

Area-specific Insert Service

日経BP社

Nikkei Business Publications, Inc.

What Is Area-specific Insert Service?

Many of the magazines published by Nikkei Business Publications, with some exceptions of those circulating via bookstores, are sent directly to subscribers. This Area-specific Insert Service not just encloses the advertiser's material (catalog, etc.) upon delivery of new issues; it is a new service allowing the advertiser to select the geographic area to which the material is to be sent, thereby ensuring that readers in a specific area receive the material.

By combining our magazines whose reader attributes are clearly understood and selection of areas pinpointed by postal code, the service enables effective and efficient marketing.

Select magazine(s) that suits your target

Pinpoint area(s) by postal code



More efficient, more effective, and for sure!

Selection of both magazines and areas creates new business opportunities.

How Can Area-specific Insert Service Be Used?

For example,

- Car sales promotion in specific areas
- Event promotion
- Research on a new product, etc.

(下図)

冊子→Booklets

DVD→DVDs

CD→CDs

試供品→Samples

日経BP社発行媒体

→Nikkei BP magazines

By combining selection of the readership (corporate managers, doctors, etc.) and the geographical areas, your message reaches the right audience efficiently and without fail.



Insert Material Specifications

■ Size

Anywhere between postcard size and size of the magazine with which the material is to be sent

■ Thickness

Up to 2–3mm; please let us know in advance if you plan to send a material exceeding 3mm in thickness.

■ Form

Materials made of other than paper (CDs, DVDs, samples, cloths, stickers, cards, etc.) may also be enclosed if they meet the specs above. Please consult with us for specific cases.

*The insert material needs to have some degree of hardness as it will be enclosed automatically by an inserter.

*Materials that are long and thin (pen-like or ruler-like shape) or round like a ball, or have too small contact area are not acceptable basically, but they may sometimes be enclosed if they are put on a cardboard. Please consult with us for specific cases.

Select from Over 1 Million Readers*

■Corporate managers, business leaders

Nikkei Business
Nikkei Top Leader
Nikkei Restaurants
Nikkei Design
Nikkei Digital Marketing
Nikkei Ecology

■IT/network specialists

Nikkei Computer
Nikkei Information
Strategy
Nikkei Communications
Nikkei Network
Nikkei Systems

■PC users, environmentally conscious homemakers

Nikkei Personal
Computing
ecomom

■Doctors, hospital directors, pharmacists

Nikkei Medical
Nikkei Healthcare
Nikkei Drug Information

■Electronics/machinery specialists

Nikkei Electronics
Nikkei Monozukuri
Nikkei Automotive
Technology

■Architects, civil engineers, builder managers

Nikkei Architecture
Nikkei Home Builder
Nikkei Construction

Basic Flow from Order to Delivery

Step 1: Select magazine(s) with which your material is to be

Step 2: Select area(s) to which your material is to be delivered.

Step 3: We will inform you how many pieces of your material will be delivered and when, and present an estimate. The format of your material will also be decided in detail at this stage.



Order

Step 4: Delivery of sample (Send us no later than 1 month before magazine's shipping

Step 5: Delivery of insert material (Send us no later than 5 business days before magazine's

Service Rates

<p>Nikkei Business Nikkei Top Leader Nikkei Restaurants Nikkei Design Nikkei Digital Marketing Nikkei Ecology Nikkei Personal Computing ecomom</p>	<p>Minimum Charge JPY380,000</p>	<p>JPY190</p>	<p>-Minimum number of pieces enclosed per magazine: 2,000</p> <p>-Titles in () circulate mainly through bookstores, and this service covers their respective subscribers only.</p>
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Please contact us for the services with following titles:

- Nikkei Computer
- Nikkei Construction
- Nikkei Information Strategy
- Nikkei Home Builder
- Nikkei Communications
- Nikkei Electronics
- Nikkei Network
- Nikkei Monozukuri
- Nikkei Systems
- Nikkei Automotive Technology
- Nikkei Software
- Nikkei Medical
- Nikkei Linux
- Nikkei Healthcare
- Nikkei Architecture
- Nikkei Drug Information



More efficient, more effective, and for sure!

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Contact:

International Sales

Phone: + 81-(0)3-6811-8035

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