CIRCULATION AND READERSHIP DATA

Japan’s Leading Business Journal by Circulation

Your One and Only Business Magazine Choice in Japan
The “One NB Strategy”

— One Nikkei Business —

The “One NB Strategy—One Nikkei Business,” a vision focused on Nikkei Business, mobilizes the “Nikkei ID” system to integrate the unique characteristics of Nikkei Business Online and Nikkei Business Digital. Working through this strategy, Nikkei Business conveys scrupulously selected information not only to those in managerial positions, but also geared to the needs of young businesspersons, women and other reader genres. For example, Nikkei Business Online furnishes early reports of pinpointed news items, with Nikkei Business adding commentary, analysis and other embellishment positioned to underscore the essential content. After that, Nikkei Business Digital assists in searching out and tapping into related news stories.

Nikkei Business

Supplying information as resources for anticipating the future to a readership some 200,000 persons strong, focused on top-ranked executives poised to support the development of Japanese society. As a source of intelligence contributing to effective corporate management decisions, Nikkei Business ranks as Japan’s top integrated economic and business management magazine measured by reader support.

Nikkei Business Online

This service adopts a scheme of close teamwork with the contents of the main Nikkei Business magazine, thereby striking a solid balance between information quality and speed. Responding to the solid trust of its some 2.3 million registered subscribers, Nikkei Business ONLINE earns consistently stellar levels of satisfaction as a source of superbly reliable and instrumental management intelligence.

Nikkei Business Basic

Nikkei Business Basic delves into the details of particularly challenging terminology and news, seeking to deliver simple and essential commentary. Specific examples are infused to further enhance the caliber of knowledge, supporting readers in their efforts to discover enlightening new viewpoints useful in business, provide hints for the next action phases and other valuable insights.

Nikkei Business Digital

Digital equipment is marshaled to produce layouts of articles from the main Nikkei Business paper magazine. The targets are some 40,000 loyal users characterized by particularly high information-gathering volition, optimizing the contents for each viewing device.
Core readership: Decision makers within organization

Reader average age

51.6 years

Gender ratio (%)

- Men: 94.2%
- Women: 5.8%

Employer industry (%)

- Manufacturing: 33.9%
- Service: 19.1%
- Distribution: 6.5%
- Financial: 4.5%
- Construction, real estate: 4.5%
- Other occupations: 17.0%
- Student, unemployed, homemaker: 12.1%
- Other: 9.6%

Function at workplace (%)

- Sales: 16.8%
- Planning, research & marketing: 10.9%
- Management & general corporate responsibilities: 24.2%
- Other: 9.6%
- Research & development: 8.7%
- General affairs & accounting: 10.2%
- Human resources & public relations: 3.2%
- Information systems: 4.6%
- Design: 4.0%
- Manufacturing & production management: 5.1%
- No decision making: 20.6%
- Chairman/president level: 12.0%
- Board member: 11.1%
- Section manager level: 26.2%
- Department manager/assistant manager level: 11.3%
- Subsection manager/supervisor level: 19.2%
- Other: 43.7%
Annual income (%)

Average annual income: ¥9,308,400

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 20 million yen</td>
<td>3.1%</td>
</tr>
<tr>
<td>15-20 million yen</td>
<td>4.6%</td>
</tr>
<tr>
<td>10-15 million yen</td>
<td>22.2%</td>
</tr>
<tr>
<td>5-10 million yen</td>
<td>41.7%</td>
</tr>
<tr>
<td>Under 5 million yen</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

Total assets (%)

Average asset value: ¥52,285,100

<table>
<thead>
<tr>
<th>Asset Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 200 million yen</td>
<td>2.5%</td>
</tr>
<tr>
<td>100-200 million yen</td>
<td>5.9%</td>
</tr>
<tr>
<td>30-100 million yen</td>
<td>31.4%</td>
</tr>
<tr>
<td>5-30 million yen</td>
<td>30.7%</td>
</tr>
<tr>
<td>Under 5 million yen</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

Advertisements

High interest in advertisements too

How closely do you read advertisements (%)

- Glance over ads: 83.7%
- Briefly read ads of interest: 33.7%
- Only read ads of interest: 44.6%
- Closely examine all ads: 5.4%
- Hardly at all: 4.0%
- Very little: 12.3%

Action after reading advertisements (%)

- Access the website: 37.2%
- Share with family and friends: 26.4%
- Keep for later study: 14.1%
- Order or purchase services: 13.5%
- Direct studies by related workplaces or employees: 6.3%
- Inquires by e-mail: 1.9%
- Directly phone to request materials: 1.4%
- Discuss on SNS: 1.4%
- Become official account follower or “friend”: 0.7%
- Other: 9.4%
- No response: 18.1%

Take specific actions after reading ads
Loyalty

The majority of readers continue to subscribe over the years

**Years currently subscribed (%)**

- Under 1 year: 6.0
- 1~2 years: 6.4
- 3~4 years: 10.5
- 5~9 years: 22.8
- 10~14 years: 26.2
- 15~30 years: 22.1
- Over 31 years (including inaugural issue): 4.2
- Don’t know: 1.8

Readers subscribing for over 10 years: **52.5%**

**Multiple readership rate (%)**

- 2 readers: **24.7%**
- 3 readers: **6.6%**
- 4 readers: **1.0%**
- 5 readers: **1.9%**
- 6~10 readers: **1.7%**
- 11 readers +: **0.9%**
- No response: **0.5%**

