



OneNB—The One Nikkei Business—

The business magazine with  
the largest circulation and the  
business online media with the  
largest registered users in Japan.



# OneNB

## —The One Nikkei Business—

Through Nikkei ID, taking advantage of their respective characteristics, **Nikkei Business** and **Nikkei Business Online Edition** have been integrated into “One NB.” We provide rigorously selected information to a wide-ranging readership including top management, managers, and young businesspersons and students who will shoulder the next generation.



**190,000**  
copies

2016 (Jan.–Dec)  
ABC Circulation: 190,918 copies

A “reliable source of information” that collects its information on-site to reach the core of management and work. The highest number of ongoing readers for a weekly business publication over 26 consecutive years.

Core users  
Aprox. **78,000**  
person

**2.56**  
million users

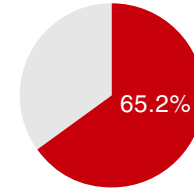
As of Oct. 2018  
2,558,902 registered users

Among online media operated by Japanese business magazine publishers, we have the largest number of registered users and, with the speed of online delivery, supply accurate information to managers and business leaders involved in decision making.

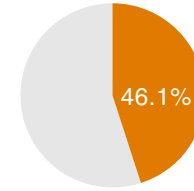
Communicating information that includes both ON and OFF scenarios, regardless of age and position.

Percentage of readers within target zone

65.2% of executives at major companies (with over 1,000 employees), and 46.1% of division managers read either **Nikkei Business** or **Nikkei Business Online Edition**.



Employees at major companies (over 1,000 employees) executives



Employees at major companies (over 1,000 employees) division manager level

From BBMR (BtoB Marketing Report: Media Contact Survey) of Nikkei Research Inc. Survey time frame: August 2017; Survey target: Male and female employees aged 25 to 59, working in private companies with over 30 employees

 <p><b>Managers</b> 50s to 60s Executives</p>	<p><b>ON</b></p>  <p>Take the time to read thoroughly through Nikkei Business delivered to the office or home, as a tool for steering one's own company</p>	<p><b>OFF</b></p>  <p>Investment activities, such as stocks</p>
 <p><b>Business Leaders</b> Around 40 Section/Division manager level</p>	 <p>Get the information needed for management and business at times of change by reading on smartphones or tablets while commuting</p>	 <p>Collect information on hobbies such as cars or golf, as well as housing or electronics products</p>
 <p><b>Innovators</b> 20s to 40s Start-up companies New business development leaders</p>	 <p>Get ideas and hints on new business development by grasping the latest technology and trends</p>	 <p>Collect information to improve skills as well as on business items such as watches or suits</p>
 <p><b>Next Generation Leaders</b> Job-seeking graduates and young people in their 20s</p>	 <p>Read before appointments and during free time as a way to improve skills and find discussion topics usable in the business scene</p>	<p>Collect information to improve skills as well as on business items such as watches or suits</p>

# We are supported by executives in top Japanese corporations and businesspersons employed in leading companies in various industrial circles.

Extraction of places of employment from Nikkei ID information on subscribers to **Nikkei Business** and registered users of **Nikkei Business Online Edition** (Unit: persons)

## ■ OneNB total registered users (Nikkei Business + Nikkei Business Online Edition) ■

Fujitsu	6,704	Sony	3,702	Denso	2,434	Ricoh	1,958
Panasonic	6,204	Canon	3,465	Fuji Xerox	2,362	IBM Japan	1,931
NEC	5,317	Sharp	2,800	Honda R&D	2,152	Toyota	1,836
Hitachi	4,952	Mitsubishi Electric	2,777	NTT Communications	2,091	Seiko Epson	1,784
Toshiba	4,196	NTT Data	2,554	Nissan	2,059	NRI	1,684

## ■ CEOs/Directors/General Managers ■

\* Based on OneNB registered users who select the job position in the left.

Hitachi	223	Fujitsu	168	Panasonic	88	DNP	59	ABeam Consulting	47
NEC	168	Toshiba	102	IBM Japan	77	Hitachi Systems	58	Sony	47



## By sector

\* Based on OneNB registered users who select the sector below.

### Electrical/Electronics equipment

Panasonic	5,454	Toshiba	3,207	Mitsubishi Electric	2,029
Fujitsu	3,529	Canon	2,590	Seiko Epson	1,543
Sony	3,293	Hitachi	2,523	Ricoh	1,282
NEC	3,275	Sharp	2,506	Fuji Xerox	1,224

### Machinery/Heavy electrical

MHI	854	Nikon	485	Kubota	378
Fuji Xerox	623	Komatsu	462	Olympus	324
IHI	599	Ricoh	435	Daikin	290
Canon	510	Hitachi	380	NSK	262

### Trading/Distribution

Mitsui & Co.	1,127	Itochu Corporation	538	Sojitz Corporation	348
Mitsubishi Corporation	897	Toyota Tsusho	514	AEON Retail	274
Sumitomo Corporation	867	Marubeni Corporation	509	Hitachi High-Technologies	206
Canon Marketing Japan	606	Ricoh Japan	391	Uchida Yoko	205

### Finance/Securities

Nomura Securities	906	Mizuho Bank	525	Mitsui Sumitomo Insurance	321
SMBC	711	Tokio Marine & Nichido	435	Daiwa Securities	313
BTMU	607	Mizuho Securities	384	Sumitomo Mitsui Trust Bank	305
SMBC Nikko Securities	557	Sompo Japan Nipponkoa	347	Orix	287

### Construction/Design

Kajima	749	Daiwa House	559	Toda	218
Shimizu	688	Obayashi	520	Fujita	203
Takenaka	657	Sekisui House	332	Chiyoda	184
Taisei	582	JGC	295	Nikken Sekkei	165

### Real Estate

Mitsui Fudosan	163	Sumitomo Realty	90	Tokyu	64
Mori Building	161	Daikyo	72	AEON Mall	60
Mitsubishi Estate	118	Tokyu Land	65	Leopalace21	59
Nomura Real Estate	103	Mitsui Fudosan Realty	65	Tokyo Tatemono	56

### Transport/Logistics

Nippon Express	308	Yamato Transport	178	NYK Line	87
East Japan Railway	303	West Japan Railway	97	Sankyu	82
All Nippon Airways	267	Tokyu	95	Central Japan Railway	77
Japan Airlines	244	Japan Post	95	Hitachi Transport System	71

### Energy

Tokyo Gas	283	Chubu Electric Power	203	Chugoku Electric Power	123
Kansai Electric Power	270	Idemitsu Kosan	201	J-Power	110
Tokyo Electric Power	266	Kyushu Electric Power	193	JXTG	96
Osaka Gas	205	Tohoku Electric Power	130	Showa Shell Sekiyu	78

