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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

**DAILY CIRCULATION:**

<table>
<thead>
<tr>
<th>AREA</th>
<th>MORNING Edition</th>
<th>EVENING Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOKYO</td>
<td>2,484,878</td>
<td>739,160</td>
</tr>
<tr>
<td>OSAKA</td>
<td>1,132,434</td>
<td>452,193</td>
</tr>
<tr>
<td>SEIBU (KYUSHU)</td>
<td>359,744</td>
<td>26,922</td>
</tr>
<tr>
<td>NAGOYA</td>
<td>232,834</td>
<td>44,207</td>
</tr>
<tr>
<td>HOKKAIDO</td>
<td>88,623</td>
<td>18,103</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,298,513</td>
<td>1,280,585</td>
</tr>
</tbody>
</table>


**PENETRATION RATE:**

Nationwide (n=80,763)  
Metropolitan Tokyo+Osaka (n=40,258)

11.0%  
15.2%

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

**NUMBER OF PAGES (TOKYO):**  
Morning edition: 26-40 pages  
Evening edition: 8-24 pages

**FORMAT:**  
382mm wide × 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


**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.

<table>
<thead>
<tr>
<th>AREA</th>
<th>Morning Edition</th>
<th>Evening Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>Home delivery</td>
<td>Single copies</td>
</tr>
<tr>
<td></td>
<td>4,290,817</td>
<td>7,696</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,298,513</td>
<td></td>
</tr>
</tbody>
</table>


**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/X-1-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 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

**2023 PUBLISHING SCHEDULE:**

Each edition will be issued with the following schedule:

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

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>10</td>
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</tr>
<tr>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>22</td>
<td>23</td>
<td>24</td>
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</tr>
<tr>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

**For more information**  
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>¥75,330,000</td>
<td>¥58,230,000</td>
<td>¥86,700,000</td>
<td>¥63,885,000</td>
<td></td>
</tr>
<tr>
<td>Tokyo</td>
<td>¥42,795,000</td>
<td>¥35,775,000</td>
<td>¥48,060,000</td>
<td>¥38,505,000</td>
<td></td>
</tr>
<tr>
<td>Osaka</td>
<td>¥25,905,000</td>
<td>¥20,385,000</td>
<td>¥29,430,000</td>
<td>¥22,110,000</td>
<td></td>
</tr>
<tr>
<td>Seibu</td>
<td>¥12,218,000</td>
<td>¥6,638,000</td>
<td>¥14,258,000</td>
<td>¥7,508,000</td>
<td></td>
</tr>
<tr>
<td>Nagoya</td>
<td>¥7,065,000</td>
<td>¥5,115,000</td>
<td>¥8,280,000</td>
<td>¥5,775,000</td>
<td></td>
</tr>
<tr>
<td>Hokkaido</td>
<td>¥3,607,000</td>
<td>¥2,767,000</td>
<td>¥4,192,000</td>
<td>¥3,052,000</td>
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**DISPLAY ADS RATES & FORMATS:**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Double-page Spread</td>
<td>¥27,760,000</td>
<td>¥21,380,000</td>
<td>¥35,340,000</td>
<td>¥25,150,000</td>
<td></td>
</tr>
<tr>
<td>B Full-page: 15 columns</td>
<td>¥93,855,000</td>
<td>¥30,735,000</td>
<td>¥47,435,000</td>
<td>¥34,505,000</td>
<td></td>
</tr>
<tr>
<td>C 2/3 page: 10 columns</td>
<td>¥22,695,000</td>
<td>¥18,945,000</td>
<td>¥26,050,000</td>
<td>¥20,765,000</td>
<td></td>
</tr>
<tr>
<td>D Half-page: 7 columns</td>
<td>¥13,710,000</td>
<td>¥10,770,000</td>
<td>¥16,060,000</td>
<td>¥11,920,000</td>
<td></td>
</tr>
<tr>
<td>E 1/3 page: 5 columns</td>
<td>¥3,735,000</td>
<td>¥2,700,000</td>
<td>¥4,545,000</td>
<td>¥3,140,000</td>
<td></td>
</tr>
</tbody>
</table>

