

A business platform that anticipates the direction of the economy

NIKKEI BUSINESS MEDIA GUIDE

Nikkei Business Media Guide

Greetings from the Publisher

A must-read for CEOs. Media in pursuit of innovation



3 principles of Nikkei Business

1

Provision of information based on multifaceted analysis

Provide information helpful for decision making to executives and business leaders to deepen our readers' knowledge

2

Proactive ideas for a new era

In-depth content that digs deeper with a unique perspective you can only read in Nikkei Business

3

Dispatch the latest trends and information on hot companies

Support our readers' futures by reporting the worldwide market direction and the latest business trends

Publisher of Nikkei Business: Takeshi Matsui

Circulation

146,000

Web membership

2.72 million

An economic media helpful for business

76.9%

A trusted business magazine that gets to the heart of management



Frequency of publication: Weekly
 Annual subscription: 28,050 yen (50 issues)
 Circulation: 146,498 (Japan ABC Jan-Dec 2023)

5 main policies for content creation

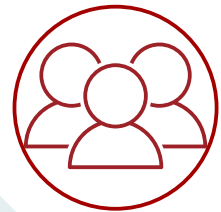
- 1 **Know excellent leadership**
 Consider the ideal of decision-making and leadership through interviews and contributions from executives who have achieved bold innovations.
- 2 **Case studies on leading companies**
 Learn about diverse management models through the inside stories of companies in the spotlight and companies that built unique growth platforms.
- 3 **Global perspective**
 Gain insights on cutting edge management studies through contributions from experts throughout the world, in addition to timely articles from overseas bureaus and affiliated foreign media.
- 4 **Pursue expertise**
 Our staff writers and outside experts, in fields such as human capital and accounting, dig deep into the issues that have a major impact on management.
- 5 **Look beyond the dynamism**
 Constantly track new technologies and innovation trends to see how they will change industries and competitive conditions.

Nikkei Business Editor-in-Chief
 Shinichiro Kumano



Nikkei Business Editor-in-Chief : Shinichiro Kumano

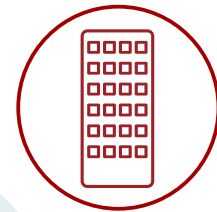
The Strengths of Nikkei Business in Numbers



The most read media by business leaders

Readers at the department manager level and above

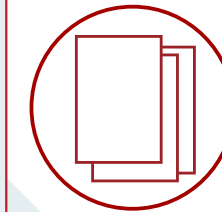
58.5%



Expanding possibilities for large scale projects and negotiations

Reading status in companies with 1,000 or more employees

40.0%



Deep analysis and a unique perspective

Ratio of business person using Nikkei Business more than other media

76.0%



Access to corporate decision makers

Ratio of final approvers and de facto decision makers

45.2%



As a group that drives the Japanese economy

Annual household income of 10M Yen or more

51.0%



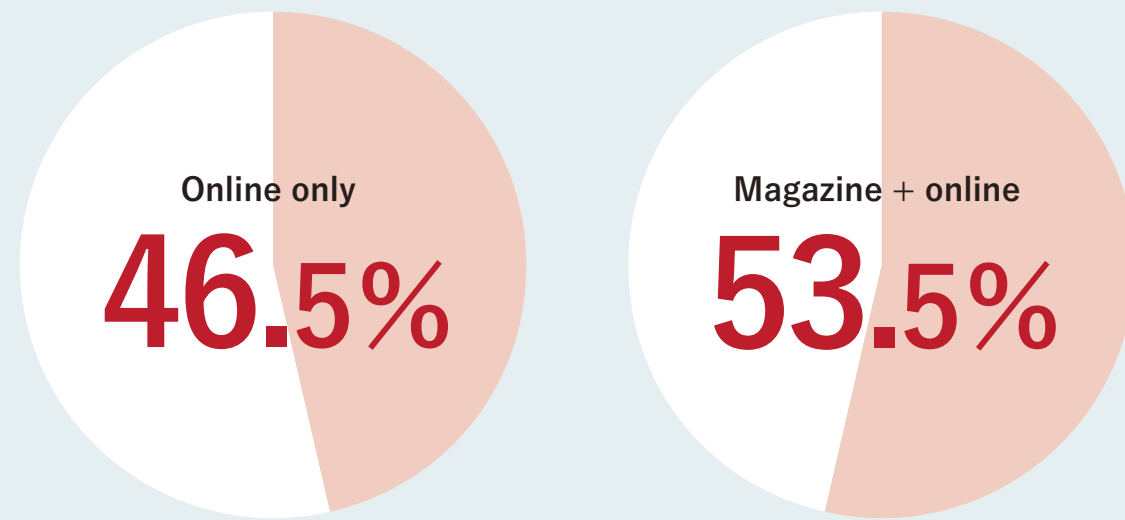
【Reader Survey Summary】

- Survey target: Nikkei Business subscribers, Nikkei Business Digital Edition registered members and paid members
- Survey period: July 17 - 24, 2024 ■ Survey method: email notification, online survey
- Valid responses: 916 ■ Survey implemented by: Nikkei BP / Nikkei BP Consulting

