The Nikkei MEDIA DATA
Japan’s Premier Business Daily
Index

3  About the Nikkei
   Introducing the Nikkei
   The Six Key Characteristics of the Nikkei

5  Circulation
   The World’s Largest Business Daily

6  Global Presence
   Global Operation Network

7  Company Fact Sheet
   Company Profile

8  Readership
   Stable Readership

10 Reaching Business Leaders
    Influence on Japan’s Decision-makers

12 Reader Attributes
    A Broad Audience

14 Major Contents of the Nikkei
    Best Format for Effectively Communicating Information

16 Appendix
    The Japanese Market
    Unique Positioning of Newspapers in Japan

20 Advertising Representatives

22 Advertising Sales Offices

23 Information Sources

The Nikkei
Media Data 2014
About the Nikkei

Introducing 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 its morning and afternoon editions. The *Nikkei*’s independent, global news-gathering network generates a wealth of in-depth reports and quality information on the economy, politics, markets and finance, industries and companies, and science and technology.

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 businesspeople 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.
About the Nikkei

The Six Key Characteristics of the Nikkei

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

Unique in Japan

The Nikkei is Japan’s only national daily business newspaper, and covers the latest economic, business and general news nationwide twice a day through its morning and afternoon editions.

World’s Largest Circulation

The Nikkei boasts the world’s largest circulation for a daily economic and business newspaper, with over 3 million copies.

Rich in Tradition

The Nikkei has enjoyed a strong reputation both at home and abroad for its impartial and accurate news coverage ever since its founding in 1876.

Quality Journalism

The Nikkei offers its readers pertinent, quality reporting of developments in Japan and the world based on fair and perceptive analysis. By maintaining our accurate and objective viewpoint, the Nikkei has earned a fine reputation as a trusted news source.

Global Network and Wide Coverage

The Nikkei operates its own global news-gathering network to provide readers with detailed coverage of a broad range of areas including economics, business, politics, markets and finance, industries and companies, science and technology, and sports and culture.

Vigorous Consumer Readership

The Nikkei has the largest readership comprised of top and middle managers, and our readers are also strong and active as consumers.
The World’s Largest Business Daily

One of the Nikkei’s most striking characteristics is its circulation. With a circulation surpassing 3 million for its morning edition, the Nikkei has the world’s largest circulation as a business and economic daily. This is made possible by Japan’s efficient newspaper delivery system, distributing our newspaper certainly to readers every day.

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

<table>
<thead>
<tr>
<th>Subscribers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper (Morning edition)</td>
<td>2,739,027 1)</td>
</tr>
<tr>
<td>Digital (Paid circulation)</td>
<td>430,184 2)</td>
</tr>
<tr>
<td>Newspaper (Afternoon edition)</td>
<td>1,387,085 1)</td>
</tr>
</tbody>
</table>

Sources: 1) ABC (Japan) Jun. 2015  
2) Nikkei Inc., Jul. 2015

Source: The Wall Street Journal 2,294,093
Source: The Alliance for Audited Media 652,000
Source: Deloitte
Global Presence

Global Operation Network

*Nikkei* commands an overseas network of extraordinary breadth and quality, including 35 overseas bases located in the United States, Europe and Asia with approximately 160 reporters and local staff. The international edition of the *Nikkei* is printed in seven locations: New York, Los Angeles, Brussels, Hong Kong, Singapore, Bangkok and Sydney.
Nikkei Inc. acts as an operating holding company with newspaper businesses as a core. Group operations range from books, magazines to digital media, database services, broadcasting and other activities such as economic and cultural events.

**Company Name**
Nikkei Inc.

**CEO**
Naotoshi Okada

**Capital**
2,500 mil. Yen

**Established**
December 2, 1876

**Domestic news bureaus**
54 locations

**Overseas news bureaus**
35 locations

**Main business segments**

- **Main newspaper**
  - *The Nikkei*

- **Specialized newspapers**
  - *The Nikkei Business Daily*
  - *The Nikkei MJ*
  - *The Nikkei Veritas*
  - *Nikkei Asian Review*

- **Online services**
  - *Nikkei Online Edition*
  - *Nikkei Asian Review*

- **Data base and financial news services**
  - *Nikkei Telecom 21*
  - *NEEDS services*
  - *Quick corp.*

- **Index business**
  - *Nikkei Stock Average*

- **Cultural and business events**
  - Symposia, seminars, art exhibitions, concerts, etc.

