

■ ■ ■ ■ Nikkei BP E-mail newsletter advertising ■ ■ ■ ■
23 media

Total number of subscribers : About 4.40millions

This data in Japanese can be downloaded from the following .

<https://www.nikkeibp.co.jp/ad/netmedia/>

For details, could you contact us for each inquiries.

Sep-20

	Category	Title	Outline	Delivery Frequency	Number of Subscribers	Rate (Specs) *two-byte Japanese characters	Remarks	Contact details for inquiries
1	Business	Nikkei Business Online edition mail	A comprehensive business and management information site for corporate managers and top executives. Issued by the <i>Nikkei Business</i> magazine. It is the only online media that can directly reach corporate executives who make important corporate decisions.	Daily on weekdays	763,973	Center: JPY500,000 (Title 37 characters or less + Destination URL Text within 114 characters)	HTML Mail	nb-ad@nikkeibp.co.jp
2	Business	Nikkei Top Leader ONLINE Mail	Designed for corporate managers of SMEs, this e-newsletter delivers newly-arrived content from <Nikkei Top Leader Online>, hot topics from <Nikkei Business Online>, information on events and seminars for corporate managers, and hot articles from the <i>Nikkei Top Leader</i> magazine.	Tue.	62,310	Header: JPY250,000 (38 characters x 5 lines)	-	nb-ad@nikkeibp.co.jp
3	Business	Nikkei ESG NEWS	This is an email magazine that delivers original information as well as headlines for ESG (environmental, social and governance) articles posted in the Nikkei business online website.	Second and fourth Wed.	24,136	Header: JPY250,000 (38 characters x 5 lines)	-	eco-ad@nikkeibp.co.jp
4	Lifestyle	Nikkei ARIA Mail	This e-newsletter is by Nikkei ARIA, a site providing valuable information for supports women in their 40s and 50s is. The percentage of female managers, and the annual income is high. Applies to women with money, time and decisiveness Roach is possible.	Mon., Wed. & Fri.	57,376	Infeed: JPY200,000 (Image + 28 characters)	HTML Mail	nsw-ad@nikkeibp.co.jp
5	Lifestyle	Nikkei DUAL Mail	This e-newsletter is by Nikkei DUAL, a site providing valuable information for working parents of double-income households busy with both work and child-rearing. It offers a wide range of new and interesting articles including on topics such as childcare and education corresponding to the child's age; information on finances for double-income households; issues related to balancing work and childcare/career choices; product selection; user-friendly products and services, and more.	Mon., Wed. & Fri. (Running ad: Wed. & Fri.)	179,333	Infeed: JPY200,000 (Image + 28 characters)	HTML Mail	nsw-ad@nikkeibp.co.jp
6	Lifestyle	Nikkei doors Mail	This e-newsletter is by Nikkei doors, a site providing valuable information for supports women in their 20s and 30s is. It is possible to approach young women who are eager to improve and are active in self-investment.	Mon., Wed. & Fri.	28,982	Infeed: JPY200,000 (Image + 28 characters)	HTML Mail	nsw-ad@nikkeibp.co.jp
7	Lifestyle	Nikkei Gooday Mail	As the population ages, increasing attention is being focused on how to extend healthy lives in which people can enjoy their day-to-day lives without hindrance. Nikkei Gooday is a medium that responds to the opinions from readers that they want to be healthier and prepare for the uncertainty of illness. Approximately 70% of readers are 50 years or older. Also, about 30% of readers have annual income of at least 10 million yen, putting the main readers into the "rich senior" segment.	Tue. & Fri.	205,949	Center: JPY200,000 (38 characters x 5 lines)	-	gdy-ad@nikkeibp.co.jp
