

RATE BOOK 2024

adv.asahi.com/english/

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THE ASAHI SHIMBUN COMPANY

5-3-2, Tsukiji, Chuo-ku, Tokyo 104-8011, Japan
TEL: +81-3-5540-7595 FAX: +81-3-5540-7760

The Asahi Shimbun

The Asahi Shimbun Company



The Asahi Shimbun has been Japan's leading and most trusted newspaper for more than 140 years.

We strive to be a company that contributes to a sustainable society, echoing the ideals of the United Nations' SDGs. In 2020, we became the first in our industry to make a declaration of gender equality.

Our journalism presents diverse ideas on social issues and this progressive attitude can also be seen in our media business.

We use our expertise in newspapers, digital media, magazines, broadcasting, events, and video production to propose new ideas and contribute to the success of your marketing strategy.

The Asahi Shimbun media group

NEWSPAPER



The Asahi Shimbun
(Japanese Daily)
3.7 million copies



Weekend supplement
for lifestyle

Asahi Weekly
23 thousand copies

The **Asahi Shimbun**
GLOBE
Bi-weekly on global
concerns

朝日小学生新聞
100 thousand copies

朝日中高生新聞
40 thousand copies

DIGITAL

朝日新聞
DIGITAL

The Asahi Shimbun
SDGsACTION!

BuzzFeed

HUFFPOST!
IN ASSOCIATION WITH The Asahi Shimbun

withnews

MAGAZINE

AERA
58 thousand copies

Newton
ORGANIC SCIENCE MAGAZINE ニュートン
81 thousand copies

EVENT



Asahi
World Forum



National
High School Baseball
Championship

TV

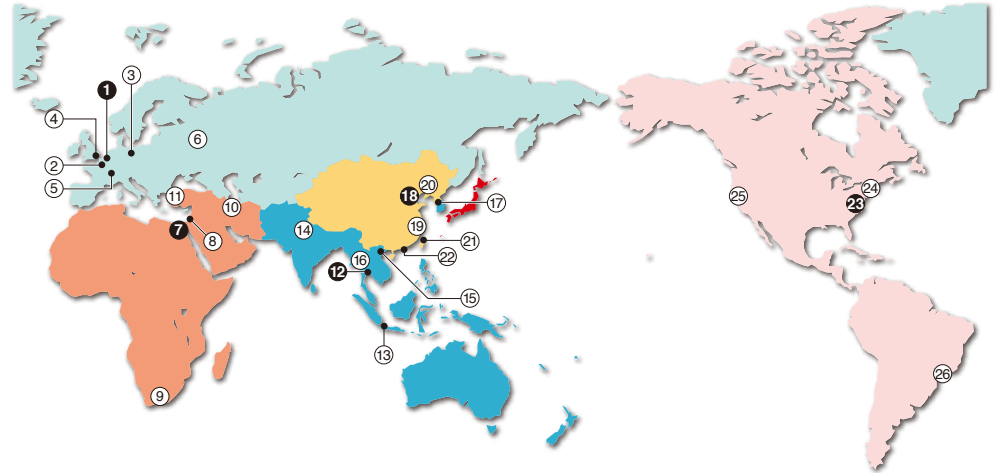
tv asahi
24 networks nationwide

ABS朝日
45 million viewable households

Global networks of The Asahi Shimbun

Overseas reporting network

• 194 offices including 26 overseas bureaus (5 general bureaus, 21 bureaus)



1 Brussels

European General Bureau

- 2 Paris
- 3 Berlin
- 4 London
- 5 Geneva
- 6 Moscow

7 Cairo

Middle Eastern and African General Bureau

- 8 Jerusalem
- 9 Johannesburg
- 10 Teheran
- 11 Istanbul

12 Bangkok

Asian General Bureau

- 13 Jakarta
- 14 New Delhi
- 15 Hanoi
- 16 Yangon
- 17 Seoul

18 Beijing

Chinese General Bureau

- 19 Shanghai
- 20 Shenyang
- 21 Taipei
- 22 Hong Kong

23 Washington, D.C.

American General Bureau

- 24 New York
- 25 San Francisco
- 26 Sao Paulo

Global partnership

- Alliances with The New York Times (US) and The Dong-A Ilbo (South Korea, 東亜日報).
- Collaborations with BuzzFeed Japan Corporation as a partner company in Japan.
- Asahi Interactive, a subsidiary of Asahi Shimbun, operates CNN's Japanese website.

Participation in global movements and organizations as Japan's representative

• **Partnership with the International Consortium of Investigate Journalists (ICIJ)**
The Asahi is the only newspaper in Japan to partner with ICIJ since 2012. We engaged in the Pulitzer winning the Panama Papers investigation in 2017.

Participation in the UN Global Compact

As the first Japanese media company, we began participating in the UN Global Compact in 2004 to fulfill our two responsibilities as a media institution in journalism and a corporate citizen.

The first member of the UN SDG Media Compact

We were the first member of the UN SDG Media Compact in 2018. It seeks to inspire media and entertainment companies around the world to leverage their resources and creative talent to advance the SDGs. This currently includes almost 400 members from 160 countries.