**Group companies**

- **Newspaper Division**
  - Sales
  - Nikkei PR Advertising Co., Ltd.
  - Nikkei Osaka PR Advertising Co., Ltd.
  - Nikkei Media Promotions, Inc.
  - Nikkei Osaka Newspaper Wholesaler, Inc.
  - Overseas Courier Service Co., Ltd.
  - Advertising
  - NIKKISHA, INC.
  - Nikkei Osaka Newspaper Printing Center, Inc.
  - Nikkei Saitama Newspaper Printing Center, Inc.
  - Nikkei Sendai Newspaper Printing Center, Inc.
  - NIKKEISHA, INC.
  - Nikkei Harmony Center, Inc.
  - Nikkei Human Resources, Inc.
  - Nikkei Culture, Inc.
  - Editorial
  - Nikkei QUICK News, Inc.

- **Publishing Division**
  - Nikkei Publishing Inc.
  - Nikkei Business Publications, Inc.
  - Nikkei Science, Inc.

- **Digital Media Division**
  - Nikkei Digital Media Inc.
  - Nikkei Media Marketing, Inc.
  - Nikkei Research Inc.
  - QUICK Corp.

- **Broadcasting Division**
  - TV Tokyo Corporation
  - Television Osaka, Inc.
  - Asahi Television Broadcasting Co., Ltd.
  - Television Hokkaido Broadcasting Co., Ltd.
  - TVQ Kyushu Broadcasting Co., Ltd.
  - BS Japan Corporation
  - Nikkei CNBC Japan, Inc.
  - Nikkei Radio Broadcasting Corporation
  - Nikkei Visual Images, Inc.
  - TV Setouchi Broadcasting Co., Ltd.

- **Research**
  - Japan Center for Economic Research
  - Nikkei Advertising Research Institute

- **Corporate Division**
  - Nikkei Advanced System, Inc.
  - Rating and Investment Information, Inc.
  - Nikkei America, Inc.
  - Nikkei Europe Ltd.
  - Nikkei Building Service, Inc.
  - Nikkei Asia Pte Ltd.
  - Nikkei Staff, Inc.
  - Nikkei China (Hong Kong) Ltd.
  - Nikkei Osaka General Service, Inc.
Stable Readership

Most people in Japan who read the newspaper subscribe through a daily home delivery system, which has allowed Japanese newspapers in general to have stable circulation. Although online news access over print versions of newspapers has become more globally widespread, *Nikkei*’s circulation is increasing and it maintains a loyal readership.

Subscription Rate

Japan’s efficient newspaper delivery system to homes and offices using local distributors is a major factor behind the *Nikkei*’s high subscription rate.

The Only Growing Newspaper in Japan

The *Nikkei*’s circulation has grown over the past 15 years, despite the boom in Internet usage over that period.

Source: ABC (Japan), Jul.–Dec. 2009

Circulation: *Yomiuri* 10,018,701 *Asahi* 8,018,572 *Mainichi* 3,737,630 *Nikkei* 3,050,277
**Readers Who Read the Nikkei Only**

The *Nikkei* covers not only economic and business news, but also science, technology, culture and Japanese social trends. This balance and variety of content attracts a wide variety of readers, many of whom only read the *Nikkei*.

**Change in percentage of readers who exclusively read the Nikkei**

![Change in percentage of readers who exclusively read the Nikkei](image)

*Source: The Nikkei Readership Survey, 2011*

**Read at Home and in Offices**

Nearly, three out of four copies of the *Nikkei* are home subscriptions. Meanwhile, over 25 percent of the total circulation is read at offices, giving the *Nikkei* the highest penetration rate among all newspapers in terms of corporate subscriptions.

