

RATE BOOK 2026

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adv.asahi.com/english/

THE ASAHI SHIMBUN COMPANY
5-3-2, Tsukiji, Chuo-ku, Tokyo 104-8011, Japan

The Asahi Shimbun

The Asahi Shimbun Company



The Asahi Shimbun has been Japan's leading and most trusted newspaper for more than 140 years. We are committed to building a sustainable society, in line with the ideals of the United Nations SDGs. In 2020, we became the first in our industry to declare our commitment to gender equality.

Our journalism offers diverse perspectives on social issues, and this progressive approach is also reflected in our media business.

Leveraging our expertise in newspapers, digital media, magazines, broadcasting, events, and video production, we deliver innovative ideas and help drive the success of your marketing strategy.

The Asahi Shimbun media group

NEWSPAPER



The Asahi Shimbun
(Japanese Daily)



Weekend supplement
on lifestyle



Biweekly Global
News Page



朝日小学生新聞



DIGITAL



MAGAZINE



EVENT



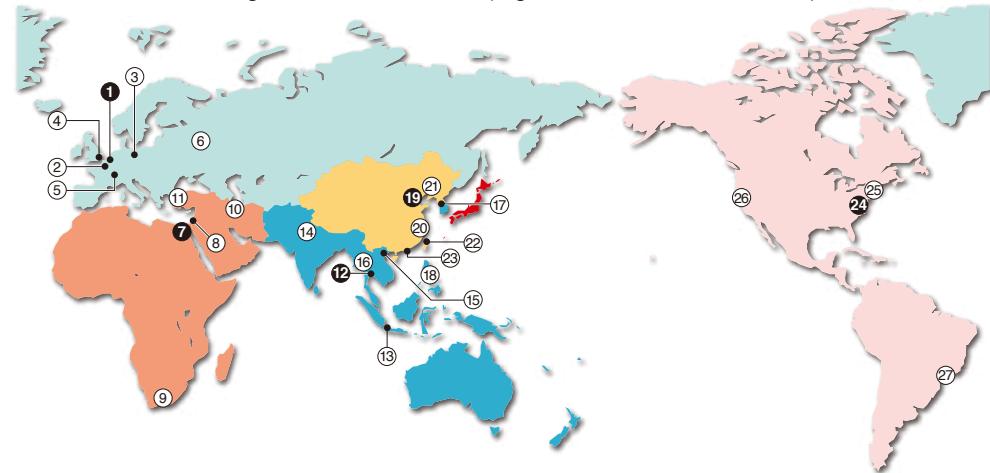
TV



Global networks of The Asahi Shimbun

Overseas reporting network

- 178 offices including 27 overseas bureaus (5 general bureaus, 22 bureaus)



① Brussels

European General Bureau

② Paris

③ Berlin

④ London

⑤ Geneva

⑥ Moscow

⑦ Cairo

Middle Eastern and
African General Bureau

⑧ Jerusalem

⑨ Johannesburg

⑩ Teheran

⑪ Istanbul

⑫ Bangkok

Asian General Bureau

⑬ Jakarta

⑭ New Delhi

⑮ Hanoi

⑯ Yangon

⑰ Seoul

⑱ Manila

⑯ Beijing

Chinese General Bureau

⑳ Shanghai

㉑ Shenyang

㉒ Taipei

㉓ Hong Kong

㉔ Washington, D.C.

American General Bureau

㉕ New York

㉖ San Francisco

㉗ Sao Paulo

Global partnership

- Alliances with The New York Times (US) and The Dong-A Ilbo (South Korea, 東亜日報).
- Collaborations with BuzzFeed Japan Corporation as a partner company in Japan.
- Asahi Interactive, a subsidiary of The Asahi Shimbun, operates CNN's Japanese website.

Participation in global movements and organizations as Japan's representative

- Partnership with the International Consortium of Investigative Journalists (ICIJ)

The Asahi has been the only Japanese newspaper partnering with ICIJ since 2012. We took part in the Pulitzer Prize-winning Panama Papers investigation in 2017.

Participation in the UN Global Compact

As the first Japanese media company, we joined the UN Global Compact in 2004 to fulfill our dual responsibilities as a media institution and a corporate citizen.

First member of the UN SDG Media Compact

We became the first member of the UN SDG Media Compact in 2018. This initiative inspires media and entertainment companies worldwide to leverage their resources and creativity to advance the SDGs. Today, approximately 220 companies in Japan participate in this compact.



