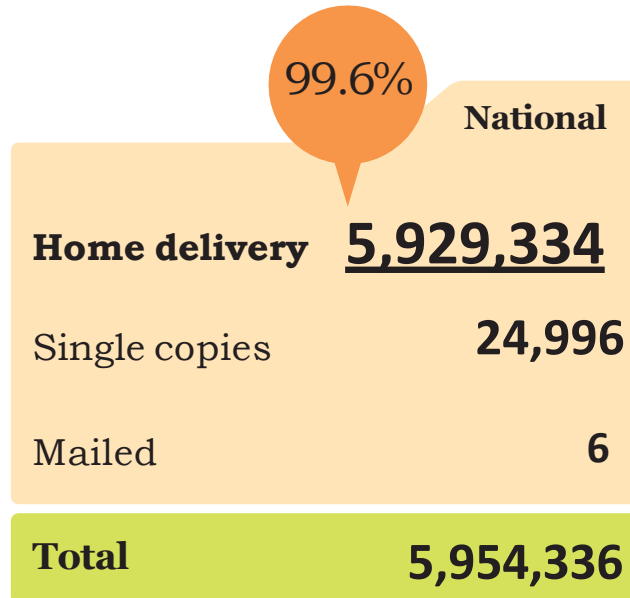


Nearly 100% Home Delivery

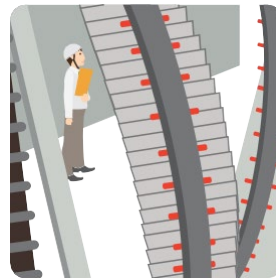
The Asahi Shimbun is distributed almost every day nationwide. Household subscriptions account for 99.6% of the total circulation, which ensure advertisers can reach millions of stable and loyal readers.

Home delivery rate

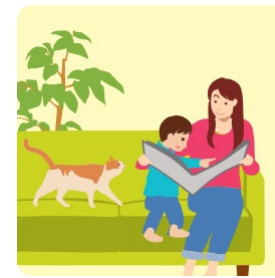


Source: "ABC Report of Jan-Jun. 2018,"
Japan Audit Bureau of Circulations

Home delivery system ensures stable readership

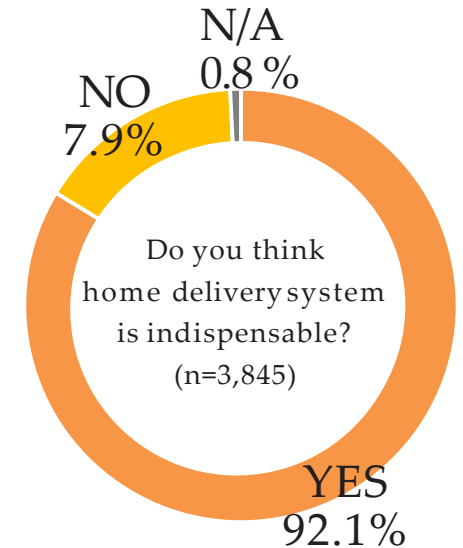


**27 Printing sites
with 300 presses**



**Household
subscriptions
account for
almost 100%**

ASA
3,000
Delivery agents
(Asahi Service Anchors)
70,000
Delivery people



Source: "National media contact and evaluation survey, 2015,"
The Japan Newspaper Publisher & Editors Association