

NIKKEI ASIAN REVIEW



Asia. Insight Out.

MEDIA KIT

April–September 2018

Global Business Bureau, Nikkei Inc.

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About Nikkei and Nikkei Asian Review

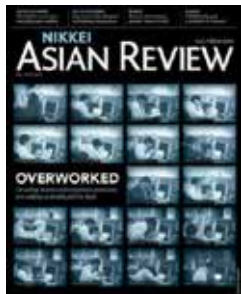
Nikkei Inc. is a business media organization with a history of more than 140 years. Our flagship media, The Nikkei, is Japan’s largest business newspaper with a circulation of over 2.5 million, and has been popular among businesspeople for many years. Nikkei is also recognized in the global finance industry as the publisher of the Nikkei Stock Average, also known as the Nikkei 225.

We have also had great success with our digital business. The Nikkei Online Edition has over 600,000 paying subscribers and a total readership of over 3.8 million, including free registrants, and continues to grow.

In November 2013, we launched the Nikkei Asian Review, and opened an editorial headquarters in Bangkok and expanded our team of journalists to strengthen our Asian information network in 2014. With achievements such as awards for excellence in reporting from the Society of Publishers in Asia’s Awards three years in a row, the Nikkei Asian Review’s journalism has earned a strong reputation overseas. In 2015, Nikkei brought the British media company the Financial Times into our group in order to accelerate our evolution into a global media organization.

Winner of three categories in 2017 SOPA Awards

- Magazine cover package “Overworked” (December 19, 2016) won the award for excellence in lifestyle reporting
- Magazine cover package “Bye Bye Britain” (July 4, 2016) won the award for excellence in reporting breaking news
- The series of stories on Foxconn won an honorable mention for excellence in business reporting



http://www.nikkei.co.jp/nikkeiinfo/en/news/release_en_20170616_01.pdf

OUR NETWORK

1,300
Journalists

Tokyo
Global editorial headquarters

37
International bureaus

Asia
Bangkok Editorial headquarters for Asia

New Delhi	Singapore	Chongqing	Seoul
Mumbai	Jakarta	Shanghai	Sydney
Yangon	Manila	Guangzhou	
Hanoi	Dalian	Hong Kong	
Kuala Lumpur	Beijing	Taipei	

North and South America
New York Editorial headquarters for Americas

Washington, D.C.	Silicon Valley	São Paulo
Chicago	Los Angeles	Mexico City

EMEA (Europe, the Middle East and Africa)
London Editorial headquarters for Europe

Berlin	Paris	Vienna	Tehran
Moscow	Geneva	Cairo	Dubai
Brussels	Frankfurt	Istanbul	

About Nikkei Asian Review

The Nikkei Asian Review is a unique English-language publication that examines the dynamically growing Asian economy from Asian perspectives.

It provides news in a wide range of fields, including business, politics and economy, markets and more.

You can purchase the Nikkei Asian Review on our website, as a mobile app, or in print.

The website was redesigned to deliver a faster and clearer interface with easier navigation.



WEBSITE

Monthly

1,650,000 unique visitors

*As of January 2018

Website that contains all articles.

PRINT EDITION

Approx.

16,000 copies

*Per issue in 2017

Weekly print that delivers cover stories and selection of articles on timely topics.

NEWSLETTERS



Our Editorial delivers selections of news stories by email.

Go to s.nikkei.com/news1 to register.

- Editor-in-chief's picks (every Thursday)
- Asia Daily Briefing (Monday to Friday)
- Japan Update (Monday to Saturday)
- Breaking news and special features (any time)

About Nikkei Asian Review

WEBSITE

We have modernized the website to make it even easier to read. Responsive design provides consistency across all devices.

The website is full of unique content such as the Asian corporate news section Asia300.

1

TOP STORIES



The top Asian new stories you need to read are shown at a glance.

2

EDITOR'S PICKS



Hand-picked special features, exclusive interviews and analysis.

3

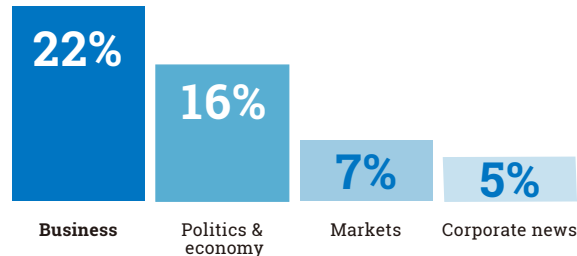
OPINION



Analysis on key themes and contributed articles by external experts.

