

東 洋 經 済

T O Y O K E I Z A I

O N L I N E

Reader's Profile

2023

Toyo Keizai Online: The No. 1 business magazine-affiliated site in Japan; It is a high-profile web media that attracts the interest of a wide range of readers

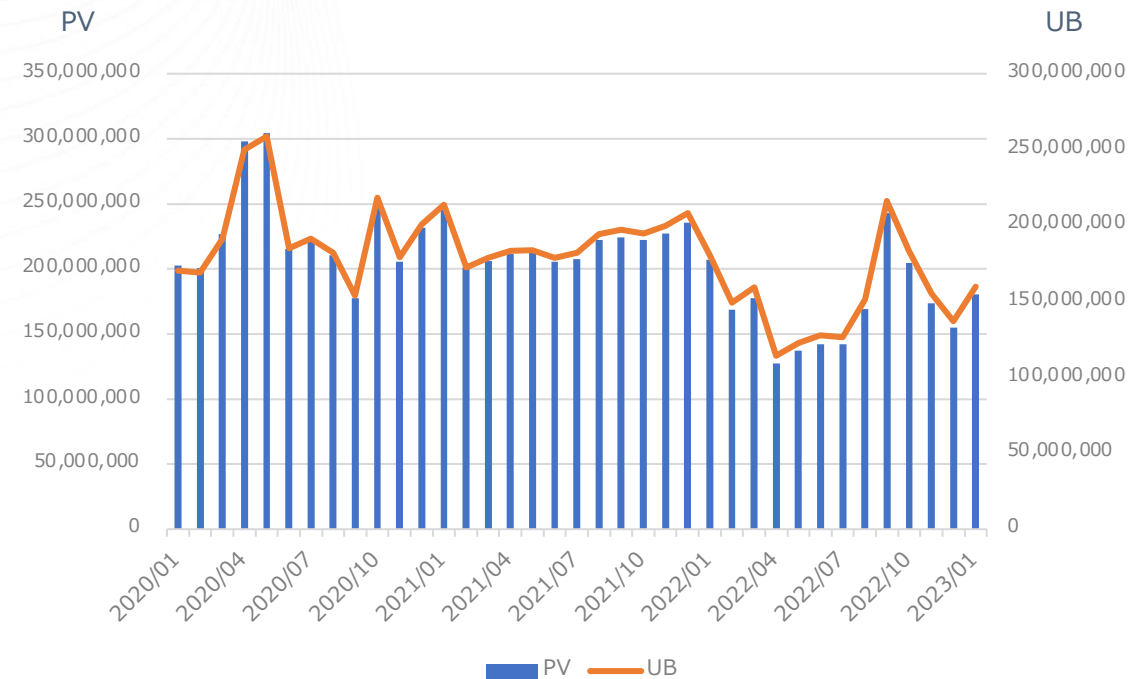
Toyo Keizai Online is an online medium launched in June 2003 by Toyo Keizai Inc.,

the publisher of Weekly Toyo Keizai and Kaisha Shikiho, a quarterly company databook.

As one of the largest business magazine-affiliated sites in Japan, it is supported by business people who are active on the front lines.



Monthly PV and UB



Message



Thank you very much for your valuable patronage of Toyo Keizai Online.

Toyo Keizai Online, which was launched in 2003 and substantially revamped in 2012, marks its twentieth anniversary this year. Supported by many companies, we have achieved an unchallenged position as one of Japan's largest business-magazine websites with more than 20 million unique users per month.

For businesspeople active on the frontlines, our impartial economic and corporate information based on objective data can be described as nothing less than nutrition for their daily lives. Through an unrelenting process of trial and error, we have striven to deliver high-quality content to as many people as possible in a fresh, readable, and efficient manner.

As the world enters an era of unprecedentedly volatile change, the environment surrounding the media is changing literally day by day. Video contents are thriving; generative AI is evolving in leaps and bounds; information consumption is increasingly concerned about time performance . . . We must not lapse into contentment with our current position. If we do not evolve, readers no doubt will drift away from us in an instant.

Toyo Keizai Inc. has conducted a major renewal of Toyo Keizai Online's management structure, which includes setting up the Toyo Keizai Online Business Division in April 2023. In addition to the media management know-how that we have fostered over the last two decades, we will harness the strengths of data and technology and continue our further development and innovation as a web media organization with substantial influence in business scenes both in Japan and overseas.

I hope that advertisers make active use of us so that we can help to solve your problems.

Manager, Toyo Keizai Online Business Division and Product Manager **Chiyo Horikoshi**

Message; Toyo Keizai Online Chief Editor



Thank you for your continued patronage of Toyo Keizai Online.

In recent years, the rapid spread of generated AI (Artificial Intelligence) such as ChatGPT is likely to drastically change not only the way individuals work but also the business models of various industries.

In addition, economic security issues are becoming more important as the conflict between the U.S. and China over advanced technologies such as semiconductors is intensifying. We need to accurately understand the true nature of economic and social conditions in Japan and abroad. Toyo Keizai Online works with approximately 400 experts, including industry reporters who write for Kaisha Shikiho, experts in various fields such as economics, society, and international affairs, and journalists. We will dig deeper into themes of interest to our readers and provide timely information on them. We are also committed to uncovering "unknown themes". Furthermore, Toyo Keizai has accumulated a wealth of data, including financial information and CSR, and our strength lies in our ability to provide content that relies on detailed data. It is said that in the Internet age, people will only read articles that interest them and that society will become increasingly fragmented. Our main target readers are businesspeople in their prime, and we hope that by visiting "Toyo Keizai Online" they will not only learn what they want to know, but also contact with "information they did not know" and gain some insights, discoveries, and learning. We believe that "Toyo Keizai Online" will help readers broaden their insight and contribute to our philosophy of "contributing to the development of a sound economic society. We will always seek the most appropriate form of content for each theme, including not only text but also visual data, video, and audio. We will make further efforts to become a medium that people can rely on when they are faced with major changes and are forced to make decisions. The entire editorial team will continue to make every effort to be of service to advertisers and other stakeholders.

Toyo Keizai Online Chief Editor

Kengo Inoshita

These are the readers of Toyo Keizai Online



40 years old,
lives in Tokyo region,
university graduate



Married, dual-income
household, has children

Lives in a single-family
home, owns a car



Around 1,000 employees
Manufacturing
Section chiefs to
general managers
Grade

DX

Digitalization
in the company
strong sense of challenge
DX promotion
highly motivated



Has financial assets of
10 million yen or
more 34.6%

SDGs

64.8%
of readers have
high interest in SDGs



Plan to purchase
fashion, cosmetics
appliances,
automobiles



42.8%
of readers are
Women

Survey Summary

Survey subjects: Sample of 1,000 employed men and women located throughout Japan who read Toyo Keizai Online
Survey period: February 15, 2022 – February 19, 2022
Survey organization: Online questionnaire by Rakuten Insight

Top-Viewed Companies on Toyo Keizai Online

Manufacturing (machinery)

Fujitsu
Hitachi
Ricoh
Canon
Panasonic
Sharp
Murata Manufacturing
NEC

Manufacturing (cars & bikes)

Honda Motor
Denso
Toyota Motor
Mitsubishi Fuso Truck and Bus
Mazda
Subaru
Isuzu Motors
Mitsubishi Motors

Manufacturing (pharmaceuticals, chemicals & materials)

Fujifilm
Toray
Daiichi Sankyo
Asahi Kasei
Kobe Steel
Mitsubishi Chemical
Ohmiya Corporation
Nippon Boehringer Ingelheim

Manufacturing (consumer goods)

Japan Tobacco
Asahi Breweries
Kao
Yamazaki Baking
Shiseido
Morinaga Milk Industry
Ito En
Nichiban

Wholesale, retail & trading

Otsuka Corporation
Itochu
Mitsubishi Corporation
Mitsui & Co.
Amazon Japan
Sumitomo Corporation
Toyota Tsusho
Macnica

Finance & insurance

Sumitomo Mitsui Banking
SMBC Nikko Securities
Sompo Japan Insurance
Mizuho Bank
Sumitomo Life Insurance
Nomura Securities
Meiji Yasuda Life Insurance
Bank of Japan

Transportation & infrastructure

UPS Japan
Tokyu
Tokyo Electric Power Company Holdings
East Nippon Expressway
Tokyo Gas
Sankyu
Kansai Electric Power
Nishi-Nippon Railroad

Real estate and construction

Kajima Corporation
Daiwa House Industry
Toda Corporation
Taisei Corporation
Regus Japan
Mitsui Fudosan
Mitsubishi Estate
Kinden

IT, consulting & information services

NTT Data
Rakuten Group
Nomura Research Institute
Video Research Interactive
PricewaterhouseCoopers Aarata LLC
SoftBank
LINE
Yahoo

Communications, broadcasting, publishing & printing

Nikkei Inc.
Rakuten Communications
Japan Broadcasting
Dai Nippon Printing
NTT Docomo
Toppan
Nippon Telegraph and Telephone East
SKY Perfect JSAT

Government agencies

Tokyo Metropolitan Government
Yokohama City Hall
Ministry of Health, Labour and Welfare
Japan Ministry of Defense
Ministry of Internal Affairs and Communications
Kanagawa Prefectural Government
Cabinet Office
Hokkaido Government

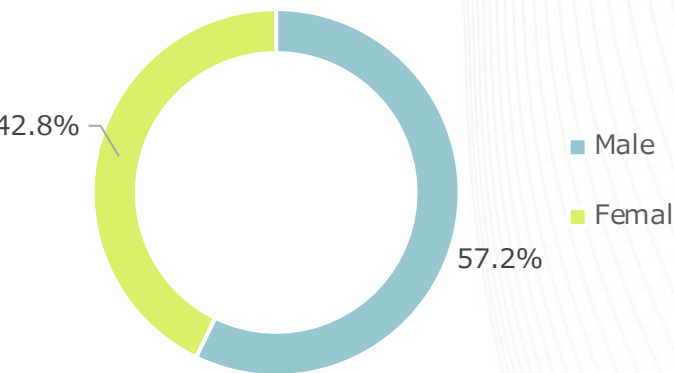
Universities & research institutions

Nagoya University
Kyoto University
The University of Tokyo
Tohoku University
Osaka University
Meiji University
Ritsumeikan University
Waseda University

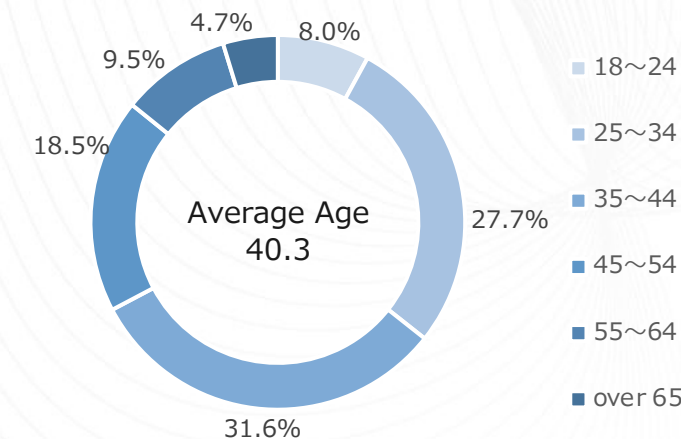
Survey period: January 1 – December 31, 2022. “Doko Doko JP” data from Geolocation Technology was used.

01 | Basic Information

Gender

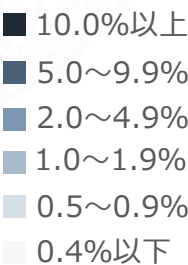


Age

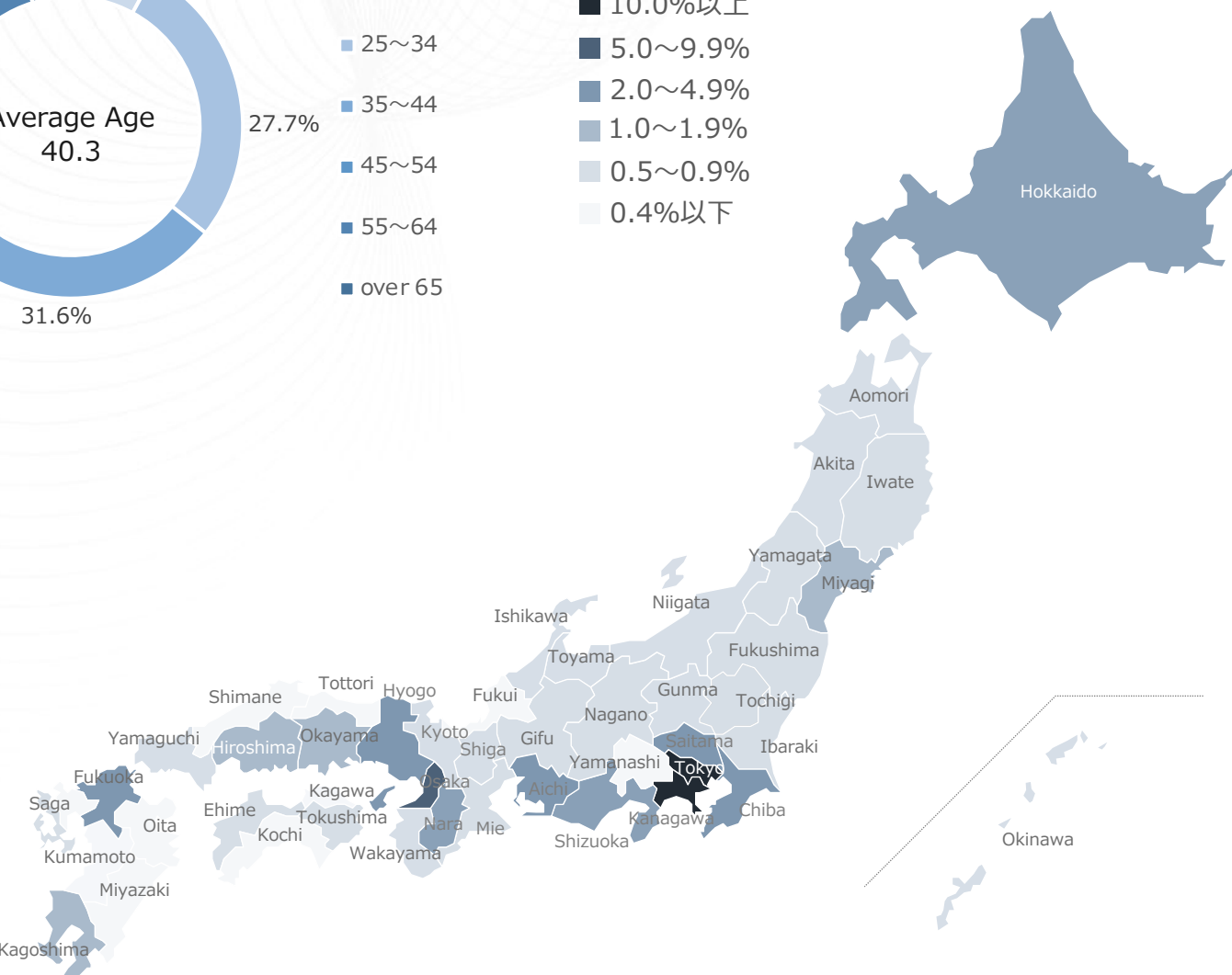
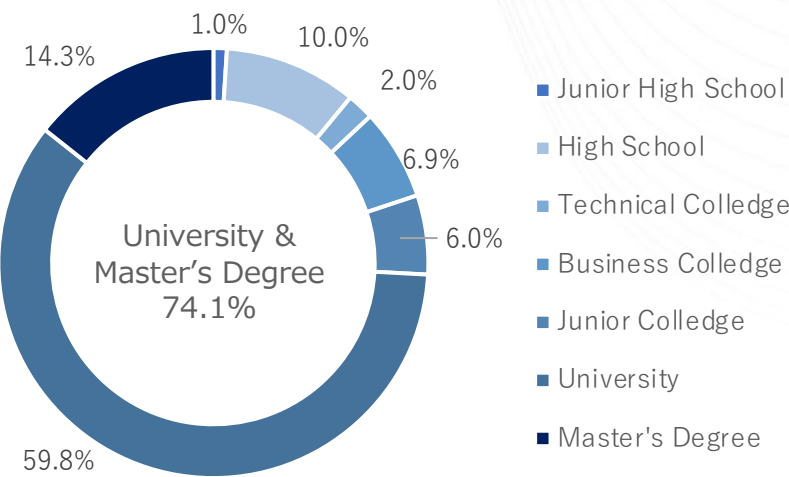


