

Create new business opportunities using Japan's largest and most trusted **first-party data**,

# BP DMP

1st Party Data Targeting

## Introducing the Nikkei BP DMP Menu

**2026** EDITION

PROVIDED BY

**NIKKEI BP**

INTRODUCTION

# BP DMP

## 1st Party Data Targeting

Nikkei BP's proprietary data platform to support your company's marketing **"BP DMP."** It enables highly accurate targeting even in the post-cookie era, creating business opportunities with your customers.

We solve your company's challenges using **high-quality first-party data**, including the registration attributes of "Nikkei ID"—one of Japan's largest business ID databases built up over many years—behavioral data such as article reads and website visits across Nikkei BP's diverse media outlets, purchase history for magazines, books, and paid seminars, as well as registration history for free seminars and events.

# Nikkei BP's Strengths



From information useful for work—such as economics, business, and the latest technologies—to lifestyle information that enriches daily life. We have a proven track record and reputation for consistently delivering content based on reliable reporting for over half a century..



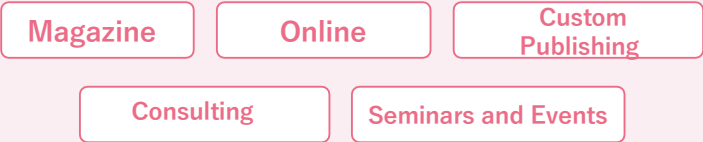
We employ numerous reporters who continuously explore their respective fields of expertise and possess in-depth knowledge of their areas, delivering compelling content daily that analyzes the latest news and delves deeply into incidents and events.



We have established a large readership across various media platforms. By using the data from Nikkei ID, an account given to each registered member of Nikkei BP readership, you can gain insights into member attributes by combining registered data such as their company affiliations, as well as their action history and interests.



We publish 15 online media outlets and 26 specialized magazines, and host over 1,000 seminars and events annually. Through our media, publishing, and events, we propose multifaceted solutions for your company.

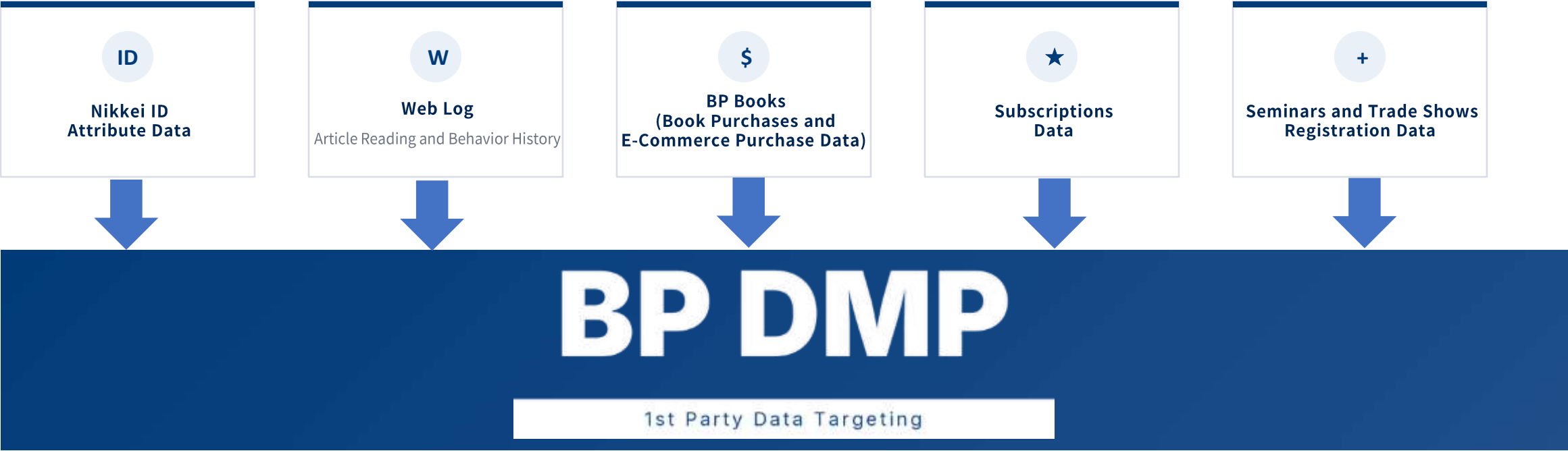


We hold member information for “Nikkei ID” members active on the front lines of business

