

クロスウーマン

日経  **woman Project**

Concept

日経 **X**woman Project Launch

20s and 30s

Generation of
diversity

日経 **doors**

First published in
Feb. 2019

30s and 40s

Dual-income
family with
kids

日経 デュアル
DUAL

40s and 50s

New generation of
middle-aged women

日経 **ARIA**

First published in
Feb. 2019

Blog Forum

日経 **X**woman
Terrace

Newly opened
around May 2019

Nikkei xwoman is Japan's first big project covering all generations of working women in their 20s to 50s.

Project Goal

Single women, working mothers, and late middle-aged business women... You may describe them all as “working women”, but information they need are changing greatly for each age group and stage of life.

Nikkei doors for single women in their 20s and 30s pursuing career and self development

Nikkei DUAL for working moms and dads in their 30s and 40s looking for know-how on balancing career and family

Nikkei ARIA for women in their 40s and 50s taking a new challenge of learning and workstyle

These three media dig into topics matching with values and lifestyles of women in each age group and provide them with stories in details.

What is more, Nikkei xwoman Terrace will be launched as a platform for open and honest discussion on common themes and featured articles.

Across three media, we are committed to sending real voices of working women to our society.




Sachiko Habu
Editor-in-Chief
Nikkei xwoman

Background: Why we need this project?

Nikkei xwoman Project catches up with latest trends in changing lifestyles of working women!

Nikkei DUAL published in 2013

Nikkei ARIA and Nikkei doors published together in 2019



M-curve labor force participation

Career or family

Quit working after giving birth

Shift to part-time work

- Motherhood myth
- Lack of child daycare centers
- Long working hours



More people taking childcare leave

Childcare in dual income household

Paternity leave

*Double income

- Workstyle reform
- Diversity




Era of 100-year Lifestyle

100-year life

More female executives

- Need to secure labor force
- Changes in social welfare system
- Retirement at 70



Diverse workstyle

Promotion of side jobs

More female entrepreneurs

- Abolishment of periodic recruiting of new graduates
- More freelance workers
- Secondary job

Love your work, Love your kids: *Nikkei DUAL* website delivering news and know-how for working moms and dads

