

日本經濟新聞 電子版

The Nikkei Online Edition
Media Guide



Japan's Largest Subscription News website, High Traffic, High-Value Audience.

The Nikkei Online Edition is one of the leading website operated by a traditional newspaper, launched March 23, 2010. Delivering Economic and Business coverage.



Current Nikkei ID Holders:

- ▶ Over **512,000 Paid Users**
- ▶ Over **2,874,000 Registered Users**



As of Jan. 2017

The Nikkei Online Edition – Application for smart devices

Applications for smart phones and
A HTML5 based site optimized for mobile browsers.



Nikkei Viewer App



Nikkei App



Nikkei Mobile WebSite



Subscription only



Nikkei Viewer App
(subscription only)

229,558 users

Nikkei App

370,134 users

Nikkei Mobile Website

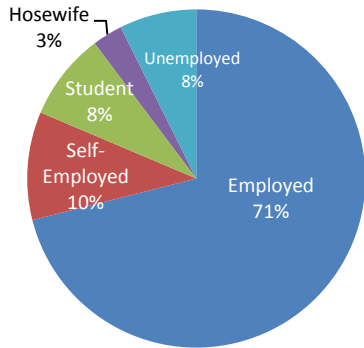
430,117 users

As of Jan. 2017
Unregistered users are not included.

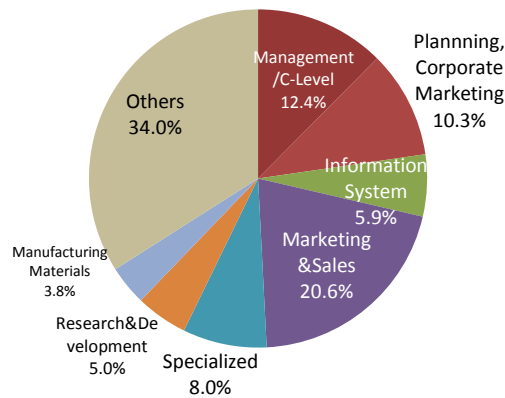
Registered Member Profiles

Nikkei ID Holders: 3,387,041 (As of Jan. 2017)

