



MEDIA DATA
NIKKEI

NIKKEI AT A GLANCE

Who Are We?

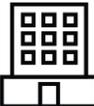
Japan's Leading Economic & Business Daily with **149** years history



News Bureaus

51 **37**

Japan Overseas



Reporters and Staffers

1350 **173**

Japan Overseas



Circulation - Largest Business Daily in Japan

1,437,156 copies

The Nikkei Morning Edition (Average of July - Dec 2023)



The Nikkei Digital Newspaper Viewer:

301,000

(Weekly Active Users)



Paid Subscribers

1,020,000

The Nikkei Online Edition and (As of 2025)



Memberships

6.31 million

Including free registered members (As of July 2023)



Monthly Page View:

Approx.

210 million



Monthly number of devices used to view:

Approx.

41 million



Strong Reputation & Trusted Brand



The Nikkei Newspaper – Reader Attributes & Characteristics

The Nikkei newspaper in Japan has high visibility and influence, particularly among corporate decision-makers like executives. It is an essential medium for companies to communicate information and branding in Japan.

In Japan, important company matters are often decided from the bottom up, so it is essential to communicate not just to top executives, but more broadly to business professionals within the company.

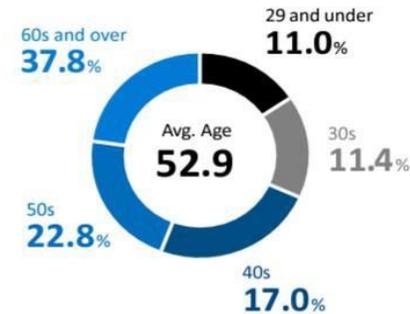


Reader Attributes

Gender



Age



Job Position



Characteristics

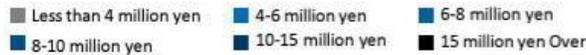


The Nikkei Newspaper – Influence & Reach

Household Finance Asset



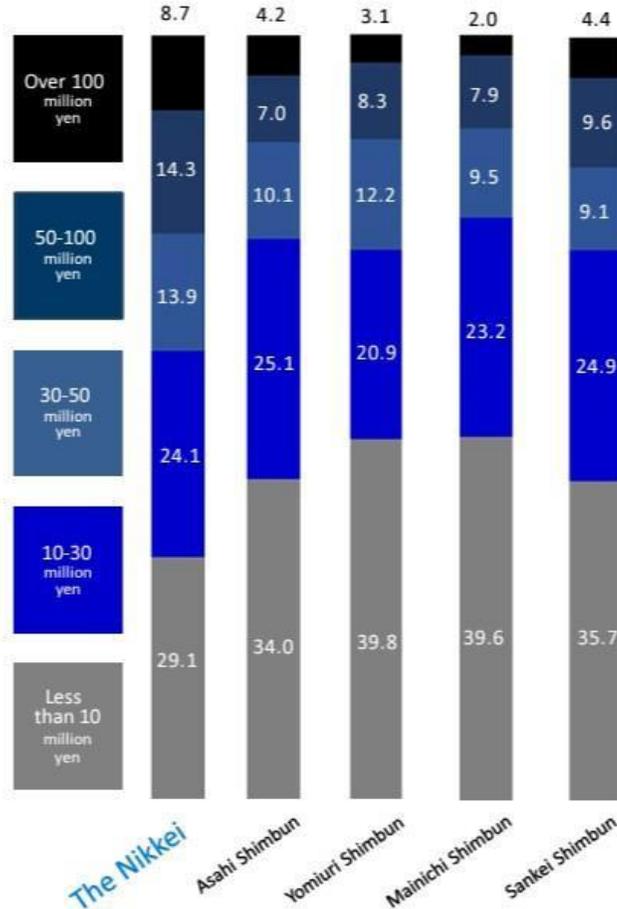
Household Annual Incomes



Source : National Media Profile Survey 2023

Influence on People with High Incomes/Asset Amounts (comparison among major domestic newspapers)

