

Nikkei Woman Web Advertising Menu

April 1, 2026～

Nikkei xwoman will be integrated into "Nikkei Woman Web"

Relaunched as a new publication in April 2026

日経
Woman

In April 2026, the web media "Nikkei xwoman" relaunched as "Nikkei Woman Web" through a brand integration with the monthly magazine "Nikkei Woman."

We will further strengthen our commitment to delivering content that supports women seeking fulfilling careers and enriched lives, while significantly expanding articles and services that support corporate diversity initiatives.

While the number of companies promoting women's advancement is growing, the lack of role models and the difficulty of balancing career development with child-rearing remain significant challenges in Japan.

While the number of companies promoting women's advancement is growing, the scarcity of role models and the difficulty of balancing career development with child-rearing remain major challenges in Japan.

Nikkei Woman Web will intensify its efforts to deliver content

We will also significantly expand articles and services that help solve challenges within companies.

At the same time, we will significantly expand articles and services that help solve challenges within companies.

We will deliver information and know-how to support those who want to change and those who must change, with all our strength.



Nikkei Woman Web Editor-in-Chief

Madoka Katano

(Madoka Katano)

Key Enhancements in Editorial Content for the Renewal

日経
Woman

■Point 01: Enhanced Web Access to Monthly Magazine Articles!

Through content collaboration with the monthly magazine "Nikkei Woman," we enhance articles useful for working women's learning and skill development—such as planner techniques and time management—alongside content enriching life, including in-depth pieces on travel, liberal arts, and personal time.



■Point 02: "Survey of 3,000 Working Women's True Feelings" and More!

Get **our exclusive monthly surveys** essential for women's advancement!

■Point 03: Instant Solutions for Career Dilemmas!

Find your future work style! **"Role Model"** Search
New search page allows filtering by position, industry, and job type.

■Point 04: Essential Courses for Female Leaders

Powerful Learning Series: **"Nikkei Woman College" Now Open!**
Master practical skills next-generation leaders must acquire

■Point 05: Curated Education, Exam Prep, and Parenting Information

Launching the **"Evidence-Based Parenting Research Institute"** series!
Scientific Approaches to Useful Education and Parenting Information

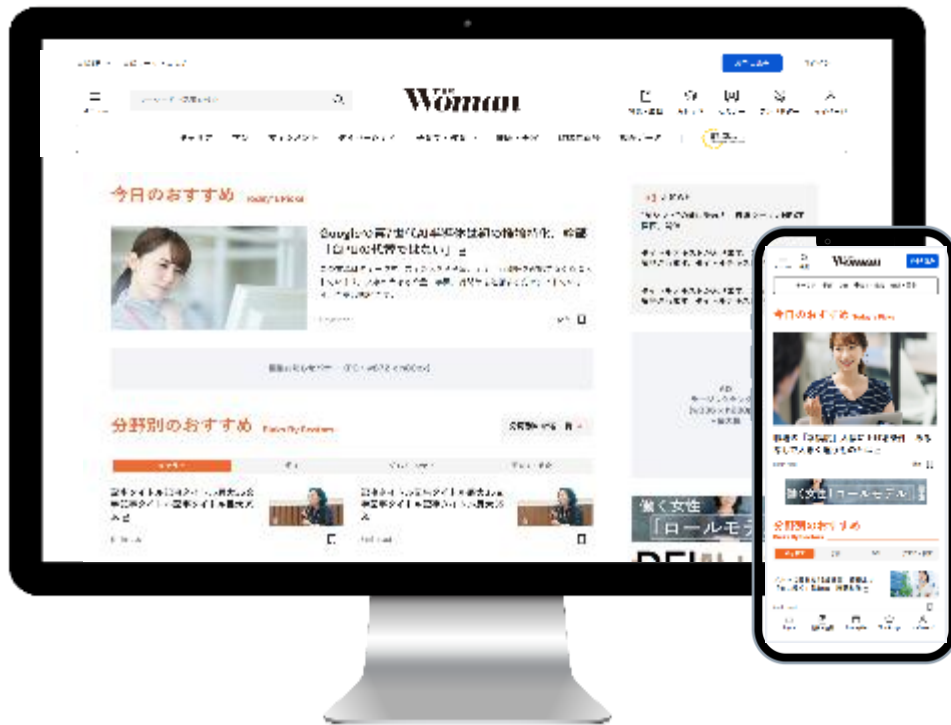
■Point 06: Essential for Executives and Managers!

"Latest DEI Trends" for Immediate Corporate Problem Solving

■Point 07: Deep Dives into the Latest Topics

Career and current affairs issues dissected by leading experts
in the **"Opinion Leader's Column"**—a daily feature!

Delivering useful information to 370,000 career-minded women



Nikkei Woman Web is a website supporting career-driven women.

Reaching 370,000 registered members, covering careers, learning and management, diversity, childcare and education, and other essential information and services for working women in one convenient place.