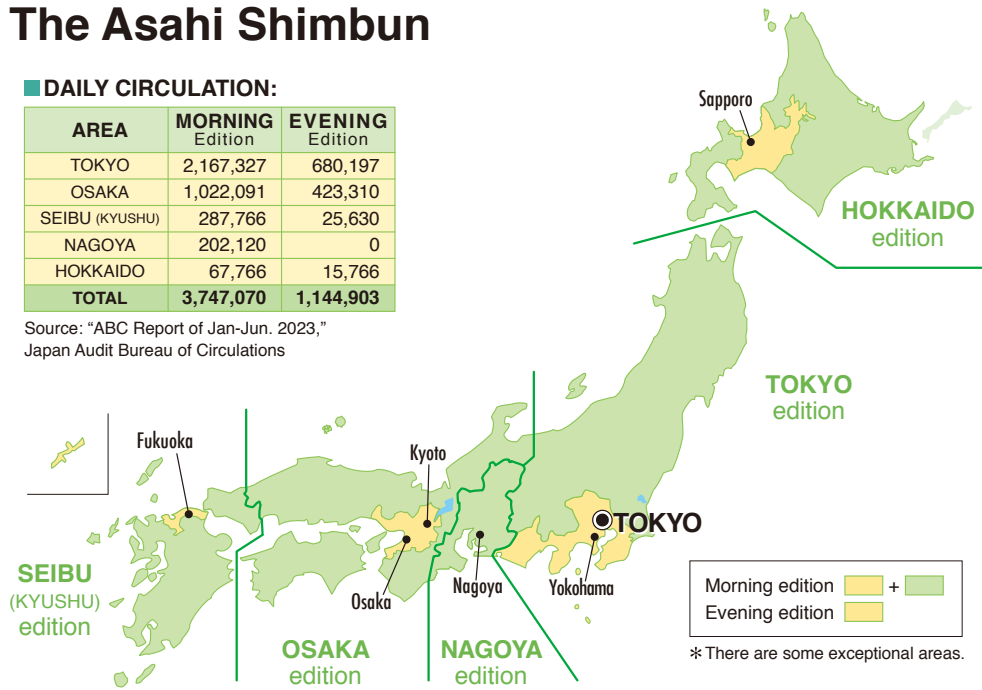


The Asahi Shimbun

DAILY CIRCULATION:

AREA	MORNING Edition	EVENING Edition
TOKYO	2,167,327	680,197
OSAKA	1,022,091	423,310
SEIBU (KYUSHU)	287,766	25,630
NAGOYA	202,120	0
HOKKAIDO	67,766	15,766
TOTAL	3,747,070	1,144,903

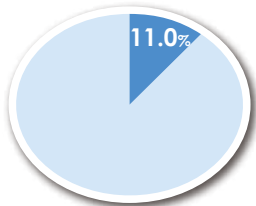
Source: "ABC Report of Jan-Jun. 2023," Japan Audit Bureau of Circulations



PENETRATION RATE:

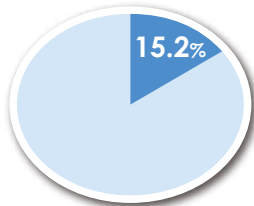
Nationwide

(n=80,763)



Metropolitan Tokyo+Osaka

(n=40,258)



Source: "Comprehensive National Newspaper Survey (J-READ)," October 2021, Video Research Ltd.

NUMBER OF PAGES (TOKYO):

Morning edition: 24-40 pages
 Evening edition: 8-24 pages

FORMAT:

382mm wide x 514mm deep
 15 horizontal columns

COVER PRICE (Tax included):

Morning edition: ¥180 / copy
 Evening edition: ¥70 / copy
 * Monthly subscription fee (morning and evening editions): ¥4,900

HOME DELIVERY RATE:

Nearly 100% Home Delivery

The Asahi Shimbun is distributed almost every day nationwide. Household subscriptions account for 99.8% of the total circulation, which ensure advertisers can reach millions of stable and loyal readers.

Nationwide Morning Edition

Home delivery	3,739,814
Single copies	7,256
TOTAL	3,747,070

99.8%

Source: "ABC Report of Jan-Jun. 2023," Japan Audit Bureau of Circulations

MATERIAL REQUIREMENTS:

- Material for advertisements must be delivered in a digital format and submitted by email.
- Contract Proofs: All advertisers must submit three sets of contract proof/press proof with their advertisement files, regardless of delivery method. Electronically submitted contract proof files CANNOT BE ACCEPTED.
- Format: Either PDF/X4 or PDF/X1-a
- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%.
- Images should be in EPS format and 250 - 350 dpi. Please be sure all images are embedded.
- Fonts: Type should be kept at a minimum of 7 points for English or 8 points for Japanese. ALL FONTS, MARKS AND LOGOS MUST BE OUTLINED.

DEADLINES:

1. Booking deadlines
 [Black & white] two weeks prior [Color] four weeks prior
2. Cancellations deadline
 2 weeks prior. We reserve the right to charge the full amount as agreed after the cancellations deadline. Cancellations after the deadline will not be accepted.
3. Material deadline
 Sent to Tokyo Head Office five business days prior

2024 PUBLISHING SCHEDULE:

Each edition will be issued with the following schedule:

- 1 : Both Morning and Evening Edition
- 1 : Morning Edition Only (Sundays & National Holidays)
- 1 : Evening Edition Only
- 1 : No Issue
- 1 : Morning Edition with "be" (Weekend Supplement), Evening Edition
- 1 : Morning Edition with "be" (Weekend Supplement) Only

JANUARY							FEBRUARY							MARCH							APRIL													
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat							
1	2	3	4	5	6						1	2	3						1	2		1	2	3	4	5	6							
7	8	9	10	11	12	13	4	5	6	7	8	9	10	3	4	5	6	7	8	9	7	8	9	10	11	12	13							
14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20							
21	22	23	24	25	26	27	18	19	20	21	22	23	24	17	18	19	20	21	22	23	21	22	23	24	25	26	27							
28	29	30	31				25	26	27	28	29			24/31	25	26	27	28	29	30	28	29	30											
MAY							JUNE							JULY							AUGUST													
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat							
				1	2	3	4						1						1	2	3	4	5	6						1	2	3		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10							
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17							
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24							
26	27	28	29	30	31		23/30	24	25	26	27	28	29	28	29	30	31			25	26	27	28	29	30	31								
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER													
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat							
1	2	3	4	5	6	7					1	2	3	4	5						1	2						1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14							
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21							
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28							
29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31											

* The above schedule is subject to change.