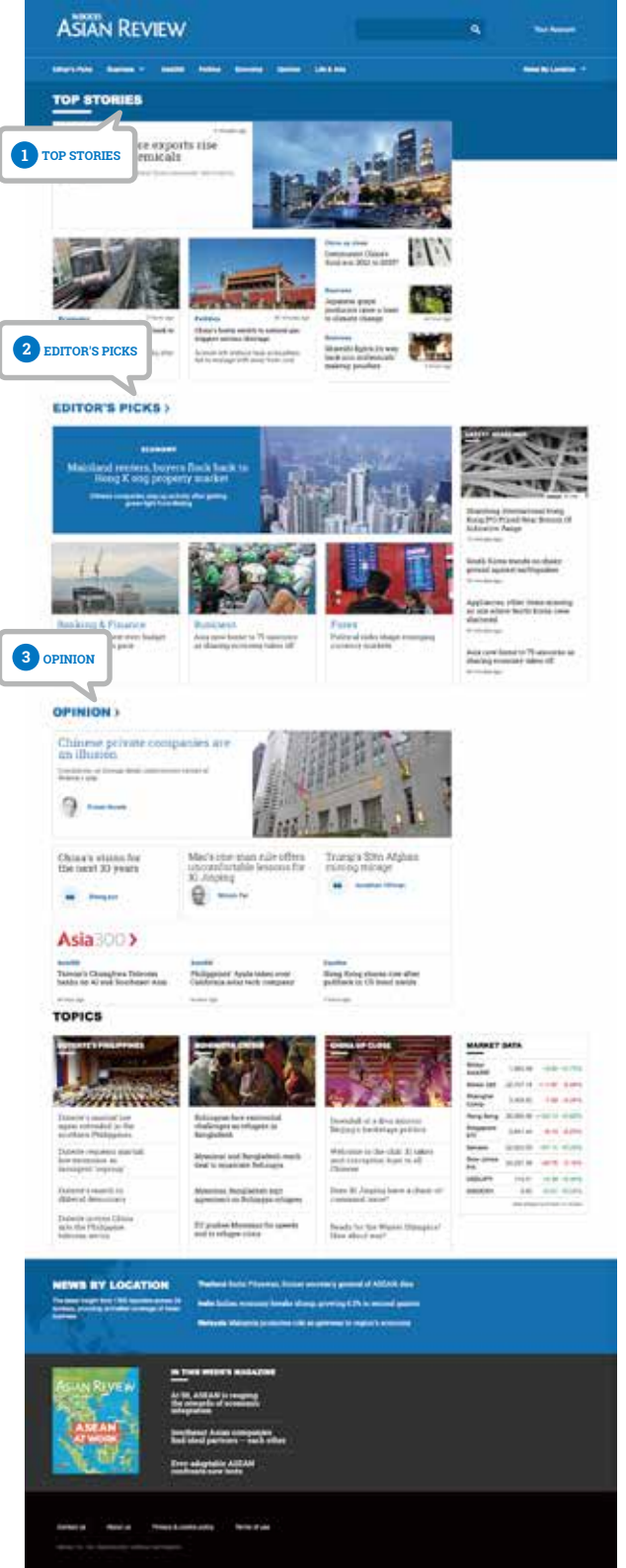
Wide-ranging content on business, politics & economy and market is read by subscribers.

Source: Google Analytics Report March 2017-February 2018 page views by paying subscribers



Articles most read in 2017

- US announces withdrawal from TPP (January 2017)
- Who will lose in the looming US-China trade war? (January 2017)
- Singapore Airlines is ready to make 'radical' changes to survive (May 2017)
- F-35 fighter jet disappoints Japanese defense industry (June 2017)
- Indonesia's 7-Eleven operator to shut all stores (June 2017)
- Japan-South Korea blockchain payments enter trials Friday (December 2017)



About Nikkei Asian Review

WEEKLY PRINT EDITION

Our print edition is read by subscribers as well as on airlines and at airport lounges frequented by executives, mainly in Asia.



Airlines

Prestigious airlines around the world adopt the Nikkei Asian Review as their in-flight magazine.

Singapore Airlines	Thai Airways	Bangkok Airways
British Airways	Lufthansa	Philippine Airlines

Airport Lounges

Some of the most busiest airport lounges around the world stock Nikkei Asian Review.

Bangkok	Thai Airways Lounges
Hong Kong	Emirates Lounge / United Lounge / Cathay Pacific Lounges
Jakarta	Premier Lounge / Esplanade Lounge / Pura Indah Lounge
Tokyo	British Airways / JAL Haneda / JAL Narita
Shanghai	British Airways
United States	JAL Honolulu / JAL NY / JAL San Francisco

Book Shops

Sold in bookshops located in airports and business districts in 15 countries



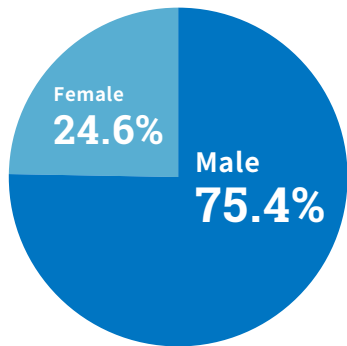
USER DATA

USER DATA

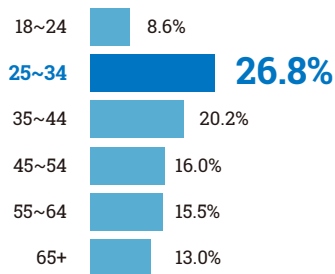
The Nikkei Asian Review is read by many businesspeople at management level or higher, especially in the finance industry. While C-suite and other executives make up the highest percentage of our readers, our overall readership is relatively young, the highest percentage being in their late 20s or 30s, which is a unique feature of the Nikkei Asian Review.