<https://woman.nikkei.com/>

Monthly PV: approx. 2.12 million,

Monthly UU: approx. 1.01 million

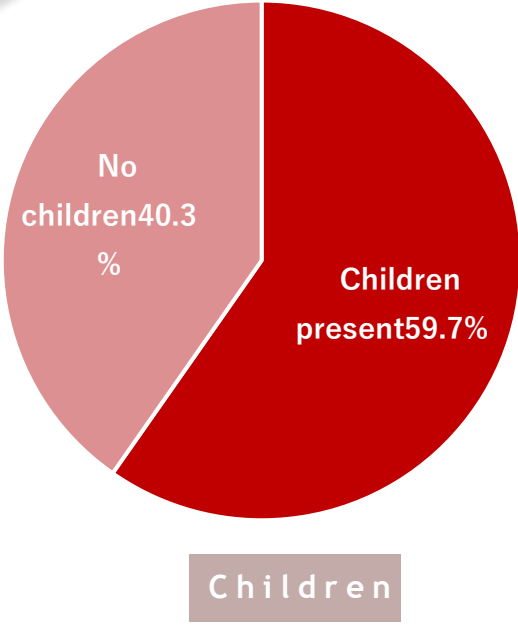
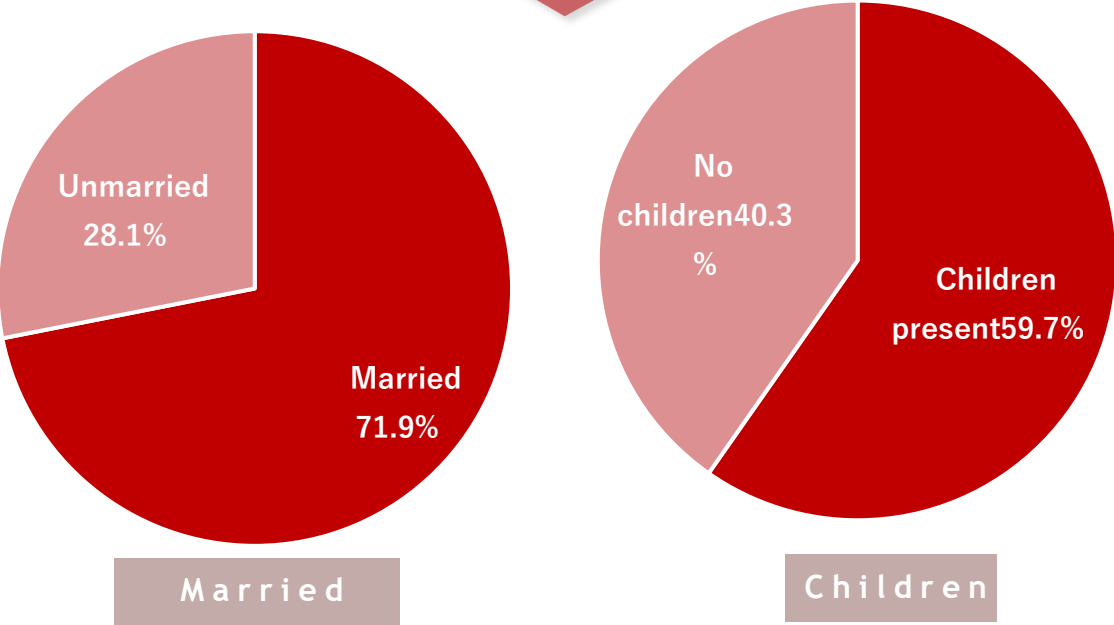
Registered members: approx. 370,000



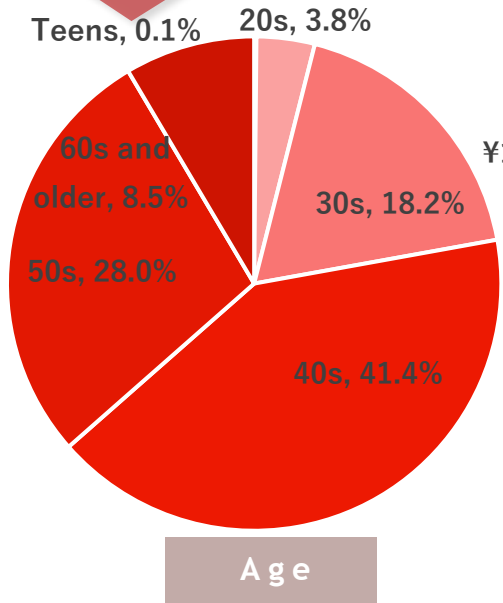
Nikkei Woman Web Reader Profile

60% are households with children. These are power couples passionate about child-rearing and education, high-earning women with self-investment funds and purchasing power.

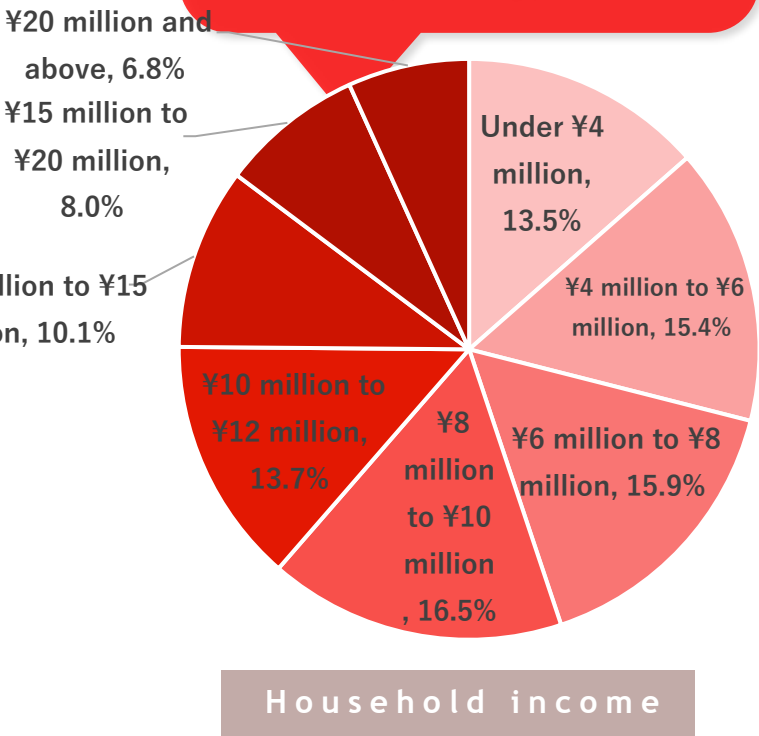
60% of readers are households raising children



60% are in their 30s and 40s. Working women of all ages.