For more information

<https://adv.asahi.com/mb/english/pdf/material01.pdf>

The Asahi Shimbun

■ DISPLAY ADS RATES & FORMATS:

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	A Double-page Spread: 30 columns (789mm wide × 514mm deep)			
National edition	¥75,330,000	¥58,230,000	¥86,700,000	¥63,885,000
Tokyo edition	42,795,000	35,775,000	48,060,000	38,505,000
Osaka edition	25,905,000	20,385,000	29,430,000	22,110,000
Seibu (Kyushu) edition	12,218,000	6,638,000	14,258,000	7,508,000
Nagoya edition	7,065,000	5,115,000	8,280,000	5,775,000
Hokkaido edition	3,607,000	2,767,000	4,192,000	3,052,000

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	B Full-page: 15 columns (382mm wide × 514mm deep)			
National edition	¥39,855,000	¥30,735,000	¥47,435,000	¥34,505,000
Tokyo edition	22,695,000	18,945,000	26,205,000	20,765,000
Osaka edition	13,710,000	10,770,000	16,060,000	11,920,000
Seibu (Kyushu) edition	6,480,000	3,480,000	7,840,000	4,060,000
Nagoya edition	3,735,000	2,700,000	4,545,000	3,140,000
Hokkaido edition	1,905,000	1,455,000	2,295,000	1,645,000

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	C 2/3 page: 10 columns (382mm wide × 342mm deep)			
National edition	¥27,760,000	¥21,380,000	¥35,340,000	¥25,150,000
Tokyo edition	15,820,000	13,200,000	19,330,000	15,020,000
Osaka edition	9,560,000	7,500,000	11,910,000	8,650,000
Seibu (Kyushu) edition	4,510,000	2,420,000	5,870,000	3,000,000
Nagoya edition	2,600,000	1,880,000	3,410,000	2,320,000
Hokkaido edition	1,320,000	1,020,000	1,710,000	1,210,000

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	D Half-page: 7 columns (382mm wide × 239mm deep)			
National edition	¥20,678,000	¥15,953,000	¥28,258,000	¥19,723,000
Tokyo edition	11,781,000	9,835,000	15,291,000	11,655,000
Osaka edition	7,126,000	5,586,000	9,476,000	6,736,000
Seibu (Kyushu) edition	3,360,000	1,806,000	4,720,000	2,386,000
Nagoya edition	1,939,000	1,400,000	2,749,000	1,840,000
Hokkaido edition	987,000	756,000	1,377,000	946,000

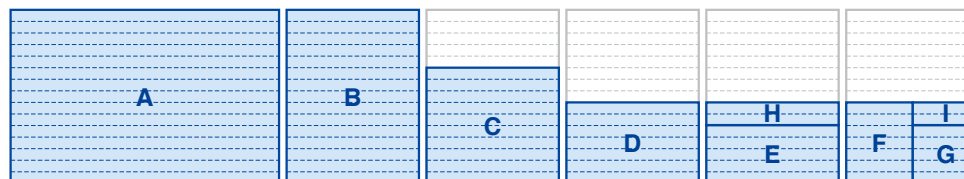
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	E 1/3 page: 5 columns (382mm wide × 170mm deep)			
National edition	¥15,355,000	¥11,840,000	¥22,935,000	¥15,610,000
Tokyo edition	8,755,000	7,305,000	12,265,000	9,125,000
Osaka edition	5,290,000	4,155,000	7,640,000	5,305,000
Seibu (Kyushu) edition	2,495,000	1,340,000	3,855,000	1,920,000
Nagoya edition	1,440,000	1,040,000	2,250,000	1,480,000
Hokkaido edition	735,000	560,000	1,125,000	750,000

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	F Quarter-page: 7 columns × 1/2 (190mm wide × 239mm deep)			
National edition	¥11,179,000	¥8,617,000	¥18,759,000	¥12,387,000
Tokyo edition	6,359,500	5,306,000	9,869,500	7,126,000
Osaka edition	3,843,000	3,017,000	6,193,000	4,167,000
Seibu (Kyushu) edition	1,813,000	976,500	3,173,000	1,556,500
Nagoya edition	1,046,500	756,000	1,856,500	1,196,000
Hokkaido edition	532,000	409,500	922,000	599,500

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	G 1/6 page: 5 columns × 1/2 (190mm wide × 170mm deep)			
National edition	¥8,262,500	¥6,370,000	¥15,842,500	¥10,140,000
Tokyo edition	4,712,500	3,932,500	8,222,500	5,752,500
Osaka edition	2,847,500	2,235,000	5,197,500	3,385,000
Seibu (Kyushu) edition	1,342,500	722,500	2,702,500	1,302,500
Nagoya edition	775,000	560,000	1,585,000	1,000,000
Hokkaido edition	395,000	302,500	785,000	492,500

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	H 2 columns (382mm wide × 66mm deep)			
National edition	¥6,610,000	¥5,096,000	¥14,190,000	¥8,866,000
Tokyo edition	3,770,000	3,146,000	7,280,000	4,966,000
Osaka edition	2,278,000	1,788,000	4,628,000	2,938,000
Seibu (Kyushu) edition	1,074,000	578,000	2,434,000	1,158,000
Nagoya edition	620,000	448,000	1,430,000	888,000
Hokkaido edition	316,000	242,000	706,000	432,000