Source: Google Analytics CRM Report 2018, Feb. 1 - Feb. 28

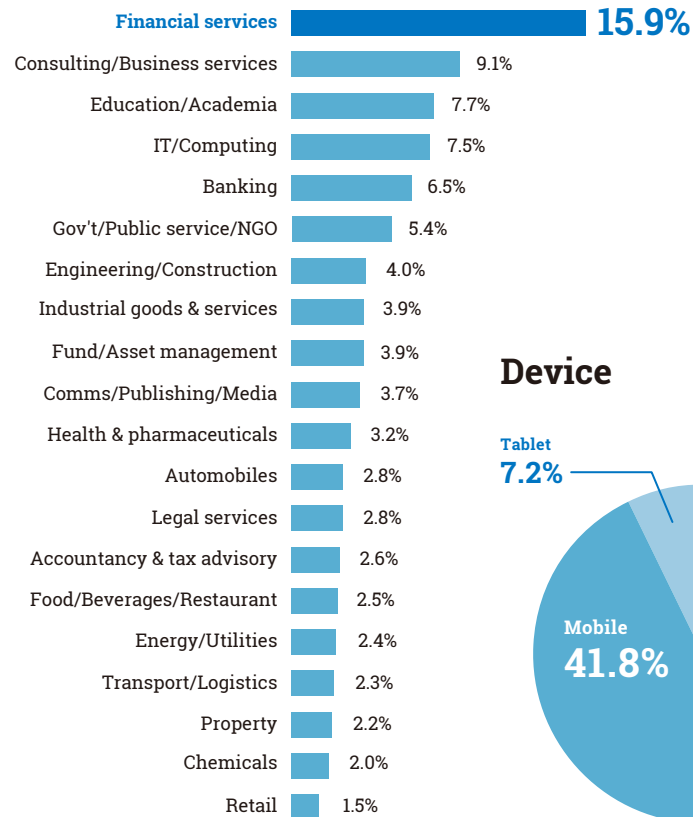
Gender



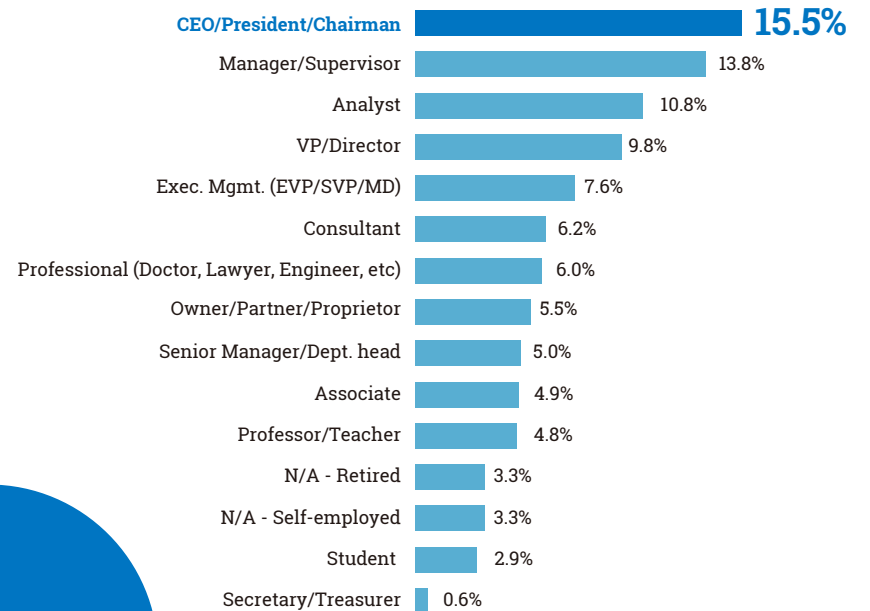
Age



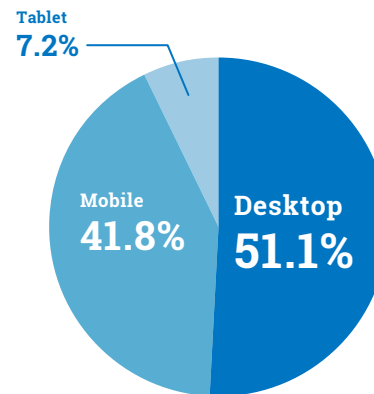
Industry



Job title



Device



USER DATA

Readers in Asia make up about 60% of all unique users.

The countries with the most readers include Singapore and the Philippines, English-speaking countries in Southeast Asia.

Source: Google Analytics Report 2018, Feb. 1 - Feb. 28

Unique visitors

1,644,284

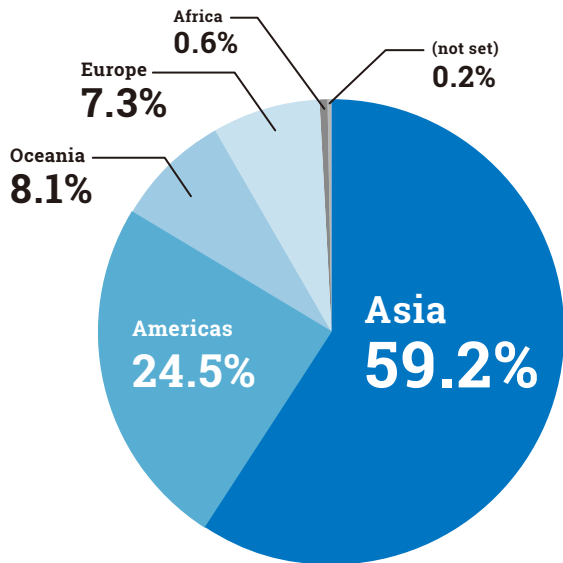
Jan. 1 - Jan. 31, 2018

Page views

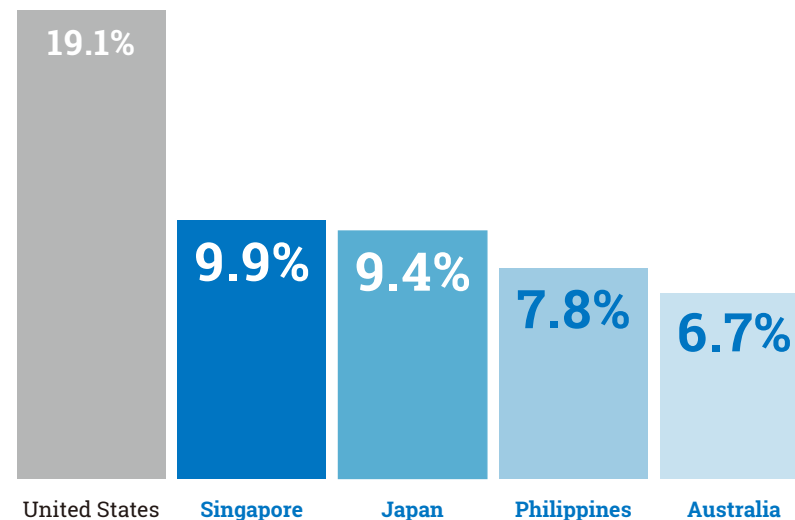
3,672,615

Jan. 1 - Jan. 31, 2018

Readership by region



User percentages by country (top 5)