Residence

46.2% in Tokyo, Kanagawa, Aichi, and Osaka

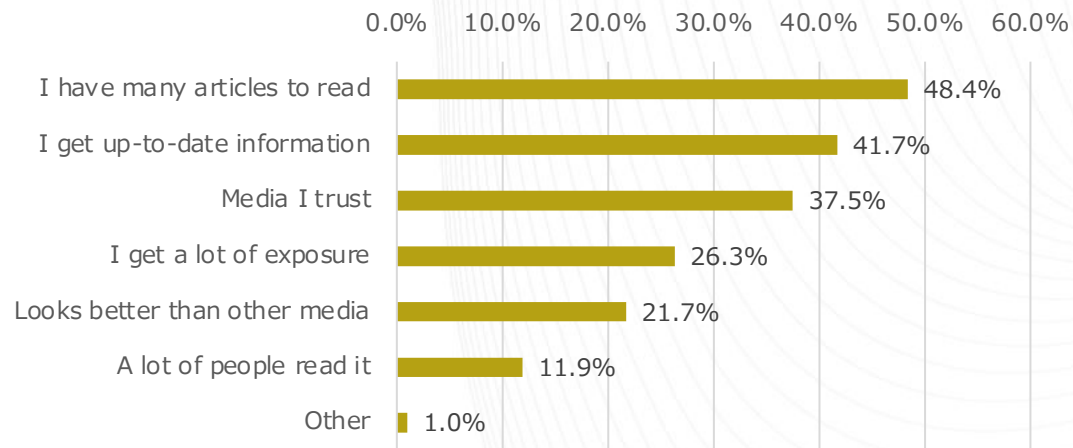


Last Educational Background

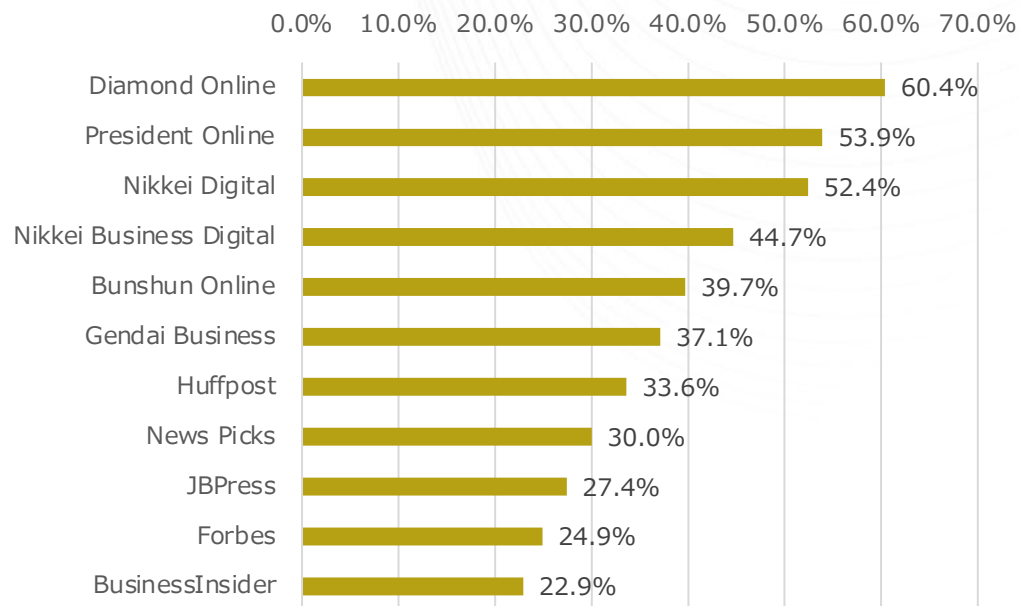


01 | Basic Information

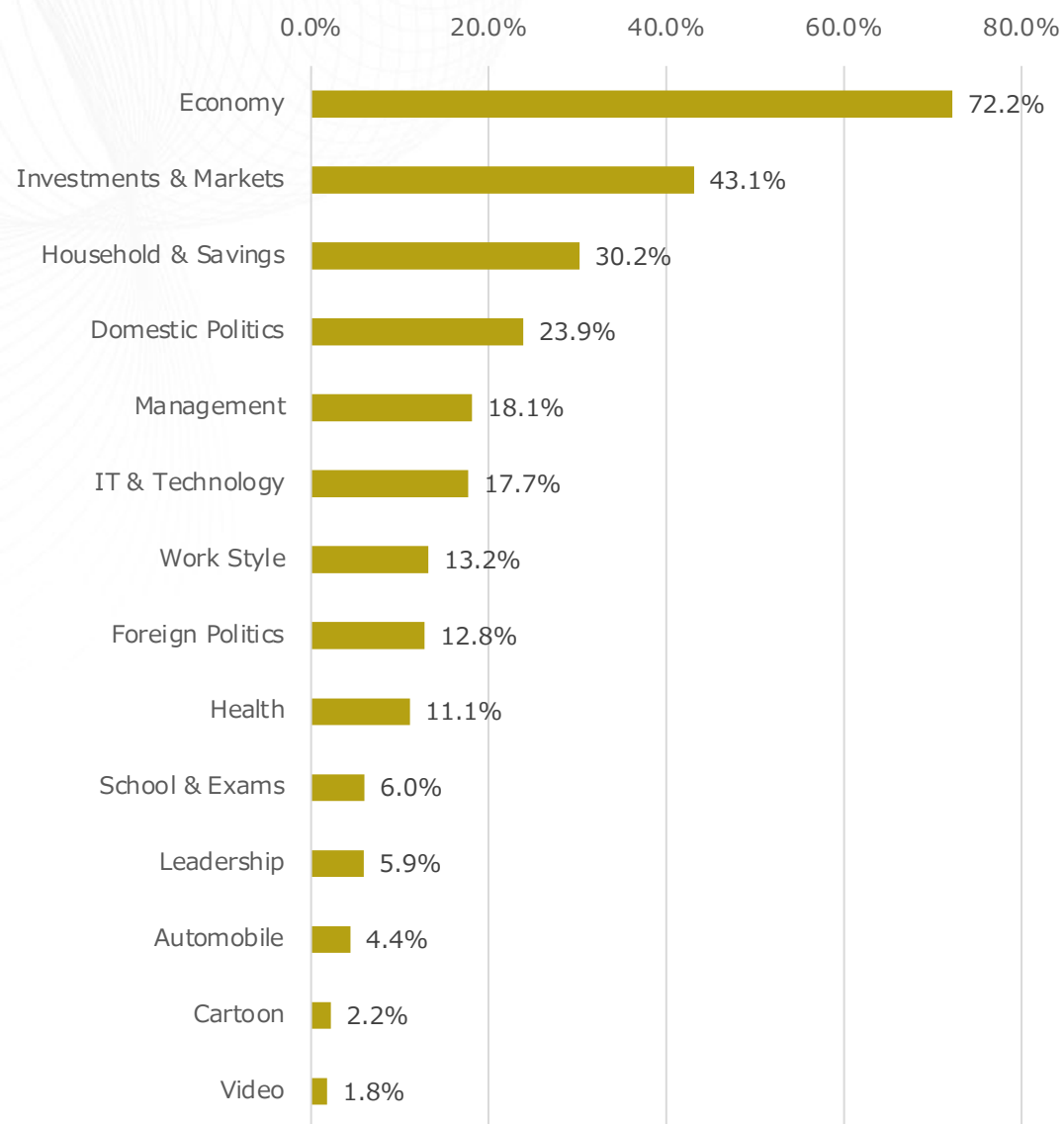
Why Read Toyo Keizai Online



Other Media Readers Usually Browse

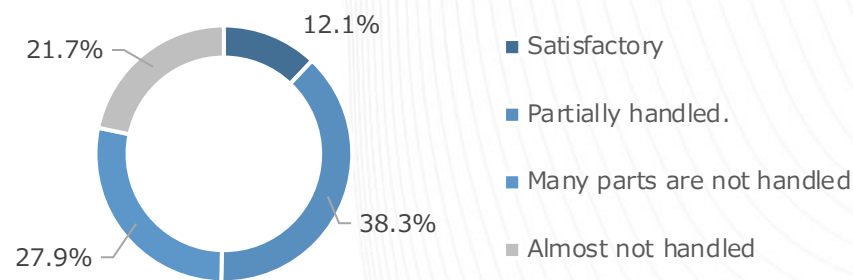


Topics of Interest

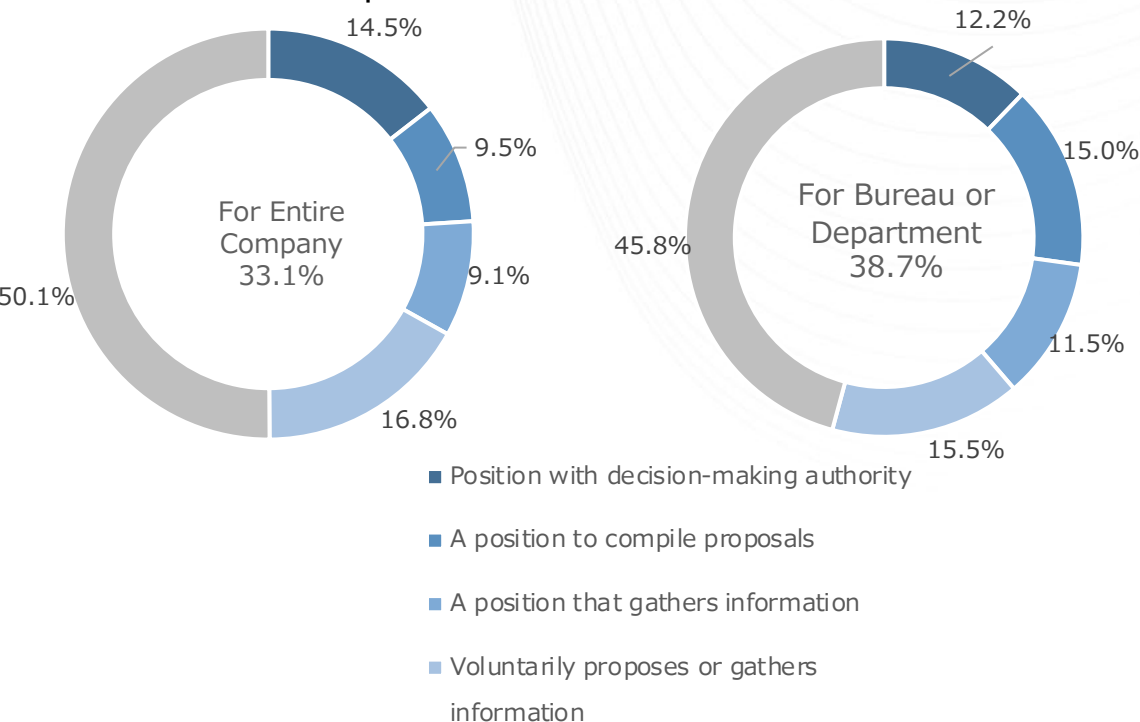


02 | Digital Tools, Digital Transformation

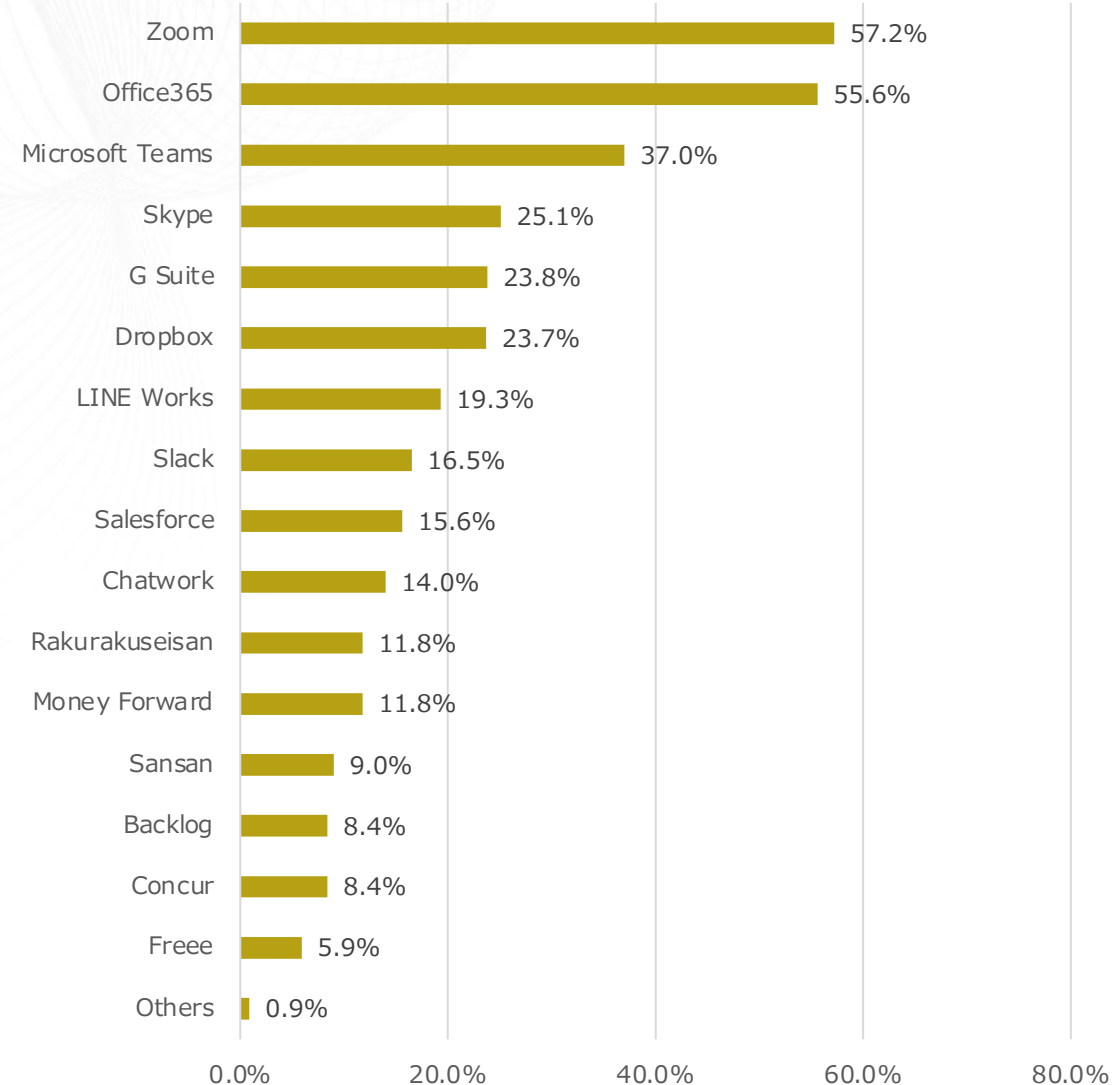
Achievement of Digital Transformation



Position on DX implementation

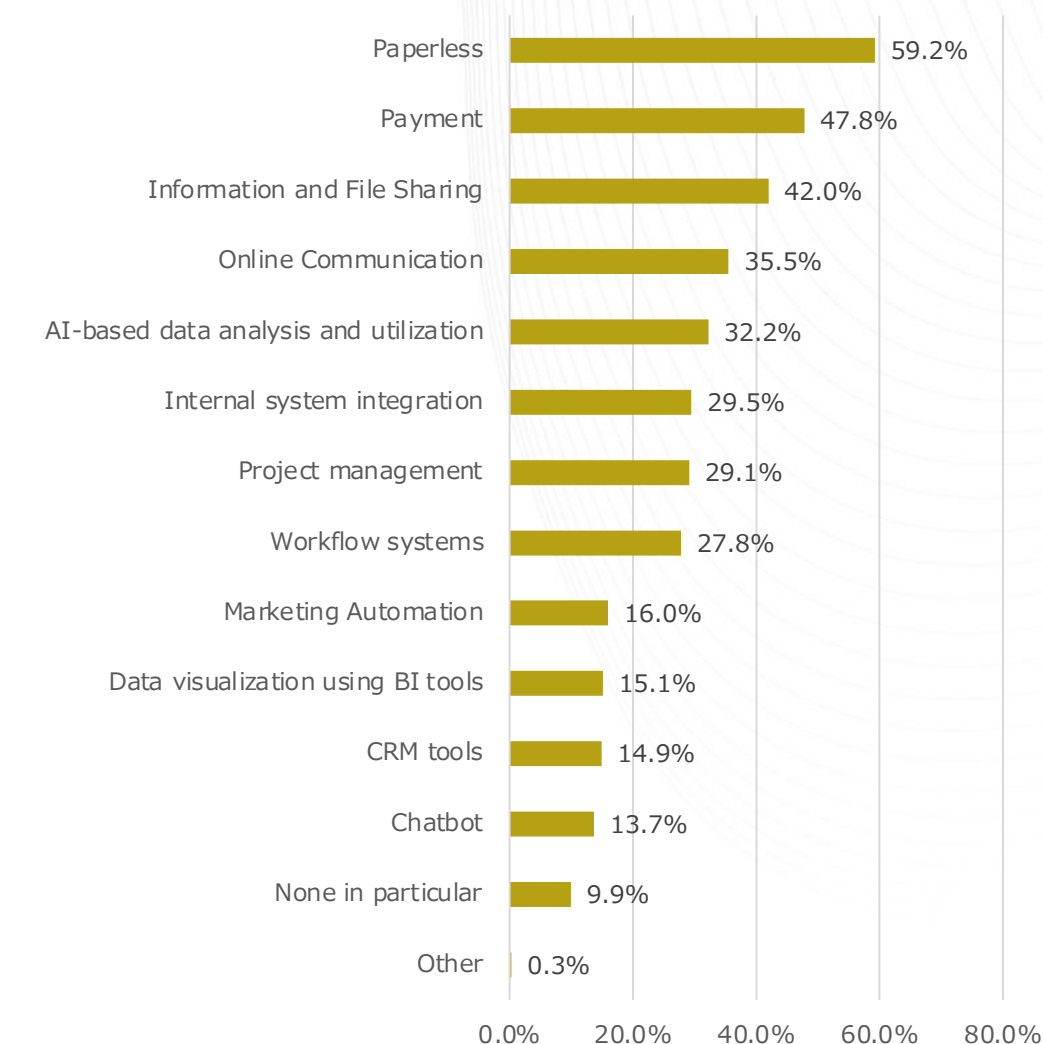


Digital tools frequently used in business

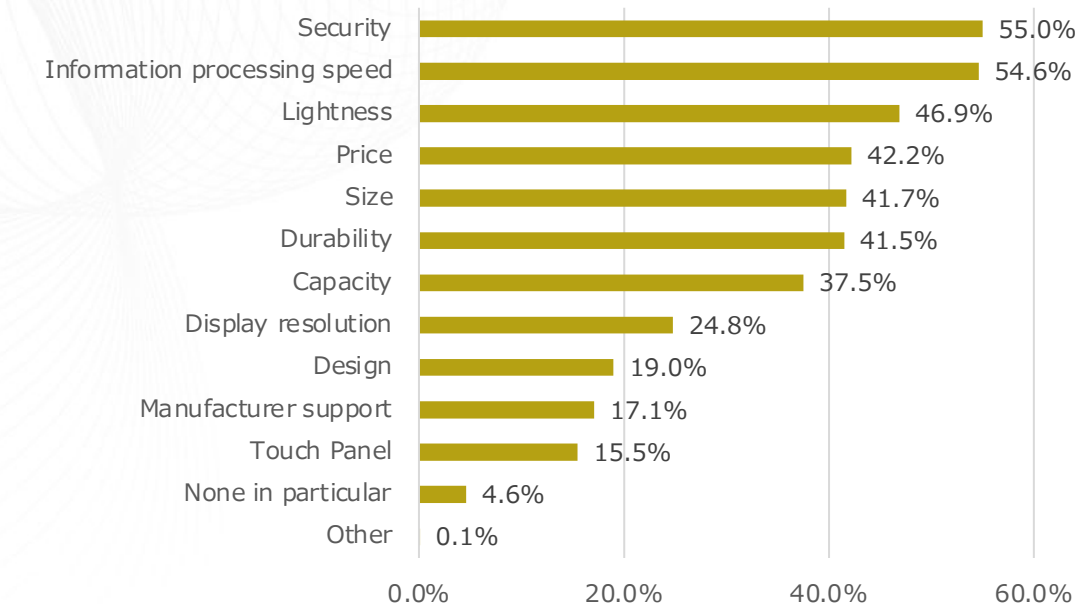


