

# RATE BOOK 2026

## CONTENTS

1 OVERVIEW

2 NEWSPAPER

5 BIWEEKLY GLOBAL NEWS PAGE / WEEKLY MAGAZINE

6 DIGITAL MEDIA

11 OVERSEAS OFFICE & REPRESENTATIVES

[adv.asahi.com/english/](https://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**

**DIGITAL**

**MAGAZINE**

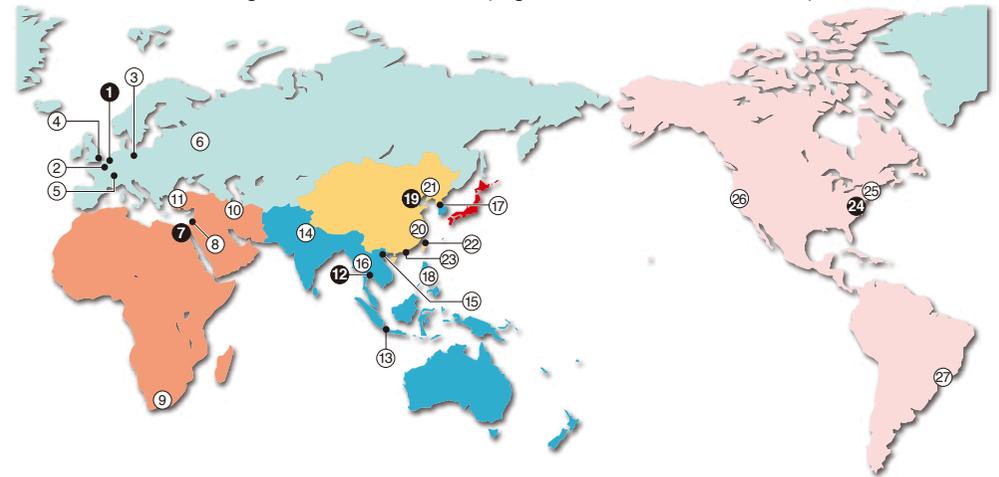
**EVENT**

**TV**

## Global networks of The Asahi Shimbun

### ● Overseas reporting network

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



- |   |   |   |  |  |
|---|---|---|--|--|
| <ul style="list-style-type: none"> <li>1 Brussels<br/>European General Bureau</li> <li>2 Paris</li> <li>3 Berlin</li> <li>4 London</li> <li>5 Geneva</li> <li>6 Moscow</li> </ul> | <ul style="list-style-type: none"> <li>7 Cairo<br/>Middle Eastern and African General Bureau</li> <li>8 Jerusalem</li> <li>9 Johannesburg</li> <li>10 Teheran</li> <li>11 Istanbul</li> </ul> | <ul style="list-style-type: none"> <li>12 Bangkok<br/>Asian General Bureau</li> <li>13 Jakarta</li> <li>14 New Delhi</li> <li>15 Hanoi</li> <li>16 Yangon</li> <li>17 Seoul</li> <li>18 Manila</li> </ul> | <ul style="list-style-type: none"> <li>19 Beijing<br/>Chinese General Bureau</li> <li>20 Shanghai</li> <li>21 Shenyang</li> <li>22 Taipei</li> <li>23 Hong Kong</li> </ul> | <ul style="list-style-type: none"> <li>24 Washington, D.C.<br/>American General Bureau</li> <li>25 New York</li> <li>26 San Francisco</li> <li>27 Sao Paulo</li> </ul> |
|---|---|---|--|--|

