

# RATE BOOK 2025

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[adv.asahi.com/english/](https://adv.asahi.com/english/)

# The Asahi Shimbun Company



The Asahi Shimbun has been Japan's leading and most trusted newspaper for more than 140 years.

We strive to be a company that contributes to a sustainable society, echoing the ideals of the United Nations' SDGs. In 2020, we became the first in our industry to make a declaration of gender equality.

Our journalism presents diverse ideas on social issues and this progressive attitude can also be seen in our media business.

We use our expertise in newspapers, digital media, magazines, broadcasting, events, and video production to propose new ideas and contribute to the success of your marketing strategy.

## The Asahi Shimbun media group

### NEWSPAPER



The Asahi Shimbun (Japanese Daily)



Weekend supplement for lifestyle



Bi-weekly on global concerns



朝日小学生新聞

朝日中高生新聞

### DIGITAL



### MAGAZINE



### EVENT



Asahi World Forum



National High School Baseball Championship

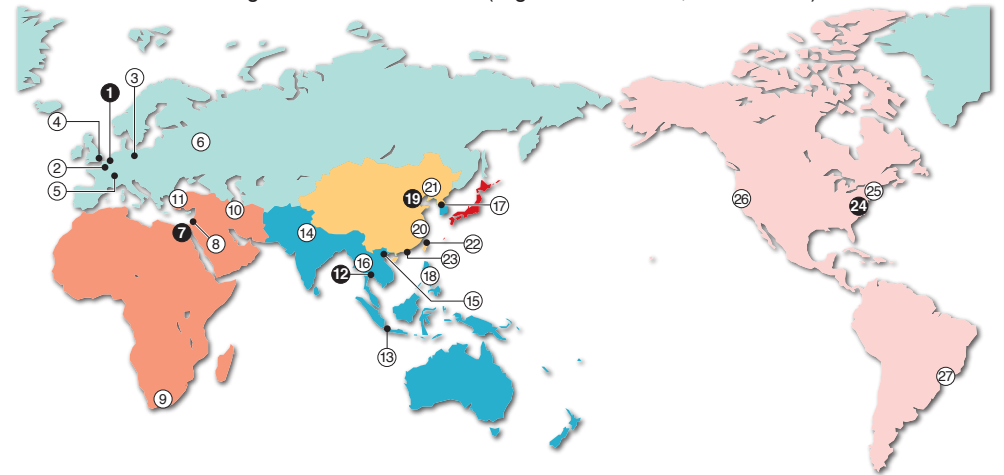
### TV



## Global networks of The Asahi Shimbun

### ● Overseas reporting network

• 179 offices including 27 overseas bureaus (5 general bureaus, 22 bureaus)



- |   |   |   |  |  |
|---|---|---|--|--|
| <ul style="list-style-type: none"> <li>1 Brussels<br/>European General Bureau</li> <li>2 Paris</li> <li>3 Berlin</li> <li>4 London</li> <li>5 Geneva</li> <li>6 Moscow</li> </ul> | <ul style="list-style-type: none"> <li>7 Cairo<br/>Middle Eastern and African General Bureau</li> <li>8 Jerusalem</li> <li>9 Johannesburg</li> <li>10 Teheran</li> <li>11 Istanbul</li> </ul> | <ul style="list-style-type: none"> <li>12 Bangkok<br/>Asian General Bureau</li> <li>13 Jakarta</li> <li>14 New Delhi</li> <li>15 Hanoi</li> <li>16 Yangon</li> <li>17 Seoul</li> <li>18 Manila</li> </ul> | <ul style="list-style-type: none"> <li>19 Beijing<br/>Chinese General Bureau</li> <li>20 Shanghai</li> <li>21 Shenyang</li> <li>22 Taipei</li> <li>23 Hong Kong</li> </ul> | <ul style="list-style-type: none"> <li>24 Washington, D.C.<br/>American General Bureau</li> <li>25 New York</li> <li>26 San Francisco</li> <li>27 Sao Paulo</li> </ul> |
|---|---|---|--|--|

### ● Global partnership

- Alliances with The New York Times (US) and The Dong-A Ilbo (South Korea, 東亜日報).
- Collaborations with BuzzFeed Japan Corporation as a partner company in Japan.
- Asahi Interactive, a subsidiary of The Asahi Shimbun, operates CNN's Japanese website.