【Subscribers profile】

Reading situation

Roughly half read magazine + online edition



Reason for reading Nikkei Business

Important source of information for business leaders



【Subscribers profile】

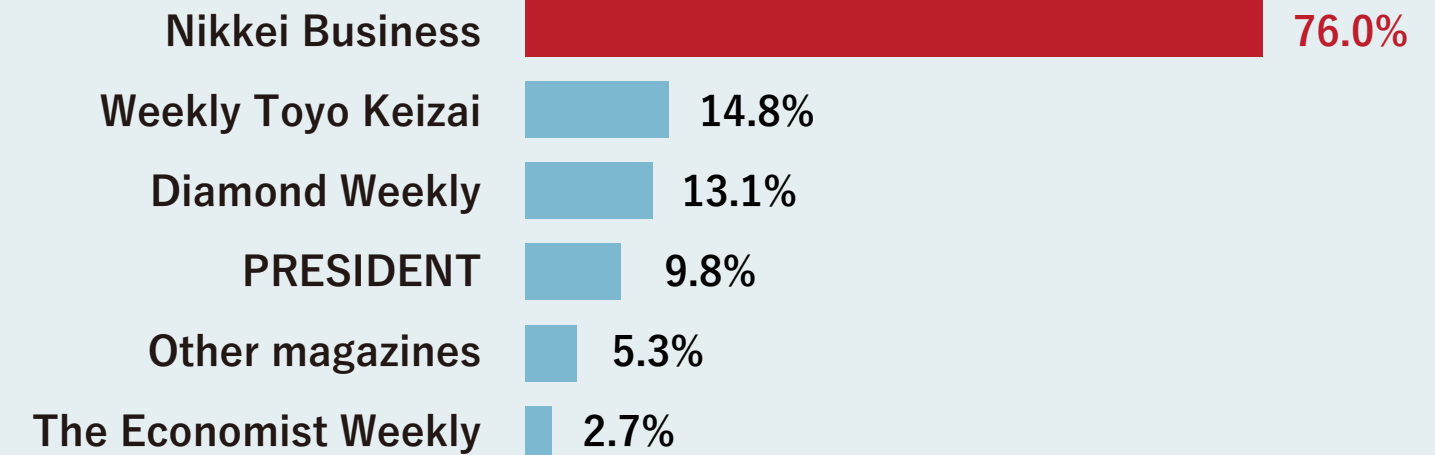
The perception of Nikkei Business

Supports business in a **trustworthy, practical** manner



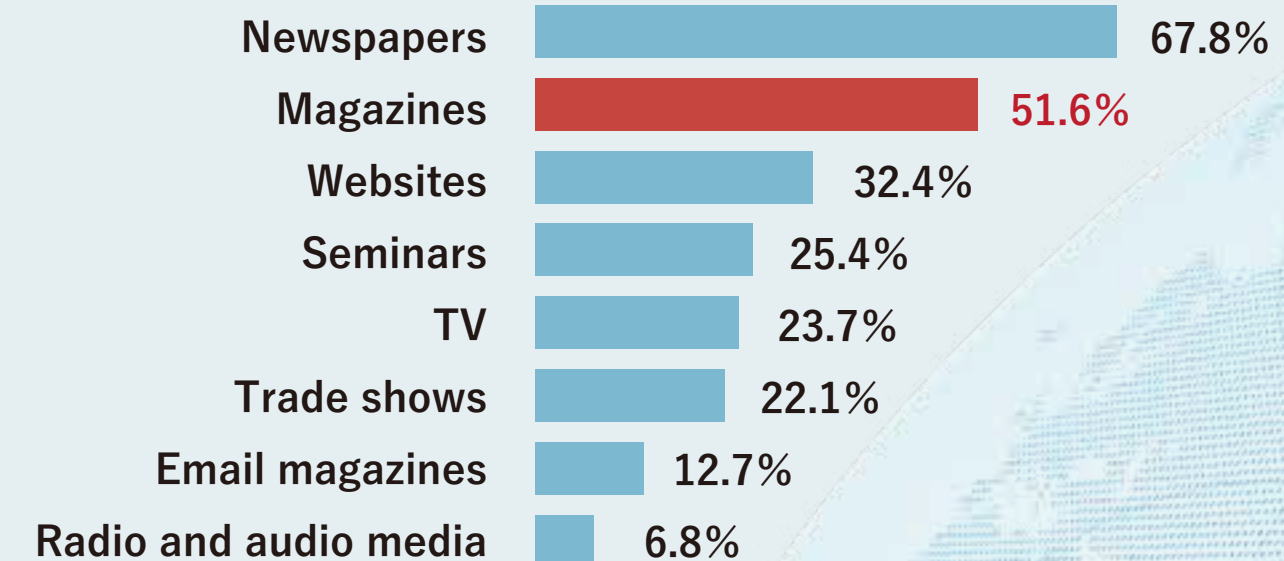
Media trustworthiness

Achieves **high engagement** with readers



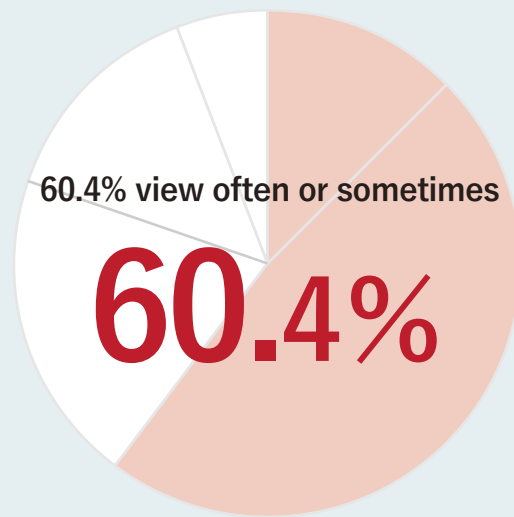
Trustworthiness by media type

Second highest trustworthiness after newspapers



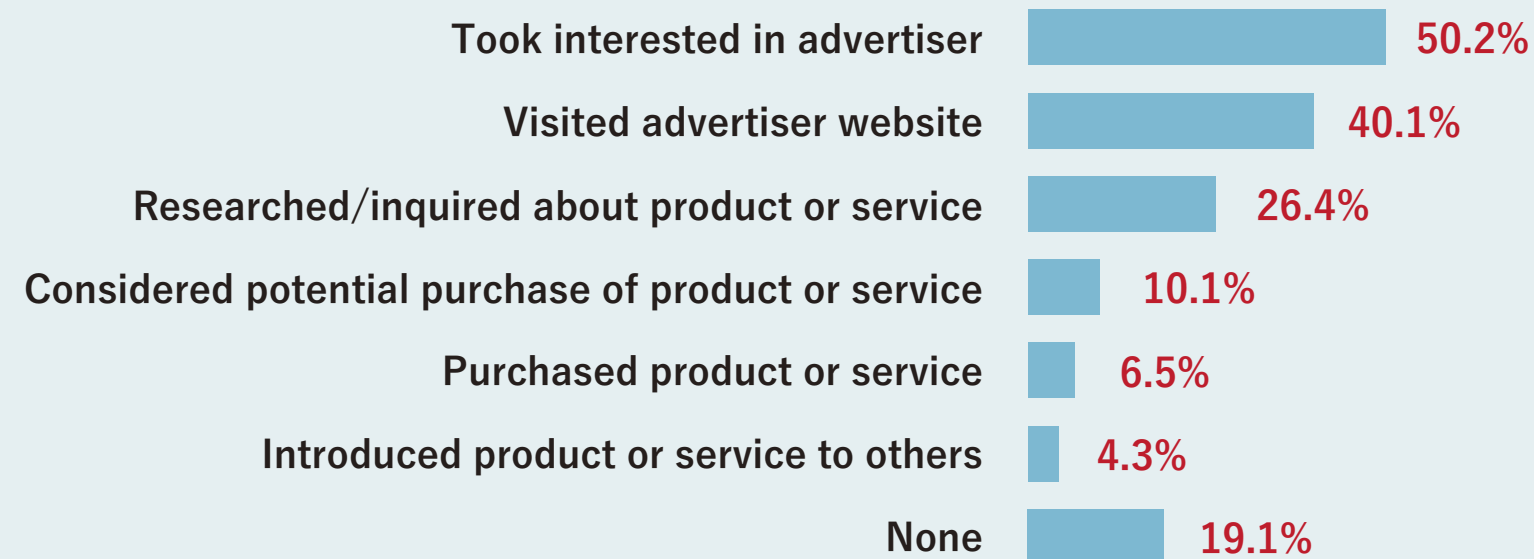
【Subscribers profile】

Ad viewing About **60%** of readers view ads