The Asahi Shimbun

DAILY CIRCULATION:

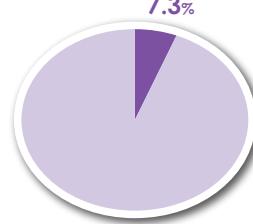
AREA	MORNING Edition	EVENING Edition
TOKYO	1,890,593	525,956
OSAKA	885,000	366,339
SEIBU (KYUSHU)	254,706	-
NAGOYA	174,920	-
HOKKAIDO	59,221	-
TOTAL	3,264,440	892,295

Source: "ABC Report of Jan-Jun. 2025,"
Japan Audit Bureau of Circulations

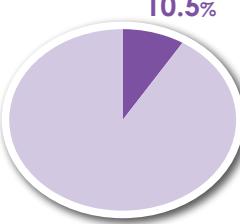


PENETRATION RATE:

Nationwide
(n=97,619) **7.3%**



Metropolitan Tokyo+Osaka
(n=43,596) **10.5%**



Source: "National Media Profile Survey 2025"

HOME DELIVERY RATE:

Nearly 100% Home Delivery

The Asahi Shimbun is delivered nationwide every day. Household subscriptions account for 99.8% of the total circulation, which ensures that advertisers can reach millions of consistent and loyal readers.

Nationwide Morning Edition

Home delivery	3,257,242
Single copies	7,198
TOTAL	3,264,440

Source: "ABC Report of Jan-Jun. 2025,"
Japan Audit Bureau of Circulations

Source: "ABC Report of Jan-Jun. 2025,"
Japan Audit Bureau of Circulations

MATERIAL REQUIREMENTS:

- Material for advertisements must be delivered in a digital format and submitted by email.
- Format: PDF/X4 and X1-a made with Mac OS, Adobe Photoshop, Adobe Illustrator(CC), Adobe InDesign(CC) and Adobe Acrobat(Pro).
- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%. Images should be in EPS format and 300 - 400 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:

- Booking deadlines
[Black & white] two weeks prior [Color] four weeks prior
- 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.
- Material deadline
Sent to Tokyo Head Office five business days prior

2026 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), Only

JANUARY							FEBRUARY							MARCH							APRIL								
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat		
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7		
				4	5	6	7	8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14	
				11	12	13	14	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	
				18	19	20	21	22	23	24	25	26	27	28	25	26	27	28	29	30	31	22	23	24	25	26	27	28	
				26	27	28	29	30	31						22	23	24	25	26	27	28	22	23	24	25	26	27	28	
															29	30	31					29	30	31					
MAY							JUNE							JULY							AUGUST								
							1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7		
							3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	12	13	14	15	16	17	18
							10	11	12	13	14	15	16	17	14	15	16	17	18	19	20	14	15	16	17	18	19	20	
							17	18	19	20	21	22	23	24	17	18	19	20	21	22	23	19	20	21	22	23	24	25	
							24	25	26	27	28	29	30	31	21	22	23	24	25	26	27	21	22	23	24	25	26	27	
															28	29	30					26	27	28	29	30	31	31	
															31														
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER								
							1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7		
							6	7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
							13	14	15	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	16	17	
							20	21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	23	24	
							27	28	29	30					19	20	21	22	23	24	25	19	20	21	22	23	24	25	
															25	26	27	28	29	30	31	25	26	27	28	29	30	31	
															29	30							27	28	29	30	31		

* The above schedule is subject to change.

For more information https://adv.asahi.com/mb/english/pdf/material01_202601.pdf

The Asahi Shimbun

DISPLAY ADS RATES & FORMATS:

A Double-page Spread: 30 columns (789mm wide x 514mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥75,330,000		¥86,700,000	
Tokyo edition	42,795,000	¥35,775,000	48,060,000	¥38,505,000
Osaka edition	25,905,000	20,385,000	29,430,000	22,110,000
Seibu (Kyushu) edition	12,218,000		14,258,000	
Nagoya edition	7,065,000		8,280,000	
Hokkaido edition	3,607,000		4,192,000	

B Full-page: 15 columns (382mm wide x 514mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥39,855,000		¥47,435,000	
Tokyo edition	22,695,000	¥18,945,000	26,205,000	¥20,765,000
Osaka edition	13,710,000	10,770,000	16,060,000	11,920,000
Seibu (Kyushu) edition	6,480,000		7,840,000	
Nagoya edition	3,735,000		4,545,000	
Hokkaido edition	1,905,000		2,295,000	

C 2/3 page: 10 columns (382mm wide x 342mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥27,760,000		¥35,340,000	
Tokyo edition	15,820,000	¥13,200,000	19,330,000	¥15,020,000
Osaka edition	9,560,000	7,500,000	11,910,000	8,650,000
Seibu (Kyushu) edition	4,510,000		5,870,000	
Nagoya edition	2,600,000		3,410,000	
Hokkaido edition	1,320,000		1,710,000	