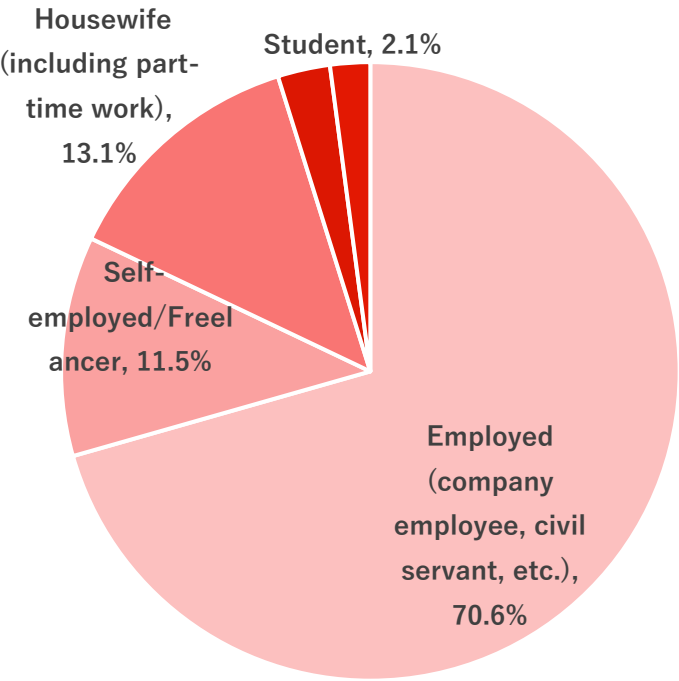
Over half earn over ¥8 million annually, Nearly 40% earn over ¥10 million annually! Readers with funds for self-investment and purchasing power



Nearly 70% are full-time employees, and nearly half hold managerial positions. Career-oriented women gather here.

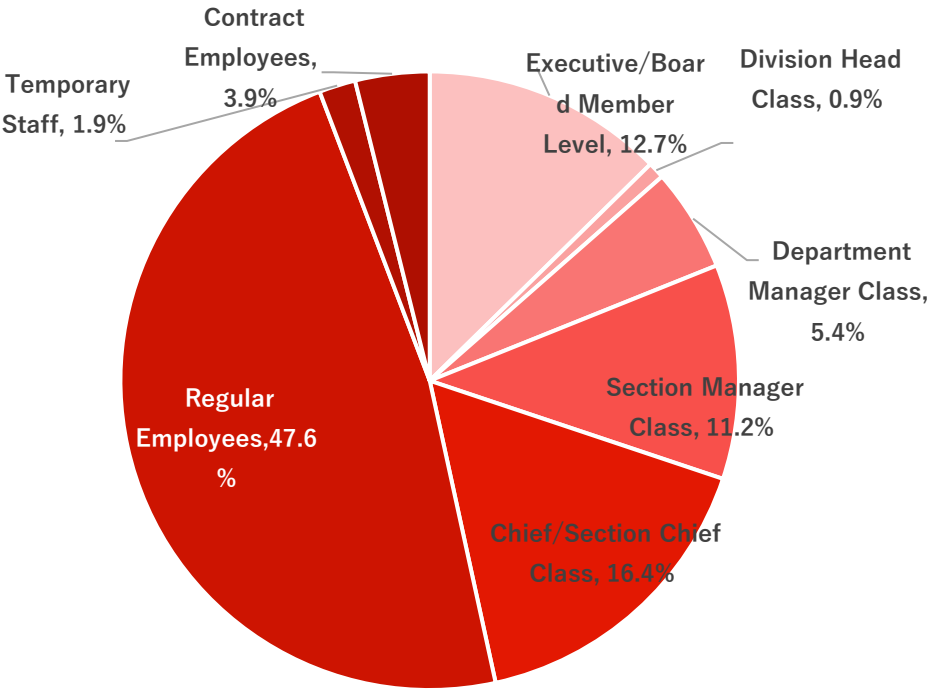
Registered Members: Approximately 370,000
Newsletter subscribers: Approximately 260,000

Approximately 70% are full-time employees



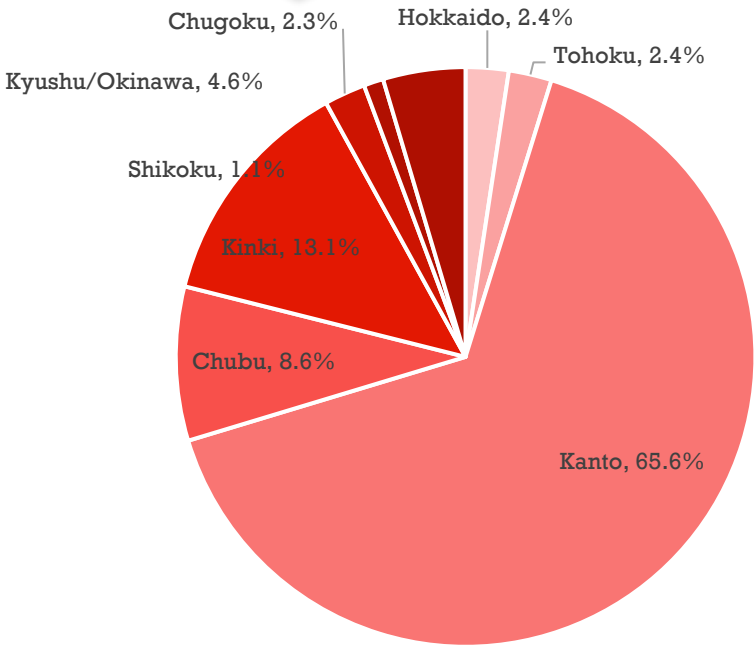
Occupation

Nearly half hold managerial positions!



