

The Asahi Shimbun

DAILY CIRCULATION:

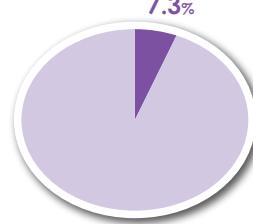
AREA	MORNING Edition	EVENING Edition
TOKYO	1,890,593	525,956
OSAKA	885,000	366,339
SEIBU (KYUSHU)	254,706	-
NAGOYA	174,920	-
HOKKAIDO	59,221	-
TOTAL	3,264,440	892,295

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

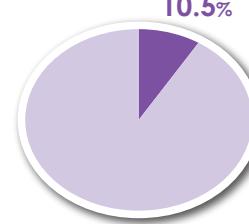


PENETRATION RATE:

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

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

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

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
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
21	22	23	24	25	26	27
28	29	30				

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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
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
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
16	17	18	19	20	21	22
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
13	14	15	16	17	18	19
16	17	18	19	20	21	22
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

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)

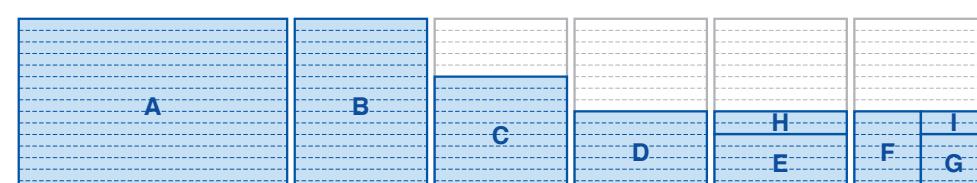
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥8,262,500		¥15,842,500	
Tokyo edition	4,712,500		8,222,500	
Osaka edition	2,847,500		5,197,500	
Seibu (Kyushu) edition	1,342,500		2,434,000	
Nagoya edition	775,000		1,430,000	
Hokkaido edition	395,000		706,000	

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		548,000	

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.