

# The Asahi Shimbun Digital

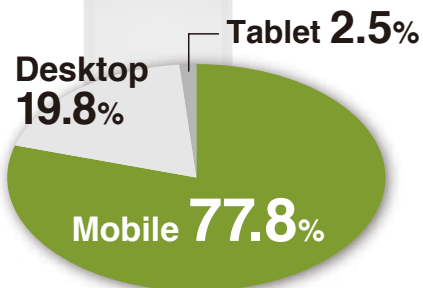
[www.asahi.com/](http://www.asahi.com/)

“The Asahi Shimbun Digital” is Japan’s leading news site that reaches 140 million page views and 35 million users every month. It covers a wide range of subjects from political news to fashion trends. We can convey your message and reach your target audience effectively.

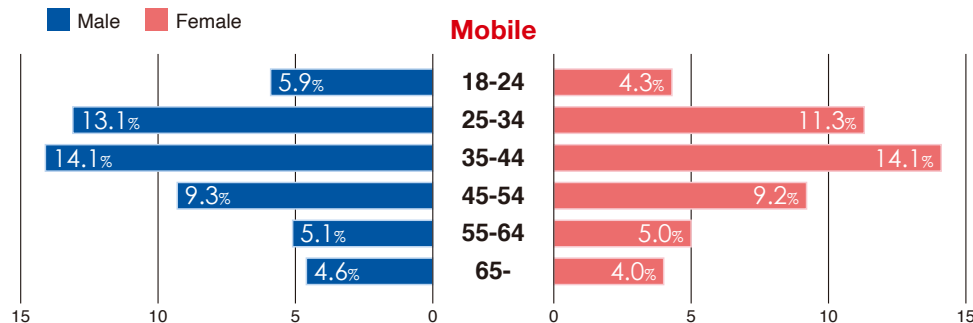


## AUDIENCE PROFILE

User Ratio by Device

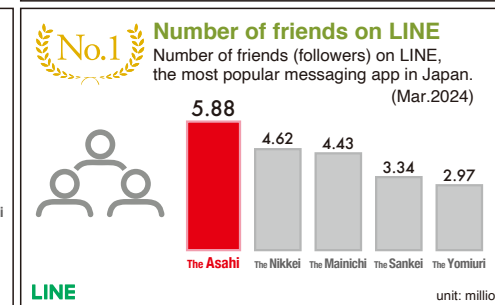
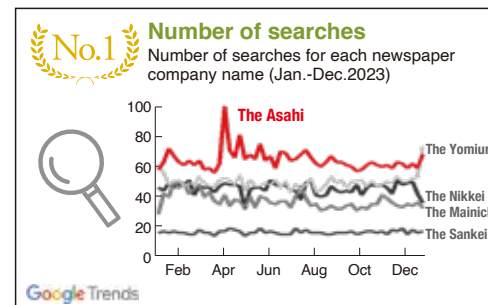
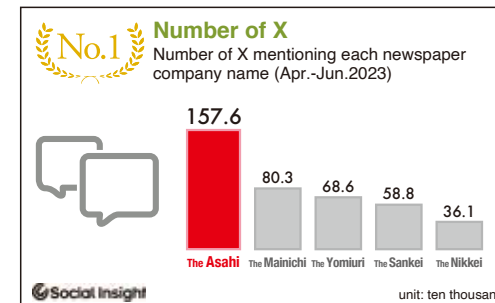


## Mobile user demographics



Source: Google Analytics average from January to December 2023

**The Asahi Digital is  
the digital triple crown  
winner among  
Japanese newspaper websites.**



Interested in SDGs



**+17.9 point**

Asahi Digital users : 28.2%

Overall results : 10.3%

(National Media Profile Survey 2023)

Buy environmentally friendly products



**+13.5 point**

Asahi Digital users : 46.1%

Overall results : 32.6%

(ACR / ex 2023)

Interested in a separate surname system.



**+13.9 point**

Asahi Digital users : 21.2%

Overall results : 7.3%

(National Media Profile Survey 2023)

Have a strong interest in health



**+13.2 point**

Asahi Digital users : 71.6%

Overall results : 58.4%

(ACR / ex 2023)

Spend money on education



**+8.2 point**

Asahi Digital users : 70.2%

Overall results : 62.0%

(ACR / ex 2023)

IT (Information Technology) enriches lives



**+20.3 point**

Asahi Digital users : 36.6%

Overall results : 16.3%

(National Media Profile Survey 2023)

## DISPLAY ADS (PC)

Display ads such as Homepage MPU and News MPU have a high viewability. You can choose the most optimal menu depending on your needs. It is very useful for your branding.