View often 12.7%
 View sometimes ... 47.7%
 Do not view often 19.9%
 Seldom view 13.9%
 Not aware/not sure 5.8%

Ad viewing behavior Advertising triggers **roughly half** of behavior



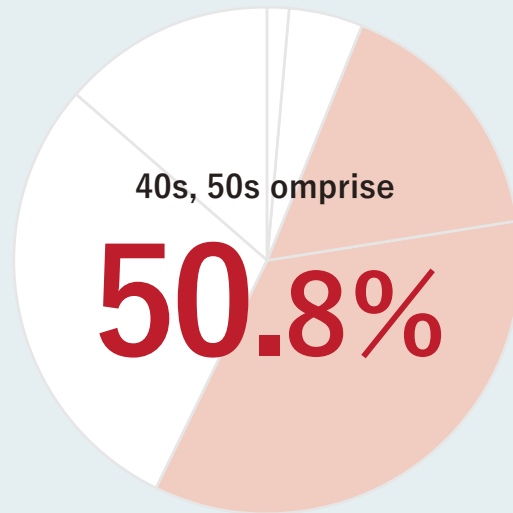
Ad impression High praise for ad practicality



【 Magazine reader profile 】

Age

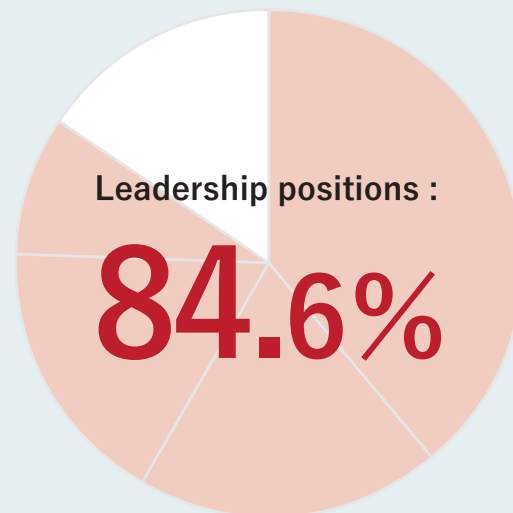
Roughly half are core employees aged 40s and 50s



20s and under	1.8%
30s	4.8%
40s	16.4%
50s	34.4%
60s	29.1%
70s and over	13.5%

Position

Section manager and above : **75.6%**



Executive, director, general manager class	39.0%
Department manager class	19.5%
Section manager class	17.1%
Team leader/chief class	9.0%
General employees	15.4%

