

The Asahi Shimbun Digital

www.asahi.com/

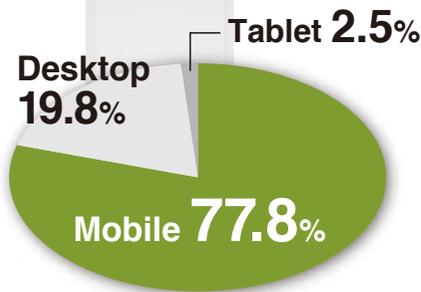
“The Asahi Shimbun Digital” is Japan’s leading news site that reaches 140 million page views and 35 million users every month. It covers a wide range of subjects from political news to fashion trends. We can convey your message and reach your target audience effectively.



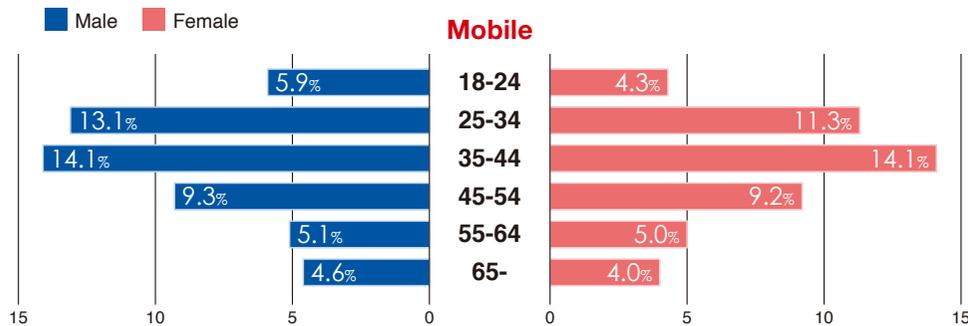
Monthly PV : 140M
Monthly UU : 34.6M

AUDIENCE PROFILE

User Ratio by Device

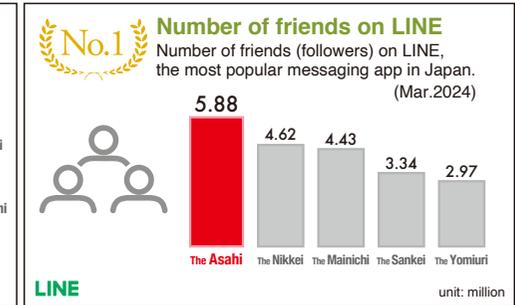
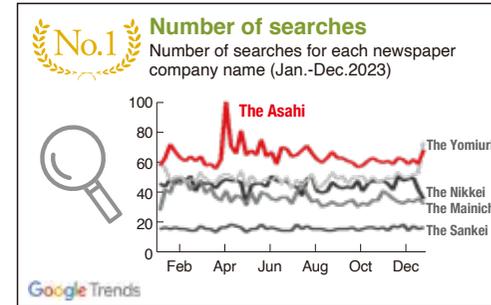
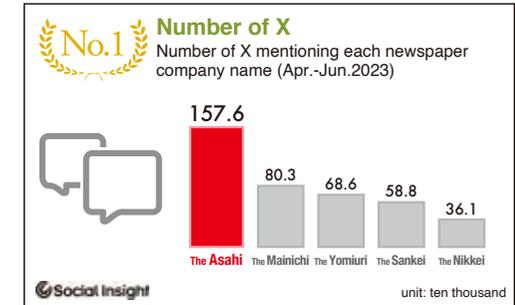


Mobile user demographics



Source: Google Analytics average from January to December 2023

The Asahi Digital is the digital triple crown winner among Japanese newspaper websites.



Interested in SDGs



+17.9 point
Asahi Digital users : 28.2%
Overall results : 10.3%
(National Media Profile Survey 2023)

Buy environmentally friendly products



+13.5 point
Asahi Digital users : 46.1%
Overall results : 32.6%
(ACR / ex 2023)

Interested in a separate surname system.