### ● Participation in global movements and organizations as Japan's representative

• **Partnership with the International Consortium of Investigate Journalists (ICIJ)**  
The Asahi is the only newspaper in Japan to partner with ICIJ since 2012. We engaged in the Pulitzer winning the Panama Papers investigation in 2017.

### • Participation in the UN Global Compact

As the first Japanese media company, we began participating in the UN Global Compact in 2004 to fulfill our two responsibilities as a media institution in journalism and a corporate citizen.

### • The first member of the UN SDG Media Compact

We became the first member of the UN SDG Media Compact in 2018. It seeks to inspire media and entertainment companies around the world to leverage their resources and creative talent to advance the SDGs. Currently, about 220 companies in Japan are participating in this compact.

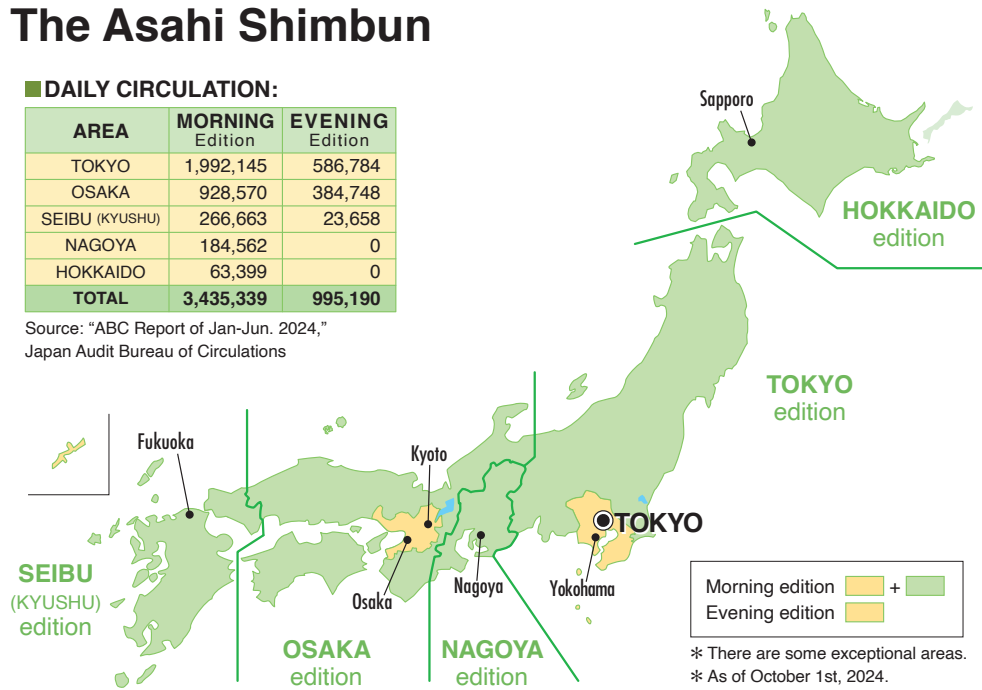


# The Asahi Shimbun

## ■ DAILY CIRCULATION:

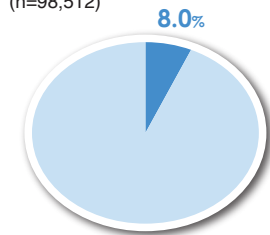
AREA	MORNING Edition	EVENING Edition
TOKYO	1,992,145	586,784
OSAKA	928,570	384,748
SEIBU (KYUSHU)	266,663	23,658
NAGOYA	184,562	0
HOKKAIDO	63,399	0
<b>TOTAL</b>	<b>3,435,339</b>	<b>995,190</b>

