The Asahi Shimbun, a national daily, gives advertisers several options for specific geographic coverage with five regional editions. We have both morning and evening editions delivered separately each day. Our overall newspaper circulation remains strong and stable in Japan and is sustained by our unique delivery system.

### Daily circulation by edition

**Morning edition**
- Tokyo: 1,883,675
- Osaka: 600,043
- Seibu (Kyushu): 339,793
- Nagoya: 600,043
- Hokkaido: 120,130
- Total: 6,583,790

**Evening edition**
- Tokyo: 771,031
- Osaka: 1,199,865
- Seibu (Kyushu): 74,791
- Nagoya: 28,772
- Hokkaido: 53,300
- Total: 2,127,759

Nearly 100% Home Delivery

The Asahi Shimbun is distributed almost every day nationwide. Household subscriptions account for 99.5% of the total circulation, which ensure advertisers can reach millions of stable and loyal readers.

Source: "National media contact and evaluation survey, 2011," The Japan Newspaper Publisher & Editors Association

Delivered to more readers in the three major metropolitan area

With the Asahi Shimbun you can reach 17.8% of the population nationwide. Focusing on metropolitan areas, you can target 23.9% of people in the Tokyo, Osaka and Nagoya regions.

Source: "Comprehensive National Newspaper Survey(J-READ)", October 2012, Video Research Ltd.
Read by 16 million people daily

One copy is read by an average of 2.5 people, who typically read our paper at home in the morning, which means the Asahi Shimbun morning edition is read by 16 million individuals per day in Japan.

Readers per copy (National, morning edition)

<table>
<thead>
<tr>
<th>(n=15,782)</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 person</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11.9</td>
</tr>
<tr>
<td>2 persons</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47.2</td>
</tr>
<tr>
<td>3 persons</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25.1</td>
</tr>
<tr>
<td>4 persons</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10.6</td>
</tr>
<tr>
<td>5 or more persons</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1.9</td>
</tr>
<tr>
<td>unknown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.2</td>
</tr>
</tbody>
</table>

Read by business paper subscribers

Duplicate subscription rate of The Asahi and The Nikkei

Asahi subscribers who read Nikkei 4.9%

Nikkei subscribers who read Asahi 15.3%

Source: "Comprehensive National Newspaper Survey (J-READ)", October 2012, Video Research Ltd.
### Gender and Age

The readership of Japan's national newspapers tends to feature similar gender and age demographics.

#### Subscriber composition of other dailies by gender and age, compared to the Asahi Shimbun

<table>
<thead>
<tr>
<th>Gender and Age</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>60~</td>
<td>3.3</td>
<td>3.9</td>
</tr>
<tr>
<td>50~</td>
<td>3.6</td>
<td>3.9</td>
</tr>
<tr>
<td>40~</td>
<td>7.4</td>
<td>7.8</td>
</tr>
<tr>
<td>30~</td>
<td>8.4</td>
<td>8.1</td>
</tr>
<tr>
<td>20~</td>
<td>11.0</td>
<td>10.8</td>
</tr>
<tr>
<td>15~19</td>
<td>11.9</td>
<td>11.9</td>
</tr>
</tbody>
</table>

Source: "Comprehensive National Newspaper Survey (J-READ)", October 2012, Video Research Ltd.
Highly Affluent Readers

Our paper is widely read in households with above-average incomes. The Asahi is the most-read newspaper in household with an annual income of at least JPY 15 million.

Subscription rate by household income

<table>
<thead>
<tr>
<th>JPY 15 million or higher</th>
<th>Asahi</th>
<th>Nikkei</th>
<th>Yomiuri</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n=3,111)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(%)</td>
<td>24.2</td>
<td>23.6</td>
<td>22.8</td>
</tr>
</tbody>
</table>

Source: "Comprehensive National Newspaper Survey (J-READ)", October 2012, Video Research Ltd.
Highly Educated Readers

The Asahi Shimbun's quality news reporting attracts readers with a high education level. This is both to obtain insight into international and domestic news, and no doubt, allows these readers to seek opportunities to improve their earnings.

Subscription rate among college and university graduates

Asahi: 23.7%
Nikkei: 10.6%
Yomiuri: 20.3%

Subscriber's educational background of subscribers

Asahi (n=15,839)
- Junior high school: 2.2%
- High school: 25.4%
- Junior college: 19.9%
- University, graduate school: 38.0%
- Still in school: 13.3%
- Unknown: 1.2%

Other newspapers (n=61,941)
- Junior high school: 4.5%
- High school: 36.5%
- Junior college: 21.1%
- University, graduate school: 26.1%
- Still in school: 10.6%
- Unknown: 1.2%

Source: "Comprehensive National Newspaper Survey (J-READ)", October 2012, Video Research Ltd.
Home Readership

The effectiveness of newspaper advertisements is dependent on the environment in which they are read. In Japan many people head to work on crowded trains, limiting their ability to read full newspaper pages. For example, as business readers of Nikkei typically read their paper at the office or in cramped trains - they are often unable to see full page advertisements clearly. As the Asahi Shimbun is most often read at home - it is easier for readers to relax, and take in fully advertisements spread over one page.

