

東 洋 經 済

T O Y O K E I Z A I

O N L I N E

Reader's Profile

2025

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

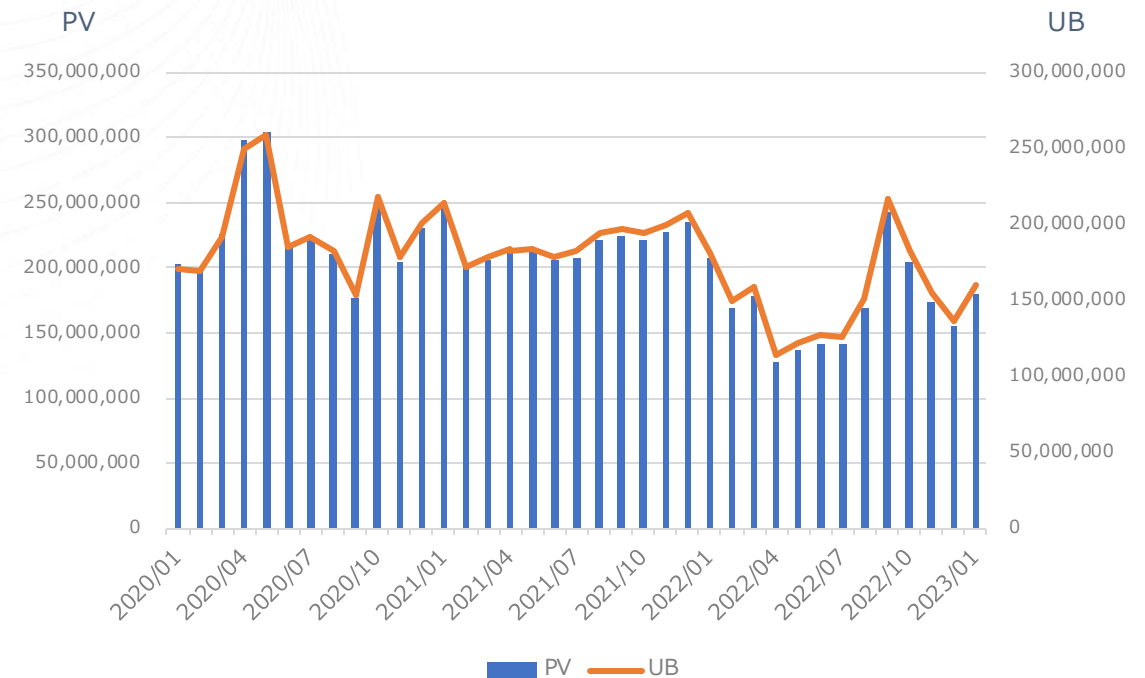
Toyo Keizai Online is an online medium launched in June 2003 by Toyo Keizai Inc.,

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



Toyo Keizai General Chief Editor



Thank you for your interest in Toyo Keizai Online.

Since its relaunch in 2012, Toyo Keizai Online has rapidly increased its page views as a completely free economic media outlet. I myself was at the center of this development as editor-in-chief from 2014 to 2018.

However, the environment surrounding online media has changed dramatically since then. We must respond to these changes. Above all, we need to become a destination that satisfies the intellectual curiosity of our readers. While we can't ignore the number of one-time page views, it is even more important to know how many fans (regular readers) we have. Subscriptions (revenue from paid memberships) are also an important indicator of a media outlet's value.

From the outset, the scope of coverage of Toyo Keizai Online has been diverse. In addition to the economy and business-related topics, we have strengths in analysis of a wide range of genres, including domestic and international politics, technology, careers and education, and social issues. In addition to our in-house journalists, who specialize in covering companies, we have developed an ecosystem that produces valuable content by inviting many journalists and experts from outside the company to participate. We will continue to refine this value and increase the number of our fans and subscribers. We will tackle this issue head-on.

Recently, vague information (opinions, impressions) of uncertain origin has been spreading on social media such as X and Facebook, and it is having a major impact on elections. The world in which articles generated by AI to attract attention proliferate and fill up the online space is about to become a reality.

That is why we are convinced that our value, which places importance on thorough reporting and fact-based reporting, is increasing.