Homepage



News page



## RATES &amp; FORMATS

\* Material deadline: 4 business days prior.

	Ad Type	Placement	Rate/imp	Dimensions	Exposure type	Estimated Guaranteed	Duration	File size
H-1	Homepage MPU	Homepage	¥1.0	300×250	Rotation	Guaranteed	Upon request	150KB
H-2	Homepage super banner	Homepage	¥0.6	728×90				150KB
H-3	Homepage Double size MPU	Homepage	¥1.5	300×600				300KB
N-1	News MPU	News page	¥0.7	300×250				150KB
N-2	News inside-article MPU	News page	¥0.8	300×250				150KB
N-3	News Double size MPU	News page	¥1.5	300×600				300KB
R-1	ROS MPU	All pages	¥0.6	300×250				150KB

## DISPLAY ADS (MOBILE)

Mobile ads are useful to reach younger users by influx from social media. Mobile Premium In-Feed is one of the most popular products with a high CPC.

Mobile Leaderboard  
Mobile MPU

Mobile Premium In-Feed



## RATES &amp; FORMATS

	M-1 Mobile Leaderboard	M-2 Mobile Premium In-Feed	M-3 Mobile MPU
Placement	All pages	All pages	All pages
Rate	¥0.5/imp	¥0.4/imp	¥0.5/imp
Exposure type	Rotation	Rotation	Rotation
Duration	Upon request	Upon request	Upon request
Dimensions	320 × 180	200 × 200	300 × 250
Text length	—	26 characters	—
File format	png/jpg/gif	png/jpg/gif	png/jpg/gif
File size (Max)	100KB	150KB	300KB
Start	Upon request	Upon request	Upon request
Multiple materials	Up to 4	Up to 4	Up to 4
Links	Up to 4	Up to 4	Up to 4
Material deadline	5 business days prior	5 business days prior	5 business days prior

## VIDEO ADS (PC)

Video ads are displayed on the article page, and you can expect a high amount of impressions.  
A video ad starts playing when more than half of the ad screen is exposed on the page.

### In-Read ad (Above the article)



Ad appears on the page during video playback. When video ends, ad disappears automatically.

### RATES & FORMATS

\* One material, one landing page only.

		In-Read ad
Placement		Above the article
Rate		¥5/imp
Exposure type		Rotation
Duration		Upon request
Material deadline		12 business days prior
Technical specifications	Aspect ratio	w16 : h9
	Codec	H.264/MPEG-4 AVC
	Bit rate (Max)	1,000 kbps
	Length	15 seconds recommended
	Dimensions	640 × 360
	File format	mp4
File size (Max)		3.5MB

## VIDEO ADS (MOBILE)

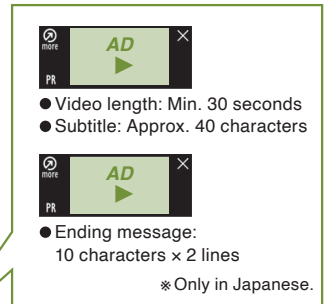
We provide smartphone-optimized video ads.



Mobile floating video ad



Mobile push video ad



### COMPATIBLE OS VERSIONS

**Android:** Chrome 53.0.278 or later + iOS 4.4 or later    **iOS:** Safari 8.3 or later + iOS 8.0 or later

\* Some devices are not compatible.

### RATES & FORMATS

	Mobile floating video ad	Mobile push video ad
Placement	Article page	All Pages
Rate	¥5/imp	¥10/imp
Exposure type	Rotation	-
Duration	Upon request	Upon request
Start	Business hours	Upon request
Frequency	3 times/day	3 times/day
Material deadline	10 business days prior	12 business days prior

### TECHNICAL SPECIFICATIONS

\* One material, one landing page only.

		Mobile floating video ad	Mobile push video ad
Aspect ratio	video	w16 : h9	w16 : h9
Codec		H.264	-
Bit rate (Max)		image : 1,000 kbps	-
Length		15 seconds recommended	Min. 30 seconds
Sound		play when tapped	N/A
Dimensions	video	1920 × 1080	-
	ending picture	640 × 360	-
	banner under the video	640 × 26	-
File format, Size (Max)	video	mp4, 40MB	youtube or brightcove tag 10MB
	ending picture	jpg, 100KB	
	banner under the video	jpg, 100KB	
Text in video			Playback subtitles: approx. 40 characters Ending message: 10 characters × 2 lines

\* Only in Japanese.