**Quart-page: 7 columns x 1/2 (190mm wide x 239mm deep):**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>¥27,760,000</td>
<td>¥21,380,000</td>
<td>¥35,340,000</td>
<td>¥25,150,000</td>
<td></td>
</tr>
<tr>
<td>Tokyo</td>
<td>¥15,820,000</td>
<td>¥13,200,000</td>
<td>¥19,330,000</td>
<td>¥15,020,000</td>
<td></td>
</tr>
<tr>
<td>Osaka</td>
<td>¥9,560,000</td>
<td>¥7,500,000</td>
<td>¥11,920,000</td>
<td>¥8,660,000</td>
<td></td>
</tr>
<tr>
<td>Seibu</td>
<td>¥4,510,000</td>
<td>¥2,420,000</td>
<td>¥5,870,000</td>
<td>¥3,000,000</td>
<td></td>
</tr>
<tr>
<td>Nagoya</td>
<td>¥2,600,000</td>
<td>¥1,880,000</td>
<td>¥3,410,000</td>
<td>¥2,320,000</td>
<td></td>
</tr>
<tr>
<td>Hokkaido</td>
<td>¥1,320,000</td>
<td>¥1,020,000</td>
<td>¥1,710,000</td>
<td>¥1,210,000</td>
<td></td>
</tr>
</tbody>
</table>

**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:

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**SPECIAL LOCAL ADVERTISING INSERT / WIDE-SCALE FOLD-OUT INSERT**

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

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**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)

---

**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.

---

**DIGITAL**

https://www.asahi.com/sdgs/

- 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.

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.

#### 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+** 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.
- 36% 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 5 minutes per page.

#### Average time spent on page
- 5 min 8 sec

#### Reach
- 4,094,444 PV
- 2,906,063 UU

---

#### User position
- 31% others-Freelance
- 31% general employee
- 36% Decision-makers

Source: The Asahi ID member visitor data, December 2018

[https://globe.asahi.com/](https://globe.asahi.com/)

### WEAKLY MAGAZINE

#### Shukan Asahi

General-interest Weekly Magazine

- **CIRCULATION**: 77,992
- **FORMAT**: 182mm wide × 257mm deep / B5 size
- **COVER PRICE (Tax included)**: ¥440
- **PUBLICATION**: Every Tuesday

The cover date is 10 days prior to the issue date

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#### AERA

Weekly News Magazine

- **CIRCULATION**: 52,042
- **FORMAT**: 210mm wide × 284mm deep / Modified A4 size
- **COVER PRICE (Tax included)**: ¥440
- **PUBLICATION**: Every Monday

The cover date is 10 days prior to the issue date

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#### RATES & FORMATS / Full Color:

<table>
<thead>
<tr>
<th>Position</th>
<th>Space</th>
<th>Rate</th>
<th>Size (W×D) mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd cover</td>
<td>1 page</td>
<td>¥1,700,000</td>
<td>182 × 257</td>
</tr>
<tr>
<td>3rd cover</td>
<td>1 page</td>
<td>¥1,550,000</td>
<td>182 × 257</td>
</tr>
<tr>
<td>Back cover</td>
<td>1 page</td>
<td>¥2,300,000</td>
<td>165 × 244</td>
</tr>
<tr>
<td>Run of page</td>
<td>1 page</td>
<td>¥1,600,000</td>
<td>182 × 257</td>
</tr>
<tr>
<td>2-page spread</td>
<td>2 pages</td>
<td>¥2,800,000</td>
<td>420 × 284</td>
</tr>
<tr>
<td>3rd cover</td>
<td>1 page</td>
<td>¥1,350,000</td>
<td>210 × 284</td>
</tr>
<tr>
<td>Back cover</td>
<td>1 page</td>
<td>¥2,000,000</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Run of page</td>
<td>1 page</td>
<td>¥1,300,000</td>
<td>210 × 284</td>
</tr>
<tr>
<td></td>
<td>2 pages</td>
<td>¥2,600,000</td>
<td>420 × 284</td>
</tr>
</tbody>
</table>

---

**For more information**: [https://adv.asahi.com/english/magazine/](https://adv.asahi.com/english/magazine/)

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**GLOBE+**

- <https://globe.asahi.com/>
The Asahi Shimbun Digital

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.

**AUDIENCE PROFILE**

<table>
<thead>
<tr>
<th>Gender &amp; Age</th>
<th>PC / Tablet</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>18-24: 15.8%</td>
<td>18-24: 13.5%</td>
</tr>
<tr>
<td>Female</td>
<td>25-34: 14.5%</td>
<td>25-34: 10.2%</td>
</tr>
<tr>
<td></td>
<td>35-44: 11.3%</td>
<td>35-44: 8.7%</td>
</tr>
<tr>
<td></td>
<td>45-54: 8.1%</td>
<td>45-54: 8.7%</td>
</tr>
<tr>
<td></td>
<td>55-64: 8.6%</td>
<td>55-64: 8.7%</td>
</tr>
<tr>
<td></td>
<td>65+: 8.6%</td>
<td>65+: 4.0%</td>
</tr>
</tbody>
</table>

Source: Google Analytics average from April 2021 to March 2022

The Asahi Shimbun has won many international journalism awards. In 2020, we won the Award of Excellence in the “Best of Digital Design” competition, which recognizes outstanding digital design around the world.