### ● 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.

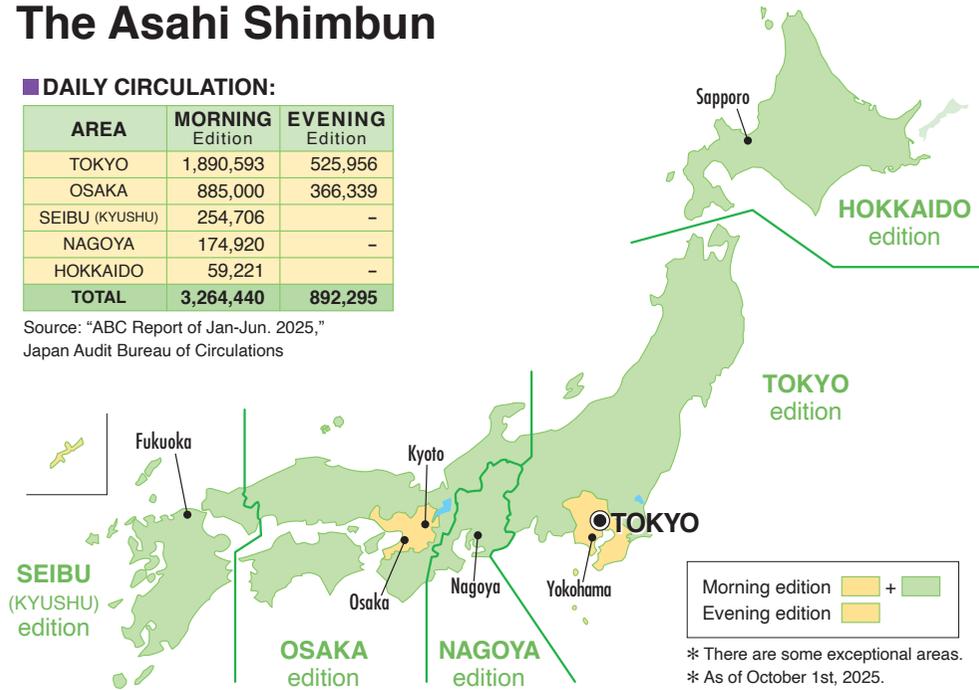


# The Asahi Shimbun

## ■ 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	-
<b>TOTAL</b>	<b>3,264,440</b>	<b>892,295</b>

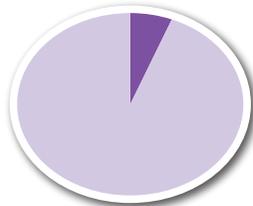
Source: "ABC Report of Jan-Jun. 2025,"  
Japan Audit Bureau of Circulations



## ■ PENETRATION RATE:

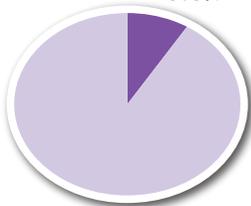
**Nationwide**  
(n=97,619)

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

<b>Home delivery</b>	<b>3,257,242</b>
Single copies	7,198
<b>TOTAL</b>	<b>3,264,440</b>

99.8%

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

## ■ NUMBER OF PAGES (TOKYO):

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

## ■ FORMAT:

382mm wide x 514mm deep  
15 horizontal columns

## ■ COVER PRICE (TOKYO):

Morning edition: ¥180 / copy  
Evening edition: ¥70 / copy

\* Monthly subscription fee

(morning and evening editions): ¥4,900

\* Tax included

## ■ 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:

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

## ■ 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

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						

### 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
30	31					

### 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	30	31				

### 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
30	31					

### 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
30	31					

### 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
30	31					

### 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
30	31					

### 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
30	31					

### 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
30	31					

### 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	30					

### 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
30	31					

\* The above schedule is subject to change.

For more information

[https://adv.asahi.com/mb/english/pdf/material01\\_202601.pdf](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	

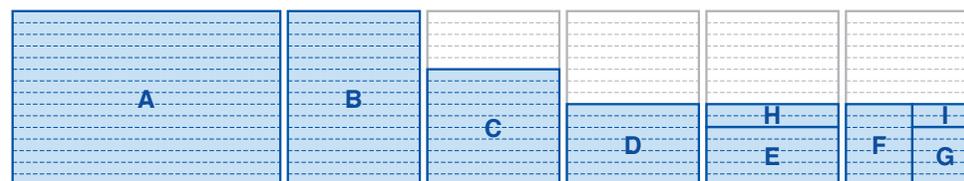
	E 1/3 page: 5 columns (382mm wide x 170mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥15,355,000		¥22,935,000	
Tokyo edition	8,755,000	¥7,305,000	12,265,000	¥9,125,000
Osaka edition	5,290,000	4,155,000	7,640,000	5,305,000
Seibu (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	¥5,306,000	9,869,500	¥7,126,000
Osaka edition	3,843,000	3,017,000	6,193,000	4,167,000
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	¥3,932,500	8,222,500	¥5,752,500
Osaka edition	2,847,500	2,235,000	5,197,500	3,385,000
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	¥3,146,000	7,280,000	¥4,966,000
Osaka edition	2,278,000	1,788,000	4,628,000	2,938,000
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	¥1,573,000	5,395,000	¥3,393,000
Osaka edition	1,139,000	894,000	3,489,000	2,044,000
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

## WIDE-SCALE FOLD-OUT INSERT

### Panorama (Panorama wide / Panorama 6)

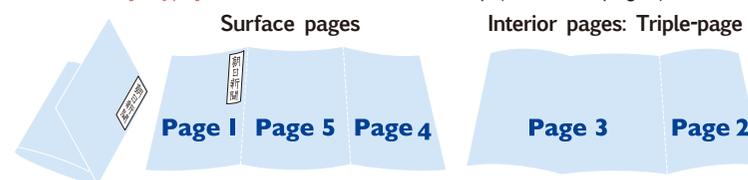
Panorama is a special foldout insert designed to create a strong visual impact. With six or eight pages combined into a single unit, this expansive format creates a powerful panoramic effect.