+13.9 point
Asahi Digital users : 21.2%
Overall results : 7.3%
(National Media Profile Survey 2023)

Have a strong interest in health



+13.2 point
Asahi Digital users : 71.6%
Overall results : 58.4%
(ACR / ex 2023)

Spend money on education



+8.2 point
Asahi Digital users : 70.2%
Overall results : 62.0%
(ACR / ex 2023)

IT (Information Technology) enriches lives



+20.3 point
Asahi Digital users : 36.6%
Overall results : 16.3%
(National Media Profile Survey 2023)

DISPLAY ADS (PC)

Display ads such as Homepage MPU and News MPU have a high viewability. You can choose the most optimal menu depending on your needs. It is very useful for your branding.

Homepage



News page



RATES & FORMATS

* Material deadline: 4 business days prior.

| Ad Type | Placement | Rate/imp | Dimensions | Exposure type | Estimated Guaranteed | Duration | File size |
|---------|--------------------------|----------|------------|---------------|----------------------|--------------|-----------|
| H-1 | Homepage MPU | ¥1.0 | 300x250 | Rotation | Guaranteed | Upon request | 150KB |
| H-2 | Homepage super banner | ¥0.6 | 728x90 | | | | 150KB |
| H-3 | Homepage Double size MPU | ¥1.5 | 300x600 | | | | 300KB |
| N-1 | News MPU | ¥0.7 | 300x250 | | | | 150KB |
| N-2 | News inside-article MPU | ¥0.8 | 300x250 | | | | 150KB |
| N-3 | News Double size MPU | ¥1.5 | 300x600 | | | | 300KB |
| R-1 | ROS MPU | ¥0.6 | 300x250 | | | | 150KB |

DISPLAY ADS (MOBILE)

Mobile ads are useful to reach younger users by influx from social media. Mobile Premium In-Feed is one of the most popular products with a high CPC.

Mobile Leaderboard
Mobile MPU



Mobile Premium In-Feed



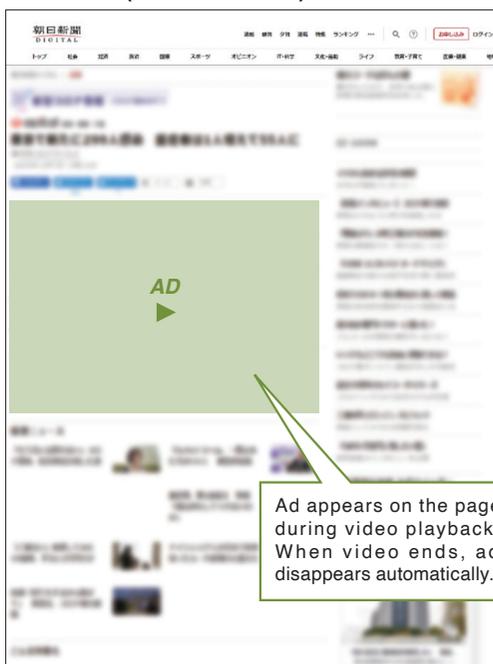
RATES & FORMATS

| | M-1 Mobile Leaderboard | M-2 Mobile Premium In-Feed | M-3 Mobile MPU |
|--------------------|---------------------------|-------------------------------|-----------------------|
| Placement | All pages | All pages | All pages |
| Rate | ¥0.5/imp | ¥0.4/imp | ¥0.5/imp |
| Exposure type | Rotation | Rotation | Rotation |
| Duration | Upon request | Upon request | Upon request |
| Dimensions | 320 x 180 | 200 x 200 | 300 x 250 |
| Text length | - | 26 characters | - |
| File format | png /jpg /gif | png /jpg /gif | png /jpg /gif |
| File size (Max) | 100KB | 150KB | 300KB |
| Start | Upon request | Upon request | Upon request |
| Multiple materials | Up to 4 | Up to 4 | Up to 4 |
| Links | Up to 4 | Up to 4 | Up to 4 |
| Material deadline | 5 business days prior | 5 business days prior | 5 business days prior |

VIDEO ADS (PC)

Video ads are displayed on the article page, and you can expect a high amount of impressions. A video ad starts playing when more than half of the ad screen is exposed on the page.

