown on page 11.

Above 4-Color rates reflect a 50% premium of 4-Color charge shown on page 4 and 8.

For contract rates, please contact NIKKEI.

## NIKKEI PLUS 1

NIKKEI Plus1 is Saturday's second section. Designed to meet the leisure pursuits of affluent readers, it covers the interests for a stylish and rich life: goods and prices, intellectual pursuits, health, online and high-tech interests, weekly TV programs, trends and lifestyle.

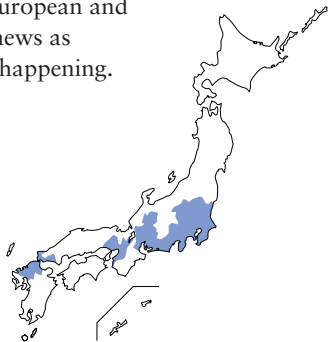


Full of interesting stories, practical tips and helpful information for consumers, NIKKEI Plus1 draws a lot of attention, and has proved to be a premier medium to reach the high-profile readership of the NIKKEI.

When advertising with NIKKEI Plus1, advertising rates of the Morning Edition will apply.

## Afternoon Edition

Published Monday to Saturday, the Afternoon Edition is printed in 16 printing sites, and distributed over the Tokyo metropolitan area and 3 other major economic and business regions of Osaka, Nagoya and Fukuoka. Its circulation is 52.9% that of the Morning Edition. In these areas, the Morning Edition and the Afternoon Edition are read by the same readership through subscriptions, complementing each other. Due to time difference, the Afternoon Edition is an essential reading medium to keep abreast of European and US news as it is happening.



### Base Column Rate (Yen)

Total volume	Non-contract	Contract
1 col. or more	834,000	758,000
2 cols. or more	820,000	746,000
3 cols. or more	807,000	733,000
5 cols. or more	779,000	708,000
7 cols. or more	759,000	690,000
10 cols. or more	742,000	674,000
15 cols. or more	719,000	654,000
20 cols. or more	710,000	646,000
30 cols. or more	694,000	630,000
40 cols. or more	—	620,000
50 cols. or more	—	609,000
60 cols. or more	—	598,000
90 cols. or more	—	575,000
100 cols. or more	—	571,000
120 cols. or more	—	551,000
150 cols. or more	—	544,000
200 cols. or more	—	533,000
300 cols. or more	—	510,000
400 cols. or more	—	503,000
500 cols. or more	—	495,000
600 cols. or more	—	488,000
700 cols. or more	—	485,000
800 cols. or more	—	481,000
900 cols. or more	—	478,000
1000 cols. or more	—	474,000

### Color Charges (Yen)

#### 4-Color

Units with 10 cols. or more	2,680,000
Units with less than 10 cols.	2,450,000

#### Notes:

A 50% premium applies to Center Spread for 4-Color.

Rates in the tables for Standard Advertising Space Units in the following pages are calculated subject to size and frequency based on the Base Column Rate. Unit K and L are boxtype ads, and do not rely on the Base Column Rate.

## Display and boxtype advertising rates for THE NIKKEI

### Black and White rates per insertion Afternoon Edition

(Yen)

Code	Size	Non-contract			Contract		
		Single insertion	2 insertions in 6 months	3 insertions in 6 months	4 insertions in 6 months	5 insertions in 6 months	6 insertions in 6 months
<b>A</b>	Full page	10,785,000	9,450,000	9,300,000	8,970,000	8,970,000	8,625,000
<b>B</b>	10 full cols.	7,420,000	6,460,000	6,300,000	6,200,000	6,090,000	5,980,000
<b>C</b>	7 full cols.	5,313,000	4,718,000	4,522,000	4,522,000	4,410,000	4,340,000
<b>D</b>	5 full cols.	3,895,000	3,370,000	3,270,000	3,230,000	3,230,000	3,150,000
<b>E</b>	3 full cols.	2,421,000	2,124,000	2,070,000	2,022,000	1,962,000	1,962,000
<b>F</b>	2 full cols.	1,640,000	1,466,000	1,416,000	1,380,000	1,348,000	1,348,000
<b>G</b>	7 half cols.	2,824,500	2,415,000	2,359,000	2,359,000	2,289,000	2,261,000
<b>H</b>	5 half cols.	2,050,000	1,770,000	1,725,000	1,685,000	1,685,000	1,635,000
<b>I</b>	3 half cols.	1,251,000	1,099,500	1,099,500	1,062,000	1,035,000	1,035,000
<b>J</b>	2 half cols.	834,000	746,000	733,000	733,000	708,000	708,000
<b>K</b>	Side Box	330,000					
<b>L</b>	Island	302,000					