Readers other than subscriber:
- Spouses: **42.7%**
- Coworkers: **33.9%**

**Place of delivery (%)**

- Home: **84.7%**
- Workplace: **15.1%**
- Other: **0.3%**

The vast majority of readers receive or subscribe at home

**Where read (%)**

- At home on holidays: **55.6%**
- While commuting on trains, etc: **39.0%**
- At home on weekdays (upon return from work): **37.8%**
- At the workplace: **21.5%**
- Other: **3.4%**
In addition to the actual magazine, high frequency access for Web articles too

**Interest in Nikkei Business Online (%)**

- Read 3 days or more weekly: 25.7%
- Read occasionally: 39.6%
- Don’t read: 32.3%
- Unaware of service: 2.5%

65.3% Joint subscription With Nikkei Business Online

**About Nikkei Business Digital (%)**

- Read on PC: 15.1%
- Read on exclusive application (tablet): 3.5%
- Read on exclusive application (smartphone): 4.5%
- Unaware of service: 12.9%

**Application of Nikkei Business Online articles (%)**

- Personal work ideas or hints: 63.4%
- For general knowledge: 61.0%
- As topics at customers or in-house: 39.5%
- Basis for judgment as executive or manager: 30.6%
- Source of detailed information: 21.9%
- Resource for devising new plans or projects: 21.3%
- Collecting information for product or service purchases: 17.3%
- Reference for stocks, other investments: 15.2%
- Source of references at meetings, for internal materials: 13.1%
- Other: 0.6%
Heavy readership at large companies with 1,000 or more employees

**Scale of employer (%)**

<table>
<thead>
<tr>
<th>Scale of Employer</th>
<th>% of Heavy Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000 employees or more</td>
<td>46.0%</td>
</tr>
<tr>
<td>5,000 employees or more</td>
<td>26.7%</td>
</tr>
<tr>
<td>1,000–4,999 employees</td>
<td>19.3%</td>
</tr>
<tr>
<td>300–999 employees</td>
<td>16.1%</td>
</tr>
<tr>
<td>100–299 employees</td>
<td>13.5%</td>
</tr>
<tr>
<td>30–99 employees</td>
<td>7.9%</td>
</tr>
<tr>
<td>Less than 30 employees</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

Publicly traded employers

- TSE First Section: 31.9%
- TSE Second Section: 1.0%
- Local market listing: 0.4%
- JASDAQ: 1.1%
- TSE “Mothers”: 0.1%
- Other listings: 0.5%
- Scheduled to be listed: 0.3%
- Not publicly traded: 64.7%

**Employer’s capital (%)**

<table>
<thead>
<tr>
<th>Capital Range</th>
<th>% of Heavy Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under ¥10 million</td>
<td>8.2%</td>
</tr>
<tr>
<td>¥10–30 million</td>
<td>9.3%</td>
</tr>
<tr>
<td>¥30–50 million</td>
<td>3.9%</td>
</tr>
<tr>
<td>¥50–100 million</td>
<td>7.7%</td>
</tr>
<tr>
<td>¥100 million–1 billion</td>
<td>15.0%</td>
</tr>
<tr>
<td>¥1–5 billion</td>
<td>8.6%</td>
</tr>
<tr>
<td>¥5–10 billion</td>
<td>5.6%</td>
</tr>
<tr>
<td>Over ¥10 billion</td>
<td>28.9%</td>
</tr>
<tr>
<td>Public agency or institution</td>
<td>7.3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

Persons employed at companies capitalized at ¥1 billion or more: 43.1%
Consider importance of IT services from a management perspective

### Regarding IT-related services (%)

- Business applying goods or services: 45.6%
- Development and proposal of customer products and services: 10.7%
- Development and use of in-house systems and services: 9.6%
- Development of goods related to products and services: 4.3%
- Other: 29.9%

### Importance of applying IT in management strategies (%)

- Totally unnecessary: 5.3%
- Somewhat necessary: 43.3%
- Indispensable for work: 49.3%

92.6% consider IT necessary in management strategies.

### Information system themes in which interest exists (%)

- Application of big data: 55.4%
- IoT: 53.5%
- Application in management support and marketing: 37.5%
- Personal data protection and security: 33.7%
- Cloud services introduction and use: 32.0%
- Customer management: 31.8%
- Mobile cloud services introduction and use: 23.7%
- Internal control and document management: 22.0%
- Tax/social security number system responses: 21.1%
- Knowledge management and groupware: 19.2%
- Building new customer relations using social media, etc.: 18.3%
- Business continuity upon emergencies: 17.3%
- Other: 0.6%
- No response: 3.2%
Energetic business development beyond Japan to overseas markets

**Overseas expansion (%)**

- Expansion underway: 57.6%
- No expansion: 41.4%
- Don't know: 1.1%

**Countries/regions of attention in overseas expansion (%)**

- Keen attention on ASEAN, China, and other Asian nations

**Fields of interest in overseas expansion (%)**

- Expand/develop new customers: 32.0%
- Establish/expand branches, offices, etc.: 18.1%
- M&A: 10.7%
- Other: 1.5%
- No response: 20.7%

**Countries/regions visited on business trips during past year (%)**

- China: 42.7%
- ASEAN: 38.5%
- North America: 30.1%
- Europe: 17.5%
- Other Asian regions: 12.6%
- Africa: 2.8%
- Middle East: 0.0%
- Other: 4.2%
- No response: 2.1%