

# MOMENTUM MOMENTUM

Lifestyle magazine for affluent readers

This lifestyle magazine is designed for affluent individuals including corporate executives and owners, physicians, and hospital administrator. We offer high-end lifestyle information, with a primary focus on items such as automobiles, watches, housing, and travel.



**Core readership**

An affluent group of readership who are doctors and business owners

**Circulation**

200,000

**First published**

July, 2008

**Frequency**

Quarterly

**Size**

Modified A4 (210 X 280mm)

**Printing**

Four-color offset lithography

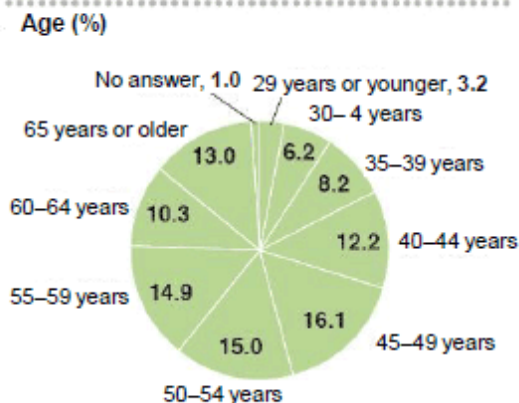
**Sales method**

Delivered to the subscribers of Nikkei Medical, Nikkei Healthcare, Nikkei Top Leader

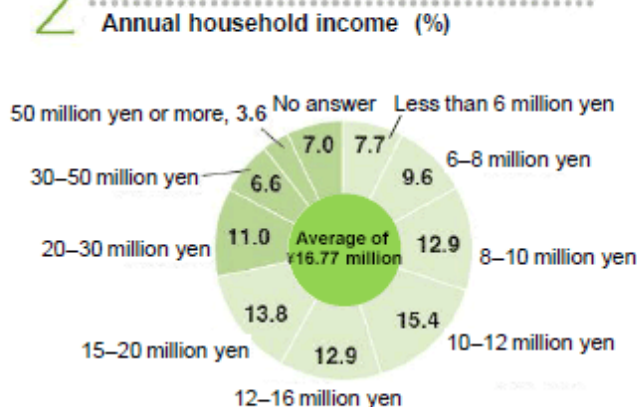
**Subscriber Profile**

Readers are affluent professionals, mainly doctors in their 30s to 50s.

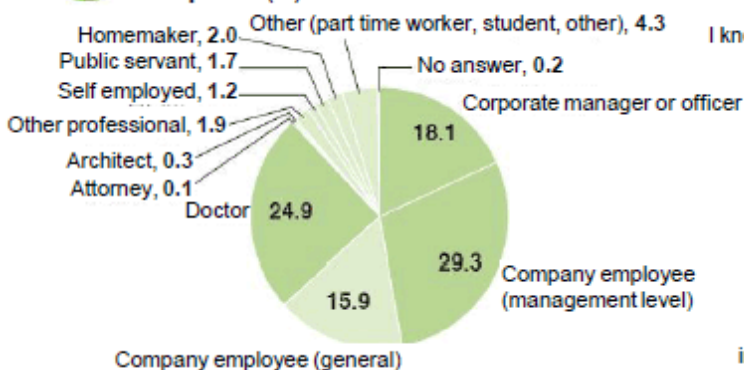
**1** The average reader age is 51.1 years. Readers are mature and socially successful.



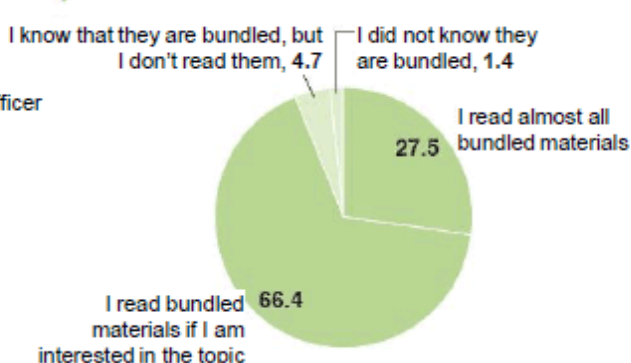
**2** Average annual household income is ¥16.77 million. Approximately 20% have household income of ¥20 million or more.