*For unit K and L, a 10% frequency discount is applicable if 13 or more insertions are contracted in 3 months.*

*For Size K and L, the rates shown are not applicable on the front page.*

## 4-Color inclusive rates per insertion Afternoon Edition

(Yen)

Code	Size	Non-contract			Contract		
		Single insertion	2 insertions in 6 months	3 insertions in 6 months	4 insertions in 6 months	5 insertions in 6 months	6 insertions in 6 months
<b>A</b>	Full page	13,465,000	12,130,000	11,980,000	11,650,000	11,650,000	11,305,000
<b>B</b>	10 full cols.	10,100,000	9,140,000	8,980,000	8,880,000	8,770,000	8,660,000
<b>C</b>	7 full cols.	7,763,000	7,168,000	6,972,000	6,972,000	6,860,000	6,790,000
<b>D</b>	5 full cols.	6,345,000	5,820,000	5,720,000	5,680,000	5,680,000	5,600,000
<b>E</b>	3 full cols.	4,871,000	4,574,000	4,520,000	4,472,000	4,412,000	4,412,000
<b>F</b>	2 full cols.	4,090,000	3,916,000	3,866,000	3,830,000	3,798,000	3,798,000
<b>G</b>	7 half cols.	5,274,500	4,865,000	4,809,000	4,809,000	4,739,000	4,711,000
<b>H</b>	5 half cols.	4,500,000	4,220,000	4,175,000	4,135,000	4,135,000	4,085,000
<b>I</b>	3 half cols.	—	—	—	—	—	—
<b>J</b>	2 half cols.	—	—	—	—	—	—

## Special Announcement Ad Rates

### Basic Rate for Special Announcement ads (Yen)

1 cm × 1 column	Morning Ed.	80,000
	Afternoon Ed.	44,000

### Special Announcement Advertising Rates apply to:

- (1) Obituaries
- (2) Special notices
- (3) Sympathy statements in case of accident or disaster
- (4) Notices of loss or theft of securities or other items
- (5) Notices of correction of previous ads
- (6) Notices of apology
- (7) Legally required announcements of policy and elections
- (8) Notices of change in a company's name, launch of a company or merger of companies. For such ads that use 5 half columns or more, Special Announcement rates apply to 10% of the total number of columns.
- (9) Other advertisements determined by NIKKEI to constitute a Special Announcement

#### Notes:

Ads that use 5 half columns or more for listing on stock exchanges and stock offering, Special Announcement rates apply to 5% of the total number of columns.

For boxtype ads (Side Box and Island) which include Special Announcement elements, a 20% premium will apply to a space rate.

## For Legal Notices

Please contact NIKKEI's offices.

## Other Premiums & Charges

(Yen)

Position premium	Unit display ads	15% of space rate
	Side Box and Island	20%
Center Spread charge		1,200,000
Split-run charge		1,100,000

#### Notes:

- (1) Position premium applies to insertions on specified dates and pages respectively.
- (2) Position premium also applies to all display ads inserted on Morning Edition's culture page and social news pages, and Afternoon Edition's front page and back page.
- (3) Center spread and split-run charges are the same for the morning and afternoon editions.

## Recruitment Advertising Rates

Recruitment advertisements can only be inserted within “The Recruitment Advertisement Section”, published in the Sunday Morning Edition every week. (4-color is available for 5 full cols. or more only.)