Source: "ABC Report of Jan-Jun. 2024," Japan Audit Bureau of Circulations

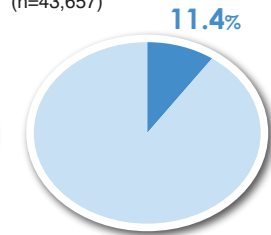


## ■ PENETRATION RATE:

**Nationwide**  
(n=98,512)



**Metropolitan Tokyo+Osaka**  
(n=43,657)



Source: "National Media Profile Survey 2023"

## ■ 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

<b>Home delivery</b>	<b>3,427,969</b>	<b>99.8%</b>
Single copies	7,370	
<b>TOTAL</b>	<b>3,435,339</b>	

Source: "ABC Report of Jan-Jun. 2024," Japan Audit Bureau of Circulations

## ■ NUMBER OF PAGES (TOKYO):

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

## ■ FORMAT:

382mm wide x 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: PDF/X4 and X1-a made with Mac OS, Adobe Photoshop, Adobe Illustrator(CC), Adobe InDesign(CC) and Adobe Acrobat(Pro).
- Color: CMYK mode (No RGB), UCR (Under Color Removal) only, total ink coverage must not exceed 250%. Images should be in EPS format and 300 - 400 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.

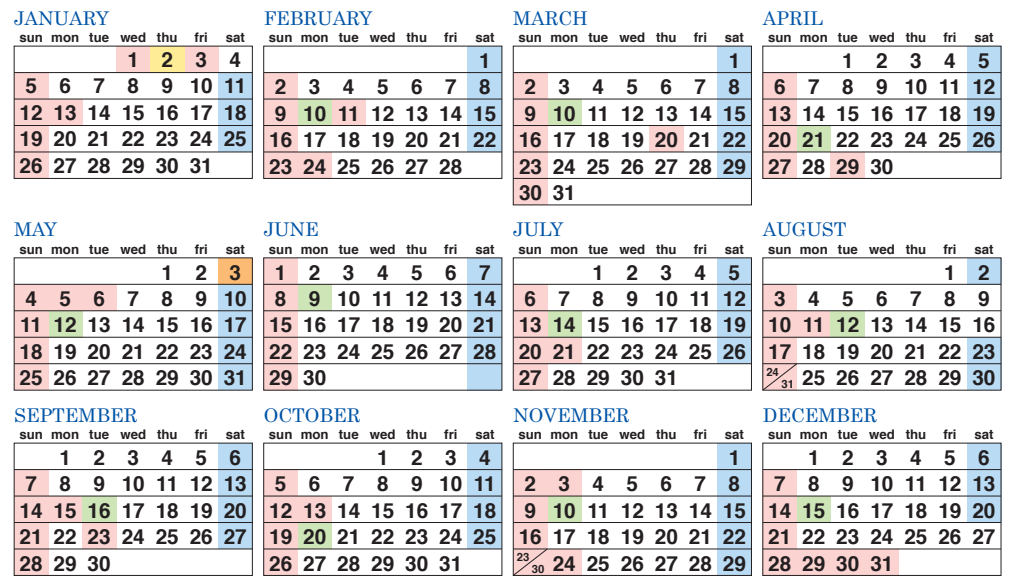
## ■ DEADLINES:

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

## ■ 2025 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



\* The above schedule is subject to change.

**For more information**

[https://adv.asahi.com/mb/english/pdf/material01\\_202412.pdf](https://adv.asahi.com/mb/english/pdf/material01_202412.pdf)

# The Asahi Shimbun

## DISPLAY ADS RATES & FORMATS:

	A Double-page Spread: 30 columns (789mm wide x 514mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥75,330,000		¥86,700,000	
Tokyo edition	42,795,000	¥35,775,000	48,060,000	¥38,505,000
Osaka edition	25,905,000	20,385,000	29,430,000	22,110,000
Seibu (Kyushu) edition	12,218,000		14,258,000	
Nagoya edition	7,065,000		8,280,000	
Hokkaido edition	3,607,000		4,192,000	