D Half-page: 7 columns (382mm wide x 239mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥20,678,000		¥28,258,000	
Tokyo edition	11,781,000	¥9,835,000	15,291,000	¥11,655,000
Osaka edition	7,126,000	5,586,000	9,476,000	6,736,000
Seibu (Kyushu) edition	3,360,000		4,720,000	
Nagoya edition	1,939,000		2,749,000	
Hokkaido edition	987,000		1,377,000	

E 1/3 page: 5 columns (382mm wide x 170mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥15,355,000		¥22,935,000	
Tokyo edition	8,755,000	¥7,305,000	12,265,000	¥9,125,000
Osaka edition	5,290,000	4,155,000	7,640,000	5,305,000
Seibu (Kyushu) edition	2,495,000		3,855,000	
Nagoya edition	1,440,000		2,250,000	
Hokkaido edition	735,000		1,125,000	

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

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥11,179,000		¥18,759,000	
Tokyo edition	6,359,500		9,869,500	
Osaka edition	3,843,000		6,193,000	
Seibu (Kyushu) edition	1,813,000		3,173,000	
Nagoya edition	1,046,500		1,856,500	
Hokkaido edition	532,000		922,000	

G 1/6 page: 5 columns x 1/2 (190mm wide x 170mm deep)

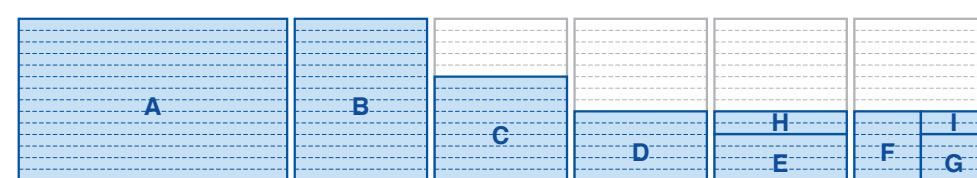
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥8,262,500		¥15,842,500	
Tokyo edition	4,712,500		8,222,500	
Osaka edition	2,847,500		5,197,500	
Seibu (Kyushu) edition	1,342,500		2,702,500	
Nagoya edition	775,000		1,585,000	
Hokkaido edition	395,000		785,000	

H 2 columns (382mm wide x 66mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥6,610,000		¥14,190,000	
Tokyo edition	3,770,000		7,280,000	
Osaka edition	2,278,000		4,628,000	
Seibu (Kyushu) edition	1,074,000		2,434,000	
Nagoya edition	620,000		1,430,000	
Hokkaido edition	316,000		706,000	

I 2 columns x 1/2 (190mm wide x 66mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥3,305,000		¥10,885,000	
Tokyo edition	1,885,000		5,395,000	
Osaka edition	1,139,000		3,489,000	
Seibu (Kyushu) edition	537,000		1,897,000	
Nagoya edition	310,000		1,120,000	
Hokkaido edition	158,000		548,000	



* Page or section request accepted at additional charge. Please ask for details.

WEEKEND SUPPLEMENT

be The Asahi Shimbun's weekend supplement

"be" is a weekend supplement delivered every Saturday with The Asahi Shimbun's national morning edition. It features two sections: the main section, offering a variety of content on lifestyle, entertainment, and culture, and the TV section, providing the week's television 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.

■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

SPECIAL LOCAL ADVERTISING INSERT

Area-focused supplement

Our area-focused supplements enable you to reach your desired audience with maximum precision and minimum cost.

Using our advanced mapping system, the distribution area can be selected at the level of local delivery agents (ASA), with up to 3,000 agents nationwide.

Segmentation options such as gender, age,

annual income, and occupation are available.

Formats, the number of pages, and paper quality can all be customized to meet your needs.

Each area-focused supplement features The Asahi Shimbun's masthead on the cover page, creating a sense of integration with the newspaper and enhancing credibility compared to ordinary leaflet inserts.

■FORMAT:

Blanket: 385mm wide x 516mm deep Tabloid: 245mm wide x 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.