**Where the Nikkei is read**

![Where the Nikkei is read](image)

*Source: J-READ 2009*
Influence on Japan’s Decision-makers

As the nation’s largest daily economic and business newspaper with a circulation of over 3 million copies, the *Nikkei* has gained the trust of decision-makers with 93.8 percent coverage among top executives.

In addition, the *Nikkei* has a large readership among middle managers, who are most involved in day-to-day company operations and who take on an important role in making decisions. If you are looking to reach Japan’s decision-makers, choose the *Nikkei*.

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**Top Management Readership**

Among the major newspapers and business magazines published in Japan, the *Nikkei* is the most widely read by C-level executives. This is because the *Nikkei* provides them with the most helpful information for making work-related decisions and drawing up future plans for management of their companies.

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**Coverage of top management by Japan’s major business publications**

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Coverage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>The Nikkei</em> (Business)</td>
<td>89.0</td>
</tr>
<tr>
<td><em>Asahi Shimbun</em> (General)</td>
<td>41.7</td>
</tr>
<tr>
<td><em>Yomiuri Shimbun</em> (General)</td>
<td>36.7</td>
</tr>
<tr>
<td><em>Mainichi Shimbun</em> (General)</td>
<td>16.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Magazines</th>
<th>Coverage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Nikkei Business</em> (Business)</td>
<td>49.0</td>
</tr>
<tr>
<td><em>Shukan Diamond</em> (Business)</td>
<td>30.1</td>
</tr>
<tr>
<td><em>President</em> (Business)</td>
<td>27.9</td>
</tr>
<tr>
<td><em>Shukan Toyo Keizai</em> (Business)</td>
<td>23.4</td>
</tr>
</tbody>
</table>

Source: BE: Japan 2012
The majority of top business people who read others titles also read the *Nikkei*

![Bar chart showing the majority of top business people who read others titles also read the *Nikkei*.](chart)

Source: BE: JAPAN 2012

Limited access of global titles to C-suite +250 in Japan

![Bar chart showing limited access of global titles to C-suite +250 in Japan.](chart)

Source: BE: JAPAN 2012

**Information source**

**BE: JAPAN 2012**

BE: Japan, the Media Survey of Japan’s Business Elite (formerly JBR) 2012 is the eighth business elite survey of Japan’s senior business decision makers to be available to both Japanese and international media planners. Run as a joint venture between Ipsos MORI and Adams Communications, the independent survey provides information on Japan’s most influential top executives and managers, defined as senior heads of function in large and medium sized companies throughout the country. BE: Japan 2012 uses the same methodology as BE: Surveys (BE: Asia, BE: Europe and etc.) that are conducted in 31 countries around the world.
A Broad Audience

The *Nikkei* attracts a broad range of readers because it covers a wide spectrum of information that can be useful when it comes to making important decisions.

The *Nikkei* is unique in that it offers information that satisfies readers in many industries and occupations, including industry specialists.

Age Groups

While well represented in every age group, approximately 40 percent of the *Nikkei*’s readers are in their 30s and 40s. This reflects the fact that the newspaper’s readership includes not only top businesspeople and other influential leaders, but also capable middle management.

Source: J-READ 2009

Gender

35 percent of *Nikkei* readers are female. As women have made greater advances in Japanese business society, the number of female *Nikkei* readers has gradually increased.

Source: J-READ 2009

Industries

Readers of the *Nikkei* are employed in a broad range of industries including manufacturing as well as wholesale/retail, finance, insurance, securities and telecommunications services.

Source: J-READ 2009
Annual Household Income

Reflecting their high status and educational qualifications, the average annual household income of the *Nikkei* readers is around 8 million yen, well above the average of readers of other Japanese newspapers.

<table>
<thead>
<tr>
<th>Comparison of average annual household income</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIKKEI readers</td>
</tr>
<tr>
<td>Asahi</td>
</tr>
<tr>
<td>Yomiuri</td>
</tr>
<tr>
<td>Mainichi</td>
</tr>
</tbody>
</table>

Source: J-READ 2009

Total Household Savings

The average total household savings of the *Nikkei* readers are about 11 million yen, again well above the average of readers of other Japanese newspapers.