### Requirements for recruitment advertisements:

1. The following information is required to be included in recruitment ads.
  - a) The full company name, address and telephone and fax numbers. (The advertiser must be the same name as the recruiter.)
  - b) The assigned workplace if it differs from the address of head office shown.
  - c) Required qualifications: educational background, experience, age etc.
  - d) Job type, position offered.
  - e) Payment and other fringe benefits (housing allowance, etc.) If not articulated, it is permitted to describe as “Payment follows fixed company rates” or “Payment commensurates with experience”. Vague description such as “high income” is not allowed.
  - f) Other working conditions
2. Please ensure not to include discriminatory terms concerning sex, age, and disabilities.
3. No volume or frequency discount is available for recruitment ads.

(Yen)

Space unit	(Width × Depth)		Rate
	Millimeters	Inches	
2 cols. × 1/8 page	46.5 × 66.5	1-13/16 × 2-5/8	430,000
2 cols. × 1/6 page	62.0 × 66.5	2-3/8 × 2-5/8	573,000
2 cols. × 1/4 page	94.0 × 66.5	3-11/16 × 2-5/8	860,000
1 cols. × 1/2 page	189.5 × 32.0	7-7/16 × 1-1/4	860,000
3 cols. × 1/6 page	62.0 × 100.5	2-3/8 × 3-15/16	860,000
2 cols. × 1/3 page	126.0 × 66.5	4-15/16 × 2-5/8	1,146,000
1 full cols.	380.0 × 32.0	14-15/16 × 1-1/4	1,720,000
2 cols. × 1/2 page	189.5 × 66.5	7-7/16 × 2-5/8	1,720,000
3 cols. × 1/3 page	126.0 × 100.5	4-15/16 × 3-15/16	1,720,000
3 cols. × 1/2 page	189.5 × 100.5	7-7/16 × 3-15/16	2,580,000
2 full cols.	380.0 × 66.5	14-15/16 × 2-5/8	3,102,000
5 cols. × 1/2 page	189.5 × 169.5	7-7/16 × 6-11/16	3,877,500
3 full cols.	380.0 × 100.5	14-15/16 × 3-15/16	4,572,000
7 cols. × 1/2 page	189.5 × 238.0	7-7/16 × 9-3/8	5,334,000
5 full cols.	380.0 × 169.5	14-15/16 × 6-11/16	7,360,000
7 full cols.	380.0 × 238.0	14-15/16 × 9-3/8	10,052,000
10 full cols.	380.0 × 341.0	14-15/16 × 13-7/16	14,020,000
15 full cols.	380.0 × 512.5	14-15/16 × 20-3/16	20,400,000

## International Edition

NIKKEI started publishing a locally printed international edition of the NIKKEI in world business centers in 1987 by transmitting the contents of the Morning Edition via satellite and submarine cable. Currently, the NIKKEI International Edition is printed in eight locations: New York, Los Angeles and Honolulu in the U.S.; London and Frankfurt in Europe; and Hong Kong, Singapore and Bangkok in Asia Pacific.

The International Edition is an ideal medium to reach Japanese corporate expatriates residing overseas.



● =printing locations of the International Edition

### Circulation

(as of March 2012)

<b>International Edition (worldwide)</b>	<b>40,802</b>
U.S. Edition	9,250
European Edition	8,150
Asian Edition	23,402

## Display advertising rates for THE NIKKEI International Edition

### Black and White rates per insertion International Edition

(Yen)

Code	Size	International Edition (worldwide)	U.S. Edition	European Edition	Asian Edition	Hong Kong Edition	Singapore Edition (incl. Sydney printing)
<b>A</b>	Full page	1,500,000	900,000	750,000	1,050,000	600,000	600,000
<b>B</b>	10 full cols.	1,000,000	600,000	500,000	700,000	400,000	400,000
<b>C</b>	7 full cols.	700,000	420,000	350,000	490,000	280,000	280,000
<b>D</b>	5 full cols.	500,000	300,000	250,000	350,000	200,000	200,000

**Notes:**

- (1) A flat base column rate applies above respective edition accordingly.
- (2) For Standard Advertising Space Units, please refer to page 3.
- (3) Color ads are not available.
- (4) Asian Edition consists of Hong Kong Edition and Singapore Edition.
- (5) Asian Edition does not circulate in Japan.