**3** 25% of readers are doctors, and 50% are management-level. Readers are professional who are dissatisfied with existing media.



**4** Readers also read other materials when bundled with Nikkei BP magazines. Responses concerning materials bundled with Nikkei BP magazines



From the reader profile survey (questionnaire internet survey conducted in December 2008 by Nikkei BP Consulting)

## Advertising Rates

		(Thousand yen)
<b>SIZE UNIT</b>		x
Four-color 1 page		1,900

## Schedule

Spring	Issue	Delivery date	Order deadline	Material deadline for digital format
Nikkei Business	Mar. 28	Mar. 25	Feb. 22	Mar. 7
Nikkei Top Leader	Apr.	Mar. 30		
Nikkei Medical	Apr.	Apr. 9		
Nikkei Healthcare	Apr.	Apr. 9		

Summer	Issue	Delivery date	Order deadline	Material deadline for digital format
Nikkei Business	Jun. 27	Jun. 24	May 23	Jun. 6
Nikkei Top Leader	Jul.	Jun. 29		
Nikkei Medical	Jul.	Jul. 9		
Nikkei Healthcare	Jul.	Jul. 8		

Autumn	Issue	Delivery date	Order deadline	Material deadline for digital format
Nikkei Business	Sep. 26	Sep. 23	Aug. 22	Sep. 5
Nikkei Top Leader	Oct.	Sep. 29		
Nikkei Medical	Oct.	Oct. 8		
Nikkei Healthcare	Oct.	Oct. 7		

Winter	Issue	Delivery date	Order deadline	Material deadline for digital format
Nikkei Business	Nov. 28	Nov. 25	Sep. 28	Oct. 18
Nikkei Top Leader	Dec.	Nov. 29		
Nikkei Medical	Nov.	Nov. 9		
Nikkei Healthcare	Nov.	Nov. 8		

## Magazine Details

<b>Nikkei Business</b> Core readers: - Corporate executives - Corporate managers - Management consultants	<b>First published:</b>	September 1969
	<b>Circulation:</b>	219,009 (Japan ABC, Jan.-Dec. 2013)
	<b>Publication frequency:</b>	Weekly
	<b>Sales method</b>	Sold mostly by annual subscription, and partly at bookstores and station stands
<b>Nikkei Medical</b> Core readers: forefront clinicians at hospitals and clinics	<b>First published:</b>	April 1972
	<b>Circulation:</b>	110,437 (Japan ABC 2013)
	<b>Publication frequency:</b>	Monthly, 12 issues per year
	<b>Sales method</b>	By annual subscription (direct delivery)
<b>Nikkei Healthcare</b> Core readers: Owners and managers of hospital, clinic, and healthcare institution	<b>First published:</b>	November 1989
	<b>Circulation:</b>	18,150 (Japan ABC 2013)
	<b>Publication frequency:</b>	Monthly, 12 issues per year
	<b>Sales method</b>	By annual subscription (direct delivery)
<b>Nikkei Top Leader</b> Core readers: Core readership: Business owners of mid-sized companies	<b>First published:</b>	October 1984
	<b>Circulation:</b>	48,759 (Japan ABC 2013)
	<b>Publication frequency:</b>	Monthly, 12 issues per year
	<b>Sales method</b>	By annual subscription (direct delivery)

## Specifications

### Material Requirements

- Software application: Illustrator, Photoshop (Macintosh Japanese version only), InDesign
- Delivery: Via FTP or in CD/DVD
- Must be sent with low-resolution PDF and completed checksheet, which can be downloaded from <http://www.nikkeibp.com/adinfo/specs/>
- All Japanese fonts except for those specified in the checksheet must be outlined.

### Translation

If you wish to translate your ad material into Japanese, please consult your nearest sales representative or any Nikkei BP office for our translation service.

### Proofs

Advertising proofs are not provided for approval.

## Contacts

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