- [2016] ROAD TO 3,000—ICHIRO SUZUKI—
- [2017] Habu Becomes Qualified for 7 Lifetime Major Titles
- [2018] Nagasaki-Note
- [2019] Nick Fazekas
- [2020] 1.17 25 years since that day
- Iran: The Crescent of Resistance, in search of a mysterious armed group
- Nomohnan, The beginning and the end of World War II

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

### Site usage rate

<table>
<thead>
<tr>
<th>Company</th>
<th>Jan-Dec 2021</th>
<th>Feb-Apr 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Asahi</td>
<td>11.5% (n=80,763)</td>
<td>11.5%</td>
</tr>
<tr>
<td>The Yomiuri</td>
<td>8.4%</td>
<td>7.2%</td>
</tr>
<tr>
<td>The Nikkei</td>
<td>7.2%</td>
<td>6.5%</td>
</tr>
<tr>
<td>The Mainichi</td>
<td>6.5%</td>
<td>6.0%</td>
</tr>
<tr>
<td>The Sankei</td>
<td>1.8%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

### Number of tweets

<table>
<thead>
<tr>
<th>Company</th>
<th>Apr-Jun 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Asahi</td>
<td>120.6</td>
</tr>
<tr>
<td>The Yomiuri</td>
<td>65.8</td>
</tr>
<tr>
<td>The Nikkei</td>
<td>65.2</td>
</tr>
<tr>
<td>The Mainichi</td>
<td>24.5</td>
</tr>
<tr>
<td>The Sankei</td>
<td>23.6</td>
</tr>
</tbody>
</table>

### Number of searches

<table>
<thead>
<tr>
<th>Company</th>
<th>Jan-Dec 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Asahi</td>
<td>100</td>
</tr>
<tr>
<td>The Yomiuri</td>
<td>80</td>
</tr>
<tr>
<td>The Nikkei</td>
<td>60</td>
</tr>
<tr>
<td>The Mainichi</td>
<td>40</td>
</tr>
<tr>
<td>The Sankei</td>
<td>20</td>
</tr>
</tbody>
</table>

### Number of friends on LINE

<table>
<thead>
<tr>
<th>Company</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Asahi</td>
<td>5.27</td>
</tr>
<tr>
<td>The Yomiuri</td>
<td>4.08</td>
</tr>
<tr>
<td>The Nikkei</td>
<td>3.98</td>
</tr>
<tr>
<td>The Mainichi</td>
<td>3.16</td>
</tr>
<tr>
<td>The Sankei</td>
<td>2.58</td>
</tr>
</tbody>
</table>

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.

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.

RATES & FORMATS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Placement</th>
<th>Rate/imp</th>
<th>Dimensions</th>
<th>Exposure type</th>
<th>Estimated Guaranteed</th>
<th>Duration</th>
<th>File size</th>
</tr>
</thead>
<tbody>
<tr>
<td>H-1 Homepage MPU</td>
<td>Homepage</td>
<td>¥1.0</td>
<td>300×250</td>
<td></td>
<td></td>
<td></td>
<td>150KB</td>
</tr>
<tr>
<td>H-2 Homepage branding board</td>
<td>Homepage</td>
<td>¥1.0</td>
<td>970×60</td>
<td></td>
<td></td>
<td></td>
<td>150KB</td>
</tr>
<tr>
<td>H-3 Homepage Double size MPU</td>
<td>Homepage</td>
<td>¥1.5</td>
<td>300×600</td>
<td></td>
<td></td>
<td>Upon request</td>
<td>300KB</td>
</tr>
<tr>
<td>N-1 News MPU</td>
<td>News page</td>
<td>¥0.7</td>
<td>300×250</td>
<td></td>
<td></td>
<td>Upon request</td>
<td>150KB</td>
</tr>
<tr>
<td>N-2 News inside-article MPU</td>
<td>News page</td>
<td>¥0.8</td>
<td>300×250</td>
<td></td>
<td></td>
<td></td>
<td>150KB</td>
</tr>
<tr>
<td>N-3 News Double size MPU</td>
<td>News page</td>
<td>¥1.5</td>
<td>300×600</td>
<td></td>
<td></td>
<td></td>
<td>300KB</td>
</tr>
<tr>
<td>R-1 ROS MPU</td>
<td>All pages</td>
<td>¥0.6</td>
<td>300×250</td>
<td></td>
<td></td>
<td></td>
<td>150KB</td>
</tr>
</tbody>
</table>

Material deadline: 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.

Ad appears on the page during video playback. When video ends, ad disappears automatically.

VIDEO ADS (MOBILE)

We provide smartphone-optimized video ads.