# Material Specifications

## THE NIKKEI

Published: Daily (Morning Ed.), Mon.–Sat.(Afternoon Ed.)

Format: Broadsheet (W.380 mm, D.512.5 mm)

Advertising booking: 4 weeks prior to insertion

### MATERIAL DELIVERY

#### Method of delivery:

Advertising materials from abroad must be delivered by NIKKEI WEB EDI to NIKKEI's Tokyo head office via NIKKEI's Worldwide Advertising Sales Offices.

#### Lead time (in Tokyo):

4-Color: 10 working days, Black & White: 5 working days

#### Required material:

**PDF/X-1a**

### PROOF

#### Pre-proofreading and approval:

Advertisers are requested to submit a proof of the material by PDF as soon as the booking is made to NIKKEI, before transmitting the final material by PDF/X-1a. This must be examined and approved by NIKKEI.

#### Proofing:

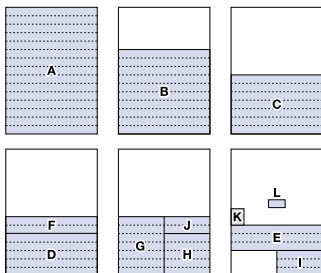
NIKKEI prints the color proof in-house and verifies it.

If the advertiser wants to verify the proof, it can be sent by courier from Tokyo, but please allow 5 extra days before the copy date. Alternatively, advertising agencies can print a color proof using the ICC profile of NIKKEI called VENUS (downloadable from Quickcut), and then verify to NIKKEI.

#### Other reminder:

For 4-color ads, NIKKEI may generate a black & white standby file using generic tables if necessary.

## MATERIAL DIMENSIONS



One page of the NIKKEI is 380mm wide and 512.5mm deep. It consists of 15 horizontal columns, each 32mm high. All display advertisements must correspond to these standard sizes.

Code	Size	(Width × Depth)
		Millimeters
<b>A</b>	15 full cols. (full page)	380.0 × 512.5
<b>B</b>	10 full cols. (2/3 page)	380.0 × 341.0
<b>C</b>	7 full cols. (approx. 1/2 page)	380.0 × 238.0
<b>D</b>	5 full cols. (1/3 page)	380.0 × 169.5
<b>E</b>	3 full cols. (1/5 page)	380.0 × 100.5
<b>F</b>	2 full cols. (approx. 1/7 page)	380.0 × 66.5
<b>G</b>	7 half cols. (approx. 1/4 page)	189.5 × 238.0
<b>H</b>	5 half cols. (1/6 page)	189.5 × 169.5
<b>I</b>	3 half cols. (1/10 page)	189.5 × 100.5
<b>J</b>	2 half cols. (1/15 page)	189.5 × 66.5
<b>K</b>	Side box	52.5 × 66.5
<b>L</b>	Island	70.0 × 32.0

## CREATION GUIDELINES

### Platform:

System: Macintosh  
 OS: MacOS X or higher  
 Graphic: Adobe PhotoShop CS2 or higher  
 Layout: Adobe Illustrator CS2 or higher

### Technical Requirements:

- Mode: Color = **CMYK**, Black & White = **gray-scale**
- Resolution: Photograph = 200 pixels ppi, Line work = 1200 ppi
- For color ads, **Total Ink Coverage (TIC)** should not exceed 240%
- Fonts: Japanese 11Q minimum, Alphabet 8 points minimum  
**All fonts must be outlined.**
- Materials must be supplied to exact dimensions **WITH** all the images embedded, and **WITHOUT** register marks, color charts, notes or any such extraneous objects.
- All ads must have a **keyline** as a boundary line of the material.  
 If it is not wanted, inward L-shaped crop marks (length 1.5 mm, thickness 0.2 mm) must be placed at the corners. Such crop marks will be printed.
- When creating an illustrator file, please make sure the artboard size exactly the same size as the specified ad size. Adding bleed, for example, is not necessary.