02 | Digital Tools, Digital Transformation

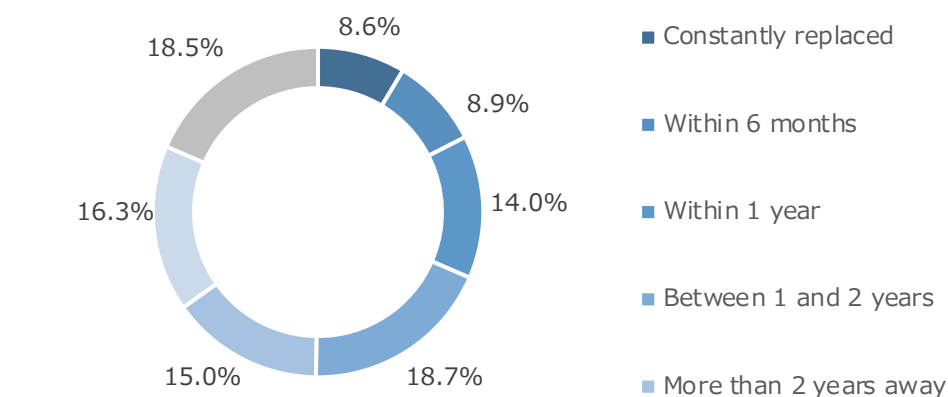
DX solutions of interest



What is important in a business PC

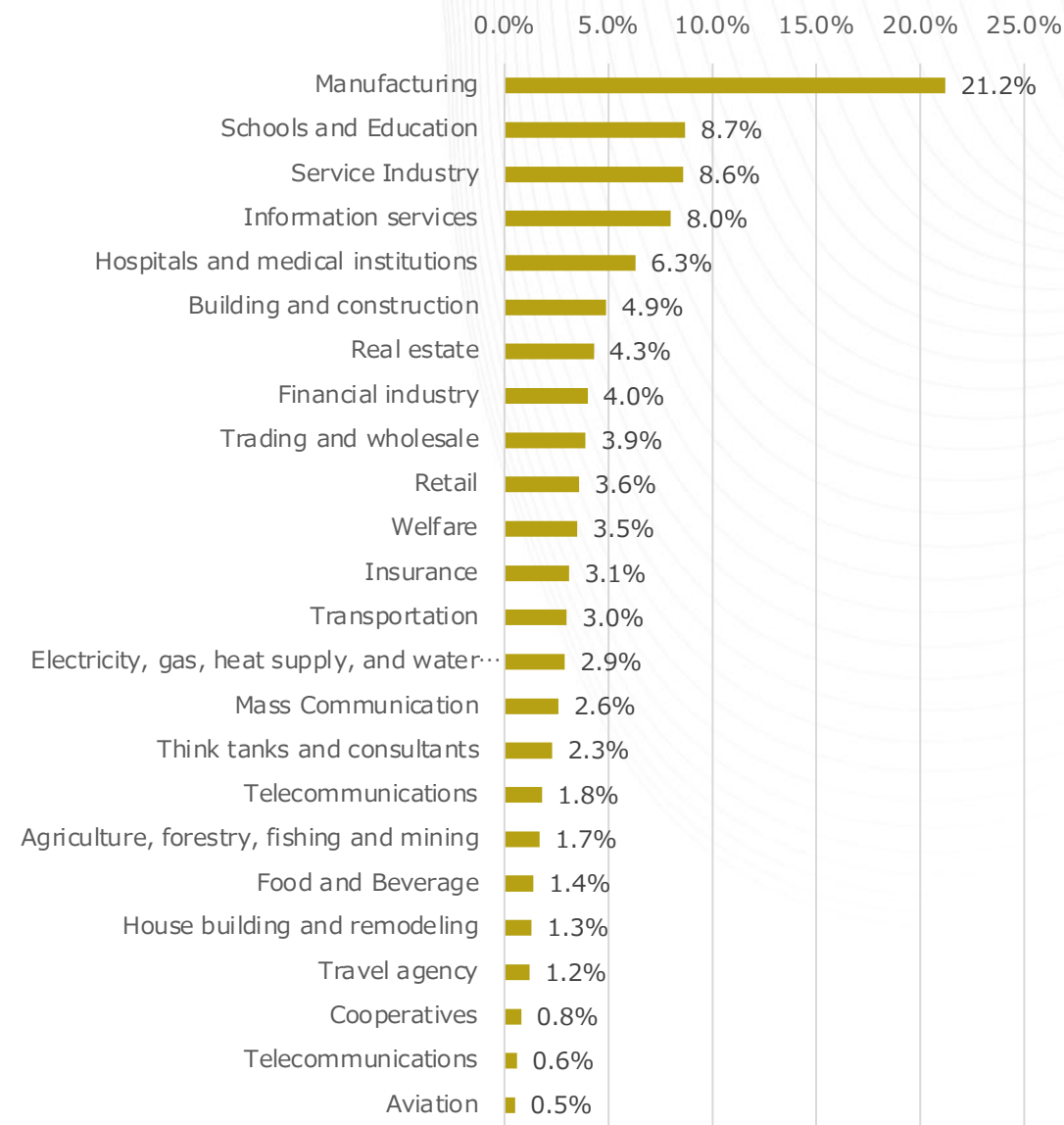


Replaced computers at work

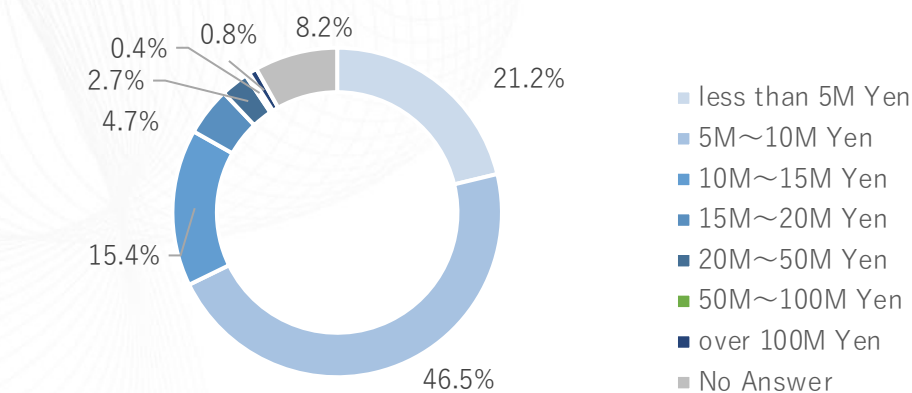


03 | Working

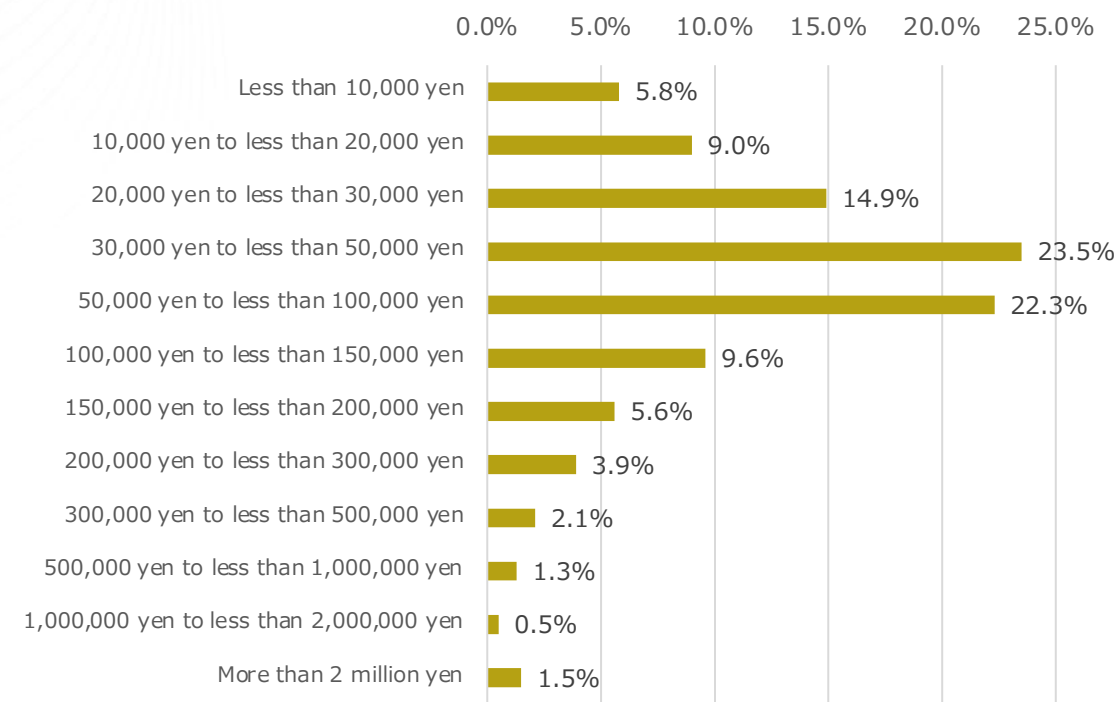
The Type of Industries



Family Income

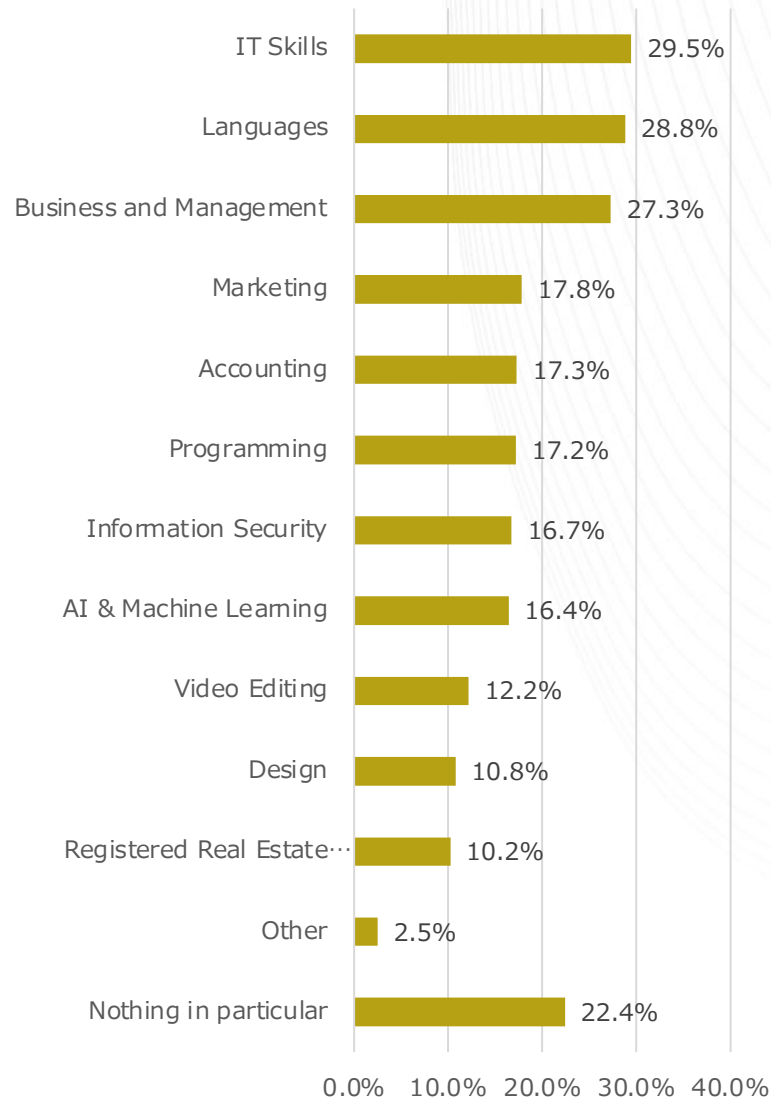


Money At Disposal In a Month

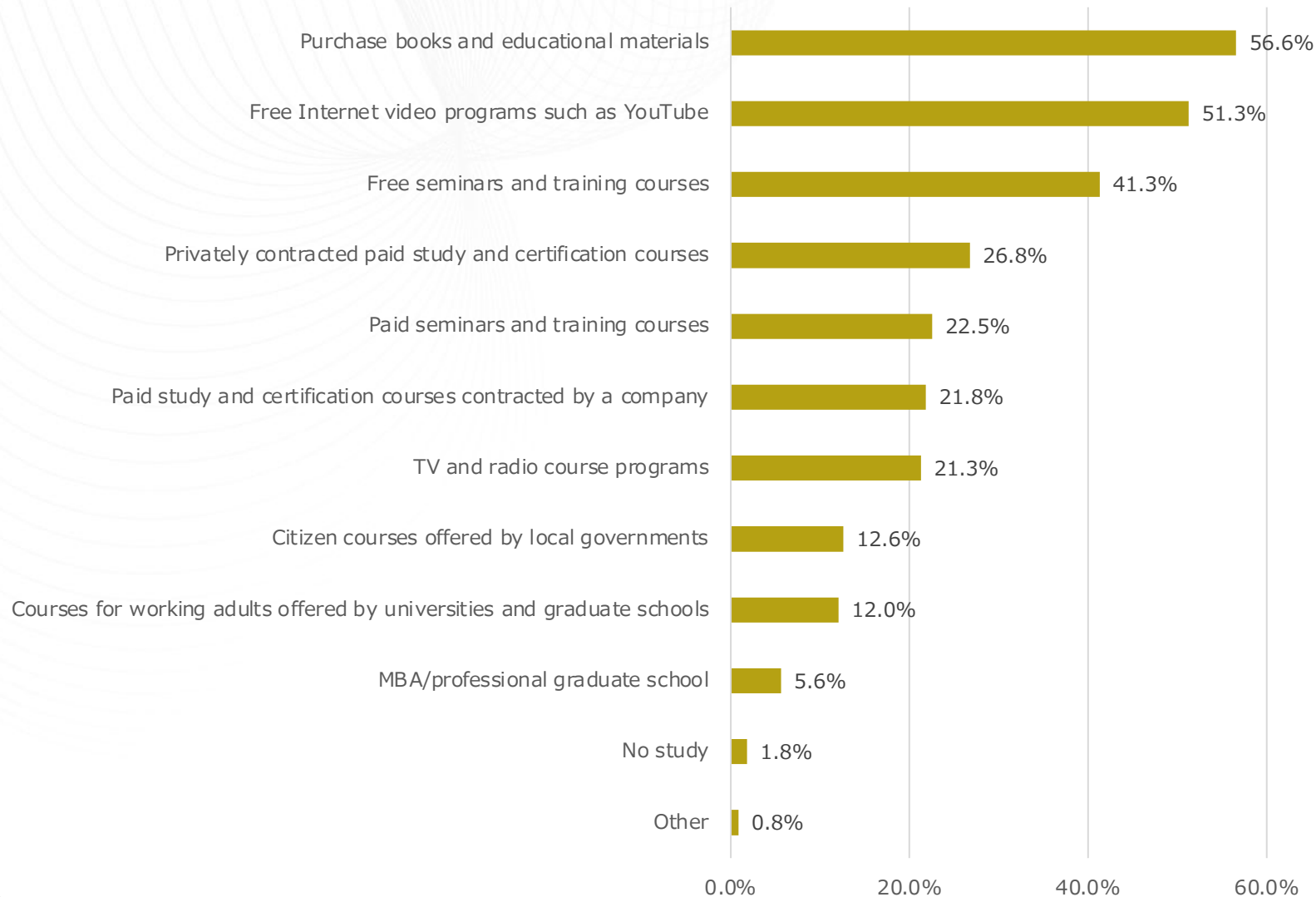


03 | Working

Reskilling

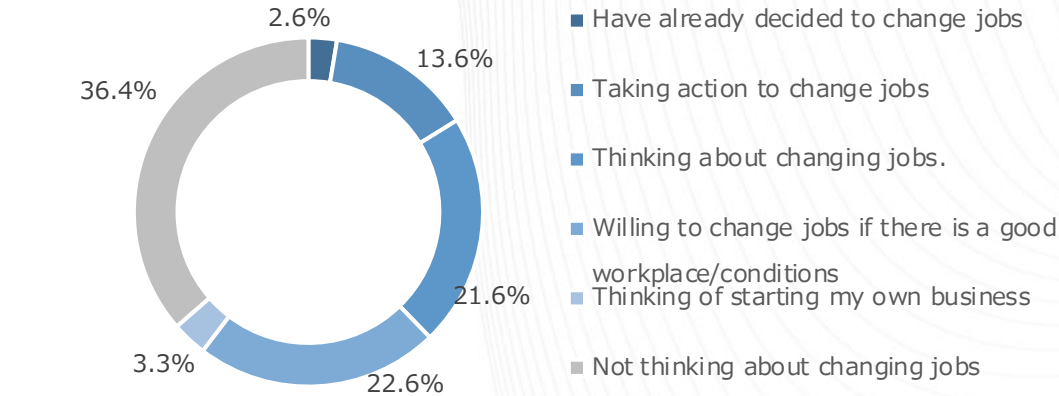


Means of Learning

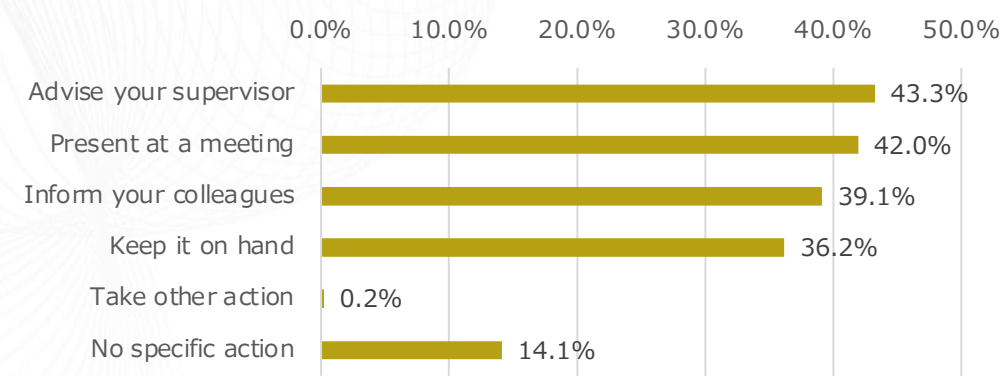


03 | Working

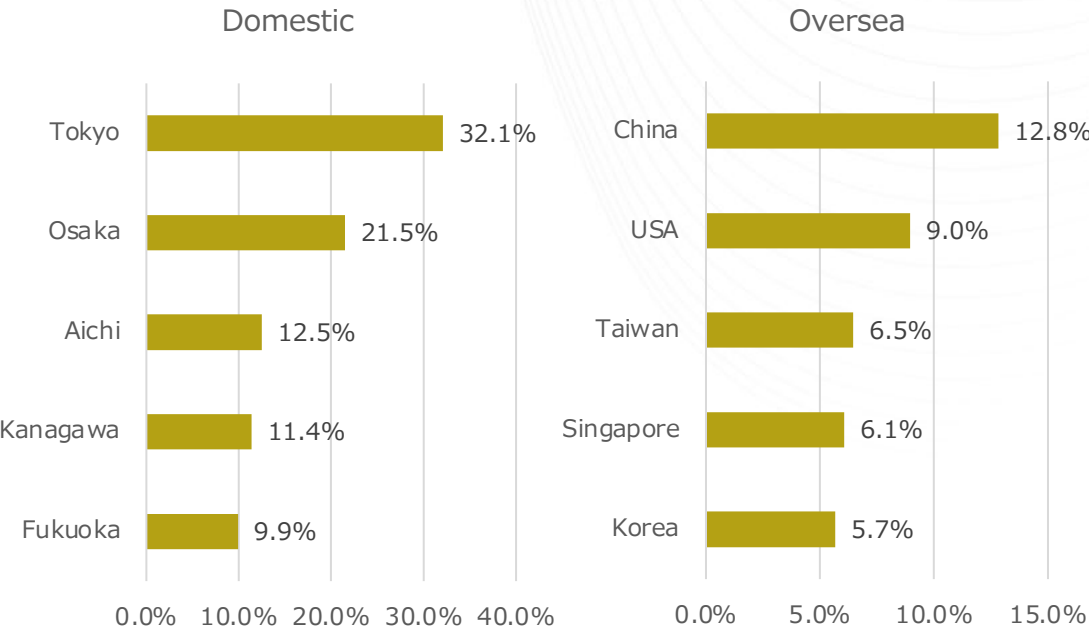
Change Jobs