	B Full-page: 15 columns (382mm wide x 514mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥39,855,000		¥47,435,000	
Tokyo edition	22,695,000	¥18,945,000	26,205,000	¥20,765,000
Osaka edition	13,710,000	10,770,000	16,060,000	11,920,000
Seibu (Kyushu) edition	6,480,000		7,840,000	
Nagoya edition	3,735,000		4,545,000	
Hokkaido edition	1,905,000		2,295,000	

	C 2/3 page: 10 columns (382mm wide x 342mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥27,760,000		¥35,340,000	
Tokyo edition	15,820,000	¥13,200,000	19,330,000	¥15,020,000
Osaka edition	9,560,000	7,500,000	11,910,000	8,650,000
Seibu (Kyushu) edition	4,510,000		5,870,000	
Nagoya edition	2,600,000		3,410,000	
Hokkaido edition	1,320,000		1,710,000	

	D Half-page: 7 columns (382mm wide x 239mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥20,678,000		¥28,258,000	
Tokyo edition	11,781,000	¥9,835,000	15,291,000	¥11,655,000
Osaka edition	7,126,000	5,586,000	9,476,000	6,736,000
Seibu (Kyushu) edition	3,360,000		4,720,000	
Nagoya edition	1,939,000		2,749,000	
Hokkaido edition	987,000		1,377,000	

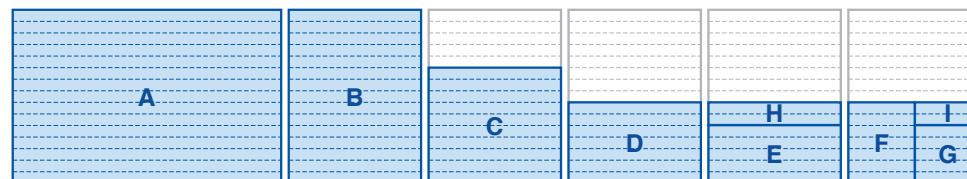
	E 1/3 page: 5 columns (382mm wide x 170mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥15,355,000		¥22,935,000	
Tokyo edition	8,755,000	¥7,305,000	12,265,000	¥9,125,000
Osaka edition	5,290,000	4,155,000	7,640,000	5,305,000
Seibu (Kyushu) edition	2,495,000		3,855,000	
Nagoya edition	1,440,000		2,250,000	
Hokkaido edition	735,000		1,125,000	

	F Quarter-page: 7 columns x 1/2 (190mm wide x 239mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥11,179,000		¥18,759,000	
Tokyo edition	6,359,500	¥5,306,000	9,869,500	¥7,126,000
Osaka edition	3,843,000	3,017,000	6,193,000	4,167,000
Seibu (Kyushu) edition	1,813,000		3,173,000	
Nagoya edition	1,046,500		1,856,500	
Hokkaido edition	532,000		922,000	

	G 1/6 page: 5 columns x 1/2 (190mm wide x 170mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥8,262,500		¥15,842,500	
Tokyo edition	4,712,500	¥3,932,500	8,222,500	¥5,752,500
Osaka edition	2,847,500	2,235,000	5,197,500	3,385,000
Seibu (Kyushu) edition	1,342,500		2,702,500	
Nagoya edition	775,000		1,585,000	
Hokkaido edition	395,000		785,000	

	H 2 columns (382mm wide x 66mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥6,610,000		¥14,190,000	
Tokyo edition	3,770,000	¥3,146,000	7,280,000	¥4,966,000
Osaka edition	2,278,000	1,788,000	4,628,000	2,938,000
Seibu (Kyushu) edition	1,074,000		2,434,000	
Nagoya edition	620,000		1,430,000	
Hokkaido edition	316,000		706,000	

	I 2 columns x 1/2 (190mm wide x 66mm deep)			
	Black and White		Full Color	
	Morning Edition	Evening Edition	Morning Edition	Evening Edition
National edition	¥3,305,000		¥10,885,000	
Tokyo edition	1,885,000	¥1,573,000	5,395,000	¥3,393,000
Osaka edition	1,139,000	894,000	3,489,000	2,044,000
Seibu (Kyushu) edition	537,000		1,897,000	
Nagoya edition	310,000		1,120,000	
Hokkaido edition	158,000		548,000	



\* Page or section request accepted at additional charge. Please ask for details.

