

The Asahi Shimbun Digital

www.asahi.com/

“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.

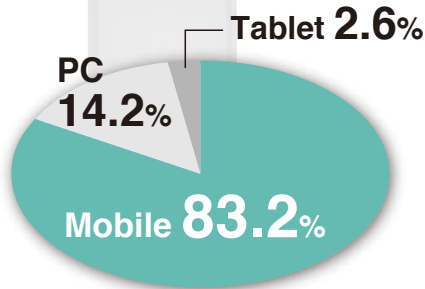


Monthly PV : 180,439,459
Monthly UU : 55,335,139

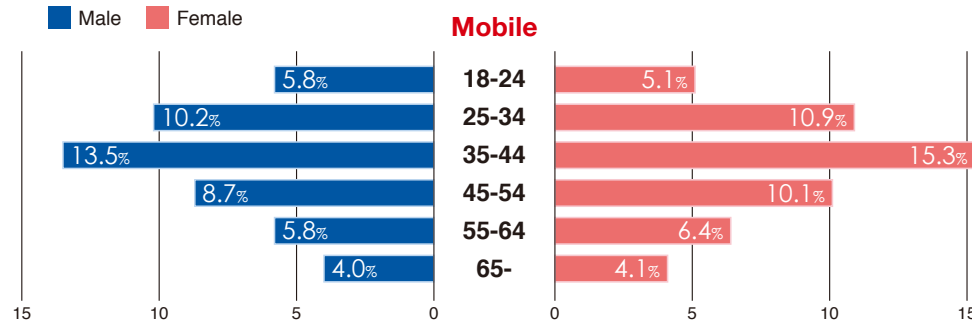
Source: Google Analytics average from April 2021 to March 2022

AUDIENCE PROFILE

User Ratio by Device



Mobile user demographics



Source: Google Analytics average from April 2021 to March 2022

The Asahi Shimbun has won many international journalism awards. In 2021, we won the Award of Excellence in the “Best of Digital Design” competition, which recognizes outstanding digital design around the world.

- [2018] **Nagasaki-Note** (<http://www.asahi.com/special/nagasaki-note/>)
GRIM (<https://www.asahi.com/paralympics/2018/special/grim-narita/>)
- [2019] **Nick Fazekas** (<https://www.asahi.com/special/nick-fazekas/>)
- [2020] **1.17 25 years since that day** (<https://www.asahi.com/special/hanshin-shinsai117/>)
Iran: The Crescent of Resistance, in search of a mysterious armed group (<http://t.asahi.com/weya>)
Nomonhan, The beginning and the end of World War II (<http://t.asahi.com/wh5f>)
- [2021] **MINAMATA: A message from Eugene Smith** (<https://www.asahi.com/special/minamata-smith/>)
The disaster areas seen from the ocean: 10 years after the Great East Japan Earthquake (https://www.asahi.com/shinsai_fukkou/undersea/)
Search for the missing: 10 years after the Great East Japan Earthquake (https://www.asahi.com/shinsai_fukkou/missing/)



1.17 25 years since that day



MINAMATA

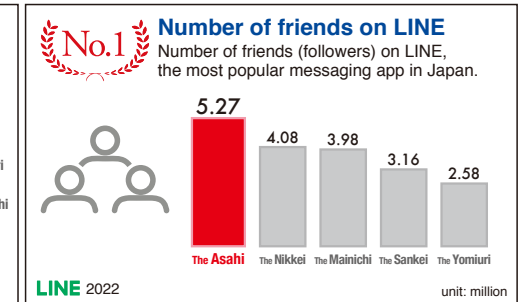
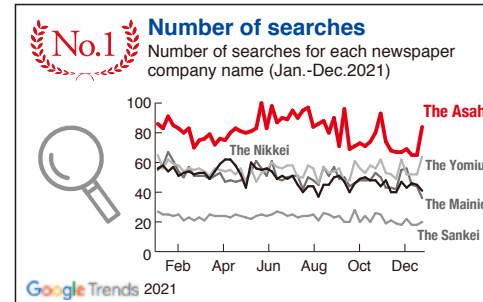
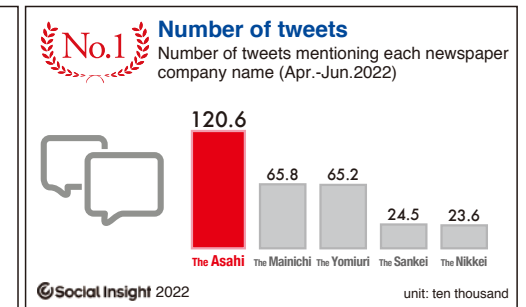
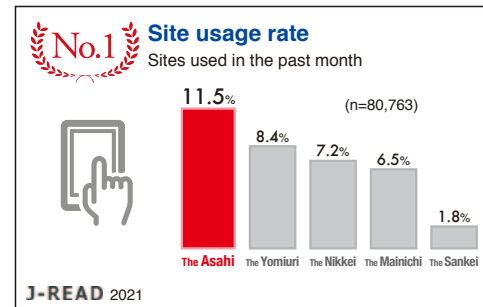


The disaster areas seen from the ocean



Search for the missing

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



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.