### Government/Municipalities

METI*	403	Yokohama City	118	MHLW*	83
Tokyo Metropolitan	222	AIST*	115	Hokkaido	82
MLIT*	190	Ministry of Foreign Affairs	111	Ministry of Finance	81
MIC*	132	MAFF*	96	Ministry of Defense	81

### University/Research facility

The University of Tokyo	558	Tohoku University	248	University of Tsukuba	188
Waseda University	316	Keio University	209	Nagoya University	187
Kyoto University	315	Tokyo Institute of Technology	197	Nihon University	184
Osaka University	262	Kyushu University	189	Hokkaido University	180

\*METI: Ministry of Economy, Trade and Industry; MLIT: Ministry of Land, Infrastructure, Transport and Tourism; MIC: Ministry of Internal Affairs and Communications; AIST: National Institute of Advanced Industrial Science and Technology; MAFF: Ministry of Agriculture, Forestry and Fisheries; MHLW: Ministry of Health, Labour and Welfare

# 日経ビジネス

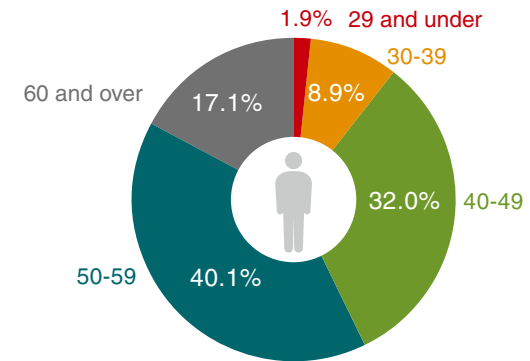
Provides information to forecast the future for approximately 200,000 readers including the top executives that sustain Japanese society. A general information magazine for economics and management that is trusted as an information source for making management decisions.

Weekly (published each week on Monday)  
 Annual subscription: ¥24,500 (50 issues)  
 Single issue: ¥690

Survey name:  
 Nikkei Business Reader Profile Survey 2017  
 Survey time frame: 7 to 17 November, 2017  
 Responses received: 572



## Age



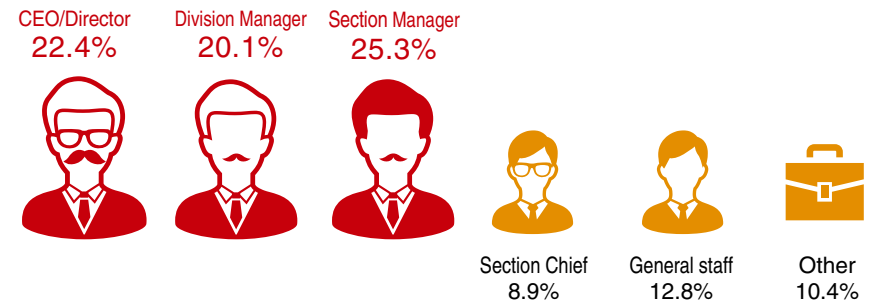
Core business readers aged in their 40s and 50s

## Gender



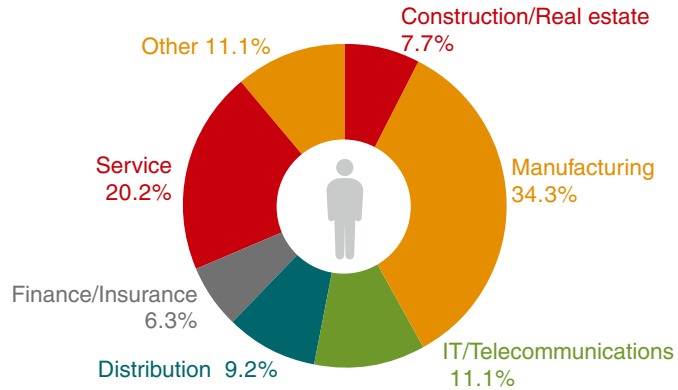
Male **93.9%** Female **6.1%**

## Job position



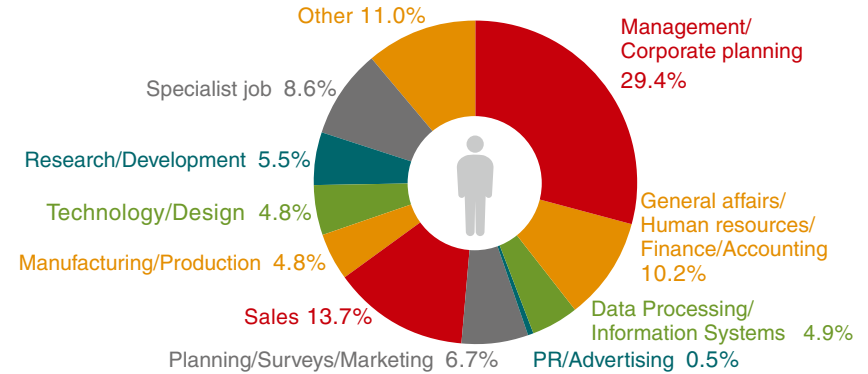
Management level at **about 20%**  
 Division Manager and above at **about 40%**

## ■ Type of business ■



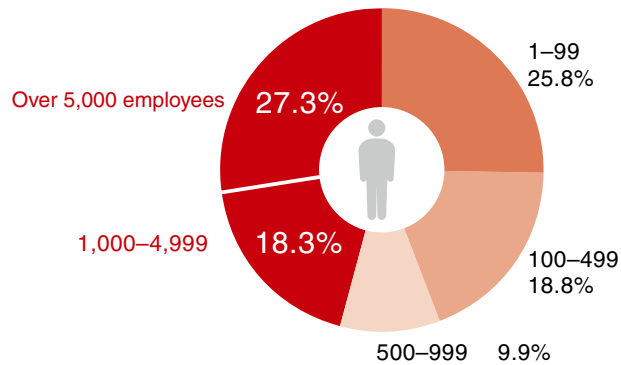
Readership covers  
a wide range of industries and sectors

