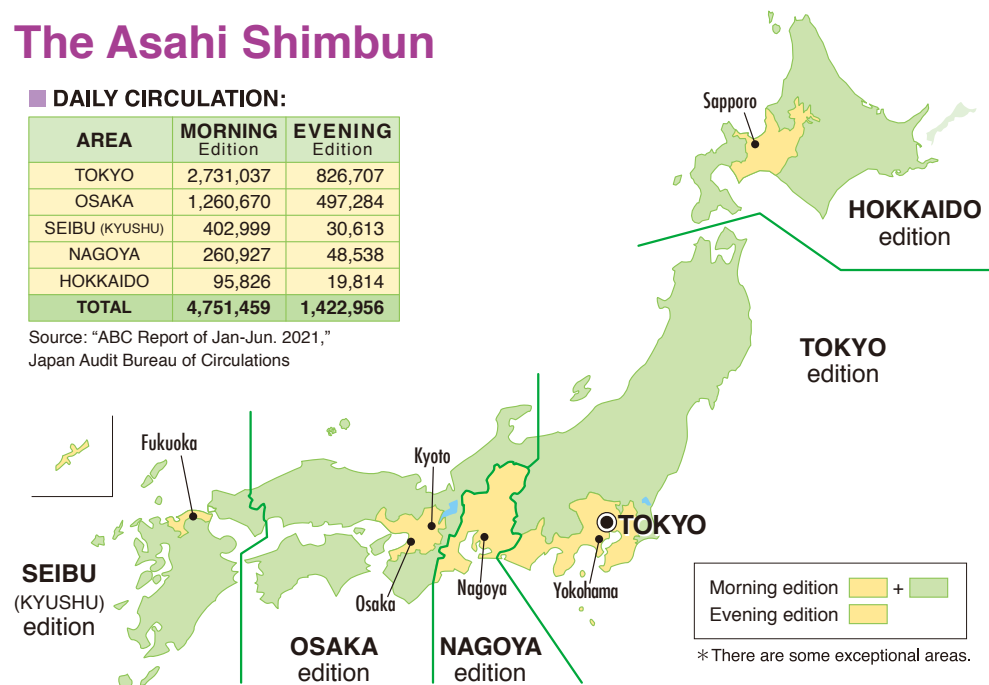


# The Asahi Shimbun

## DAILY CIRCULATION:

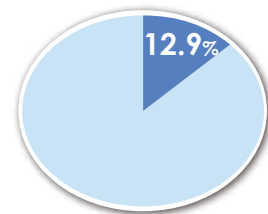
AREA	MORNING Edition	EVENING Edition
TOKYO	2,731,037	826,707
OSAKA	1,260,670	497,284
SEIBU (KYUSHU)	402,999	30,613
NAGOYA	260,927	48,538
HOKKAIDO	95,826	19,814
<b>TOTAL</b>	<b>4,751,459</b>	<b>1,422,956</b>

Source: "ABC Report of Jan-Jun. 2021,"  
Japan Audit Bureau of Circulations

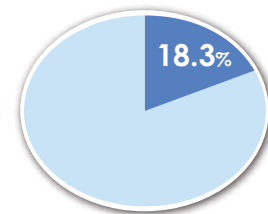


## PENETRATION RATE:

**Nationwide**  
(n=81,081)



**Metropolitan Tokyo+Osaka**  
(n=40,314)



Source: "Comprehensive National Newspaper Survey (J-READ),"  
October 2020, Video Research Ltd.

## 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

<b>Home delivery</b>	<b>4,743,484</b>
Single copies	7,975
<b>TOTAL</b>	<b>4,751,459</b>

**99.8%**

Source: "ABC Report of Jan-Jun. 2021,"  
Japan Audit Bureau of Circulations

## NUMBER OF PAGES (TOKYO):

Morning edition: 28-40 pages  
Evening edition: 8-24 pages

## FORMAT:

382mm wide x 514mm deep  
15 horizontal columns

## COVER PRICE (Tax included):

Morning edition: ¥160 / copy  
Evening edition: ¥60 / copy  
\* Monthly subscription fee  
(morning and evening editions): ¥4,400

## 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: PDF/X1-a made with Mac OS X (10.2.4-10.10) Adobe® Acrobat® 9 (9.x.x) / X (10.x.x)
- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%.
- Images should be EPS format and 250 - 350 dpi. Please be sure all images are embedded.
- Fonts: Type should be kept at a minimum 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. Cancellation deadline  
2 weeks prior. We reserve the right to charge the full amount as agreed after the cancellation deadline. Cancellation after the deadline will not be accepted.
3. Material deadline  
Sent to Tokyo Head Office five business days prior

## 2022 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

### JANUARY

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### FEBRUARY

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### MARCH

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### APRIL

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### MAY

sun	mon	tue	wed	thu	fri	sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### JUNE

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### JULY

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### AUGUST

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### SEPTEMBER

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### OCTOBER

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### NOVEMBER

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### DECEMBER

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

\* Above schedule is subject to change.

For more information ➡ [adv.asahi.com/mb2/english/media/pdf/media\\_information/MaterialRequirement\\_newspaper.pdf](https://adv.asahi.com/mb2/english/media/pdf/media_information/MaterialRequirement_newspaper.pdf)