

RATEBOOK 2021

adv.asahi.com/english/

C O N T E N T S

- 01 Overview
- 03 The Asahi Shimbun
- 07 be / The Asahi Shimbun GLOBE
- 08 Area-focused supplement / Panorama
- 09 T JAPAN
- 10 Shukan Asahi / AERA
- 11 The Asahi Shimbun Digital
- 19 Asahi Digital Solutions
- 21 Overseas office & Representatives

THE ASAHI SHIMBUN COMPANY

5-3-2, Tsukiji, Chuo-ku, Tokyo 104-8011, Japan
TEL: +81-3-5540-7595 FAX: +81-3-5540-7760

2101-T2-600-A1-P1

The Asahi Shimbun

The Asahi Shimbun company



The Asahi Shimbun celebrated its 140th anniversary on January 25, 2019.

With a reputation of being one of the nation's premier newspapers since its first publication in 1879, we now aim to evolve into a comprehensive media business that provides life enriching information and services with journalism at its core.

Combining the strength and expertise of its group media such as newspaper, magazine, television, digital and event organizations, we bring a greater synergistic effect to promotion and marketing communication strategies.

The Asahi Shimbun's excellence in reaching influential market segments offers marketing solutions that help you achieve your goals.

The Asahi Shimbun media group

NEWSPAPER



The Asahi Shimbun
(Japanese Daily)
5 million copies



Weekend supplement
on tips to lifestyle

The Asahi Shimbun
GLOBE
Monthly supplement
on global concerns



200 thousand copies

AsahiWeekly
83 thousand copies

朝日小学生新聞
100 thousand copies

朝日中高生新聞
50 thousand copies

DIGITAL

朝日新聞
DIGITAL

SDGs ACTION!

HUFFPOST
IN ASSOCIATION WITH The Asahi Shimbun

withnews

MAGAZINE

週刊朝日
102 thousand copies

AERA
84 thousand copies

EVENT



Asahi
World Forum



National
High School Baseball
Championship

TV

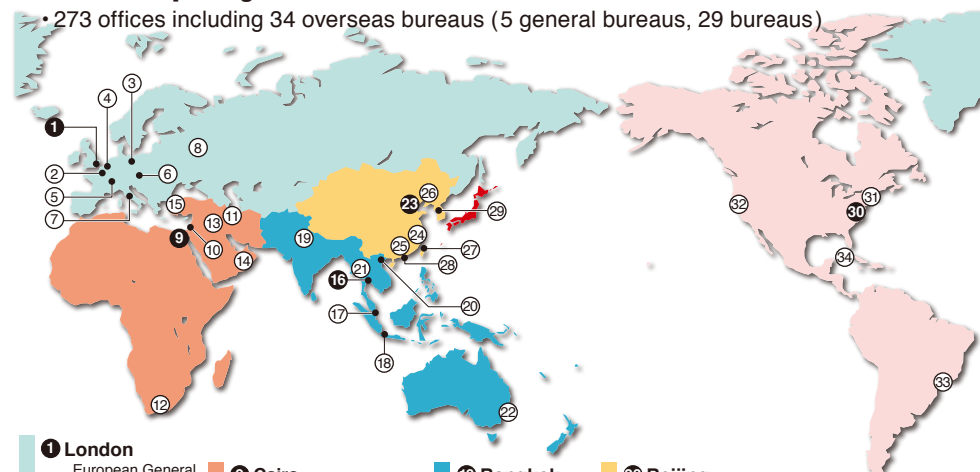
tv asahi 5
digital
24 networks nationwide

ABS朝日 5
45 million viewable households

Global networks of The Asahi Shimbun

Overseas reporting network

- 273 offices including 34 overseas bureaus (5 general bureaus, 29 bureaus)



1 London

European General Bureau

- 2 Paris
- 3 Berlin
- 4 Brussels
- 5 Geneva
- 6 Vienna
- 7 Rome
- 8 Moscow

9 Cairo

Middle Eastern and African General Bureau

- 10 Jerusalem
- 11 Tehran
- 12 Johannesburg
- 13 Baghdad
- 14 Dubai
- 15 Istanbul

16 Bangkok

Asian General Bureau

- 17 Singapore
- 18 Jakarta
- 19 New Delhi
- 20 Hanoi
- 21 Yangon
- 22 Sydney

23 Beijing

Chinese General Bureau

- 24 Shanghai
- 25 Guangzhou
- 26 Shenyang
- 27 Taipei
- 28 Hong Kong
- 29 Seoul

30 Washington, D.C.

American General Bureau

- 31 New York
- 32 San Francisco
- 33 Sao Paulo
- 34 Havana

Global partnership

- Alliances with The New York Times (US) and The Dong-A Ilbo (South Korea, 東亜日報)
- Collaborations with The Huffington Post as a partner company in Japan

Tokyo 2020 Olympic and Paralympic Games Official Partner

Participation in global movements and organizations as Japan's representative

- Partnership with International Consortium of Investigate Journalists (ICIJ)

The Asahi is the only newspaper in Japan to partner with ICIJ since 2012. We engaged in the Pulitzer winning the Panama Papers investigation in 2016.

- Participation in the UN Global Compact

As the first Japanese media company, we began participating in the UN Global Compact in 2004 to fulfill our two responsibilities as a media institution in journalism and a corporate citizen.