Position

Readers working in major cities, primarily in the Kanto region



Advertising Menu Advertorial

Woman 日語



子どもたちの成長を応援する
**子どもの学習に
 バストと明かりとは?**
 BASTOとLight

最新テクノロジーのデスクライトが光るぬいぐるみ学習機【BASTO】

01 BASTO

ホーム BASTO Light 検索

お客さんへのご挨拶です。子どもたちの成長に力添えが出来る
 日々の中、みなさんは子どもの学習環境における照明に対して、
 どのような意識をされていますか？ リビング学習が主流にな
 り、部屋全体の照明はますます自然にさらされているといいま
 す。我が家の子どももリビング学習。もちろん、勉強机が暗
 い子どもの成長が気になっていたら「BALMUDA The Light」を
 使ってみたいですね」とお声を頂いた方。二つ言葉を試して
 みると、言葉「デスクライトに思い込んであるの？」と異な
 っていたのが一瞬。最新テクノロジーと子どもへの思いが交差した
 デスクライトにすっかり魅了されてしましました。

『学生の学習にベストな期かりと味？』[読後記はこちら。](#)

「デスクライトなんてどれも同じでしょ？」と思ってい
た



（写真提供：パルキューブ）

子どもが学習机があるにも関わらず、マウリのリビング学習が注
意されているのだから、本人はリビングが得意な子どもで、何としても
行きたいという意思があるが、そこで妥にならざるを得ない。リビング
は家族の居るスペースだし、しかも学習には向かない。そこで、物に手
を触らずにネット検索で適切なデスクライトを選出し、ダイニングテーブル
に置いて勉強に活用していた。リビングの照明は暗いにも関わらず、定か
ら学習を続けるわけがなかった。実は「デスクライトなんてどれも同じ
でしょ」と思っていたのである。

そんな時に出会ったのが「BLUENOVA The Light」。以下、The
Light。パルキューブと言えば、スリッパアイマスと名を馳せたチームト
ースターや数種類の楽器を揃った方も多いというが、The Lightはリビ
ングや食卓のデスクライトとして、学校とでは異なる環境で子どもたち
に合った照明を提供する。実際に私のニーズにぴったりで使用が出来る
。『本当にそんなにも違うの？』という疑問もあり、実はちょっとだけ
専門知識のゆえ、The Lightは選んできました。

About Native Tie-in Advertorial (Premium/Standard)

Nikkei Woman Web Style: Appeal to readers with compelling content!

We conduct interviews and photography to create article-style content matching the tone and style of Nikkei Woman Web's editorial articles. This approach appeals to users with a sense of familiarity and trustworthiness.

When the article is published, it will also be featured in the new article headline section on the site's top page.

Another key feature is that posts appear on official SNS accounts.

• Our editorial staff may review the article content and request revisions.

Published Report

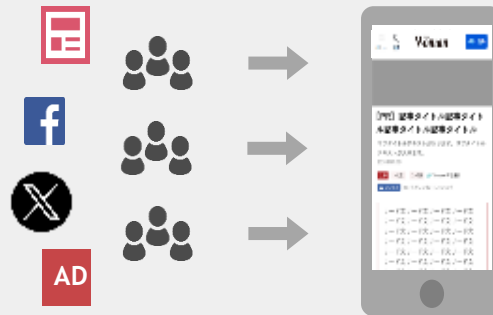
Standard Report Items

- Pageviews/Unique Visitors/Time on Site
- Advertising Lead Generation / Site Clicks

Tie-up page viewer attribute report is optional

(Gender, Age Group, Household Income, Industry, Position, etc.)

Active External Traffic



• The Premium Plan also utilizes external referrals.

※For details on native tie-up production guidelines, please refer to the following materials.

<https://special.nikkeibp.co.jp/atclh/manual/native/index.html>

わが家に「BALMUDA The Light」がやってきた [PR]

最新テクノロジーのデスクライトがやってくる最適な学習環境 (後編)

子供がゲームやスマホの量で、子どもたちの学力低下が懸念となる中、みなさんは子どもの学習環境における照明に対して、どのような注意を払っていますか？ リビング学習が主流になり、実は子どもの目はますます危険にさらされているといえます。我が家の子どももリビング学習。ちょうど、勉強時間が増えた子どもの視力が落ちていた時に「BALMUDA The Light」を使ってみませんか？ とお母様が伺ったとき、二つ返事で試してみることになった。早速「デスクライトに違いなんてあるの？」と聞かされたのが一瞬、最新テクノロジーと子どもへの思いが詰まったデスクライトにすっかり魅了されてしまいました。

「子供の学習にベストな照明とは？」 前編はこちら...

「デスクライトなんてどれも同じでしょ？」と思っていた

子供部屋に学習机があるにもかかわらず、すっかりリビング学習が定着している我が家の様子。本人はリビングが居心地よくて、親としても何がけいなくて安心なのですが、そこで気づいたのが照明です。リビングは照明を考えたデスクライトではなく学習机に付属。そこで、暗く考えずにネット通販で最適なデスクライトを購入し、ダイニングテーブルに置いて勉強してもらった。リビングの照明では目に悪い、足から手を照らすくらいでいい、実は「デスクライトなんてどれも同じでしょ」と思っていたのです。

そんな時に出会ったのが「BALMUDA The Light」(以下、The Light)。バムとコードを言えば、スヒットアイズムになったスチームトースターや洗濯機をお母さんの方も手にとりますが、The Lightはリビング学習用のデスクライトとして、100円としては初めて子どものために作った製品なのだそうです。まさに私のニーズにぴったりで期待が高まる一方、「本当にそんなに違うの？」という疑問もあり、実はちょっとだけ半信半疑の中、The Lightはやってきました。

◀ Signboard image with catchphrase ※ 1

◀ Title (up to 27 characters) + [PR] ※ 2

◀ Subtitle (approx. 60 characters)

◀ Lead text (100-300 characters)

◀ Body text: Approximately 3,000 characters

Photos/Images: Approximately 3 pieces

Native Tie-in Advertorial : Traffic Drivers (Standard/Premium)

Similar to editorial articles, a key feature is that traffic is also driven from the site's latest articles (①) and official SNS (⑧⑨).



appear in advertising reports



Advertising period is generally 4 weeks

Publication possible on any weekday

Article archives available (free)