## ■ Job category ■



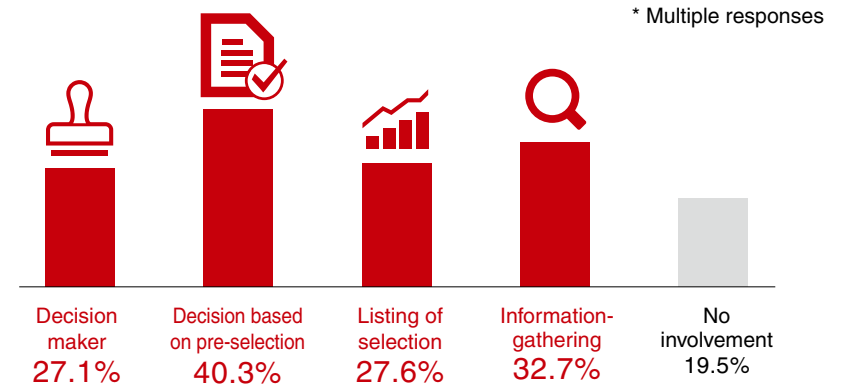
About 30% are in corporate management

## ■ Number of employees ■



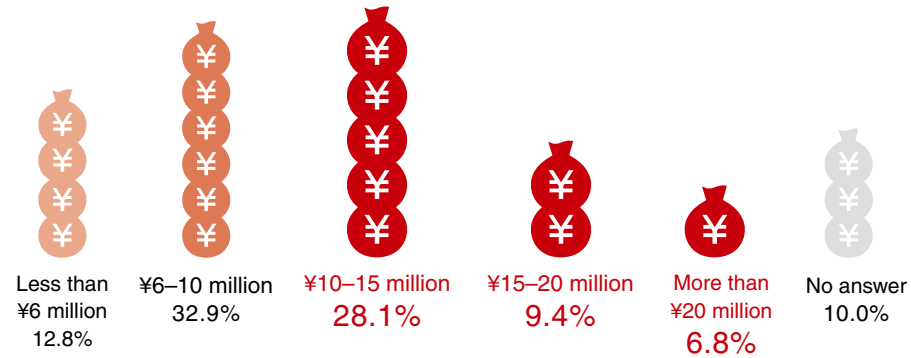
45.6% of readers work for major companies  
with over 1,000 employees

## ■ Overall decision-making and execution level regarding products and services at the business ■



About 80% are involved in selection and  
decision-making

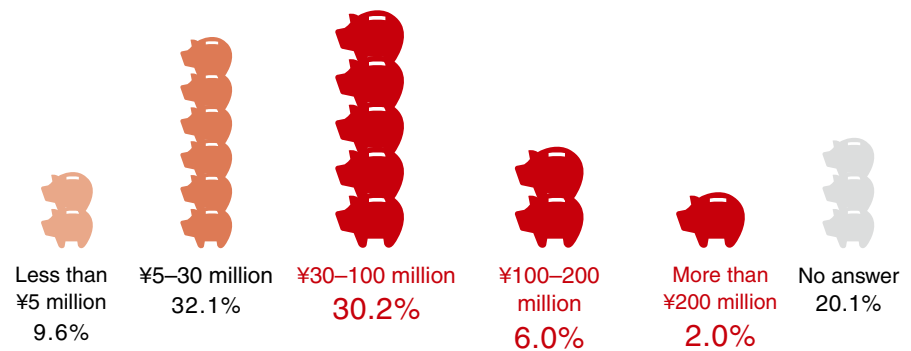
## ■ Household income ■



**Over 40%** earn more than ¥10 million per annum

Average income is ¥11.62 million per annum

## ■ Overall assets ■

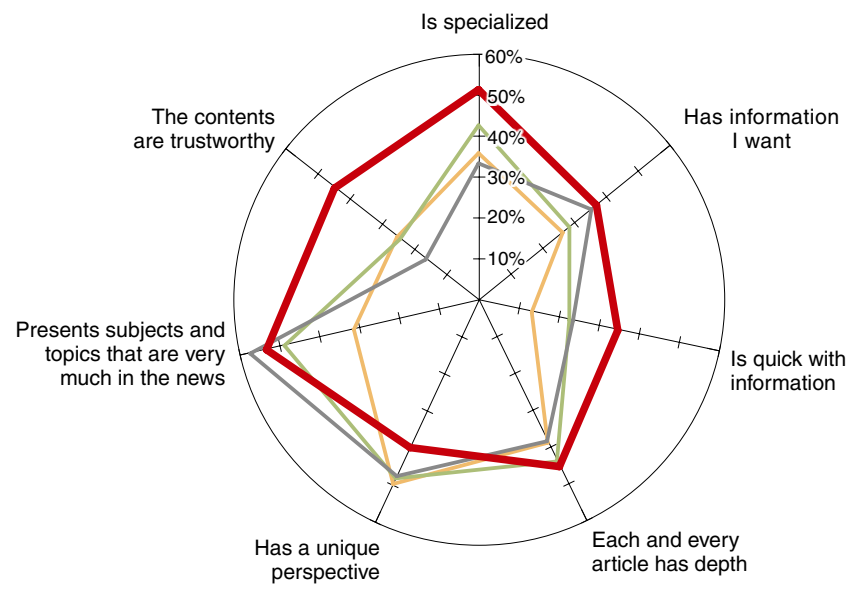


**Over 40%** have assets of over ¥30 million

## ■ The image of main business publications ■

\* Multiple responses  
\* Tabulated based on people who read the various publications regularly

- **Nikkei Business** (477 sample)
- Magazine A (119 sample)
- Magazine B (110 sample)
- Magazine C (83 sample)