## WEEKEND SUPPLEMENT

**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.



### ■ 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

## WIDE-SCALE FOLD-OUT INSERT

### Panorama (Panorama wide / Panorama 6)

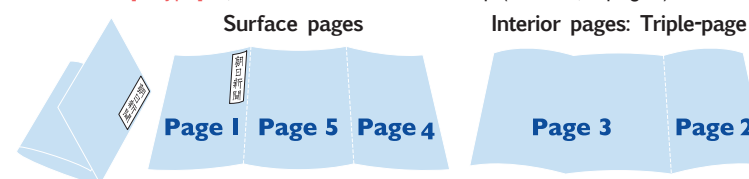
Panorama is a special foldout insert to achieve creative effect. With eight / six pages combined into one unit, this wide space brings powerful panoramic expression.

#### ■ FORMAT:

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



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



## SPECIAL LOCAL ADVERTISING INSERT

### 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.

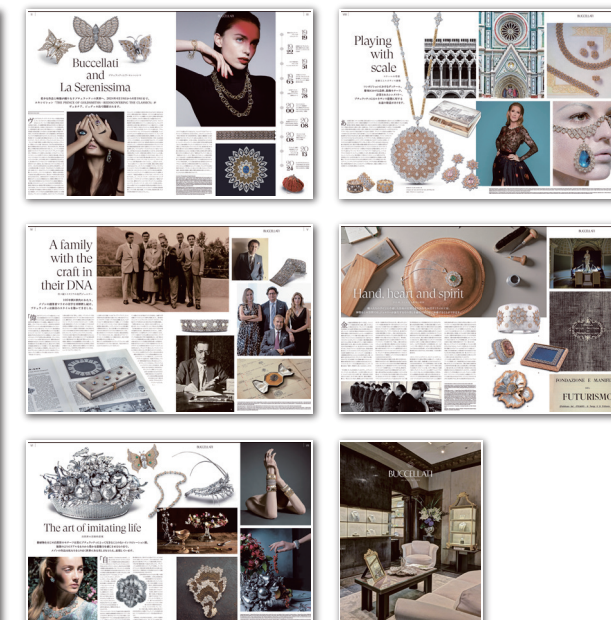
■ **FORMAT:**  
Blanket: 385mm wide × 516mm deep    Tabloid: 245mm wide × 377mm deep

■ **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.



Case Example: Buccellati Blanket, 12 Pages



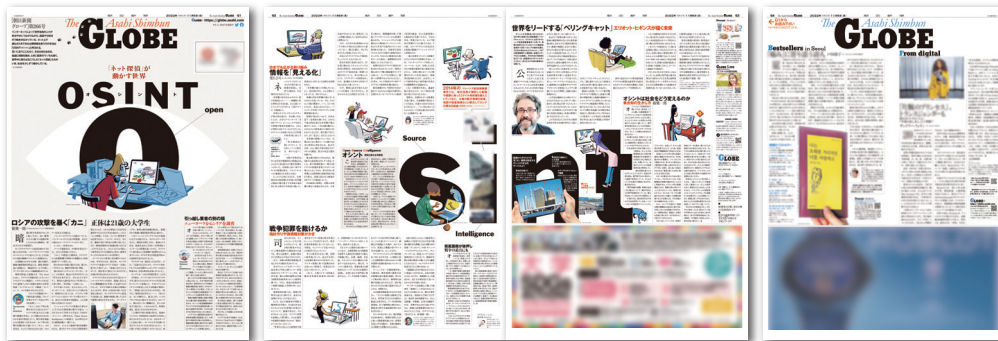
**For more information** [https://adv.asahi.com/mb/english/pdf/material02\\_202412.pdf](https://adv.asahi.com/mb/english/pdf/material02_202412.pdf)

# GLOBE

“GLOBE” is a bi-weekly feature page in The Asahi Shimbun national morning edition. Published 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

## The Asahi Shimbun GLOBE

over the world in an innovative design.