#### ■ FORMAT:

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



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



## 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 × 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.



Case Example: Buccellati Blanket, 12 Pages

**For more information** [https://adv.asahi.com/mb/english/pdf/material02\\_202601.pdf](https://adv.asahi.com/mb/english/pdf/material02_202601.pdf)

# 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

## The Asahi Shimbun GLOBE

with an innovative format.



- FORMAT:** 4 page feature published within Sunday morning edition
- SCHEDULE:** Biweekly (twice a month) \* schedule is subject to change
- DISTRIBUTION AREA:** Nationwide
- SPECIFICATIONS:** Material deadline: 10 business days prior
- AVAILABLE AD SIZE:** 1/3 page (380mm wide x 170mm deep)  
Quarter-page (190mm wide x 256mm deep)  
Full-page (382mm wide x 514mm deep)

## DIGITAL

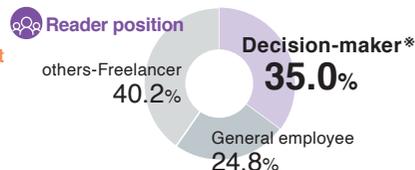
# GLOBE+

- 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.



**The average engagement time per a reader**  
2min 2sec

**Reach**  
1,159,597 PV  
898,086 UU



\*Management level readers with titles such as executive, manager, director, head of department, section manager, etc.

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



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



# AERA

Weekly News Magazine

- CIRCULATION:** 47,433  
JMPA print certification, Oct-Dec. 2024
- FORMAT:** 210mm wide x 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



# Newton

Graphic Science Monthly Magazine

- CIRCULATION:** 76,542  
JMPA print certification, Oct.2024-Sep.2025
- FORMAT:** 210mm wide x 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



T JAPAN : The New York Times Style Magazine

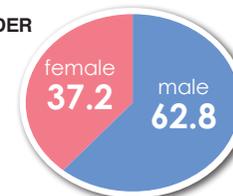
# T JAPAN <https://www.tjapan.jp/>

- 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 x 279mm deep; ¥2,000,000 (Run of page)

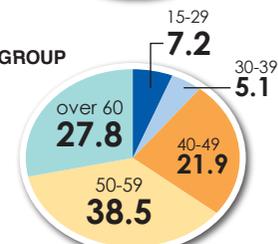
For more information <https://adv.asahi.com/english/magazine/>

### READERSHIP

GENDER (%)



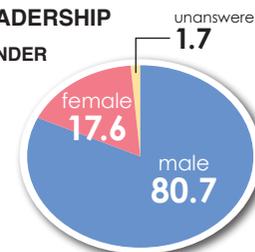
AGE GROUP (%)



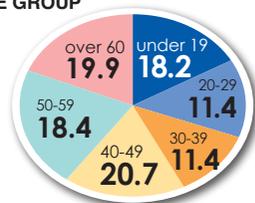
Source: "MAGASCENE Apr-Jun 2022, Tokyo," Video Research Ltd.

### READERSHIP

GENDER (%)



AGE GROUP (%)



Published by Shueisha Inc.

# The Asahi Shimbun Digital

[www.asahi.com](http://www.asahi.com)

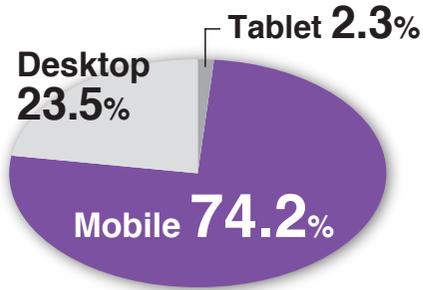
The Asahi Shimbun Digital is Japan's leading news site, generating approximately 100 million page views and attracting 30 million users each month. It covers a wide range of topics, from political news to fashion trends. We help you deliver your message and effectively reach your target audience.