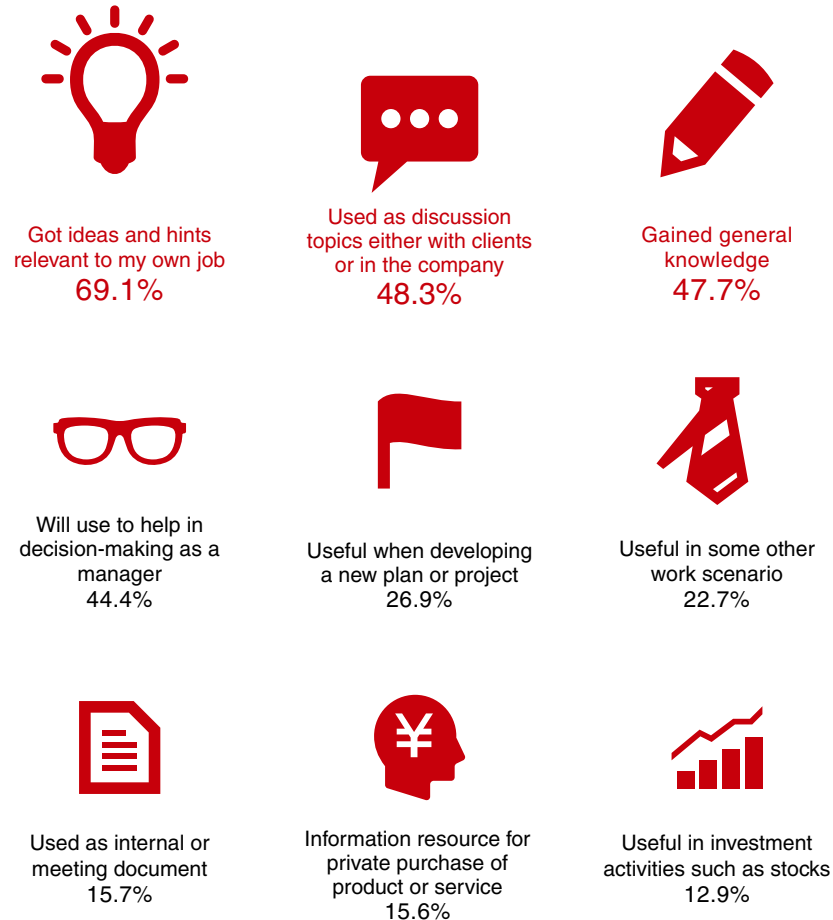


Highly rated for **specialization and trustworthiness**



## ■ Scenarios in which articles are useful ■

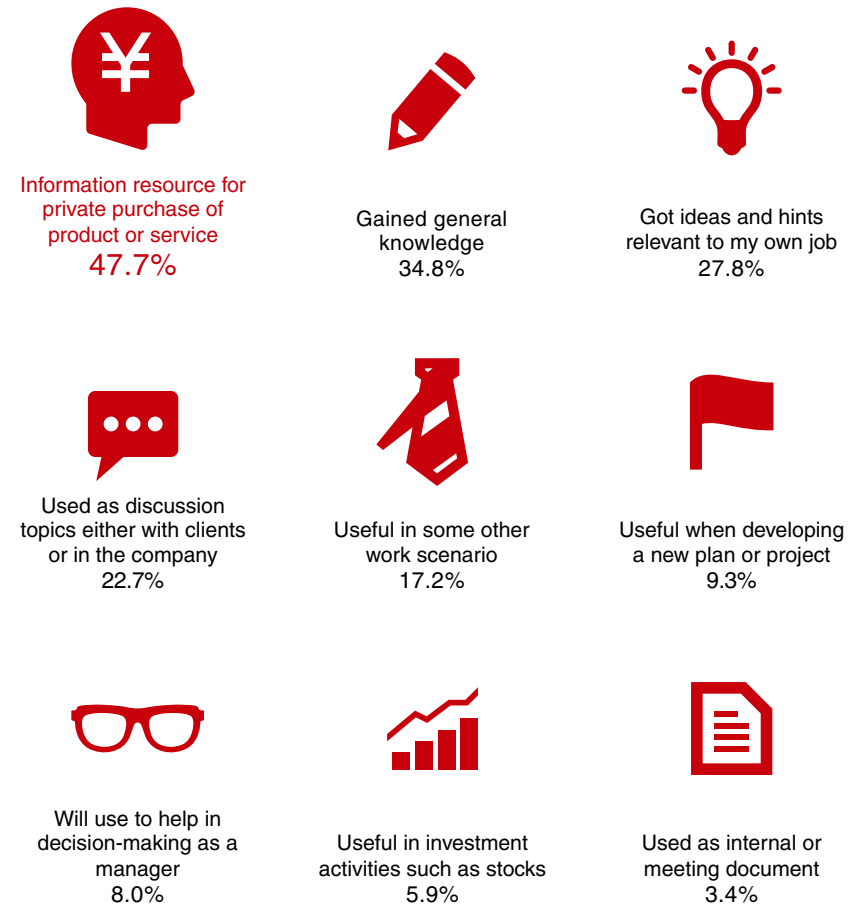
\* Multiple responses



Many readers  
used articles for business ideas

## ■ Scenarios in which **Nikkei Business** advertising is useful ■

\* Multiple responses



About 50% found advertisements useful  
when purchasing products and services



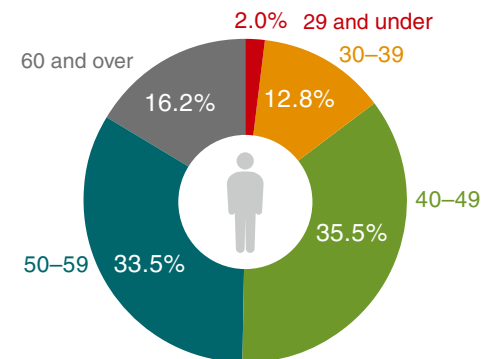
With the partnership of contents with **Nikkei Business** magazine, the provided information by **Nikkei Business Online Edition** is both high in quality and up-to-date. In response to the great trust shown by the 2.56 million registered users, there are high levels of satisfaction regarding accurate information that is useful in management.