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
	I 2 columns × 1/2 (190mm wide × 66mm deep)			
National edition	¥3,305,000	¥2,548,000	¥10,885,000	¥6,318,000
Tokyo edition	1,885,000	1,573,000	5,395,000	3,393,000
Osaka edition	1,139,000	894,000	3,489,000	2,044,000
Seibu (Kyushu) edition	537,000	289,000	1,897,000	869,000
Nagoya edition	310,000	224,000	1,120,000	664,000
Hokkaido edition	158,000	121,000	548,000	311,000



* Page or section request accepted at additional charge. Please ask for details.

be

The Asahi Shimbun's weekend supplement

“be” is a weekend supplement delivered every Saturday with The Asahi Shimbun national morning edition. “be” has two sections: “main section” for various information on lifestyle, entertainment and culture, and “TV section” for the weekly TV schedule.

■ FORMAT:
Supplement on Saturday morning edition

■ DISTRIBUTION AREA:
Nationwide

■ NUMBER OF PAGES:
Main: 12 pages TV: 4 pages

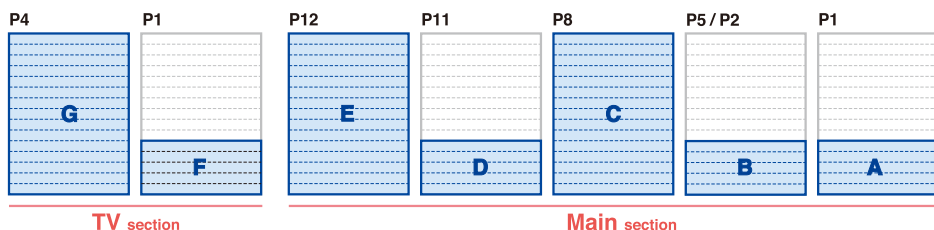
■ SPECIFICATIONS:
1. Rates include a color surcharge.
2. Material deadline: 10 business days prior.

■ ADVERTISING SPACE:



■ RATES & FORMATS:

	Page	Size	Rate
Main	A 1	1/3 page (Full color)	¥12,000,000
	B 2/5	1/3 page (Full color)	9,000,000
	C 8	Full page (Full color)	19,000,000
	D 11	1/3 page (Full color)	9,000,000
	E 12	Full page (Full color)	25,000,000
TV	F 1	1/3 page (Full color)	¥12,000,000
	G 4	Full page (Full color)	25,000,000



SDGs PROJECT

As a founding member of the SDGs Media Compact by the UN, The Asahi has developed a monthly feature article page entitled ‘SDGs’ (= Sustainable Development Goals), with special themes such as sustainability, ESG, climate change and developing country development (①), and interviews with top executives from leading companies (②).

- **FORMAT:** 1 page within morning edition
- **SCHEDULE:** Monthly
- **DISTRIBUTION AREA:** Nationwide
- **AD SIZE:** 1/3 page (③) or a Full page on the opposite page
- **MATERIAL DEADLINE:** 10 business days prior.



- Targeted Decision-making levels in companies, organizations, local authorities, schools, etc., and General consumers with an interest in The SDGs and ESG and those seeking concrete 'action'.
- The first national newspaper web media specializing in The SDGs, with a wealth of advanced case studies.

Area-focused supplement

Our Area-focused supplement enables you to reach an audience you wish with maximum precision and minimum cost. Utilizing our mapping system, distribution area can be selected at the level of our local delivery agents (ASA) which count up to 3,000 nationwide. Segmentation parameters such as gender, age, annual income,

occupation are available. Formats, number of pages, paper quality can be customized to your needs.

All the Area-focused supplements carry The Asahi Shimbun's masthead on the cover page. This differentiates from other ordinary leaflet inserts by giving integration effects to the newspaper and raising credibility.

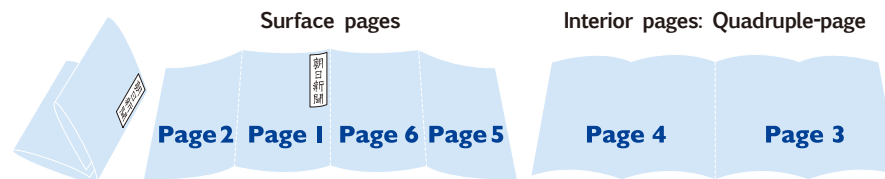
■ FORMAT:
Blanket: 385mm wide × 516mm deep Tabloid: 245mm wide × 377mm deep

- SPECIFICATIONS:**
- The Asahi Shimbun's masthead should be placed on the cover page.
 - Areas and circulation set upon request.
 - Material deadline: 28 business days prior
 - For technical requirements and regulations, please contact.

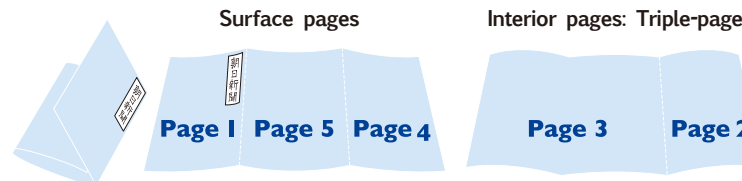
Panorama (Panorama wide / Panorama 6)

Panorama is a special foldout insert to achieve creative effect. With eight / six pages combined into one unit, this wide space brings powerful panoramic expression.