## DESIGN AND EXPRESSION GUIDELINES

- Unit of measurement must be the metric system.
- Solid black portions must cover no more than one-third of the trim area, or use 90% halftone or lower.
- The superlative degree expressions may require to submit objective documents to substantiate their validity.

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## TECHNICAL REQUIREMENTS FOR PDF/X-1a

NIKKEI accepts **PDF/X-1a** only as advertising material.

File format: **PDF/X-1a** (a subset of the standard for PDF for printing)

Saving standard: **PDF/X-1a:2001** (PDF/X-1a:2003 should not be used)

**Important note:**

Complete the pre-flight check using Adobe Acrobat, and ensure that the created PDF/X-1a is “PDF/X-1a compliant.”

## Publication Standards for Advertisements

### *GENERAL POLICY from NIKKEI'S ADVERTISING CODE*

- (1) NIKKEI retains all rights 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 an advertisement.
- (3) NIKKEI determines whether or not to publish any advertisement based on its own Advertising Code. Whenever necessary, it will also request Newspaper Advertising Review Council (NARC) or Kansai Advertising Review Council to examine the advertisement.
- (4) All advertisements must include the name of the entity which bears responsibility for the contents of the advertisement. The advertiser bears all responsibility for the contents of their advertisements, including any damage to NIKKEI resulting from the insertion of such advertisements.
- (5) The contents and purpose of all advertisements must be given clearly and accurately. Ambiguous intent or contents that cannot be understood by general readers will not be accepted.
- (6) Any advertisement published in NIKKEI newspapers must comply with laws and regulations.
- (7) Advertisement published in a NIKKEI newspaper must not infringe on basic human rights. Furthermore, they must not contain expressions or contents that promote discrimination or include any other discriminatory expressions.

## North America

### Canada

*Fenn Company Inc.*  
2130 King Road  
P.O. Box 1060, King City  
ON L7B 1B1, Canada  
Tel: +1-905-833-6200  
Fax: +1-905-833-2116  
steather@canadads.com

### U.S.A. (Northeast, Midwest)

*Publicitas USA*  
330 Seventh Avenue, 18th Floor  
New York, NY 10001, U.S.A.  
Tel: +1-212-330-0720  
Fax: +1-212-599-8298  
newyork@publicitas.com

### U.S.A. (Southeast, incl. Southern California)

*Publicitas USA*  
32 Lincoln Park  
San Anselmo, CA 94960,  
U.S.A.  
Tel: +1-415-464-6899  
sanfrancisco@publicitas.com

### U.S.A. (Northwest, incl. Northern California)

*Joan Hughes*  
2025 Baker Street  
San Francisco, CA 94115,  
U.S.A.  
Tel: +1-415-567-8375  
jcmhughes@gmail.com

### U.S.A. (Southeast)

*BCN International GmbH*  
9035 Bluffview Trace  
Roswell, GA 30076, U.S.A.  
Tel: +1-212-884-4824  
Fax: +1-678-629-3789  
salvatore.zammuto@burda.com

### U.S.A. (Hawaii)

*Audrey Higuchi*  
908 Ocean View Drive  
Honolulu, HI 96816, U.S.A.  
Tel: +1-808-737-7422  
Fax: +1-808-732-4179  
ahiguchi@hawaiiintel.net

## Central & South Americas

### Brazil

*SIX-Serviço de Imprensa no Exterior Ltda.*  
Rua Piracuama, n.316 cj.81  
São Paulo/SP – CEP:  
05017-040 – Brasil  
Tel & Fax: +55-11-3873-4875  
scavonejr@midiainternacional.com.br