Approx. 60% are department manager class or greater

Gender

Approximately **90%** male

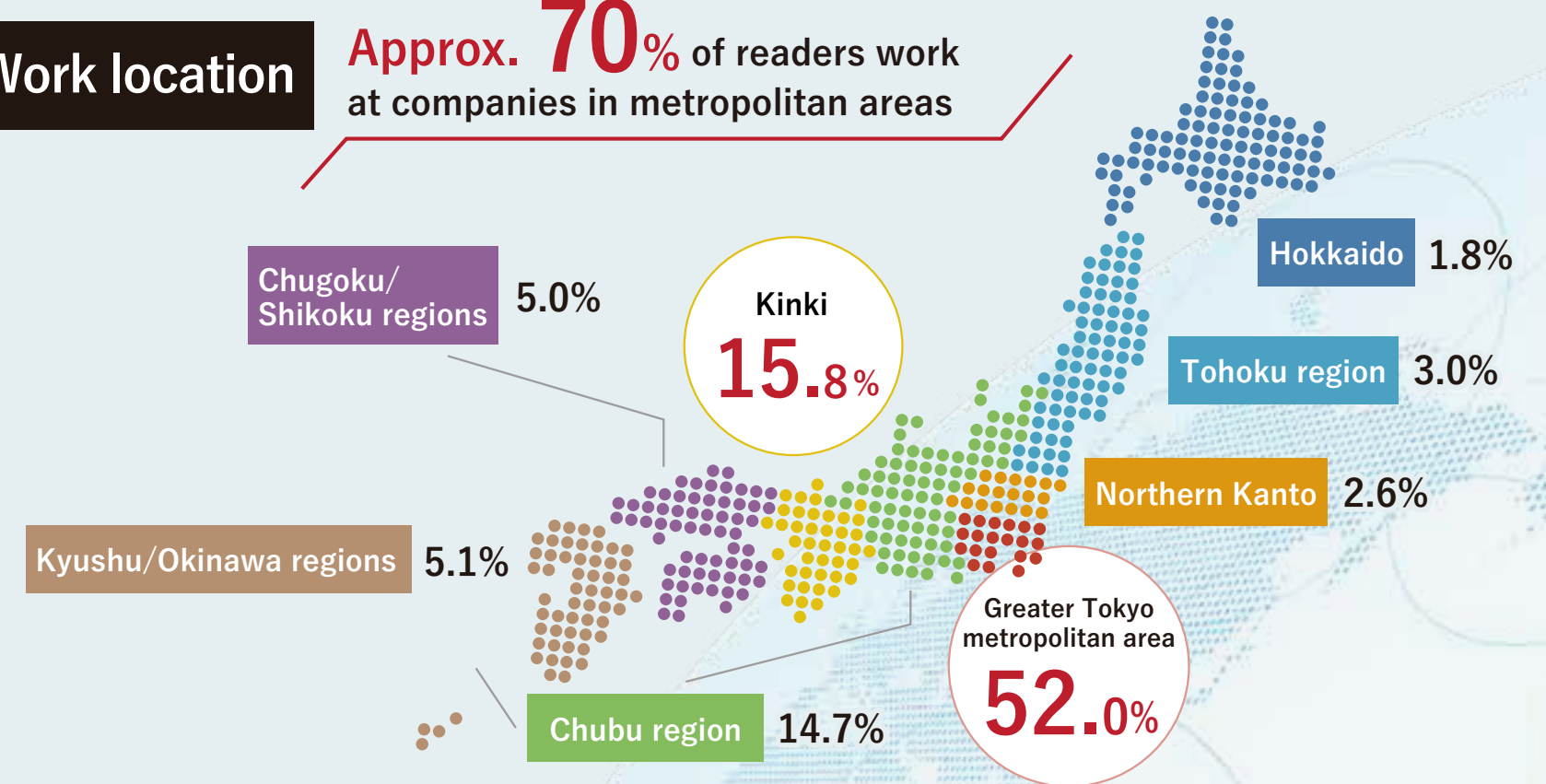


Men: **89.8%**

Women: **10.2%**

Work location

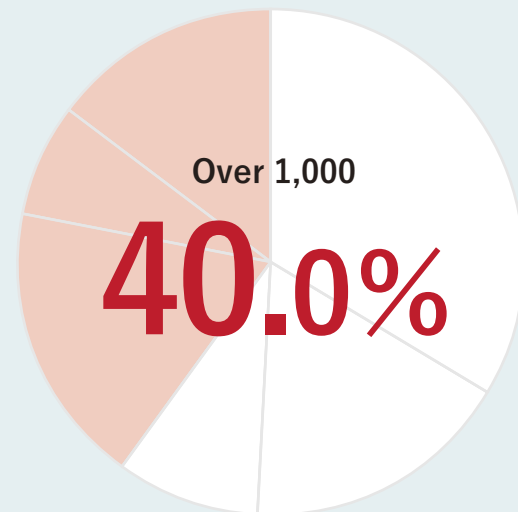
Approx. 70% of readers work at companies in metropolitan areas



【 Magazine reader profile 】

Number of employee

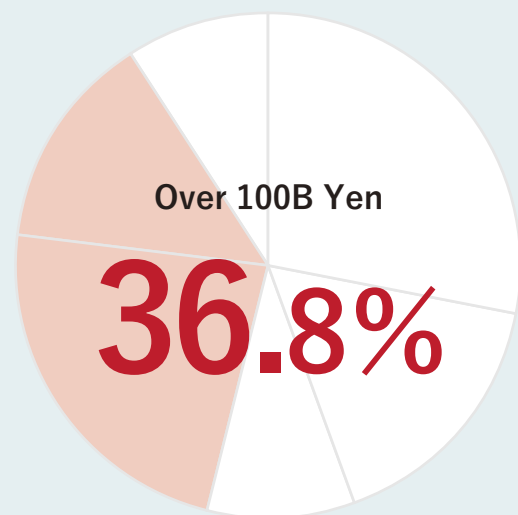
40% of readers work at major companies with 1,000 or more employees



1 - 99	33.7%
100 - 499	17.3%
500 - 999	9.0%
1,000 - 4,999	18.1%
5,000 - 9,999	7.3%
10,000 or more	14.6%