USER DATA



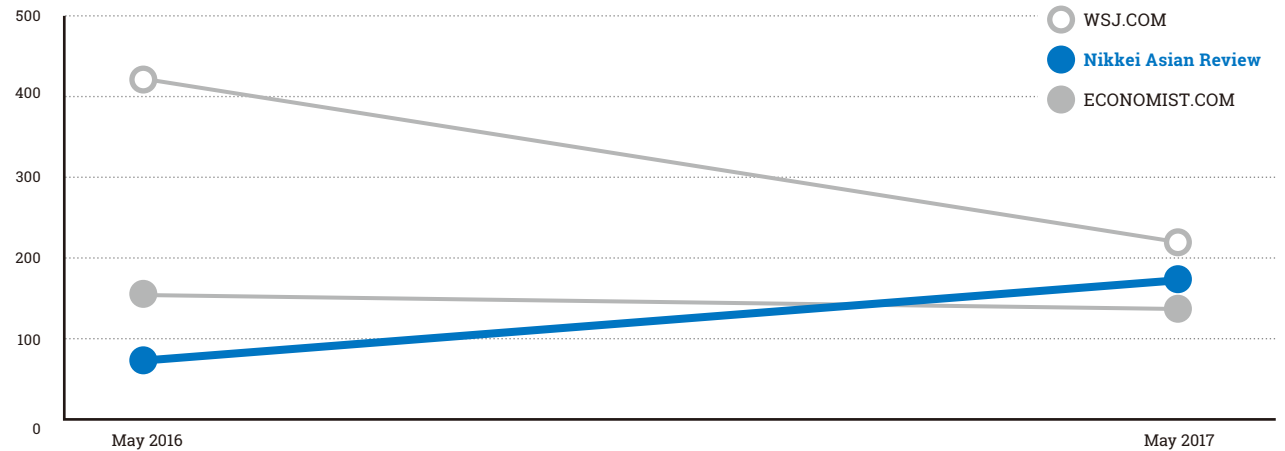
We analyse use of the Nikkei Asian Review in Asia and comparing it with other companies, based on data from major online audience research and digital market analysis company comScore.

Time-series analysis of no. of unique visitors

While visitor numbers for the Wall Street Journal and The Economist have fallen or remained flat, the Nikkei Asian Review has seen a steady increase.

Source: UV trend data by media SEA
May 2016 – May 2017 ©2017 comScore, Inc.

Total unique visitors (000)



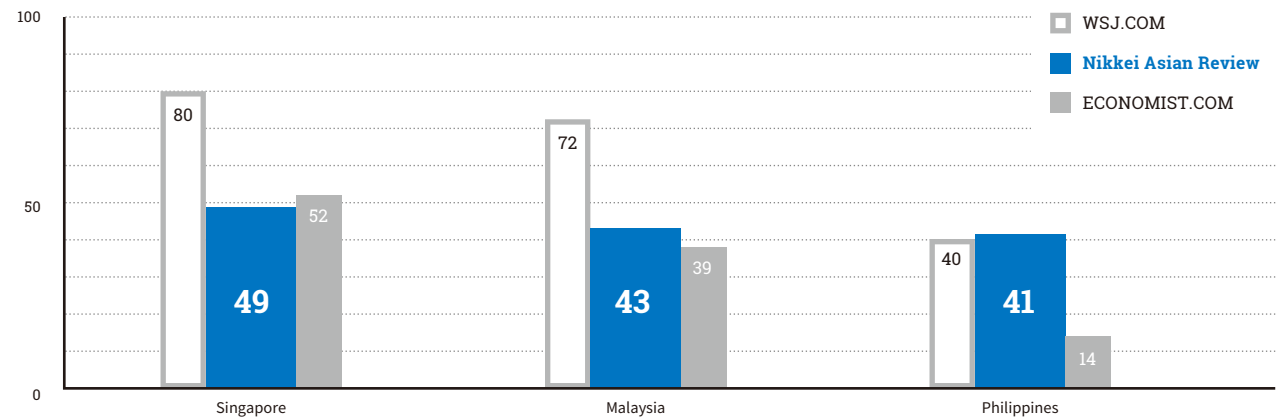
Data source	Desktop only	Report target	All locations	Target	Total audience
Region	Southeast Asia	Period	May 2016 – May 2017	Measurement	Total unique visitors (000)

Number of unique visitors by country

The countries with the most unique visitors are Singapore, Malaysia and the Philippines. This demonstrates our presence in English-speaking countries in Asia.

Source: Multi-country basic measurements, May 2017 ©2017 comScore, Inc

Total unique visitors (000)



Region	Malaysia, Philippines, Singapore	Report target	All locations	Target	All 15 years old and over
		Period	May 2017	Measurement	Total unique visitors (000)

Ipsos GBI data (Global Business Influencers)

As a global media survey covering a total of 16 countries and regions in Europe, the Americas and Asia, Ipsos GBI is referred to by major overseas business media organizations including the Financial Times, The Economist and The Wall Street Journal.

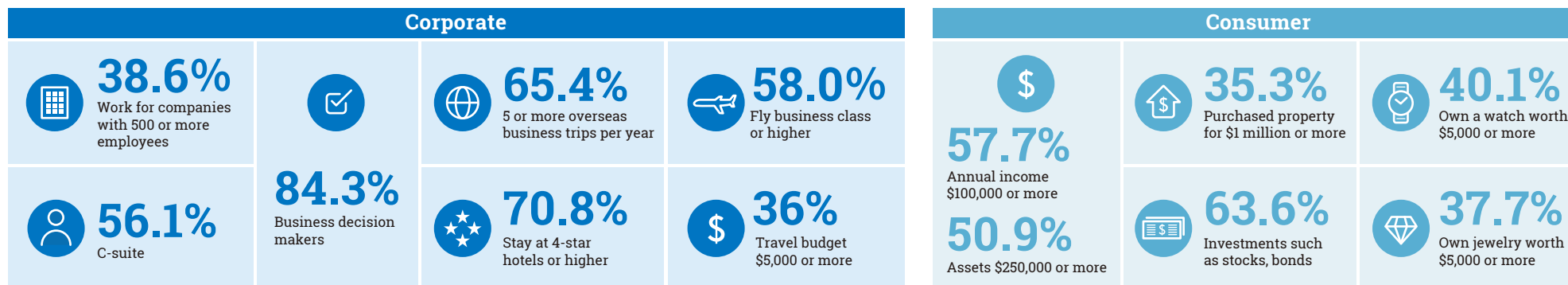
It targets senior-level business people working for companies with 50 or more employees. In addition to detailed questions about media such as contact frequency and devices, it also surveys business and private trips, personal asset formation, luxury product purchases, etc.