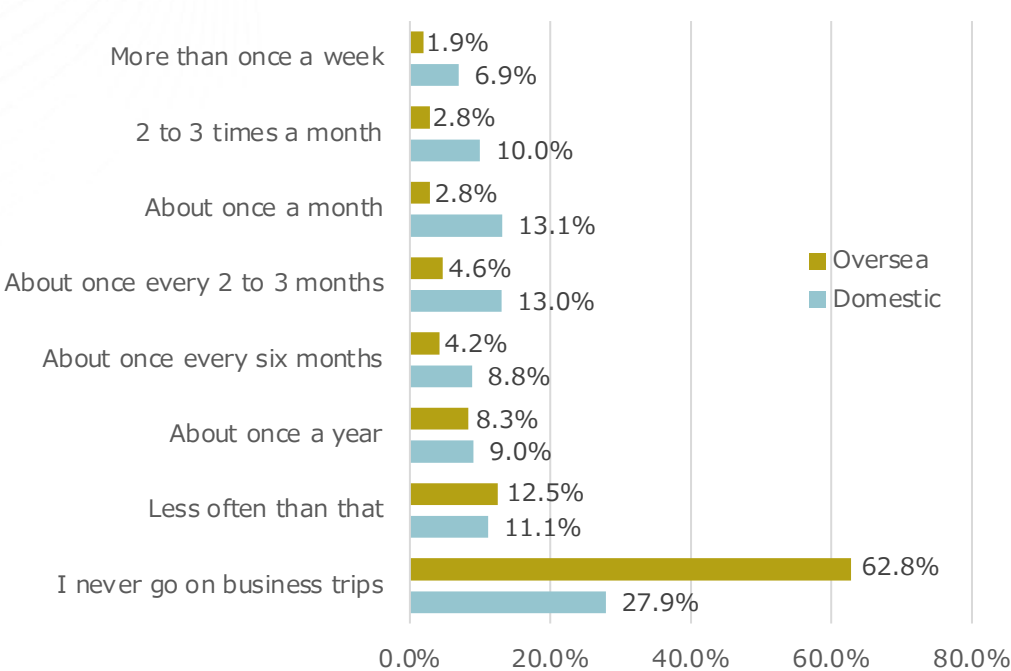
What To Do When Find Information



Business Travel Destinations

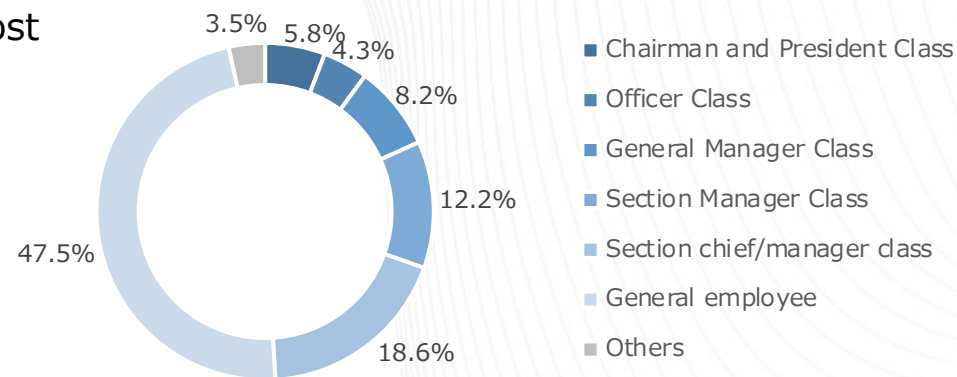


Business Trip Frequency

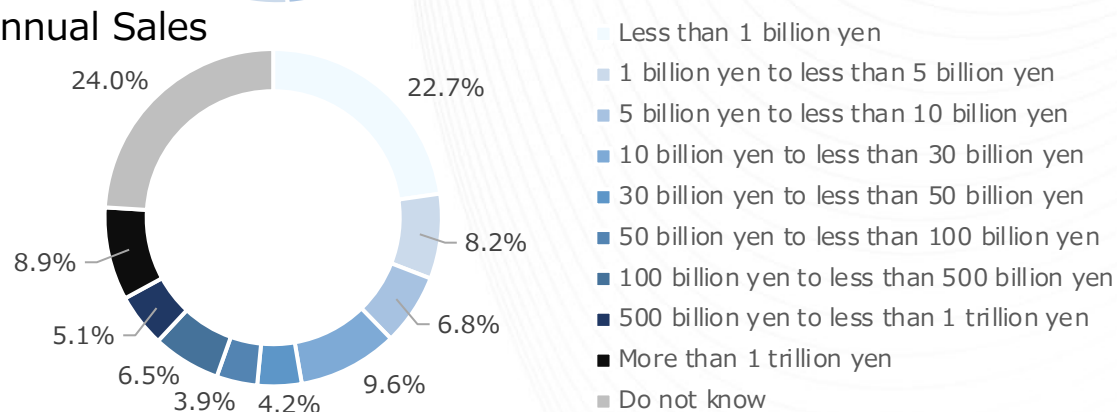


04 | Company

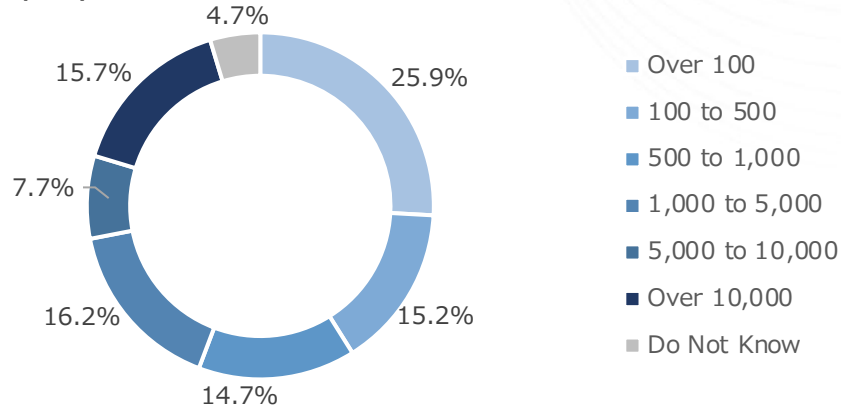
Post



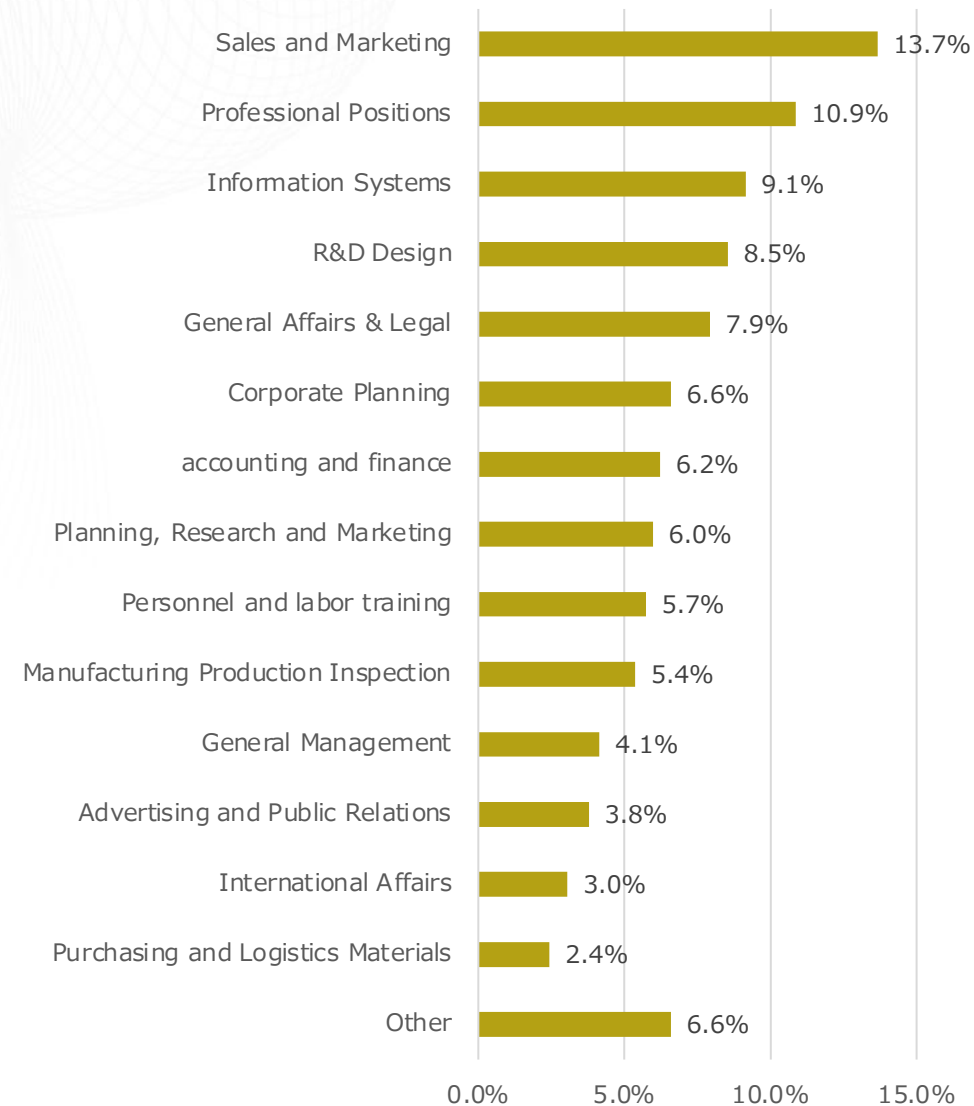
Annual Sales



Employee Size

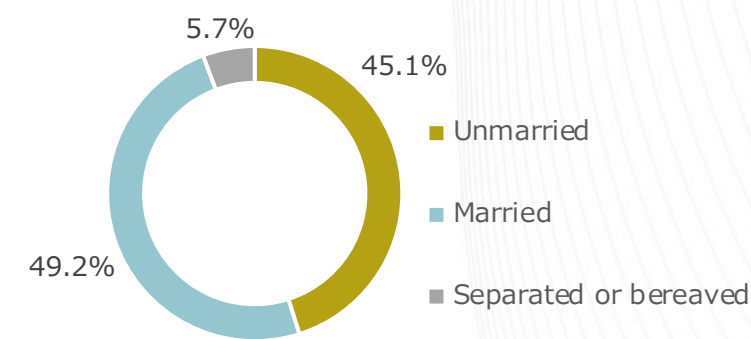


Occupation

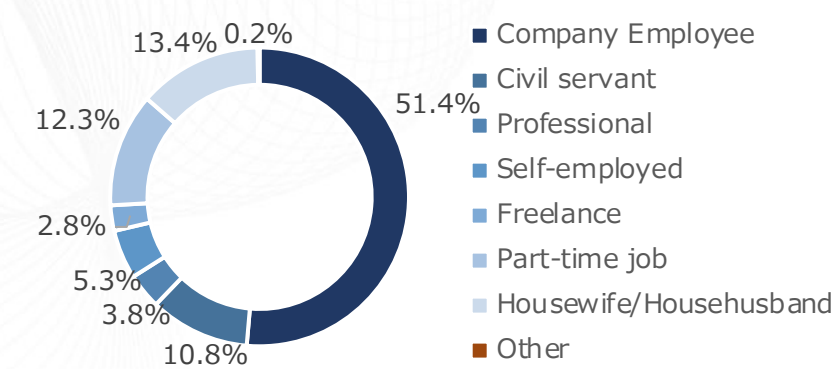


05 | Family

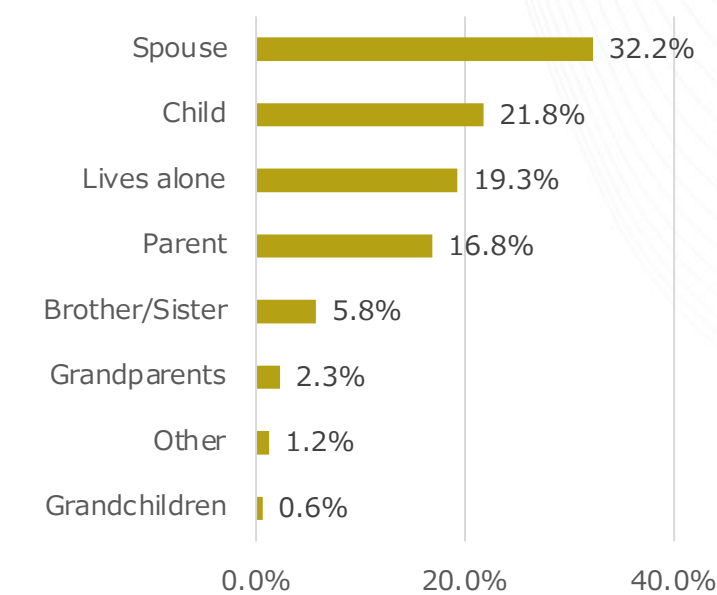
Marriage



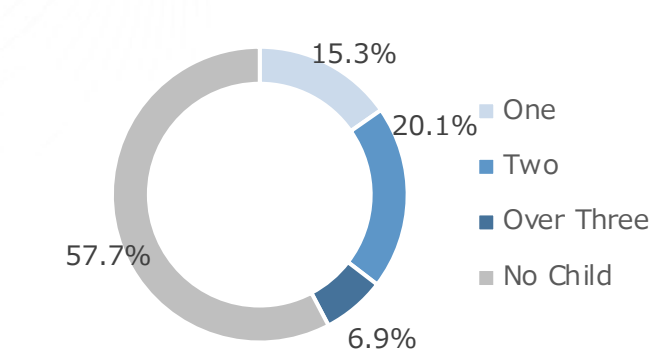
Spouse's Occupation



Family Structure

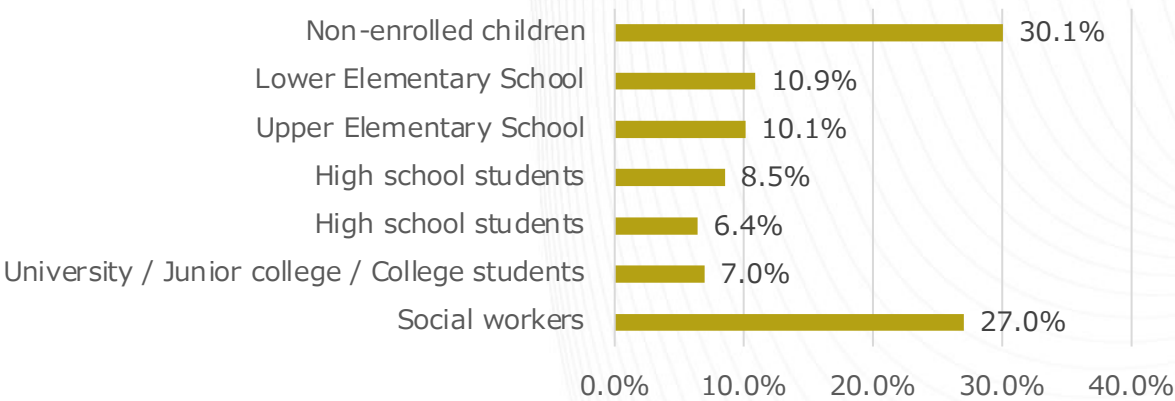


Number of Children

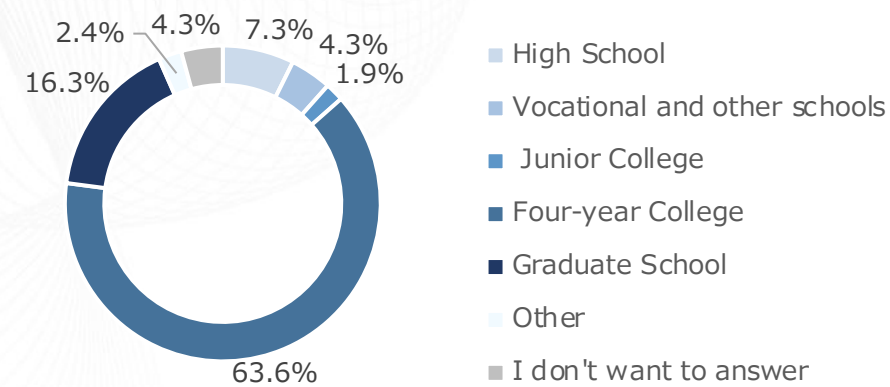


