

Year-round Special Ad Section 2026

	Magazine	Web	Category	Project Name	Outline
Year-round	○	○	Overall Management Strategy	Ask the CEO	The top management communicates the company's vision in their own words
Year-Round	○	○	Overall Management Strategy	New market strategy	Behind every development lies a story. We uncover the untold stories of growing businesses.
Year-round	○	○	Overall Management Strategy	Walking Together	Case Study Introduction. To Build Stronger Partnerships with Customers
Year-round	○	○	Overall Management Strategy	THE INTERVIEW	Nikkei Business Publisher Interviews Companies on Their Management Policies
Year-round	○	○	Overall Management Strategy	THE Focus	Special package highlighting four themes spotlighted by Nikkei Business
Year-round	○	○	SDGs・ESG	The Cutting Edge of Sustainability Management	Introducing Corporate Initiatives Contributing to a Sustainable Global Environment and Socio-Economy
Year-round	○	○	Overall Management Strategy	Anniversary Campaign	Special package exclusively for companies celebrating their founding anniversary this year or next year
Year-round	○	○	SDGs・ESG	Our Company's Investor Relations	Enhancing corporate social value through information dissemination targeting a broad stakeholder audience
Year-round	○	○	Overall Management Strategy	IR Advertising Campaign "Challenging PBR Improvement" (Supervised by Nikkei BP Research Institute)	Under the supervision of Nikkei BP Research Institute, create and disseminate an equity story that resonates with investors
Year-round	○	○	Overall Management Strategy	With Taxi Signage GROWTH Collaborative Campaign	An all-in-one package featuring GROWTH taxi advertising, primarily deployed in Tokyo
Year-round	○	—	Overall Management Strategy	Business Compass	High-Visibility Article-Style Ad Placement Plan on the Second Spread of Table 2
Year-round	○	○	Health & Medical	The Ideal Mind and Body with Nikkei Gooday	Delivering the latest information on health revolutions and mindset shifts for business professionals, providing valuable insights and benefits
Year-round	—	○	Infrastructure & Services	Logistics Advertising Feature: 'The Cutting Edge of Rapidly Changing Logistics Transformation 2026'	A permanent site for logistics information, evolving daily as social infrastructure
Limited term	March-April	○	IT	Partner in AI Transformation	Introducing cutting-edge digital businesses through interviews by Nikkei BP Research Institute researchers

Month	Magazine	Web	Seminar	Category	Project Name	Outline
March	Post-event	Post-event	March 3/4	IT/AI	AI Leaders Conference 2026 Spring	An event where AI Leaders (experts) and partner general attendees gather to discuss
March	Post-event	Post-event	Early March	IT	Manufacturing DX: Data Utilization Decides the Outcome, Laying the Groundwork for Growth	Introduces the importance of data-driven management and its application examples for manufacturing executives.
March	Post-event	Post-event	Mid-March	Human Resources & Work Styles	Next-Generation AI X Organizational Management Conference 2026	Building Organizations That Continuously Grow by Enhancing Work Experience and Autonomy Through Digital Transformation
March	○	○		Infrastructure & Services	Air Conditioning Business	Discover the "World of Air Power" that contributes to building a better society
March	○	○		Lifestyle	Fashion <Spring & Summer>	New Trends in Executive Fashion. Introducing the Must-Have Items to Wear Now
March	○	○		Disaster Preparedness / BCP / Resilience	Disaster Preparedness / BCP	Introducing products and solutions for ensuring safety, disaster mitigation, and business continuity in the face of increasing disasters
May	Post-event	Post-event	Mid-May	SCM	Next-Generation SCM Management Forum 2025	Introducing the latest trends and case studies in SCM management
June	Post-event	Post-event	June 24-25	IT	Security Management Summit (Co-located with CISO Conference)	A seminar introducing optimal security management solutions through case studies
June	Post-event	Post-event	Mid-June	IT	Digital Nation Japan	A major symposium exploring the ideal forms of industry-government-academia collaboration for achieving digital transformation across society
June	Post-event	Post-event	Late June	IT	Management Challenge Resolution Symposium DX & AI Insight 2026 Summer	A seminar to promote the modernization of Japanese companies by redefining the overall DX strategy with AI implementation in mind
June	○	○		Lifestyle	Watches <Spring & Summer>	Reporting on new releases for 2025 and industry trends based on on-site coverage from the Swiss exhibition
June	○	○		IT/AI	AI Leaders 100 Spin-off Project: Book in Book	A booklet where Nikkei BP's editorial team puts forth their full effort to interview and introduce leaders engaging with AI from multiple perspectives
June	○	○		Overall Management Strategy	Intellectual Property Management Strategy	Economic Security Emerges: What is the Optimal IP Solution in the DX Era?
August	Post-event	Post-event	Late August	Disaster Preparedness / BCP / IT	Disaster Prevention X (Transformation) Forum	An event providing a forum for industry, government, and academia to exchange views on transforming disaster prevention to fundamentally enhance disaster resilience
August	○	○		Infrastructure & Services	Logistics Special Feature	Predicting the Latest Logistics Trends Ahead of the International Integrated Logistics Exhibition
September	Post-event	Post-event	Early September	IT/AI	AI Leaders Conference 2026 Autumn	An event where AI Leaders (experts) and partner general attendees gather to discuss
September	○	○		Lifestyle	Fashion <Autumn & Winter>	New Trends in Executive Fashion. Introducing the Must-Have Items to Wear Now
October	Post-event	Post-event	Late October	Infrastructure/Services	Next-Generation Logistics Reform Forum: Building a Sustainable Logistics Network	A seminar introducing cutting-edge initiatives in logistics, now recognized as a social issue and management challenge
November	Post-event	Post-event	Late November	IT	Security Management Summit (Co-located with CISO Conference)	A seminar introducing optimal security management solutions through case studies
November	Post-event	Post-event	Late November	IT	Management Challenge Resolution Symposium DX & AI Insight 2026 Winter	A seminar to promote the modernization of Japanese companies by redefining the overall DX strategy with AI implementation in mind
November	Post-event	Post-event	Late November	Human Capital & Work Styles	Human Capital Management Edition: Nikkei Business LIVE 2025 Winter	Live-streamed web seminar series on human capital management
November	○	○		Lifestyle	Watches <Autumn & Winter>	Exploring the brand's challenges and pursuits from multiple angles. Plus, recommendations for new products executives should choose
December	Post-event	Post-event	Early December	IT/AI	Generative AI Conference	A collaborative event with the Generative AI Association to understand the "present" and "future" of generative AI. The Generative AI Awards will also be announced.
December	Post-event	Post-event	Early December	IT	Cyber Initiative Tokyo 2025	An event co-hosted with the Nikkei newspaper where industry, government, and academia come together to discuss cybersecurity
December	○	○		IT/AI	AI Leaders 100 Spin-off Project: Book in Book	A booklet where Nikkei BP's editorial team puts forth their full effort to interview and introduce leaders who engage with AI from multiple perspectives
December	○	-		Lifestyle	Gift Special	Gifts to Give Your Loved Ones This Holiday Season