This survey is conducted online once a year using the same questionnaire for all target countries and regions.

Survey countries			
USA	UK	France	Germany
Italy	Spain	Switzerland	China
Hong Kong	Indonesia	Malaysia	Philippines
Singapore	South Korea	Taiwan	Thailand
Universe			
Total of 1.9 million senior-level businesspeople working for companies with 50 or more employees			

Nikkei Asian Review

GBI Demographics in Asia (excl. China and Japan)



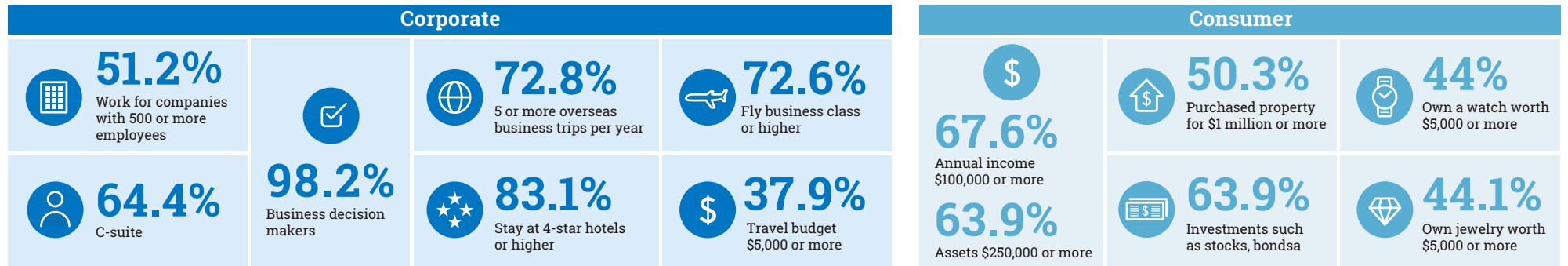
Source: The Ipsos Global Business Influencers (GBI) survey 2017

Nikkei Asian Review readership attributes according to Ipsos GBI



Nikkei Asian Review readers in Asia

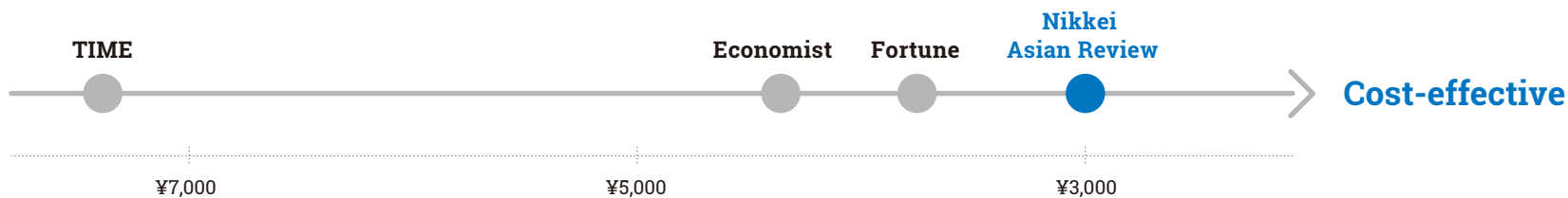
Most Nikkei Asian Review readers are business decision makers, the majority being managers at large corporations. They are also individually wealthy, with assets and a desire to invest.



Reach/cost ratio per 100 people in Asia

The Nikkei Asian Review is a highly cost-effective advertising medium.

*Calculated based on the reach of various media in Asia (excluding China & Japan) in GBI 2017 and the price per page in the print edition.