Source : National Media Profile Survey 2023



Reach to Individuals with Annual Incomes of 12 Million Yen or More

The Nikkei



Source : National Media Profile Survey 2023

Reach to office workers with Household Finance Asset of 80 Million Yen or More

<n=136> [Estimated population: 1,162,000]

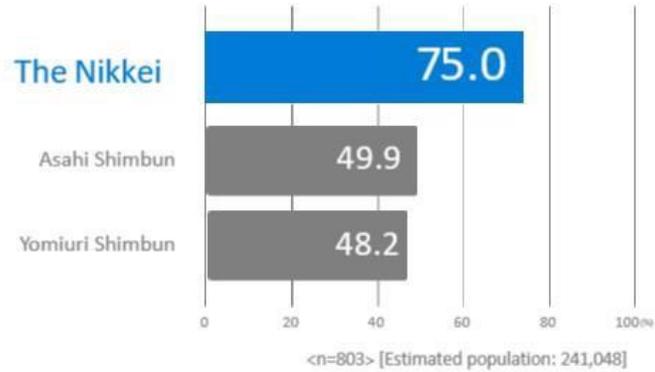
The Nikkei



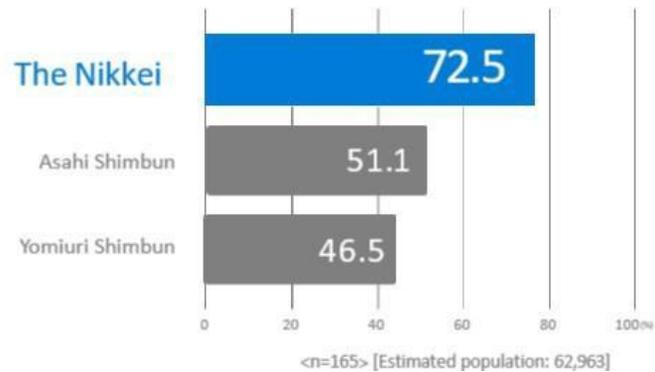
Source : National Media Profile Survey 2023

Influence on Corporate Decision-Makers (comparison among major domestic newspapers)

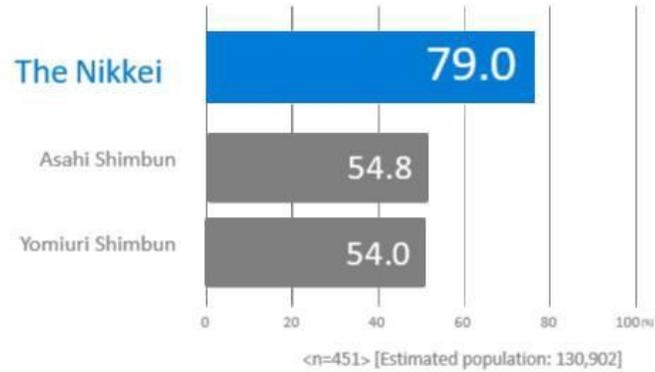
Reach to top businesspersons



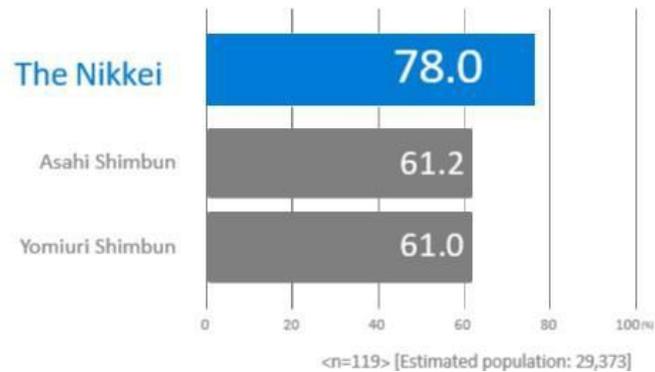
Reach to chairmen, presidents, vice presidents and CEOs