- The first member of the UN SDG Media Compact

We were the first member of the UN SDG Media Compact in 2018. It seeks to inspire media and entertainment companies around the world to leverage their resources and creative talent to advance the SDGs. This currently includes more than 100 companies from 160 countries.



SUSTAINABLE DEVELOPMENT GOALS

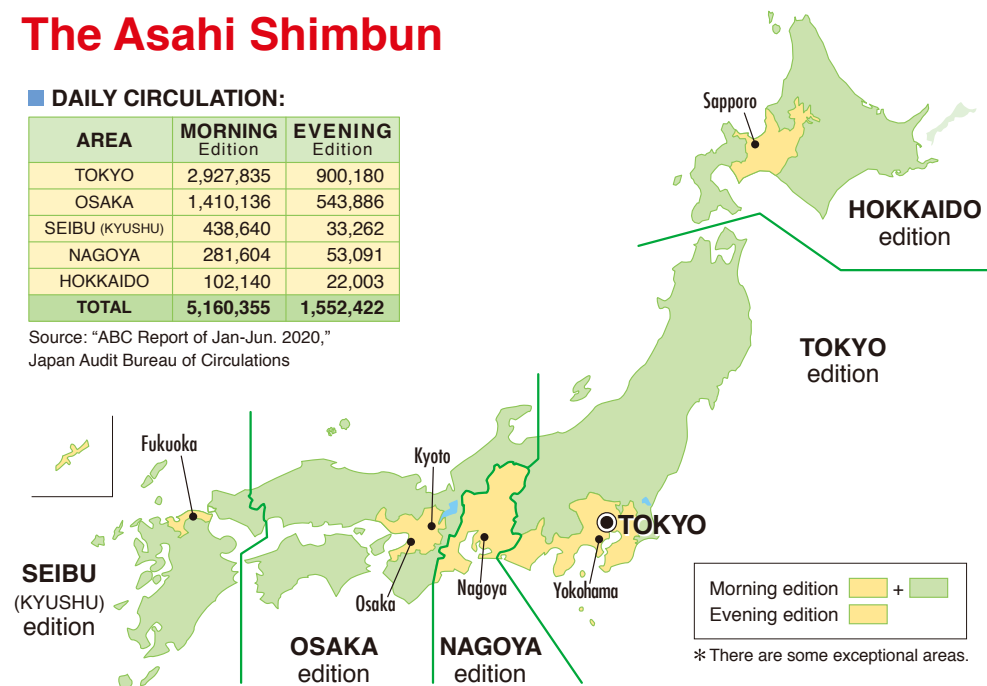


The Asahi Shimbun

DAILY CIRCULATION:

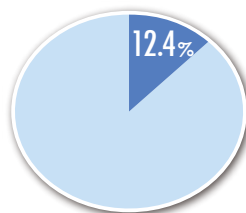
AREA	MORNING Edition	EVENING Edition
TOKYO	2,927,835	900,180
OSAKA	1,410,136	543,886
SEIBU (KYUSHU)	438,640	33,262
NAGOYA	281,604	53,091
HOKKAIDO	102,140	22,003
TOTAL	5,160,355	1,552,422

Source: "ABC Report of Jan-Jun. 2020,"
Japan Audit Bureau of Circulations

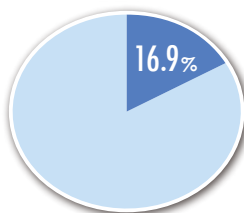


PENETRATION RATE:

Nationwide
(n=79,864)



Metropolitan Tokyo+Osaka
(n=40,426)



Source: "Comprehensive National Newspaper Survey (J-READ),"
October 2019, Video Research Ltd.

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

Home delivery	5,150,769
Single copies	9,586
TOTAL	5,160,355

99.8%

Source: "ABC Report of Jan-Jun. 2020,"
Japan Audit Bureau of Circulations

NUMBER OF PAGES (TOKYO):

Morning edition: 28-40 pages
Evening edition: 8-24 pages

FORMAT:

382mm wide × 514mm deep
15 horizontal columns

COVER PRICE (Tax included):

Morning edition: ¥150 / copy
Evening edition: ¥50 / copy

*Monthly subscription fee

(morning and evening editions): ¥4,037

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/X1-a made with Mac OS X (10.2.4-10.10) Adobe® Acrobat® 9 (9.x.x) / X (10.x.x)
- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%.
- Images should be EPS format and 250 - 350 dpi. Please be sure all images are embedded.
- Fonts: Type should be kept at a minimum 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. Cancellation deadline
2 weeks prior. We reserve the right to charge the full amount as agreed after the cancellation deadline. Cancellation after the deadline will not be accepted.
3. Material deadline
Sent to Tokyo Head Office five business days prior

2021 PUBLISHING SCHEDULE:

Each edition will be issued with the following schedule:

- ☐ : Both Morning and Evening Edition ☐ : Morning Edition Only (Sundays & National Holidays)
☐ : Evening Edition Only ☐ : No Issue
☐ : Morning Edition with "be" (Weekend Supplement), Evening Edition

JANUARY	FEBRUARY	MARCH	APRIL
sun mon tue wed thu fri sat	sun mon tue wed thu fri sat	sun mon tue wed thu fri sat	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	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	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	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
MAY	JUNE	JULY	AUGUST
sun mon tue wed thu fri sat	sun mon tue wed thu fri sat	sun mon tue wed thu fri sat	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	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	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	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
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
sun mon tue wed thu fri sat	sun mon tue wed thu fri sat	sun mon tue wed thu fri sat	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	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	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	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

*Above schedule is subject to change.