<table>
<thead>
<tr>
<th>Comparison of average total household savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIKKEI readers</td>
</tr>
<tr>
<td>Mainichi</td>
</tr>
<tr>
<td>Asahi</td>
</tr>
<tr>
<td>Yomiuri</td>
</tr>
</tbody>
</table>

Source: Corporate Image Survey (General), 2009

Information source

J-READ

J-READ (The Comprehensive Newspaper Survey) is designed by Video Research Ltd. to help marketing and advertising professionals create efficient advertising plans in Japan by presenting scientifically derived, data-based media attributes of newspapers. The independent survey explores such topics as the relevance of newspapers in people’s everyday lives and consumer attitudes and product usage, in addition to people’s newspaper reading habits recorded during the week of the survey. It shows in detail how readers—the advertising targets—interact with their newspapers.
Best Format for Effectively Communicating Information

The single constant focus of the *Nikkei* is the economy, but to respond to the diversified information needs of readers, it also covers sports, culture and daily life. Along with these regular articles, there is an additional supplement on Saturdays (*NIKKEI Plus I*), offering extensive coverage on topics closely related to lifestyle and cultural interests.

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**The Nikkei Morning Edition**

The *Nikkei*’s morning edition provides a broad range of information, laid out in a clear, functional manner.

**Front-page news**
- Corporate news
- Political news
- Economic news
- Financial news
- International news

**Corporate news**
- Investment/finance
- Markets
- Securities
- Commodities

**Economics columns**
- Consumer information
- Regional economies
- Sports
- Society

**Culture**
- Sunday edition

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**A Close Look at the Front Page of the Nikkei**

1. **Nikkei masthead**
2. **Lead articles**
   The front page’s lead articles communicate the day’s major news from an economic viewpoint. Front-page articles in the *Nikkei* also have a strong impact on business, industry and the markets. The front page is where the *Nikkei*’s unique perspective is most evident.
3. **Table of contents**
   The *Nikkei*’s table of contents gives a brief summary of five major news stories of the day.
4. **Tokyo markets**
   Gives the previous day’s prices for the Nikkei Stock Average, currency exchange rates and long-term interest rates.
5. **Series articles**
   The upper left-hand corner of the front page often features series articles giving in-depth coverage of everyday topics. Series articles like these, which examine serious themes head-on at much greater length than is possible in a single article, are a favorite with the *Nikkei* readers.
NIKKEI Plus 1

NIKKEI Plus 1 is designed to match the interests of affluent readers who want a full and luxurious lifestyle. It offers readers intellectual stimulation through a broad range of articles covering lifestyles and culture and is full of interesting stories, practical tips and helpful information for consumers. NIKKEI Plus 1 captures readers’ attention and has proved to be an ideal medium for reaching high-profile individuals in the Japanese market.

Standard advertising 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 horizontal columns. Standard advertising units are shown below.

<table>
<thead>
<tr>
<th>Code</th>
<th>Size</th>
<th>(Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>15 full cols. (full page)</td>
<td>380.0 x 512.5</td>
</tr>
<tr>
<td>B</td>
<td>10 full cols. (2/3 page)</td>
<td>380.0 x 341.0</td>
</tr>
<tr>
<td>C</td>
<td>7 full cols. (approx. 1/2 page)</td>
<td>380.0 x 238.0</td>
</tr>
<tr>
<td>D</td>
<td>5 full cols. (1/3 page)</td>
<td>380.0 x 169.5</td>
</tr>
<tr>
<td>E</td>
<td>3 full cols. (1/5 page)</td>
<td>380.0 x 100.5</td>
</tr>
<tr>
<td>F</td>
<td>2 full cols. (approx. 1/7 page)</td>
<td>380.0 x 66.5</td>
</tr>
<tr>
<td>G</td>
<td>7 half cols. (approx. 1/4 page)</td>
<td>189.5 x 238.0</td>
</tr>
<tr>
<td>H</td>
<td>5 half cols. (1/6 page)</td>
<td>189.5 x 169.5</td>
</tr>
<tr>
<td>I</td>
<td>3 half cols. (1/10 page)</td>
<td>189.5 x 100.5</td>
</tr>
<tr>
<td>J</td>
<td>2 half cols. (1/15 page)</td>
<td>189.5 x 66.5</td>
</tr>
<tr>
<td>K</td>
<td>Side box</td>
<td>52.5 x 66.5</td>
</tr>
<tr>
<td>L</td>
<td>Island</td>
<td>70.0 x 32.0</td>
</tr>
<tr>
<td></td>
<td>Center spread</td>
<td>786.5 x 512.5</td>
</tr>
</tbody>
</table>
The Japanese Market

