

## 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

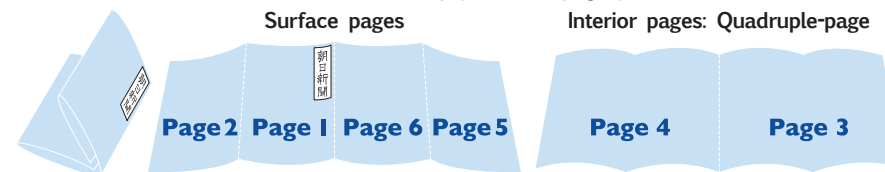
## WIDE-SCALE FOLD-OUT INSERT

### Panorama (Panorama wide / Panorama 6)

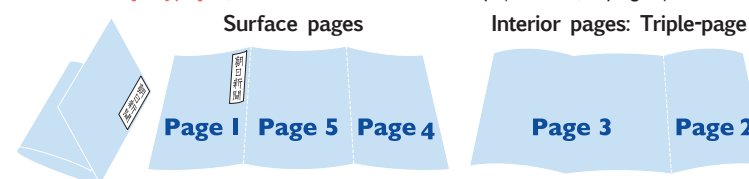
Panorama is a special foldout insert to achieve creative effect. With eight / six pages combined into one unit, this wide space brings powerful panoramic expression.

#### ■ 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.

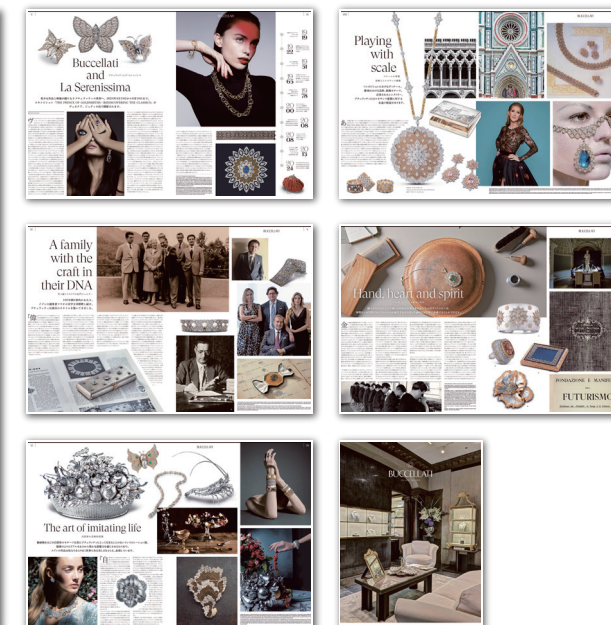
■ **FORMAT:**  
Blanket: 385mm wide × 516mm deep    Tabloid: 245mm wide × 377mm deep

■ **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)