05 | Family

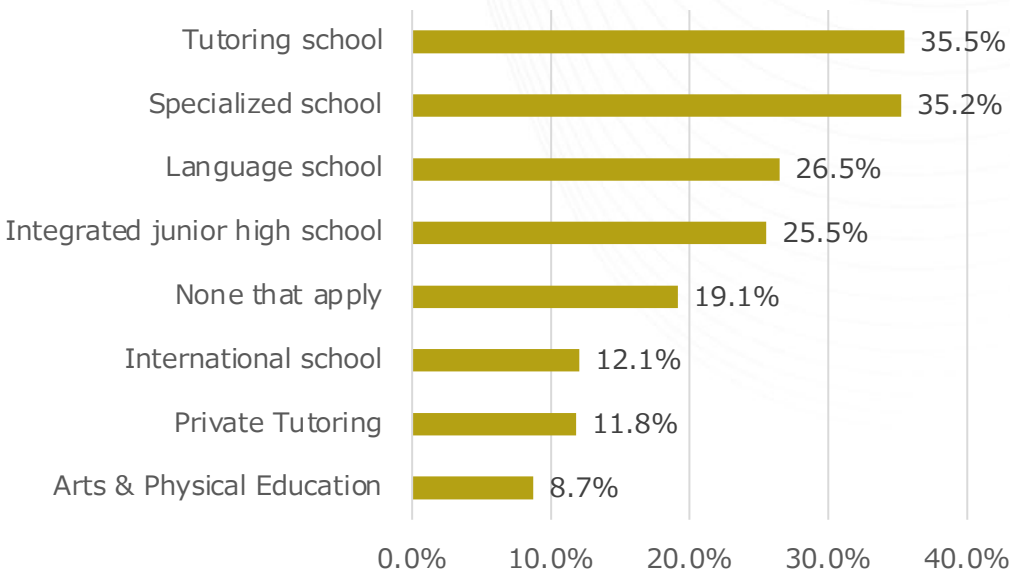
Age of Children



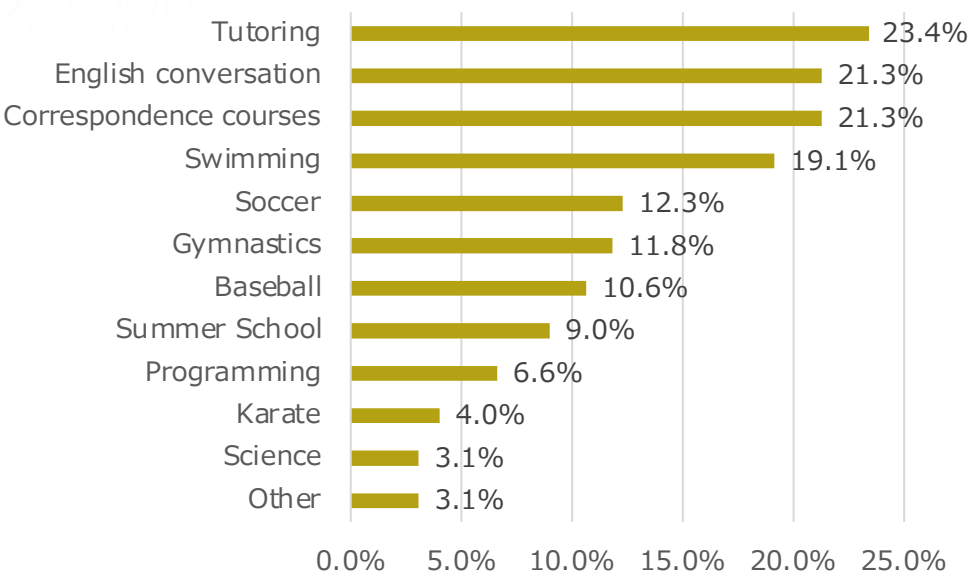
Schools want to send child to



What type of learning want child to do?

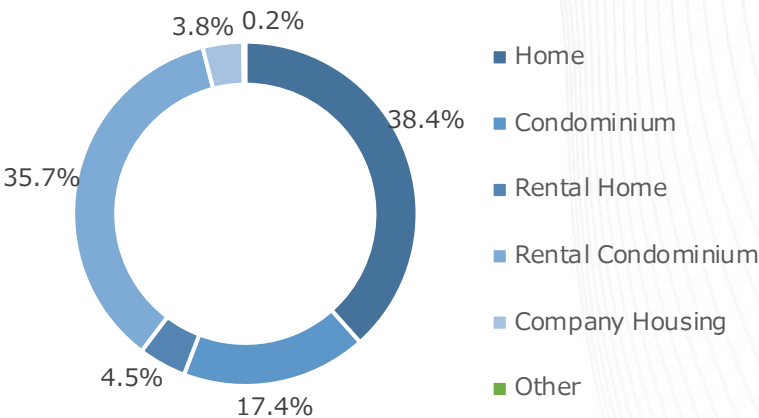


Lesson

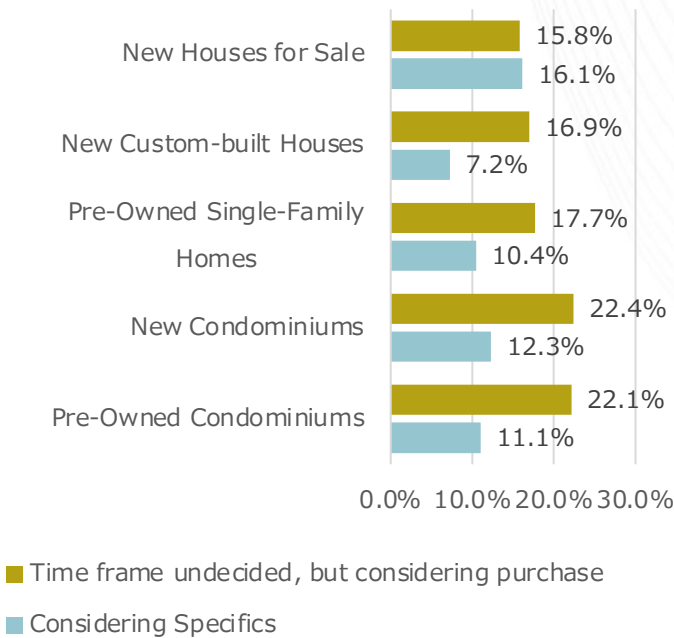


06 | Residence

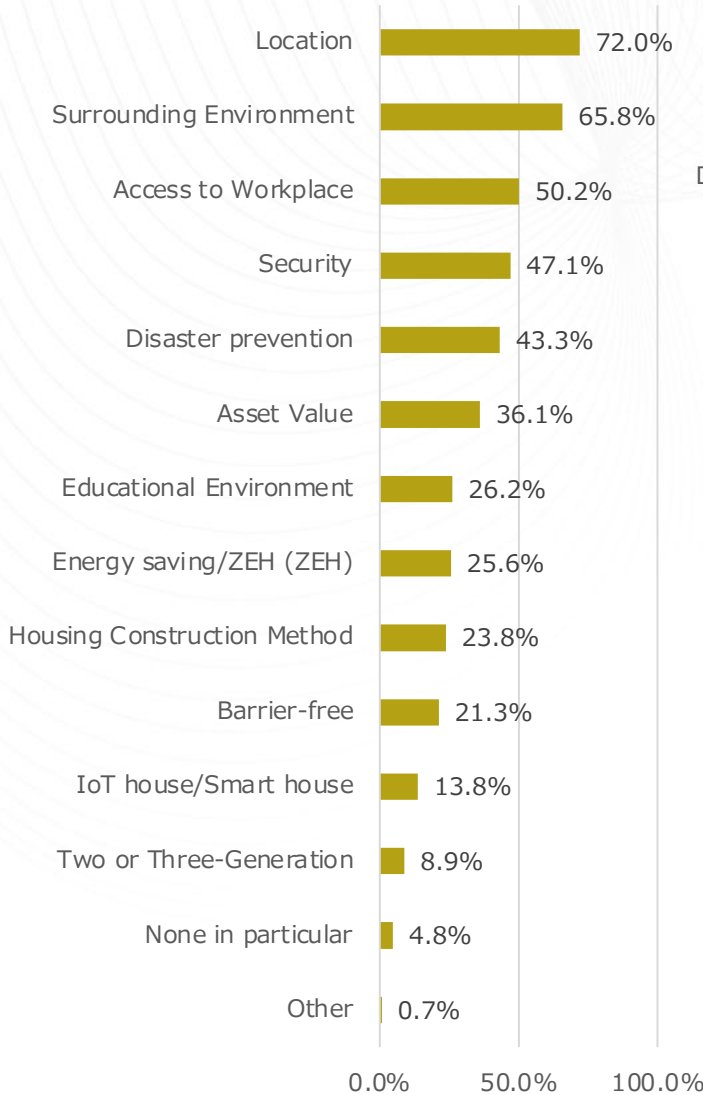
Housing Type



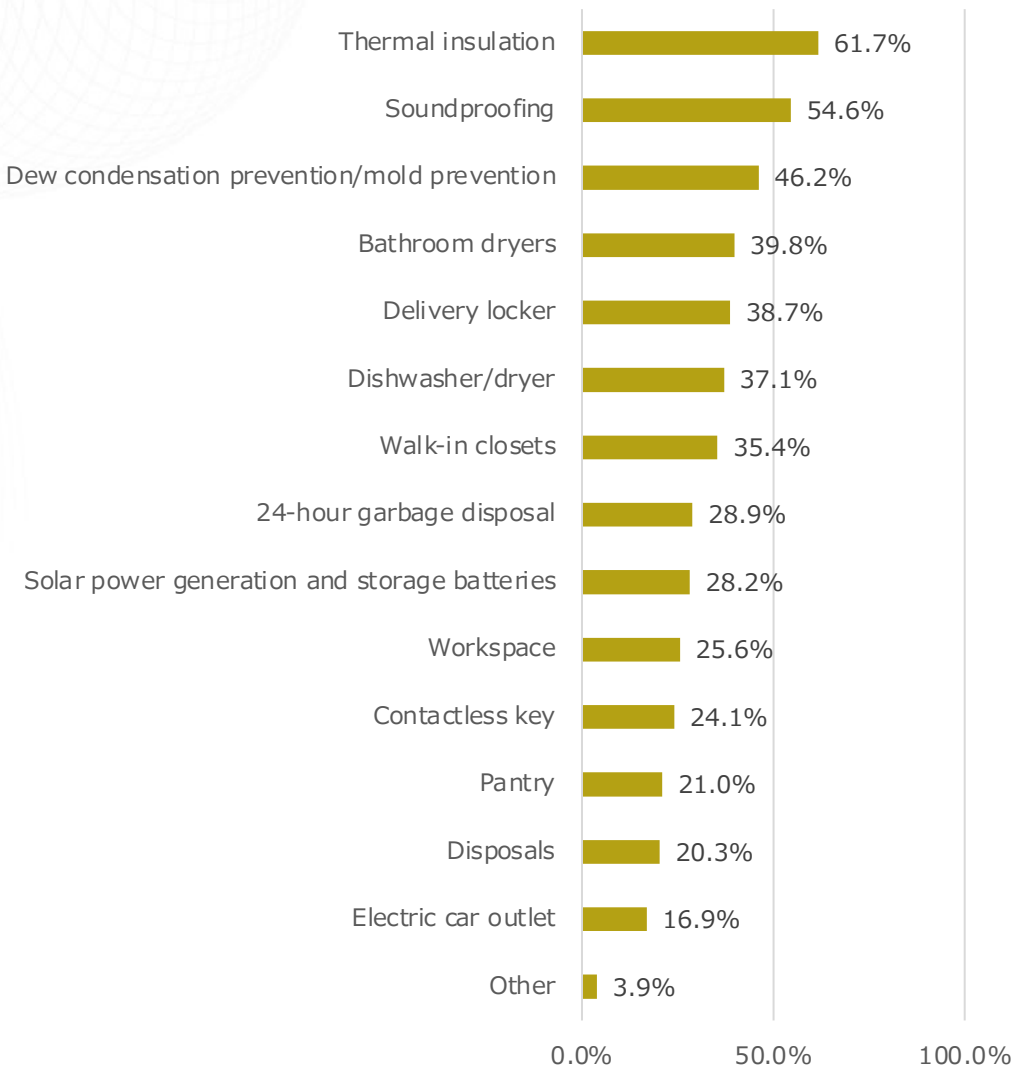
Purchase of a Residence



Important Requirements

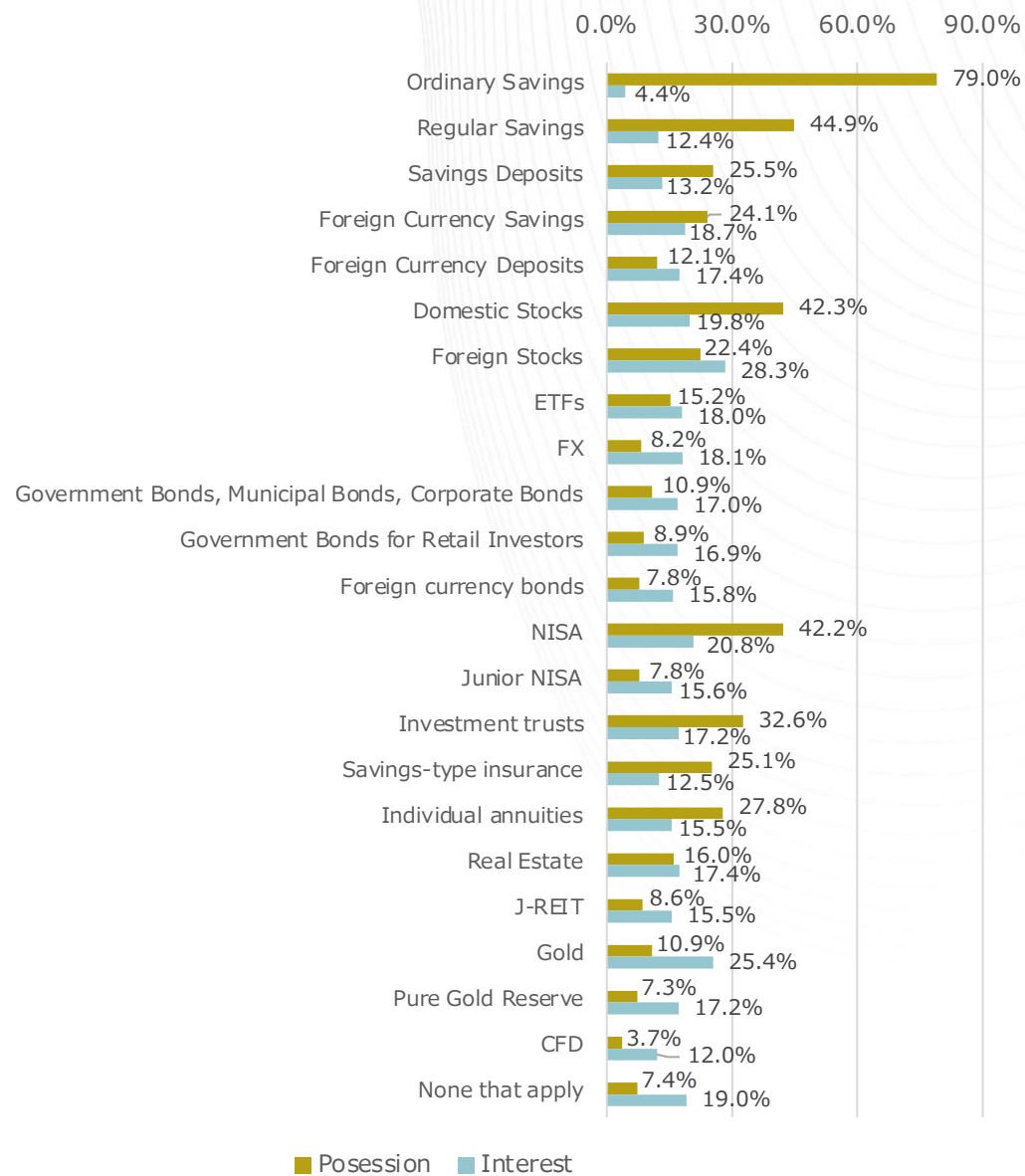


Housing Function

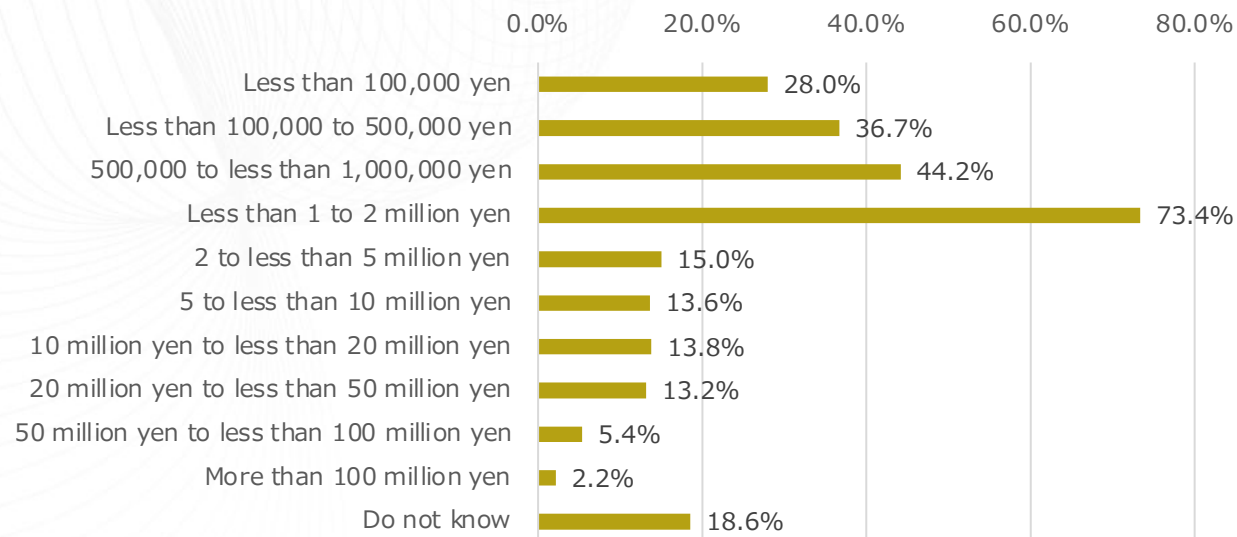


07 | Assets

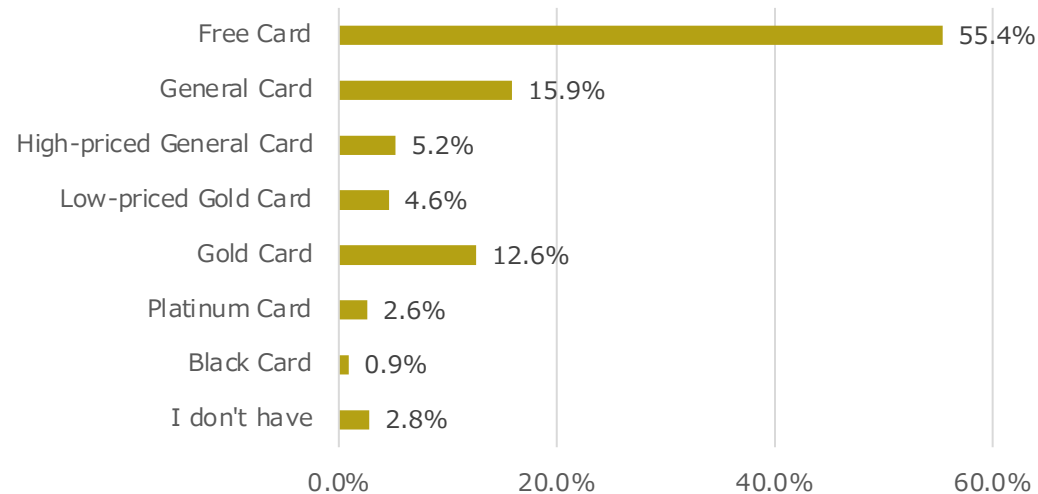
Financial Funds



Amount of Financial Assets (Excluding Real Estate)

