

# be

The Asahi Shimbun's weekend supplement

“be” is a weekend supplement delivered every Saturday with The Asahi Shimbun national morning edition. “be” has two sections: “main section” for various information on lifestyle, entertainment and culture, and “TV section” for the weekly TV schedule.

**■ FORMAT:**

Supplement on Saturday morning edition

**■ DISTRIBUTION AREA:**

Nationwide

**■ NUMBER OF PAGES:**

Main: 12 pages TV: 4 pages

**■ SPECIFICATIONS:**

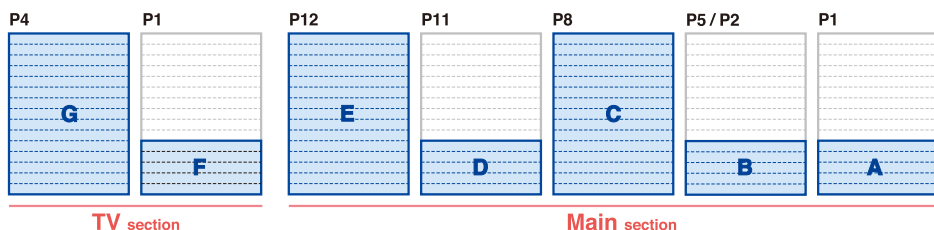
1. Rates include a color surcharge.
2. Material deadline: 10 business days prior.

**■ ADVERTISING SPACE:**



**■ RATES & FORMATS:**

	Page	Size	Rate
Main	A 1	1/3 page (Full color)	¥12,000,000
	B 2/5	1/3 page (Full color)	9,000,000
	C 8	Full page (Full color)	19,000,000
	D 11	1/3 page (Full color)	9,000,000
	E 12	Full page (Full color)	25,000,000
TV	F 1	1/3 page (Full color)	¥12,000,000
	G 4	Full page (Full color)	25,000,000



SUSTAINABILITY SPECIAL FEATURED PAGE

# SDGs PROJECT

As a founding member of the SDGs Media Compact by the UN, The Asahi has developed a monthly feature article page entitled ‘SDGs’ (= Sustainable Development Goals), with special themes such as sustainability, ESG, climate change and developing country development (①), and interviews with top executives from leading companies (②).

**■ FORMAT:** 1 page within morning edition

**■ SCHEDULE:** Monthly

**■ DISTRIBUTION AREA:** Nationwide

**■ AD SIZE:** 1/3 page (③) or a Full page on the opposite page

**■ MATERIAL DEADLINE:** 10 business days prior.



- Targeted Decision-making levels in companies, organizations, local authorities, schools, etc., and General consumers with an interest in The SDGs and ESG and those seeking concrete ‘action’.
- The first national newspaper web media specializing in The SDGs, with a wealth of advanced case studies.

DIGITAL The Asahi Shimbun **SDGs ACTION!**  
<https://www.asahi.com/sdgs/>

# Area-focused supplement

Our Area-focused supplement enables you to reach an audience you wish with maximum precision and minimum cost. Utilizing our mapping system, distribution area can be selected at the level of our local delivery agents (ASA) which count up to 3,000 nationwide. Segmentation parameters such as gender, age, annual income,

occupation are available. Formats, number of pages, paper quality can be customized to your needs.

All the Area-focused supplements carry The Asahi Shimbun’s masthead on the cover page. This differentiates from other ordinary leaflet inserts by giving integration effects to the newspaper and raising credibility.

**■ FORMAT:**

Blanket: 385mm wide × 516mm deep Tabloid: 245mm wide × 377mm deep

**■ SPECIFICATIONS:**

- The Asahi Shimbun’s masthead should be placed on the cover page.
- Areas and circulation set upon request.
- Material deadline: 28 business days prior
- For technical requirements and regulations, please contact.

# Panorama (Panorama wide / Panorama 6)

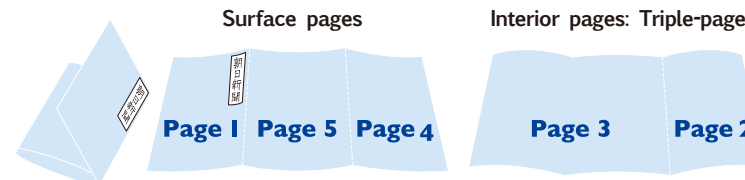
Panorama is a special foldout insert to achieve creative effect. With eight / six pages combined into one unit, this wide space brings powerful panoramic expression.

**■ FORMAT:**

**Panorama wide** : 1,600mm wide × 514mm deep (Blanket, 8 pages)



**Panorama 6 [L Type]**: 1,193mm wide × 514mm deep (Blanket, 6 pages)



For more information

<https://adv.asahi.com/mb/english/pdf/material02.pdf>

# GLOBE

GLOBE is a bi-weekly feature page in The Asahi Shimbun national morning edition. Published on Sundays twice a month, GLOBE aims to connect Japan with the world, and rethinking issues from a global perspective with three points; “Global perspective,” “In-Depth Reporting” and “Pursuit of Realism.” We will deliver articles from all over the world in an innovative design.

The Asahi Shimbun  
**GLOBE**

■ **FORMAT:**

4 page feature published within Sunday morning edition

■ **SCHEDULE:**

Bi-weekly (twice a month)

■ **DISTRIBUTION AREA:**

Nationwide

■ **SPECIFICATIONS:**

Material deadline: 10 business days prior

■ **AVAILABLE AD SIZE:**

1/3 page (380mm wide × 170mm deep)

Quarter-page (190mm wide × 256mm deep)

Full-page (382mm wide × 514mm deep)



09

DIGITAL

# GLOBE+

- GLOBE+ is a digital website that provides articles with a global perspective.
- Main users are globally active businesspersons who are highly interested in solving social issues.
- 35.0% of users are corporate “Decision-makers,” including 13.5% of “executives and managers.”
- The majority of users are between 25 and 44 years old, with a 50/50 split between men and women.
- Articles are read carefully, with an average viewing time of more than 4 minutes per page.

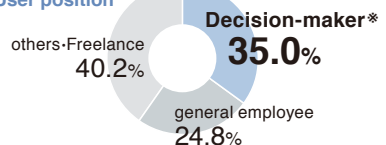


Average time spent on page  
**4 min 6 sec**



Reach  
**1,819,982 PV**  
**1,293,378 UU**

User position



\*Management level users with titles such as executive, manager, director, head of department, zsection manager, etc.

Source: The Asahi ID member visitor data, June-August 2019

The Asahi Shimbun  
**GLOBE+**

<https://globe.asahi.com/>