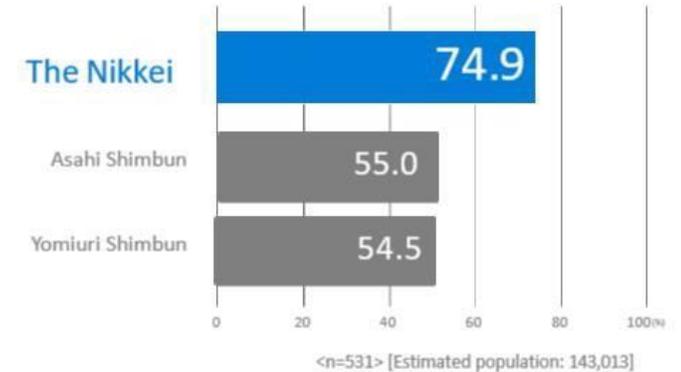
Reach to people making decisions to purchase communication/IT equipment, software, etc.



Reach to decision-makers involved in their company's direct overseas investment



Involved in Int'l Business

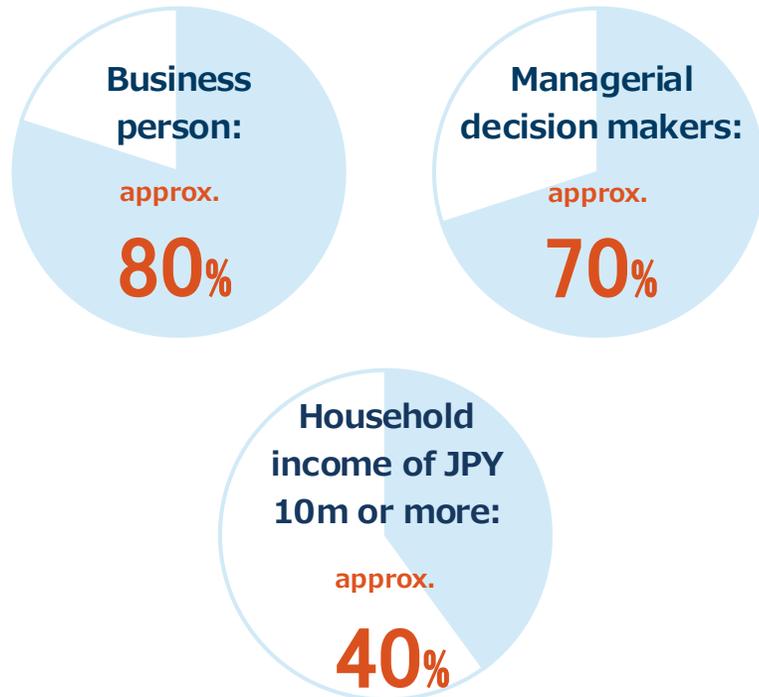


Source: GBI Japan 2023

The Ipsos Global Business Influencers (GBI) survey is the world's leading study, tracking the media, business, financial, luxury, and travel habits of the most senior global business executives by Ipsos MORI UK Ltd. GBI is the industry currency survey for reaching and understanding this audience globally across 31 countries including Japan, representing more than 70% of the world economy.

About Nikkei Online Edition

Nikkei Online Edition is the most popular medium for businesspersons in Japan. Membership exceeds 6.31 million, encompassing 900,000 paid subscribers.



Approximately 11 million people have a Nikkei ID. This includes paid members and non-paid members of Nikkei Online Edition, as well as members of other media in the Nikkei group. These members can be targeted using user-registered attributes like Job Title, Age, Place of residence or their access and articles read. This data is assigned to each ID, enabling targeted delivery.