## RICH ADS (PC)

Rich ads are great tools to achieve visual impact with higher SOVs

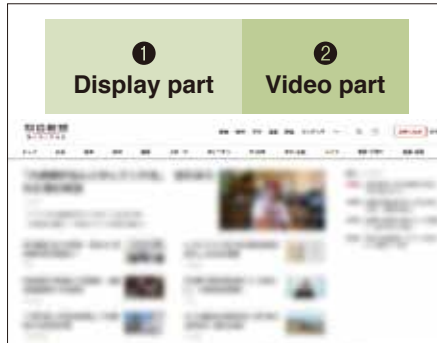
### Weekday 1-day Takeover Gate ads



Billboard ad



Billboard ad (video)



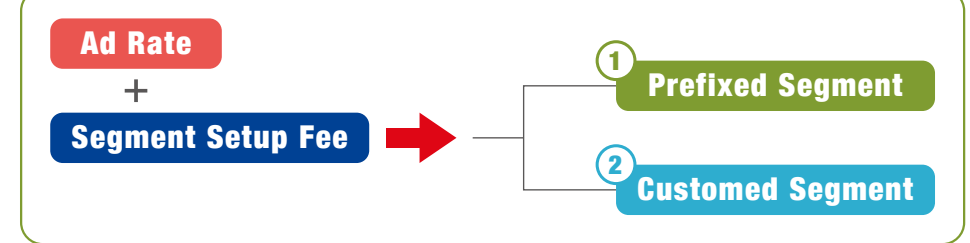
### RATES & FORMATS

\* One material, one landing page only.

	Weekday 1-day Takeover Gate ads	Billboard ad	Billboard ad (video)
Placement	Homepage	All Pages	All Pages
Rate	¥5,000,000	¥2.5/imp	¥3.5/imp
Impressions	150,000 imp	-	-
Exposure type	Permanent exposure (non-paying members)	Rotation	Rotation
Duration	Weekdays from 0:00 to 22:00	Upon request	Upon request
Technical specifications	Dimensions	970 × 250	① 526 × 250
	② Side Panel : 145 × 1000		② W16 : H9 1920 × 1080
	③ Header : 1000 × 110		
	File format	png/jpg/gif	MP4
	File size (Max)	700KB	① 150KB ② 3.5MB ※Length : 30 seconds
	Changing materials	N/A	N/A
	Material deadline	12 business days prior	5 business days prior

## PRICING SYSTEM FOR TARGETING OPTIONS

### Rate Structure



### ① Prefixed Segment

#### ■ NET 50,000 JPY/ segment

- Select from existing segments. Samples are below.
- 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.

### Samples [CATEGORIES of TARGETING OPTIONS]

#### DEMOGRAPHICS

Gender
Age group
Location
Family structure
Household income
Job position/Title
Job categories
IP address

#### INTERESTS

Travel/Events/Leisure activities
Fashion
Business
Food/Gourmet
Parenting
Housing
Health/Beauty
Inheritance

#### ARTICLES

Economy/Market
Politics/International
Sports
Culture/Entertainment
Education/Parenting
Medical/Health care

### ② Customized Segment

Customization of new segments and extraction of segmentation from A-TANK stored data based on specified conditions are possible. Combining with Prefixed 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.

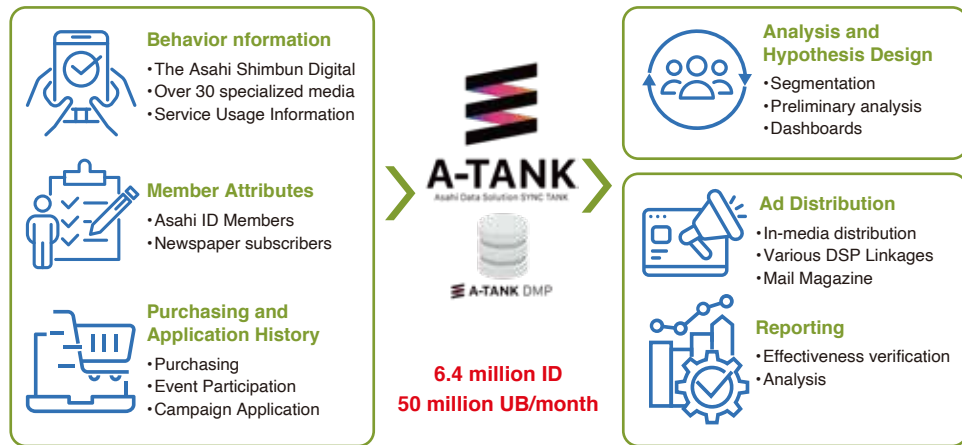
#### ■ NET 250,000JPY/ 2 segments

Package allows creation of up to 2 segments

\* In addition to content engagement, extraction conditions can also be proposed from various A-TANK DMP data.