For more information

https://adv.asahi.com/mb/english/pdf/material02_202601.pdf

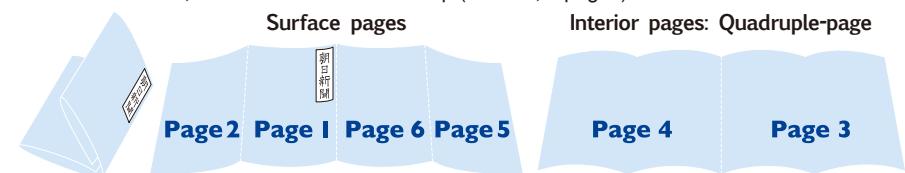
WIDE-SCALE FOLD-OUT INSERT

Panorama (Panorama wide /Panorama 6)

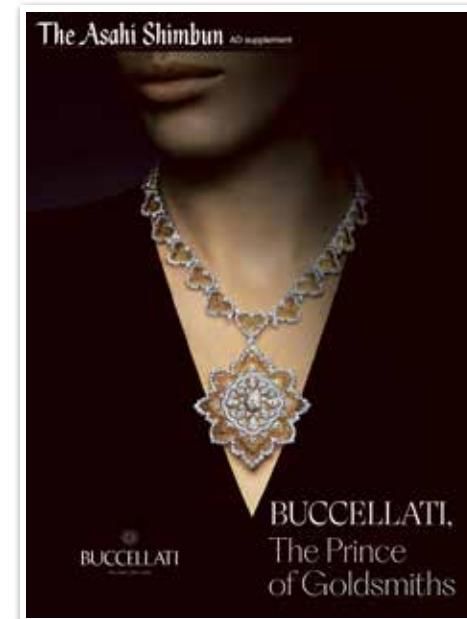
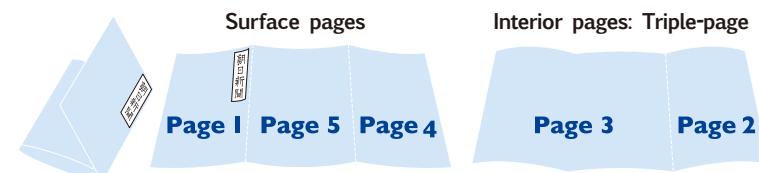
Panorama is a special foldout insert designed to create a strong visual impact. With six or eight pages combined into a single unit, this expansive format creates a powerful panoramic effect.

■FORMAT:

Panorama wide : 1,600mm wide x 514mm deep (Blanket, 8 pages)



Panorama 6 [L Type]: 1,193mm wide x 514mm deep (Blanket, 6 pages)



Case Example: Buccellati Blanket, 12 Pages



GLOBE

“GLOBE” is a feature page in The Asahi Shimbun’s national morning edition, published twice a month. “GLOBE” aims to connect Japan with the world and rethink issues from a global perspective through three key principles: Global Perspective, In-Depth Reporting, and Pursuit of Realism. We deliver articles about the world

with an innovative format.

The Asahi Shimbun GLOBE



DIGITAL

GLOBE+



- GLOBE+ is a digital platform that provides articles with a global perspective.
- Its primary audience consists of globally active business professionals who are highly interested in addressing social issues.
- 35% of readers are corporate decision-makers, including 13.5% who are executives or managers.
- The majority of readers are between 25 and 44 years old.
- The gender ratio of readers is 58% men and 42% women.
- The average engagement time is 2 minutes per reader.



Source: The Asahi ID member visitor data, June-August 2019

The Asahi Shimbun GLOBE+

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

AERA

Weekly News Magazine



CIRCULATION: 47,433

JMPA print certification, Oct-Dec. 2024

FORMAT: 210mm wide×284mm deep / Modified A4 size

COVER PRICE (Tax included): ¥600

PUBLICATION: Every Monday

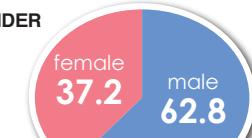
The cover date is 7 days prior to the issue date

RATES & FORMATS / Full Color:

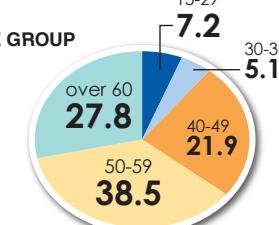
Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 pages	¥2,800,000	420 x 284
3rd cover	1 page	1,350,000	210 x 284
Back cover	1 page	2,000,000	200 x 270
Run of page	1 page	1,300,000	210 x 284
	2 pages	2,600,000	420 x 284

READERSHIP

GENDER (%)



AGE GROUP (%)



Source: "MAGASCENE Apr-Jun 2022, Tokyo," Video Research Ltd.

Newton

Graphic Science Monthly Magazine



CIRCULATION: 76,542

JMPA print certification, Oct.2024-Sep.2025

FORMAT: 210mm wide×275mm deep / Modified A4 size

COVER PRICE (Tax included): ¥1,190

PUBLICATION: 26th of every month

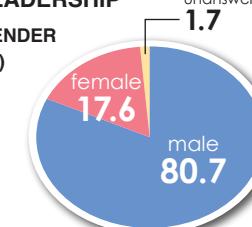
The cover date is 4 weeks prior to the issue date

RATES & FORMATS / Full Color:

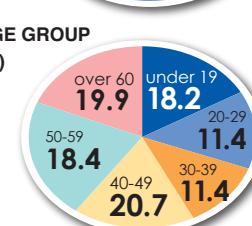
Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 page	¥3,200,000	420 x 275
3rd cover	1 page	1,500,000	210 x 275
Back cover	1 page	2,000,000	195 x 255
Page after table of contents	1 page	1,300,000	210 x 275
Page after main text	1 page	1,100,000	210 x 275

READERSHIP

GENDER (%)



AGE GROUP (%)



Published by Shueisha Inc.