*As of Jun. 2023

Characteristics of Nikkei online users in Business scene

Managerial position including Section Manager or higher

 **62.4%** Executives or above

33.8% General Manager level

Section managers,
senior managers and above



62.4%

※ Non-users of Nikkei online 28.3

Management and
Corporate Planning



25.6%

※ Non-users of Nikkei online 7.7

1,000+ employees



48.9%

※ Non-users of Nikkei online 27.1%

Regardless of your position
within the company
speak up without hesitation



67.6%

Nikkei Online User Survey 2023

Have input in new business



37.1%

※ Non-users of Nikkei online 11.0

Leads projects
both inside and outside
their department



48.2%

※ Non-users of Nikkei online 12.1

Able to motivate and bring out
the talents of co-workers towards
a shared vision



65.2%

※ Non-users of Nikkei online 21.4

Actively join networkings

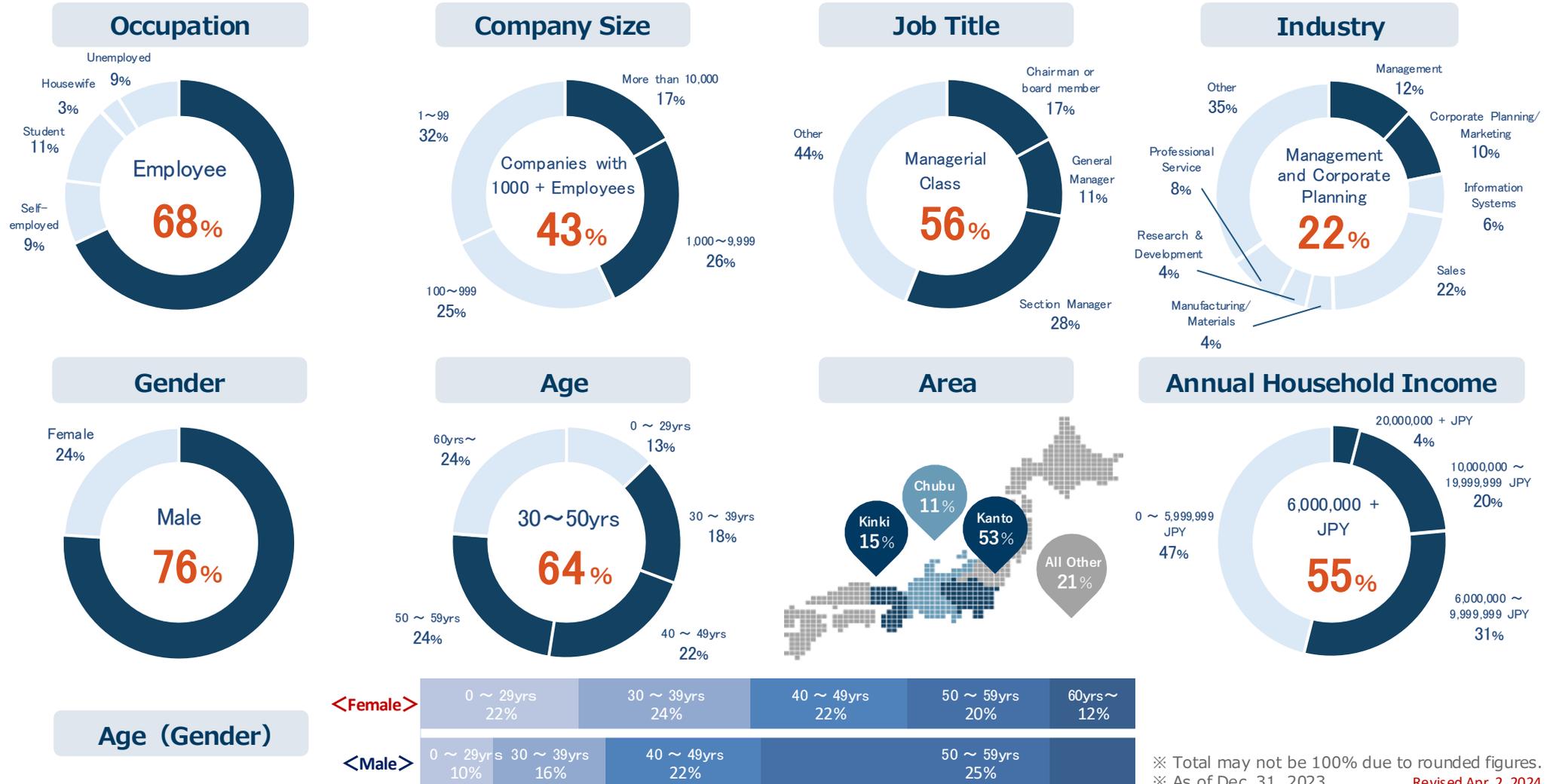


62.2%

Nikkei online UserSurvey 2023

Overview of All Online Edition Members

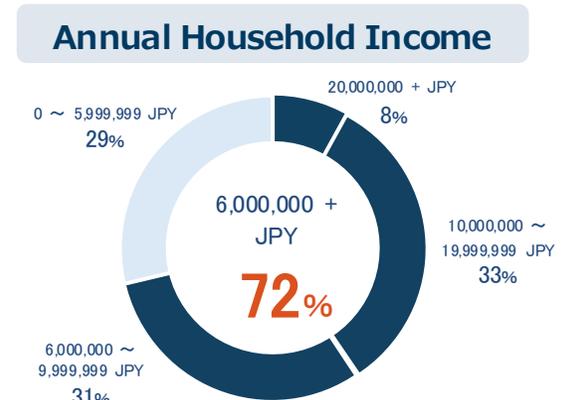
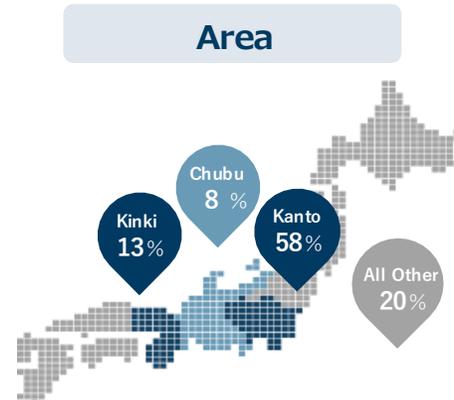
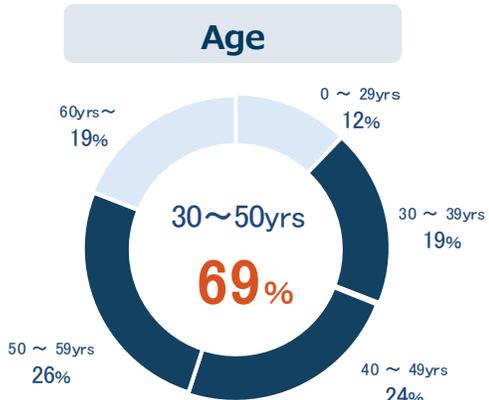
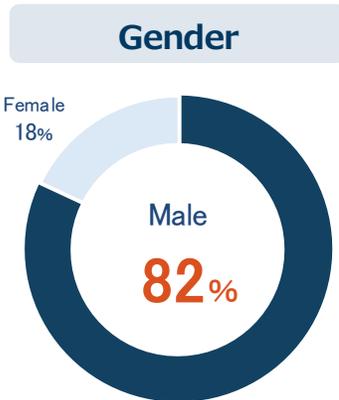
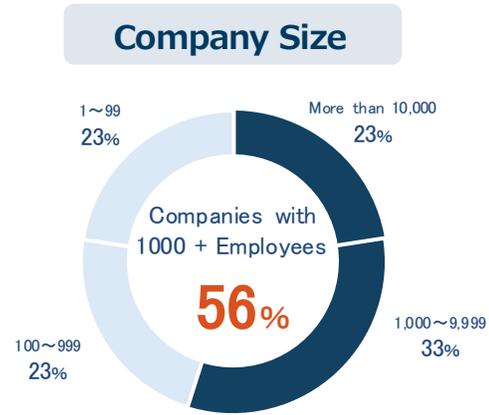
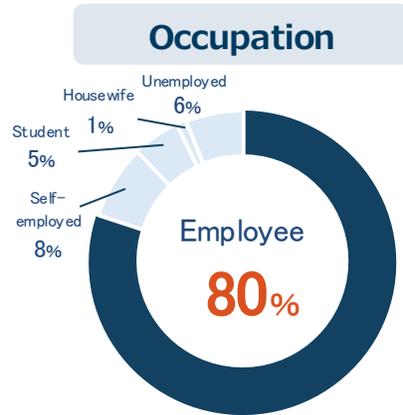
The majority of subscribers are male, in their 30s to 50s, live in the major metropolitan areas, and earn over 6,000,000 JPY a year.