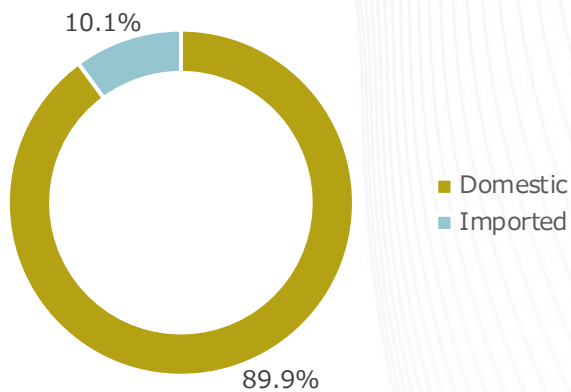


Types of Credit Cards

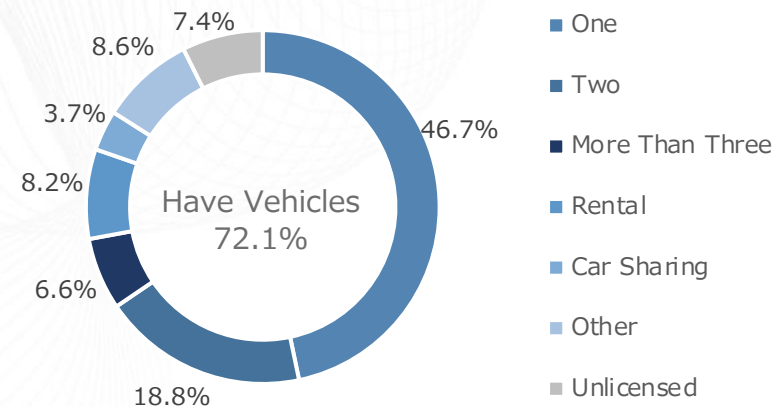


08 | Vehicles

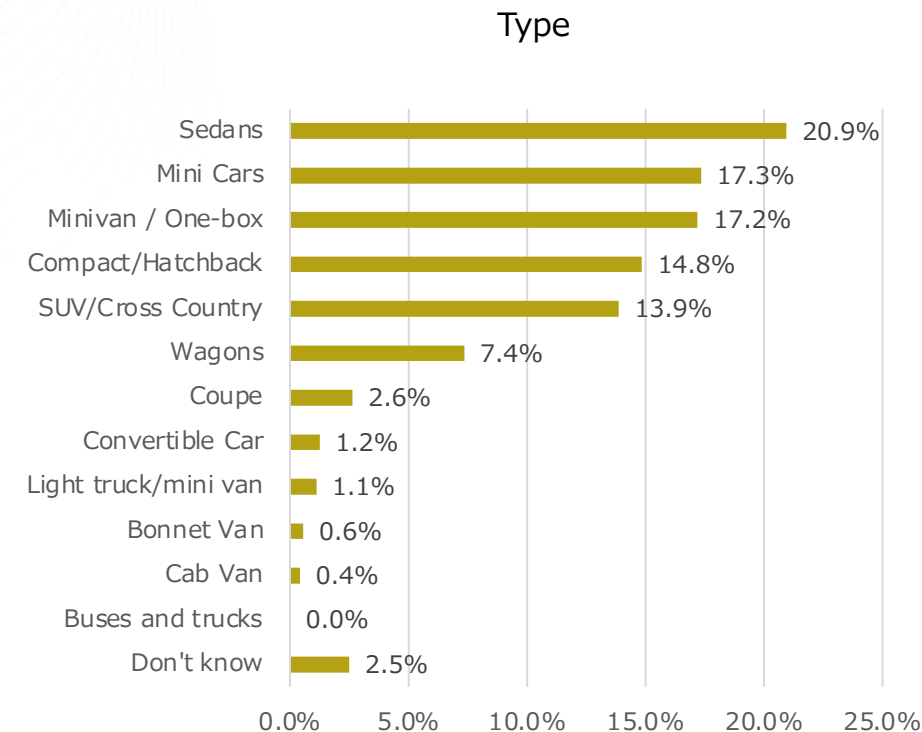
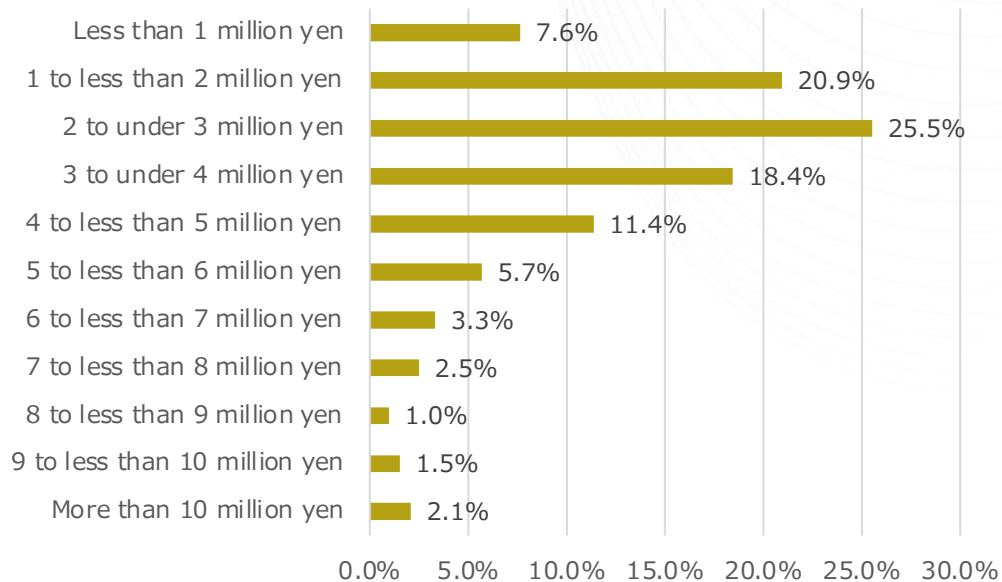
Domestic or Imported