<Lead Generation>

Implementation Month	Starting Date	Field	Project Name	Selling Points
February	February 6	Workforce & Work Styles	Reskilling and Talent Development	Introducing solutions to support employee reskilling
February	February 13	Sales & Marketing	Customer Information Management	Strengthen customer engagement through optimized and centralized customer information management
February	February 18	Sales & Marketing	Marketing DX Support	Introducing the latest DX solutions that contribute to marketing operations
February	February 27	Health & Medical	Well-being & Health Management	Considering the health of employees, companies, and society as a whole
March	March 4	Overall Management Strategy	Addressing the "2025 Problem (Labor Shortage)"	Considering countermeasures for the greatest challenge of a super-aged society: "labor shortage"
March	March 6	Human Resources & Work Styles	Employee Engagement	What is Employee Engagement, Essential for Sustainable Management?
March	March 13	Sales & Marketing	Inside Sales	Explaining the Latest Inside Sales Techniques to Boost Revenue
March	March 27	SDGs · ESG	Decarbonization/Carbon Management	Introducing the Importance and Benefits of Decarbonization Management
April	April 3	Sales & Marketing	B2B Marketing	Introducing the Latest Trends in Corporate Marketing Solutions
April	April 10	IT	Leveraging Generative AI & Business Automation	What Are the Latest Generative AI Services and Automation Tools to Address Labor Shortages?
April	April 17	IT	People Analytics	Explaining the latest trends in data-driven HR strategy, not based on experience or intuition
April	April 22	Sales & Marketing	Sales DX	How to Achieve Results Using Data and Solutions
May	May 8	Workforce & Work Styles	Employee Engagement	What is Employee Engagement, Essential for Sustainable Management?
May	May 15	Sales & Marketing	Customer Information Management	Strengthen customer engagement through optimized and centralized customer information management
May	May 20	Sales & Marketing	ABM (Account-Based Marketing)	Introducing the latest ABM approach and solutions for B2B marketing
May	May 22	SDGs/ESG	Decarbonization/Carbon Management	Introducing the Importance and Benefits of Decarbonization Management
May	May 29	Overall Management Strategy	Addressing the 2025 Problem (Labor Shortage)	Considering Countermeasures for the "Labor Shortage," the Greatest Challenge of a Super-Aged Society
June	June 3	IT	Leveraging Generative AI & Business Automation	What Are the Latest Generative AI Services and Automation Tools to Address Labor Shortages?
June	June 5	Sales & Marketing	Sales DX	How to Achieve Results by Leveraging Data and Solutions
June	June 12	Sales & Marketing	Inside Sales	Explaining the Latest Inside Sales Techniques to Boost Revenue
June	June 19	Sales & Marketing	Marketing DX Support	Introducing the latest DX solutions that contribute to marketing operations
June	June 24	Health & Medical	Well-being & Health Management	Considering the health of employees, companies, and society as a whole
June	June 26	IT	People Analytics	Explaining the latest trends in HR strategy driven by data utilization, not experience or intuition

Contact

Global Business Unit
Nikkei Business Publications, Inc.

i-sales@nikkeibp.co.jp