

The Nikkei – European Edition

The Nikkei

The NIKKEI has a dominant and powerful readership, enjoying the reputation as an indispensable information source, providing comprehensive economic news with the highest reliability. Published daily, the NIKKEI, has been the leading business and financial newspaper in Japan for more than a century. It is the world's largest business daily, boasting a morning circulation of 3,056,038 and an afternoon circulation of 1,619,360 (Jul – Dec 2008, Audited by ABC Japan).

The Nikkei – International Edition

In 1987, in order to accommodate the increasing demand for timely Japanese economic information abroad, Nikkei Inc. started publishing the NIKKEI overseas. Original information from the Japanese edition of the NIKKEI is transmitted via satellite and submarine cable to world business centres 7 days a week. Currently, the NIKKEI International Edition is printed in 7 locations: Brussels, New York, Los Angeles, Hong Kong, Singapore, Bangkok and Sydney.

Advertising with the Nikkei – European Edition

Advertising in the Nikkei European edition (Brussels) only is available. NIKKEI readers in Europe are top and middle level managers of local Japanese corporations. They have substantial influence in international business and live high-quality, high-income consumer lifestyles. They are prime targets for product, service and corporate advertising. The European Edition of the NIKKEI can provide you with the ideal opportunity to advertise effectively and exclusively, targeting the Japanese business community across Europe.

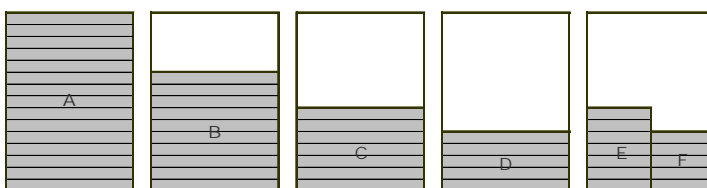
Outline of European Edition

Frequency: Daily (except no-issue days in Japan)
 Circulation: **8,500** (Feb 2008)
 Printing sites: Brussels
 Format: Broadsheet W.380 mm D.512.5 mm
 Ad booking: 30 days prior to desired insertion date
 Material deadline: 7 working days prior to insertion date
 Material file type: EPS



Advertising rates

	<u>Size</u>	<u>Width x Depth</u>	<u>JPY</u>
A	15 full cols. (full page)	380.0mm x 512.5mm	750,000
B	10 full cols. (2/3 page)	380.0mm x 341.0mm	500,000
C	7 full cols. (1/2 page)	380.0mm x 238.0mm	350,000
D	5 full cols. (1/3 page)	380.0mm x 169.5mm	250,000
E	7 half cols. (1/4 page)	188.5mm x 238.0mm	175,000
F	5 half col. (1/6 page)	188.5mm x 169.5mm	125,000



Notes: No other variation in size is acceptable.

Run of paper only.

Colour advertising is not available

Advertising production costs are not included in the rates

All advertisements must be inspected by Nikkei Inc. prior to publication.

Circulation by area (Feb.2008)

<u>Area</u>	<u>copies</u>
UK	2,470
France	800
Germany	1,830
Italy	370
Spain	260
Switzerland	190
Austria	120
The Netherlands	650
Belgium	500
Scandinavia	130
Eastern Europe	370
Russia	160
Middle East	350
Africa	120
Others	180
Total	8,500

Material specifications:

Platform

MacOS 9.0 ~ MacOS 9.2.2

Graphic: Adobe Photoshop J Ver.5.5 ~ 7.0.x

Layout: Adobe Illustrator J Ver.8.0.x ~ 10.0.x

QuarkXPress J Ver.3.3.x ~ 4.1.x

MacOS X (10.2.4 ~ 10.4.7)

Graphic: Adobe Photoshop J Ver.7.0.x/CS(8.0x)

Layout: Adobe Illustrator J Ver.10.0.x/CS(11.0x)

-Material must be supplied in EPS format.

-Screen ruling: 80 lines per inch

-Graphics: Grayscale 200 ppi or bitmap 600 ppi

-Please ensure to OUTLINE ALL FONTS.

-Ad material must have rule at external borders.

-Do NOT leave any extraneous objects such as register marks, colour chart or notes in the file.

-Proofs: Please provide a reproduction quality proof or PDF.

Contacts:

UK

Nikkei Europe Ltd.

12-15 Finsbury Circus, London EC2M 7EB, U.K.

Tel: +44-20-7562-8231 Fax: +44-20-7562-8244

Email: ad@eur.nikkei.com

Germany

Nikkei Europe Ltd

Rüsterstraße 13, 60325 Frankfurt am Main, Germany

Tel: +49-69-7158540 Fax: +49-69-721209

E-mail: shiba@eur.nikkei.com