Sales

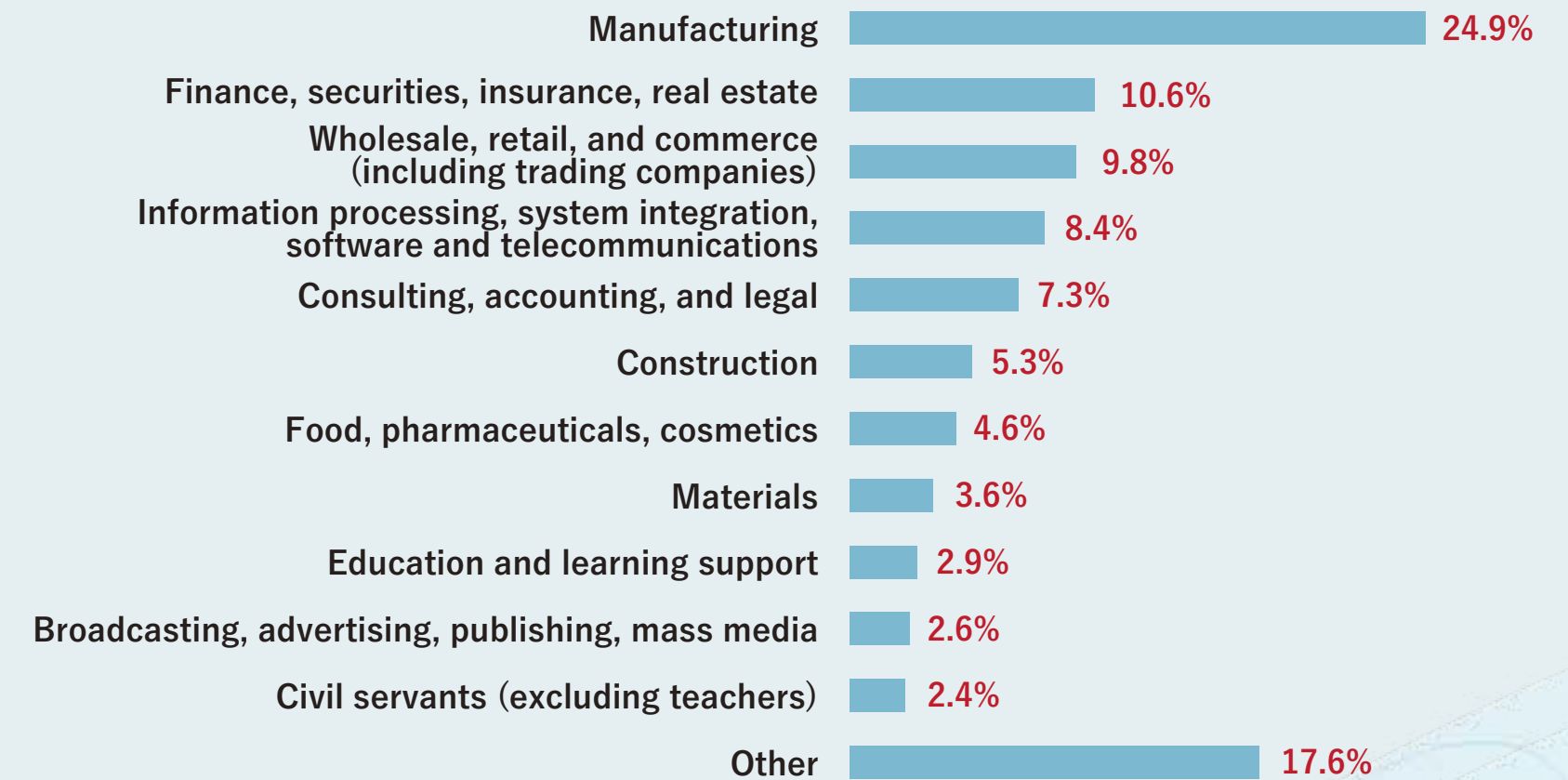
Approx. 37% of overall companies have sales of 100B Yen or more



Under 1B Yen - under 5B Yen	28.3%
5B Yen - under 30B Yen	16.3%
30B Yen - under 100B Yen	9.5%
100B Yen - under 1T Yen	22.9%
1T Yen or more	13.9%
Private, non-profit organization, don't know	9.1%