# First-Party Data Held by Nikkei BP

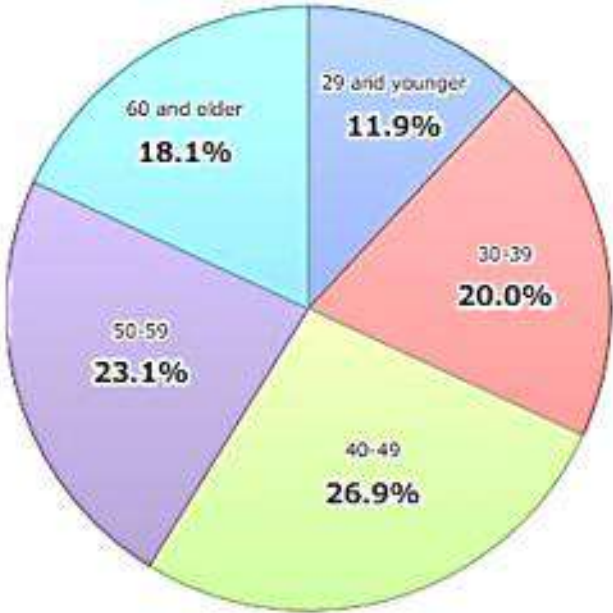
In addition to “**Nikkei ID**” registration information and website access history, we have compiled data that only Nikkei BP can capture, such as seminar registrant data, magazine subscription information, purchase data for books and other products, and data on requests for materials. By leveraging this data, we deliver high-impact digital marketing tailored to your industry and target audience, helping your company solve its challenges.

Looking ahead to the era beyond third-party cookie regulations, Nikkei BP will further strengthen the collection and utilization of its own first-party data.



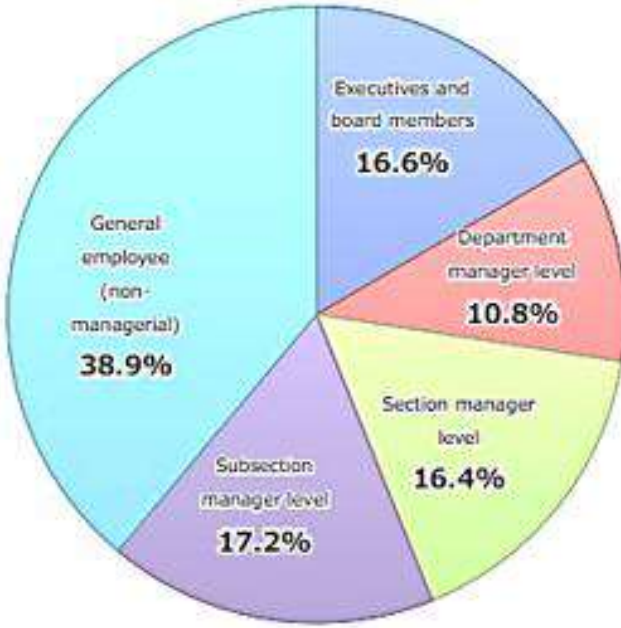
# BP DMP Attribute Data (1)