Estimated PV: Approximately 3,000-4,000 PV

Guide Frame	Device	Ad Placement	Ad Placement Period/Frequency, etc.	Ad Submission Size
①New Articles Section	PC/Smartphone	Homepage and various new feed sections	Once on article publication date	※This is not an ad-redirect slot
②In-Feed	PC/Smartphone	All pages except some specific pages	Rotating display during ad promotion period * Display begins one day after article publication date	Image: 240×135 (under 60KB) ※No text elements allowed Text: Up to 28 characters total (full-width/half-width characters combined) (No line breaks allowed) (*Advertiser name display will be removed)
③ Pickup (formerly Selection)	PC/Smartphone	All pages except some specific pages	Rotating display during ad promotion period	Same as ②
④Rectangle	PC	All pages except some PC pages	Rotating display during ad promotion period	Image: 300×250 (within 150KB)
⑤ Smartphone Panel	Smartphone	All pages except some SP pages	Rotating display during ad promotion period	Image: 320×180 (within 60KB)
⑥ Mobile Anchor	Smartphone	All pages except some SP pages	Rotating display during ad promotion period	Image: 320×100 (within 60KB)
⑦Newsletter (HTML)	—	Newsletter In-Feed	During ad promotion period: 7 times (Nikkei Woman Today's Topic 4 times + Must-Read Guide for Childcare & Education by Nikkei Woman 2 times, DEI Frontline by Nikkei Woman 1 time)	Image: 240×180 (within 60KB) ※No text elements allowed Text: Up to 28 characters total (full-width/half-width characters combined) (No line breaks allowed) Advertiser Name
⑧Official Facebook Post	—	Facebook Page	Twice per article distribution	※Post content and management are at the discretion of the media outlet
⑨Official X Post	—	X Account Feed	Twice per article distribution	※Posting content and operations are at the discretion of the media outlet

This tie-up offers the appeal of native advertising while being faster and more affordable to implement.

Using the materials you provide, such as documents and images, we focus on key selling points to appeal simply to users. It's suitable for press release-style usage, campaign or event announcements, and simple tie-ups.

<What We Provide>

[Feature 1] No interviews or photography: Content is created based on your materials and releases

[Feature 2] Call-to-action placement is identical to the Native Call-to-Action (Standard).

***SNS posts: 1 post each on X and Facebook.**

[Feature 3] Short turnaround time: Approximately 20 days (14 business days) from material submission to publication.

• Sample Production Schedule

March 01 (Wed): Material submission (press release, documents, complete photo materials)

March 8 (Wed): First proof (Word)

March 13 (Mon): Return of first proof

March 15 (Wed): Proofreading (test site)

March 16 (Thu) Final Approval

March 20 (Mon) Publication (midnight on the day)

<Regarding Manuscript Preparation>

- Please provide reference materials and photos to serve as the basis for the manuscript.
- Article length: 1 page (approx. 1,000–1,300 characters) / 1–2 photos or illustrations
- The article title will include [PR] at the end.
- The company name will appear under the lead as "Cooperation: Company Name"
- The banner image above the article title will not be included



Original Design Tie-in Advertorial

This tie-up allows you to create pages using original designs (HTML), including the design, color scheme, photo presentation, and layout of the tie-up page.

This tie-up allows for page creation using original designs (HTML).

We can tailor the design to your requests, such as "matching the company's corporate colors," "using many product photos," or "featuring large portraits in top interviews." Additionally, for serialized content, we can create summary pages, offering high design and layout flexibility.

Menu Name	Premium	Standard
Implementation Fee	¥3,500,000 (excluding tax)	¥3,000,000 (excluding tax)
Pageviews	10,000 PV Guaranteed	2,000–3,000 PV estimated
Display Period	4 weeks: Archived for 1 year after posting	
Start Date	Any weekday (excluding year-end/New Year holidays)	
Design	Free format: Enables information dissemination aligned with brand identity, campaigns, and objectives	
Interviews & Photography	Available	
Word Count	Approximately 2,500–3,500 characters (negotiable depending on content)	
Promotional space	Nikkei Woman Web Ad Placement Nikkei Woman Web Newsletter Tie-in Exclusive Redirect Slot External Boost Redirect	Nikkei Woman Web In-Site Ad Redirect Slot Nikkei Woman Web Newsletter Tie-in Exclusive Redirect Slot
Tag Implementation	Some tags, such as retargeting tags, are permitted under certain conditions	
Application Deadline	Two months prior	



*The header will include
the media logo + PR text

Ambassadors can be appointed for Tie-in Advertorial

Nikkei Woman Web has approximately 500 media supporters, known as "Ambassadors" (as of January 2026). Our ambassador roster, centered on working women in their 20s to 50s, represents a diverse range of professions, ages, and lifestyles—truly a "comprehensive collection of role models." These ambassadors can be engaged for tie-up campaigns.

They offer compelling perspectives from a reader-friendly standpoint, distinct from the approach of using celebrities or public figures.



View Ambassador List Here

<https://Woman.nikkei.com/terrace/ambassador>

Ambassador Engagement Fee (Guideline): ¥100,000 per person

*For examples of tie-ups utilizing ambassadors, please contact us.

■ Secondary Use on Corporate Website (Delivery of Text, Photos, and Graphic Data) | Usage Period: 1 Year

<Cost> Base Fee: ¥300,000~ ※Separate quotation required for cases involving celebrity appearances, etc.

■ External Boost (Additional Redirection)

Additional traffic to the tie-up can be implemented as an option. Please inquire for details.

■ Roundtable Discussion ※Number of participants subject to consultation

- Recruit participants meeting criteria via ambassadors or newsletters
- Participant management
- Venue: Nikkei BP conference room (assumed) ※Additional estimates may apply depending on venue.

<Example Cost>: 3 participants (3 groups) • ¥800,000~ (varies based on number of participants)

■ Survey

Surveys can be conducted among ambassadors.