※ Total may not be 100% due to rounded figures.
 ※ As of Dec. 31, 2023
 Revised Apr. 2, 2024

Overview of Paid Subscribers

The majority of paid subscribers are males in their 30s to 50s living in the Greater Tokyo Metropolitan Area. Roughly 40% have a household income of 10,000,000 JPY or higher.



Age (Gender)

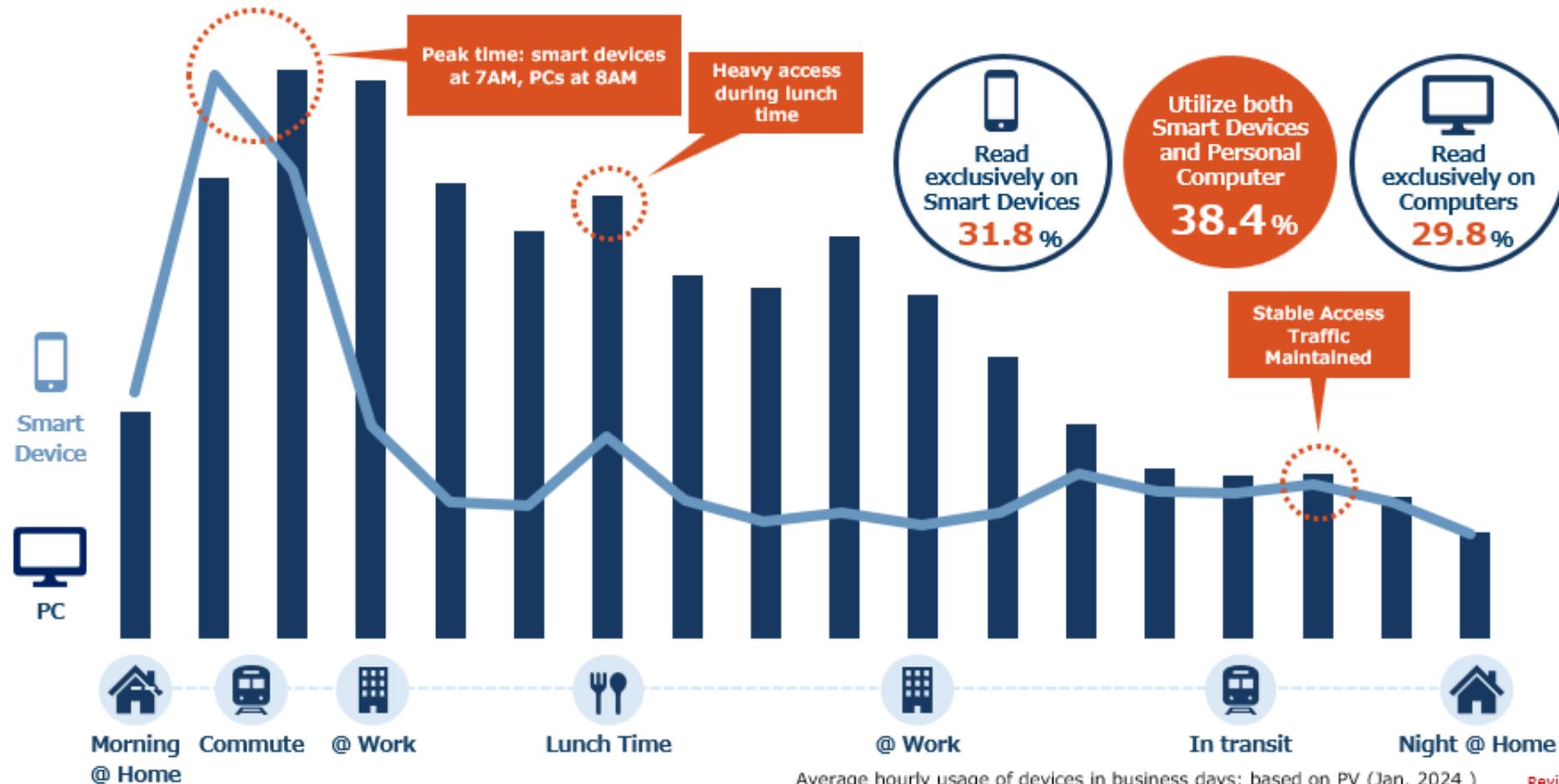
<Female>	0 ~ 29yrs 22%	30 ~ 39yrs 24%	40 ~ 49yrs 24%	50 ~ 59yrs 21%	60yrs~ 9%
<Male>	0 ~ 29yrs 10%	30 ~ 39yrs 18%	40 ~ 49yrs 24%	50 ~ 59yrs 27%	60yrs~ 21%

