Strong and Stable Circulation

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

Evening edition

Nearly 100% Home Delivery

The Asahi Shimbun is distributed almost every day nationwide. Household subscriptions account for 99.6% of the total circulation, which ensure advertisers can reach millions of stable and loyal readers.

Home delivery rate

<table>
<thead>
<tr>
<th>Home delivery</th>
<th>National</th>
<th>Single copies</th>
<th>Mailed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,929,336</td>
<td>99.6%</td>
<td>24,996</td>
<td>6</td>
<td>5,954,336</td>
</tr>
</tbody>
</table>

Home delivery system ensures stable readership

- 27 Printing sites with 300 presses
- Household subscriptions account for almost 100%
- 3,000 Delivery agents (Asahi Service Anchors)
- 70,000 Delivery people

Do you think home delivery system is indispensable?

- YES 92.1%
- NO 0.8%
- N/A 7.9%

Source: "National media contact and evaluation survey, 2015," The Japan Newspaper Publisher & Editors Association
Delivered to more readers in the three major metropolitan area

With the Asahi Shimbun you can reach 15.0% of the population nationwide. Focusing on metropolitan areas, you can target 20.1% of people in the Tokyo, Osaka and Nagoya regions.

Subscription rate

- Nationwide (n=87,992)
  - Subscription rate: 15.0%
  - Others

- Three major metropolitan area (n=46,273)
  - Subscription rate: 20.1%
  - Others

The three metropolitan area

- **Tokyo Metropolitan area**
  - Tokyo, Kanagawa, Chiba, Saitama

- **Osaka Metropolitan area**
  - Kyoto, Osaka, Hyogo, Nara

- **Nagoya Metropolitan area**
  - Aichi, Gifu, Mie

Source: "Comprehensive National Newspaper Survey (J-READ)", October 2017, Video Research Ltd.
Read by 14 million people daily

One copy is read by an average of 2.3 people, who typically read our paper at home in the morning, which means the Asahi Shimbun morning edition is read by 14 million individuals per day in Japan.

### Readers per copy (National, morning edition)

<table>
<thead>
<tr>
<th>Readers per Copy</th>
<th>Readers per Copy (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 person</td>
<td>0.2</td>
</tr>
<tr>
<td>1 person</td>
<td>16.8</td>
</tr>
<tr>
<td>2 person</td>
<td>47.7</td>
</tr>
<tr>
<td>3 person</td>
<td>22.4</td>
</tr>
<tr>
<td>4 person</td>
<td>8.3</td>
</tr>
<tr>
<td>5 person and more</td>
<td>22.4</td>
</tr>
</tbody>
</table>

Source: "Comprehensive National Newspaper Survey (J-READ)”, October 2017, Video Research Ltd.

### Read by business paper subscribers

Duplicate subscription rate of The Asahi and The Nikkei

- Asahi subscribers who read Nikkei: 4.4%
- Nikkei subscribers who read Asahi: 12.7%
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

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asahi</td>
<td>20.4%</td>
</tr>
<tr>
<td>Nikkei</td>
<td>18.7%</td>
</tr>
<tr>
<td>Yomiuri</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

Subscriber's educational background of subscribers

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Asahi (n=13,197)</th>
<th>Other newspapers (n=57,878)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior high school</td>
<td>20.7%</td>
<td>33.6%</td>
</tr>
<tr>
<td>High school</td>
<td>21.3%</td>
<td>22.7%</td>
</tr>
<tr>
<td>University, graduate school</td>
<td>43.4%</td>
<td>29.7%</td>
</tr>
<tr>
<td>still in school</td>
<td>2.8%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>1.0%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Source: "Comprehensive National Newspaper Survey(J-READ)", October 2017, Video Research Ltd.
Highly Affluent Readers

Our paper is widely read in households with above-average financial assets. The Asahi is the most-read newspaper with a financial assets of at least JPY 100 million.

Subscription rate by household financial assets

<table>
<thead>
<tr>
<th>JPY 100 million or higher</th>
<th>15</th>
<th>17</th>
<th>19</th>
<th>21</th>
<th>23</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n=1,315)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Asahi</strong></td>
<td>15</td>
<td>17</td>
<td>19</td>
<td>23</td>
<td>25</td>
<td>23.8</td>
</tr>
<tr>
<td><strong>Nikkei</strong></td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td>17.9</td>
<td></td>
</tr>
<tr>
<td><strong>Yomiuri</strong></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td>19.2</td>
<td></td>
</tr>
</tbody>
</table>

Source: "Comprehensive National Newspaper Survey(J-READ)", October 2017, Video Research Ltd.
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)

- **Asahi**: 35.1%
- **Nikkei**: 23.6%
- **Yomiuri**: 28.6%

Office workers (n=3,000)

- **Asahi**: 22.1%
- **Nikkei**: 13.4%
- **Yomiuri**: 21.4%

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.

