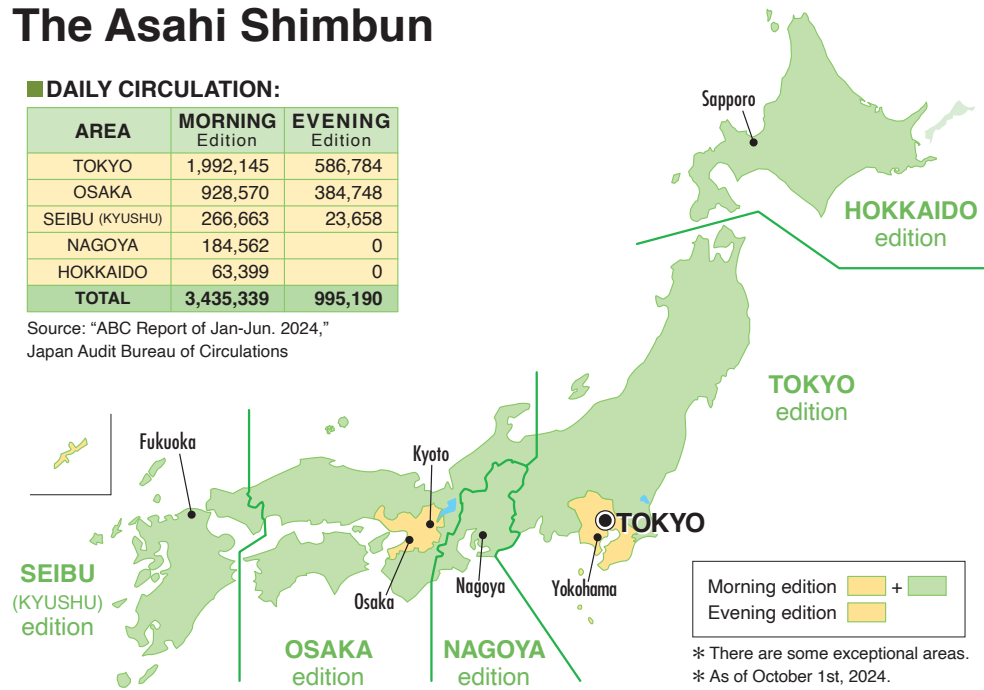


# The Asahi Shimbun

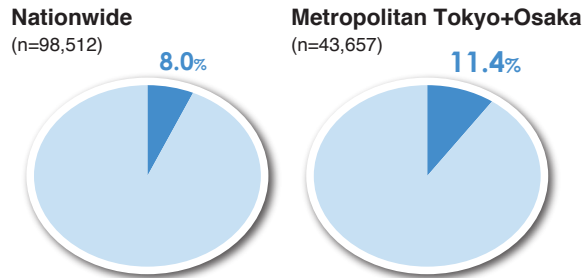
## DAILY CIRCULATION:

AREA	MORNING Edition	EVENING Edition
TOKYO	1,992,145	586,784
OSAKA	928,570	384,748
SEIBU (KYUSHU)	266,663	23,658
NAGOYA	184,562	0
HOKKAIDO	63,399	0
<b>TOTAL</b>	<b>3,435,339</b>	<b>995,190</b>

Source: "ABC Report of Jan-Jun. 2024," Japan Audit Bureau of Circulations



## PENETRATION RATE:



Source: "National Media Profile Survey 2023"

## 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 (Tax included):

Morning edition: ¥180 / copy  
 Evening edition: ¥70 / copy  
 \* Monthly subscription fee  
 (morning and evening editions): ¥4,900

## HOME DELIVERY RATE:

Nearly 100% Home Delivery

The Asahi Shimbun is distributed almost every day nationwide. Household subscriptions account for 99.8% of the total circulation, which ensure advertisers can reach millions of stable and loyal readers.

Nationwide Morning Edition

<b>Home delivery</b>	<b>3,427,969</b>	<b>99.8%</b>
Single copies	7,370	
<b>TOTAL</b>	<b>3,435,339</b>	

Source: "ABC Report of Jan-Jun. 2024," Japan Audit Bureau of Circulations

## MATERIAL REQUIREMENTS:

- Material for advertisements must be delivered in a digital format and submitted by email.
- Contract Proofs: All advertisers must submit three sets of contract proof/press proof with their advertisement files, regardless of delivery method. Electronically submitted contract proof files CANNOT BE ACCEPTED.
- 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.

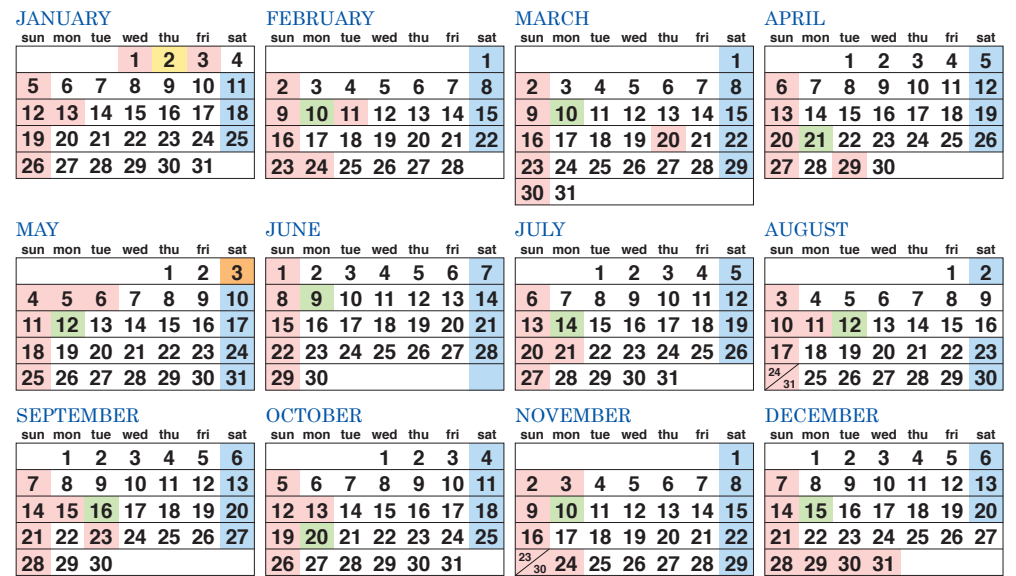
## DEADLINES:

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

## 2025 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), Evening Edition
- 1** : Morning Edition with "be" (Weekend Supplement) Only



\* The above schedule is subject to change.

For more information

[https://adv.asahi.com/mb/english/pdf/material01\\_202412.pdf](https://adv.asahi.com/mb/english/pdf/material01_202412.pdf)