Free user registration

Survey time frame: August 3 to 18, 2017  
Response sample number: 1,038



## ■ Age ■



Average age is **about 50**  
with about half in their 40s or under

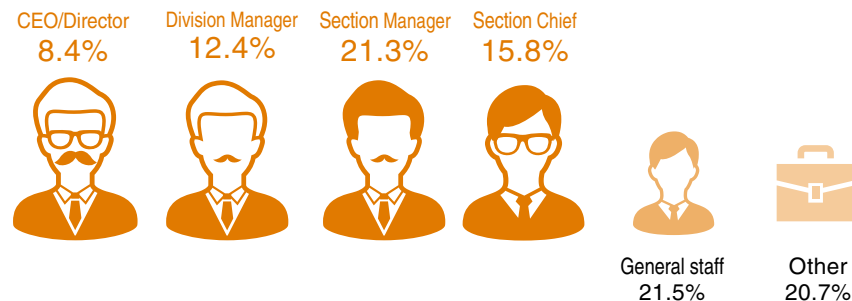
## ■ Gender ■

Male 85.4% Female 14.6%



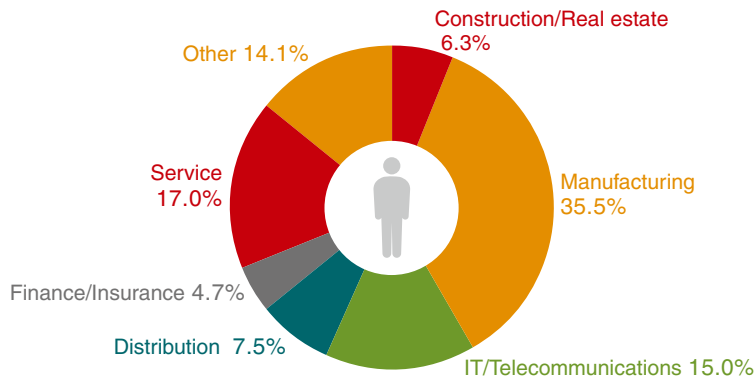
**About 15%** are females

## ■ Job position ■



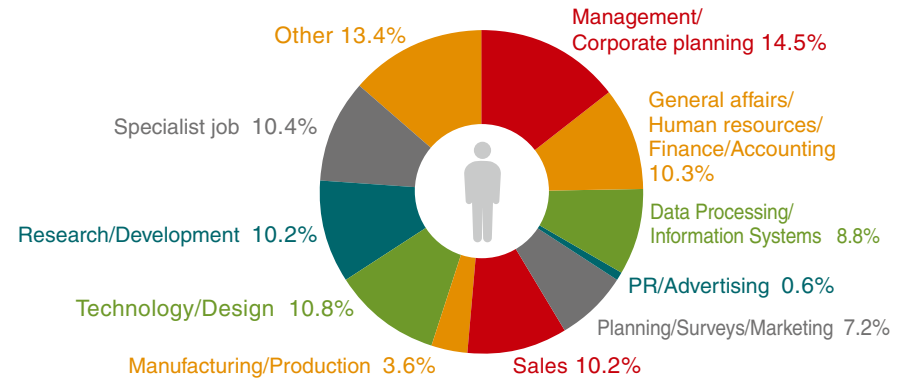
**Slightly less than 60%** have titles

## ■ Type of business ■



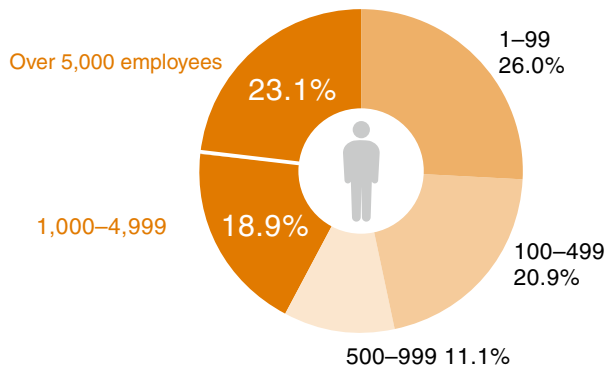
Readership covers  
a wide range of industries and sectors

## ■ Job category ■



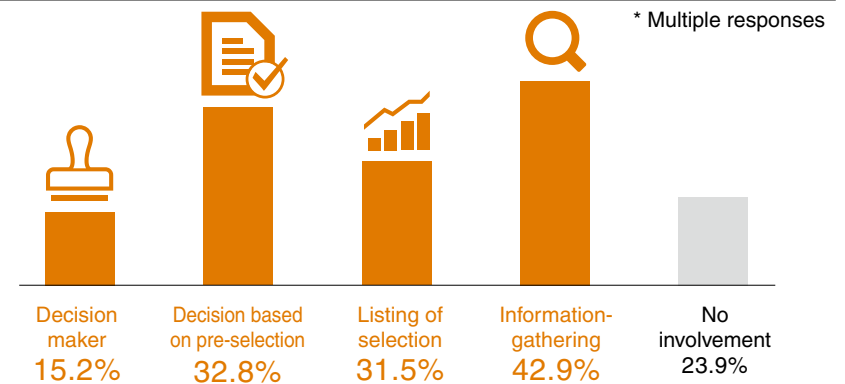
People in management and planning make up **about 15%**

## ■ Number of employees ■



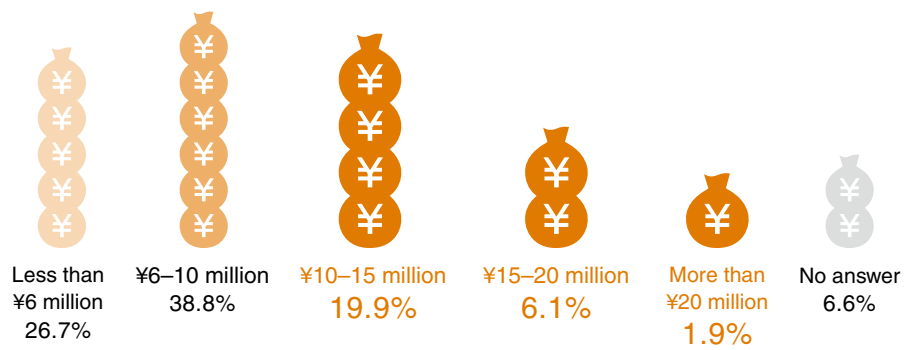
**Over 40%** of readers work for major companies with over 1,000 employees

## ■ Overall decision-making and execution level regarding products and services at the business ■



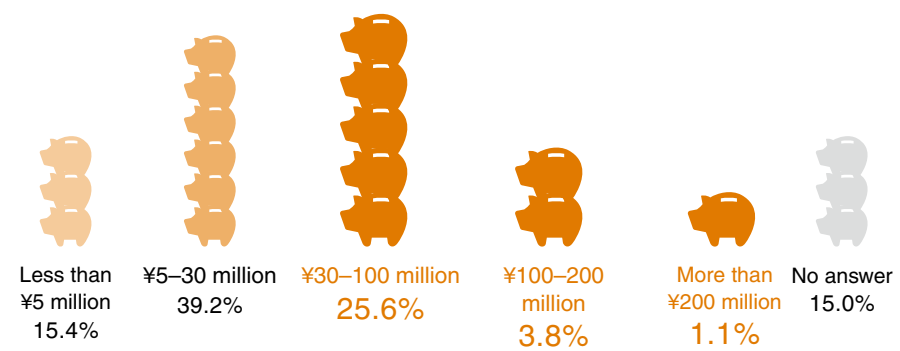
**About three quarters** are involved in decision-making and recruiting