In-Read ad (Above the article)



RATES & FORMATS

* One material, one landing page only.

| | | In-Read ad |
|--------------------------|----------------|------------------------|
| Placement | | Above the article |
| Rate | | ¥5/imp |
| Exposure type | | Rotation |
| Duration | | Upon request |
| Material deadline | | 12 business days prior |
| Technical specifications | Aspect ratio | w16 : h9 |
| | Codec | H.264 / MPEG-4 AVC |
| | Bit rate (Max) | 1,000 kbps |
| | Length | 15 seconds recommended |
| | Dimensions | 640 × 360 |
| | File format | mp4 |
| File size (Max) | | 3.5MB |

VIDEO ADS (MOBILE)

We provide smartphone-optimized video ads.



Mobile floating video ad



Mobile push video ad



- Video length: Min. 30 seconds
- Subtitle: Approx. 40 characters



- Ending message: 10 characters × 2 lines

* Only in Japanese.

COMPATIBLE OS VERSIONS

Android: Chrome 53.0.278 or later + iOS 4.4 or later iOS: Safari 8.3 or later + iOS 8.0 or later

* Some devices are not compatible.

RATES & FORMATS

| | Mobile floating video ad | Mobile push video ad |
|-------------------|--------------------------|------------------------|
| Placement | Article page | All Pages |
| Rate | ¥5/imp | ¥10/imp |
| Exposure type | Rotation | - |
| Duration | Upon request | Upon request |
| Start | Business hours | Upon request |
| Frequency | 3 times/day | 3 times/day |
| Material deadline | 10 business days prior | 12 business days prior |

TECHNICAL SPECIFICATIONS

* One material, one landing page only.

| | | Mobile floating video ad | Mobile push video ad |
|-------------------------|------------------------|--------------------------|--|
| Aspect ratio | video | w16 : h9 | w16 : h9 |
| Codec | | H.264 | - |
| Bit rate (Max) | | image : 1,000 kbps | - |
| Length | | 15 seconds recommended | Min. 30 seconds |
| Sound | | play when tapped | N/A |
| Dimensions | video | 1920 × 1080 | - |
| | ending picture | 640 × 360 | - |
| | banner under the video | 640 × 26 | - |
| File format, Size (Max) | video | mp4, 40MB | youtube or brightcove tag 10MB |
| | ending picture | jpg, 100KB | |
| | banner under the video | jpg, 100KB | |
| Text in video | | | Playback subtitles: approx. 40 characters Ending message: 10 characters × 2 lines |

* Only in Japanese.

RICH ADS (PC)

Rich ads are great tools to achieve visual impact with higher SOVs

Weekday 1-day Takeover Gate ads



Billboard ad



Billboard ad (video)



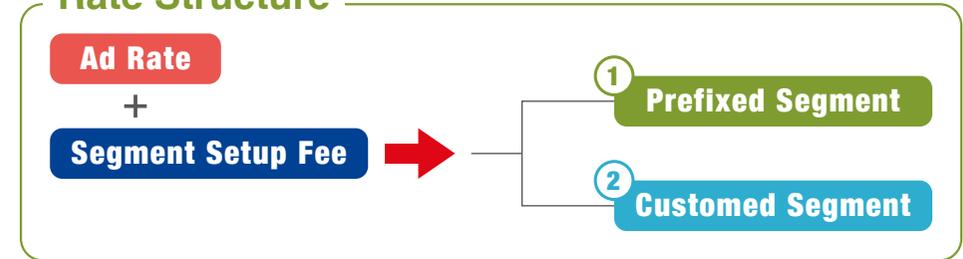
RATES & FORMATS

* One material, one landing page only.