By further improving the quality of our reporting, we will continue to work tirelessly to ensure that Toyo Keizai Online is the first media outlet that comes to mind when advertisers want to convey their important messages.

Deputy Editor-in-Chief, Toyo Keizai General Chief Editor
Toyo Keizai Online Sub-producer

Toshiiro Yamada

Toyo Keizai Online Chief Editor / Toyo Keizai Online Video Chief Editor



Thank you for your continued patronage of “Toyo Keizai Online”.

Recently, we have seen traditional media outlets being referred to as “old media” in comparison to social networking services. This is partly a critical reference to the biased reporting stance of some media outlets. On the other hand, there is a growing trend to do away with fact-checking on social networking services. It makes send out malicious false information more and more, and there is a growing fear that it will create an environment where the recipient contact with the information they want to see or believe, regardless of whether it is true or not.

“Toyo Keizai Online” works with around 400 reporters who write for the “Kaisha Shikiho”, as well as experts and journalists who are well-versed in various fields such as economics, society and international affairs. We will continue to pursue the essence of what is happening, without missing any signs of change, even in the smallest of details.

Toyo Keizai also has a wealth of data on financial information and CSR, and one of our strengths is our ability to provide content based on detailed data.

Our main readers are working businesspeople. We aim to provide high-quality information to readers who are seeking the “real thing” for the sake of a better society and for the sake of their own loved ones, without preconceptions and with a fair and balanced approach. Toyo Keizai Online aims to be the media that should be. As a form of content distribution, we are focusing not only on text but also on video. We will always pursue the optimal form for each theme, with guests in our videos not only being experts, but also sometimes in-house reporters who are familiar with the industry. The entire editorial team will continue to work hard to be of service to our stakeholders, including advertisers.

Toyo Keizai Online Chief Editor

Akihiko Fujio



When you are inputting various information, including economic news, for your work or business, it should not be limited to text information.

At present, the main content on “Toyo Keizai Online” is text, but we are going to make the video even bigger.

In promoting the expansion of video content, we have two strengths.

The first is our connections with the experts in various fields who contribute to “Toyo Keizai Online”. The second is the frontline information and wealth of knowledge possessed by the journalists in charge of the “Kaisha

Shikiho”, which covers the performance trends of all listed companies.

We are already developing videos on topics such as news commentaries by experts and journalists, interviews with industry pioneers and experts, asset management, business skills and education.

Our main audience is working businesspeople who are looking for reliable information. Even if you think you know something, there are probably many things you didn't know when you hear about them again. We hope that you will find some new insights, discoveries, and learning through the videos on “Toyo Keizai Online”.

We will continue to refine our content so that it can help you establish a stable perspective and become a powerful tool for making business decisions, and work hard to be of service to our users, advertisers, and other stakeholders.

Toyo Keizai Online Video Chief Editor

Kengo Inoshita

These are the readers of Toyo Keizai Online



**41 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**



Percentage of use of
generative AI
69.4%



Has financial assets of
10 million yen or
more
38.3%



61.7%
of readers have
high interest in
SDGs



Plan to purchase
**fashion, cosmetics
appliances,
automobiles**



45.6%
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 7, 2024 – February 9, 2024
Survey organization: Online questionnaire by Rakuten Insight

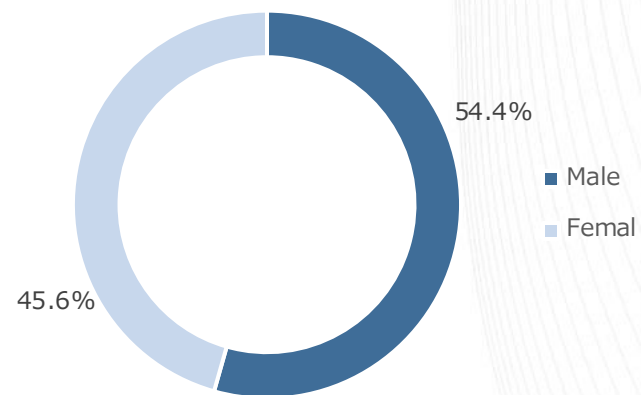
Top-Viewed Companies on Toyo Keizai Online