Homepage



News page



RATES & FORMATS

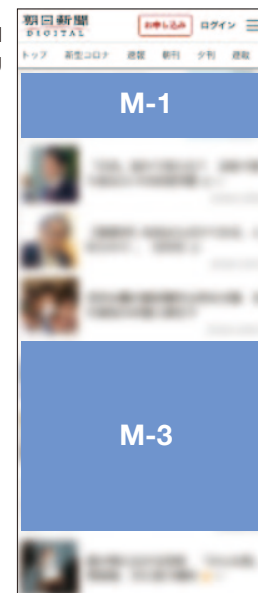
* Material deadline: 4 business days prior.

Ad Type	Placement	Rate/imp	Dimensions	Exposure type	Estimated Guaranteed	Duration	File size
H-1	Homepage MPU	¥1.0	300×250	Rotation	Guaranteed	Upon request	150KB
H-2	Homepage super banner	¥0.6	728×90				150KB
H-3	Homepage Double size MPU	¥1.5	300×600				300KB
N-1	News MPU	¥0.7	300×250				150KB
N-2	News inside-article MPU	¥0.8	300×250				150KB
N-3	News Double size MPU	¥1.5	300×600				300KB
R-1	ROS MPU	¥0.6	300×250			150KB	

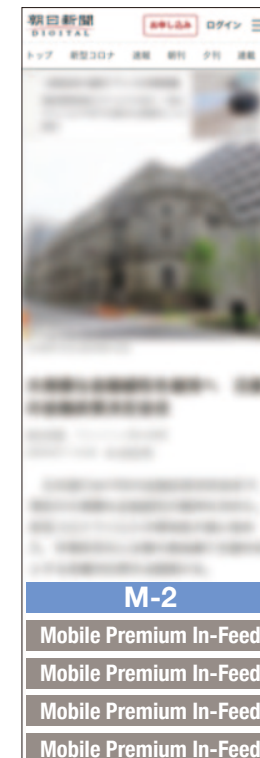
DISPLAY ADS (MOBILE)

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.

Mobile Leaderboard
Mobile MPU



Mobile Premium In-Feed



RATES & FORMATS

	M-1 Mobile Leaderboard	M-2 Mobile Premium In-Feed	M-3 Mobile MPU
Placement	All pages	All pages	All pages
Rate	¥0.5/imp	¥0.2/imp	¥0.5/imp
Exposure type	Rotation	Rotation	Rotation
Duration	Upon request	Upon request	Upon request
Dimensions	320 × 50	200 × 200	300 × 250
Text length	–	26 characters	–
File format	gif/jpeg	gif/jpeg	gif/jpeg
File size (Max)	100KB	150KB	150KB
Start	Upon request	Upon request	Upon request
Multiple materials	Up to 4	Up to 4	Up to 4
Links	Up to 4	Up to 4	Up to 4
Material deadline	4 business days prior	4 business days prior	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.

In-Read ad (Above the article)



RATES & FORMATS

* One material, one landing page only.

		In-Read ad
Placement		Above the article
Rate		¥5/imp
Exposure type		Rotation
Duration		Upon request
Material deadline		10 business days prior
Technical specifications	Aspect ratio	w16 : h9
	Codec	image: H.264/sound: AAC
	Bit rate (Max)	1,000 kbps
	Length	15 seconds recommended
	Dimensions	640 × 360
	File format	mp4
File size (Max)		3.5MB

VIDEO ADS (MOBILE)

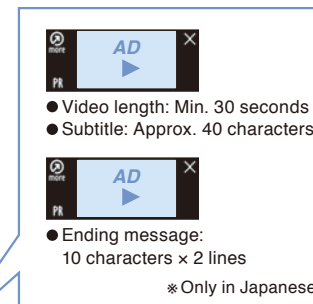
We provide smartphone-optimized video ads.



Mobile floating video ad



Mobile push video ad



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

	Mobile floating video ad	Mobile push video ad
Placement	News page	All Pages
Rate	¥5/imp	¥10/imp
Exposure type	Rotation	-
Duration	Upon request	Upon request
Start	Upon request	Upon request
Frequency	3 times/day	3 times/day
Material deadline	10 business days prior	5 business days prior

TECHNICAL SPECIFICATIONS

* One material, one landing page only.

	Mobile floating video ad		Mobile push video ad
Aspect ratio	video	w16 : h9	w16 : h9
Codec		H.264	-
Bit rate (Max)		image : 1,000 kbps sound : 64kbps recommended	-
Length		15 seconds recommended	Min. 30 seconds
Sound		play when tapped	N/A
Dimensions	video	1920 × 1080	-
	ending picture	640 × 360	-
	banner under the video	640 × 26	-
File format, Size (Max)	video	mp4, 40MB	youtube tag, 10MB
	ending picture	jpeg, 100KB	
	banner under the video	jpeg, 100KB	
Text in video			Playback subtitles: approx. 40 characters Ending message: 10 characters × 2 lines * Only in Japanese.