For more information ➡ adv.asahi.com/adv/english/media/pdf/media_information/MaterialRequirement_newspaper.pdf

The Asahi Shimbun

■ DISPLAY ADS RATES & FORMATS:

A Double-page Spread: 30 columns (789mm wide × 514mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥75,330,000	¥58,230,000	¥86,700,000	¥63,885,000
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	6,638,000	14,258,000	7,508,000
Nagoya edition	7,065,000	5,115,000	8,280,000	5,775,000
Hokkaido edition	3,607,000	2,767,000	4,192,000	3,052,000

B Full-page: 15 columns (382mm wide × 514mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥39,855,000	¥30,735,000	¥47,435,000	¥34,505,000
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	3,480,000	7,840,000	4,060,000
Nagoya edition	3,735,000	2,700,000	4,545,000	3,140,000
Hokkaido edition	1,905,000	1,455,000	2,295,000	1,645,000

C 2/3 page: 10 columns (382mm wide × 342mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥27,760,000	¥21,380,000	¥35,340,000	¥25,150,000
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	2,420,000	5,870,000	3,000,000
Nagoya edition	2,600,000	1,880,000	3,410,000	2,320,000
Hokkaido edition	1,320,000	1,020,000	1,710,000	1,210,000

D Half-page: 7 columns (382mm wide × 239mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥20,678,000	¥15,953,000	¥28,258,000	¥19,723,000
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	1,806,000	4,720,000	2,386,000
Nagoya edition	1,939,000	1,400,000	2,749,000	1,840,000
Hokkaido edition	987,000	756,000	1,377,000	946,000

E 1/3 page: 5 columns (382mm wide × 170mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥15,355,000	¥11,840,000	¥22,935,000	¥15,610,000
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	1,340,000	3,855,000	1,920,000
Nagoya edition	1,440,000	1,040,000	2,250,000	1,480,000
Hokkaido edition	735,000	560,000	1,125,000	750,000

F Quarter-page: 7 columns × 1/2 (190mm wide × 239mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥11,179,000	¥8,617,000	¥18,759,000	¥12,387,000
Tokyo edition	6,359,500	5,306,000	9,869,500	7,126,000
Osaka edition	3,843,000	3,017,000	6,193,000	4,167,000
Seibu (Kyushu) edition	1,813,000	976,500	3,173,000	1,556,500
Nagoya edition	1,046,500	756,000	1,856,500	1,196,000
Hokkaido edition	532,000	409,500	922,000	599,500

G 1/6 page: 5 columns × 1/2 (190mm wide × 170mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥8,262,500	¥6,370,000	¥15,842,500	¥10,140,000
Tokyo edition	4,712,500	3,932,500	8,222,500	5,752,500
Osaka edition	2,847,500	2,235,000	5,197,500	3,385,000
Seibu (Kyushu) edition	1,342,500	722,500	2,702,500	1,302,500
Nagoya edition	775,000	560,000	1,585,000	1,000,000
Hokkaido edition	395,000	302,500	785,000	492,500

H 2 columns (382mm wide × 66mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥6,610,000	¥5,096,000	¥14,190,000	¥8,866,000
Tokyo edition	3,770,000	3,146,000	7,280,000	4,966,000
Osaka edition	2,278,000	1,788,000	4,628,000	2,938,000
Seibu (Kyushu) edition	1,074,000	578,000	2,434,000	1,158,000
Nagoya edition	620,000	448,000	1,430,000	888,000
Hokkaido edition	316,000	242,000	706,000	432,000

I 2 columns × 1/2 (190mm wide × 66mm deep)

	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥3,305,000	¥2,548,000	¥10,885,000	¥6,318,000
Tokyo edition	1,885,000	1,573,000	5,395,000	3,393,000
Osaka edition	1,139,000	894,000	3,489,000	2,044,000
Seibu (Kyushu) edition	537,000	289,000	1,897,000	869,000
Nagoya edition	310,000	224,000	1,120,000	664,000
Hokkaido edition	158,000	121,000	548,000	311,000



*Page or section request accepted at additional charge. Please ask for details.

be The Asahi Shimbun's weekend supplement

“be” is a weekend supplement delivered every Saturday with The Asahi Shimbun national morning edition. “be” has two sections: “main section” for various information on lifestyle, entertainment and culture, and “TV section” for weekly TV schedule.