Age Group



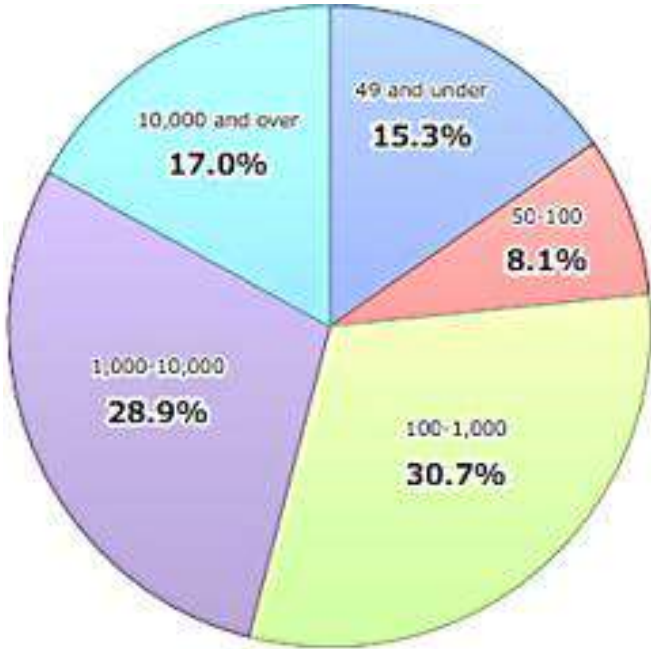
70% are in their 30s through 50s

Positions



Over 60% are in management positions

Number of Employees

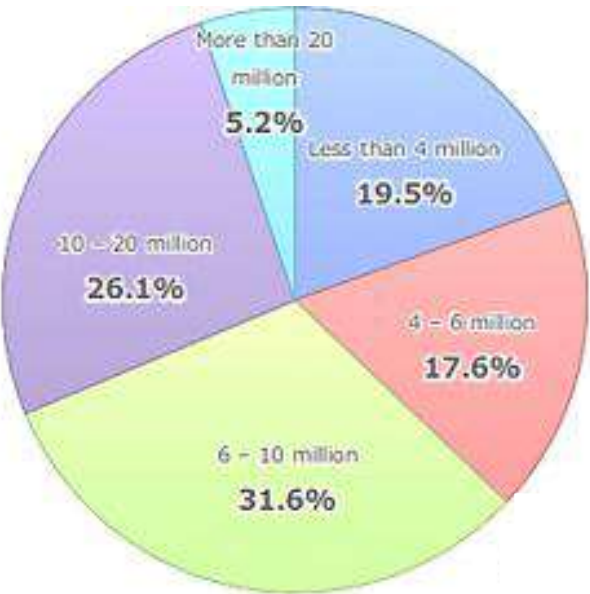


About 50% have 1,000 or more employees

\*Based on Nikkei ID registrant data from October 2020 to April 2021

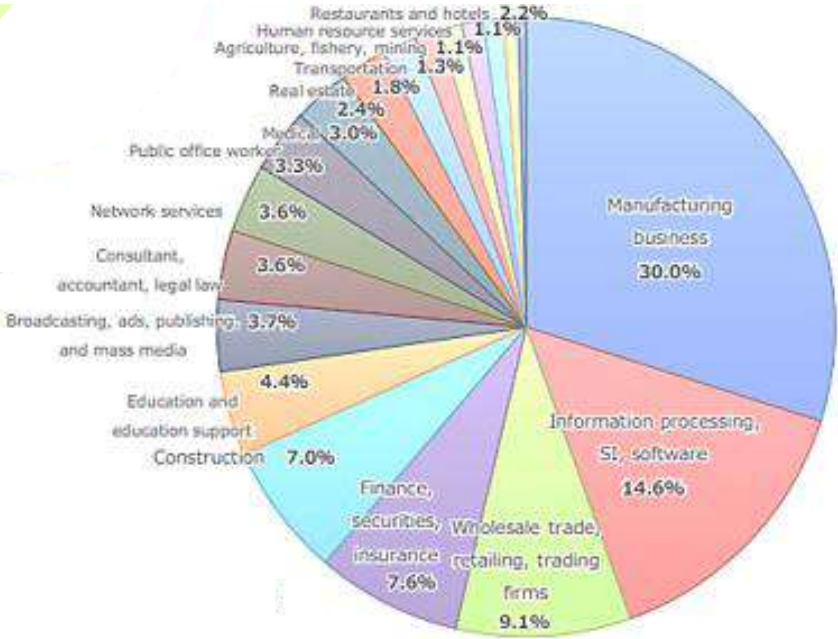
# BP DMP Attribute Data ②

Household Annual Income



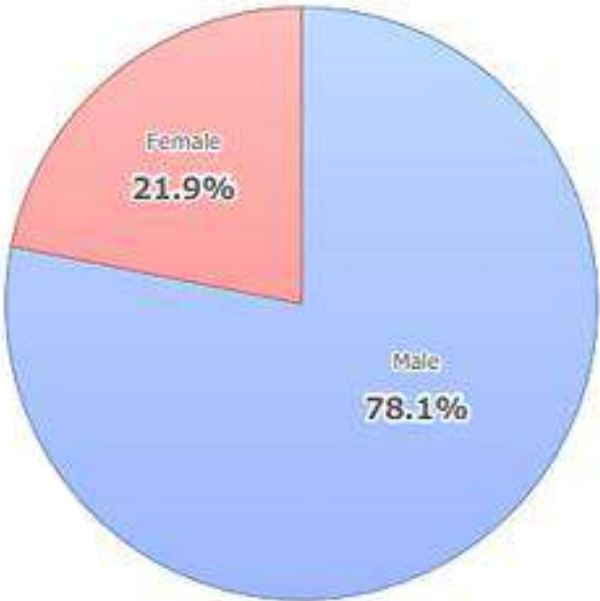
About 60% have an annual household income of 6 million yen or more