- **FORMAT:**  
4 page feature published within Sunday morning edition
- **SCHEDULE:**  
Bi-weekly (twice a month) \* schedule is subject to change
- **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)

## DIGITAL

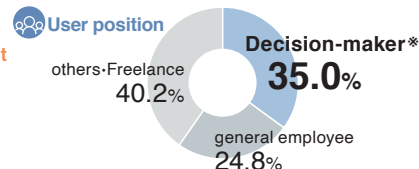
# GLOBE+

- 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.
- The sex ratio of users is 58% men and 42% women.
- The average engagement time is 2 minutes per a user.



**The average engagement time per a user**  
2min 2sec

**Reach**  
1,159,597 PV  
898,086 UU



\*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/>



# AERA

Weekly News Magazine

- **CIRCULATION:** 51,333  
JMPA print certification, Apr-Jun. 2024
- **FORMAT:** 210mm wide × 284mm deep / Modified A4 size
- **COVER PRICE (Tax included):** ¥600
- **PUBLICATION:** Every Monday  
The cover date is 7 days prior to the issue date

### ■ RATES & FORMATS / Full Color:

Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 pages	¥2,800,000	420 × 284
3rd cover	1 page	1,350,000	210 × 284
Back cover	1 page	2,000,000	200 × 270
Run of page	1 page	1,300,000	210 × 284
	2 pages	2,600,000	420 × 284



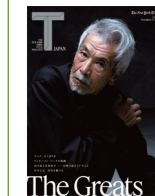
# Newton

Graphic Science Monthly Magazine

- **CIRCULATION:** 80,300  
JMPA print certification, Sep-Nov. 2023
- **FORMAT:** 210mm wide × 275mm deep / Modified A4 size
- **COVER PRICE (Tax included):** ¥1,190
- **PUBLICATION:** 26th of every month  
The cover date is 4 weeks prior to the issue date

### ■ RATES & FORMATS / Full Color:

Position	Space	Rate	Size (WxD) mm
2nd cover (2-page spread)	2 page	¥3,200,000	420 × 275
3rd cover	1 page	1,500,000	210 × 275
Back cover	1 page	2,000,000	195 × 255
Page after table of contents	1 page	1,300,000	210 × 275
Page after main text	1 page	1,100,000	210 × 275



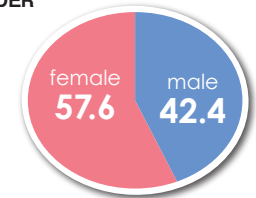
T JAPAN : The New York Times Style Magazine

# T JAPAN <https://www.tjapan.jp/>

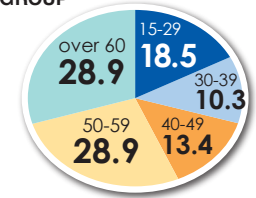
- **CIRCULATION:** 200,000
- **PUBLICATION DATE:** Thu., Mar. 27 / Sun., Jun. 1 / Sat., Sep. 27 / Thu., Nov. 27
- **RATES & FORMATS:**  
1 page Full color; 210mm wide × 279mm deep; ¥2,000,000 (Run of page)

### ■ READERSHIP

**GENDER (%)**



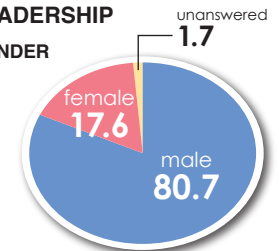
**AGE GROUP (%)**



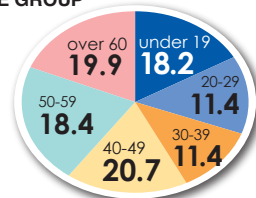
Source: “MAGASCENE2022, Tokyo,” Video Research Ltd.