■ FORMAT:
Panorama wide : 1,600mm wide × 514mm deep (Blanket, 8 pages)



Panorama 6 [L Type]: 1,193mm wide × 514mm deep (Blanket, 6 pages)



For more information <https://adv.asahi.com/mb/english/pdf/material02.pdf>

GLOBE

GLOBE is a bi-weekly feature page in The Asahi Shimbun national morning edition. Published on Sundays twice a month, GLOBE aims to connect Japan with the world, and rethinking issues from a global perspective with three points; "Global perspective," "In-Depth Reporting" and "Pursuit of Realism." We will deliver articles from all over the world in an innovative design.

The Asahi Shimbun
GLOBE

- **FORMAT:**
4 page feature published within Sunday morning edition
- **SCHEDULE:**
Bi-weekly (twice a month)
- **DISTRIBUTION AREA:**
Nationwide
- **SPECIFICATIONS:**
Material deadline: 10 business days prior
- **AVAILABLE AD SIZE:**
1/3 page (380mm wide × 170mm deep)
Quarter-page (190mm wide × 256mm deep)
Full-page (382mm wide × 514mm deep)



DIGITAL

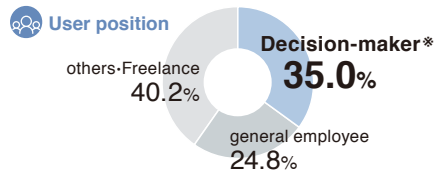
GLOBE+

- GLOBE+ is a digital website that provides articles with a global perspective.
- Main users are globally active businesspersons who are highly interested in solving social issues.
- 35.0% of users are corporate "Decision-makers," including 13.5% of "executives and managers."
- The majority of users are between 25 and 44 years old, with a 50/50 split between men and women.
- Articles are read carefully, with an average viewing time of more than 4 minutes per page.



Average time spent on page
4 min 6 sec

Reach
1,819,982 PV
1,293,378 UU



*Management level users with titles such as executive, manager, director, head of department, section manager, etc.

Source: The Asahi ID member visitor data, June-August 2019

AERA

Weekly News Magazine



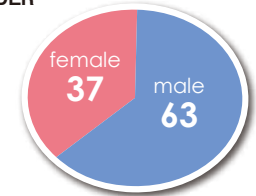
- **CIRCULATION:** 58,083
JMPA print certification, Jul.-Sep. 2023
- **FORMAT:** 210mm wide × 284mm deep / Modified A4 size
- **COVER PRICE (Tax included):** ¥470
- **PUBLICATION:** Every Monday
The cover date is 10 days prior to the issue date

RATES & FORMATS / Full Color:

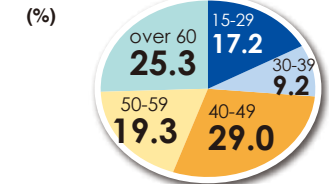
Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 pages	¥2,800,000	420 × 284
3rd cover	1 page	1,350,000	210 × 284
Back cover	1 page	2,000,000	200 × 270
Run of page	1 page	1,300,000	210 × 284
	2 pages	2,600,000	420 × 284

READERSHIP

GENDER (%)



AGE GROUP (%)



Source: "MAGASCENE2022, Tokyo," Video Research Ltd.

Newton

Graphic Science Monthly Magazine



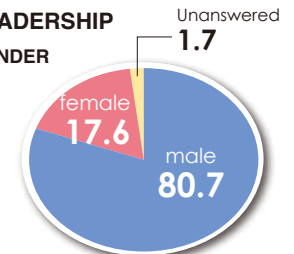
- **CIRCULATION:** 80,300
JMPA print certification, Jul.-Sep. 2023
- **FORMAT:** 275mm wide × 210mm deep / Modified A4 size
- **COVER PRICE (Tax included):** ¥1,190
- **PUBLICATION:** 26th of every month
The cover date is 4 weeks prior to the issue date

RATES & FORMATS / Full Color:

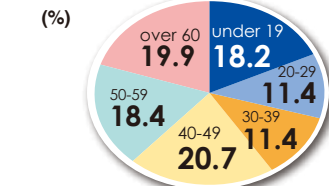
Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 page	¥3,200,000	420 × 275
3rd cover	1 page	1,500,000	210 × 275
Back cover	1 page	2,000,000	195 × 255
Page after table of contents	1 page	1,300,000	210 × 275
Page after main text	1 page	1,100,000	210 × 275

READERSHIP

GENDER (%)



AGE GROUP (%)



T JAPAN : The New York Times Style Magazine

Published by Shueisha Inc.

T JAPAN <https://www.tjapan.jp/>



- **CIRCULATION:** 200,000
- **PUBLICATION DATE:** Mon., Mar. 25 / Sat., Jun. 1 / Fri., Sep. 27 / Wed., Nov. 27
- **RATES & FORMATS:**
1 page Full color; 210mm wide × 279mm deep; ¥2,000,000 (Run of page)

For more information

<https://adv.asahi.com/english/magazine/>

The Asahi Shimbun
GLOBE+

<https://globe.asahi.com/>

The Asahi Shimbun Digital

www.asahi.com/

“The Asahi Shimbun Digital” is Japan’s leading news site that reaches 180 million page views and 55 million users every month. It covers a wide range of subjects from political news to fashion trends. We can convey your message and reach your target audience effectively.