8	IT	NIKKEI xTECH IT Newsletter	Provides interesting articles and a variety of information on ICT related fields in a timely manner to approximately 640,000 key persons and businesspersons who deal with ICT in their work/businesses.	Daily on weekdays (Running ad: Mon., Wed. & Fri.)	484,611	Header: JPY550,000 (Title 20 characters or less x Text within 7 lines)※1	※1 Title: ●Title text Text : 20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nxt-ad@nikkeibp.co.jp
9	IT	NIKKEI xTECH Latest IT News Newsletter	Provides an overview of the latest IT-related news. Sent around noon every weekday, so you can get a comprehensive view of the previous day's domestic news as well as the latest international news.	Daily on weekdays	186,825	Header: JPY200,000 (Title 20 characters or less x Text within 7 lines)※1 Center: JPY180,000 (Title 20 characters or less x Text within 7 lines)※ 1	※1 Title: ●Title text Text : 20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nxt-ad@nikkeibp.co.jp
10	IT	NIKKEI xTECH IT Featured Articles Newsletter	Provides information on the latest content posted in the IT category (mainly in the Enterprise genre), including columns and think pieces, every day. Subscribe to keep yourself updated on the latest articles.	Daily on weekdays	220,136	Header: JPY250,000 (Title 20 characters or less x Text within 7 lines)※ 1 Center: JPY200,000 (Title 20 characters or less x Text within 7 lines)※ 1	※1 Title: ●Title text Text : 20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nxt-ad@nikkeibp.co.jp
11	IT	NIKKEI xTECH PC/Mobile Newsletter	Provides information on how to work more effectively with work computers/mobile devices, and troubleshooting methods. Provides information that is indispensable to businesspersons, leaders in charge of implementing IT systems/structures in their workplaces, as well as IT leaders in charge of operating small- to medium-scale system.	Every Mon., Wed., Fri.	172,850	Header: JPY250,000 (Title 20 characters or less x Text within 7 lines)※ 1 Center: JPY150,000 (Title 20 characters or less x Text within 7 lines)※ 1	※1 Title: ●Title text Text : 20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nxt-ad@nikkeibp.co.jp
12	IT	Nikkei BP Government Technology Mail	News, analyses of advanced cases, columns, commentaries on keywords, and seminar information selected from <ITpro e-Government>. Keeps you up with the latest developments in central and local electronic governments. The core readers are government and municipal officials involved in planning, developing, building, and running e-government services, as well as IT vendor staff in charge of public and government services.	10th & 25th every month	12,137	Header: JPY200,000 (Title 20 characters or less x Text within 7 lines)※ 1	※1 Title: ●Title text Text : 20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nxt-ad@nikkeibp.co.jp
13	IT	Nikkei Digital Health NEWS	Delivers the latest trend of medical healthcare that utilizes electronics and ICT, and also digital health aimed at accelerating the cooperation and collaboration beyond the borders of the business fields.	Mon.	153,208	Header: JPY250,000 (Title 20 characters or less x Text within 7 lines)※ 1	※1 Title: ●Title text Text : 20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nxt-ad@nikkeibp.co.jp