Industry



Manufacturing-related sectors account for 30 percent; a broad range of industries

Gender

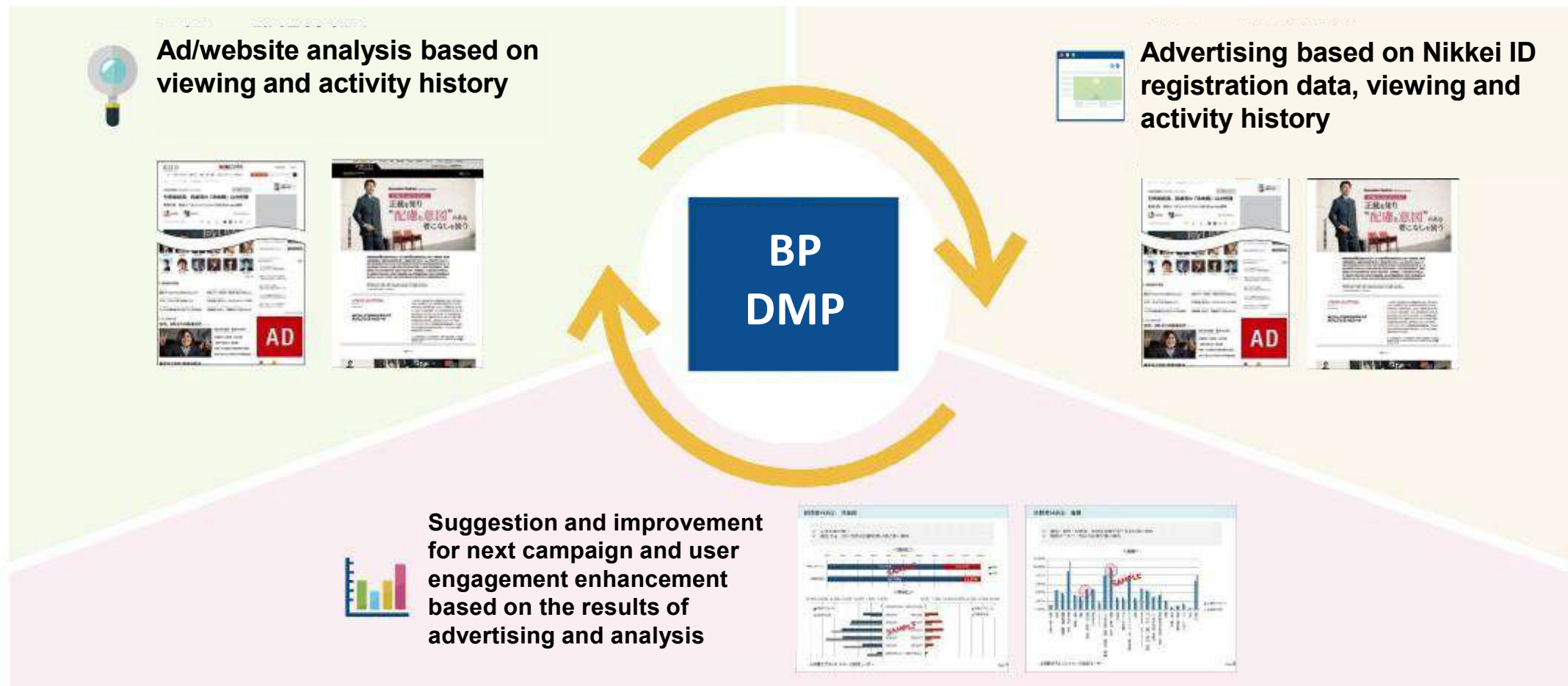


Women account for over 20%

\*Based on Nikkei ID registrant data from October 2020 to April 2021

# What BP DMP Delivers

Using Nikkei BP's first-party data as a starting point, we rapidly drive the cycle of **analysis** → **delivery** → improvement to maximize your company's marketing results.