Readership by time and place (Morning edition, weekdays)

Source: "Businesspeople Survey 2012" The Asahi Shimbun Company
Read by Business-Leaders

Compared to the Yomiuri and the Nikkei, The Asahi Shimbun is chosen by senior executive.

Subscription rate by Occupation

Managerial levels (n=339)  Office workers (n=3,000)

<table>
<thead>
<tr>
<th></th>
<th>Asahi</th>
<th>Nikkei</th>
<th>Yomiuri</th>
<th>Asahi</th>
<th>Nikkei</th>
<th>Yomiuri</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35.1</td>
<td>23.6</td>
<td>28.6</td>
<td>22.1</td>
<td>13.4</td>
<td>21.4</td>
</tr>
</tbody>
</table>

Source: "Businesspeople Survey 2013" The Asahi Shimbun Company
The Asahi Shimbun is the most widely read paper among cultural leaders and other influential opinion leaders.

Source: "Specific Occupational Demographic Survey" The Asahi Shimbun Company
The Asahi Shimbun took the 1st prize in the world at the International Newspaper Colour Quality Club (INCQC) 2012-2014, from 192 newspaper companies which took part in the competition. Our print and image quality of colour pages was given the perfect score in a total of 35 evaluation criteria.
What is J-MONITOR?

A panel survey system shared by newspaper companies launched in 2011.

- 18 newspaper companies
- 19 newspapers join. (as of Dec. 2017)
- Common recruiting process
- Common panel management
- Common survey system operated by Video Research Ltd. (third party)
### J-MONITOR Survey Result Summary (Fashion Brand)

#### Ad Contact Rate
- Valid respondents (newspaper subscribers) (n=225)
- Ad Contact Rate
- People possessing applicable edition (n=207)
- Total (%)

#### Company (Brand) recognition before survey
- People possessing applicable edition (n=207)
- Total recognition before survey
- Percent of panels willing to purchase
- Percent of panels who have already purchased

#### Intention to purchase products/service on the ad
- People possessing applicable edition (n=207)
- Percent of panels who have already purchased
- Percent of panels who have not purchased before

#### Behavior and attitude affected by ad
- People possessing applicable edition (n=207)
- I have never heard of this Brand before
- The ad reminded me of this Brand
- I want to check the website of this Brand
- I will compare the products / service on the Internet
- I will check the products / service at stores
- I will take up the product in conversation with others

#### Ad contact rate in other media
- People possessing applicable edition (n=207)
- Newspaper article or other than this ad
- Flyer
- TV program or commercial
- Radio program or commercial
- Magazine article or ad
- Outdoor
- Internet
- Others

#### Impression of ad
- People possessing applicable edition (n=207)

#### Design
- Eye-catching
- Good sense

#### Copy
- Readable text
- Suitably-sized letters

#### Psychological demand
- Sympathetic
- Persuasive
- Nice ad

#### Involvement
- Targeting us
- Useful

#### Originality
- Unique
- Interesting

#### Timing
- Timely
- Hot topic
<table>
<thead>
<tr>
<th>Survey Region</th>
<th>Tokyo Metropolitan Area (Tokyo, Kanagawa, Saitama and Chiba Prefecture)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panels</td>
<td>Male and female aged 15 to 69 who live in the surveyed region and subscribe to both morning and evening editions of The Asahi Shimbun.</td>
</tr>
<tr>
<td>Recruiting Panels</td>
<td>Panels are publicly applied via newspaper ads. Applicants are categorized according to their living area and attributes such as genders, ages, occupations and family structure, which is all complied with J-READ* survey methods.</td>
</tr>
<tr>
<td>Survey Method</td>
<td>Web survey through PC</td>
</tr>
<tr>
<td>Sample Size</td>
<td>Multiple panels, about 300 monitors per panel, are operated.</td>
</tr>
<tr>
<td>Survey Date</td>
<td>from 0:00 to 24:00, day after the ad placement.</td>
</tr>
<tr>
<td>Letterhead and Fieldwork</td>
<td>Video Research Ltd.</td>
</tr>
</tbody>
</table>

*J-READ : Comprehensive National Newspaper Survey conducted by Video Research Ltd.*