T JAPAN : The New York Times Style Magazine

T JAPAN

<https://www.tjapan.jp/>

CIRCULATION: 200,000

PUBLICATION DATE: Fri, Mar.27 / Mon, Jun.1 / Sun, Sep.27 / Fri, Nov.27

RATES & FORMATS:

1 page Full color; 210mm wide × 279mm deep; ¥2,000,000 (Run of page)

For more information <https://adv.asahi.com/english/magazine/>

The Asahi Shimbun Digital

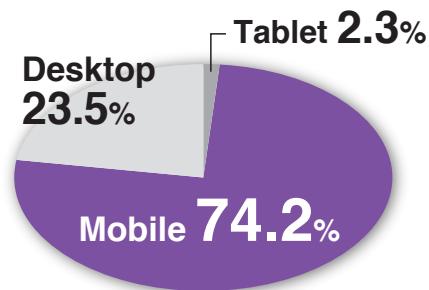
www.asahi.com

The Asahi Shimbun Digital is Japan's leading news site, generating approximately 100 million page views and attracting 30 million users each month. It covers a wide range of topics, from political news to fashion trends. We help you deliver your message and effectively reach your target audience.

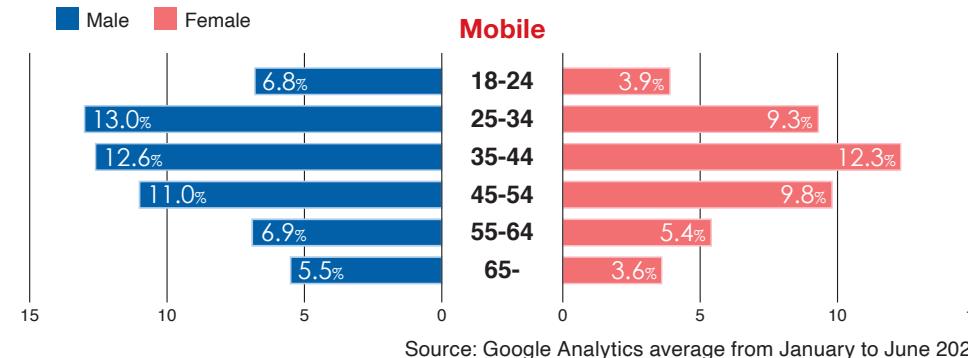


AUDIENCE PROFILE

User Ratio by Device



Mobile user demographics



The users of Asahi Shimbun Digital

The users are highly sensitive to social issues and are deeply interested in creating a better life and society.

Individuals Who Embrace Personal Values

Refined consumers valuing self-expression

Fashion-conscious, prefer quality products, enjoy travel



Parents focused on education

Ages 20-40, interested in future living and family well-being



Well-informed business professionals

High income, well-educated, managerial roles



Self-driven individuals tackling social issues

Interested in SDGs, gender equality, politics, local matters



Community engaged seniors

Ages 50-70, with significant assets



Interested in Global Environmental Issues



+ 19.4 points

Asahi Digital users : 49.3%

Overall results : 29.9%

(National Media Profile Survey 2025)

Interested in Issues Facing an Aging Society



+ 20.1 points

Asahi Digital users : 53.5%

Overall results : 33.4%

(National Media Profile Survey 2025)

Having a Strong Interest in Education



+ 14.6 points

Asahi Digital users : 28.7%

Overall results : 14.1%

(ACR / ex 2025)

Eager to Learn Foreign Languages



+ 11.0 points

Asahi Digital users : 22.4%

Overall results : 11.4%

(ACR / ex 2025)

DIGITAL

DISPLAY ADS (PC)

Display ads such as Homepage MPU and News MPU have high viewability. You can choose the optimal option based on your needs. This is highly effective for brand building.

P-1: Billboard ad, P-2: MPU



P-3: Double size MPU



P-4: News inside-article MPU



DISPLAY ADS (MOBILE)

M-1: Mobile Billboard ad



M-2: Mobile MPU



Mobile ads are effective for reaching younger users, driven by traffic from social media. Mobile Premium In-Feed is one of the most popular products, recognized for its high CPC.