### ■ READERSHIP

**GENDER (%)**



**AGE GROUP (%)**



Published by Shueisha Inc.

For more information <https://adv.asahi.com/english/magazine/>

# The Asahi Shimbun Digital

[www.asahi.com/](http://www.asahi.com/)

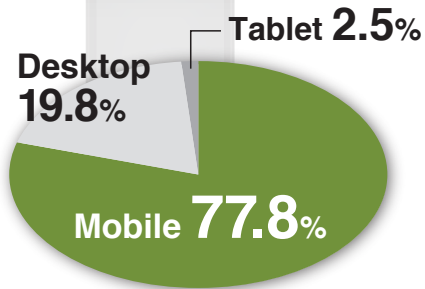
“The Asahi Shimbun Digital” is Japan’s leading news site that reaches 140 million page views and 35 million users every month. It covers a wide range of subjects from political news to fashion trends. We can convey your message and reach your target audience effectively.



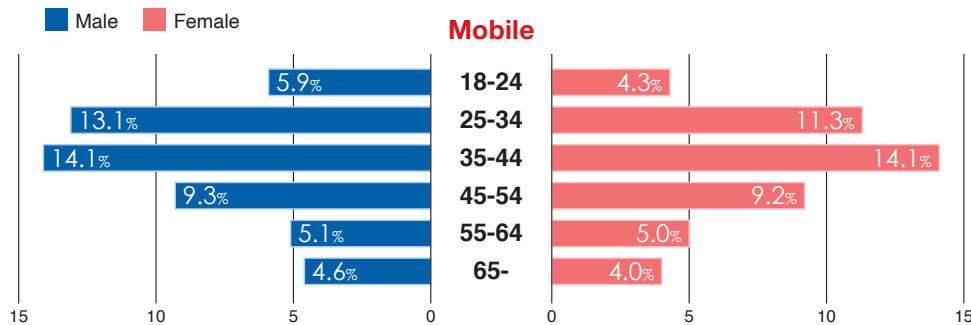
**Monthly PV : 140M**  
**Monthly UU : 34.6M**

## AUDIENCE PROFILE

User Ratio by Device

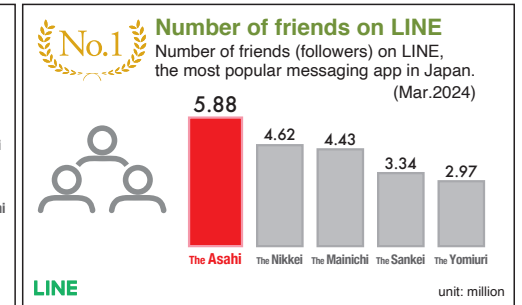
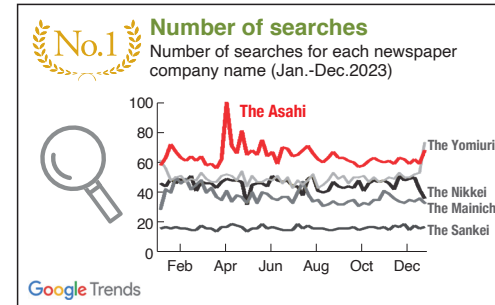
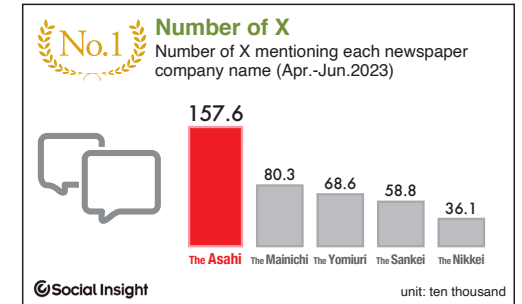


Mobile user demographics



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**

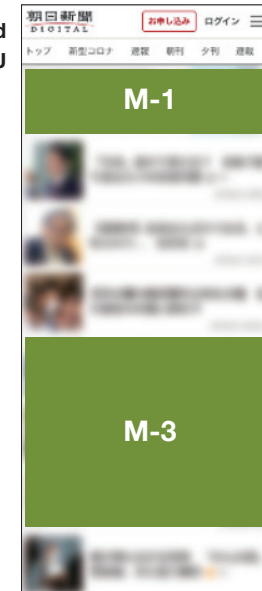
\* Material deadline: 4 business days prior.

