The Nikkei Asian Review is a global publication with a uniquely Asian perspective, covering politics, the economy, business and international affairs. Our own correspondents and outside commentators from around the world share their perspectives on Asia, while our Asia300 section provides in-depth coverage of 300 of the biggest and fastest-growing listed companies from 11 regional economies outside Japan.
Reaching readers Anytime Anywhere

Website  asia.nikkei.com

• All articles published first on the website
• View all content published in the weekly print edition
• 70+ articles original to the website updated through the day
• Search and access all the Nikkei Asian Review archive

Print Edition & Apps

• Weekly print edition digitally released every Thursday, published in print every Monday
• 40+ in-depth articles, including unique cover stories
• Easy to read optimized layouts
• Downloaded issues can be read without an internet connection
• App available for iOS and Android smartphones and tablets
Winning global readership

By sponsoring and hosting key global events and utilizing various online and offline marketing tools, Nikkei Asian Review is spreading its readership.

■ Sponsored and hosted events

- Jan. 2017 (Singapore) SMBC Singapore Open
- Mar. 2017 (Cambridge) MIT Asia Business Conference
- Mar. 2017 (Naha) Nikkei Asian Conference on Communicable Diseases 2017
- May. 2017 (Yokohama) The 50th Annual Meeting of the ADB
- Jun. 2017 (Tokyo) 22nd Nikkei Asia Prizes
- Jun. 2017 (Tokyo) 23rd International Conference on The Future of Asia
- Jun. 2017 (Bangkok) National Director Conference 2017
- Jun. 2017 (Paris) International Paris Air Show (52nd)
- Jul. 2017 (Bangkok) Nikkei Asia300 Global Business Forum
- Nov. 2017 (Tokyo) Nikkei Global Management Forum (19th)
- Dec. 2017 (Beijing) North East Asia Trilateral Forum (12th)

■ More events and campaigns planned throughout the year

■ Various online and offline advertising campaigns

■ Placing magazines in airport lounges and major airlines inflight
Building reader relationships on social networking sites

Followers: 525,000
www.linkedin.com/company/nikkei-asian-review

Followers: 436,000
www.facebook.com/nikkeiasianreview

Followers: 58,000
twitter.com/NAR

(Followers as of end of Oct. 2017)
Subscriber statistics (Aug. 2017)

■ Subscriber Gender

- Male, 82
- Female, 18

■ Top 10 Industries

- Financial services: 13.3%
- Consulting/Business services: 7.8%
- Education/Academia: 6.7%
- Banking: 6.4%
- IT/Computing: 5.8%
- Gov’t/Public service/NGO: 4.2%
- Industrial goods & services: 3.7%
- Fund/Asset management: 3.3%
- Engineering/Construction: 3.2%
- Comms/Publishing/Media: 2.9%

■ Top 10 Job Titles

- Manager/Supervisor: 12.3%
- CEO/President/Chairman: 11.3%
- VP/Director: 8.8%
- Analyst: 8.5%
- Exec. Mgmt. (EVP/SVP/MD): 7.3%
- Senior Manager/Dept. head: 4.7%
- Consultant: 4.6%
- Owner/Partner/Proprietor: 4.6%
- Professional (Doctor, Lawyer, Engineer, etc): 4.6%
- Associate: 4.2%

Subscriber statistics (Aug. 2017)

- Male: 82%
- Female: 18%
# Website statistics
(Jul.–Sep. 2017 monthly average)
Unique Browsers : 1,473,000  
Page Views : 3,740,000

## Sessions broken down by country (Top 10)

<table>
<thead>
<tr>
<th>#</th>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>17%</td>
</tr>
<tr>
<td>2</td>
<td>Japan</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>Singapore</td>
<td>8%</td>
</tr>
<tr>
<td>4</td>
<td>Philippines</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>India</td>
<td>6%</td>
</tr>
<tr>
<td>6</td>
<td>Malaysia</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>China</td>
<td>4%</td>
</tr>
<tr>
<td>8</td>
<td>Thailand</td>
<td>4%</td>
</tr>
<tr>
<td>9</td>
<td>Australia</td>
<td>4%</td>
</tr>
<tr>
<td>10</td>
<td>Hong Kong</td>
<td>3%</td>
</tr>
</tbody>
</table>

