The Asahi Shimbun

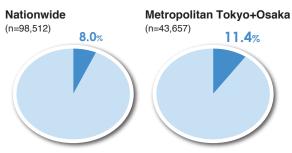
DAILY CIRCULATION:

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					
TOTAL	3,435,339	995,190					

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



■PENETRATION RATE:



Source: "National Media Profile Survey 2023"

NUMBER OF PAGES (TOKYO):

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

FORMAT:

Sapporo

HOKKAIDO

edition

382mm wide × 514mm deep 15 horizontal columns

■ COVER PRICE (Tax included):

Morning edition: ¥180 / copy Evening edition: ¥70 / copy * Monthly subscription fee

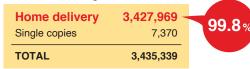
(morning and evening editions): ¥4,900

■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



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

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

JANUARY							FEBRUARY								MARCH								APRIL							
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sur	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat			
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5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8	6	7	8	9	10	11	12			
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15	13	14	15	16	17	18	19			
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22	20	21	22	23	24	25	26			
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28		30						27							_												$\overline{}$			

* The above schedule is subject to change.

For more information

https://adv.asahi.com/mb/english/pdf/material01_202412.pdf