SECTION 02

# BP DMP

1st Party Data Targeting

## Use in Ad Delivery

Targeted Banners | Delivery Options | Pricing Plans

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# BP DMP Targeting Banner

Based on Nikkei ID information and browsing history on the website, you can deliver banner ads of various sizes to targets selected by attributes, areas of interest, and other criteria.

Popular segments are available in pre-defined packages (⇒ **pp. 14–15**).

**Run of Nikkei BP**

**Target users** based on  
Nikkei ID information and  
online behavioral history

Nikkei ID



Rectangle

Size: 300×250



In-feed Video

Size: 16:9  
(up to 1920×1080)



Billboard

Size: 970 (width) × 250 (height)



**Target Media**

(Run of Nikkei BP)

Nikkei Business Online Edition, Nikkei xTREND, Nikkei Woman Web, Nikkei Gooday, Nikkei xTECH, Nikkei xTECH Active, Nikkei Real Estate Market Information, National Geographic Japan

\*Banner sizes vary by publication. \*The minimum campaign budget is **300,000 yen (excluding tax)**.

# Targeting Methods ① — Attribute Targeting

This targeting method is based on Nikkei ID registration information. The available options are as follows.  
If you wish to target based on criteria not listed here, please contact us.

| Main Categories  | Sub-Categories                                     |
|------------------|----------------------------------------------------|
| Region           | Greater Tokyo Area (1 metropolis, 3 prefectures)   |
|                  | Kanto (1 metropolis, 6 prefectures)                |
|                  | Kansai (2 prefectures, 4 prefectures)              |
|                  | Chubu (10 prefectures)                             |
|                  | By Prefecture                                      |
|                  |                                                    |
| Age Group        | 20s                                                |
|                  | 30s                                                |
|                  | 40s                                                |
|                  | 50s                                                |
|                  | 60s and older                                      |
| Gender           | Male/Female                                        |
| Occupation       | Employee (corporate employee, civil servant, etc.) |
|                  | Self-employed or freelance                         |
|                  | Student                                            |
| Position *       | Executive-level                                    |
|                  | Division Head Level                                |
|                  | Section Chief Level                                |
| Employees Size ※ | 1-9                                                |
|                  | 10-49                                              |
|                  | 50-99                                              |
|                  | 100-499                                            |
|                  | 500-999                                            |
|                  | 1,000-2,999                                        |
|                  | 3,000-9,999                                        |
|                  | 10,000 or more                                     |

| Major Categories | Subheading                                                          |
|------------------|---------------------------------------------------------------------|
| Industry*        | Agriculture, Forestry, Fisheries, and Mining                        |
|                  | Construction and Related Industries                                 |
|                  | Machinery and Heavy Electrical Equipment                            |
|                  | Electrical and Electronic Equipment                                 |
|                  | Automotive                                                          |
|                  | Energy                                                              |
|                  | Food, Pharmaceuticals, and Cosmetics                                |
|                  | Other Manufacturing                                                 |
|                  | Trading Companies, Retail, and Wholesale (including consumer goods) |
|                  | Finance and Insurance                                               |
|                  | Real Estate                                                         |
|                  | Telecommunications Services                                         |
|                  | Information Technology, IoT, and Software                           |
|                  | Transportation                                                      |
|                  | Consulting, Accounting, and Law                                     |
|                  | Broadcasting, Advertising, Publishing, and Media                    |
|                  | Public Service                                                      |
|                  | Education and Educational Research Support Organizations            |
|                  | Healthcare                                                          |
|                  |                                                                     |

| Major Categories | Subcategories                                                        |
|------------------|----------------------------------------------------------------------|
| Job Category     | Management and Executive                                             |
|                  | Corporate Planning                                                   |
|                  | Public Relations and Marketing                                       |
|                  | Finance & Accounting                                                 |
|                  | Human Resources & General Affairs                                    |
|                  | General Administration                                               |
|                  | Information Processing and Information Systems                       |
|                  | Planning, Sales, and Marketing                                       |
|                  | Sales                                                                |
|                  | Production and Manufacturing                                         |
|                  | Research and Development                                             |
|                  | Engineering and Design                                               |
|                  | Editing, Compilation, and Education                                  |
|                  | Professional Roles (Healthcare, Civil Engineering, and Construction) |
|                  |                                                                      |
|                  |                                                                      |

| Major Categories                   | Subheading                             |
|------------------------------------|----------------------------------------|
| Household Annual Income (Optional) | 6 million to less than 8 million yen   |
|                                    | 8 million to less than 10 million yen  |
|                                    | 10-12 million yen                      |
|                                    | 12 million to less than 15 million yen |
|                                    | 15 to 20 million yen                   |
|                                    | 20 million yen or more                 |
| Interests Field (Optional)         | Culture and General Knowledge          |
|                                    | Money and Asset Management             |
|                                    | Housing & Interior Design              |
|                                    | Business & Management                  |
|                                    | Computers & Technology                 |
|                                    | Entertainment                          |
|                                    | Work / Job Search                      |
|                                    | Self-Improvement & Learning            |
|                                    | Fashion                                |
|                                    | Travel, Sports, and Outdoor Activities |