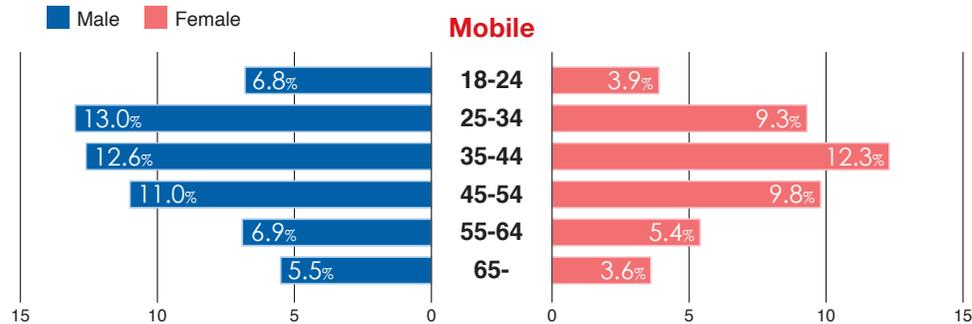
Monthly PV : 100M  
Monthly UU : 30M

## AUDIENCE PROFILE

User Ratio by Device



Mobile user demographics

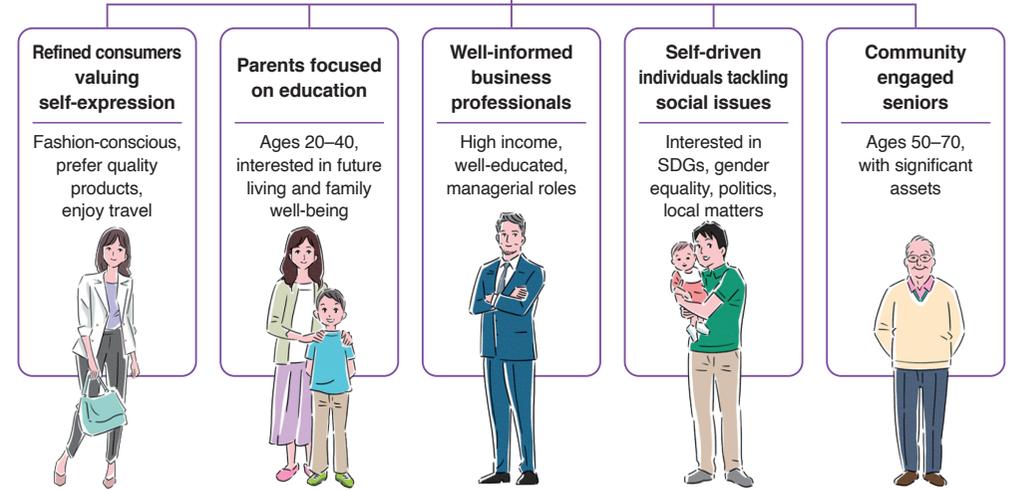


Source: Google Analytics average from January to June 2025

## 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



### 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)

## 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



### 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			

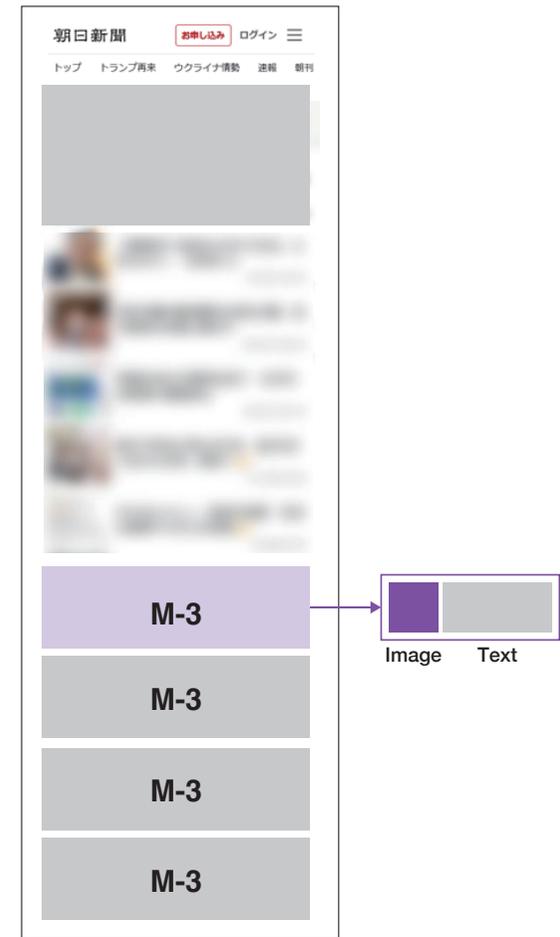
## DISPLAY ADS (MOBILE)

