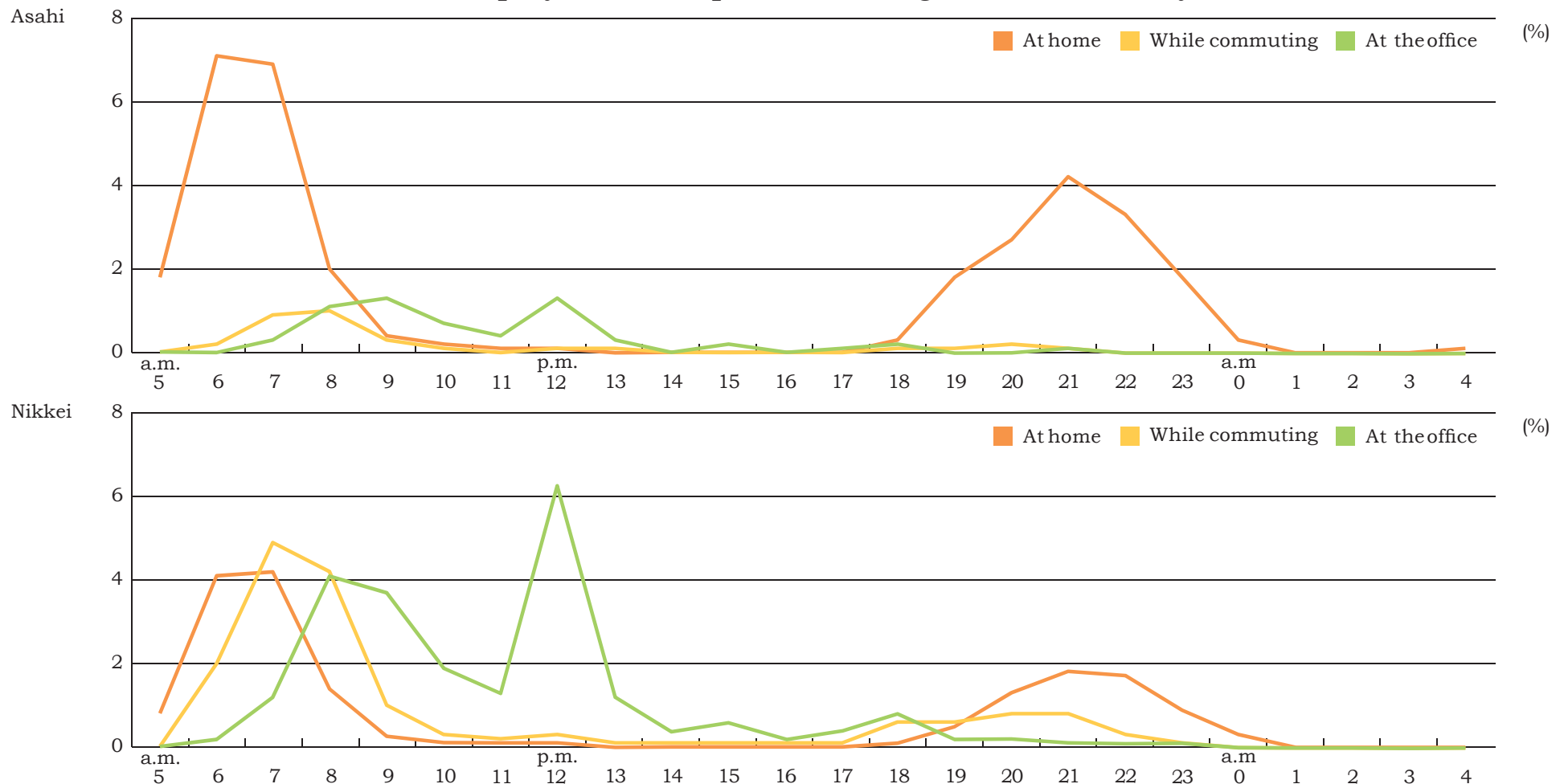


# Home Readership

The effectiveness of newspaper advertisements is dependent on the environment in which they are read. In Japan many people head to work on crowded trains, limiting their ability to read full newspaper pages. For example, as business readers of Nikkei typically read their paper at the office or in cramped trains - they

are often unable to see full page advertisements clearly. As the Asahi Shimbun is most often read at home - it is easier for readers to relax, and take in fully advertisements spread over one page.

**Readership by time and place (Morning edition, weekdays)**



Source: "Businesspeople Survey 2013" The Asahi Shimbun Company