

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 x 514mm deep (Blanket, 8 pages)

Surface pages

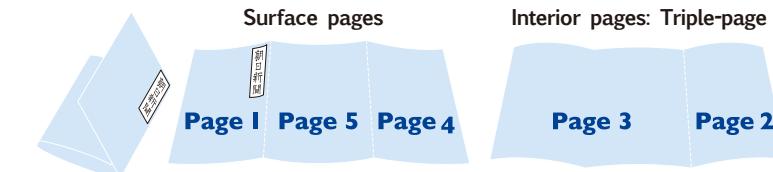
Interior pages: Quadruple-page



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

Surface pages

Interior pages: Triple-page



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.

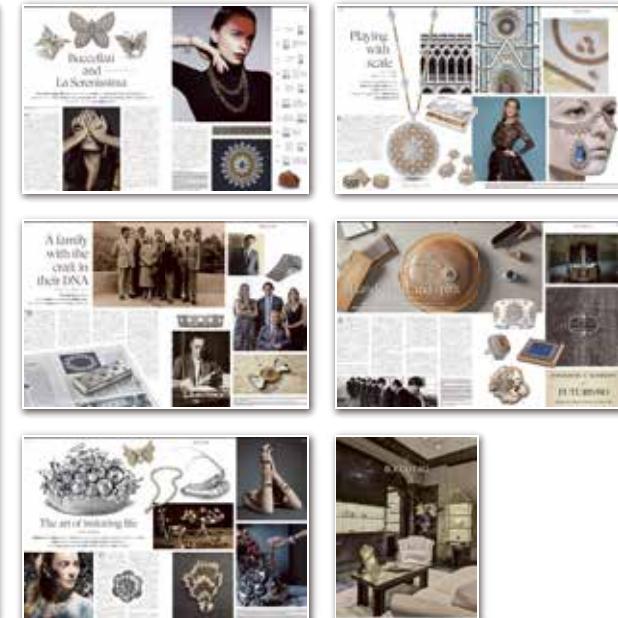
Each area-focused supplement features The Asahi Shimbun's masthead on the cover page, creating a sense of integration with the newspaper and enhancing credibility compared to ordinary leaflet inserts.

■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.



Case Example: Buccellati Blanket, 12 Pages

For more information

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