| | Weekday 1-day Takeover Gate ads | Billboard ad | Billboard ad (video) | |
|--------------------------|---|--|------------------------|--|
| Placement | Homepage | All Pages | All Pages | |
| Rate | ¥5,000,000 | ¥2.5/imp | ¥3.5/imp | |
| Impressions | 150,000 imp | - | - | |
| Exposure type | Permanent exposure (non-paying members) | Rotation | Rotation | |
| Duration | Weekdays from 0:00 to 22:00 | Upon request | Upon request | |
| Technical specifications | Dimensions | ① MPU : 300 × 250 | ① 526 × 250 | |
| | | ② Side Panel : 145 × 1000 | ② W16 : H9 1920 × 1080 | |
| | | ③ Header : 1000 × 110 | | |
| | File format | png/jpg/gif | png/jpg/gif | MP4 |
| | File size (Max) | the total size of the 4 images should not exceed 1MB | 700KB | ① 150KB ② 3.5MB ※Length : 30 seconds |
| | Changing materials | N/A | N/A | N/A |
| Material deadline | 12 business days prior | 5 business days prior | 5 business days prior | |

PRICING SYSTEM FOR TARGETING OPTIONS

Rate Structure



1 Prefixed Segment

■ NET 50,000 JPY/ segment

- Select from existing segments. Samples are below.
- The price remains the same even if multiple options are selected from the same segment.
- An additional fee of 50,000 yen will be charged for each additional segment selected.

Samples [CATEGORIES of TARGETING OPTIONS]

DEMOGRAPHICS

| |
|--------------------|
| Gender |
| Age group |
| Location |
| Family structure |
| Household income |
| Job position/Title |
| Job categories |
| IP address |

INTERESTS

| |
|----------------------------------|
| Travel/Events/Leisure activities |
| Fashion |
| Business |
| Food/Gourmet |
| Parenting |
| Housing |
| Health/Beauty |
| Inheritance |

ARTICLES

| |
|------------------------|
| Economy/Market |
| Politics/International |
| Sports |
| Culture/Entertainment |
| Education/Parenting |
| Medical/Health care |

2 Customized Segment

Customization of new segments and extraction of segmentation from A-TANK stored data based on specified conditions are possible. Combining with Prefixed Segments is also available at no additional cost.

■ NET 150,000 JPY/segment

Detect contacts based on specified keywords, articles, genres, etc., and create segments.

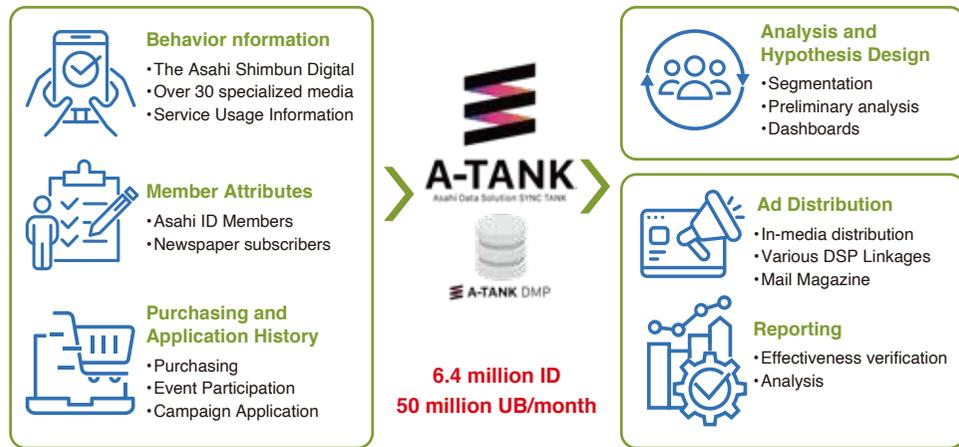
■ NET 250,000JPY/ 2 segments

Package allows creation of up to 2 segments

* In addition to content engagement, extraction conditions can also be proposed from various A-TANK DMP data.

