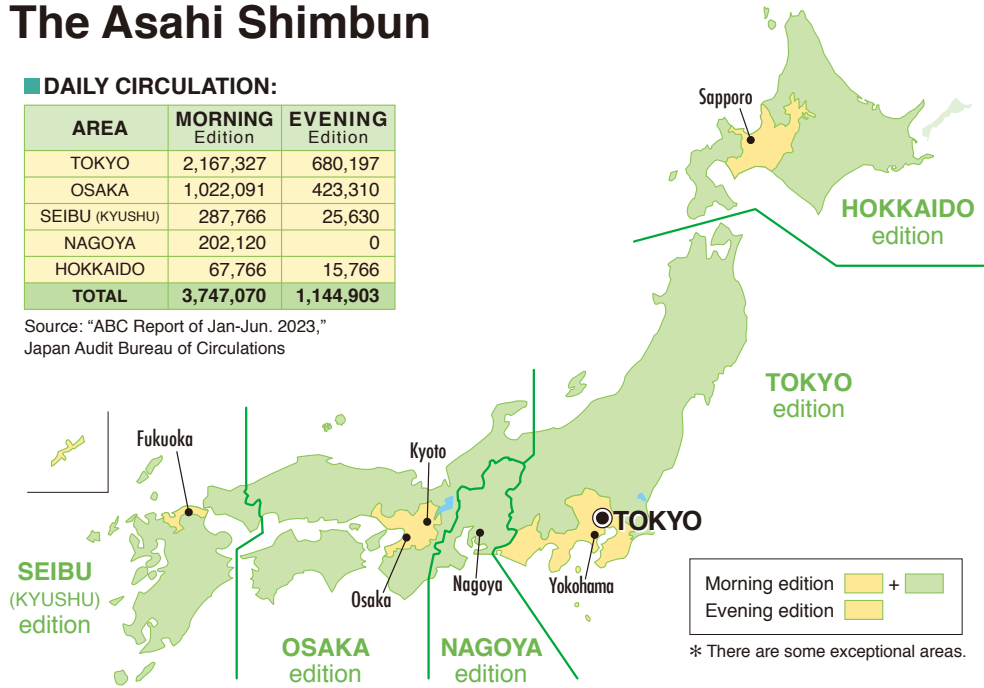


The Asahi Shimbun

DAILY CIRCULATION:

AREA	MORNING Edition	EVENING Edition
TOKYO	2,167,327	680,197
OSAKA	1,022,091	423,310
SEIBU (KYUSHU)	287,766	25,630
NAGOYA	202,120	0
HOKKAIDO	67,766	15,766
TOTAL	3,747,070	1,144,903

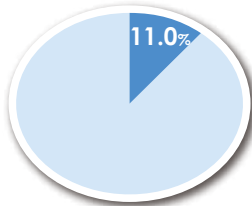
Source: "ABC Report of Jan-Jun. 2023," Japan Audit Bureau of Circulations



PENETRATION RATE:

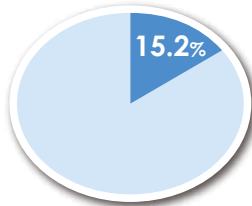
Nationwide

(n=80,763)



Metropolitan Tokyo+Osaka

(n=40,258)



Source: "Comprehensive National Newspaper Survey (J-READ)," October 2021, 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	3,739,814	99.8%
Single copies	7,256	
TOTAL	3,747,070	

Source: "ABC Report of Jan-Jun. 2023," Japan Audit Bureau of Circulations

NUMBER OF PAGES (TOKYO):

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

FORMAT:

382mm wide × 514mm deep
15 horizontal columns

COVER PRICE (Tax included):

Morning edition: ¥180 / copy
Evening edition: ¥70 / copy
* Monthly subscription fee (morning and evening editions): ¥4,900

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: Either PDF/X4 or PDF/X1-a
 - Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%.
- Images should be in EPS format and 250 - 350 dpi. Please be sure all images are embedded.
- Fonts: Type should be kept at a minimum of 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. Cancellations deadline
2 weeks prior. We reserve the right to charge the full amount as agreed after the cancellations deadline. Cancellations after the deadline will not be accepted.
3. Material deadline
Sent to Tokyo Head Office five business days prior

2024 PUBLISHING SCHEDULE:

Each edition will be issued with the following schedule:

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

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						1	2	3						1	2	1	2	3	4	5	6				
7	8	9	10	11	12	13	4	5	6	7	8	9	10	3	4	5	6	7	8	9	7	8	9	10	11	12	13			
14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20			
21	22	23	24	25	26	27	18	19	20	21	22	23	24	17	18	19	20	21	22	23	21	22	23	24	25	26	27			
28	29	30	31				25	26	27	28	29			24/31	25	26	27	28	29	30	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						1							1	2	3						1	2	3
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10			
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17			
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24			
26	27	28	29	30	31		23/30	24	25	26	27	28	29	28	29	30	31				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					1	2	3	4	5							1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14			
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21			
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28			
29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31							

* The above schedule is subject to change.

For more information

<https://adv.asahi.com/mb/english/pdf/material01.pdf>