<Example Cost>: (Including basic attributes like age, gender) Approx. 10 questions / 100 responses collected / Free comment questions possible / No analysis report (only tabulated data delivered): ¥600,000

※All of the above are optional features when implementing a tie-up campaign.

Advertising Menu

Display
Newsletter

Display Ads: Menu List

Displayed across the entire Nikkei Woman Web site.
Reaches users during site access, article viewing, and various other scenarios.

NEW!

NEW!

NEW!

NEW!

Price
Revision
¥2.0 → ¥3.0

NEW!

Menu Name	Ad Placement	Display Format	Display Period		Unit Price	Remarks	Estimated CTR (%)
Large Gate	All PC Pages *Excluding some pages	Rotation	Optional	【Image】 1900 x 1000 (excluding editable content area) + 300 x 250 【When video is present】 16:9 (within 1920 x 1080)	Static Image ¥15 Video ¥18	Impressions Guaranteed	0.07
Entrance Ad	All PC Pages *Excluding some pages	Rotation	Optional	Header Banner: 1440 x 80 Side Banner: 120 x 600 Rectangle: 300 x 250, 336 x 280	¥9.5	Impressions Guaranteed	0.10
In-read video	PC Article Page *Excluding some pages	Rotation	Optional	※Video aspect ratio: 16:9 (640x360) 640 x 360 640 x 410 1 x 1	¥8.5	imp guarantee	0.16
Anchor	All PC Pages *Excluding some pages	Rotation	Optional	728x90	¥5.0	Impressions Guaranteed	0.15
Billboard	All PC Pages *Excluding some pages	Rotation	Optional	970x250	¥6.0	Impressions Guaranteed	0.12
Rectangle	All PC Pages *Excluding some pages	Rotation	Any	300x250 336 x 280	¥1.0	Impressions Guaranteed	0.03
In-feed	PC/Smartphone All Pages *Excluding some pages	Rotation	Optional	240x135 image + Up to 28 characters (full-width/half-width characters combined)	¥2.0	Impressions Guaranteed	0.04
Smartphone Panel	All Smartphone Pages*Excluding Some Pages	Rotation	Optional	320 x 180 (100)	¥3.0	Impressions Guaranteed	0.10
Smartphone Header Video	All Mobile Pages*Excluding Some Pages	Rotation	Optional	Size: 640x360 / mp4 (under 10MB) Video Length: 15-30 seconds	¥5.0	Impressions Guaranteed	1.00
Smartphone Anchor	All Smartphone Pages *Excluding some pages	Rotation	Optional	320x100	¥3.0	Impressions Guaranteed	0.15

※ Prices are subject to separate consumption tax.

* Minimum campaign amount: ¥300,000.

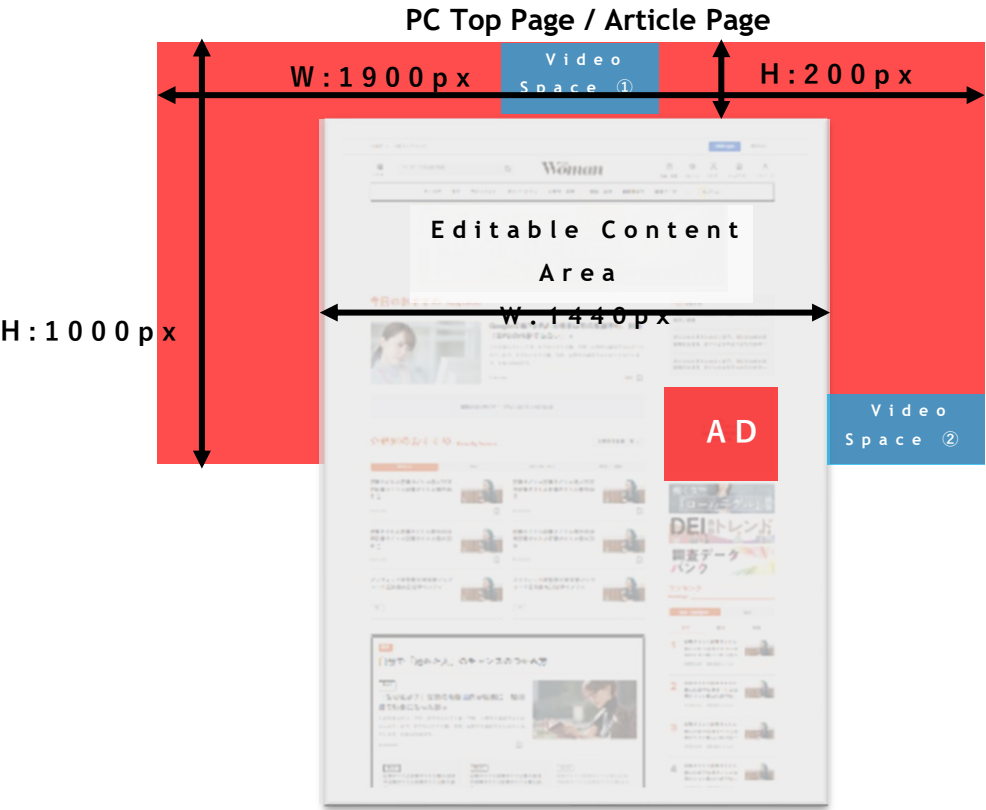
※ Prices, number of slots, specifications, etc., are subject to change without notice.

※ Please refer to separate materials for application and submission details.

*All media placement fees (e.g., banners) are gross
amounts excluding tax.

Display Ad: New Menu Item - Large Gate

Displayed in the widest size, surrounding the edit page in the first view of the PC site.
Use it for campaigns aiming for impactful branding with a strong message and increased recognition.



The video switches from position ① to position ② as the reader scrolls.