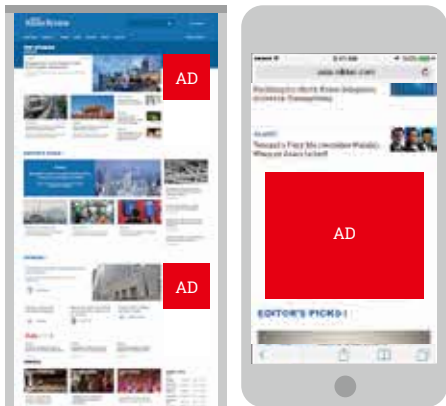
DIGITAL ADVERTISING

Menu

1

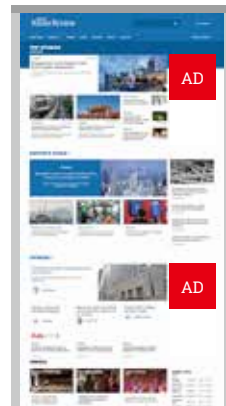
Cross-device Ads

Recommended



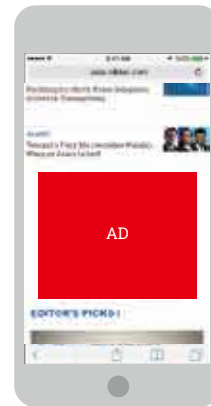
2

Desktop Banner Ads



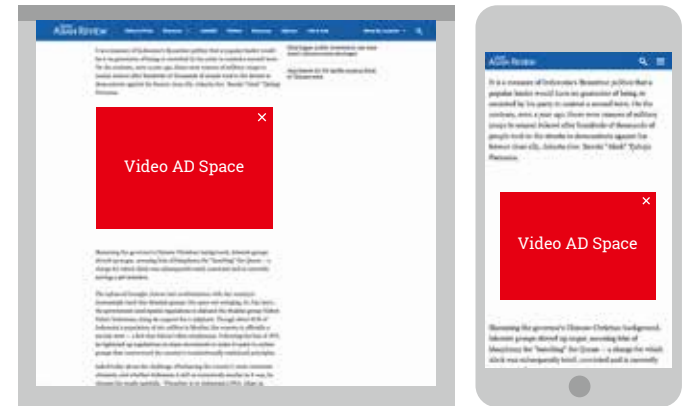
3

Mobile Ads



4

inRead Video Ads



5

Asia300

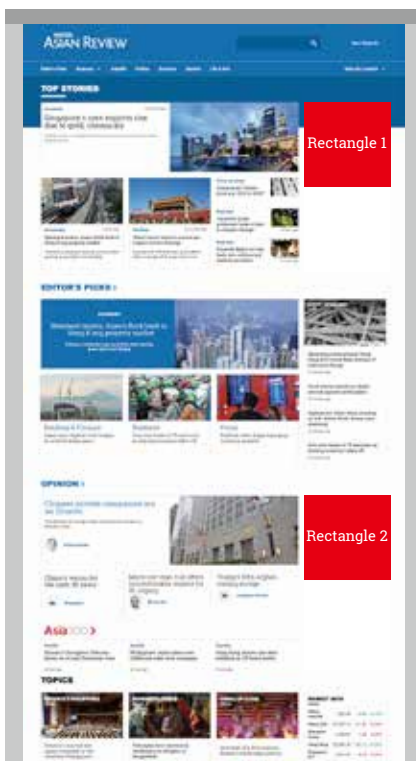
Asia300 Section Takeover

New Viewability Guaranteed Banner Ads

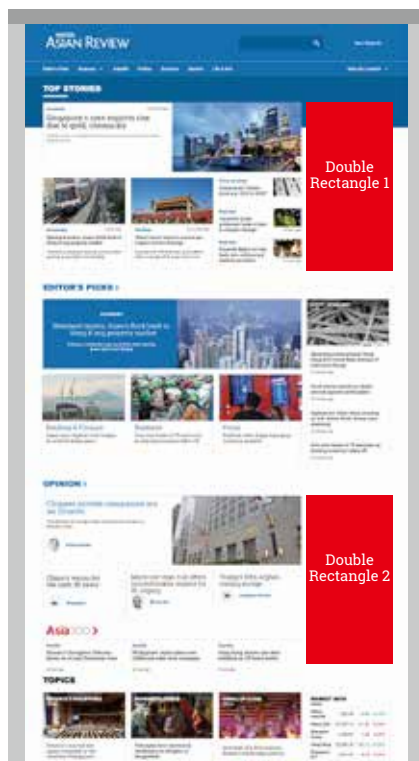
1 Cross-device Ads **Recommended**

Cross-device ads are our standard offering. Cross-device advertising allows advertisers to efficiently reach users in Asia, who are more likely to be accessing from both desktop and mobile devices. Double rectangle size banners which give more space for creative expression are available for desktop.

Rectangle on desktop



Double rectangle on desktop



Rectangle on mobile



Specifications

Format/size	GIF, JPEG / under 50KB	ALT text	Not allowed
Animation	Allowed	No. of simultaneous submissions	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Replacement rules	Up to 4 (incl. simultaneous submissions; business days only; simultaneously inserted)

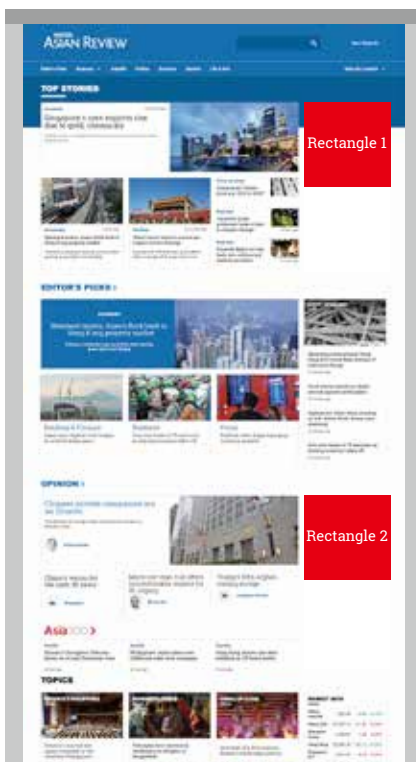
Service name	
Cross-device Ads	
Size (pixels)	
Rectangle: 300×250 (common)	
Double Rectangle: 300×600 (computer only)	
Placement	Fee/CPM rate (excl. tax)
Rectangle 1	¥4,000
Rectangle 2	¥2,800
Guarantee	
Impression guaranteed	

- The above advertising fees do not include consumption tax.
 - The minimum order amount is ¥500,000.
 - Applications are accepted no later than 2 weeks before the ad's start date.
 - Please submit your copy no later than 5 business days before the ad's start date.
 - Please contact us about advertorials.
 - Please contact us about availability.
 - We review fees every 6 months.
- (The above fees are valid through Sept. 2018 submissions.)

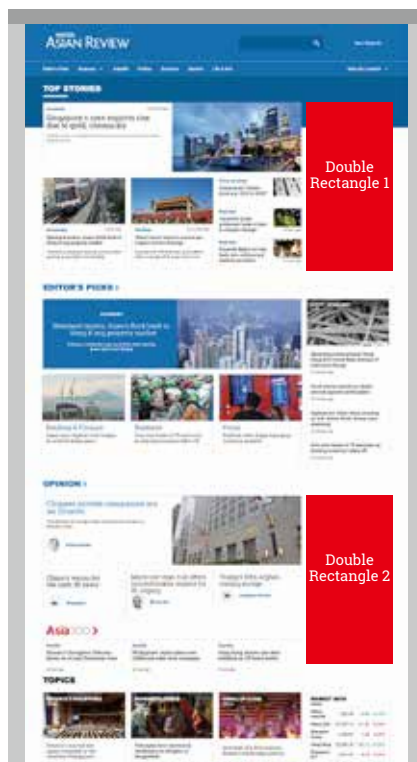
2 Desktop Banner Ads

Desktop banner ads are targeted at desktop devices. Regular rectangle and double rectangle sizes are available.