Getting an overall idea of the Japanese market as a whole is essential for understanding the Japanese newspaper market. Japan continues to enjoy high economic affluence compared to other countries, and its strong influence means that it is vital as a target for advertising.

Key statistics on Japan

Size: 377,944 km²
Population: 127,076,183
GDP: 505,114.0 billion yen

Sources: 1) Geospatial Information Authority of Japan (GSI)  
2) Ministry of Internal Affairs and Communications  
3) World Economic Outlook Database 2008, IMF

GDP comparison of Japan with other major economic blocks in US$ billions, 2008

Source: Formulated based on data from “World Economic Outlook Database” (April, 2008), IMF

GDP comparison of Japan’s regions with other countries (US$ billion)

Note: 2005 data is used for Japan; 2007 data is used for all other countries. Exchange rates based on IMF period-average rates.  
Source: Formulated based on data from “World Economic Outlook Database” (April, 2008), IMF; “Prefectural Economic Almanac” (February, 2008), Economic and Social Research Institute, Cabinet Office
Unique Positioning of Newspapers in Japan

The Japanese newspaper market has a number of distinguishing characteristics. Not only do newspapers in Japan boast the largest circulation in the world and offer a wealth of information, they also have clear advantages over other advertising media.

Newspapers in Japan

According to the 2009 issue of WAN (World Press Trends), Japan had the largest total number of newspapers issued on a daily basis. Japan also had the largest number of newspapers per 1,000 people among the major industrialized countries. Another special characteristic of Japan's newspapers is the significantly high number of copies per paper, as shown by the number of national daily newspapers with circulations in the millions on the next page.

Morning and Afternoon Editions

Unlike national daily newspapers published in the U.S., Europe and other countries, most Japanese dailies—like the Nikkei—have morning and afternoon editions. In today’s fast changing world, these meet readers’ needs for the very latest news coverage.

The first printing of the Nikkei afternoon edition is delivered to securities companies at around 12:30 p.m., with copies reaching other business sectors at 3:30–4:00 p.m. and suburban households at around 5:00 p.m.

Advertising in Newspapers

Newspaper advertising accounts for 12.4 percent of the total advertising expenditure in Japan. This rate is the highest among print media.

The Nikkei is known as the most effective medium for disseminating corporate brand, corporate social responsibility (CSR), and investor relations advertising, and is considered a vital advertising medium in those categories.
High Subscription Rate

Japan has a high newspaper subscription rate due to its efficient home-delivery system, with 95 percent of papers being delivered in this way. Further contributing factors include Japan’s very high literacy rate and the general enthusiasm for reading newspapers on a daily basis.

Reading Habits

A comparison of newspapers and magazines reveals that newspaper readers have a much higher reading frequency, with 72 percent reading a newspaper daily on a continuing basis. This means much greater exposure of advertising to newspaper readers.
Comparison of Japanese and Overseas Media

A comparison of the number of copies of newspapers and business magazines sold in Japan and abroad reveals that in Japan, many more newspapers are sold than business magazines. This again demonstrates the importance of newspapers in Japan.

