

A Regular Ad Feature  
**TOP INTERVIEW**

Sharing the Right Vision for Every Stage of Growth



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**TOP INTERVIEW**

Whether it's the appointment of a new president, a revamp of management strategy, a business merger, an anniversary, or a period of strong performance, Top executives personally deliver messages

# Reach **approx. 146,000** <sup>\*</sup> paid subscribers and **2.72 million** web members (※No. 1 in the business sector by ABC circulation)

The pace of change has accelerated even further as we've entered the VUCA era.  
 In this era, where past conventions no longer apply and the future is difficult to predict,  
 As a member of the community working to build a sustainable society, companies are expected to communicate messages that are precisely tailored to their stage of growth.  
 What kind of value will we provide to society?  
 What is our purpose?  
 How can we enhance engagement with customers, stakeholders, and employees?  
 Please use this initiative as an opportunity to reach out to a wide range of business partners.



Launched: September 1969  
 Circulation: 146,498  
 (2023 ABC Circulation)  
 Publication Frequency: Weekly  
 (published every Monday),  
 50 issues per year  
 Sales Method: Direct delivery to subscribers via annual subscription,  
 also available at select bookstores and station kiosks



Monthly page views: 10,877,798  
 Monthly Unique Browsers: 3,713,432  
 Number of registered members: 2,727,124  
 (As of July 2024)

Sample of publication

Advertorial in the magazine and website  
Traffic drivers from "Nikkei Business Online Edition"

Nikkei Business 2-page advertorial+ Nikkei Business Online Edition original-style tie-in (4-week)

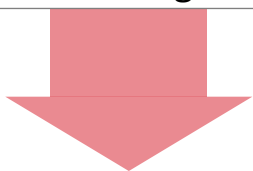
\*The content in the magazine and on the web will be the same.



In addition to being published as an original sponsored feature on the Nikkei Business Online Edition, it will also be listed on the "Portal Site" directory. This enables traffic from readers interested in each campaign.

▶ Print and web designs follow standard formats  
\*This page is a visual sample intended to help you understand this project and is not an actual advertisement

Regular rate: 8.14 million yen (excluding tax)



**A Plan 500 million yen** (excluding tax)

Link

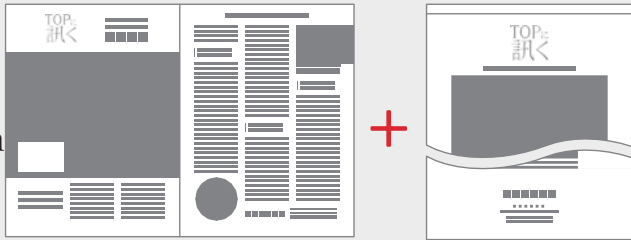
\*Placement locations are examples; the layout used . We do not guarantee placement in all locations  
\*Please note that placement locations are subject to change without notice. Please be advised.

## We offer a variety of plans to suit your budget

This plan is available at a special rate exclusively for "TOP INTERVIEW" advertiser

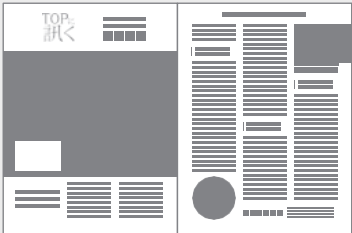
**A Plan** Nikkei Business Advertorial (2 pages) + Nikkei Business Online Edition Original-style Sponsored

4-week lead time



Advertising Rate **500 million yen**  
(Standard Rate: 8.14 million yen)

**B Plan** Nikkei Business Advertorial (2 pages)



Advertising Rate **400 million yen**  
(Standard Rate: 5.64 million yen)

**C Plan** Nikkei Business Online Edition Original-style Advertorial

4-week campaign



Advertising Rates **300 million yen**  
(Standard rate: 3.5 million yen)

Options Nikkei Top Leader Republished

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**A or B Plan** + **1 million yen**

**Circulation**  
37,000 copies (2023 subscription figures)

**Publication Format**  
Monthly (published on the 1st of each month; 12 issues per year)  
A practical business magazine for top executives of mid-sized and small-to-medium enterprises. 83.8% of readers are executives.  
Provides practical information directly relevant to management challenges.

- To drive traffic to your site, we will use ad placements on external networks based on reader data from the Nikkei Business Online Edition.
- Use of the provided design templates is required. Custom design work is not included in this plan.
- We will provide a separate quote for secondary use based on the specific details of the usage.
- Traffic generation for the Nikkei Business Online Edition original tie-in under Plan A is classified as [Standard], while Plan C is classified as [Premium].

\*All prices are listed before tax

## Schedule

As a general rule, applications must be submitted 2 to 2.5 months prior to the publication date.



### 1. Application

Approximately 2 to 2.5 months prior to the publication date



### 2. Preparation for the Interview

Approximately 2 weeks (orientation, information exchange, submission of anticipated questions, etc.)



### 3. Interview

Approximately 1.5 months prior to publication



### 4. Proofreading

Revision work, etc. Conducted approximately twice



### 5. Final Approval Date

About 0.5 months before publication



### 6. Publication

The schedule above is a guideline. It may vary depending on weekends, holidays, and the progress of the project. Please contact us for details.

**Note: If an interpreter is required for the interview, an additional fee of JPY 200,000 (excluding tax) will be charged.**

## Advertising Inquiries



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