M-3: Mobile Premium In-Feed



RATES & FORMATS

* Material deadline: 4 business days prior.

No.	Device	Ad Type	Placement	Cost per imp	Dimensions	Exposure type	Estimated Guaranteed	Duration
P-1	PC	Billboard ad	All	¥2.5	970×250	Rotation	Guaranteed	Upon request
P-2	PC	MPU	All	¥0.6	300×250			
P-3	PC	Double size MPU	All	¥0.9	300×600			
P-4	PC	News inside-article MPU	News	¥0.8	300×250			

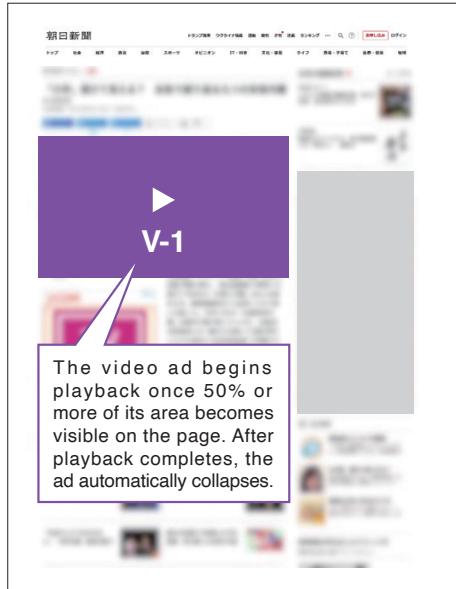
RATES & FORMATS

No.	Device	Ad Type	Placement	Cost per imp	Dimensions	Text length	Exposure type	Estimated Guaranteed	Duration
M-1	Mobile	Mobile Billboard ad	All	¥0.5	320×180		Rotation	Guaranteed	Upon request
M-2	Mobile	Mobile MPU	All	¥0.5	300×250				
M-3	Mobile	Mobile Premium In-Feed	All	¥0.4	200×200	26 characters			

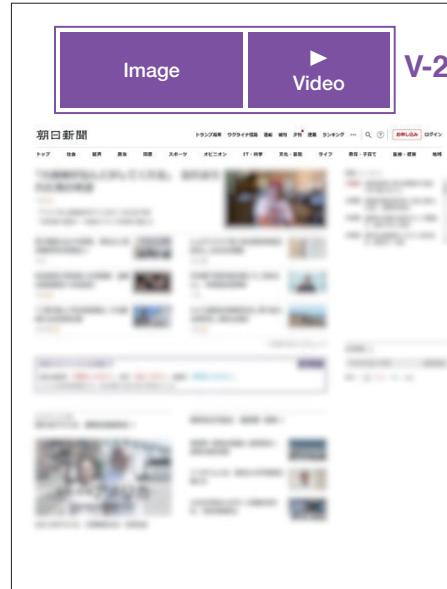
VIDEO ADS (PC)

Video ads appear on article pages and generate strong impression counts.
Each ad begins playing once over 50% of its area is in view.

V-1:In-Read ad



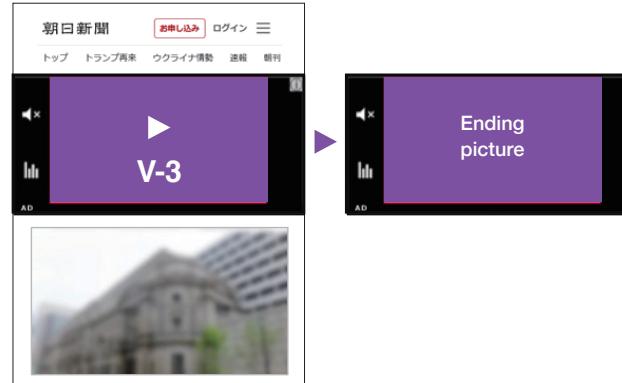
V-2: Billboard video ad



VIDEO ADS (MOBILE)

We offer smartphone-Video ads.

V-3:Mobile floating video ad



V-4:Mobile push video ad



RATES & FORMATS

* One material, one landing page only.

	V-1	V-2
Device	PC	PC
Ad Type	In-Read ad	Billboard video ad
Placement	News (Above the article)	All
Cost per imp	¥5.0	¥3.5
Exposure type	Rotation	Rotation
Estimated Guaranteed	Guaranteed	Guaranteed
Duration	Upon request	Upon request
Dimensions	640x360 pix (W16: H9)	Video:1920x1080 (W16: H9) Image:526x250 pix
Codec	H.264 / MPEG-4 AVC	-
Bit rate (Max)	1,000Kbps	-
Length	15s (recommended)	15s (recommended)
File format	mp4	mp4
File size (Max)	3.5MB	Video3.5MB, Image150KB

RATES & FORMATS

* One material, one landing page only.