	Category	Title	Outline	Delivery Frequency	Number of Subscribers	Rate (Specs) *two-byte Japanese characters	Remarks	Contact details for inquiries
14	Electronics/ Mechanical	NIKKEI <TECH Automobile/Electronics Newsletter	Provides the latest information on the Electronics, Manufacturing, and Automobile genres to engineers/researchers, as well as those in management, corporate planning, and product management. Main contents on Thurs. is upskilling.	Daily on weekdays	306,913	Header: JPY450,000 (Title 20 characters or less x Text within 7 lines) ※ 1 Center: JPY250,000 (Title 20 characters or less x Text within 7 lines) ※ 1	※1 Title: ● Title text Text: :20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nt-ad@nikkeibp.co.jp
15	Electronics/ Mechanical	Nikkei Electronics NEWS	The latest in development and designing of electronics. The core readers are development engineers and those at managerial levels at major semiconductor user companies and electronics manufacturers.	Mon.	200,956	Header: JPY250,000 (Title 20 characters or less x Text within 7 lines) ※ 1 Center: JPY150,000 (Title 20 characters or less x Text within 7 lines) ※ 1	※1 Title: ● Title text Text: :20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nt-ad@nikkeibp.co.jp
16	Electronics/ Mechanical	Nikkei Monozukuri NEWS	Writers of the monthly <i>Nikkei Monozukuri</i> magazine introduce the latest trends in designing and manufacturing technologies and how to make better use of IT. The e- newsletter covers all aspects of product making, from troubleshooting at various development and manufacturing stages to technological innovations and creative use of organizations and tools. The core readers are engineers involved in development and manufacturing in the fields of automobiles and high-tech consumer electronics.	Wed.	162,444	Header: JPY200,000 (Title 20 characters or less x Text within 7 lines) ※ 1 Center: JPY100,000 (Title 20 characters or less x Text within 7 lines)	※1 Title: ● Title text Text: :20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nt-ad@nikkeibp.co.jp
17	Electronics/ Mechanical	Nikkei Automotive News	Issued by <AutoBiz>, a comprehensive information site on automotive technologies and management, the e- newsletter delivers the latest trends in the automotive industry that is closely linked with a wide range of business, product, and technology fields. The core readers are engineers and managers involved in each phase of the automotive industry.	Fri.	148,019	Header: JPY200,000 (Title 20 characters or less x Text within 7 lines) ※ 1 Center: JPY100,000 (Title 20 characters or less x Text within 7 lines)	※1 Title: ● Title text Text: :20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nt-ad@nikkeibp.co.jp
18	Construction/ Real Estate	NIKKEI <TECH Architecture/Construction Newsletter (Architecture)	Provides the latest news and career information on the Architecture, Housing, and Architecture fields to approximately 260,000 people who work with and are interested in the architecture industry, which is rapidly incorporating advanced technologies.	Daily on weekdays	272,387	Header: JPY250,000 (Title 20 characters or less x Text within 7 lines) ※ 1	※1 Title: ● Title text Text: :20 characters x within 6 lines *including Destination URL * Please put ● before the title.	nt-ad@nikkeibp.co.jp
19	Construction/ Real Estate	Nikkei Real Estate Market Information Mail	Exclusive to the readers of <Nikkei Real Estate Market Information>. The latest news about real estate and updated content from the website are introduced. The core readers are those in the business of real estate trade and brokerage.	Mon.	2,279	Package Price Header: JPY200,000 (Title 20 characters or less x Text within 7 lines) ※ 1	※1 Title: ● Title text Text: :20 characters x within 6 lines *including Destination URL * Please put ● before the title.	ken-ad@nikkeibp.co.jp
20	Construction/ Real Estate	Nikkei Real Estate Market Information Weekly Digest	Free-of-charge e-newsletter for general members of <Nikkei Real Estate Market Information>. Hot news in real estate business (only headers) and the updated information from the website. The core readers are real estate agents and brokers, as well as investors and general companies interested in the market trends.		10,266			ken-ad@nikkeibp.co.jp
21	Medical/ Biotechnology	Nikkei Medical ONLINE Mail	The latest news headlines from <Nikkei Medical Online>, Nikkei BP's medical information portal for clinicians. The core readers are healthcare professionals including front-line clinicians.	Tue. & Thu.	583,528	Header: JPY300,000 (38 characters x 5 lines) Center: JPY150,000 (38 characters x 5 lines)		med-ad@nikkeibp.co.jp
22	Medical/ Biotechnology	DI Online Mail	Original information gathered by editors of <i>Nikkei Drug Information</i> for pharmacies and pharmacists and useful information to help pharmacists further their skills and careers.	Wed.	123,134	Header: JPY150,000 (38 characters x 5 lines)		med-ad@nikkeibp.co.jp
23	Medical/ Biotechnology	Nikkei BioTech ONLINE NEWS	Issued by Nikkei Biotech ONLINE, the country's largest and only specialized biotech portal, the e-newsletter delivers columns by the webmaster and news headlines of the week. The core readers are those involved in biotechnology, mainly biotech researchers and engineers in universities, national institutes, and general companies.	Daily on weekdays (Running ad Mon., Wed., & Fri.)	41,303	Header: JPY200,000 (38 characters x 5 lines)		bj-ad@nikkeibp.co.jp
Total number of subscribers					4,403,055			