Rectangle



Double rectangle



Service name	Size (pixels)	Device
Desktop Banner Ads	Rectangle: 300×250	Computer
	Double Rectangle: 300×600	

Placement	Fee/CPM rate (excl. tax)	Guarantee
Rectangle	¥4,500	Impression guaranteed
Rectangle 2	¥3,000	
Double Rectangle 1	¥5,400	
Double Rectangle 2	¥3,600	

- The above advertising fees do not include consumption tax.
- The minimum order amount is ¥500,000.
- Applications are accepted no later than 2 weeks before the ad's start date.
- Please submit your copy no later than 5 business days before the ad's start date.
- Please contact us about advertorials.
- Please contact us about availability.
- We review fees every 6 months. (The above fees are valid through Sept. 2018 submissions.)

Specifications

Format/size	GIF, JPEG / under 50KB	ALT text	Not allowed
Animation	Allowed	No. of simultaneous submissions	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Replacement rules	Up to 4 (incl. simultaneous submissions; business days only; simultaneously inserted)

3 Mobile Ads

Mobile banner ads are targeted at mobile devices. Only regular rectangle sizes are available.



Service name	Size (pixels)	Device
Mobile Ads	300×250	Mobile

Placement	Fee/CPM rate (excl. tax)	Guarantee
Rectangle 1	¥4,200	Impression guaranteed
Rectangle 2	¥3,000	

- The above advertising fees do not include consumption tax.
- The minimum order amount is ¥500,000.
- Applications are accepted no later than 2 weeks before the ad's start date.
- Please submit your copy no later than 5 business days before the ad's start date.
- Please contact us about advertorials.
- Please contact us about availability.
- We review fees every 6 months. (The above fees are valid through Sept. 2018 submissions.)

Specifications

Format/size	GIF, JPEG / under 50KB	ALT text	Not allowed
Animation	Allowed	No. of simultaneous submissions	Up to 4 per company (incl. replacements)
Loop	Stops within 35 seconds	Replacement rules	Up to 4 (incl. simultaneous submissions; business days only; simultaneously inserted)

4 inRead Video Ads

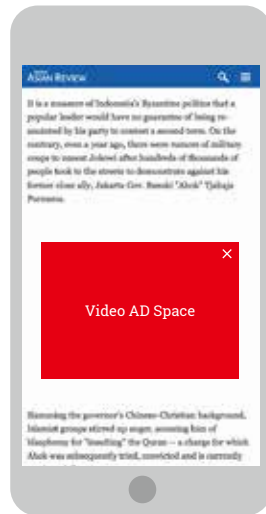
Video ads are placed within articles allowing a high visibility, cost effective opportunity for branding and corporate advertising.

You can select from two fee structures: impression guaranteed and completion guaranteed.

Desktop



Mobile



Specifications

Format/size	MOV, MPEG4, AVI / under 200MB	Video running time	Within 15 seconds (Please inquire if you want longer times.)	Aspect ratio	16:9 (4:3 not supported)
Codec	Nearly all supported (excl. ProRes4444, HDV 720p60, Go2 Meeting 3 & 4, ER AACLD, RECODE)	Submission deadline	Pre-test: 10 business days before ad's start date Final submission: 5 business days before ad's start date		

Service name	Size (pixels)	Device
InRead Video Ads	640×360 ~ 1920×1080	All devices
Guarantee	Fee/CPM rate (excl. tax)	Placement
Impression guaranteed	¥5,000	News article page
Completion guaranteed	¥30/single completed view	

- There are 2 fee structures for inRead video ads: impression guaranteed and completion guaranteed.
- Video ads are placed and played within news articles.
- When a video ad finishes, the video ad frame disappears and the articles can be read normally.
- If the degree of exposure of the video ad frame is less than 50%, it automatically closes and reopens so that 50% or more is visible.
- TV ads and other video material can easily be distributed.
- If the number of completed views does not reach a set target, the fee is calculated from the number of completed views (¥30 per completed view).
- Frequency control is carried out from the perspective of advertising effectiveness and user protection.
- Videos are muted by default. Tapping videos will turn sound on and switch videos to full screen.
- We review fees every 6 months. (The above fees are valid through Sept. 2018 submissions.)

New

Viewability Guaranteed Banner Ads

To meet the growing need for trust and transparency in digital advertising, the Nikkei Asian Review introduced Viewability Guaranteed Banner Ads, where we only charge for traffic recognized as effective.

Along with ad fraud and other deceptive means of obtaining advertising fees, there are concerns in the advertising industry over other unscrupulous practices, such as ad impressions caused by bots, ineffective traffic being counted, and brand damage due to ads appearing on unsuitable pages. The Nikkei Asian Review aims to be a good partner for global advertising that effectively reaches Asian businesspeople by delivering unbiased journalism and quality content, maintaining a high-quality readership community, and increasing trust and transparency as an advertising medium.

With the Viewability Guaranteed Banner Ads option, an ad is only deemed to have had a “viewable impression” if it has met the standards of Viewable Impression set out by the Japan Interactive Advertising Association (JIAA). Measurement standards are based on the guidelines of the American Interactive Advertising Bureau (IAB) and the Media Rating Council, Inc. (MRC). The measurement tools adopted are those of the US company MOAT, which is affiliated with the IAB and MRC.

Three major types of digital advertising’s transparency problems



Standards of JIAA viewable impressions



- Ads are clearly visible on screen
- Ads are visible at a certain size
- Ads are visible at a certain amount of time
- Ads are viewed by humans

Viewable Ad Impression Measurement Guidelines

To be counted as a viewable impression, an ad must fulfill the following conditions.

Display ads	Condition 1	At least 50% of the ad’s pixels are displayed in a viewable space
	Condition 2	The above pixels are displayed continuously for at least 1 second <small>*At least 50% of the pixels must be displayed before the time is calculated.</small>
Video ads (In-stream)	Condition 1	At least 50% of the ad’s pixels are displayed in a viewable space
	Condition 2	The video is displayed continuously for at least 2 seconds <small>*At least 50% of the pixels must be displayed before the time is calculated. *It does not necessarily have to be the first 2 seconds.</small>

*Same rules apply for desktop and mobile. In-banner video ads shall comply with display ad standards.