# Print Edition Statistics
(Sep. 2017)
Circulation : 20,000

## Print Circulation by Country (Top 10)

<table>
<thead>
<tr>
<th>#</th>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singapore</td>
<td>27%</td>
</tr>
<tr>
<td>2</td>
<td>Thailand</td>
<td>24%</td>
</tr>
<tr>
<td>3</td>
<td>Hong Kong</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>Japan</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>UK</td>
<td>8%</td>
</tr>
<tr>
<td>6</td>
<td>USA</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Indonesia</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>Malaysia</td>
<td>1%</td>
</tr>
<tr>
<td>9</td>
<td>Turkey</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td>Australia</td>
<td>1%</td>
</tr>
</tbody>
</table>
Web site banner ads

Rectangle
SIZE: W300 X H250 pixels
CPM Rate: First Rectangle  JPY 3,000
           Second Rectangle  JPY 2,000

Specifications
File format & File size: GIF, JPEG (Under 50KB)
Maximum animation duration: 35 seconds
ALT text: Not permitted
Maximum number of creative variations during single order: 4
Maximum creative configuration orders: 4 (Number of creative variations within single order must not exceed 4, configuration orders must be made on business days)
Submission Deadline: 5 business days before delivery start date

- Advertising rates do not include consumption tax
- Orders must exceed JPY 500,000
- Please contact us for details regarding advertorials
- Please contact us for information on availability
- Insertion orders must be made 3 weeks prior to starting date
- Please send creative material at least 5 working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date

Rates are subject to quarterly revision
(Above rates applied up to Mar. 2018 submissions)
Web site banner ads

Double Rectangle
SIZE: W300 X H250 pixels
CPM Rate: First Rectangle  JPY 4,500
Second Rectangle  JPY 3,000

Specifications
- File format & File size: GIF, JPEG (Under 50KB)
- Maximum animation duration: 35 seconds
- ALT text: Not permitted
- Maximum number of creative variations during single order: 4
- Maximum creative configuration orders: 4 (Number of creative variations within single order must not exceed 4, configuration orders must be made on business days)
- Submission Deadline: 5 business days before delivery start date

- Advertising rates do not include consumption tax
- Orders must exceed JPY 500,000
- Please contact us for details regarding advertorials
- Please contact us for information on availability
- Insertion orders must be made 3 weeks prior to starting date
- Please send creative material at least 5 working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date

Rates are subject to quarterly revision
(Above rates applied up to Mar. 2018 submissions)
# Web site banner ads

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Size (pixels)</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>300X250</td>
<td>File format &amp; File size: GIF, JPEG (Under 50KB)</td>
</tr>
<tr>
<td></td>
<td>300X600</td>
<td>Maximum animation duration: 35 seconds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ALT text: Not permitted</td>
</tr>
<tr>
<td>Double Rectangle</td>
<td></td>
<td>Maximum number of creative variations during single order: 4</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Submission Deadline: 5 business days before delivery start date</td>
</tr>
</tbody>
</table>
In-Read video

User friendly premium video advertising delivery

- Suitable for branding and corporate advertising
- The highest visibility on Nikkei Asian Review
- Easy to deliver TV as well as other video creatives
- Choose between two price structures: imp charge (when video starts) and completed view charge (when video is completely viewed)

How In-Read video works

- Video placements appear in and between articles once in view
- Video placements retract and disappear once finished
- Videos automatically stop when viewability falls below 50% and resume when viewability is above 50%
## In-Read video

### Product information

<table>
<thead>
<tr>
<th>Placement</th>
<th>Nikkei Asian Review website article pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery Period</td>
<td>2 weeks, Start: Monday End: Sunday</td>
</tr>
</tbody>
</table>

#### Rates

- **900,000 JPY**
  - **Price structure 1: Imp Charge**
    - Charged for every video start
  - **180,000 imps guaranteed**
  - **5 JPY per imp**
- **Price structure 2: Completed View Charge**
  - **30,000 Complete views guaranteed**
  - **30 JPY per complete view**

#### Maximum number of advertisers

- 1 placement per article page
- 1 advertiser per placement
- Up to 2 advertisers can run simultaneously.
- Delivery will be shared evenly

### Material specifications

<table>
<thead>
<tr>
<th>Material Size (W x H)</th>
<th>Between 640 x 360 – 1920 x 1080 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format/File size</td>
<td>.mov, .mpeg4, .avi, / within 200MB</td>
</tr>
<tr>
<td>Video Playback Time</td>
<td>Up to 15 secs (Please consult us for longer videos)</td>
</tr>
<tr>
<td>Aspect Ratio</td>
<td>16:9 (4:3 is not supported)</td>
</tr>
<tr>
<td>Codec</td>
<td>Supports all excluding: ProRes4444, HDV 720p60, Go2 Meeting3&amp;4, ER AAC LD, and RECODE</td>
</tr>
<tr>
<td>Submission Deadline</td>
<td>Pre-test: 10 working days before scheduled start date</td>
</tr>
<tr>
<td></td>
<td>Final submission: 5 working days before scheduled start date</td>
</tr>
</tbody>
</table>