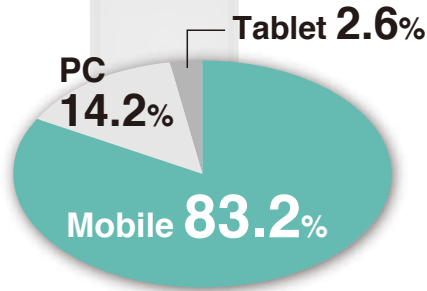


Monthly PV : 180,439,459
Monthly UU : 55,335,139

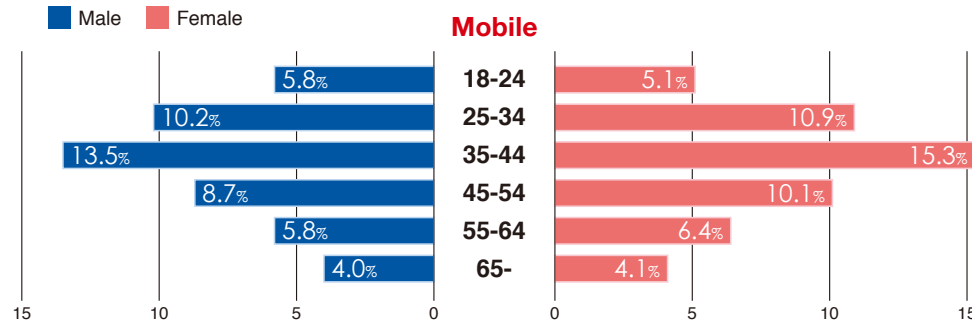
Source: Google Analytics average from April 2021 to March 2022

AUDIENCE PROFILE

User Ratio by Device



Mobile user demographics



Source: Google Analytics average from April 2021 to March 2022

The Asahi Shimbun has won many international journalism awards. In 2021, we won the Award of Excellence in the “Best of Digital Design” competition, which recognizes outstanding digital design around the world.

- [2018] **Nagasaki-Note** (<http://www.asahi.com/special/nagasaki-note/>)
GRIM (<https://www.asahi.com/paralympics/2018/special/grim-narita/>)
- [2019] **Nick Fazekas** (<https://www.asahi.com/special/nick-fazekas/>)
- [2020] **1.17 25 years since that day** (<https://www.asahi.com/special/hanshin-shinsai117/>)
Iran: The Crescent of Resistance, in search of a mysterious armed group (<http://t.asahi.com/weya>)
Nomonhan, The beginning and the end of World War II (<http://t.asahi.com/wh5f>)
- [2021] **MINAMATA: A message from Eugene Smith** (<https://www.asahi.com/special/minamata-smith/>)
The disaster areas seen from the ocean: 10 years after the Great East Japan Earthquake (https://www.asahi.com/shinsai_fukkou/undersea/)
Search for the missing: 10 years after the Great East Japan Earthquake (https://www.asahi.com/shinsai_fukkou/missing/)



1.17 25 years since that day MINAMATA The disaster areas seen from the ocean Search for the missing

The Asahi Digital is the digital quadruple crown winner among Japanese newspaper websites.

No.1 Site usage rate
Sites used in the past month

Newspaper	Usage Rate (%)
The Asahi	11.5%
The Yomiuri	8.4%
The Nikkei	7.2%
The Mainichi	6.5%
The Sankei	1.8%

J-READ 2021

No.1 Number of tweets
Number of tweets mentioning each newspaper company name (Apr.-Jun.2022)

Newspaper	Number of Tweets (ten thousand)
The Asahi	120.6
The Mainichi	65.8
The Yomiuri	65.2
The Sankei	24.5
The Nikkei	23.6

Social Insight 2022 unit: ten thousand

No.1 Number of searches
Number of searches for each newspaper company name (Jan.-Dec.2021)

Google Trends 2021

No.1 Number of friends on LINE
Number of friends (followers) on LINE, the most popular messaging app in Japan.

Newspaper	Number of Friends (million)
The Asahi	5.27
The Nikkei	4.08
The Mainichi	3.98
The Sankei	3.16
The Yomiuri	2.58

LINE 2022 unit: million

DISPLAY ADS (PC)

Display ads such as Homepage MPU and News MPU have a high viewability. You can choose the most optimal menu depending on your needs. It is very useful for your branding.

Homepage



News page



RATES & FORMATS

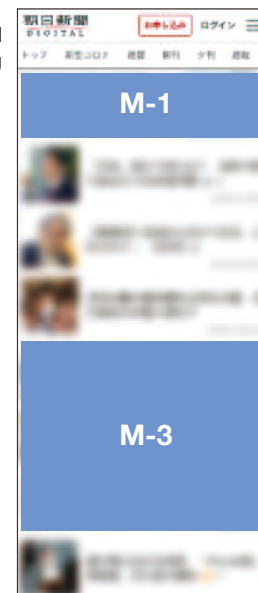
* Material deadline: 4 business days prior.

Ad Type	Placement	Rate/imp	Dimensions	Exposure type	Estimated Guaranteed	Duration	File size
H-1	Homepage MPU	¥1.0	300×250	Rotation	Guaranteed	Upon request	150KB
H-2	Homepage super banner	¥0.6	728×90				150KB
H-3	Homepage Double size MPU	¥1.5	300×600				300KB
N-1	News MPU	¥0.7	300×250				150KB
N-2	News inside-article MPU	¥0.8	300×250				150KB
N-3	News Double size MPU	¥1.5	300×600				300KB
R-1	ROS MPU	¥0.6	300×250			150KB	

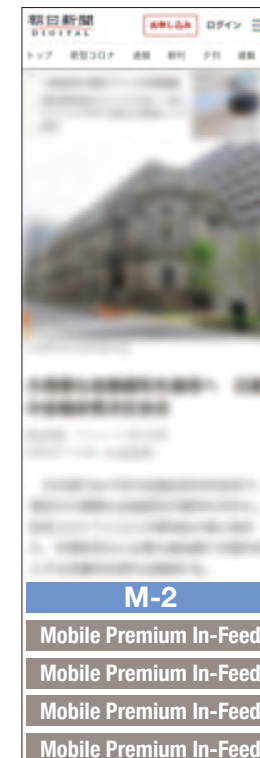
DISPLAY ADS (MOBILE)

Mobile ads are useful to reach younger users by influx from social media. Mobile Premium In-Feed is one of the most popular products with a high CPC.