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)



Ad appears on the page during video playback. When video ends, ad disappears automatically.

### 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 <= Delete it	-
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.

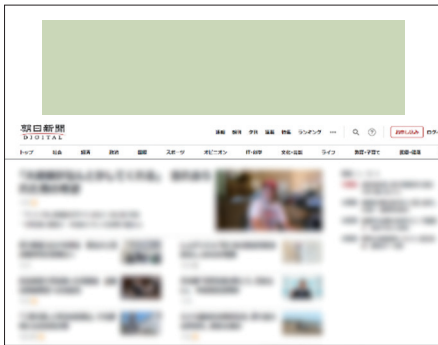
### RICH ADS (PC)

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

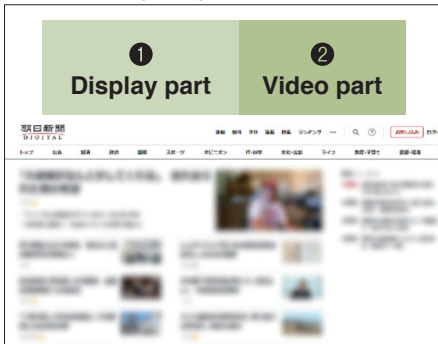
#### Weekday 1-day Takeover Gate ads



#### Billboard ad



#### Billboard ad (video)



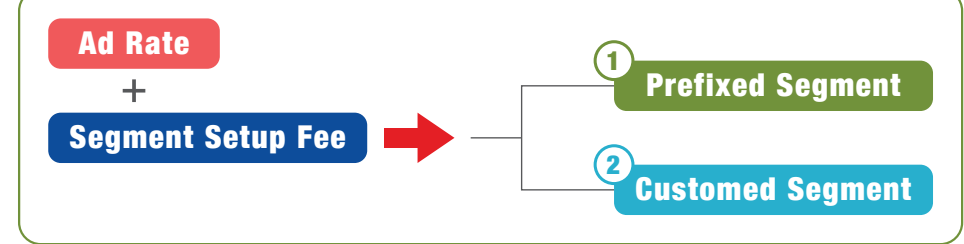
#### RATES & FORMATS

\* 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	970 × 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.

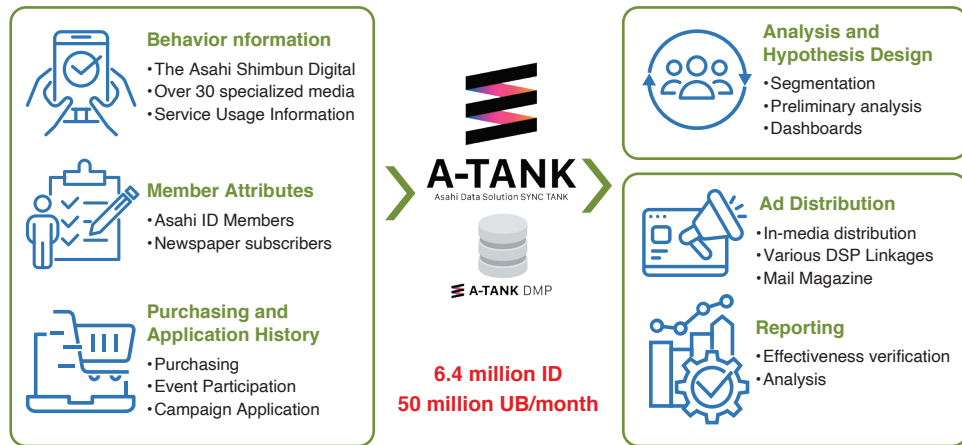
##### ■ NET 250,000JPY/ 2 segments

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](http://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/](http://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>

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