A-TANK

- With the use of 3rd Party data and cookie-dependent contact maintenance becoming more difficult, we began offering “A-TANK,” which utilizes 1st Party data from The Asahi Shimbun.
- A-TANK DMP, which accumulates information on web behavior, attributes of Asahi ID members, purchase history, application history, etc., is the core of the system.
- Finding and creating SYNC points between consumer issues and insights and the value provided by the company.



Content Targeting



Targeting by article genre on the site

It is possible to deliver adverts targeting the 'genre of article you are currently reading'.

Pre-fixed rate:
NET50,000 JPY/setting

- The defined genres are grouped for advertising distribution.
- Other genres and more detailed specification are also possible.
- *For more information on pre-fixed items that can be specified, please contact us.
- *Customized setting will be from NET 150,000 JPY/setting

Targeting to achieve brand safety

Machine learning is used to determine and exclude article pages with high brand risk to ensure safe ad delivery.

Pre-fixed rate:
NET50,000 JPY/setting

- The ads are delivered by avoiding articles that have been judged by machine learning to have a high brand risk.
- In addition to general exclusions, more detailed categorisation is also possible.
- *For more information on pre-fixed items that can be specified, please contact us.
- *Customized setting will be from NET 150,000 JPY/setting

The Asahi Shimbun

Digital media

The Asahi Shimbun operates many sites tailored to target users. We can propose the best medium according to client needs.



<https://www.asahi.com/and/>

It is a lifestyle magazine in The Asahi Shimbun Digital. It has three magazines.

“&w,” a variety of life stories that enrich the hearts of readers.

“&M,” articles full of culture and other stimulating topics.

“&Travel,” travel information and essays from Japan and abroad which targets a wide age range of people who are curious and dynamic. It features articles based on unique perspectives and carefully researched in-depth coverage.

BuzzFeed

TARGET:

- Generation Z to millennials who are meritful and smart consumption, strong desire for self-growth.
- They are highly sensitive to information and think about the happiness and fulfillment of individuals and their surroundings through social and corporate issues.

MEDIA FEATURES:

- Unique knowledge of companies and familiar topics that buzz with Generation Z.
- Delivers and spreads difficult topics and issues in an “easy-to-understand” and “fun” way.

MEDIA SCALE:

FB 410,000 followers
X 179,000 followers
31.1 million UU/ month

BuzzFeed
www.buzzfeed.com/jp

HUFFPOST

IN ASSOCIATION WITH The Asahi Shimbun

TARGET:

- Businesspersons in their 20s to 50s. Equal ratio of men and women.
- Includes about 25% Gen Z, and about 40% executives.

MEDIA FEATURES:

- Promotes social conversation by addressing social issues such as work styles, environment, and D&I from an early stage.
- Focus on business & social issues. Active in corporate activities & career development of managers and young people.

MEDIA SCALE:

X 361,000 followers
LINE 1 million friends
24.3 million UU/month

HUFFPOST
www.huffingtonpost.jp/



朝日新聞ポッドキャスト

The Asahi Shimbun Podcasts



awards at the Cannes Lions 2023 and other international creative awards.

- Target: Men and women in their 20s and 30s with high information sensitivity and literacy and a wide range of interests.
- Engagement-building media that allows people to listen deeply to the context and background, with the temperature and cut-off points that only audio can provide.

■ Monthly DL
2,358,973 DL
■ Monthly UU
386,357 UU

Source:
Omny Studio analytics
from 1 September 2023
to 30 September 2023.

- This podcast delivers commentary on newspaper articles. Newspaper reporters put words to listeners and get to the facts, covering widely from sustainability, politics and economy to sports.
- The “Journa-Rhythm” project, a fusion of “hip-hop” and “news reporting projects” for Generation Z, has won one Grand Prix, one Gold, two Silver, and five Bronze

<https://www.asahi.com/special/podcasts/>

<https://twitter.com/AsahiPodcast>