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

* One material, one landing page only.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
<th>Exposure type</th>
<th>Duration</th>
<th>Frequency</th>
<th>Start</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Pages</td>
<td>¥10/imp</td>
<td>Rotation</td>
<td>Upon request</td>
<td>3 times/day</td>
<td>Upon request</td>
<td>-</td>
</tr>
<tr>
<td>News page</td>
<td>¥5/imp</td>
<td>Rotation</td>
<td>Upon request</td>
<td>3 times/day</td>
<td>Upon request</td>
<td>-</td>
</tr>
</tbody>
</table>

TECHNICAL SPECIFICATIONS

* One material, one landing page only.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Mobile floating video ad</th>
<th>Mobile push video ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspect ratio</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>Codec</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>Bit rate (Max)</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>Length</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>Sound</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>Dimensions</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>File format, Size (Max)</td>
<td>video</td>
<td>video</td>
</tr>
<tr>
<td>Text in video</td>
<td>video</td>
<td>video</td>
</tr>
</tbody>
</table>
RICH ADS (PC)
Rich ads are great tools to achieve visual impact with higher SOVs.

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 & FORMATS]

<table>
<thead>
<tr>
<th>Placement</th>
<th>Weekday 1-day Takeover Gate ads</th>
<th>Billboard ad</th>
<th>Billboard ad (video)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>¥5,000,000</td>
<td>¥2.5/imp</td>
<td>¥3.5/imp</td>
</tr>
<tr>
<td>Impressions</td>
<td>150,000 imp</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Exposure type</td>
<td>Fixed</td>
<td>Rotation</td>
<td>Rotation</td>
</tr>
<tr>
<td>Duration</td>
<td>One day</td>
<td>Upon request</td>
<td>Upon request</td>
</tr>
</tbody>
</table>

Dimensions
- MPU: 300 × 250
- Side Panel: 145 × 1000
- Header: 1000 × 110

File format
- gif/jpeg
- gif/jpeg
- MP4

File size (Max)
- 1MB
- 1MB
- 3.5MB

Changing materials
- N/A
- N/A
- N/A

Material deadline
- 10 business days prior
- 10 business days prior
- 10 business days prior

[EXTRAS]

-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
A SOLUTION PROGRAM FOR CONTENT MARKETING

Asahi Digital Solutions

4 Laboratories of ADS

• Optimal solutions for content marketing with one-stop service
• Utilizing all of the Asahi group resources
• Deep understanding of advertisers’ objectives

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

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.

Asahi Digital Solutions

4 LABORATORIES

Asahi Digital Solutions

• Optimal solutions for content marketing with one-stop service
• Utilizing all of the Asahi group resources
• Deep understanding of advertisers’ objectives

Content Lab

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

Community Lab

Excellent communities
• Each medium with highly engaged communities
• Insight researches

Creative Lab

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

Data Lab

Sophisticated data utilization
• Sophisticated data utilization
• Data management using DMP

& M
www.asahi.com/and/m/
Mainly targeted at sophisticated men in their 30s to 40s who enjoy both business and private life.

& W
www.asahi.com/and/w/
Mainly targeted at independent women in their 30s to 40s who lead fulfilling life.

& TRAVEL
www.asahi.com/and/travel/
Mainly targeted at the mature generation and their children who are interested in a new style of journey.

BuzzFeed
www.buzzfeed.com/jp
HUFFPOST
www.huffingtonpost.jp/
International net news media. News & blog, opinion site supported by social natives.

AERA STYLE MAGAZINE
https://asm.asahi.com/
Launched in 2008, AERA STYLE MAGAZINE has been supporting the Japanese businessmen with tips for smart style.

AERA STYLE MAGAZINE WEB
https://asahi.com/sdgs/
SDGs ACTION! is a web media to achieve Sustainable Development Goals advocated by United Nations.

withnews
https://withnews.jp/
A theme of an article can be requested by mainly young smartphone users.

sippo
https://sippo.asahi.com/
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.

Moovoo
https://moov.ooo/
Moovoo and bouncy are both video sites suitable for SNS spread.

朝日新聞ポッドキャスト
The Asahi Shimbun Podcasts

Monthly DL
2,431,824 DL
Monthly UU
330,365 UU
Source: Omny Studio analytics from 16 October 2022 to 14 November 2022.

• 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 project “Journa-Rhythm” won the Silver Award (Radio & Audio category) and the Bronze Award (Podcast category) at the LONDON INTERNATIONAL AWARD 2022,
one of the world’s leading creative awards.
• 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.

https://twitter.com/AsahiPodcast
https://twitter.com/AsahiPodcast
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THE ASAHI SHIMBUN COMPANY

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