* If completed views do not reach guaranteed number, fees will be calculated based on the actual number of completed views (30 JPY/1 Complete View)
* Above rates are only applicable to videos with a playback time of 15 secs
* Frequency controls will be in place for advertising effectiveness and maintaining the user experience
* Sound is muted by default but can be turned on by clicking/tapping the ad
* Rates are subject to quarterly revision (Above rates applied up to Mar. 2018 submissions)
The Asia300 is Nikkei's exclusive list of the continent's biggest and fastest-growing companies from 11 different economies. We have picked the companies based on market capitalization and then adjusted for growth potential and geographic balance, to give readers a broader view across the ASEAN economies in particular.

Drawing on Nikkei's unrivalled network of news bureau across Asia and its 140-year-old reputation for quality and reliability, we bring you the untold stories of the region's up-and-coming companies.

Ranging from Indian computer services companies to Indonesian property developers, the Asia300 offers you a glimpse of the emerging global multinationals -- the companies which aspire to dominate business in the 21st century and challenge the older, established U.S. and European brands.
<table>
<thead>
<tr>
<th>Product name</th>
<th>Asia300 SOV 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term</td>
<td>Jan. 1st ~ Mar. 31st, 2018</td>
</tr>
<tr>
<td>Start</td>
<td>Distribution start time</td>
</tr>
<tr>
<td>Guarantee period</td>
<td>3 months</td>
</tr>
<tr>
<td>Space</td>
<td>1st, 2nd Double Rectangle and Super Banner</td>
</tr>
<tr>
<td>Number of companies</td>
<td>One company</td>
</tr>
<tr>
<td>Rate</td>
<td>1,500,000 JPY</td>
</tr>
</tbody>
</table>

- Advertising rates do not include consumption tax
- Please contact us for details regarding advertorials
- Please contact us for information on availability
- Insertion orders must be made 3 weeks prior to starting date
- Please send creative material at least 5 working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>728×90</td>
</tr>
<tr>
<td>1st, 2nd Double Rectangle</td>
<td>300×600</td>
</tr>
</tbody>
</table>

Rates are subject to quarterly revision (Above rates applied up to Mar. 2018 submissions)
NIKKEI
ASIAN REVIEW
Mobile Site
Rectangle
SIZE : W300 X H250 pixels
CPM Rate : First Rectangle  JPY 3,000
Second Rectangle  JPY 2,000

• Advertising rates do not include consumption tax
• Orders must exceed JPY 500,000
• Please contact us for details regarding advertorials
• Please contact us for information on availability
• Insertion orders must be made 3 weeks prior to starting date
• Please send creative material at least 5 working days (excludes Saturdays, Sundays and Japanese national holidays) before the delivery start date

Rates are subject to quarterly revision (Above rates applied up to Mar. 2018 submissions)
In-Read video (mobile)

User friendly premium video advertising delivery

- Suitable for branding and corporate advertising
- The highest visibility on Nikkei Asian Review
- Easy to deliver TV as well as other video creatives
- Choose between two price structures: imp charge (when video starts) and completed view charge (when video is completely viewed)

How In-Read video works

- Video placements appear in and between articles once in view
- Video placements retract and disappear once finished
- Videos automatically stop when viewability falls below 50% and resume when viewability is above 50%
# In-Read video (mobile)

<table>
<thead>
<tr>
<th><strong>Product information</strong></th>
<th><strong>Material specifications</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Placement</strong></td>
<td>Material Size (W x H)</td>
</tr>
<tr>
<td>Nikkei Asian Review website article pages</td>
<td>Between 640 x 360 – 1920 x 1080 pixels</td>
</tr>
<tr>
<td><strong>Delivery Period</strong></td>
<td>Format/File size</td>
</tr>
<tr>
<td>2 weeks, Start: Monday End: Sunday</td>
<td>.mov, .mpeg4, .avi / within 200MB</td>
</tr>
<tr>
<td><strong>Rates</strong></td>
<td>Video Playback Time</td>
</tr>
<tr>
<td>900,000 JPY</td>
<td>Up to 15 secs (Please consult us for longer videos)</td>
</tr>
<tr>
<td>Price structure 1: Imp Charge</td>
<td><strong>Aspect Ratio</strong></td>
</tr>
<tr>
<td>Charged for every video start</td>
<td>16:9 (4:3 is not supported)</td>
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<td>180,000 imps guaranteed</td>
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<td>5 JPY per imp</td>
<td>Supports all excluding : ProRes4444, HDV 720p60, Go2 Meeting3&amp;4 , ER AAC LD, and RECODE</td>
</tr>
<tr>
<td>Price structure 2: Completed View Charge</td>
<td><strong>Submission Deadline</strong></td>
</tr>
<tr>
<td>30,000 Complete views guaranteed*</td>
<td>Pre-test: 10 working days before scheduled start date</td>
</tr>
<tr>
<td>30 JPY per complete view</td>
<td>Final submission: 5 working days before scheduled start date</td>
</tr>
</tbody>
</table>

