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

Monthly Page Views: 271 million
Monthly Top Page Views: 51.7 million
Monthly Unique Browsers: 28.4 million

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
- Subscription only

Nikkei App

Nikkei Mobile WebSite

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**
  - Employed: 71%
  - Self-Employed: 10%
  - Student: 8%
  - Unemployed: 8%
  - Hosewife: 3%

- **Job Category**
  - Management/C-Level: 12.4%
  - Marketing & Sales: 20.6%
  - Information System: 5.9%
  - Specialized: 8.0%
  - Research & Development: 5.0%
  - Manufacturing Materials: 3.8%
  - Others: 34.0%

- **Job Title**
  - President, Chairperson, Board Members: 16%
  - Section Heads, Supervisors: 30.2%
  - Department Heads, General Managers: 14.5%
  - Presidents, Chairpersons, Board Members: 16%
  - Section Heads, Supervisors: 30.2%
  - Department Heads, General Managers: 14.5%

- **Annual Household Income**
  - Up to JPY6 millions: 50.7%
  - JPY6-10 millions: 28.2%
  - JPY10-20 millions: 17.7%
  - JPY20 millions & above: 3.4%

- **Residence**
  - Kanto (Tokyo & Suburban): 58%
  - Kinki (Osaka & Suburban): 15%
  - Chubu (Nagoya & Suburban): 12%
  - Others: 15%

- **Age**
  - ~20s: 14.4%
  - 20s: 25.2%
  - 30s: 19.6%
  - 40s: 13.0%
  - 50s: 22.6%
  - 60s: 13.0%
  - 70s & above: 5.1%

- **Gender**
  - Male: 80.4%
  - Female: 19.6%

- **Age by Gender**
  - Male: 60s: 6%
  - Female: 60s: 2%
  - 50s: 15%
  - 40s: 24%
  - 30s: 25%
  - 20s: 18%
  - ~20s: 11%
Paid Member Profiles

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

- **Occupation**: Employed 81.9%, Self-Employed 9.1%, Student 4.0%, Hosewife 1.1%, Unemployed 3.8%

- **Job Category**: Management/Level 15.4%, Marketing/Sales 28.3%, Planning, Corporate Marketing 11.5%, Information System 4.3%

- **Job Title**: President, Chairperson, Board Members 19.4%, Department Heads, General Managers 14.5%

- **Annual Household Income**: Up to JPY6 millions 30.8%, JPY10-20 millions 31.5%, JPY20 millions & above 7.6%

- **Residence**: Kanto (Tokyo & Suburban) 67.3%, Chubu (Nagoya & Suburban) 9.7%, Kinki (Osaka & Suburban) 14.2%

- **Age**: ~20s 14.2%, 20s 27%, 30s 26%, 40s 25.8%, 50s 23.7%, 60s 10.8%, 70s & above 4.0%

- **Gender**: Male 84.8%, Female 15.2%

- **Age by Gender**: Male: 60s 4%, 50s 12%, 40s 25%, 30s 26%, 20s 20%, ~20s 12%; Female: 60s 2%, 50s 4%, 40s 16%, 30s 24%, 20s 27%, ~20s 27%