Mobile Leaderboard
Mobile MPU



Mobile Premium In-Feed



RATES & FORMATS

	M-1 Mobile Leaderboard	M-2 Mobile Premium In-Feed	M-3 Mobile MPU
Placement	All pages	All pages	All pages
Rate	¥0.5/imp	¥0.2/imp	¥0.5/imp
Exposure type	Rotation	Rotation	Rotation
Duration	Upon request	Upon request	Upon request
Dimensions	320 × 50	200 × 200	300 × 250
Text length	–	26 characters	–
File format	gif/jpeg	gif/jpeg	gif/jpeg
File size (Max)	100KB	150KB	150KB
Start	Upon request	Upon request	Upon request
Multiple materials	Up to 4	Up to 4	Up to 4
Links	Up to 4	Up to 4	Up to 4
Material deadline	4 business days prior	4 business days prior	4 business days prior

VIDEO ADS (PC)

Video ads are displayed on the article page, and you can expect a high amount of impressions. A video ad starts playing when more than half of the ad screen is exposed on the page.

In-Read ad (Above the article)



RATES & FORMATS

*One material, one landing page only.

		In-Read ad
Placement		Above the article
Rate		¥5/imp
Exposure type		Rotation
Duration		Upon request
Material deadline		10 business days prior
Technical specifications	Aspect ratio	w16 : h9
	Codec	image: H.264/sound: AAC
	Bit rate (Max)	1,000 kbps
	Length	15 seconds recommended
	Dimensions	640 × 360
	File format	mp4
File size (Max)		3.5MB

VIDEO ADS (MOBILE)


We provide smartphone-optimized video ads.




Mobile floating video ad



Mobile push video ad



- Video length: Min. 30 seconds
- Subtitle: Approx. 40 characters



- Ending message: 10 characters × 2 lines

* Only in Japanese.

COMPATIBLE OS VERSIONS

Android: Chrome 53.0.278 or later + iOS 4.4 or later **iOS:** Safari 8.3 or later + iOS 8.0 or later

*Some devices are not compatible.

RATES & FORMATS

	Mobile floating video ad	Mobile push video ad
Placement	News page	All Pages
Rate	¥5/imp	¥10/imp
Exposure type	Rotation	-
Duration	Upon request	Upon request
Start	Upon request	Upon request
Frequency	3 times/day	3 times/day
Material deadline	10 business days prior	5 business days prior

TECHNICAL SPECIFICATIONS

*One material, one landing page only.

	Mobile floating video ad		Mobile push video ad
Aspect ratio	video	w16 : h9	w16 : h9
Codec		H.264	-
Bit rate (Max)		image : 1,000 kbps sound : 64kbps recommended	-
Length		15 seconds recommended	Min. 30 seconds
Sound		play when tapped	N/A
Dimensions		1920 × 1080	-
File format, Size (Max)	ending picture	640 × 360	-
	banner under the video	640 × 26	-
	video	mp4, 40MB	youtube tag, 10MB
Text in video	ending picture	jpeg, 100KB	Playback subtitles: approx. 40 characters Ending message: 10 characters × 2 lines * Only in Japanese.
	banner under the video	jpeg, 100KB	

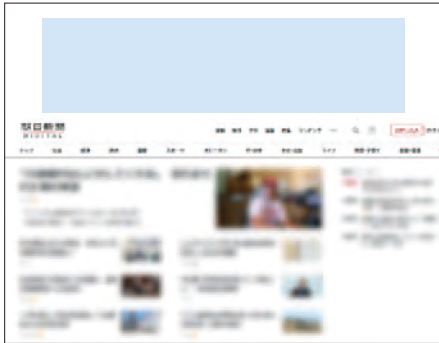
RICH ADS (PC)

Rich ads are great tools to achieve visual impact with higher SOVs

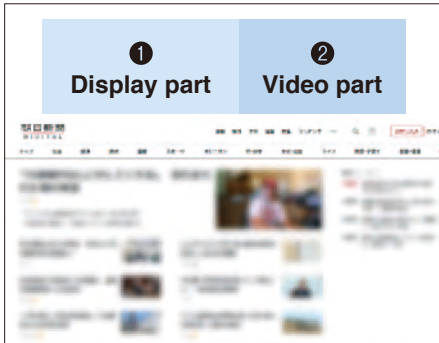
Weekday 1-day Takeover Gate ads



Billboard ad



Billboard ad (video)



RATES & FORMATS

*One material, one landing page only.

		Weekday 1-day Takeover Gate ads	Billboard ad	Billboard ad (video)
Placement		Homepage	Homepage	Homepage
Rate		¥5,000,000	¥2.5/imp	¥3.5/imp
Impressions		150,000 imp	-	-
Exposure type		Fixed	Rotation	Rotation
Duration		One day	Upon request	Upon request
Technical specifications	Dimensions	① MPU : 300 × 250	970 × 250	① 526 × 250
		② Side Panel : 145 × 1000		② W16 : H9 1920 × 1080
		③ Header : 1000 × 110		
	File format	gif/jpeg	gif/jpeg	MP4
	File size (Max)	1MB	1MB	① 150KB ② 3.5MB *Length : 30 seconds
Changing materials	N/A	N/A	N/A	
Material deadline	10 business days prior	10 business days prior	10 business days prior	

TARGETING ADS

We offer to target options to optimize an ad for a focused audience. You can choose audience categories such as "Demographics," "Interests" and "Articles".

