

The Asahi Shimbun Digital

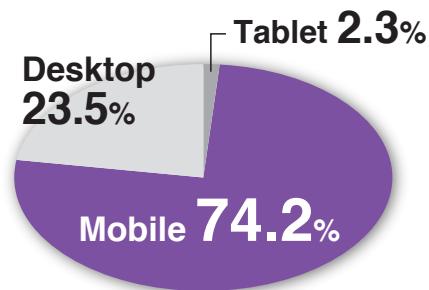
www.asahi.com

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.

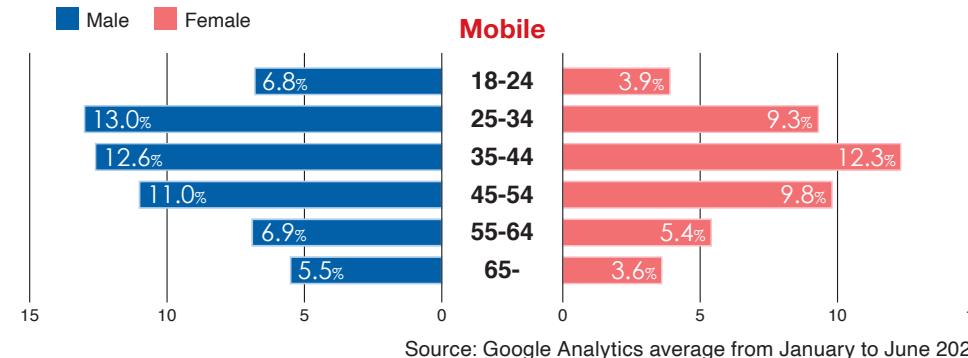


AUDIENCE PROFILE

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

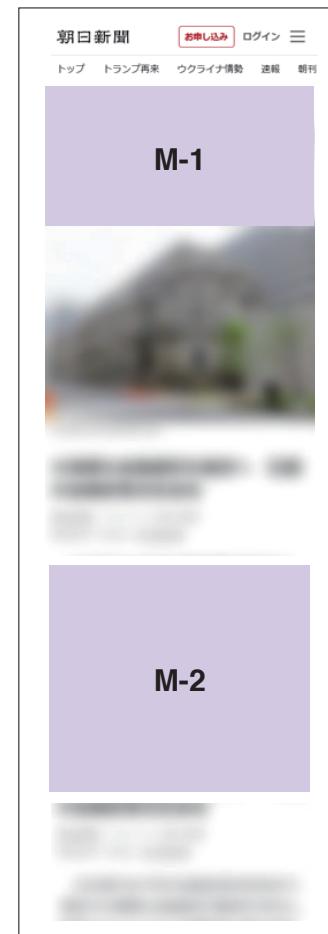


DISPLAY ADS (MOBILE)

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			

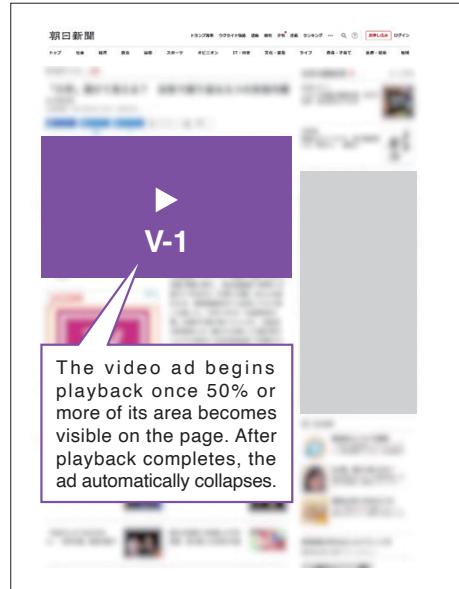
RATES & FORMATS

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			

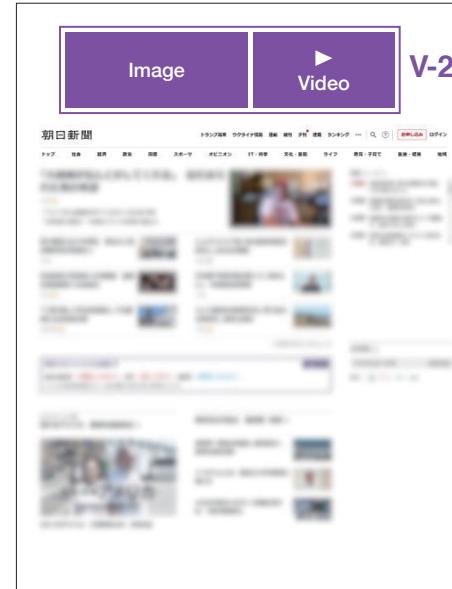
VIDEO ADS (PC)

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



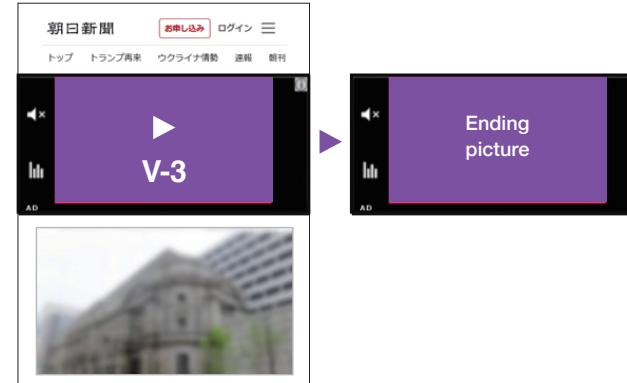
V-2: Billboard video ad



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)



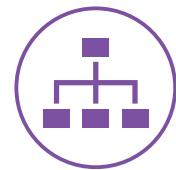
1. Demographics

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.



Hong Kong Tourism Board (Advertisorial)



& 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.



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

