

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 weekly TV schedule.

■ FORMAT:

Supplement on Saturday morning edition

■ DISTRIBUTION AREA:

Nationwide

■ NUMBER OF PAGES:

Main: 12 pages TV: 4 pages

■ SPECIFICATIONS:

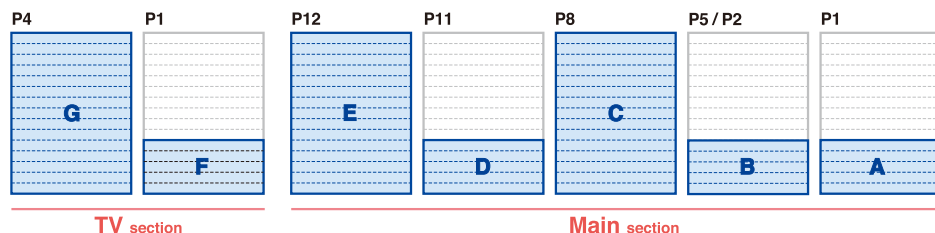
1. Rates include color surcharge.
2. Material deadline: 10 business days prior.

■ 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



The Asahi Shimbun GLOBE The Asahi Shimbun's weekend compact sized supplement

GLOBE is a monthly weekend supplement delivered on every first Sunday with The Asahi Shimbun national morning edition. 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. This will not just happen in paper, but also via web (GLOBE+), Internet TV, University lectures and events.



GLOBE+ globe.asahi.com/

■ **FORMAT:** Compact sized supplement on first Sunday morning edition

■ **DISTRIBUTION AREA:** Nationwide ■ **NUMBER OF PAGES:** 20 pages

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

■ **RATES & FORMATS:** 1 page Full color; 240mm wide × 374mm deep; ¥10,000,000 (Run of page)

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 carries The Asahi Shimbun's masthead on the cover page. This differentiates from other ordinary leaflet inserts by giving integration effect to newspaper and raising the credibility.

■ FORMAT:

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

■ SPECIFICATIONS:

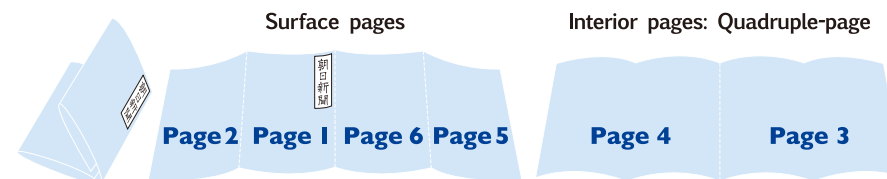
- The Asahi Shimbun's masthead should be placed on the cover page.
- Areas and circulation set upon request.
- Material deadline: 28 business days prior
- For technical requirements and regulations, please contact.

Panorama (Panorama wide / Panorama 6)

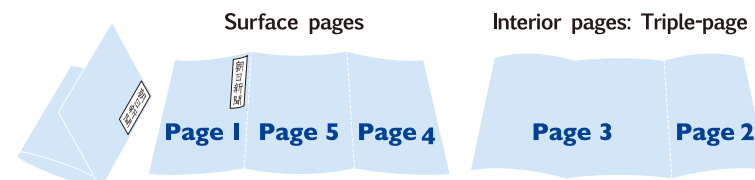
Panorama is a special foldout insert to achieve creative effect. With eight / six pages combined into one unit, this wide space brings powerful panoramic expression.

■ 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 ➡ adv.asahi.com/mb2/english/pdf/supplement/201707_SupplementsDefinitiveMediaSolution.pdf