

THE FOCUS

未来を見据えた決断と行動

Future-Focused Decisions and Actions

Creating new ventures and developing innovative technologies, leveraging human potential to create value, envisioning a future of shared growth with local communities, and delving into noteworthy trends, introducing messages focused on various themes

The business environment is accelerating change and increasing complexity.

In this era, companies must look ahead to their next growth phase.

“The Focus” is a series that delves into initiatives by companies and delves deeply into corporate initiatives.

It will depict your company's mission and value creation, conveying your vision for the future to society.

Please utilize this project as a strategic platform for your messaging.



**146K
subscriber**



**2.72mil
web
membership**

First Published: September 1969
Circulation: 146,498 (2023 ABC)
Publication Format: Weekly
(published every Monday),
50 issues per year
Sales Method: Annual subscription
also available at select bookstores

Monthly PV: 10,877,798
Monthly UB: 3,713,432
Registered members: 2,727,124
(As of July 2025)

The Focus Advertising Campaign Theme



Human Capital Focus

From the perspective that human capital is the source of corporate growth, we delve into real-world examples from various companies, focusing on themes such as developing next-generation leaders, skill enhancement strategies, and promoting diversity. We highlight the challenges faced by executives and leaders and their solutions, while also exploring in detail the cultural transformation and social impact driven by human capital.



Technology Innovation Focus

We examine the transformation of business models and the creation of new value driven by rapidly evolving technology. We introduce innovative initiatives leveraging digitalization, AI, IoT, and the transformative processes enabling their realization. Through the challenges and success stories of companies achieving sustainable growth, we outline the possibilities for the next generation.



Sustainable Focus

In an era of heightened uncertainty, we explore management strategies and governance approaches that withstand adversity and pursue sustainable growth. We pursue initiatives that support resilient companies, including risk management, strengthening crisis response capabilities, and establishing decision-making frameworks grounded in a long-term perspective. We provide insights and concrete examples addressing the challenges companies face.



Revitalize Focus

As coexistence with local communities becomes key to enhancing corporate value, we pursue sustainable business models through regional revitalization and collaboration. We introduce corporate initiatives that leverage local resources and talent to create new value, along with case studies solving regional challenges. We envision a future where companies and regions grow together, bringing fresh inspiration to executives.



Trend Focus

We explore the latest trends shaping the future of business and unravel the essence of emerging cross-industry currents. Covering diverse themes like AI, sustainability, and next-generation marketing strategies, we provide insights for business leaders to chart their next moves. We deliver prime opportunities to ride the wave of change and build competitive advantage.

Format

Magazine and web advertorial, plus from "special feature sites" and from the Nikkei Business Online Edition to the advertorials.

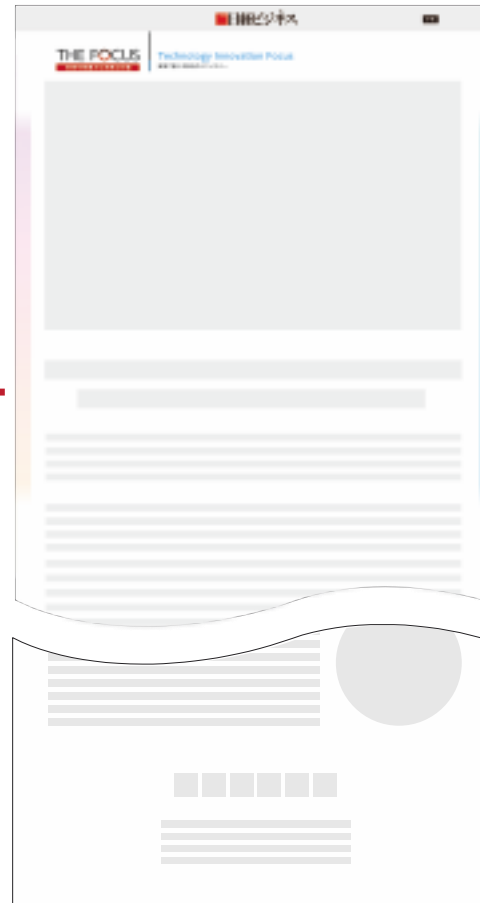
<Basic Plan> Nikkei Business + Nikkei Business Digital Edition Original Advertorial

※ Magazine and WEB will have the same content.

Magazine – Advertorial (2 pages)

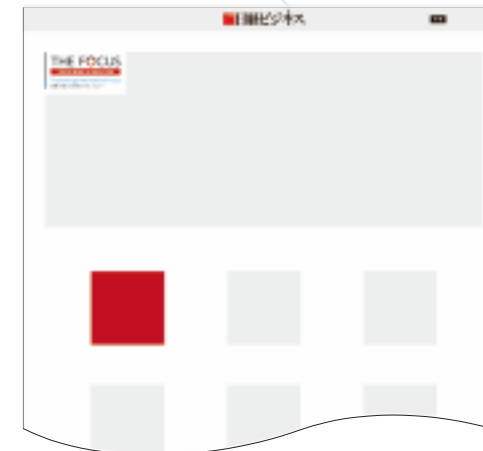


Advertorial site (4 weeks)



Directing to Advertorial site

Special Project Site



During the campaign period, articles will be archived on the special site for "The Focus" project.

Nikkei Business Online Edition Various Traffic Drivers



Advertorial in magazine and website feature a common "design frame" for each theme.

The content area (gray section) is free-format, enabling flexible production tailored to your message.

(※Some regulations apply)

*Placement locations are examples only; available slots vary by menu. We cannot guarantee placement in all positions.

*Placement locations are subject to change without notice. Please be advised.

"The Focus" Ad Rate

(Regular Rate: ¥9.14 million)

Premium Plan ¥6 mil (excl. tax)

Nikkei BP produces in a "standard format" that allows flexible adaptation to your messaging.
 Nikkei Business Online Edition comes with PV guarantees, enabling broad awareness campaigns.
Nikkei Business 2Page + Nikkei Business Online Edition Advertorial : 7,000 PV Guarantee (BtoB) / 10,000 PV Guarantee (BtoC)

*Magazine and web content will be same.

(Regular price: ¥8.14 million)

Standard Plan ¥5 mil (excl. tax)

Nikkei Business 2Page + Nikkei Business Online Edition Advertorial : Estimated PV: 2,000/4 weeks

*Magazine and web content will be same.

Option! Nikkei Business Magazine & Digital

Add one additional media outlet for ¥1 million!

+ (Additional media can be added for ¥1 million per title)
*For website additions, this will add a link from the selected site to the Nikkei Business Online Edition Advertorial.

Important Notes

- For site traffic generation, we will utilize ad delivery to external networks based on Nikkei Business Online Edition reader data.
- Use of the provided design templates is required. Free custom design is not covered under this plan.
- This plan is based on a magazine and web set. There are no plans for magazine only or web only.
- Additional fees apply for remote interviews or featuring celebrities.
- Secondary usage will be quoted separately based on the specific usage details.

Magazine

日経ビジネス
 Nikkei Business

+

<Additional Magazines>

**Nikkei Top Leader / Nikkei Money /
 Nikkei Design Nikkei Computer /Nikkei PC
 Nikkei Electronics / Nikkei Manufacturing /
 Nikkei Automotive Nikkei Architecture /
 Nikkei Construction/Nikkei Trendy /
 Nikkei Entertainment! Nikkei Woman /
 Nikkei Healthcare**

Web

日経ビジネス 電子版

Nikkei Business Online Edition

+

**Nikkei xTECH
 Nikkei xTREND
 Nikkei Woman**

Contact

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