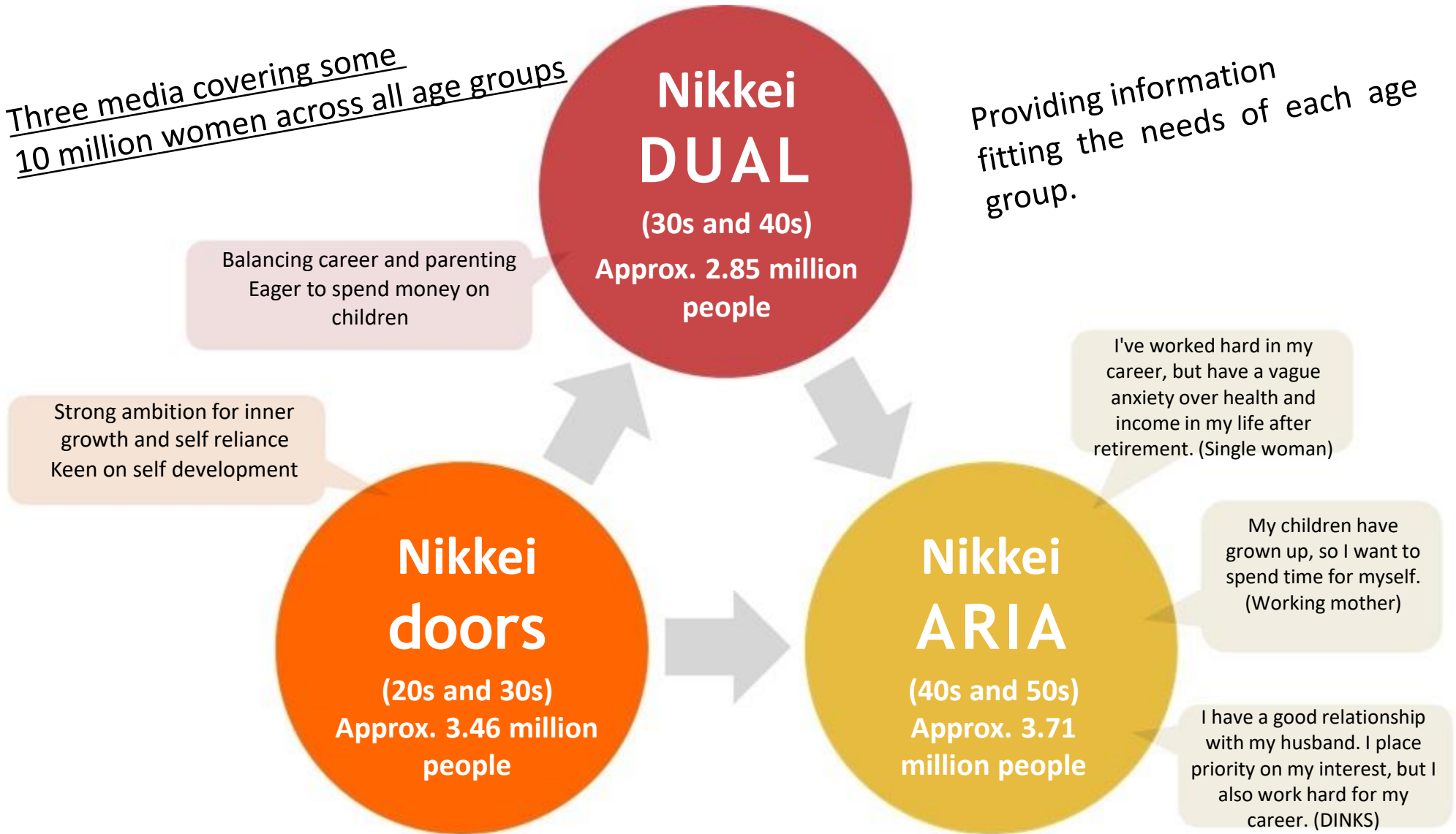
Embrace your work, learning and leisure in midlife: *Nikkei ARIA* website delivering news for women in their 40s and 50s

Open the door to your own lifestyle: *Nikkei doors* website delivering news for single working women in their 20s and 30s

Three media collaborating to cover all age groups of women for delivering news catering to changing lifestyles

Three media covering some 10 million women across all age groups

Providing information fitting the needs of each age group.



※ The number of people in each age group is calculated based on the appearance rate of people in each segment according to the survey results on external factors.

Persona of Three Media: High annual household income and disposable

| income | doors | DUAL | ARIA |
|--|--|--|--|
| Stage of life | Single (20s and 30s) | Raising a child/children in a dual-income household (30s and 40s) | Working mother, DINKS, or single (40s and 50s) |
| Killer words | Career Money Life (marriage and lifestyle) Beauty and health | Tips on balancing career and family Career path after giving birth Splitting housework with your spouse Childcare and education | Career Time for oneself Restart an old hobby Health and beauty Money and health/elderly care |
| Feeling | What is the right choice? I need an advice from senior business women to my question "Can I keep going on this way?" | I'm exhausted! Help me! Parenting tips, please! Best education for my children | Give attention to one's inner self Take a new challenge Be prepared to cope with reality |
| Assumed annual household income (surveyed data) | JPY 4M-8M (JPY5,690,000) | | |
| Personal disposable income (Monthly average) | JPY83,000 | JPY59,000 | JPY72,000 |