### Mexico

*Alchemia*  
Prol. Paseo de la Reforma 115  
Oficina 1005  
Col. Paseo de las Lomas  
Mexico, D.F. 01330  
Tel. +52 55 5004 0490  
info@alchemia.com.mx

## Europe

### Austria

*Publicitas GmbH*  
Nordbahnstrasse 36/0.3,  
A-1020 Vienna, Austria  
Tel: +43-1-211 53 61  
Fax: +43-1-212 16 03  
vienna@publicitas.com

### Belgium

*Publicitas NV*  
Airway Park D/Lozenberg 23  
1932 Zaventem  
Belgium  
Tel: +32-2-639-8420  
Fax: +32-2-639-8430  
brussels@publicitas.com

### France & Monaco

*Intermedia France*  
23, Boulevard de Sebastopol  
75001 Paris, France  
Tel: +33-1-55-34-95-50  
Fax: +33-1-55-34-95-49  
fionalockie@intermedia-europe.com

## Germany

*Reinhard Internationale  
Verlagsvertretungen GmbH*  
Posseltstrasse 10  
69120 Heidelberg, Germany  
Tel: +49-62 21-16 04 36  
Fax: +49-62 21-16 04 33  
info@reinhardinternational.de

### *Mercury Publicity (Deutschland) GmbH*

Seifgrundstrasse 2  
D-61348 Bad Homburg,  
Germany  
Tel: +49-61 72-96 64-0  
Fax: +49-61 72-96 64-49  
sales@mercury-publicity.de

### Greece & Cyprus

*A&O Media Worldwide*  
11, Tzavella Street, GR 152 31  
Athens, Greece  
Tel: +30-210-6742023  
Fax: +30-210-6771431  
nbarbopoulos@a-omedia.com

**Italy**

*K. Media SRL*  
Via Bonaventura Cavalieri 1  
20121 Milan, Italy  
Tel: +39 02 2906 1094  
Fax: +39 02 2906 2341  
info@kmedianet.com

**Luxembourg**

*MediaSphere*  
84, route d'Arlon  
L-1105, Luxembourg  
Tel: +352-27-86-04-08  
Fax: +352-27-76-79-99  
xavier.simonetti@mediasphere.net

**The Netherlands**

*Publicitas BV*  
*Jacomien van Doorn,*  
*Sales Manager*  
Frankemaheerd 2, Unit 2.35,  
1102 AN Amsterdam Zuid-Oost  
The Netherlands  
Tel: +31-20-311-9710  
D: +31-20-311-9717  
jacomien.vandoorn@publicitas.com

**Poland**

*New Communications*  
Spolka z ograniczona  
odpowiedzialnoscia  
Spolka Komandytowa  
ul.Baluckiego 20/3,  
02-557 Warsaw, Poland  
Tel: +48 22 646 26 76  
Fax: +48 22 646 30 16  
nina.motlik@ft.pl

**Portugal**

*Publima/Publicidade, LDA*  
Alameda Sto. António dos  
Capuchos, 6-5-C  
1169-048 Lisboa, Portugal  
Tel: +351 213 158 161/2/3  
publima@publima.pt

**Russia, Ukraine & Belarus**

*Superbrands LLC*  
121248 Moscow  
7/4 Kutuzovsky prospect,  
bldg. 1, office 69  
Tel: +7 499 243 6641  
Fax: +7 495 777 6551  
subadftm@gmail.com

**Spain**

*Publicitas Internacional S.A.*  
*Marina Navarro,*  
*Sales Director/Clients*  
Calle Serrano 43/45,  
2a planta dcha.  
28001 Madrid, Spain  
Tel: +34-91-323-79-16  
madrid@publicitas.com

**Sweden, Norway, Denmark,  
Finland & Iceland**

*Simpson media*  
68 Waterside Close  
London SE28 OGS, U.K.  
Tel: +44 (0) 7900885456  
Fax: +44 (0) 2075836637  
david@simpson-media.com