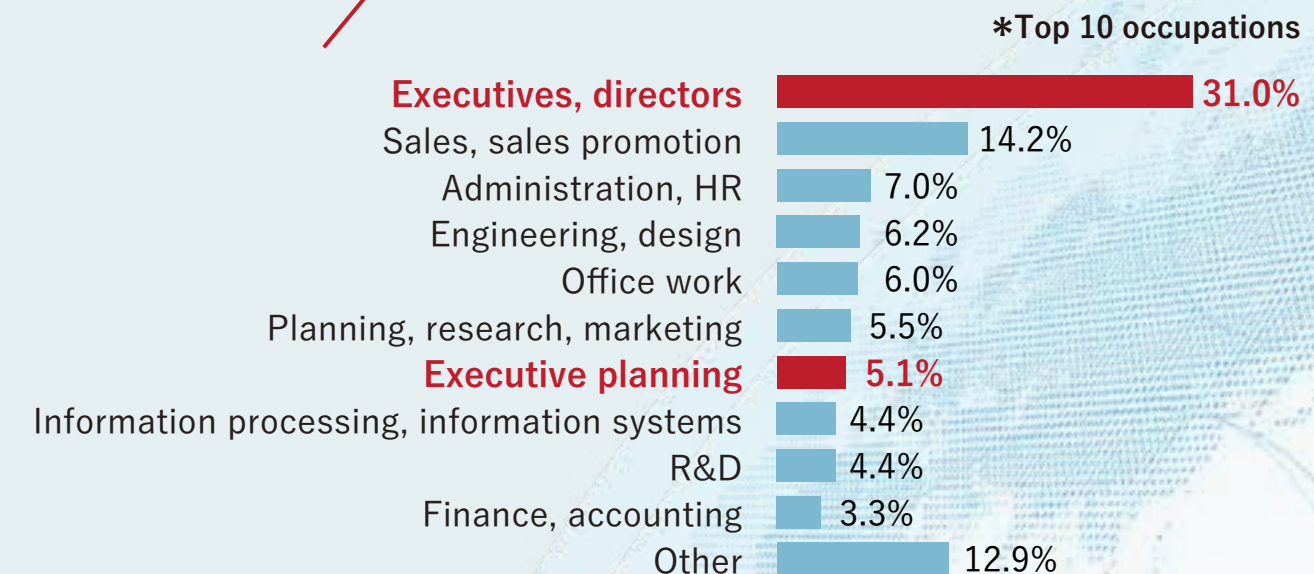
Industry

Readership from **diverse industries and sectors**



Occupation

Approx. 35% or more are executives and executive planners



Magazine reader profile 【 Business attributes 】

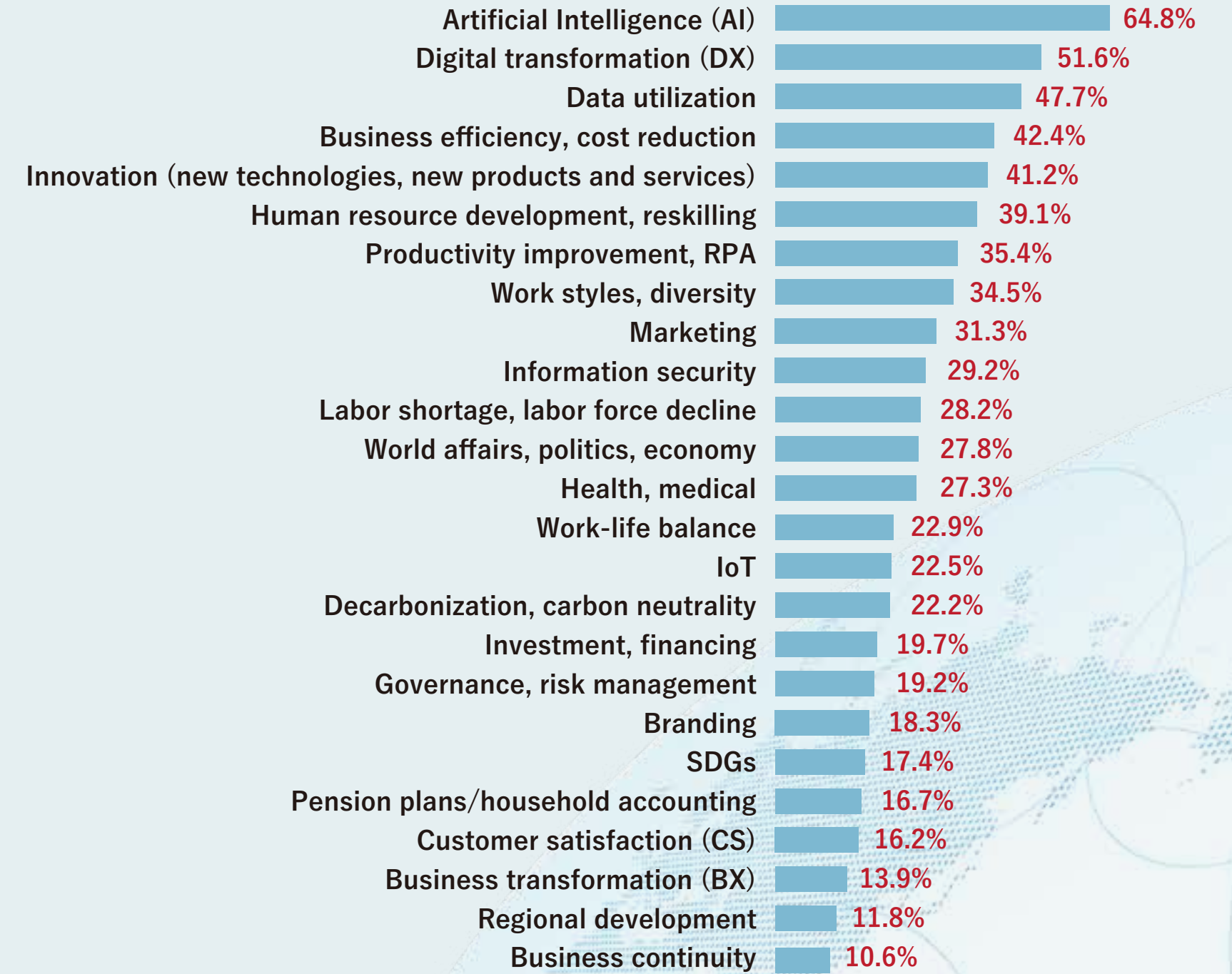
Challenges faced in business

Focus on **digital transformation (DX), productivity, personnel, profitability**



Keywords of personal interest

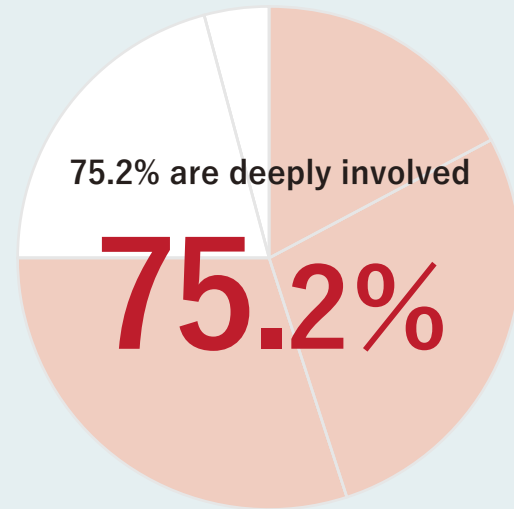
High interest in **digital transformation**



Magazine reader profile 【 Business Attributes 】

Decision-making authority

Approx. 45%
or more have decision-making authority



- Final approver 17.4%
- De-facto decision maker 27.8%
- Core member of deliberations 30.0%
- Offers opinions 20.7%
- Not involved at all 4.1%

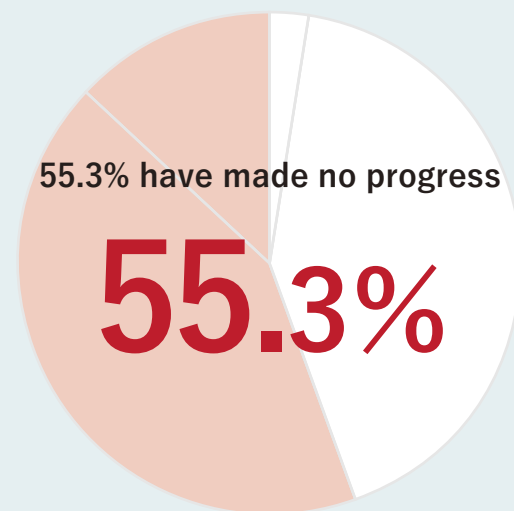
Decision-making authority on adopting DX

Many readers are **involved**



Degree of DX progress

Over half
of companies see DX as an important issue

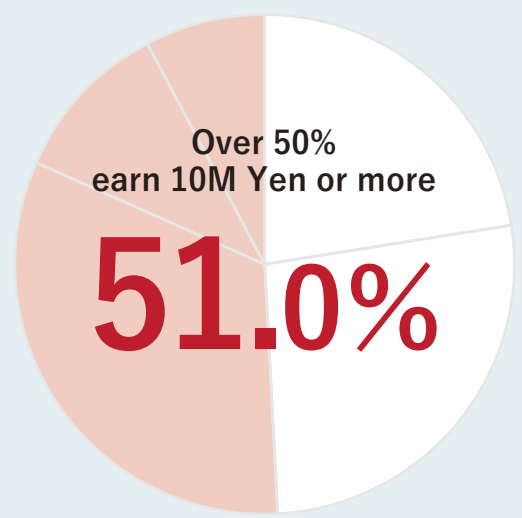


- Adequate progress 2.5%
- Partial progress 42.2%
- Lack of progress in many areas 42.5%
- Almost no progress 12.8%