Menu Name	Large Gate
Display Pages	All PC Pages *Excluding some pages
Ad Placement	Top of page + left/right sides + first rectangle
Display Format	Rotation
Manuscript Specifications	【Image】 1900 x 1000 (excluding editing content area) + 300×250 【When video is included】 16:9 (within 1920 x 1080) Image size is width × height (in pixels)
Publication Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Price	¥15.0/imp (¥18.0/imp for video)
Submission Deadline	12 business days prior
Format/File Size	HTML5, GIF, JPEG, PNG, MP4 【Image】 1900×1000: Under 500KB, 300×250: Within 150KB 【Video】 Under 10MB (under 30 seconds) ※Videos will be optimized for the device during delivery
Notes	Prices are subject to separate consumption tax ※ Pricing, ad slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details. ※ *For Large Gate Banners, please submit draft materials at least 12 business days in advance. ※ We may decline or request revisions based on media judgment.

Display Ads: New Menu - Entrance Ad

A banner displayed on the first view of the PC site, surrounding the editorial page.
Please utilize this for campaigns aiming for message-driven branding and increased recognition.

PC Top Page / Article Page



Menu Name	Entrance Ad
Display Area	All PC Pages *Excluding some pages
Ad Placement	Top of PC page + Left/Right + First Rectangle
Display Format	Rotation
Ad Specifications	Header Banner: 1440 x 80 Side Banner: 120 x 600 Rectangle: 300 x 250, 336 x 280 *Image sizes are width x height (in pixels)
Format/File Size	HTML5, GIF, JPEG, PNG Header Banner: Within 150KB Side Banner: Within 150KB Rectangle: Within 150KB
Display Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥9.5/imp
Submission Deadline	12 business days prior
Notes	* Prices are subject to separate consumption tax. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details. ※ Please submit drafts for entrance ads at least 12 business days in advance. ※ We may decline or request revisions based on our editorial judgment.

*All media placement fees (banners, etc.) are gross amounts, excluding tax.

A video banner displayed directly below articles on PC site article pages. This video ad appears when users scroll down to the bottom of the article.
Recommended for conveying the story and appeal of products/services through video content.

PC Article Page



Menu Name	In-Read Video
Media	Nikkei Woman Web
Placement	PC Article Page
Position	Directly below article body
Display Format	Rotation
Manuscript Specifications	Aspect ratio 16:9 (within 1920×1080) *Display may be resized depending on placement
Format/File Size	MP4 / Within 10MB (4MB recommended), 30 seconds or less *Videos will be optimized for the device during delivery
Display Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥8.5/imp
Submission Deadline	10 business days prior
Notes	Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

This high-visibility ad slot is fixed at the bottom of the PC screen, always within view. High CTR is expected.

PC Top Page / Article Page



Menu Name	Anchor
Page	All PC Pages *Excluding some pages
Position	Fixed at the bottom of the screen
Display Format	Rotation
Manuscript Specifications	728x90 (60KB)
Display Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥5.0/imp
Submission Deadline	5 business days prior
Notes	Taxes are charged separately. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details. ※ Frequency control applies at 5 times per 6 hours

Display Ad: New Menu - Smartphone Anchor

This high-visibility ad slot is fixed at the top of the smartphone screen, ensuring constant visibility.
High CTR is expected.

SP Top / Article Page



Menu Name	Smartphone Anchor
Publication Medium	Nikkei Woman Web
Page	All Smartphone Pages *Excluding some pages
Position	Fixed at the bottom of the screen
Display Format	Rotation
Manuscript Specifications	320×100 (within 60KB)
Display Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥3.0/imp
Submission Deadline	5 business days prior
Notes	Prices are subject to separate consumption tax. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

Impactful banners displayed in the first view of PC sites
Ideal for campaigns aiming for high-impact branding and increased awareness.

PC Top Page / Article Page



Menu Name	Billboard
Media Outlet	Nikkei Woman Web
Ad Placement	All PC Pages *Excluding some pages
Display Format	Rotation
Manuscript Specifications	Image: 970 x 250 For videos: Aspect ratio 16:9 (within 1920×1080)
Format/File Size	HTML5, GIF, JPEG, PNG, MP4 (video) 【Image】 Within 150KB 【Video】 Within 10MB (recommended under 4MB), under 30 seconds *Videos are optimized for the device during delivery
Display Period	Any
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥6.0/imp (¥8.0/imp for video)
Submission Deadline	5 business days prior (10 business days prior for video)
Notes	※ Frequency control applies for videos. ※ Taxes are charged separately. ※ Pricing, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

*All media placement fees (e.g., banners) are gross amounts, excluding tax.

This ad appears in rotation on the first view of high-traffic smartphones and directly below articles.
High viewability effects can be expected.

SP Top / Article Page



*Image shows first view display (additional space is also available directly below articles)

Menu Name	Smartphone Header Panel
Publication Medium	Nikkei Woman Web
Publication Section	All smartphone pages *Excluding some pages
Display Format	Rotation
Manuscript Specifications	Image: 320×180 (100) / gif, jpg, png (within 60KB)
Display Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Rate	¥3.0/imp
Submission Deadline	5 business days prior
Notes	※ Prices are subject to separate consumption tax. ※ Prices, number of frames, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

Display Ad: Rectangle

PC site, placed in two slots (top and bottom)
Ad slots will rotate between top and bottom positions

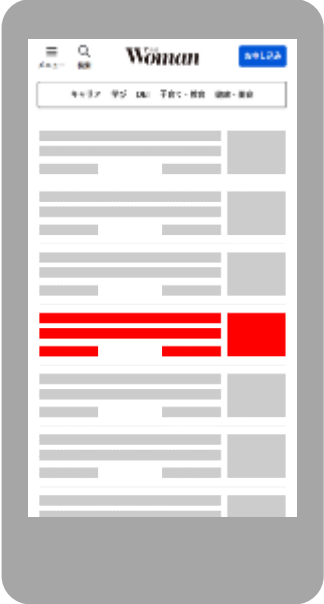
PC Top Page / Article Page



Menu Name	Rectangle
Publication Medium	Nikkei Woman Web
Page	All PC Pages *Excluding some pages
Display Format	Rotation
Manuscript Specifications	Image: 300x250, 330x280 / gif, jpg, png (within 150KB)
Display Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥1.0/imp
Submission Deadline	5 business days prior
Notes	※ Taxes are charged separately. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