■ FORMAT:

Supplement on Saturday morning edition

■ DISTRIBUTION AREA:

Nationwide

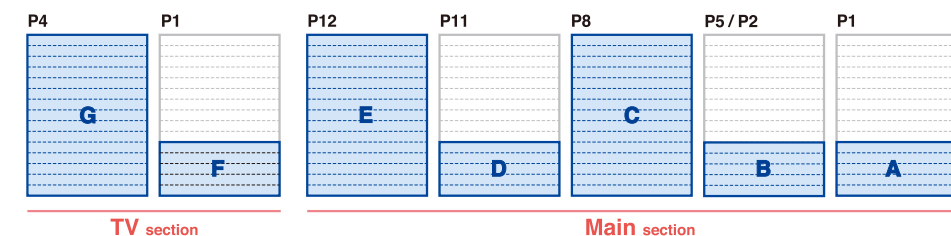
■ NUMBER OF PAGES:

Main: 12 pages TV: 4 pages

■ SPECIFICATIONS:

1. Rates include color surcharge.
2. Material deadline: 10 business days prior.

■ ADVERTISING SPACE:



■ 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

The Asahi Shimbun GLOBE The Asahi Shimbun's weekend compact sized supplement

GLOBE is a monthly weekend supplement delivered on every first Sunday with The Asahi Shimbun national morning edition. GLOBE aims to connect Japan with the world, and rethinking issues from a global perspective with three points; “Global Perspective,” “In-Depth Reporting” and “Pursuit of Realism.” We will deliver articles from all over the world in an innovative design. This will not just happen in paper, but also via web (GLOBE+), Internet TV, University lectures and events.



GLOBE+ globe.asahi.com/

■ **FORMAT:** Compact sized supplement on first Sunday morning edition

■ **DISTRIBUTION AREA:** Nationwide

■ **NUMBER OF PAGES:** 20 pages

■ **SPECIFICATIONS:** 1. Rates include color surcharge. 2. Material deadline: 10 business days prior.

■ **RATES & FORMATS:** 1 page Full color; 240mm wide × 374mm deep; ¥10,000,000 (Run of page)

Area-focused supplement

Our Area-focused supplement enables you to reach an audience you wish with maximum precision and minimum cost. Utilizing our mapping system, distribution area can be selected at the level of our local delivery agents (ASA) which count up to 3,000 nationwide. Segmentation parameters such as gender, age, annual income, occupation

are available. Formats, number of pages, paper quality can be customized to your needs.

All the Area-focused supplements carries The Asahi Shimbun's masthead on the cover page. This differentiates from other ordinary leaflet inserts by giving integration effect to newspaper and raising the credibility.

■ FORMAT:

Blanket: 385mm wide × 516mm deep Tabloid: 245mm wide × 377mm deep

■ SPECIFICATIONS:

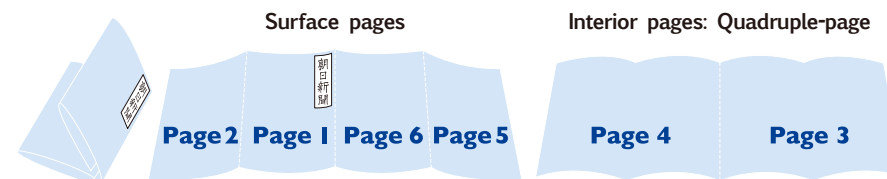
- The Asahi Shimbun's masthead should be placed on the cover page.
- Areas and circulation set upon request.
- Material deadline: 28 business days prior
- For technical requirements and regulations, please contact.

Panorama (Panorama wide / Panorama 6)

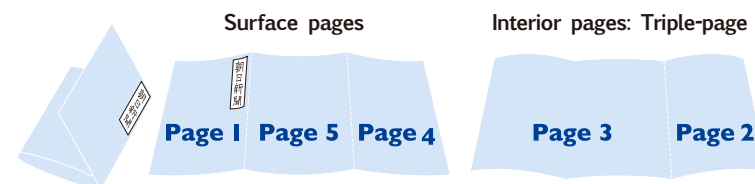
Panorama is a special foldout insert to achieve creative effect. With eight / six pages combined into one unit, this wide space brings powerful panoramic expression.

■ FORMAT:

Panorama wide : 1,600mm wide × 514mm deep (Blanket, 8 pages)



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



For more information ➡ adv.asahi.com/adv/english/pdf/supplement/201707_SupplementsDefinitiveMediaSolution.pdf

T JAPAN



T JAPAN, the Japanese version of T: The New York Times Style Magazine published by The New York Times was launched in March 2015 as a joint project of The New York Times, The Asahi Shimbun, and Shueisha Inc.,

Ever since the first issue, with its circulation of 200,000 – more than any other free luxury magazine in Japan – T JAPAN have impressed the keen readers with intellectual curiosity and appreciation of fashion, beauty, art and lifestyle.

2021 EDITORIAL CALENDAR:

Special Issue	2021 : No.1	2021 : No.2	2021 : No.3	2021 : No.4
	Women's Fashion	Design & Luxury	Women's Fashion	Luxury
Issue Date	Mar. 27	Jun. 1	Sep. 27	Nov. 27
Booking Deadline	Feb. 15	Apr. 20	Aug. 16	Oct. 19

RATES & FORMATS: 1 page Full color; 210mm wide × 279mm deep; ¥2,000,000 (Run of page)

200,000 copies distributed free of charge to the defined audience

- 180,000 copies are delivered to The Asahi Shimbun readers living in metropolitan region, Tokyo, Osaka and Nagoya that have the highest ratio of households with an annual income over JPY 15 million or more.
- 20,000 copies are delivered to prime customers of Shueisha's official fashion mail order website, FLAGSHOP.

AUDIENCE PROFILE:

Who Reads T JAPAN?