Number of Private Vehicles

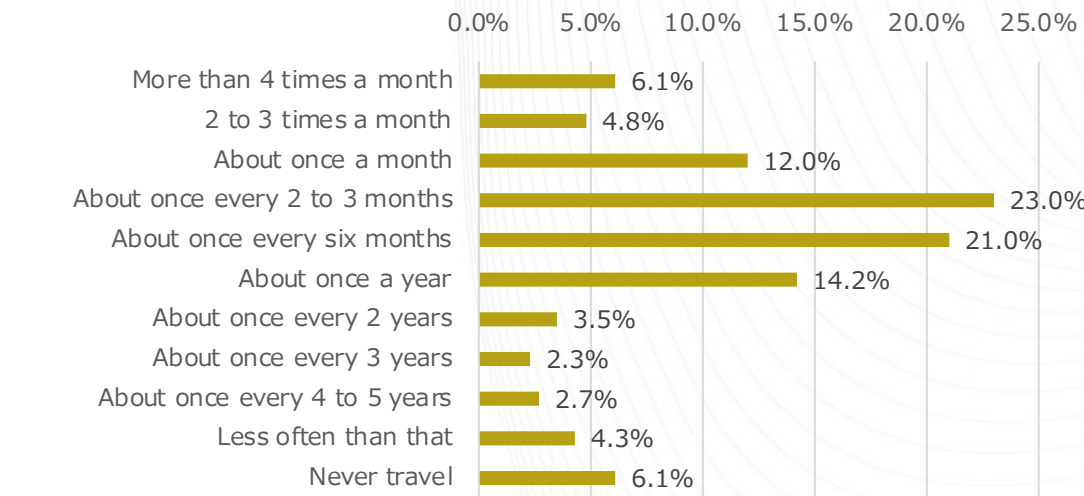


Type of Vehicles/ Price of Vehicles

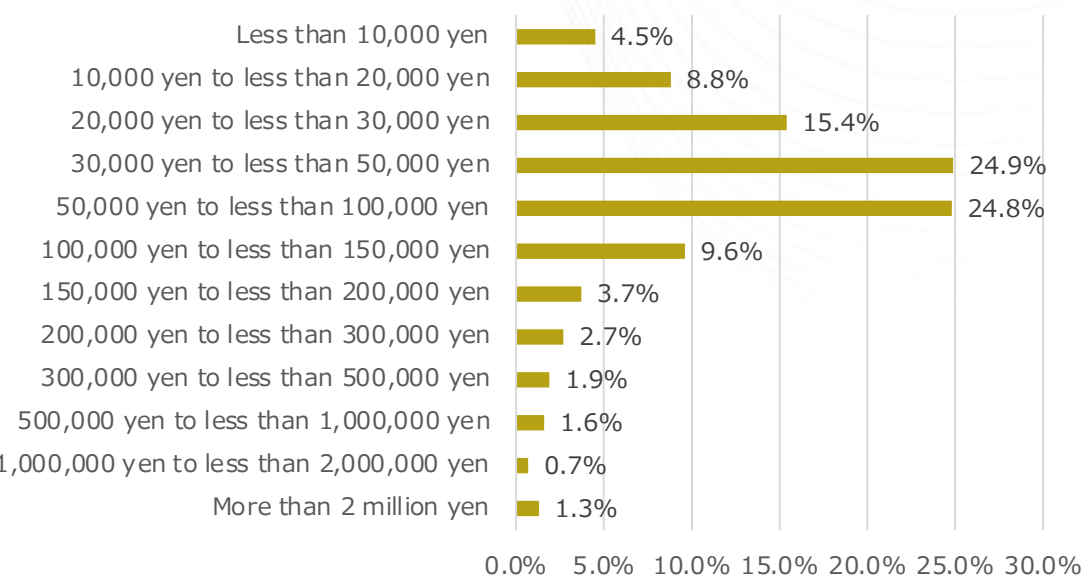


10 | Domestic Travel

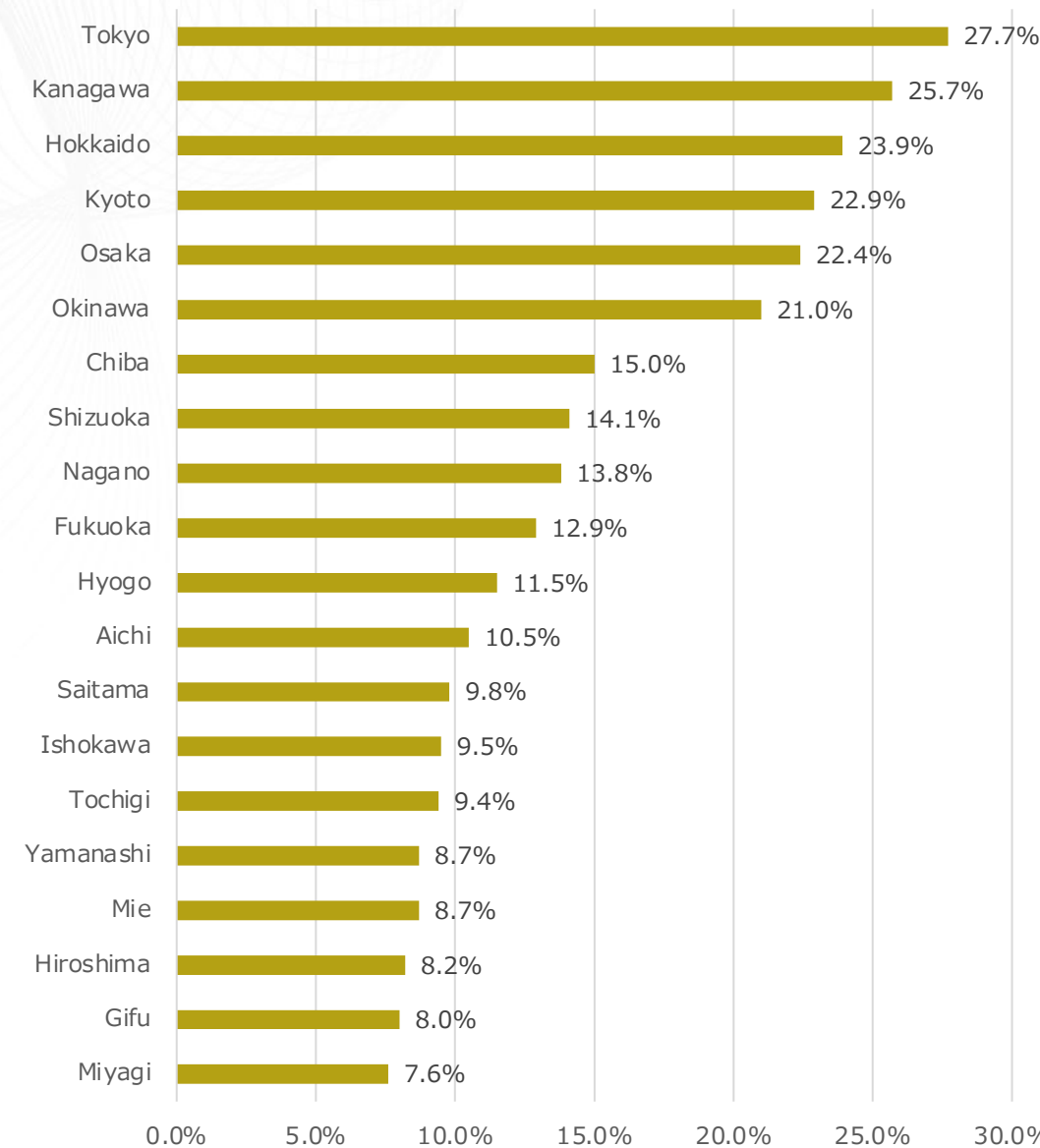
Frequency



Budget

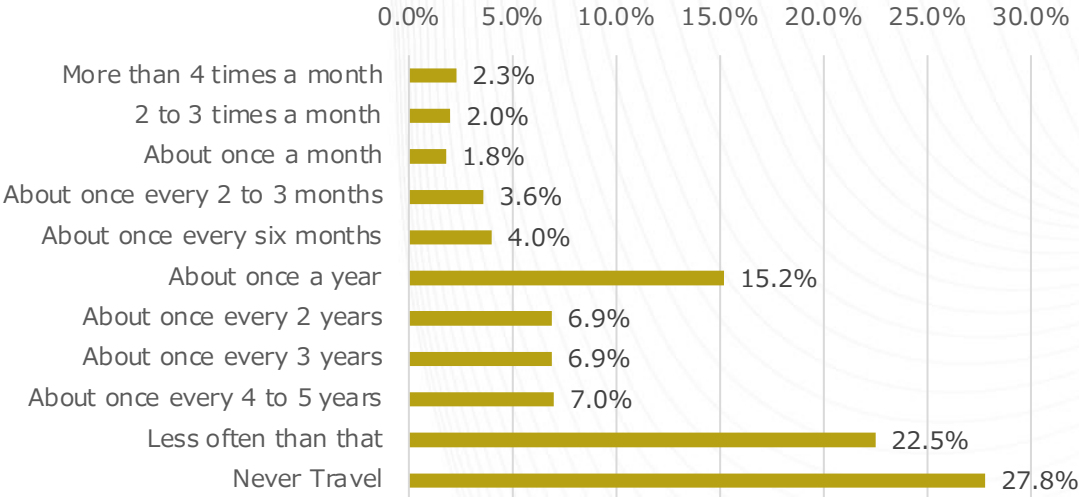


Destination

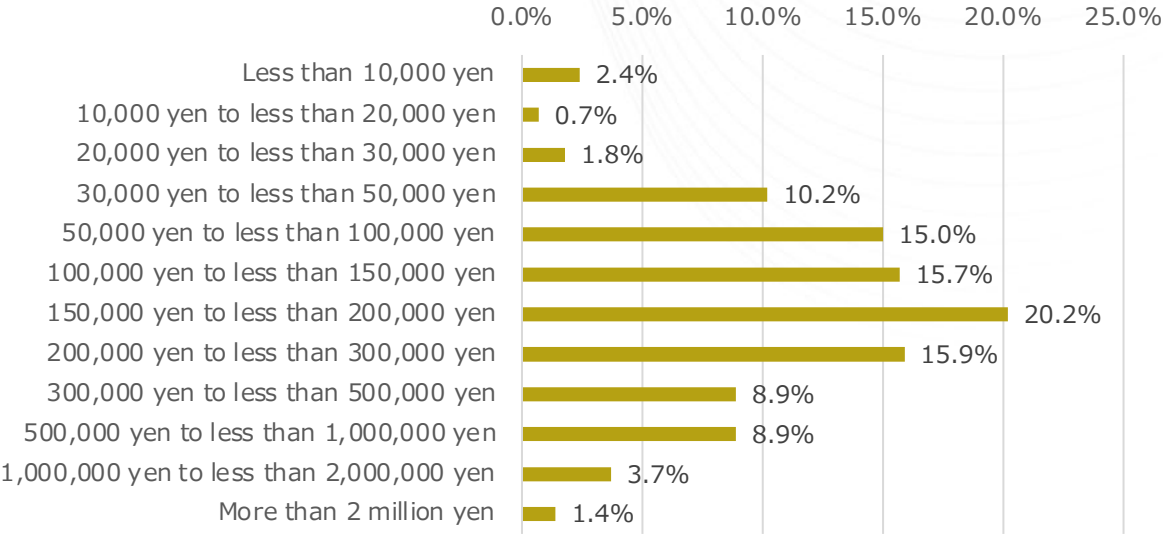


11 | Overseas Travel

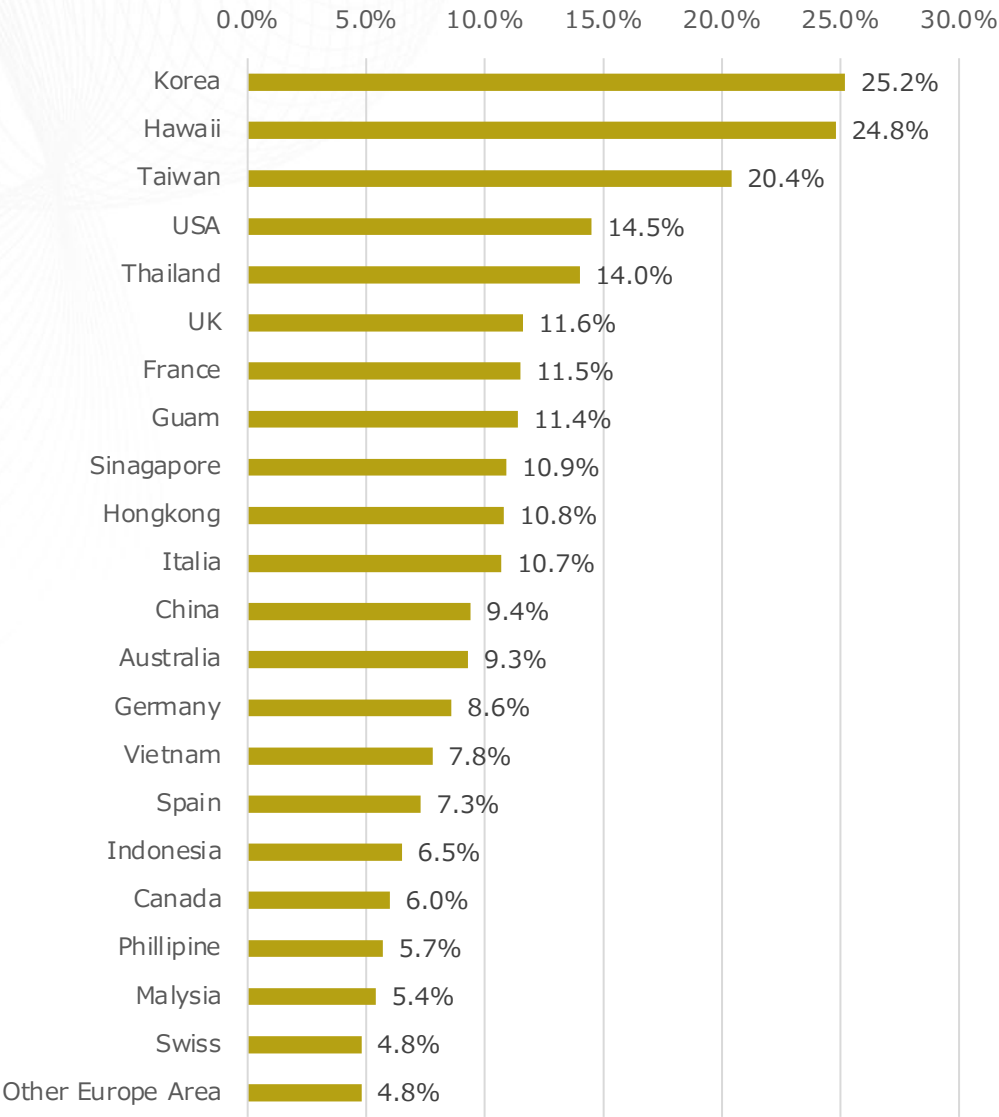
Frequency



Budget



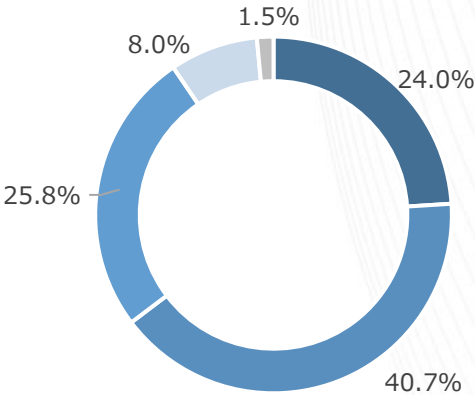
Destination



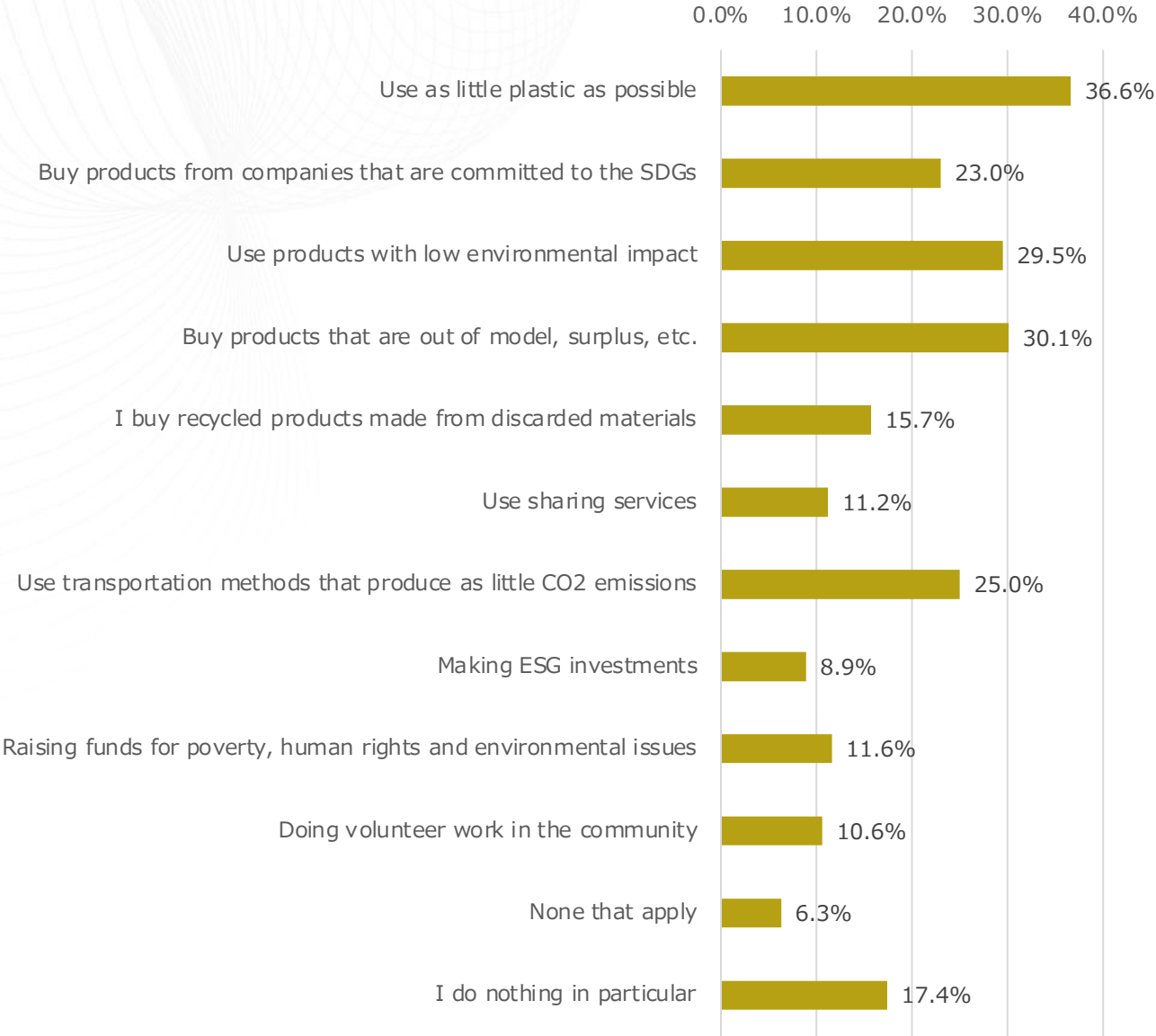
12 | SDGs

Interest of SDGs

- Very interested
- Interested
- Not very interested
- Not at all interested
- Have never heard of the SDGs