New

Viewability Guaranteed Banner Ads

1

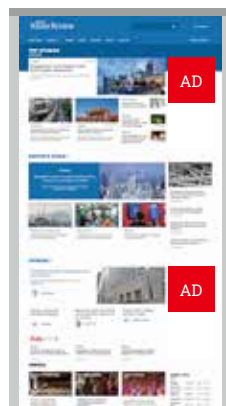
Cross-device Ads

Recommended



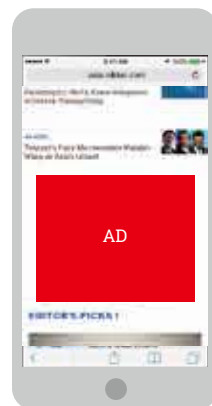
2

Desktop Banner Ads



3

Mobile Ads



For specifications, please see each product page.

- The advertising fees on the right do not include consumption tax.
- The minimum order amount is ¥500,000.
- Applications are accepted no later than 2 weeks before the ad's start date.
- Please submit your copy no later than 5 business days before the ad's start date.
- Please contact us about advertorials.
- Please contact us about availability.
- We review fees every 6 months. (The above fees are valid through Sept. 2018 submissions.)

1 Cross-device Ads	Fee/CPM (excl. tax)
Rectangle 1	¥5,000
Rectangle 2	¥3,800

2 Desktop Banner Ads	Fee/CPM (excl. tax)
Rectangle 1	¥5,500
Rectangle 2	¥4,000
Double Rectangle 1	¥6,400
Double Rectangle 2	¥4,600

3 Mobile Ads	Fee/CPM (excl. tax)
Rectangle 1	¥5,000
Rectangle 2	¥4,000

Guarantee
View impression guaranteed

5 Asia300 Asia300 Section Takeover

The Asia300 section attracts institutional investors watching Asia and company managers seeking business collaborations and M&As to expand their business in the region. You can occupy the section for three months.

Service name	Size (pixels)	Fee/CPM (excl. tax)
Asia300 Section Takeover	Super Banner : 728×90	¥1,500,000
	Double Rectangles 1 and 2 : 300×600	
	Mobile Ads : 300×250	

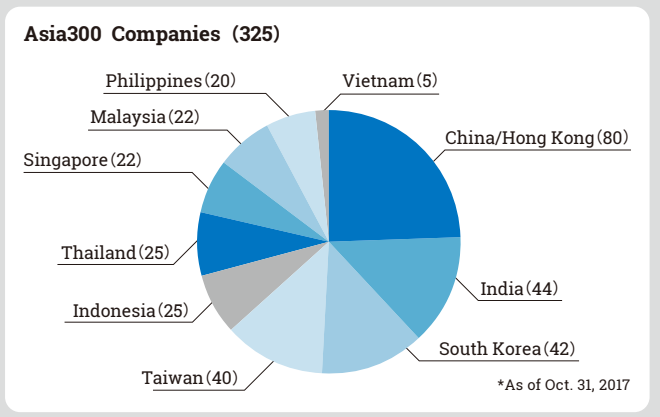
Device	Period	Guarantee
Desktop, mobile, tablet	3 months	Period guaranteed

- The above advertising fees do not include consumption tax.
- Please contact us about advertorials.
- Please contact us about availability.
- Applications are accepted no later than 3 weeks before the ad's start date.
- Please submit your copy no later than 5 business days before the ad's start date.
- We review fees every 6 months.
(The above fees are valid through Sept. 2018 submissions.)



About Asia300

Nikkei selected a group of prominent companies most worthy of attention from 11 Asian countries and regions based on their market capitalization, growth potential. We also started to calculate stock indexes based on Asia300. Asia300 companies are covered regularly in the Nikkei Asian Review, and the related articles are available in the Asia300 section. On the individual page for each company, corporate information, financial data, stock price and competitor information is provided.





PRINT ADVERTISING

Advertising fees

Placement / Position	Size (w x h)	Ad fee for 1 time (excl. tax)	Ad fee for 2-6 times (excl. tax)	Ad fee for 7-11 times (excl. tax)	Ad fee for 12+ times (excl. tax)
 4th Cover (Outside Back Cover)	204mm × 268mm 210mm × 274mm (incl. bleed)	¥1,800,000	¥1,620,000	¥1,440,000	¥1,260,000
 2nd Cover Double-page, 2 Pages (Inside Front Cover, DPS)	408mm × 268mm 414mm × 274mm (incl. bleed)	¥3,000,000	¥2,700,000	¥2,400,000	¥2,100,000
 Double-page, 2 Pages		¥2,700,000	¥2,430,000	¥2,160,000	¥1,890,000
 INDEX Opposite Contents 1, 1 Page	204mm × 268mm 210mm × 274mm (incl. bleed)	¥1,400,000	¥1,260,000	¥1,120,000	¥980,000
 INDEX Opposite Contents 2, 1 Page		¥1,320,000	¥1,188,000	¥1,056,000	¥924,000
 Inside Page, 1 Page		¥1,250,000	¥1,125,000	¥1,000,000	¥875,000
 3rd Cover (Inside Back Cover)		¥1,500,000	¥1,350,000	¥1,200,000	¥1,050,000
 3rd Cover Double-page, 2 Pages (Inside Back Cover, DPS)	408mm × 268mm 414mm × 274mm (incl. bleed)	¥2,800,000	¥2,520,000	¥2,240,000	¥1,960,000

*Please apply at least 3 weeks before the edition scheduled for insertion.

*Please submit your copy no later than 2 weeks before the edition scheduled for insertion.

*Please contact us about availability.

*For details, see the insertion rules.

*We review fees every 6 months. (The above fees are valid through Sept. 2018 submissions.)

NIKKEI ASIAN REVIEW

For inquiries, please contact us at:

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1-3-7 Otemachi, Chiyoda-ku, Tokyo 100-8066

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e-mail : global.inquiry@nex.nikkei.co.jp

asia.nikkei.com