	V-3	V-4
Device	Mobile	Mobile
Ad Type	Mobile floating video ad	Mobile push video ad
Placement	News	All
Cost per imp	¥5.0	¥10.0
Exposure type	Rotation	Rotation
Estimated Guaranteed	Guaranteed	Guaranteed
Duration	Upon request	Upon request
Dimensions	Video:1920x1080 (W16: H9) Ending picture: 640x360	W16: H9
Codec	Video: H.264 / MPEG-4 AVC	-
Bit rate (Max)	1,000Kbps	-
Length	15s (recommended)	30s (recommended)
File format	Video:mp4 Ending picture: jpeg	mp4, YouTube URL
File size (Max)	Video:200MB Ending picture: 100KB	10MB
Text in video	-	Playback subtitles: 40characters Ending message: 10charactersx2lines

RICH ADS (PC)

Rich ads are powerful tools for creating visual impact and increasing SOV.

Weekday 1-day Takeover Gate ads



RATES & FORMATS

Weekday 1-day Takeover Gate ads	
Placement	Homepage
Rate	¥5,000,000
Impressions	100,000-150,000 imp
Exposure type	Permanent exposure(non-paying members)
Duration	Weekdays from 0:00 to 22:00
Technical specifications	① MPU : 300 x 250
	② Side Panel : 145 x 1000
	③ Header : 1000 x 110
File format	png/jpg/gif
File size (Max)	the total size of the 4 images should not exceed 1MB
Changing materials	N/A
Material deadline	12 business days prior

eDM Ad



We deliver HTML newsletter ads to Asahi Shimbun ID members and create targeted segments using registration data.

Ad Type	eDM ad
Format	HTML
Cost per email	¥20
Production cost	¥150,000
Main picture	600x350 pix
Subject	20 characters
Main message	15 characters x2 lines
Content	200 characters

PRICING SYSTEM FOR TARGETING OPTIONS

Rate Structure

Ad Rate

+

Segment Setup Fee



① Predefined Segment

② Custom Segment

① Predefined Segment

■ NET 50,000 JPY/ segment

- Select from existing segments.
- The price remains the same even if multiple options are selected from the same segment.
- An additional fee of 50,000 yen will be charged for each additional segment selected.

② Custom Segment

Customization of new segments and extraction of segmentation from A-TANK stored data based on specified conditions are possible. Combining with Predefined Segments is also available at no additional cost.

■ NET 150,000 JPY/segment

Detect contacts based on specified keywords, articles, genres, etc., and create segments.

Targeting Options (Predefined segment)



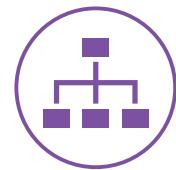
1. Demographics

Gender
Age group
Occupation
Family Structure
Household Annual Income
Region
Job Title



2. Corporate Information

Industry
Company Size



3. Industry

Travel/Leisure
Real Estate/Finance
Food/Beverage
Publishing/Entertainment
School/Education
Fashion



4. Interests (Audience Targeting)

Business
Lifestyle
Hobbies



5. Interests (Content Targeting)

Economy
Politics, International
Sports
Entertainment
Education, Child-rearing
Healthcare



6. Exclusions

General Negative Content

The Asahi Shimbun

Digital media

The Asahi Shimbun operates multiple sites tailored for target audiences. We can recommend the most suitable medium based on client needs.



& Travel <https://www.asahi.com/and/travel>

The Asahi Shimbun Digital offers a lifestyle magazine with three sections. “&Travel,” provides travel insights and essays from Japan and overseas, appealing to a wide range of curious, dynamic readers. Each article delivers unique perspectives and thoroughly researched, in-depth content.

Hong Kong Tourism Board (Advertisorial)

Spanish Ministry of Industry and Tourism (Advertisorial & Tag sponsored)

Overseas office & Representatives

THE ASAHI SHIMBUN COMPANY

(Global Business Division)

5-3-2, Tsukiji, Chuo-ku, Tokyo 104-8011, Japan

E-MAIL: inquiry-gb@asahi.com

OVERSEAS OFFICE FOR ADVERTISING SALES

The Asahi Shimbun Company,
Fora East Side, Kings Cross Station, London, N1C 4AX
E-MAIL: kawaoto-n@asahi.com

R E P R E S E N T A T I V E S

For the Americas

U.S.A.