※ Total may not be 100% due to rounded figures.
 ※ As of Dec. 31, 2023
 Revised Apr. 2, 2024

User Device Access Trends by Scene

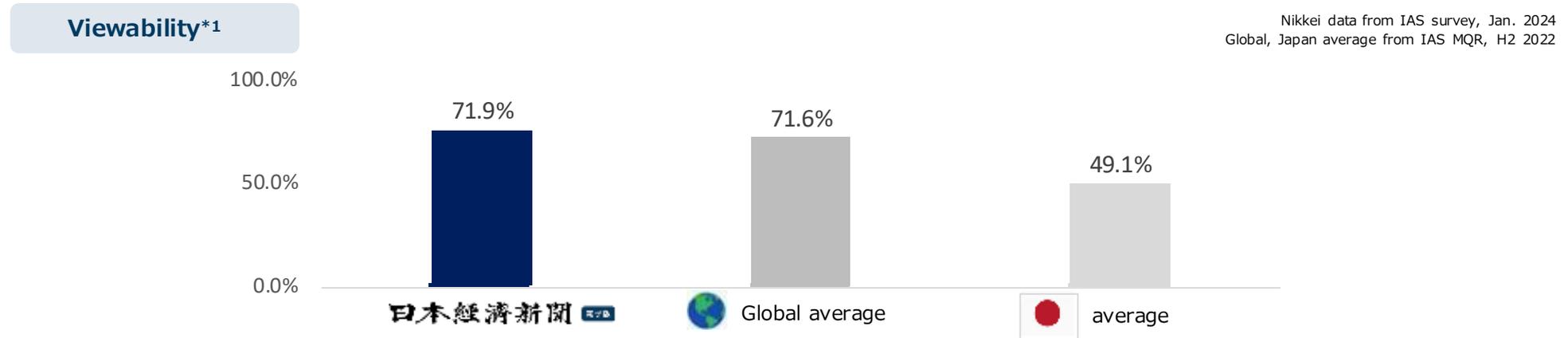
With the rapid shift to WFH and hybrid work environments, Nikkei Online Edition is accessed from early in the morning onwards on both PC and smart devices.