Magazine reader profile **【 Personal data 】**

Household income

Over **50%** earn 10M Yen or more

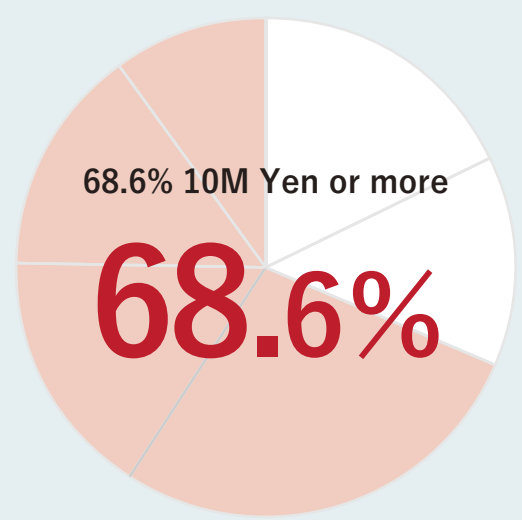


Under 6M Yen	22.3%
6M - under 10M Yen	26.7%
10M - under 15M Yen	32.4%
15M - under 20M Yen	10.8%
20M Yen or more	7.8%

Financial assets

Approximately **70%** manage 10M Yen or more

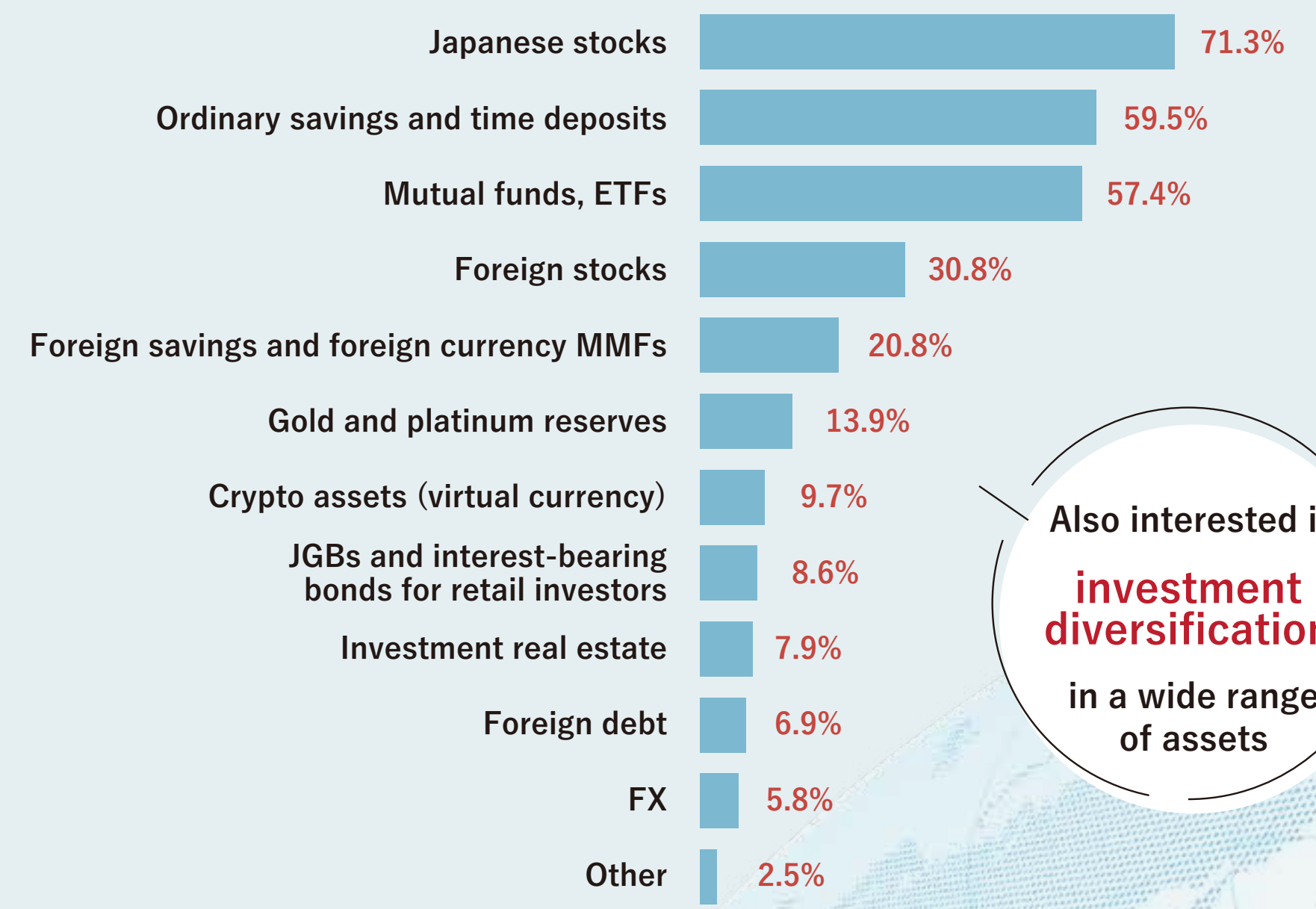
*Savings and investments (excluding real estate)



5M - under 10M Yen	17.9%
10M - under 30M Yen	13.5%
10M - under 30M Yen	27.8%
30M - under 50M Yen	16.3%
50M - under 100M Yen	14.5%
100M Yen or more	10.0%

Types of financial assets

Readers mainly own **Japanese stocks and mutual funds**

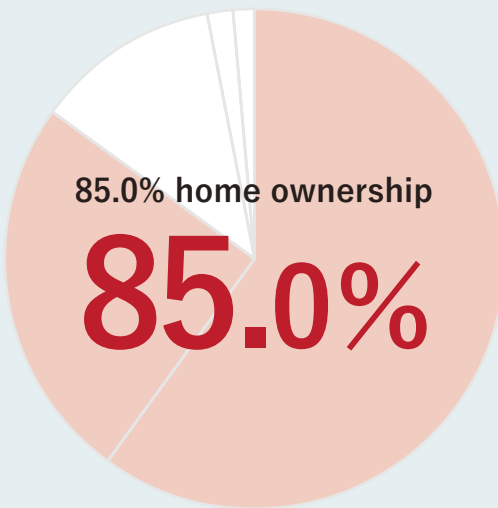


Also interested in **investment diversification** in a wide range of assets

Magazine reader profile 【 Personal Data 】

Housing situation

High ratio of home ownership



Home ownership (detached house) ··· 60.0%
 Home ownership (condominium) ····· 25.0%
 Rental (apartment, condominium) ····· 12.0%
 Rental (detached house) ··········· 1.6%
 Other ····························· 1.4%

Car purchase price

Approx. 30% of readers purchased cars at 5M Yen or more

*Only car owners responded. Total amount shown when multiple cars owned.