### Major newspapers: comparison between Japan and the U.K.

<table>
<thead>
<tr>
<th>Country</th>
<th>Newspaper</th>
<th>Circulation (Japan)</th>
<th>Circulation (U.K.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>The Nikkei</td>
<td>3,032,703</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 newspapers total</td>
<td></td>
<td>26,232,119</td>
</tr>
<tr>
<td>U.K.</td>
<td>Financial Times</td>
<td>1,155,966 (U.K. circulation)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 newspapers total</td>
<td></td>
<td>1,915,176</td>
</tr>
</tbody>
</table>

Source: The Nikkei: ABC (Japan), Jan.–Jun. 2010
Financial Times: ABC (U.K.), Nov. 2009 (U.K. circulation)

### Major newspapers (morning editions) in Japan

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yomiuri</td>
<td>10,016,735</td>
</tr>
<tr>
<td>Asahi</td>
<td>7,955,595</td>
</tr>
<tr>
<td>Mainichi</td>
<td>3,593,667</td>
</tr>
<tr>
<td>Sankei</td>
<td>1,633,219</td>
</tr>
<tr>
<td>Nikkei</td>
<td>3,032,703</td>
</tr>
</tbody>
</table>

Source: ABC (Japan), Jan.–Jun. 2010

### Major newspapers in the U.K.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation (U.K.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Times</td>
<td>115,966</td>
</tr>
<tr>
<td>The Guardian</td>
<td>305,240</td>
</tr>
<tr>
<td>The Times</td>
<td>563,262</td>
</tr>
<tr>
<td>The Daily Telegraph</td>
<td>744,151</td>
</tr>
<tr>
<td>The Independent</td>
<td>118,557</td>
</tr>
<tr>
<td>The Times</td>
<td>563,262</td>
</tr>
<tr>
<td>Financial Times</td>
<td>115,966 (U.K. circulation)</td>
</tr>
</tbody>
</table>

Source: ABC (U.K.), Nov. 2009 (FT=U.K. circulation)

### Business magazines: comparison between Japan and the U.S.

<table>
<thead>
<tr>
<th>Country</th>
<th>Magazine</th>
<th>Circulation (Japan)</th>
<th>Circulation (U.S.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>The Wall Street Journal</td>
<td>1,608,990 (U.S. circulation)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 magazines total</td>
<td></td>
<td>2,698,813</td>
</tr>
<tr>
<td>Japan</td>
<td>The Nikkei</td>
<td>7,955,595</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 magazines total</td>
<td></td>
<td>638,483</td>
</tr>
</tbody>
</table>

Source: The Nikkei: ABC (Japan), Jan.–Jun. 2010
Magazines (U.S.): ABC (U.S.), Mar. 2010

### Major business magazines in Japan

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>180,051</td>
</tr>
<tr>
<td>Nikkei Business</td>
<td>263,936</td>
</tr>
<tr>
<td>Shukan Diamond</td>
<td>108,704</td>
</tr>
<tr>
<td>Shukan Toyo Keizai</td>
<td>86,192</td>
</tr>
</tbody>
</table>

Source: ABC (Japan), Jul.–Dec. 2009

### Major business magazines in the U.S.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businessweek</td>
<td>917,568</td>
</tr>
<tr>
<td>Forbes</td>
<td>920,873</td>
</tr>
<tr>
<td>Fortune</td>
<td>856,372</td>
</tr>
</tbody>
</table>

Source: ABC (U.S.), Mar. 2010
Advertising Representatives (As of November 2015)

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 & Southwest, incl. Southern California)
Publicitas North America, Inc.
330 Seventh Avenue, 5th Floor
New York, NY 10001, U.S.A.
Tel: +1-212-599-5057
Fax: +1-212-599-8298
ppn-newyork@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: +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@hawaiiantel.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

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
Tel: +49-(0)6172-9664-0
Fax: +49-(0)6172-9664-49
sales@mercury-publicity.de

Greece & Cyprus
A&O Media Worldwide
11, Trasselaa 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-1150 Luxembourg
Luxembourg
Tel: +352-27-86-04-08
Fax: +352-27-76-79-99
xavier.simonetti@mediasphere.net