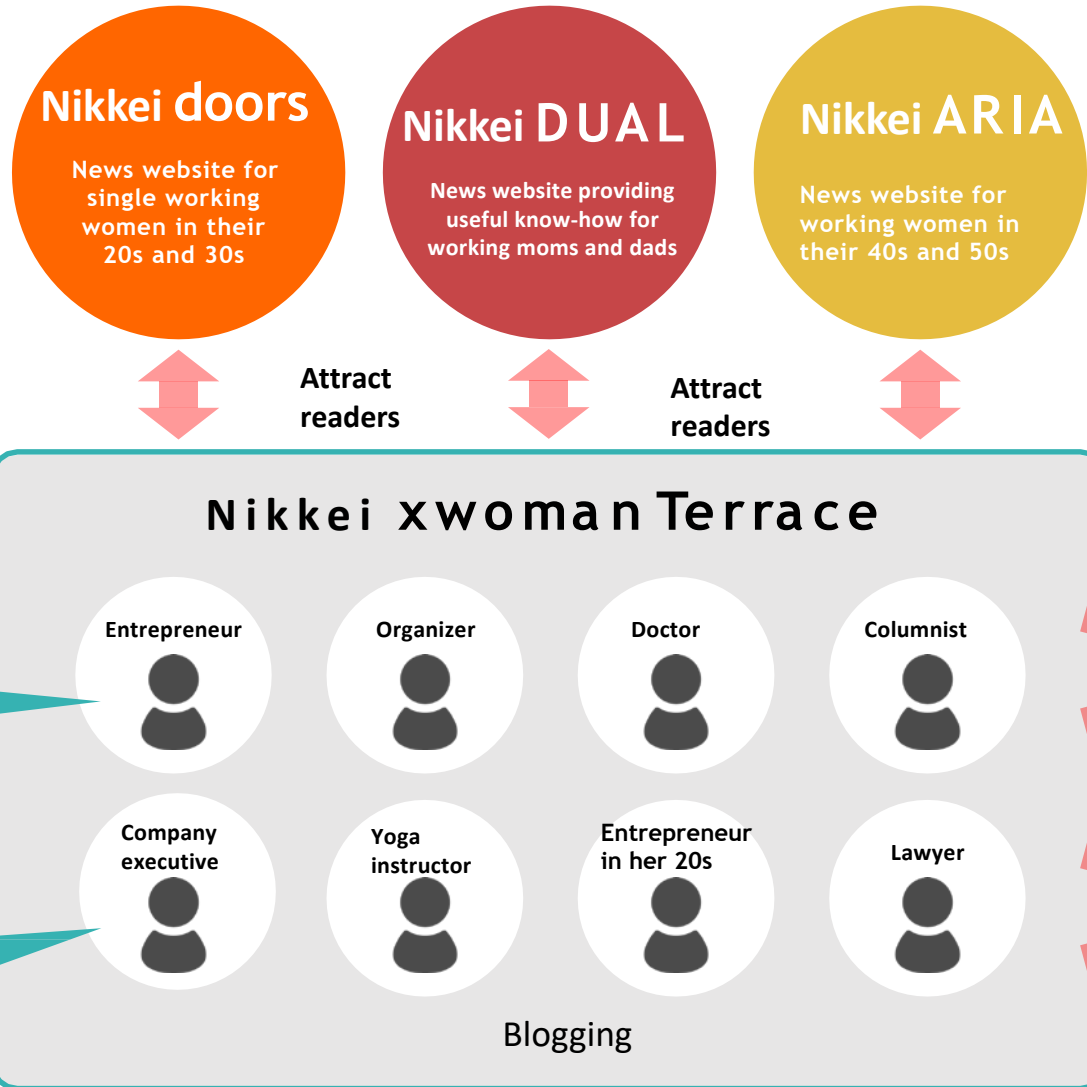
High disposable income!

* "Assumed annual household income" and "personal disposable income" are based on the survey results on Nikkei BP Website viewers (excluding medical professionals)

Nikkei xwoman Terrace will be launched!

Starting from around May 2019, blogs and forum participated by 300 ambassadors will further enforce the collaboration of three media.

We open a blogger forum where 300 ambassadors in ARIA/DUAL/doors generations chosen from various occupations will share their honest opinions on the covered articles and news!



Can't we see this topic from another perspective?

To be honest, I am uncomfortable with the news forum participated by mainly male bloggers!

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