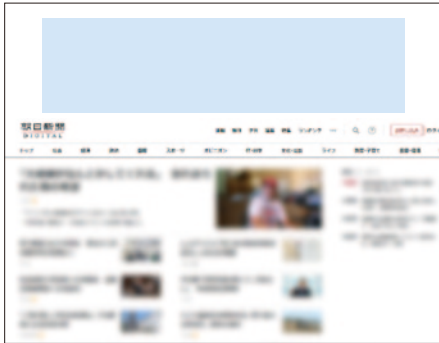
RICH ADS (PC)

Rich ads are great tools to achieve visual impact with higher SOVs

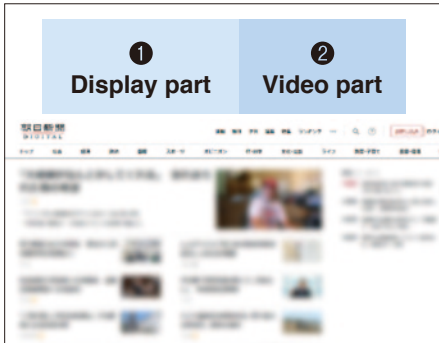
Weekday 1-day Takeover Gate ads



Billboard ad



Billboard ad (video)



RATES & FORMATS

* One material, one landing page only.

		Weekday 1-day Takeover Gate ads	Billboard ad	Billboard ad (video)
Placement		Homepage	Homepage	Homepage
Rate		¥5,000,000	¥2.5/imp	¥3.5/imp
Impressions		150,000 imp	-	-
Exposure type		Fixed	Rotation	Rotation
Duration		One day	Upon request	Upon request
Technical specifications	Dimensions	① MPU : 300 × 250	970 × 250	① 526 × 250
		② Side Panel : 145 × 1000		② W16 : H9 1920 × 1080
		③ Header : 1000 × 110		
	File format	gif/jpeg	gif/jpeg	MP4
	File size (Max)	1MB	1MB	① 150KB ② 3.5MB *Length : 30 seconds
Changing materials	N/A	N/A	N/A	
Material deadline	10 business days prior	10 business days prior	10 business days prior	

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

MULTIPLY THE FOLLOWING % AT THE REGULAR RATE	Homepage MPU (¥1.0/imp)	News MPU (¥0.7/imp)	ROS MPU (¥0.6/imp)	Mobile MPU (¥0.5/imp)
Category 1 120% Location Gender Age group	¥1.2/imp	¥0.84/imp	¥0.72/imp	¥0.6/imp
Category 2 150% Interests (travel, fashion...) Family structure Household income IP address	¥1.5/imp	¥1.05/imp	¥0.9/imp	¥0.75/imp
Category 3 200% Job position/Title Job categories Articles	¥2.0/imp	¥1.4/imp	¥1.2/imp	¥1.0/imp

* 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

Asahi Digital Solutions

Associating with 4 laboratories to provide professional solutions.



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

A-TANK

- With the use of 3rd Party data and cookie-dependent contact maintenance becoming more difficult, we began offering “A-TANK,” which utilizes 1st Party data from Asahi Shimbun.
- A-TANK DMP, which accumulates information on web behavior, attributes of Asahi ID members, purchase history, application history, etc., is the core of the system.
- Finding and creating SYNC points between consumer issues and insights and the value provided by the company.



Behavior information

- Asahi Shimbun Digital
- Over 30 specialized media
- Service Usage Information



Member Attributes

- Asahi ID Members
- Newspaper subscribers



Purchasing and Application History

- Purchasing
- Event Participation
- Campaign Application



6 million ID
50 million UB/month



Analysis and Hypothesis Design

- Segmentation
- Preliminary analysis
- Dashboards



Ad Distribution

- In-media distribution
- Various DSP Linkages
- Mail Magazine



Reporting

- Effectiveness verification
- Analysis

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.



& 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.



SDGs ACTION!

www.asahi.com/sdgs/

SDGs ACTION! is a web media to achieve Sustainable Development Goals advocated by United Nations.



BuzzFeed www.buzzfeed.com/jp

HUFFPOST www.huffingtonpost.jp/

International online news media. News & blog, opinion site supported by social natives.



AERA STYLE MAGAZINE WEB

<https://asm.asahi.com/>

Launched in 2008, AERA STYLE MAGAZINE has been supporting the Japanese businessmen with tips for smart style.



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/>
bouncy <https://bouncy.news/>

Both Moovoo and Bouncy are video sites suitable for spreading through social media.



The Asahi Shimbun Podcasts



■ Monthly DL
2,358,973 DL
■ Monthly UU
386,357 UU

Source:
Omny Studio analytics
from 1 September 2023
to 30 September 2023.

- 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 “Journa-Rhythm” project, a fusion of “hip-hop” and “news reporting projects” for Generation Z, has won one Grand Prix, one Gold, two Silver, and five Bronze awards at the

Cannes Lions 2023 and other international 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://www.asahi.com/special/podcasts/>

<https://twitter.com/AsahiPodcast>