Placing advertisements for both PC and smart devices will convey your message throughout the day to targeted audiences.



Reliability of Nikkei Online Edition

Nikkei Online Edition achieves more than 70% ad viewability, much higher than the Japanese and global average. It has low brand risk and the display time of ads is longer than average, as readers come to the site to read articles.



*1 Percentage of total impressions where the ad frame was at least 50% viewable and was displayed for 1 second or more.

The Nikkei Online Edition has been certified by JICDAQ (Japan Joint Industry Committee for Digital Advertising Quality & Qualify) as a quality certification business in the two fields of "Brand Safety" and "Anti-IVT".

(Acquired on November 1, 2021; to be renewed on November 1, 2023)

About JICDAQ: <https://www.jicdaq.or.jp/>

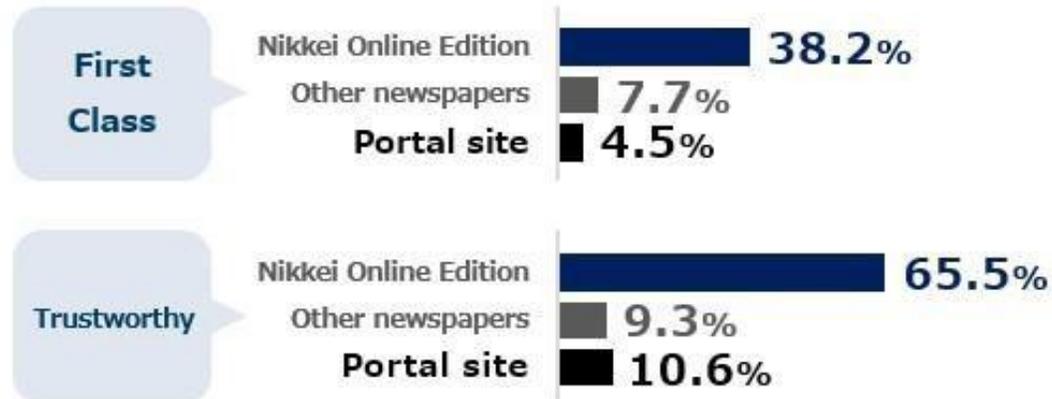


Image survey from members of Nikkei Online Edition

Members of Nikkei Online Edition have a positive impression like "Trustworthy" and "First-class" of advertisements shown on Nikkei Online Edition.

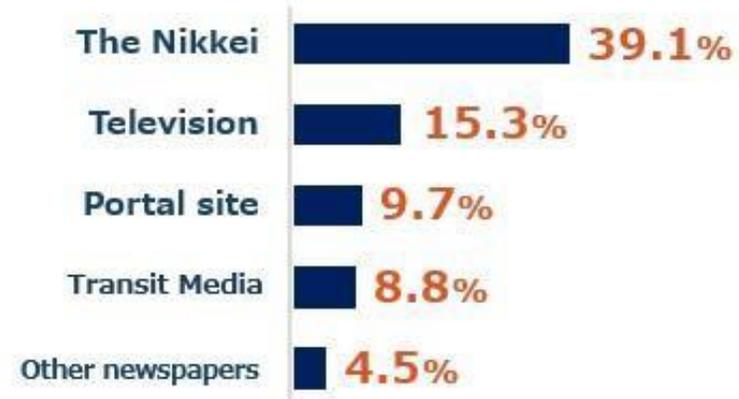
Nikkei Online Edition is highly regarded as a quality medium that improves advertisers' brand image and recognition.

Q. What is your impression of companies that advertise on Nikkei Online Edition?



Nikkei Online Edition User Survey 2023
• Survey method: Online survey
• Survey period: June 29 – July 6, 2023
• Survey participants: 1,255 online edition readers

Q. This medium lead to a new conversation with a business partner.



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• Survey method: Online survey
• Survey period: June 29 – July 6, 2023
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