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-1: Mobile Billboard ad



M-3: Mobile Premium In-Feed



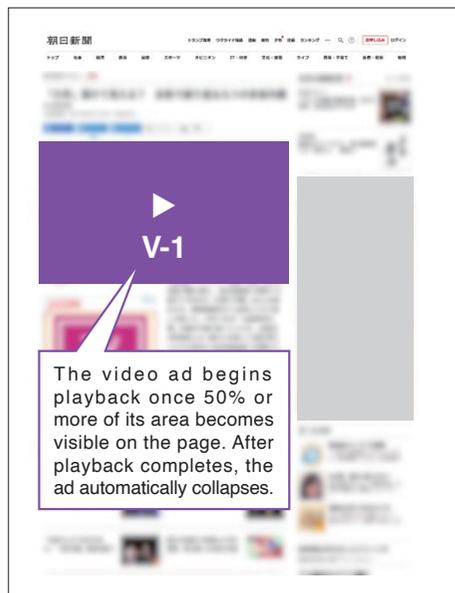
### RATES & FORMATS

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



### 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

## 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-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	Dimensions	① MPU : 300 × 250 ② Side Panel : 145 × 1000 ③ Header : 1000 × 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

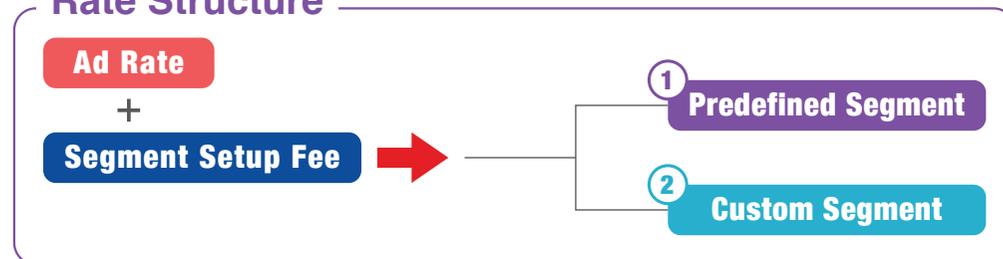


We deliver HTML newsletter ads to Asahi Shimbun ID members and create targeted segments using registration data.

Ad Type	eDM ad
Format	HTML
Cost per email	¥20
Production cost	¥150,000
Main picture	600×350 pix
Subject	20 characters
Main message	15 characters x2 lines
Content	200 characters

## PRICING SYSTEM FOR TARGETING OPTIONS

### Rate Structure



### 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)



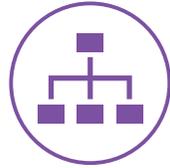
1. Demographics

- 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

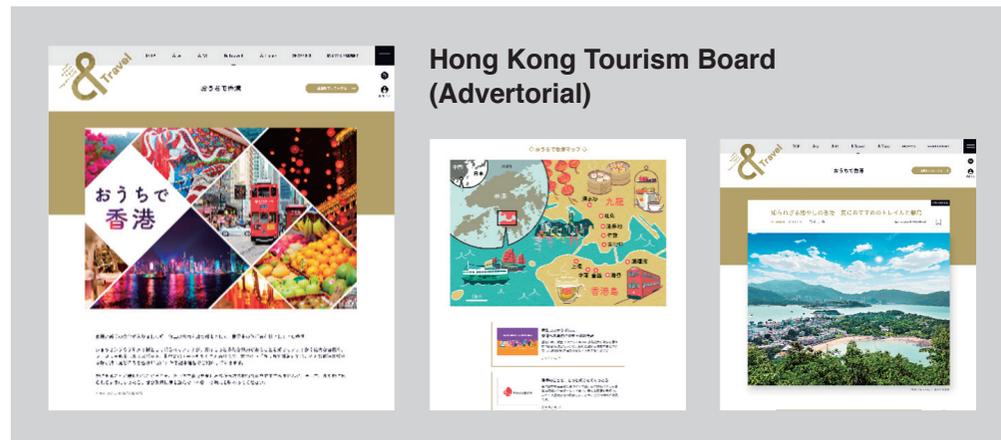
The Asahi Shimbun  
*Digital media*

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.



# Overseas office & Representatives

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E-MAIL: inquiry-gb@asahi.com

## OVERSEAS OFFICE FOR ADVERTISING SALES

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

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