Profile of T JAPAN Readers	Average annual household incomes	Average total assets
Average age: 48 years old Females / Males = 65.3% : 34.7%	JPY 11 million 40% of our readers have an annual household of JPY 10 million or higher	JPY 84 million 30% of readers have total assets of JPY 50 million or higher
Home ownership rate 78% condominiums 33% detached houses 45%	46% of readers conduct "investment." Of those, 30% invest JPY 10 million or more.	20% of readers own a second house or a resort membership 20% "want to own in the future"
Criteria for purchasing products	High quality products even if they cost more: 78% Quality items that can be used for a long time: 63%	

From the T JAPAN September 28, 2020 and June 1, 2019 edition readers survey

T JAPAN web

The official site "T JAPAN web" delivers stories from the printed edition, articles selected from the US version of T Magazine, and the original content for T JAPAN web.

www.tjapan.jp/

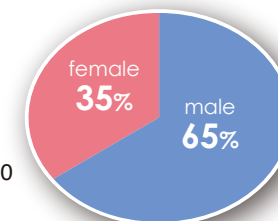


Shukan Asahi

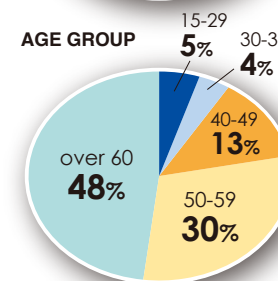
General-interest Weekly Magazine

READERSHIP

GENDER



AGE GROUP



RATES & FORMATS / Full Color:

Position	Space	Rate	Size (WxD) mm
2nd cover	1 page	¥1,700,000	182 × 257
3rd cover	1 page	1,550,000	182 × 257
Back cover	1 page	2,300,000	165 × 244
Offsets	1 page	1,600,000	182 × 257

CIRCULATION: 102,475

JMPA print certification, Jul.-Sep.2020

FORMAT:

182mm wide × 257mm deep / B5 size

COVER PRICE (Tax included): ¥410

PUBLICATION: Every Tuesday

Cover date is 10 days prior to issue date

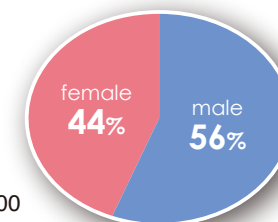


AERA

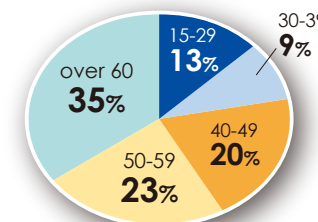
Weekly News Magazine

READERSHIP

GENDER



AGE GROUP



RATES & FORMATS / Full Color:

Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 pages	¥2,800,000	420 × 284
3rd cover	1 page	1,350,000	210 × 284
Back cover	1 page	2,000,000	200 × 270
Offsets	1 page	1,300,000	210 × 284
	2 pages	2,600,000	420 × 284

CIRCULATION: 83,692

JMPA print certification, Jul.-Sep.2020

FORMAT:

210mm wide × 284mm deep

/ Modified A4 size

COVER PRICE (Tax included): ¥400

PUBLICATION: Every Monday

Cover date is 10 days prior to issue date

Source: "MAGASCENE2019, Tokyo," Video Research Ltd.

For more information, please visit adv.asahi.com/english/magazine/

The Asahi Shimbun Digital

www.asahi.com/

“The Asahi Shimbun Digital” is Japan’s leading news site that reaches 200 million page views and 30 million users every month. It covers a wide range of subject from political news to fashion trends. We can convey your message and reach your target audience effectively.