\*The items regarding job title, industry, job type, and company size apply only to respondents who selected “Employed” or “Self-employed/Freelancer” under “Occupation.” \*Household annual income and areas of interest are optional responses.

## Targeting Methods ② — Browsing History Targeting

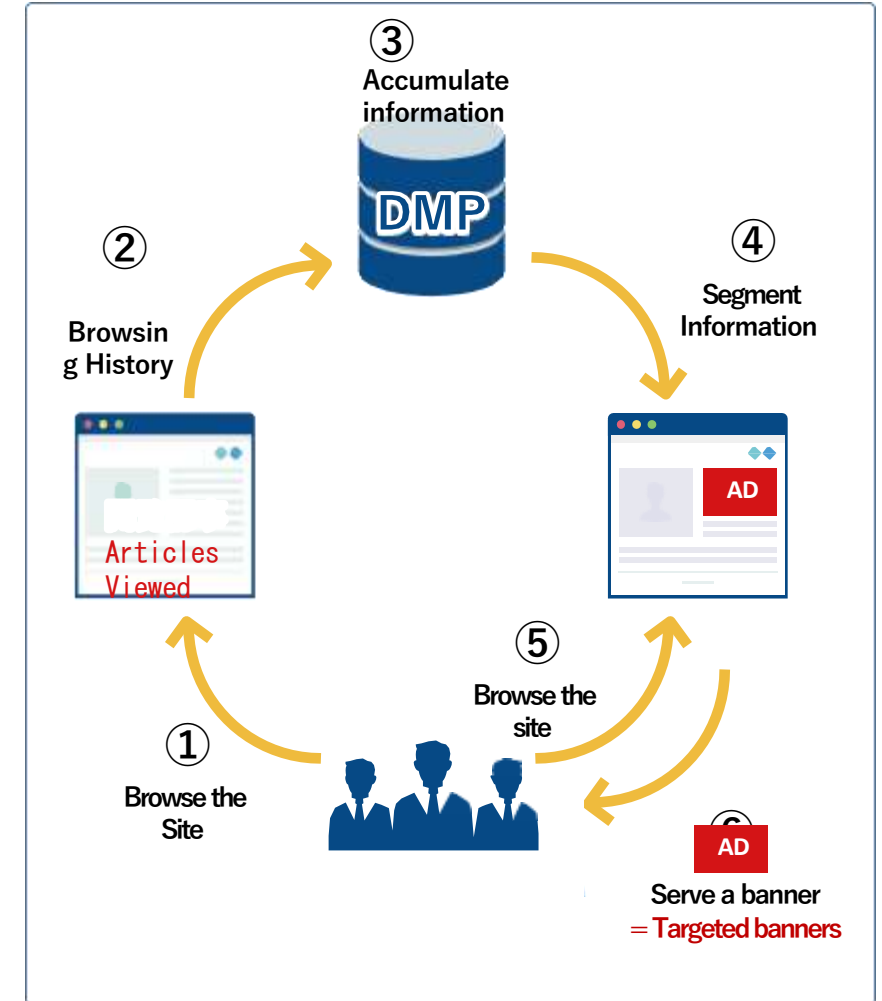
Specify article URLs or keywords, and we will target users who have read those articles within the last six months to deliver banner ads. **By tailoring your message to users' interests and preferences**, you can expect **high performance**. Please specify at least five desired URLs or keywords, or contact us for a quote based on your product or campaign message.

<Sites Where Articles Can Be Specified> (Targets visitors from the past six months)



<Examples of Specifiable Keywords> (Targets visitors from the past six months)

AI/Machine Learning, DX, FinTech, IoT, RPA, UI/UX, VR, Cloud, Cybersecurity, Autonomous Driving, Smart Factories, Digital Marketing, Big Data, Workstyle Transformation, Travel, Asset Management, Weight Loss, OTC/Self-Medication, College Entrance Exams, Career Change



\*Reading history data is collected across Nikkei BP's major media outlets. Distribution will be conducted as "Run of Nikkei BP."

