

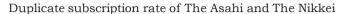
Read by 14 million people daily

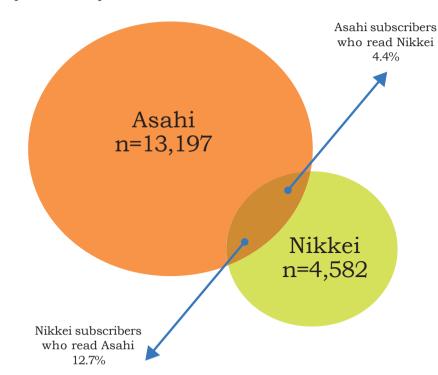
One copy is read by an average of 2.3 people, who typically read our paper at home in the morning, which means the Asahi Shimbun morning edition is read by 14 million individuals per day in Japan.

Readers per copy (National, morning edition)

(n=13,646) (%) 0 10 20 30 40 50 60 0 person 0.2 1 person 16.8 47.7 2 person 22.4 3 person 4 person 8.3 5 person and more 22.4

Read by business paper subscribers





Source: "Comprehensive National Newspaper Survey(J-READ)", October 2017, Video Research Ltd.