Display your message in the same format as Nikkei Woman Web article headlines
Achieve natural reach without compromising user experience
Ideal for campaigns aimed at driving traffic

SP Top Page / Article Page



PC Top Page / Article Page

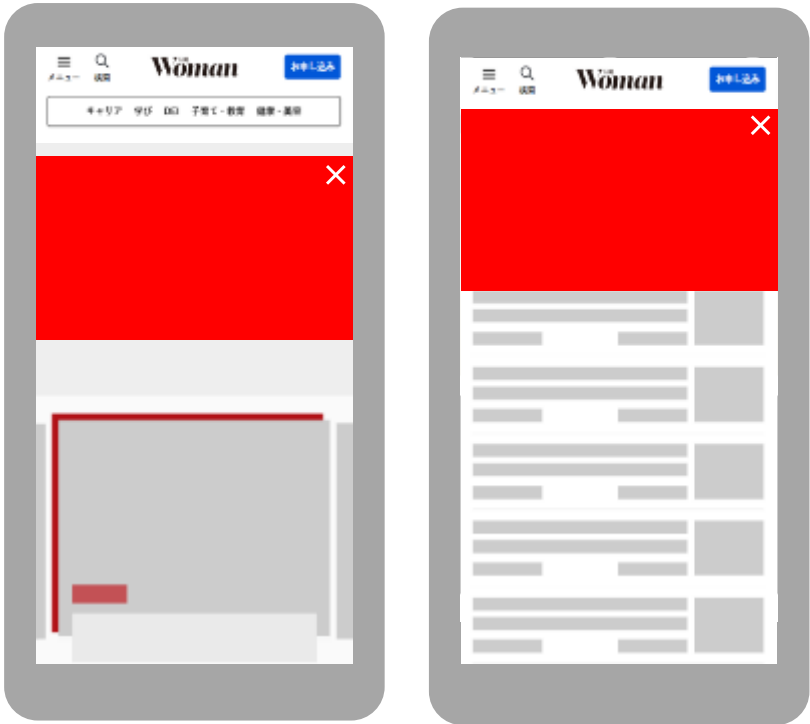


* Placement position and design may vary slightly by page.

Menu Name	Infeed
Media Outlet	Nikkei Woman Web
Page	All PC and smartphone pages *Excluding some pages
Display Format	Rotation
Manuscript Specifications	Image: 240x135 / gif, jpg, png (within 60KB) Text: Up to 28 characters (full-width or half-width) (*Advertiser name display has been discontinued)
Advertisement Period	Optional
Start Date	Any business day
Guarantee Type	Impression Guarantee
Fee	¥2.0/imp
Submission Deadline	5 business days prior
Notes	※ Taxes are charged separately. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

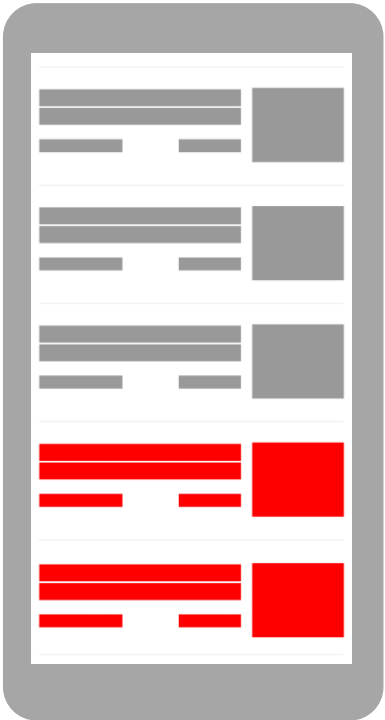
Deliver videos to the first view on smartphones
Expect high completion rates with scroll-following technology
Ideal for campaigns aiming for high-impact branding and increased awareness

SP Top / Article Page



Menu Name	Smartphone Header Video
Ad Placement	All smartphone pages *Excluding some pages
Display Format	Rotation
Manuscript Specifications	Size: 640x360 / mp4 (under 10MB) Video Length: 15-30 seconds
Number of Simultaneous Submissions	1
Posting Period	Optional
Start date	Any business day
Replacement Policy	No replacement
Guarantee Type	Impression Guarantee
Fee	¥5.0/imp
Submission Deadline	10 business days prior
Notes	※ Frequency control available. ※ Prices are subject to separate consumption tax. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details.

A newsletter distributed to registered members (paid and free members) of Nikkei Woman Web, who are proactive in gathering information.
Delivered in HTML format, it conveys messages with visuals identical to the website.



Menu Name	Infeed (HTML Email)
Display Area	Newsletter (HTML Email)
Number of Display Slots	Maximum of 4 slots per email
Manuscript Specifications	Images: 240 × 180 / gif, jpg, png (within 60KB) Text: Up to 28 characters (full-width or half-width) Advertiser Name (※Long company names may not display)
Distribution Volume/Date	Nikkei Woman Today's Topic: Distribution volume: Approximately 250,000 emails, Distributed Monday through Friday, excluding holidays (Advertisements appear on Mon, Tue, Wed, Thu, Fri) Essential Guide to Childcare & Education by Nikkei Woman: Distribution: Approximately 150,000 copies, distributed every Monday, Wednesday, and Friday (Advertisements appear on Mon, Wed, Fri)
Fee	¥200,000 per issue
Submission Deadline	5 business days prior
Notes	※ Taxes are charged separately. ※ Prices, number of slots, specifications, etc., are subject to change without notice. ※ Please refer to separate materials for application and submission details. ※ For the latest distribution figures, please refer to the separate document "Email Media List". ※ Distribution dates exclude year-end/New Year holidays and national holidays.

Contact

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