**Maximum number of advertisers**

1 placement per article page
1 advertiser per placement
Up to 2 advertisers can run simultaneously.
Delivery will be shared evenly

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*If completed views do not reach guaranteed number, fees will be calculated based on the actual number of completed views (@30 JPY / 1 Complete View)

* Above rates are only applicable to videos with a playback time of 15 secs

* Frequency controls will be in place for advertising effectiveness and maintaining the user experience

* Sound is muted by default but can be turned on by clicking/tapping the ad Rates are subject to quarterly revision (Above rates applied up to Mar. 2018 submissions)
NIKKEI
ASIAN REVIEW

Print Edition and App

Airline Inflight
Singapore Airlines, Thai Airways, Cathay Pacific Airways, Bangkok Airways, British Airways, Lufthansa Airline, Philippines Airline

Airport Lounges
Bangkok : Thai Airways Lounge
Hong Kong : Emirates Lounge, United Lounge,
Indonesia : Emerald Sky Lounge, Esplanade Lounge, Garuda Executive Lounge
Japan : JAL Haneda Lounge, JAL Narita Lounge, British Airways
United States : JAL Honolulu, JAL NY, JAL SF
Advertising Rates – Print edition & App

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Size</th>
<th>Rate per Insertion</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Full Page  | 204mmW X 268mm H | JPY 500,000        | *Ad will be full color
*Does not include consumption tax
*Ad will appear in both the Print edition and App
*See the latest rate card for other rates |

Material Specifications for Print edition

Single Page
Bleed Size : 210mmW X 274mmH
Trimmed Size : 204mmW X 268mmH
Spread Page (2 continuous pages)
Bleed Size : 414mmW X 274mmH
Trimmed Size : 408mmW X 268mmH

Material Specifications for App

Material Size
Page 1536 X 1898 pixels
Spread 3072 x 1898 pixels

File Specifications
Size : Up to 400KB / Format : JPEG
URL
A single link can be set
Link must lead to sites that are mobile compatible

- Stand-alone insertion orders of the print edition and mobile apps are accepted but the same rates
- Insertion orders must be made 3 weeks prior to issue date
- Please send creative material 2 weeks prior to issue date
- Please contact us for information on availability
- For further details on material specifications please see the advertising specifications document

Rates are subject to quarterly revision (Above rates applied up to Mar. 2018 submissions)
Tie-up Packages on Nikkei Asian Review

Compared to a regular ad space, greater and more detailed information can be included. Adhering to the style of articles in neutral media, persuasive content can be easily created. Readers access seeking useful information, so positive user experiences are generated.

Production time aimed to be 3–4 weeks*

*Time taken for production may change depending on contents of plan.

Breakdown of plan for leading frame

<table>
<thead>
<tr>
<th>Ad space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle MPU</td>
</tr>
<tr>
<td>*Nikkei Inc. will create leading frame package according to advertiser’s wishes.</td>
</tr>
</tbody>
</table>

**Production costs**

Minimum budget from 2,000,000JPY. Please consult for details.

*1. Above minimum budget only includes the most basic of production costs whereby Nikkei will assemble content (text, photos etc.) provided entirely by the client.

*2. For additional content or tasks to be carried out by Nikkei, separate production charges may apply. This can include extra charges for procuring material from far-off sources or use of celebrities.
For any advertising enquiries please contact below.

Nikkei Inc. (Tokyo, Japan)  
+81-3-6256-7311

Nikkei Group Asia Pte Ltd (Singapore)  
+65-6336-4122

Nikkei China (Hong Kong) Ltd  
+852-2598-1771

Nikkei Creative (Beijing) Advertising Ltd  
+86-10-6597-8061

Nikkei America Inc. (New York, USA)  
+1-212-261-6224

Nikkei Europe Ltd. (London, UK)  
+44-20-7421-7807