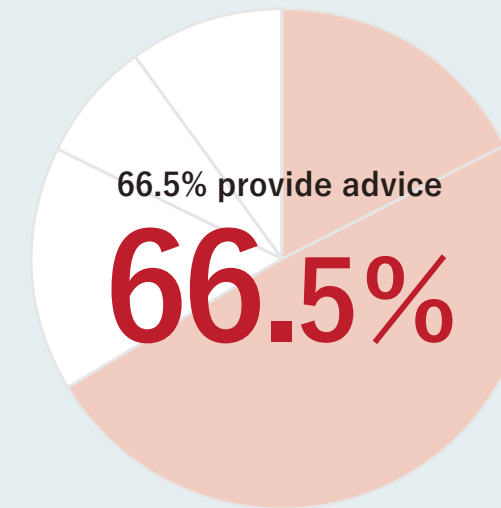


Under 3M Yen ····················· 30.7%
 3M Yen to under 5M Yen ··········· 38.8%
5M Yen to under 7M Yen ··· 20.1%
7M Yen to under 10M Yen ··· 7.8%
 10M Yen or more ················· 2.6%

Child advancement

Approx. 60% of parents involved in school and career selection

*Only respondents with children nearing school enrollment and employment

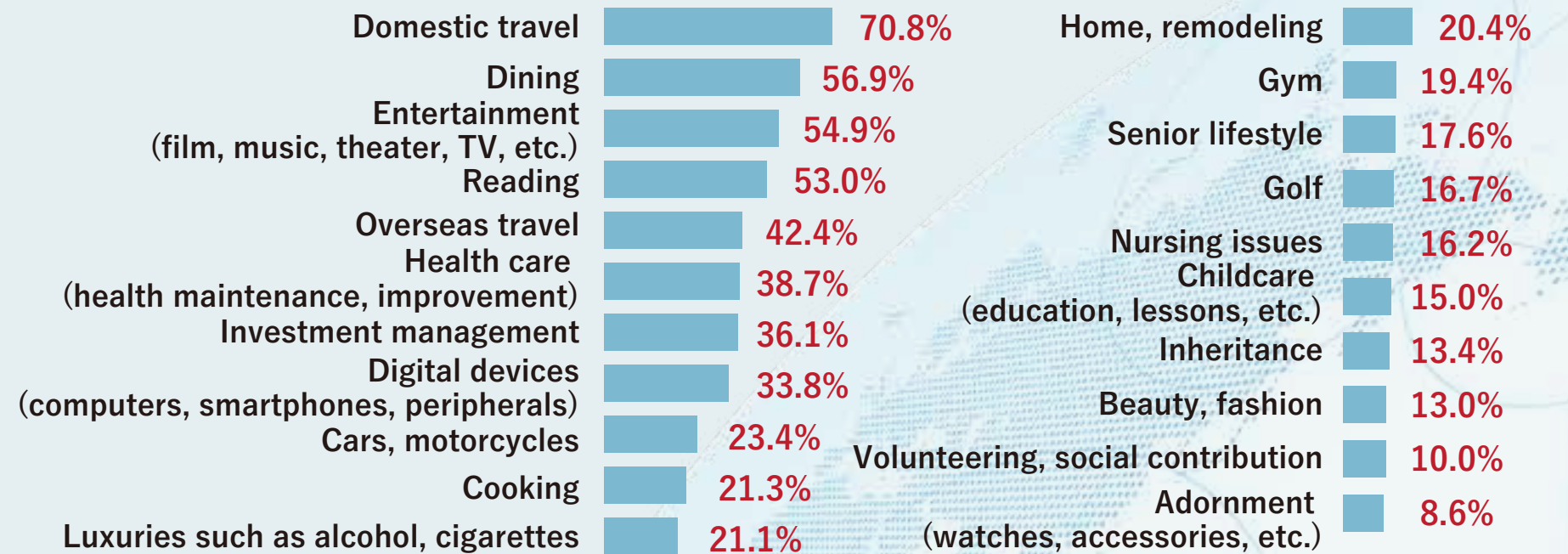


Degree of information gathering, advice on school and career selection

Enthusiastic help, advice ··· 17.7%
Some help, advice ······· 48.8%
 Cannot say either way ··········· 15.8%
 Little help, advice ············· 7.8%
 Almost no help, advice, left up to child ··········· 9.9%

Topics of interest

Readers with diverse interests



Nikkei Business Special Ad Features

The Ad Features of “Ask the Top” , “New Market Strategy” , and “Move Forward Together” at Nikkei Business help you achieve effective promotions for improving your brand by digging deeply into your executive vision, corporate strategy, and growth trajectory.

Ask the Top

New Market Strategy

Move Forward Together



Electronic Edition

Top of companies can offer their own messages at important milestones such as new president appointment, executive strategy renewal, management integration, and the achievement of good business performance.



Electronic Edition

Dispatch messages targeting new market development and expansion, ex. new business launch, new product and technology development, and new service launch and renewal.



Electronic Edition

Dispatch messages to your business partners, including stronger partnerships with customers, promoting understanding of your services, and successful case studies geared toward expanding your sales channels.



The above designs are standard format.

*These are visual samples to understand this offering, and not actual advertisements.

Advertising
applications and
inquiries

Advertising applications and inquiries

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