**Subscription rate by occupation**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Asahi</th>
<th>Nikkei</th>
<th>Yomiuri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member of parliament (n=56) 2015 (%)</td>
<td>53.6</td>
<td>48.2</td>
<td>48.2</td>
</tr>
<tr>
<td>University president (n=175) 2013 (%)</td>
<td>40.0</td>
<td>27.4</td>
<td>16.0</td>
</tr>
<tr>
<td>Medical doctor (n=243) 2013 (%)</td>
<td>30.9</td>
<td>21.4</td>
<td>26.3</td>
</tr>
<tr>
<td>Deputy Director or higher at Ministry of Internal Affairs and Communications (n=74) 2013 (%)</td>
<td>33.8</td>
<td>24.3</td>
<td>23.0</td>
</tr>
<tr>
<td>Deputy Director or higher at Ministry of Economy, Trade and Industry (n=194) 2010 (%)</td>
<td>34.0</td>
<td>22.7</td>
<td>27.3</td>
</tr>
<tr>
<td>Editor of Women’s Magazine (n=87) 2015 (%)</td>
<td>26.4</td>
<td>11.5</td>
<td>6.9</td>
</tr>
</tbody>
</table>

Source: "Specific Occupational Demographic Survey" The Asahi Shimbun Company
Most Advanced Printing Quality

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.

No.1 at the International Newspaper Colour Quality Club (INCQC) in 2012-2014
# 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>15~19</td>
<td>12.5</td>
<td>12.1</td>
</tr>
<tr>
<td>20~</td>
<td>10.2</td>
<td>9.7</td>
</tr>
<tr>
<td>30~</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>40~</td>
<td>7.9</td>
<td>8.1</td>
</tr>
<tr>
<td>50~</td>
<td>7.1</td>
<td>7.9</td>
</tr>
<tr>
<td>60~</td>
<td>3.4</td>
<td>3.4</td>
</tr>
</tbody>
</table>

Source: "Comprehensive National Newspaper Survey (J-READ)", October 2017, 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 2013" The Asahi Shimbun Company
What is J-MONITOR?

A panel survey system shared by newspaper companies is developing.

◆ 18 newspaper companies 19 newspapers join. (as of Dec. 2018)
◆ Common recruiting process
◆ Common panel management
◆ Common survey system operated by Video Research Ltd. (third party)
Japanese Leading National Paper

**Company (Brand) recognition before survey**

- Total recognition before survey: 98.1%
- I also know about their business activities or their products: 73.9%
- I have only heard of the name: 24.2%

**Intention to purchase products/service on the ad**

- People possessing applicable edition (n=207)
- Total recognition before survey: 74.7%
- Total reach: 22.2%
- Percent of panels willing to purchase: 63.4%
- Percent of panels who have already purchased: 61.4%

**Ad contact rate in other media**

- Newspaper article or other than this ad: 6.8%
- Flyer: 2.4%
- TV program or commercial: 3.4%
- Radio program or commercial: 0.0%
- Magazine article or ad: 7.7%
- Outdoor: 2.9%
- Internet: 1.4%
- Others: 7.2%

**Ad Contact Rate**

- Valid respondents (newspaper subscribers) (n=225)
- Ad Contact Rate: 61.8%
  - Surely read: 50%
  - Probably read: 12.9%

**Ad Evaluation**

- People possessing applicable edition (n=207)
- Ad Evaluation:
  - Understandable: 66.2%
  - Interesting: 64.3%
  - Impressive: 63.8%
  - Trustworthy: 69.6%

**Impression of ad**

- People possessing applicable edition (n=207)
- Impression of ad:
  - Eye-catching: 72.0%
  - Good sense: 43.5%
  - Readable text: 4.3%
  - Suitably-sized letters: 7.2%
  - Sympathetic: 3.4%
  - Persuasive: 6.3%
  - Nice ad: 11.6%
  - Targeting us: 2.9%
  - Useful: 1.9%
  - Unique: 28.0%
  - Interesting: 53.1%
  - Timely: 16.9%
  - Hot topic: 16.4%

**Behavior and attitude affected by ad**

- People possessing applicable edition (n=207)
- Behavior and attitude affected by ad:
  - I have never heard of this Brand before: 1.4%
  - The ad reminded me of this Brand: 40.1%
  - I want to check the website of this Brand: 7.2%
  - I will compare the products/service on the Internet: 3.4%
  - I will check the products/service at stores: 5.8%
  - I will take up the product in conversation with others: 6.3%
## J-MONITOR Survey Outline

| **Survey Region**          | Tokyo Metropolitan Area  
                          | (Tokyo, Kanagawa, Saitama and Chiba Prefecture) |
|----------------------------|------------------------------------------------------------------------|
| **Panels**                 | 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. |
| **Recruiting Panels**      | 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. |
| **Survey Method**          | Web survey through PC                                                   |
| **Sample Size**            | Multiple panels, about 300 monitors per panel, are operated.            |
| **Survey Date**            | from 0:00 to 24:00, day after the ad placement.                        |
| **Letterhead and Fieldwork** | Video Research Ltd.                                                    |

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