Lee & Steel LLC
75 Tresser Blvd, Suite 442 Stamford, CT 06901, U.S.A.
MOB: +1-203-252-7319
E-MAIL: michael.lee@leeandsteel.com

Canada

Hatch64
349 Carlaw Avenue, Suite 301
Toronto, ON M4M 2T1, Canada
TEL: +1 416-998-602
E-MAIL: cyndyf@hatch64.com

For Europe and the Middle East

Great Britain / Ireland

Advance International Media
First floor, 5 Sycamore Street, London EC1Y 0SG
TEL: +44 20 7253 0888
E-MAIL: johanna.krantz@advance.uk.com

France

Asset Media S.A.S
26-28 rue Danielle Casanova, 75002 Paris, France
TEL: +33-7-81-23-22-47
E-MAIL: cgoueythieu@asset-media.com

Switzerland

Phoenix Media SA
Rue de Genève 148bis 1226 Thônex ! Switzerland
TEL: +41-79-421-34-21
E-MAIL: chiara@phoenix-media.ch

Italy

Cesanamedia S.r.l.
Via dei Fontanili 13, 20141, Milano, Italy
TEL: +39-02-8440-441
FAX: +39-02-8481-0287
E-MAIL: silvia.favini@cesanamedia.com
virginia.mugnaioni@cesanamedia.com

The Netherlands / Belgium

International Media Sales
Dwarslaan 51, 1261 BB, Blaricum, The Netherlands
MOB: +31-62-500-38 20
E-MAIL: g.dijkstra@imsales.nl

Greece

Globvy A.E.
64B kifissias Av, 15125 Maroussi Athens, Greece
TEL: +30-211-0129600
E-MAIL: hara.koutelou@globvy.com

Spain

The International Media House
C/ Santa Engracia, 18, Esc.4, 2º Izda, 28010 Madrid, Spain
TEL: +34-91-702-34-84
FAX: +34-91-702-34-85
E-MAIL: david@theinternationalmediahouse.com

Middle East

Brandplus International
PO Box 166332 RAKEZ Amenity Center Ras Al Khaimah
TEL: +971-50-650-8042
E-MAIL: kgodkhindi@bplus4.com

For Asia Pacific

Singapore

NewBase Content Pte Ltd.
20 Cecil Street, Level 14-01, (DD 12), SINGAPORE 049705
TEL: +91 8130290722
E-MAIL: Tulika.agarwal@newbase360.com

Malaysia

NewBase Media Malaysia Sdn Bhd
13th Floor, Tower 4, PFCC, Jalan Puteri 1/2, Bandar Puteri, Puchong, Selangor, 47100, Malaysia
TEL: +91 8130290722
E-MAIL: jiveshdeep.sandhu@newbase360.com

Thailand

JPP (Thailand) Limited
15F, Tower B, 29/1 Piya Place Langsuan Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330 Thailand
TEL: +66-2-051-4694 / 4695
FAX: +66-2-044-5522
E-MAIL: nontra.p@jpp-thailand.com

China

EncycloMedia (Beijing) Communications Ltd.
Room 1005, Building A, Taihe Chang' An Center, No.3-3 Yinhe Street, Shijingshan District, Beijing, China, 100040
TEL: +86-10-8868-4369
E-MAIL: cynthia.liu@encyclomedia.cn

Hong Kong

PPN Limited
Unit 25, 2/F Metro Centre II
21 Lan Hing Street, Kowloon Bay, Hong Kong
TEL: +852-3460-6837
info@theppnetwork.com

TTG Asia Media Pte Ltd.

Room 1007, 10/F, West Wing, Tsim Sha Tsui Centre, 66 Mody Road, Tsim Sha Tsui East, Kowloon, Hong Kong
TEL: +852-2237-7282
FAX: +852-2237-7227
E-MAIL: chimmy.tsui@ttgasia.com

Korea

Sinsegi Media Inc.
Jungang Bldg., Room 817, 19, Gukjegeumyung-ro 8-gil, Yeongdeungpo-gu, Seoul, Korea, 07333
TEL: +82-2-785-8222
FAX: +82-2-785-8225
E-MAIL: sinsegi@sinsegimedia.info

India

Mediascope Representation India LLP.
51 Doli Chamber, Arthur Bunder Road Colaba Mumbai 400005, India
TEL: +91-22-6846-8500
FAX: +91-22-2282-4889
E-MAIL: srinivas.iyer@mediascope.co.in
sharmila.devnani@mediascope.co.in
rachna.gulati@mediascope.co.in

Australia

Publisher's Internationale Pty Ltd.
Suite 1203, 83 Mount St, North Sydney NSW 2060, Australia
TEL: +61-2-9252-3476
FAX: +61-2-9252-2022
E-MAIL: charlton.dsilva@pubintl.com.au
Nihal.Mahmut@pubintl.com.au