**Switzerland**

*Publicitas International AG*  
*-Basel*  
Kornhausgasse 5/7, Postfach  
3843, CH-4002 Basel  
Switzerland  
Tel: +41-61-275-4711  
Fax: +41-61-275-4730  
basel-international@publicitas.com

**-Lausanne**

Avenue Mon-Repos 22  
P.O. Box 339  
1001 Lausanne, Switzerland  
Tel: +41-21-213-6321  
Fax: +41-21-213-6312  
lausanne-international@publicitas.com

**-Zurich**

Muertschenstrasse 39, Postfach  
CH-8010 Zürich, Switzerland  
Tel: +41-44-250-3181  
Fax: +41-44-250-3182  
zurich-international@publicitas.com

**U.K. & Ireland**

*Publicitas Ltd.*  
2nd Floor,  
60 Buckingham Palace Road  
London SW1W 0AH  
United Kingdom  
Tel: +44-203-263-6100  
Fax: +44-203-263-6133  
london@publicitas.com

**Middle East****Israel**

*Talbar Media*  
POB 3184, Givat Ada 37808  
Israel  
Tel: +972-77-562-1900  
Fax: +972-77-562-1903  
talbar@talbar.co.il

**Turkey**

*Tit Ajans Diş Tanitim Ltd. Şti.*  
Nispetiye Cad. İhsan Aksoy Sok.  
Modern Ap. No:2 D.:21 34337  
Etiler / Istanbul, Turkey  
Tel: +90-212-257-7666/7667  
Fax: +90-212-287-0099  
titajans@titajans.com

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

*Intermedia Ltd.*  
Murdouf Centre, Safa Park,  
P.O.Box 22857, Dubai, U.A.E  
Tel: +971 4 346 6006  
Fax: +971 4 346 6016  
vdaavidson@intermedia-gulf.com

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## Africa

### South Africa

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

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## Asia Pacific

### China

*Publicitas Hong Kong Ltd.*  
26/F, Two Chinachem Exchange  
Square, 338 King's Road,  
North Point, Hong Kong  
Tel: +852-2516-1001  
Fax: +852-2528-3260  
ppn-hongkong@publicitas.com

### India

*Mediascope Publicitas (I)  
Pvt.Ltd.*  
51 Doli Chambers, 5/F  
Off Arthur Bunder Rd., Colaba  
Mumbai 400 005, India  
Tel: +91 (22) 2204-8890/  
2282-4842  
Fax: +91 (22) 2287-5718/  
2282-4889  
srinivas.ayer@publicitas.com

### Indonesia

*PT. Media Mandiri*  
Jl. Dr. Saharjo No. 149/I,  
Jakarta 12860, Indonesia  
Tel: +62-21-8355510  
sarah@mediamandiri.co.id

### Malaysia

*Publicitas International Sdn Bhd*  
S105, 2nd Floor, Centrepoint  
Lebuh Bandar Utama  
Bandar Utama  
47800 Petaling Jaya  
Selangor, Malaysia  
Tel: +603-7729-6923  
Fax: +603-7729-7115  
audrey.cheong@publicitas.com

### Pakistan & Bangladesh

*Pace (Pvt) Ltd.*  
C86 Block 2  
Clifton Karachi-75600, Pakistan  
Tel: +92-213-111-11-7223  
Fax: +92-213-587-4162  
sales@pace.com.pk

### The Philippines

*MCG MEDIA (Maggay  
Communications Group)*  
Union Square Condominium  
Unit 301, 145 15th Avenue,  
Quezon City, Metro Manila,  
The Philippines  
Tel. 632-911-6948  
Fax 632-911-3064  
maggaycommgroup@yahoo.com

### Singapore

*Pacom Media Pte., Ltd.*  
801 Toa Payoh Lorong 7  
#06-08, Wearnes Building  
Singapore 319319  
Tel: +65-6323-9600  
Fax: +65-6323-4940  
info@pacommedia.com