# A-TANK

- With the use of 3rd Party data and cookie-dependent contact maintenance becoming more difficult, we began offering "A-TANK," which utilizes 1st Party data from The Asahi Shimbun.
- A-TANK DMP, which accumulates information on web behavior, attributes of Asahi ID members, purchase history, application history, etc., is the core of the system.
- Finding and creating SYNC points between consumer issues and insights and the value provided by the company.



## Content Targeting

### Targeting by article genre on the site

It is possible to deliver adverts targeting the 'genre of article you are currently reading'.

**Pre-fixed rate:**  
NET50,000 JPY/setting

- The defined genres are grouped for advertising distribution.
- Other genres and more detailed specification are also possible.
- \*For more information on pre-fixed items that can be specified, please contact us.
- \*Customized setting will be from NET 150,000 JPY/setting

### Targeting to achieve brand safety

Machine learning is used to determine and exclude article pages with high brand risk to ensure safe ad delivery.

**Pre-fixed rate:**  
NET50,000 JPY/setting

- The ads are delivered by avoiding articles that have been judged by machine learning to have a high brand risk.
- In addition to general exclusions, more detailed categorisation is also possible.
- \*For more information on pre-fixed items that can be specified, please contact us.
- \*Customized setting will be from NET 150,000 JPY/setting

## The Asahi Shimbun

# Digital media

The Asahi Shimbun operates many sites tailored to target users. We can propose the best medium according to client needs.



<https://www.asahi.com/and/>

It is a lifestyle magazine in The Asahi Shimbun Digital. It has three magazines.

"&w," a variety of life stories that enrich the hearts of readers.

"&M," articles full of culture and other stimulating topics.

"&Travel," travel information and essays from Japan and abroad which targets a wide age range of people who are curious and dynamic. It features articles based on unique perspectives and carefully researched in-depth coverage.

## BuzzFeed

### TARGET:

- Generation Z to millennials who are meritful and smart consumption, strong desire for self-growth.
- They are highly sensitive to information and think about the happiness and fulfillment of individuals and their surroundings through social and corporate issues.

### MEDIA FEATURES:

- Unique knowledge of companies and familiar topics that buzz with Generation Z.
- Delivers and spreads difficult topics and issues in an "easy-to-understand" and "fun" way.

### MEDIA SCALE:

FB 410,000 followers  
X 179,000 followers  
31.1 million UU/ month

**BuzzFeed**

[www.buzzfeed.com/jp](http://www.buzzfeed.com/jp)

## HUFFPOST

IN ASSOCIATION WITH The Asahi Shimbun

### TARGET:

- Businesspersons in their 20s to 50s. Equal ratio of men and women.
- Includes about 25% Gen Z, and about 40% executives.

### MEDIA FEATURES:

- Promotes social conversation by addressing social issues such as work styles, environment, and D&I from an early stage.
- Focus on business & social issues. Active in corporate activities & career development of managers and young people.

### MEDIA SCALE:

X 361,000 followers  
LINE 1 million friends  
24.3 million UU/month

**HUFFPOST**

[www.huffingtonpost.jp/](http://www.huffingtonpost.jp/)



## 朝日新聞ポッドキャスト

The Asahi Shimbun Podcasts



■ Monthly DL  
**2,358,973 DL**  
■ Monthly UU  
**386,357 UU**

Source:  
Omny Studio analytics  
from 1 September 2023  
to 30 September 2023.

- This podcast delivers commentary on newspaper articles. Newspaper reporters put words to listeners and get to the facts, covering widely from sustainability, politics and economy to sports.
- The "Journa-Rhythm" project, a fusion of "hip-hop" and "news reporting projects" for Generation Z, has won one Grand Prix, one Gold, two Silver, and five Bronze

awards at the Cannes Lions 2023 and other international creative awards.

- Target: Men and women in their 20s and 30s with high information sensitivity and literacy and a wide range of interests.
- Engagement-building media that allows people to listen deeply to the context and background, with the temperature and cut-off points that only audio can provide.



<https://www.asahi.com/special/podcasts/>



<https://twitter.com/AsahiPodcast>