## Household income



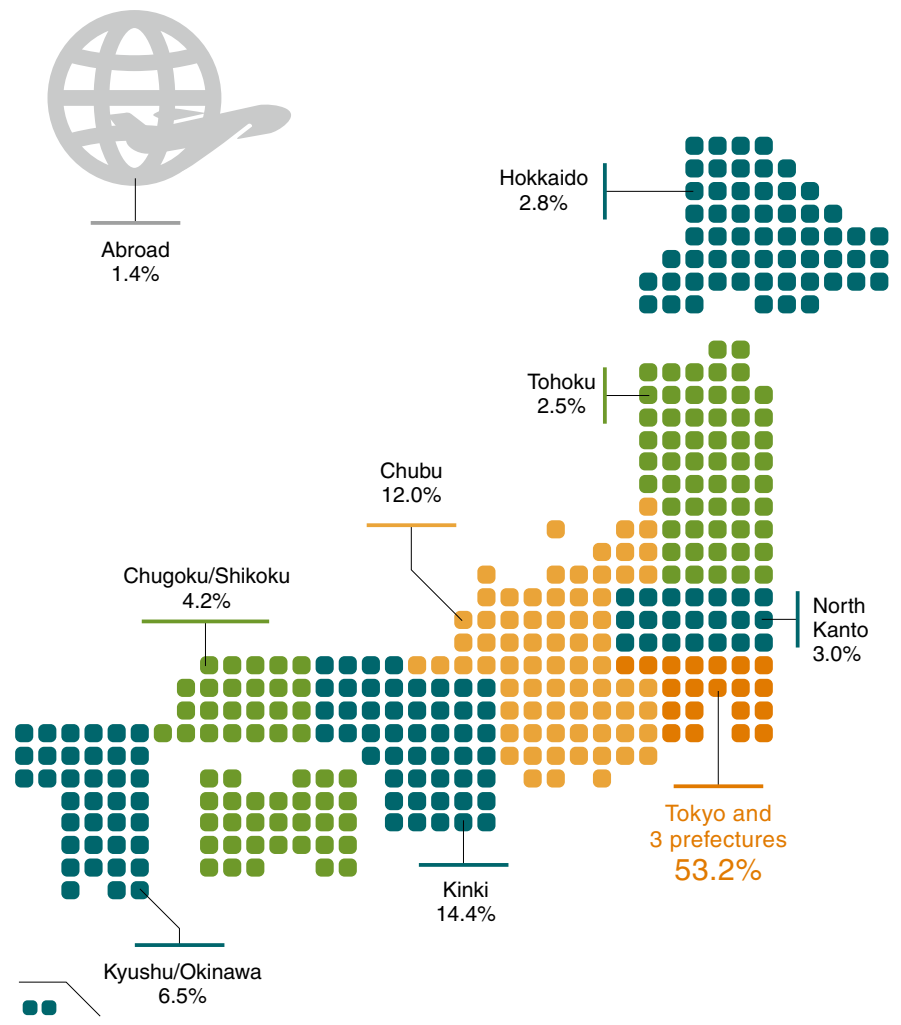
**Slightly less than 30%**  
earn more than ¥10 million per annum  
Average income is ¥8.41 million per annum

## Overall assets



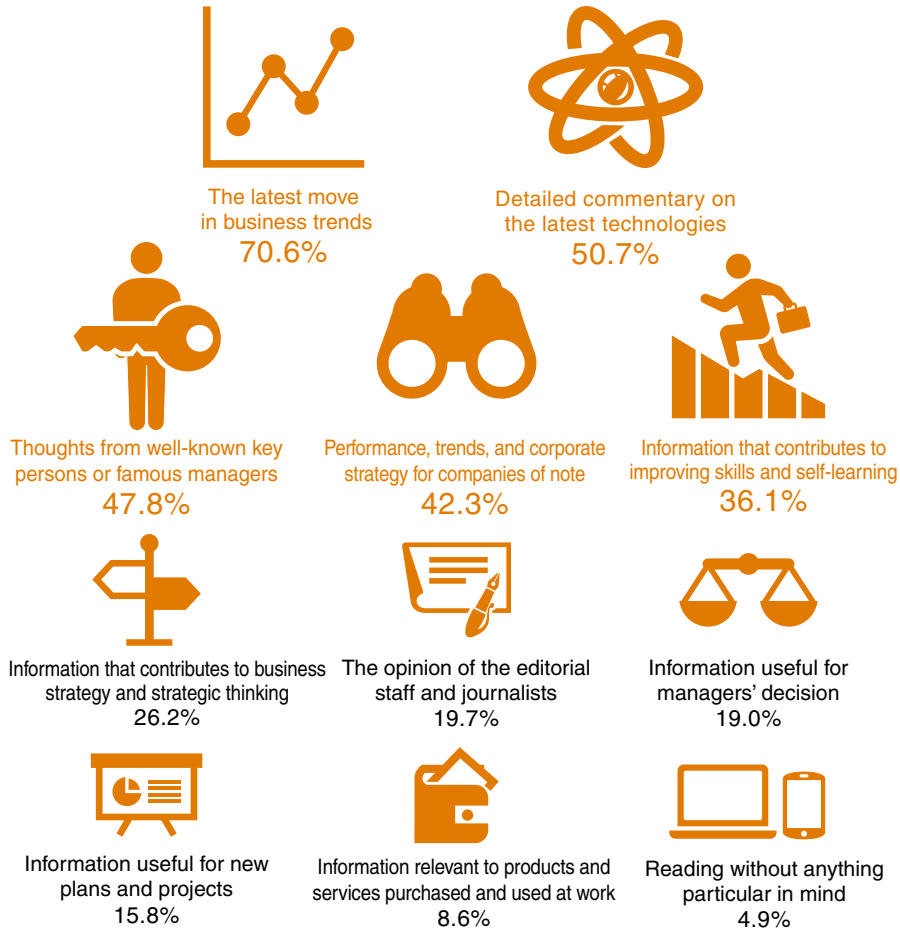
**Over 30%** have assets greater than ¥30 million