### Vietnam

*Globalbook Corporation*  
448 Ten Lua Street,  
Binh Tri Dong B Ward,  
Binh Tan District,  
Ho Chi Minh City, Vietnam  
Tel: +84-8-2210-2745  
Fax: +84-8-3924-5452  
book.magazine@globalbookcorp.com

### South Korea

*DooBee Inc.*  
8th Fl, DooBee Bldg.  
11-3, Jeong-dong, Jung-gu  
Seoul, 100-120  
Republic of Korea  
Tel: +82-2-3702-1743  
Fax: +82-2-755-9860  
dbi@doobee.com

### Taiwan

*Advance Media Services Ltd.*  
10F-9, 328 Sung Chiang Road,  
Taipei, Taiwan  
Tel: +886-2-2523-8268,  
Fax: +886-2-2521-4456  
leekh@ms4.hinet.net

### Thailand

*Publicitas (Thailand) Ltd.*  
239 /2 Soi Sarasin  
Rajdamri Road  
Lumpini Pathumwan  
Bangkok 10330, Thailand  
Tel: +66-2651-9273 to 7  
Fax: +66-2651-9278  
major@asiaaccess.net.th

### Australia/Newzealand

*Publishers Internationálé Pty Ltd.*  
Level 1, 97 Pacific Highway  
North Sydney, NSW 2060  
Australia  
Tel: +61 2 9252 3476

## Worldwide NIKKEI Advertising Sales Offices

### TOKYO

#### **Nikkei Inc.**

*International Advertising Director  
Cross-Media Advertising & Business  
Bureau*

1-3-7 Otemachi, Chiyoda-ku  
Tokyo 100-8066, Japan  
Tel: +81-3-6256-7539  
Fax: +81-3-6256-7908

### 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](mailto:advertising@nikkei.com)

### LOS ANGELES

#### **Nikkei America, Inc.**

1960 East Grand Avenue, #1090  
El Segundo, CA 90245, U.S.A.

Tel: +1-310-615-8775  
Fax: +1-310-416-1270  
E-mail: [advertising@nikkei.com](mailto:advertising@nikkei.com)

### BEIJING

#### **Nikkei Creative (Beijing) Advertising Ltd.**

Room 3708, Building 1  
Jingguang Centre, Hujialou,  
Chaoyang District, Beijing  
Code: 100020

Tel: +86-10-6597-8061 ex 201  
Fax: +86-10-6597-8351  
E-mail: [ad-beijing@cn.nikkei.com](mailto:ad-beijing@cn.nikkei.com)

### LONDON

#### **Nikkei Europe Ltd.**

6th Floor, Barnard's Inn  
86 Fetter Lane  
London EC4A 1EN, U.K.

Tel: +44-20-7421-7807  
Fax: +44-20-7421-7828  
E-mail: [ad@eur.nikkei.com](mailto:ad@eur.nikkei.com)

### FRANKFURT

#### **Nikkei Europe Ltd.**

Geothestrasse 13  
60313 Frankfurt am Main  
Germany

Tel: +49-69-2193-793-0  
Fax: +49-69-2193-793-20  
E-mail: [ad@eur.nikkei.com](mailto:ad@eur.nikkei.com)

### SINGAPORE

#### **Nikkei Group Asia Pte Ltd**

60 Anson Road #06-02  
Mapletree Anson  
Singapore 079914

Tel: +65-6339-2086  
Fax: +66-6336-4016  
E-mail: [ad@nikkei.com.sg](mailto:ad@nikkei.com.sg)

### HONG KONG

#### **Nikkei China (Hong Kong) Ltd.**

Level 21, No.28  
Hennessy Road  
Wanchai, Hong Kong

Tel: +852-2598-1771  
Fax: +852-2845-7768  
E-mail: [ad@nikkei.com.hk](mailto:ad@nikkei.com.hk)

## Nikkei Inc.

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1-3-7 Otemachi, Chiyoda-ku, Tokyo 100-8066, Japan  
Tel: +81-3-6256-7539 Fax: +81-3-6256-7908