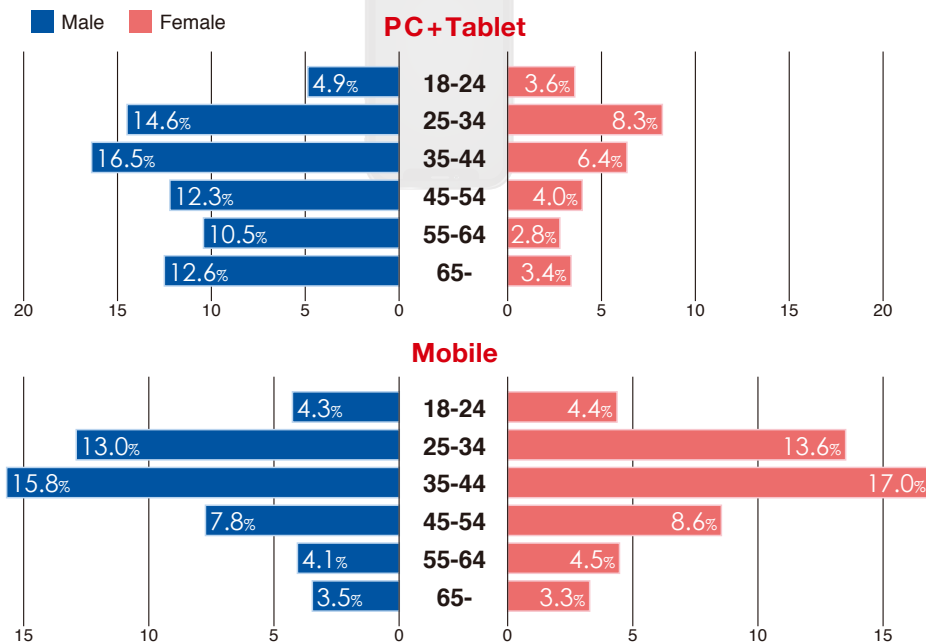


Source: Google Analytics average from April 2018 to March 2019

AUDIENCE PROFILE

GENDER & AGE

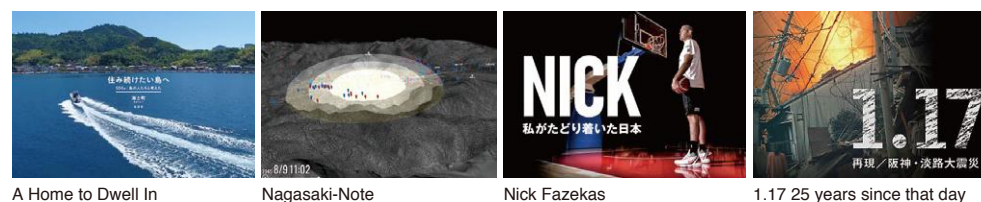
Male Female



Source: Google Analytics average from July 2019 to June 2020

The Asahi Shimbun has won many international journalism awards. Last year, we won the Asian Digital Media Silver Awards 2020, setting a record for an excellent Asian digital journalism.

- 2014 : We don't have enough nurseries in Japan (<http://digital.asahi.com/special/taikijido/>)
- 2015 : TSUKIJI –Kitchen of the Times– (<http://www.asahi.com/special/tsukiji/>)
- 2016 : ROAD TO 3,000 –ICHIRO SUZUKI– (<http://www.asahi.com/special/ichiro/3000/en>)
- 2017 : Habu Becomes Qualified for 7 Lifetime Major Titles
A Home to Dwell In (<https://www.asahi.com/special/sdgs/amacho/>)
- 2018 : Nagasaki-Note (<http://www.asahi.com/special/nagasaki-note/>)
- GRIM (<https://www.asahi.com/paralympics/2018/special/grim-narita/>)
- 2019 : Nick Fazekas (<https://www.asahi.com/special/nick-fazekas/>)
- 2020 : 1.17 25 years since that day (<https://www.asahi.com/special/hanshin-shinsai117/>)



A Home to Dwell In

Nagasaki-Note

Nick Fazekas

1.17 25 years since that day

The Asahi Shimbun Digital can create and distribute insightful brand contents and experiences to the audience.

Case study: Angfa

Angfa is a beauty and personal care company. The Asahi Shimbun produced a video ad as a solution of women's hair problem, published on International Women's Day 2020. It has been published not only on 'telling,' (The Asahi Shimbun web media) but also in newspaper ad, client's owned media and so on.

Owned media



Newspaper ad



For more information, please visit www.asahi.com/ads/guide/en/

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 & 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 branding board	Homepage	¥1.0	970×60				
N-1	News MPU	News page	¥0.7	300×250				
N-2	News inside-article MPU	News page	¥0.8	300×250				
R-1	ROS MPU	All pages	¥0.6	300×250				

DISPLAY ADS (MOBILE)

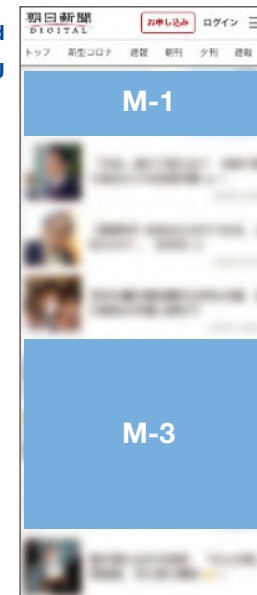
Mobile ads are useful to reach younger users by influx from social media. Mobile text is one of the most popular products with high CPC.

Mobile text



Mobile Leaderboard

Mobile MPU



RATES & FORMATS

	M-1 Mobile Leaderboard	M-2 Mobile text	M-3 Mobile MPU
Placement	All pages	All pages	All pages
Rate	¥0.5 / imp	¥1,800,000	¥0.5 / imp
Exposure type	Rotation	Fixed	Rotation
Duration	Upon request	One week	Upon request
Dimensions	320 × 50	—	300 × 250
Text length	—	35 characters	—
File format	gif / jpeg	—	gif / jpeg
File size (Max)	100KB	—	150KB
Loops	unlimited	N / A	unlimited
Start	Upon request	Monday	Upon request
Mutiple materials	Up to 4	Up to 4	Up to 4
Links	Up to 4	Up to 4	Up to 4
Material deadline	4 business days prior	3 business days prior	4 business days prior

VIDEO ADS (PC)

Video ads are displayed on the article page, and you can expect 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)



In-Read ad (Below 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	Below the article
Rate	¥5 / imp	¥2.5 / imp
Exposure type	Rotation	
Duration	Upon request	
Material deadline	10 business days prior	
Technical specifications	Aspect ratio	w16 : h9
	Codec	image: H.264 / sound: AAC
	Bit rate (Max)	1,000 kbps
	Length	15 seconds recommended
	Dimensions	640 × 360
	File format	mp4
	File size (Max)	4MB

VIDEO ADS (MOBILE)

We provide smartphone-optimized video ads.