# BP DMP Targeting Banner Implementation Fees

Ad rates (cost per impression) are determined based on the placement, ad space, and targeting segment criteria.

Base Fee + Ad Space + Segment = Cost per Impression

| Advertising Media |                                                 | Ad Space                                                                             |           |          |
|-------------------|-------------------------------------------------|--------------------------------------------------------------------------------------|-----------|----------|
|                   |                                                 | Rectangle                                                                            | Billboard | In-Feed  |
| Basic Pricing     | Run of Nikkei BP<br>*Across all Nikkei BP sites | ¥1.5/imp                                                                             | ¥6.0/imp  | ¥5.0/imp |
| Targeting Options |                                                 | Rate                                                                                 |           |          |
| Segment           | Segment 1                                       | Age Group, Gender, Region, Industry, Number of Employees<br>+¥1.0                    |           |          |
|                   | Segment 2                                       | Job title, job type, household income, browsing history, keyword selection<br>+ ¥1.5 |           |          |
|                   | ABM                                             | Domain and company name targeting<br>+ ¥2.0                                          |           |          |

\* The minimum campaign budget is 300,000 yen (excluding tax).  
\* Nikkei xTREND does not offer in-feed ad options.  
\* If the specified number of impressions is not reached, we will either extend the ad run for up to 30 days and guarantee the impressions, or bill you for the actual cost minus the shortfall.

# BP DMP Targeted Banner Implementation Fees (Sample Usage)

**Placement:** Run of Nikkei BP / **Ad Space:** We will explain the segment pricing structure using a rectangle ad as an example. Within the same segment, the additional fee remains fixed regardless of the number of selected options.

CASE 1

You want to promote campaign information for IoT-related products to the manufacturing industry in a specific region

<Ad Space>

Run of Nikkei BP  
× Rectangle

×

<Segment 1>

Region: Greater Tokyo Area  
Industry: Manufacturing

×

<Segment 2>

Keywords:  
IoT, M2M

Cost per Impression

¥4.0

CASE 2

You want to build brand awareness among personnel in the technology, design, research, and development departments of specific companies

<Ad Space>

Run of Nikkei BP  
× Rectangle

×

<Segment 1>

Job Categories:  
Engineering & Design  
Research & Development

×

<ABM>

List Provided  
by Your Company

Cost per Impression

¥5.0

CASE 3

You want to promote IT products to executives and managers in the management planning and information systems departments at specific companies in the Kansai region

<Ad Space>

Run of Nikkei BP  
× Rectangle

×

<Segment 1>

Region: Kansai

×

<Segment 2>

Position:  
Management/  
Strategic Planning  
and Information Systems

×

<ABM>

List provided  
by your company

Cost per Impression

¥6.0

\* If the specified number of impressions is not reached, we will either extend the campaign for up to 30 days and guarantee the impressions, or bill you for the actual cost minus the shortfall.

# BP DMP Targeting Banner Package Plan ①

This is a package plan for highly requested segments

| Target                                                    | Ad Placement                 | Rectangle | Billboard | In-feed | Advertising Period | Ad Format | Guarantee Type |
|-----------------------------------------------------------|------------------------------|-----------|-----------|---------|--------------------|-----------|----------------|
| Large-Company Executives                                  | Nikkei BP's Across All Sites | ¥3.0      | ¥6.0      | ¥5.0    | 2 weeks or more    | Rotation  | Imp Guarantee  |
| Top-tier of mid-small sized businesses                    |                              | ¥3.0      |           |         |                    |           |                |
| IT Manager                                                |                              | ¥3.0      |           |         |                    |           |                |
| Manufacturing Manager                                     |                              | ¥3.0      |           |         |                    |           |                |
| Human Resources, General Affairs, Finance, and Accounting |                              | ¥2.5      |           |         |                    |           |                |
| Marketing                                                 |                              | ¥2.5      |           |         |                    |           |                |
| Department Head and Above                                 |                              | ¥2.5      |           |         |                    |           |                |
| High-income earners                                       |                              | ¥2.5      |           |         |                    |           |                |
| Career Advancement (Ages 20–45)                           |                              | ¥2.5      |           |         |                    |           |                |
| Women                                                     |                              | ¥2.0      |           |         |                    |           |                |

\* Please contact us for the latest inventory status.  
\* The package will be distributed via **Run of Nikkei BP**.  
\* If the specified impressions are not reached, we will either extend the ad run for up to 30 days and guarantee the impressions, or bill you at cost minus the shortfall.