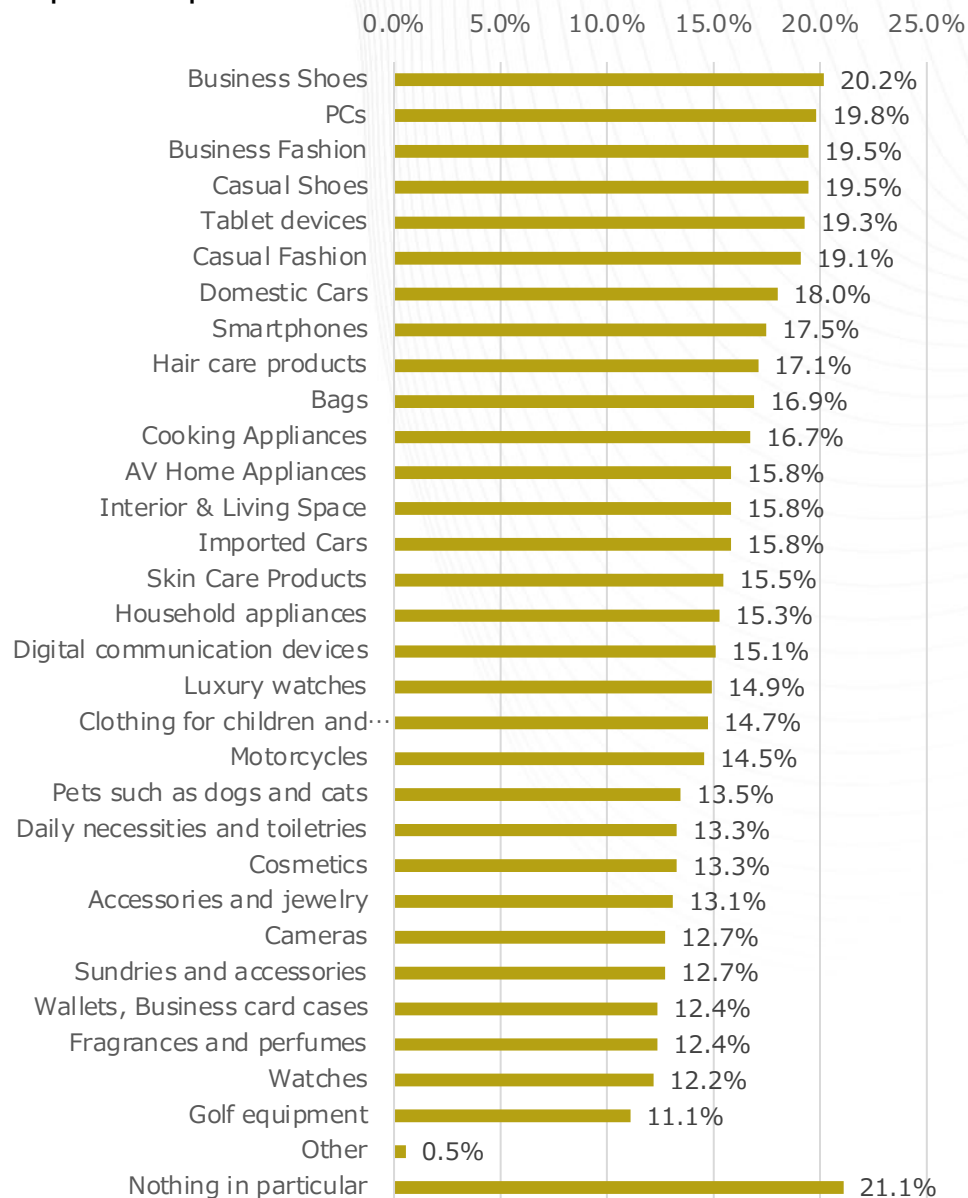


Usual Activities



13 | Interests | Male

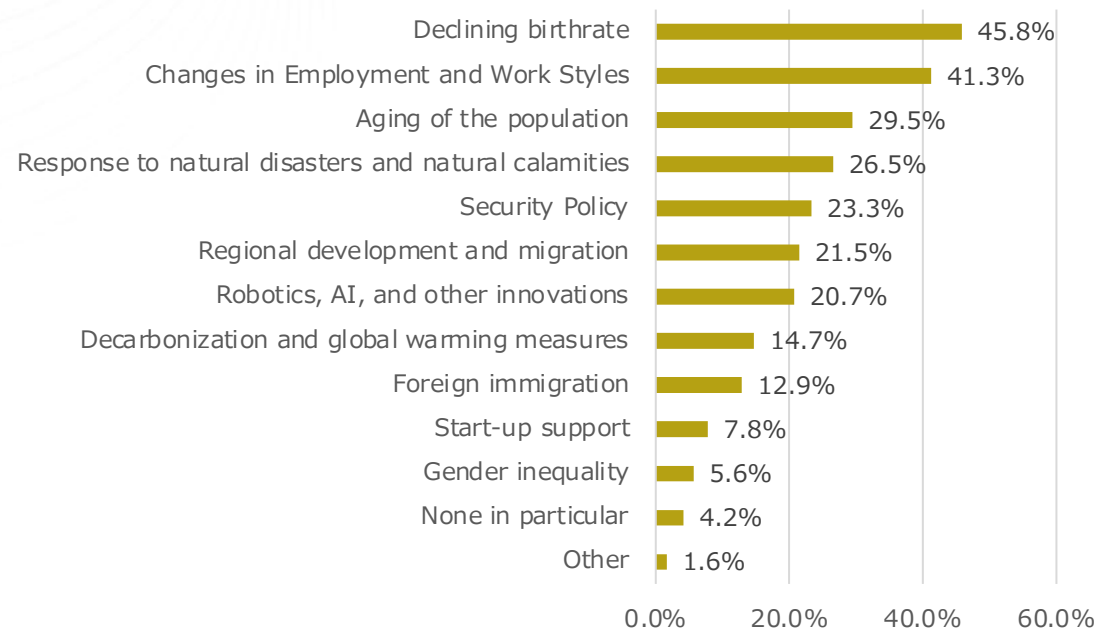
What plan to purchase



What do for health

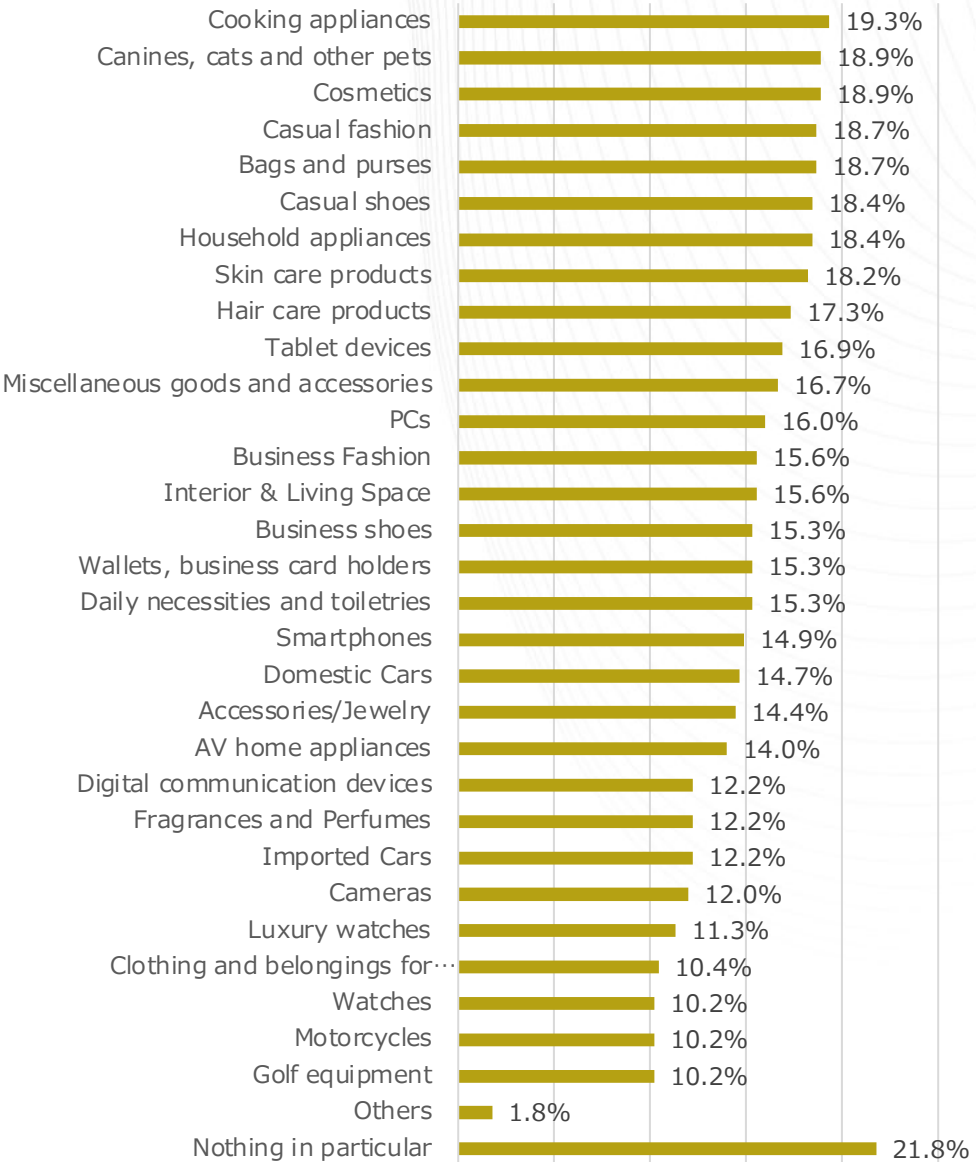


Social Issues of Interest

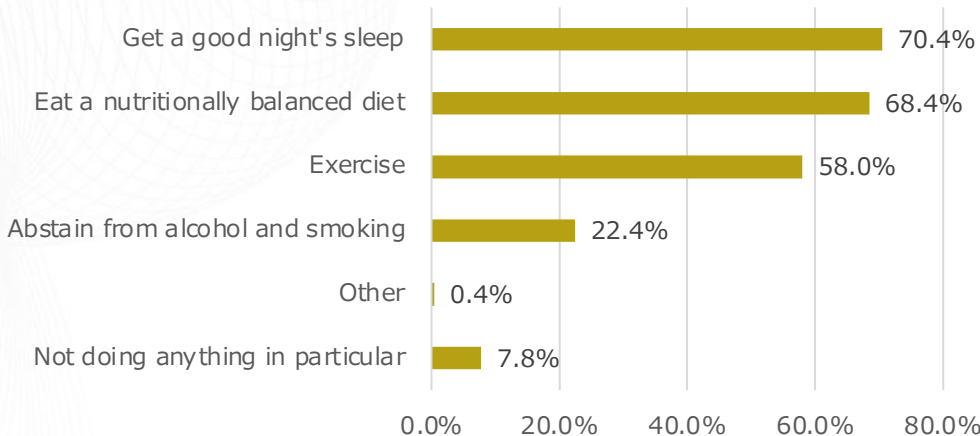


13 | Interests | Female

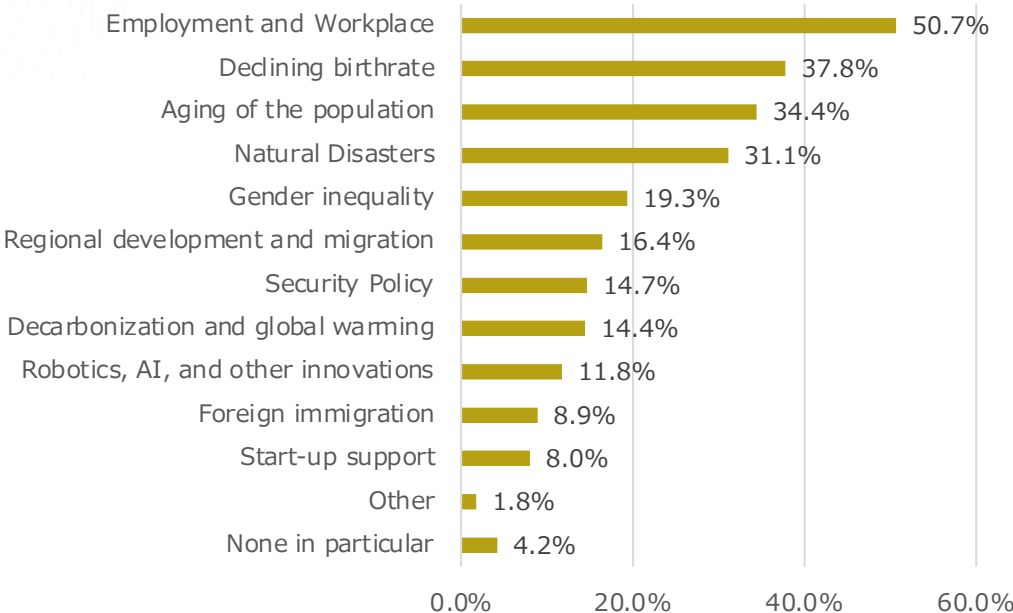
What plan to purchase



What do for health

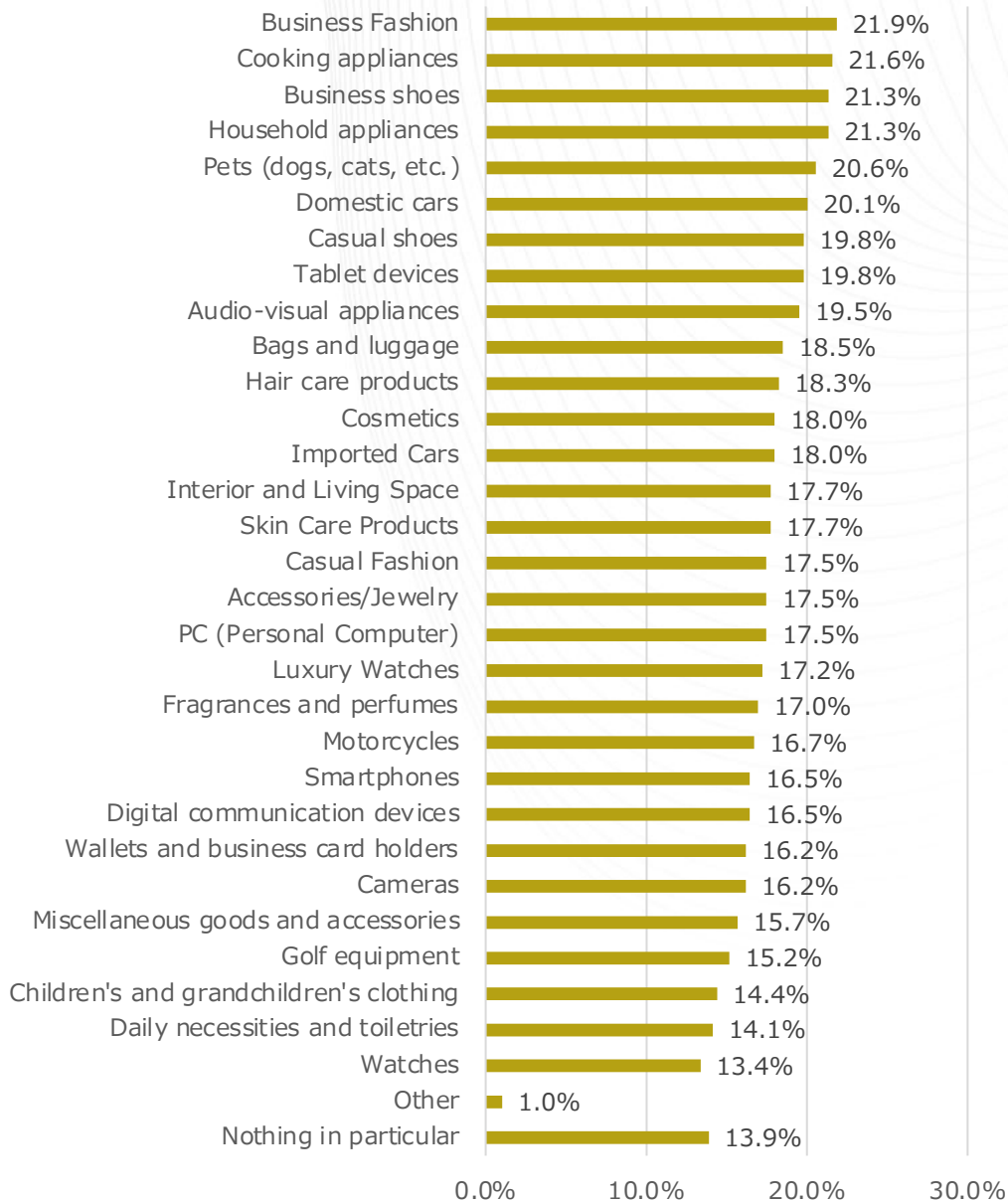


Social Issues of Interest



13 | Interes| 18~34 Years Old

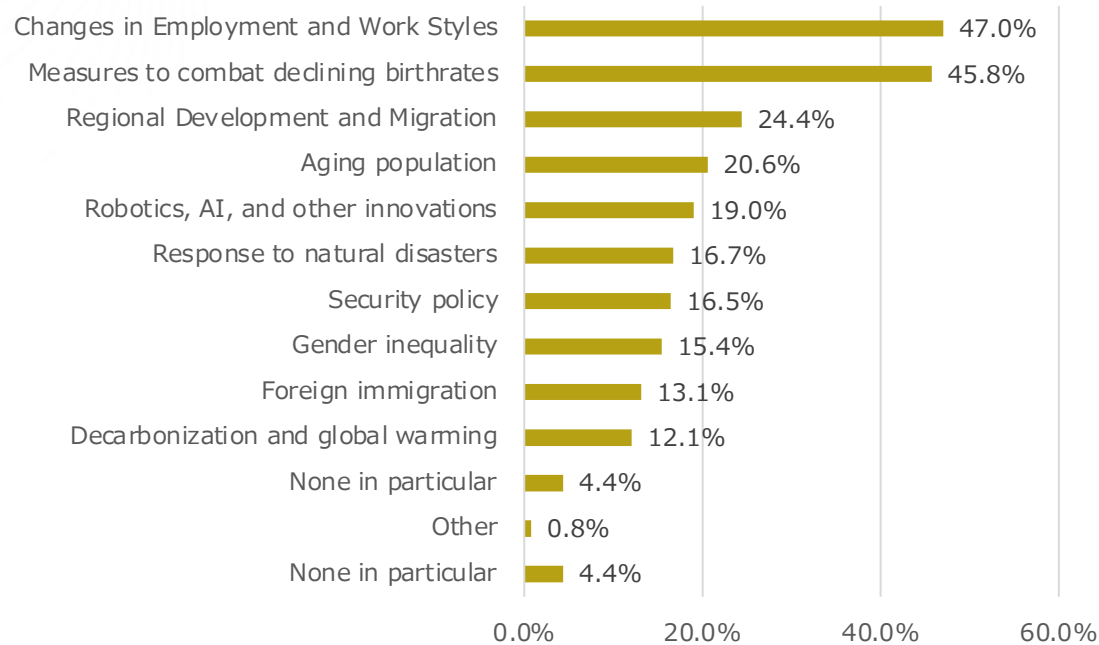
What plan to purchase



What do for health

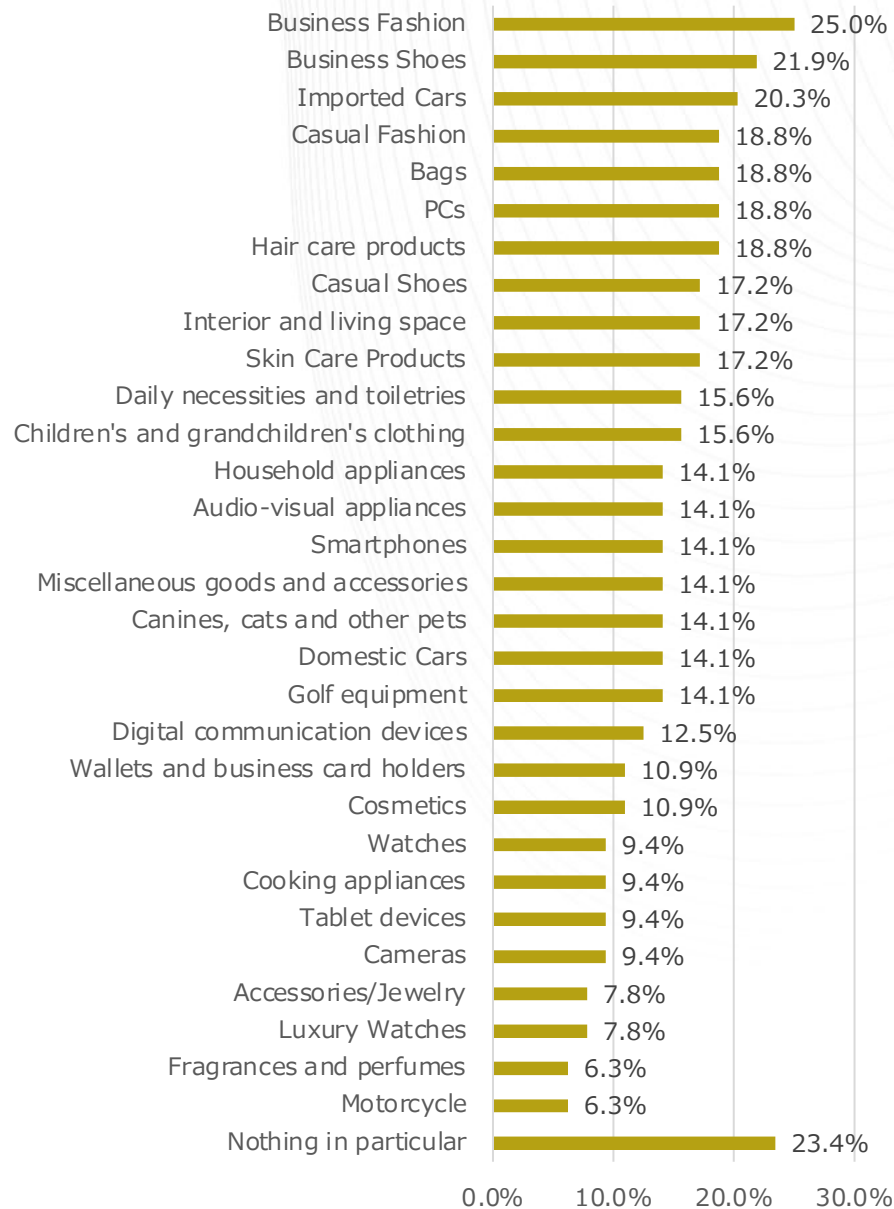


Social Issues of Interest

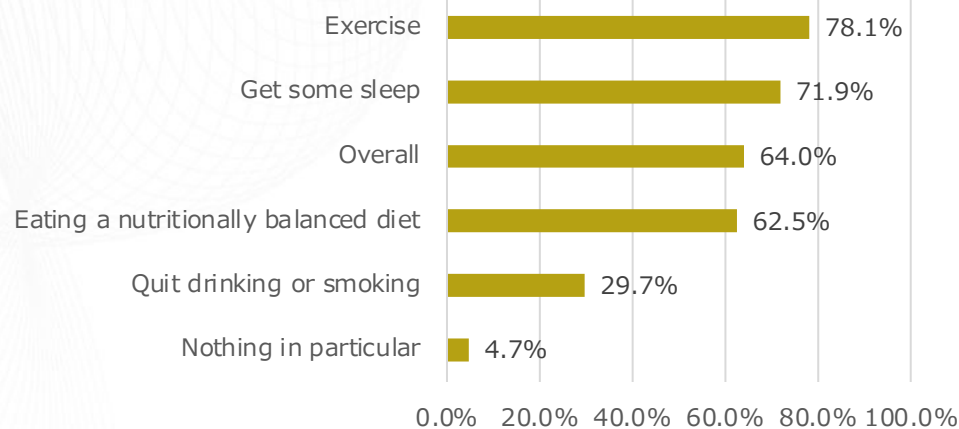


13 | Interests| Annual personal income of 10 million or more

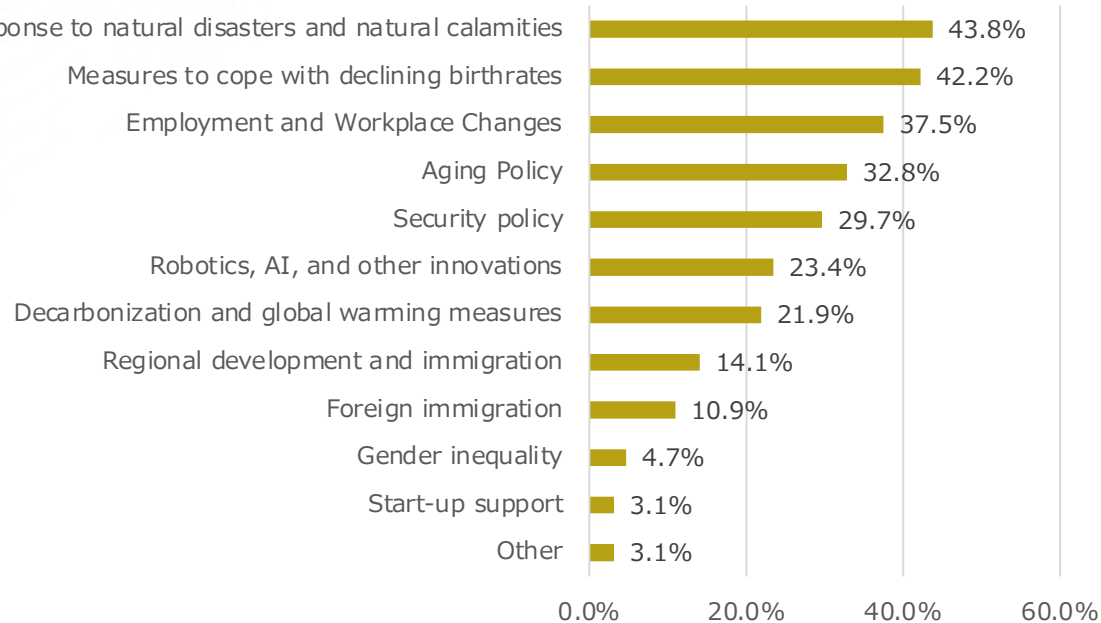
What plan to purchase



What do for health



Social Issues of Interest



Advertising inquiries and requests:

Hours: 10:00 a.m. –6:00 p.m. (Japan time)

*We will respond to inquiries made after 6:00 p.m. the following business day.

For inquiries and requests

ad—ask@toyokeizai.co.jp

To submit ads

ad—send@toyokeizai.co.jp

Toyo Keizai Promotion Ad

<https://biz.toyokeizai.net/>

Information on Toyo Keizai magazine and digital advertising

TOYO KEIZAI BRAND STUDIO

<https://biz.toyokeizai.net/brandstudio/>

Provides services to advertisers by using Toyo Keizai's production capabilities

Toyo Keizai Inc.

<https://corp.toyokeizai.net/>

Business Promotion Division
Media Sales Department

1-2-1 Nihonbashi Hongokucho, Chuo-ku,
Tokyo 103-8345, Japan

Toyo Keizai Online

<https://toyokeizai.net>

Toyo Keizai Online twitter

<https://twitter.com/toyokeizai/>

Toyo Keizai Online facebook

<https://www.facebook.com/ToyokeizaiOnline/>

Toyo Keizai Online LINE



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