Mobile floating video ad



Mobile push video ad



- Video length: Min. 30 seconds
- Subtitle: Approx. 40 characters



- Ending message: 10 characters × 2 lines
- * Only in Japanese.

COMPATIBLE OS VERSION

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	News page	All Pages
Rate	¥5 / imp	¥10 / imp
Exposure type	Rotation	-
Duration	Upon request	Upon request
Start	Upon request	Upon request
Frequency	1 imp / session	2 imp / UB
Material deadline	10 business days prior	5 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 sound : 64kbps recommended	-
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, 2MB	brightcove tag / youtube tag, 10MB
	ending picture	jpeg, 100KB	
	banner under the video	jpeg, 100KB	
Text in video			Playback subtitles: approx. 40 characters Ending message: 10 characters × 2 lines * Only in Japanese.

TARGETING ADS

We offer targeting options to optimize an ad to a focused audience. You can choose audience categories such as gender, age, location, occupation and others.

[TARGETING OPTIONS on MPU (300×250)]

■ FORMATS

Exposure type	Rotation
Estimated / Guaranteed	Guaranteed
Duration	Upon request

■ TECHNICAL SPECIFICATIONS

File format	gif / jpeg
File size (Max)	150KB
Loops	Unlimited
Multiple materials	Up to 4

■ CATEGORIES of INTERESTS

Travel, events, leisure activities
Fashion
Business
Food / gourmet
Parenting
Housing
Health / beauty

■ RATES

		Homepage MPU (¥1.0 / imp)	News MPU (¥0.7 / imp)	ROS MPU (¥0.6 / imp)	Mobile MPU (¥0.5 / imp)
Category 1	job position/title job categories number of employees	¥2.0 / imp	¥1.4 / imp	¥1.2 / imp	¥1.0 / imp
Category 2	interests (travel, fashion...) family structure household income IP address	¥1.5 / imp	¥1.05 / imp	¥0.9 / imp	¥0.75 / imp
Category 3	area gender age group	¥1.2 / imp	¥0.84 / imp	¥0.72 / imp	¥0.6 / imp

Category 1 = 200% of regular rate

Category 2 = 150% of regular rate

Category 3 = 120% of regular rate

* You can optimize your target by multiplying each segments.

Ex1) Job position / Title × Number of employees













Calculation: 200% (category 1) × 200% (category 1) = 400% of regular rate

Ex2) Family structure × Area

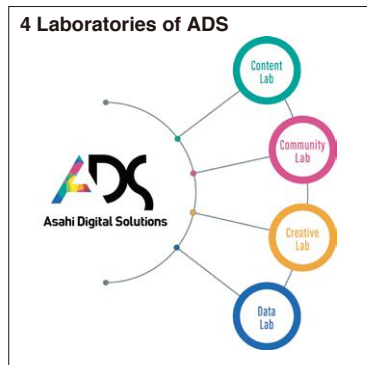
Calculation: 150% (category 2) × 120% (category 3) = 180% of regular rate

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.

 <p>& M www.asahi.com/and_M/ Mainly targeted at sophisticated men in their 30s to 40s who enjoy both business and private life.</p>	 <p>& w www.asahi.com/and_w/ Mainly targeted at independent women in their 30s to 40s who lead fulfilling life.</p>	 <p>& TRAVEL www.asahi.com/and_travel/ & TRAVEL was launched in 2016 for travelers who are interested in a new style of journey.</p>
 <p>The Asahi Shimbun GLOBE+ globe.asahi.com/ GLOBE+ is an international news site covering a wide variety of topics of global importance. It serves people who love to broaden their views.</p>	 <p>SDGs ACTION! www.asahi.com/sdgs/ SDGs ACTION! is a web media to achieve Sustainable Development Goals advocated by United Nations.</p>	 <p>HUFFPOST www.huffingtonpost.jp/ International net news media in 12 countries and regions. News & blog, opinion site supported by social natives.</p>
 <p>AERA STYLE MAGAZINE WEB asm.asahi.com/ Launched in 2008, AERA STYLE MAGAZINE has been supporting the Japanese business men with tips for smart style.</p>	 <p>withnews withnews.jp/ A theme of an article can be requested by mainly young smartphone users.</p>	 <p>telling, telling.asahi.com/ telling, is a web media for millennial women who are preparing for life changes.</p>
 <p>sippo sippo.asahi.com/ sippo is a website for pet owners that provides information about health care and discipline for pets. It also deals with social issues related to pets.</p>	 <p>kousho-Koujitsu Good Life With Books book.asahi.com/ Kousho-Koujitsu is a web media that introduces useful books to people who want to enrich their life.</p>	 <p>Moovoo moov.ooo/ bouncy bouncy.news/ Moovoo and bouncy are both video sites suitable for SNS spread.</p>

Asahi Digital Solutions



Asahi Digital Solutions

- **Optimal solutions for content marketing with one-stop service**
- **Utilizing all of Asahi group resources**
- **Deep understanding of advertisers' objectives**