## Office location



## What kind of information do you obtain from Nikkei Business Online Edition?

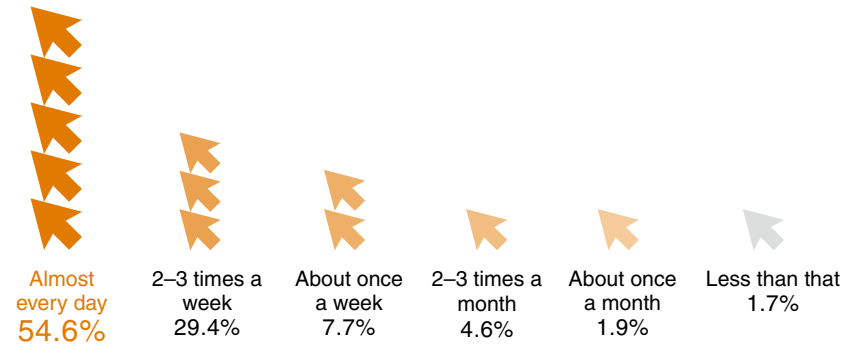
\* Multiple responses



**About 70%** use it as an information tool to grasp business trends.

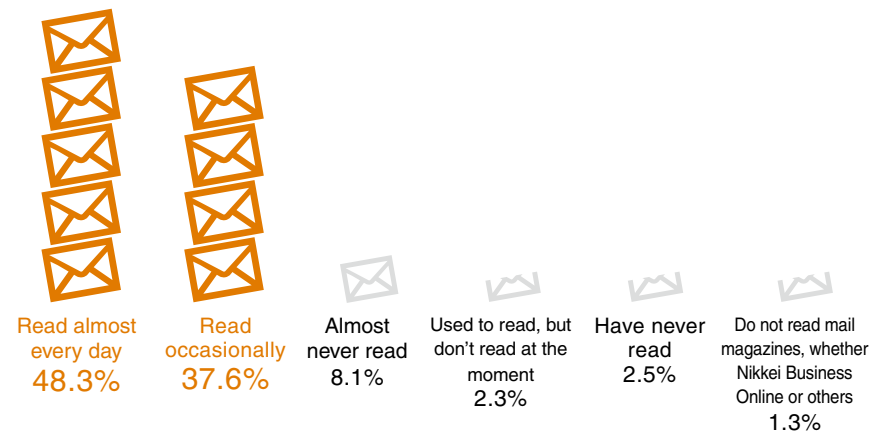
Also, they utilize the information on the latest technologies as well as people and companies featured in the news for their work.

## Frequency of access to Nikkei Business Online Edition



More than half **access almost every day**

## Frequency of perusal of Nikkei Business Online Edition email



**Over 80%** read the mail magazine

# Nikkei Business Ad Awareness Rate Survey

Nikkei Business prepares ad awareness rate reports to all advertisers in the magazine. Through these reports, advertisers can see clearly what sort of impression their ads have made on readers.

## Survey outline

<Definition of terms>

Of replies,

"Definitely saw the ad" rate = Ad attention rate

"Definitely saw the ad" rate + "Think I saw the ad" rate = Ad awareness rate

\*The above definitions correspond to those of the Japan Newspaper Publishers and Editors Association.

[Survey subjects] Subscribers (random sampling)

[Survey methodology] Postal survey

[Details] The survey sheet and a sample magazine were sent, with a request to return the survey sheet

[Implementation timing] Mailed out 4-5 days after put on sale

[Survey content] Survey content: Selection of one from "Definitely saw," "Think I saw," and "Don't recall seeing"

Evaluation of understand of, interest in, and impact of ad regardless of recollection

[Average response sampling] 70-80

[Issue surveyed] All issues

## Report items

- Overall survey outline
  - Survey outline
  - Respondent info (age, sector, title, job occupation)
- Ranking list
  - Overall ranking list
- Awareness rate ranking
  - Average (%)
  - Ranking Top 10 companies
- Products by type
  - Top rankings (to third place for each)
- Creative ranking
  - Average (%)
  - Top 10 companies
- Individual
  - Evaluation by advertisement
  - Reasons why advertisement left an impression (free comments)

## Report images for advertisement insertion

[Ranking list] Example of overall ranking list

順位	広告主名	広告種別	広告接触率 (%)	広告注目率 (%)	詳しく読んだ (%)	確かに見た (%)	見たような気がする (%)	見た覚えがない (%)	内容がよくわかる (%)	インパクトがある (%)	広告内容に興味を持った (%)	より詳しく知りたくなった (%)
1	AB交通	純広告	81.0	54.4	21.5	32.9	26.6	19.0	48.1	11.4	29.1	10.1
1	CD商事	純広告	81.0	44.3	12.7	31.6	36.7	19.0	32.9	35.4	17.7	3.8
3	E建設	記事体広告	79.7	46.8	11.4	35.4	32.9	20.3	25.3	40.5	15.2	1.3
4	FGHコーポレーション	純広告	72.2	45.6	21.5	24.1	26.6	27.8	34.2	24.1	17.7	2.5
4	IJ飲料	純広告	72.2	35.5	8.9	26.6	36.7	27.8	20.3	20.3	25.3	2.5
6	K商事	純広告	70.9	49.4	15.2	34.2	21.5	29.1	34.2	21.5	25.3	6.3
6	Lホールディングス	記事体広告	70.9	27.9	3.8	24.1	43.0	29.1	15.2	39.2	7.6	2.5
8	MNカード	純広告	69.7	39.3	5.1	34.2	30.4	30.4	20.3	34.2	7.6	1.3
9	O重工業	純広告	69.6	30.4	1.3	29.1	39.2	30.4	11.4	34.2	12.7	3.8
10	PQR保険	純広告	69.6	39.2	6.3	32.9	30.4	30.4	11.4	32.9	16.5	7.6

[Individual] Example of evaluation by advertisement

サンプル数	広告主名	スペース	【A】広告接触				【B】理解度	【C】インパクト	【D】興味	【E】探索				
			接触率ランキング			順位	内容がよくわかる (%)	順位	インパクトがある (%)	順位	広告内容に興味を持った (%)	順位	より詳しく知りたくなった (%)	
			全体	1ページ以上部分広告	接触率 (%)									
全体→						10.7	9.1	12.1	4.9					
カラー3ページ以上					54.2	22.5	4.2	16.2	3.5	11.3	7.0			
カラー2ページ					49.1	21.2	5.3	11.6	6.4	13.9	4.7			
カラー1ページ					54.8	23.3	3.8	9.5	12.5	8.8	4.2			
カラー部分広告					36.0	9.2	-	3.5	3.5	5.6	2.1			
表紙					55.8	24.8	3.7	11.5	10.4	11.3	4.5			
準特三面					58.8	26.7	5.6	10.3	12.5	14.6	6.7			
1ページ以上					53.1	23.1	4.8	11.0	9.3	12.3	5.0			
部分広告					36.0	9.2	-	3.5	3.5	5.6	2.1			
純広告					54.3	23.6	4.0	9.2	12.1	11.2	4.9			
記事体広告					48.5	20.3	5.6	13.7	3.3	13.7	4.9			
記事対向					56.6	24.8	4.6	9.2	13.6	11.2	5.5			
71 AZコーポレーション	4C2	7	7	69.1	38.1	8.5	15	14.1	8	18.3	3	23.9	5	8.5

[Individual] Example of reasons why advertisement left an impression (free comments)

Clarification of appeal points

Good visuals

Good fit between corporate recognition level and contents

Conversation-type contents are easy to understand

Actual examples of normally hard to understand approaches were interesting

# Nikkei Business/Nikkei Business Online Edition List of Rates

## ■ Nikkei Business ■

Rate (excluding tax)