The Netherlands
Publicitas BV
Frankemahaer 2,
Unit 2-35, 1102 AN
Amsterdam Zuid-Oost,
The Netherlands
Tel: +31-20-311-9710
jacomien.vandoorn@publicitas.com

Poland
New Communications
Spółka z ograniczoną odpowiedzialnością
Spółka Komandytowa
ul. Baluckiego 203,
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 Russia, Moscow
74/ Kutuzovsky prospect, bldg.1, office 69
Tel: +7 499 243 6641
Fax: +7 495 777 6551
subadftm@gmail.com

Spain
Publicitas Internacional S.A.
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
11-13 Charlotte St,
London W1T 1RH, U.K.
Tel: +44 (0) 790085456
Fax: +44 (0) 2075836637
david@simpson-media.com
Advertising Representatives

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 63 21
Fax: +41 21 213 63 12
lausanne-international@publicitas.com

- Zurich
Muetschenstrasse 39, Postfach CH-8010 Zurich, 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 OAH, United Kingdom
Tel: +44-203-263-6100
Fax: +44-203-263-6133
london@publicitas.com

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

Turkey
Tit Ajans Diş Tanıtım Ltd. Şti.
Nispetiye Cad. İhsan Aksoy Sok.
Modern Ap. No.2 D..21 34337
Etiler / İstanbul, 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, Sala Park,
P.O. Box 22857, Dubai, U.A.E.
Tel: +971 4 346 6006
Fax: +971 4 346 6016
vdavidson@intermedia-gulf.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

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

Hong Kong
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.iyer@publicitas.com

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

Malaysia
Publicitas International Sdn Bhd
S105, 2nd Floor, Centrepoint
Lebuah Bandar Utama,
Bandar Utama, Petaling Jaya,
Selangor, 47800 Malaysia
Tel: +60-3-7779-6923
Fax: +60-3-7779-7115
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

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.
5th Floor, Lumpini I Building
239 J2 Soi Sarasin Rajdamri Road
Lumpini Pathumwan
Bangkok 10330, Thailand
Tel: +66-2651-9273 to 7
Fax: +66-2651-9278
major@asiacess.net.th

Vietnam
Global Book 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
Advertising Sales Offices

TOKYO
Nikkei Inc.
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
E-mail: ad_tokyo@nikkei.co.jp

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

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

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

FRANKFURT
Nikkei Europe Ltd.
Goethestrasse 13
60313 Frankfurt am Main
Germany
Tel: +49-69-2193-793-0
Fax: +49-69-2193-793-20
E-mail: ad@eur.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

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

SINGAPORE
Nikkei Group Asia Pte Ltd.
60 Anson Road
#06-02 Mapletree Anson
Singapore 079914
Tel: +65-6339-2086
Fax: +65-6336-4016
E-mail: ad@nikkei.com.sg
## Information Sources

### Surveys referred to in this Media Data

**The Comprehensive Newspaper Survey (J-READ) 2009**  
- **Respondents:** Men and women aged 15–69 nationwide  
- **Number of samples:** 28,742  
- **Date of survey:** October, 2009  
- **Survey conducted by:** Video Research, Inc.

**The Japan Business Readership Survey (BE: Japan 2010)**  
- **Respondents:** Chairpersons, presidents and chief executives in individual areas of operations, in domestic companies and financial institutions and foreign-affiliate companies and financial institutions (with 250 employees or more) located in Japan  
- **Number of samples:** 757  
- **Date of survey:** Feb.–Apr., 2010  
- **Survey conducted by:** Ipsos-MORI (London), Adams Communications (Tokyo)

**The Nikkei Corporate Image Survey 2009**  
- **Respondents:** Men and women/businesspeople aged 18–69  
- **Number of samples:** 9,428 (general)/11,804 (businesspeople)  
- **Date of survey:** July–September, 2009  
- **Survey conducted by:** Nikkei Research Inc.

**The Nikkei Readership Survey, 2009**  
- **Respondents:** Readers of the *Nikkei* residing in Tokyo  
- **Number of samples:** 1,382  
- **Date of survey:** October–November, 2009  
- **Survey conducted by:** Nikkei Research Inc.