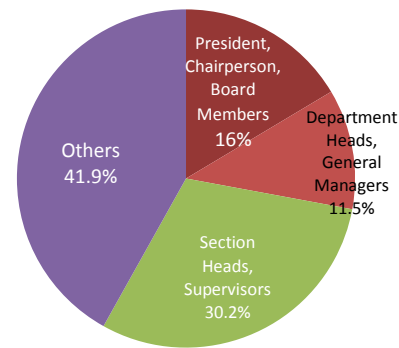
● Occupation



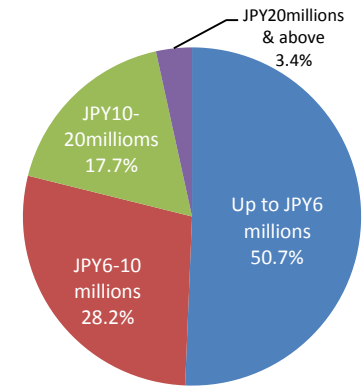
● Job Category



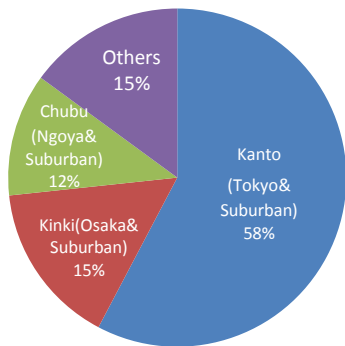
● Job Title



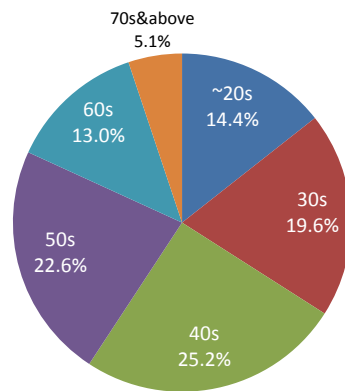
● Annual Household Income



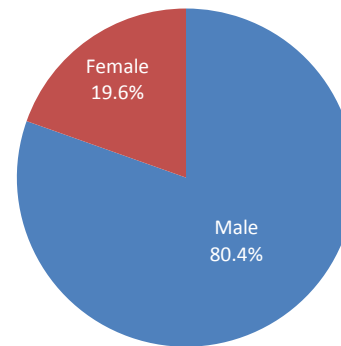
● Residence



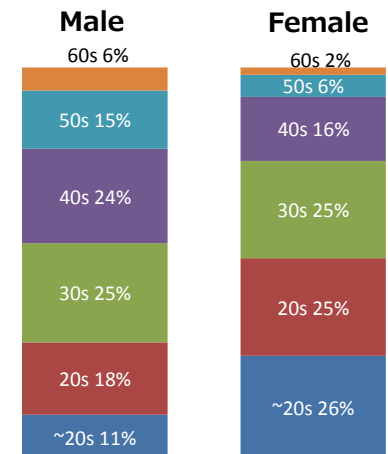
● Age



● Gender



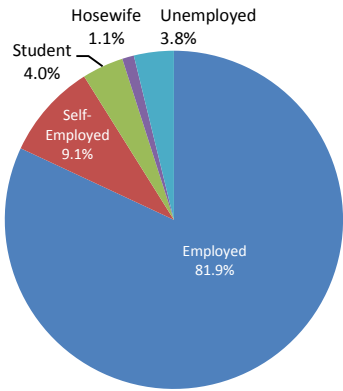
● Age by Gender



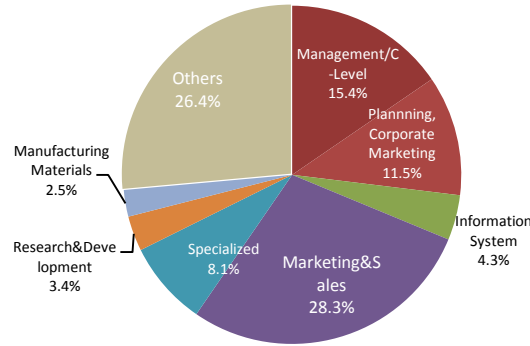
Paid Member Profiles

Paid Users: 512,776 (As of Jan. 2017)

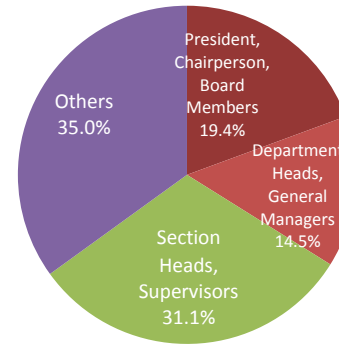
● Occupation



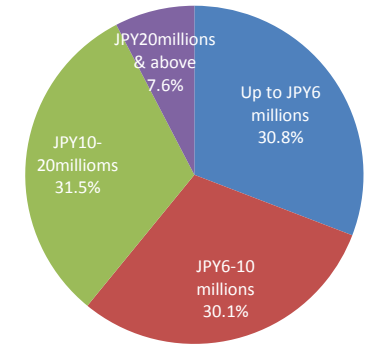
● Job Category



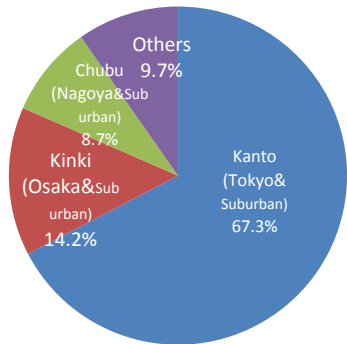
● Job Title



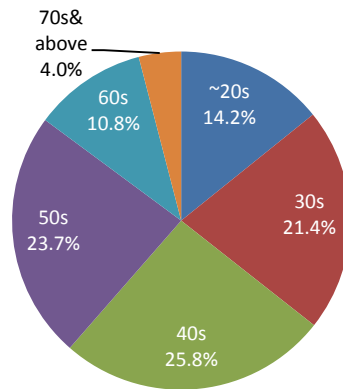
● Annual Household Income



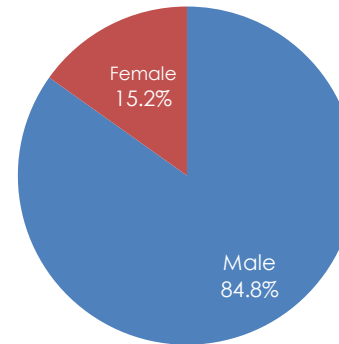
● Residence



● Age



● Gender



● Age by Gender