\* Insertion rate comes with volume reduction

•4c1p Advertising

Insertion rate: **¥2,520,000**

•4c2p Advertorial

Insertion rate: **¥5,040,000**

Production fee: From **¥600,000**

## ■ Nikkei Business Online Edition ■

	Menu	Size	Rate	Estimated CTR
Smartphone	Smartphone rectangle	W 300 × H 250 pixels * Video aspect ratio: 10:9	¥2.0/imp * Video: ¥4.0/imp	0.07%
	Smartphone header panel	W 320 × H 180 pixels	¥3.0/imp	0.1%
	Smartphone In-Feed (Image + text)	Image: W 240 × H 180 pixels <sup>2</sup> Subtitle: Up to 13 characters per line (either in full width or in half width) + Title: Up to 24 characters per line (either in full width or in half width) (no line feed)	¥1.0/imp	0.04%
	<b>NEW!</b> Smartphone inRead banner <sup>3</sup>	W 320 × H 100 pixels	¥2.0/imp	0.04%
PC	InRead video <sup>4</sup>	Aspect ratio: 16:9 (incompatible for 4:3)	¥5.0/imp	0.05%
	In-Feed (Image + text)	Image: W 240 × H 180 pixels <sup>2</sup> Subtitle: Up to 13 characters per line (either in full width or in half width) + Title: Up to 24 characters per line (either in full width or in half width) (no line feed)	¥1.0/imp	0.02%
	1st rectangle	W 320 × H 250 pixels	¥2.0/imp	0.06%
	1st double rectangle	W 320 × H 600 pixels	¥3.5/imp	0.2%
	Billboard <sup>5</sup>	W 970 × H 250 pixels	¥6.0/imp	0.2%
	Pushdown <sup>4,5</sup>	Expanded state: W 970 × H 400 (250) pixels Contracted state: W 970 × H 90 pixels	¥6.0/imp * Video: ¥8.0/imp	0.2%
	<b>NEW!</b> Premium bannern	W 1,280 × H 250 pixels	¥10.0/imp	0.2%
<b>NEW!</b> In-read mega banner <sup>3</sup>	W 1,280 × H 250 pixels	¥6.0/imp	0.05%	

\*1 DMP use possible for specified audience segments ([http://web-cache.stream.ne.jp/www11/nikkeibpw/adweb/BP\\_DMP2018.pdf](http://web-cache.stream.ne.jp/www11/nikkeibpw/adweb/BP_DMP2018.pdf))

\*2 Please note that smartphone in-feed and PC in-feed images (W240 x H180 pixels) are displayed in contracted state.

\*3 Please note that smartphone In-read banners and PC In-read mega banners appear only on top pages.

\*4 The length of a video should be no longer than 30 seconds.

\*5 A CLOSE (X) button must be included.

\*Numbers of impressions and deliveries are estimates and are not guaranteed. \*The consumption tax will be added to all rates.

\*Rates, frame volume, specifications and other parameters are subject to change without notice. \*Please refer to separate documents regarding application and material submission.

# Nikkei Business & Nikkei Business Online Edition Tie-Up Package (Advertorial/set format)

For **Nikkei Business**, a special rate is available for ongoing projects regarding interview-style tie-ups for which there is strong demand.

Tie-Up Package

**トップに訊く**

This is a special plan limited to interviews with top corporate executives

MARKET  
**新市場戦略**  
STRATEGY

This is a special plan limited to interviews with key corporate persons



\* A set format is used for magazine space and web design.

Insertion image



\* A set format is used for magazine space and web design.

Insertion image

## ■ Rate (excluding tax)

### ■ Plan A

Nikkei Business advertorial 2P+  
Nikkei Business Online tie-up site (Insertion period: 4 weeks)

**¥5,000,000**

(Standard rate: ¥5,640,000 + ¥2,500,000)

### ■ Plan B

Nikkei Business advertorial 1P+  
Nikkei Business Online tie-up site (Insertion period: 4 weeks)

**¥3,000,000**

(Standard rate: ¥2,820,000 + ¥2,500,000)

### ■ Plan C

Nikkei Business  
advertorial 2P

**¥4,000,000**

(Standard rate: ¥5,640,000)

### ■ Plan D

Nikkei Business  
advertorial 1P

**¥2,000,000**

(Standard rate: ¥2,820,000)



# Nikkei Business Online Edition Special (Tie-up advertising, insertion for 4 weeks, including standard lead)

Tie-up advertising is offered to readers among users who are corporate decision-makers and high earners. Please take advantage of this for your company's corporate advertorial promotion.



**Tie-up site**  
A4 size 2P (about 3,000 Japanese characters)

PC tie-up page      Smartphone tie-up page

**Report items**

- No. of PVs, UBs
- Staying time
- Comparison with rivals
- Lead performance
- No. of visitors to external sites
- Etc.

Gross Rate: **¥3,500,000** (excluding tax)      Insertion for 4 weeks

	Lead menu	No.	Appears on	Appearance	Estimated imp.	Estimated CTR	Size
Smartphone Lead	Smartphone In-Feed (Image + Text)	①	Almost all pages	Rotation	200,000imp	0.04%	Image: W 240 × H 180 pixels Subtitle: Up to 13 characters per line (either in full width or in half width) + Title: Up to 24 characters per line (either in full width or in half width) (no line feed)
	Billboard	②	Almost all pages	Rotation	50,000imp	0.2%	W 970 × H 250 pixels
PC Lead	In-Feed (Image + Text)	③	Below article in the article page	Rotation	500,000imp	0.02%	Image: W 240 × H 180 pixels Subtitle: Up to 13 characters per line (either in full width or in half width) + Title: Up to 24 characters per line (either in full width or in half width) (no line feed)
	Recommended information	④	Right column in the article page	Rotation	2,500,000imp	0.02%	Image: W 240 × H 180 pixels + Title: Up to 28 characters per line (either in full width or in half width)
Email Magazine	Nikkei Business Online Edition email (HTML email)	⑤	Daily delivery on weekdays		700,000 × 12 notices	0.04%	Image: W 240 × H 180 pixels Subtitle: Up to 13 characters per line (either in full width or in half width) + Title: Up to 24 characters per line (either in full width or in half width) (no line feed)

\* Depending on the level of inventory and native ad content, we may provide an appropriate native ad link.  
 \* Each native content may be allowed for secondary use with ¥2.5 million (excluding tax). For details, please contact us.  
 \* Actual expenses will be separately charged in the event of the involvement of prominent figures or interviews in remote areas.

# NIKKEI BP

Management Media Advertising Dept.,  
Nikkei Business Publications, Inc.

Tel: 81-3-6811-8311 [nb-is@nikkeibp.co.jp](mailto:nb-is@nikkeibp.co.jp)