# BP DMP Targeting Banner Package Plan ②

This is a package plan for highly requested segments (interest-based segments)

| Target                                        | Ad Placement                              | Rectangle | Billboard | In-feed | Advertising Period | Ad Format | Guarantee Type   |
|-----------------------------------------------|-------------------------------------------|-----------|-----------|---------|--------------------|-----------|------------------|
| Interests: Health                             | Nikkei BP's<br>Across all Nikkei BP sites | ¥2.0      | ¥6.0      | ¥5.0    | 4 weeks            | Rotation  | imp<br>Guarantee |
| Interests: Real Estate                        |                                           | ¥2.0      |           |         |                    |           |                  |
| Interests: Cars                               |                                           | ¥2.0      |           |         |                    |           |                  |
| Interests: Investments and Financial Products |                                           | ¥2.0      |           |         |                    |           |                  |

\* Please contact us for the latest inventory status.  
\* The package is distributed via **Run of Nikkei BP**.  
\* If the specified impressions are not reached, we will either extend the ad run for up to 30 days and guarantee the impressions, or bill you at cost minus the shortfall.

CUSTOM PACKAGE

We can also propose custom packages tailored to your specific needs for target and interest segments other than those listed above.

Contact: [digi-ad@nikkeibp.co.jp](mailto:digi-ad@nikkeibp.co.jp)

# Appendix: Trends in Data Utilization in Japan

Changes are occurring in the use of “third-party data” and “cookies,” which have been trends in digital marketing until now. It is essential to understand the key factors driving these changes and the potential shifts that may occur in the future.

## Key Terms to Keep in Mind

### ① Moving Away from Cookies

Following Apple’s removal of third-party cookies from Safari in 2017, Google has also begun implementing restrictions. Companies without their **own data infrastructure** may find it increasingly difficult to carry out advertising campaigns that rely on platform providers.

### ② Privacy Protection Regulations

Privacy rights are gaining prominence worldwide. Regulations such as the GDPR (EU General Data Protection Regulation) and the CCPA (California Consumer Privacy Act) significantly restrict the use of “third-party data”—data collected from unspecified users via browsers without their consent.

“What are cookies?” **Cookies** are a mechanism for temporarily storing information about users who visit websites. They have been used to track browsing history across websites and for marketing purposes by various companies.

## Potential Future Changes

### ① Decline in Ad Accuracy

With the shift away from cookies, targeting will be based on “groups of thousands” rather than “individuals,” which may result in reduced accuracy. The return on ad spend (ROAS) is also expected to decline.

### ② Growth of Platform Operators

Platform operators that possess extensive first-party data will gain an even greater advantage, as they are in a position to more easily acquire individual data.

### ③ Collecting customer information is essential

Collecting your own first-party data will become essential. Leveraging high-quality data through partners such as BP DMP will be key.

# Appendix: The Past and Future of Data Utilization

Data in marketing is primarily classified into **three types**. We have summarized the history and future of each type of data.

|                                                                                                                      | The Past                                                                                                                                                                 | Future                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>3rd</div> <div>Third-Party Data</div> <div>Data held by companies on an unspecified number of individuals</div> | <div>Until now</div> <div>Interest data inferred and extrapolated from website behavior history has been utilized as the mainstream approach in digital marketing.</div> | <div>Going forward</div> <div> Regulations will make it difficult to use this data</div>                                              |
| <div>2nd</div> <div>Second-party data</div> <div>Data held by another company</div>                                  | <div>Until now</div> <div>Utilized data from reward sites, review sites, and other sources.</div>                                                                        | <div>Going forward</div> <div> Regulations will make it difficult to use this data</div>                                              |
| <div>1st</div> <div>First-party data</div> <div>Personal identifiable data</div>                                     | <div>Until now</div> <div>Email addresses, website browsing history, etc. <b>Nikkei ID</b></div>                                                                         | <div>Going forward</div> <div> Will continue to be available.<br/>Highly likely to become the mainstream in digital marketing</div> |

Source: Quoted from NikkeiXTREND

<< CONTACT >>

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