

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 3,010,558 and an afternoon circulation of 1,607,821 (Jul. – Dec 2011, 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. Currently, the NIKKEI International Edition is printed in 8 locations: Frankfurt, London, New York, Los Angeles, Hawaii, Hong Kong, Singapore and Bangkok.

Advertising with the Nikkei – European Edition

It is possible to advertise in the Nikkei European edition. 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.

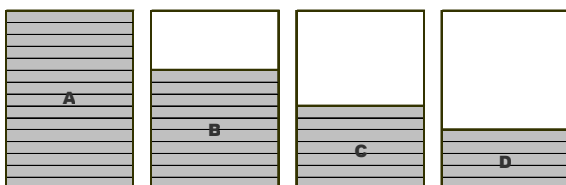
Outline of European Edition

Circulation: **6,000** (May 2014)
 Printing site: Frankfurt, London
 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: **PDF/X-1a:2001** (material & proof)



Advertising rates

	Size	Width x Depth	JPY
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



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 (April 2014)

Area	copies
UK	2,020
France	650
Germany	1,250
Italy	200
Spain	100
Switzerland	100
Austria	60
The Netherlands	400
Belgium	250
Scandinavia	60
Eastern Europe	150
Russia	100
Middle East	300
Africa	80
Others	280
Total	6,000

Material specifications:

Platform

OS: MacOS X or higher

Graphic: Adobe PhotoShop CS2 or higher

Layout: Adobe Illustrator CS2 or higher

-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.

6th Floor, Barnard's Inn, 86 Fetter Lane, London, EC4A 1EN U.K.

Tel: +44-20-7421-7800 Fax: +44-20-7421-7828

Email: ad@eur.nikkei.com

Germany

Nikkei Europe Ltd

Goethestraße 13, 60313 Frankfurt am Main, Germany

Tel: +49-69-21937930 Fax: +49-69-219379320

E-mail: hamamoto@eur.nikkei.com