[CATEGORIES of TARGETING OPTIONS]

DEMOGRAPHICS

Gender
Age group
Location
Family structure
Household income
Job position/Title
Job categories
IP address

INTERESTS

Travel/Events/Leisure activities
Fashion
Business
Food/Gourmet
Parenting
Housing
Health/Beauty
Inheritance

ARTICLES

Economy/Market
Politics/International
Sports
Culture/Entertainment
Education/Parenting
Medical/Health care

RATES

MULTIPLY THE FOLLOWING % AT THE REGULAR RATE	Homepage MPU (¥1.0/imp)	News MPU (¥0.7/imp)	ROS MPU (¥0.6/imp)	Mobile MPU (¥0.5/imp)
Category 1 120% Location Gender Age group	¥1.2/imp	¥0.84/imp	¥0.72/imp	¥0.6/imp
Category 2 150% Interests (travel, fashion...) Family structure Household income IP address	¥1.5/imp	¥1.05/imp	¥0.9/imp	¥0.75/imp
Category 3 200% Job position/Title Job categories Articles	¥2.0/imp	¥1.4/imp	¥1.2/imp	¥1.0/imp

* You can optimize your target by multiplying each segment.

Ex1) Job position / Title × Number of employees

Calculation: 200% (category 3) × 200% (category 3) = 400% of the regular rate

Ex2) Family structure × Area

Calculation: 150% (category 2) × 120% (category 1) = 180% of the regular rate

Asahi Digital Solutions

Associating with 4 laboratories to provide professional solutions.



Digital content development

- More than 30 media aiming at various targets
- Editor-in-chief fully commits to content marketing



Excellent communities

- Each medium with highly engaged communities
- Insight researches



Content creation

- One-stop service
- High-quality advertorials, video ads
- Online distribution



Sophisticated data utilization

- Sophisticated data utilization
- Data management using DMP

A-TANK

- With the use of 3rd Party data and cookie-dependent contact maintenance becoming more difficult, we began offering “A-TANK,” which utilizes 1st Party data from Asahi Shimbun.
- A-TANK DMP, which accumulates information on web behavior, attributes of Asahi ID members, purchase history, application history, etc., is the core of the system.
- Finding and creating SYNC points between consumer issues and insights and the value provided by the company.

Behavior information

- Asahi Shimbun Digital
- Over 30 specialized media
- Service Usage Information

Member Attributes

- Asahi ID Members
- Newspaper subscribers

Purchasing and Application History

- Purchasing
- Event Participation
- Campaign Application

A-TANK
Asahi Data Solution SYNC TANK

A-TANK DMP

6 million ID
50 million UB/month

Analysis and Hypothesis Design

- Segmentation
- Preliminary analysis
- Dashboards

Ad Distribution

- In-media distribution
- Various DSP Linkages
- Mail Magazine

Reporting

- Effectiveness verification
- Analysis

The Asahi Shimbun Digital media

The Asahi Shimbun operates many sites tailored to target users. We can propose the best medium according to client needs.

<p>& M www.asahi.com/and/m/</p> <p>Mainly targeted at sophisticated men in their 30s to 40s who enjoy both business and private life.</p>	<p>& w www.asahi.com/and/w/</p> <p>Mainly targeted at independent women in their 30s to 40s who lead fulfilling life.</p>	<p>& TRAVEL www.asahi.com/and/travel/</p> <p>Mainly targeted at the mature generation and their children who are interested in a new style of journey.</p>	
<p>SDGs ACTION! www.asahi.com/sdgs/</p> <p>SDGs ACTION! is a web media to achieve Sustainable Development Goals advocated by United Nations.</p>	<p>BuzzFeed www.buzzfeed.com/jp HUFFPOST www.huffingtonpost.jp/</p> <p>International online news media. News & blog, opinion site supported by social natives.</p>	<p>AERA STYLE MAGAZINE WEB https://asm.asahi.com/</p> <p>Launched in 2008, AERA STYLE MAGAZINE has been supporting the Japanese businessmen with tips for smart style.</p>	
<p>withnews https://withnews.jp/</p> <p>A theme of an article can be requested by mainly young smartphone users.</p>	<p>sippo https://sippo.asahi.com/</p> <p>sippo is a website for pet owners that provides information about health care and discipline for pets. It also deals with social issues related to pets.</p>	<p>Moovoo https://moov.oov/ bouncy https://bouncy.news/</p> <p>Both Moovoo and Bouncy are video sites suitable for spreading through social media.</p>	
<p>朝日新聞ポッドキャスト The Asahi Shimbun Podcasts</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; margin-right: 10px;"> <p>Monthly DL 2,358,973 DL</p> <p>Monthly UU 386,357 UU</p> <p><small>Source: Omny Studio analytics from 1 September 2023 to 30 September 2023.</small></p> </div> <div> <ul style="list-style-type: none"> • This podcast delivers commentary on newspaper articles. Newspaper reporters put words to listeners and get to the facts, covering widely from sustainability, politics and economy to sports. • The “Journa-Rhythm” project, a fusion of “hip-hop” and “news reporting projects” for Generation Z, has won one Grand Prix, one Gold, two Silver, and five Bronze awards at the </div> </div>			<p>Cannes Lions 2023 and other international creative awards.</p> <ul style="list-style-type: none"> • Target: Men and women in their 20s and 30s with high information sensitivity and literacy and a wide range of interests. • Engagement-building media that allows people to listen deeply to the context and background, with the temperature and cut-off points that only audio can provide. <p>https://www.asahi.com/special/podcasts/</p> <p>https://twitter.com/AsahiPodcast</p>

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FAX: +34-91-702-34-85
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E-MAIL: Tulika.agarwal@newbase360.com

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