4 LABORATORIES

Associating with 4 laboratories to provide professional solutions



Digital content development

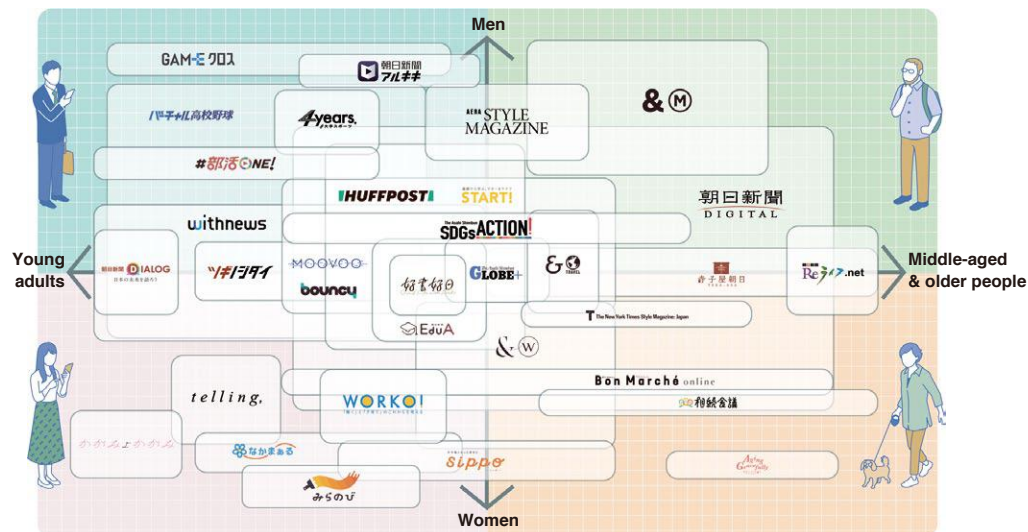
- More than 30 media aiming at various targets
- Editor-in-chief fully commits content marketing



Excellent communities

- Each medium with highly engaged communities
- Insight researches

More than 30 digital media that fit advertisers' target

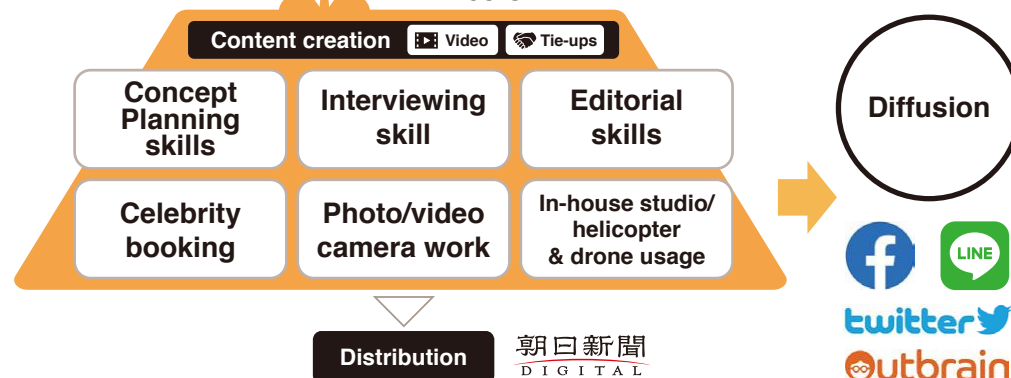


- One-stop service
- High quality advertorials, video ads
- Online distribution



Art Director

Experienced Art Directors provide high quality contents with one-stop service



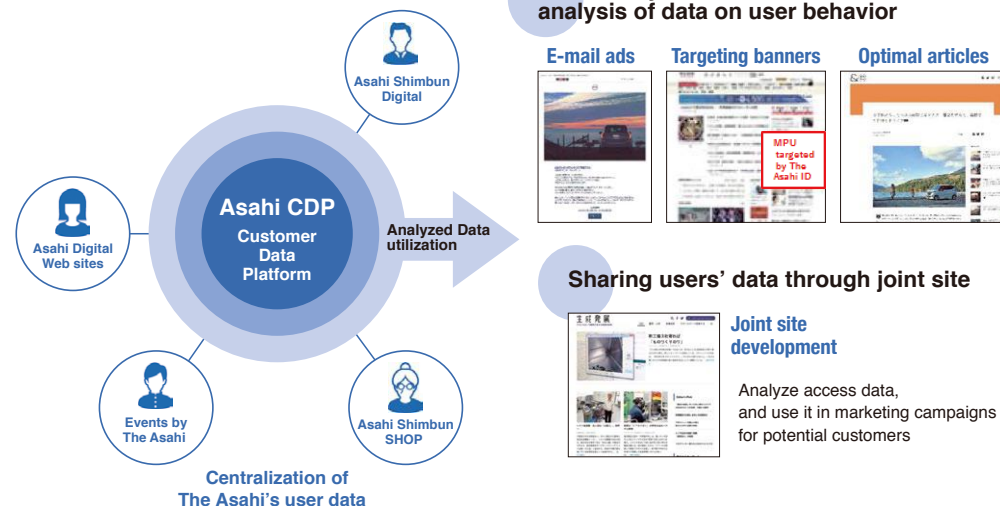
The Asahi's strength in creating design and diffusion as one-stop service.



Sophisticated data utilization

- Sophisticated data utilization
- Data management using DMP

Ad delivery based on analysis of data on user behavior



Sharing users' data through joint site

Joint site development

Analyze access data, and use it in marketing campaigns for potential customers