Business Equipment and Services	Automobiles and Motorcycles	Finance and Insurance	Real Estate, Construction	Media, Printing, Entertainment
Hitachi	Honda Motor	Sumitomo Mitsui Banking	Kajima Corporation	Dai Nippon Printing
Ricoh Japan Corporation	Nissan Motor	Nomura Securities	Tokyu Community	Nikkei
Oki Electric Industry	Denso Corporation	Sumitomo Life Insurance	Shimizu Corporation	TOPPAN
Panasonic Connect	Toyota Motor Corporation	Mizuho Securities	Mitsui Fudosan	Japan Broadcasting Corporation
Mitsubishi Electric Building Solutions	Isuzu Motors	Mizuho Bank	Mitsubishi Estate	Asahi Shimbun Company
Ebara Corporation	Mazda Motor Corporation	Bank of Japan	Mori Building	KADOKAWA
Renesas Electronics Corporation	Mitsubishi Motors Corporation	Nippon Life Insurance	Obayashi Corporation	TV Asahi
Air Water	Yamaha Motor	ORIX	Sumitomo Real Estate	Capcom
Industrial Machinery, Equipment	Food, Household Goods	Logistics, Infrastructure	Communications, Internet	Ministries, Local Governments
Mitsubishi Heavy Industries	Yamazaki Baking	East Japan Railway	Otsuka Corporation	Digital Agency
Kioxia	Morinaga Milk Industry	Tokyo Metro	LINE Yahoo!	Ministry of Internal Affairs and Communications
Kubota	Asahi Breweries	Electric Power Development	Rakuten Communications	Ministry of Finance
Murata Manufacturing	Japan Tobacco	Nishi-Nippon Railroad	So-net	Hyogo Prefectural Government
Kyocera Corporation	Shiseido	Kansai Electric Power	CyberAgent	Nagano Prefectural Government
Fuji Electric	Mitsubishi Shokuhin	Sumitomo Densetsu	Recruit	Okinawa Prefectural Government
Aisin Seiki	NIPPON	Nagoya Railroad	NTT Docomo	Ibaraki Prefectural Government
IHI Corporation	Tsumura	Japan Airlines	Amazon Japan	Toyama Prefectural Government
Electrical Appliances	Materials, Pharmaceuticals	Wholesale, Retail, Trading	Consulting, Information Systems	Universities, Research Institutions
Mitsubishi Electric	FUJIFILM	Toyota Tsusho	Sony Global Solutions	Tokyo University
Canon	Toray	NX Corporation	SB Technology	Kyoto University
Sharp	AGC	Suzuyo	NTT Data	Tohoku University
Alps Alpine	Asahi Kasei	FamilyMart	JFE Systems	Osaka University
Seiko Epson	Nichia Corporation	Takashimaya	Nippon Steel Solutions	Ritsumeikan University
Panasonic	Nippon Steel	Gunze	NRI Secure Technologies	Hokkaido University
Brother Industries	Daiichi Sankyo	Senshukai	Digital Arts	Kyushu University
Daikin Industries	Teijin	Itochu	PwC Japan	Nihon University

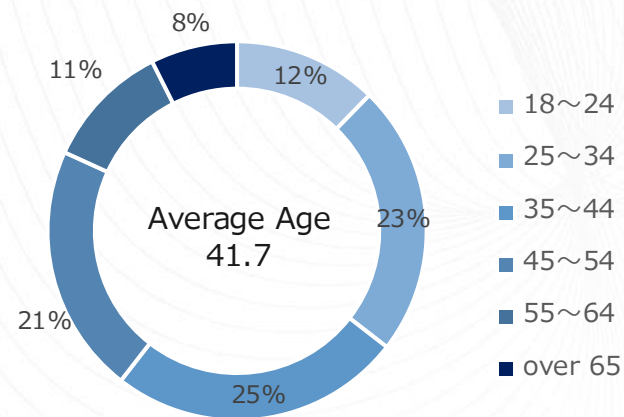
Survey period: January 1 – December 31, 2024. Usonar was used.

01 | Basic Information

Gender

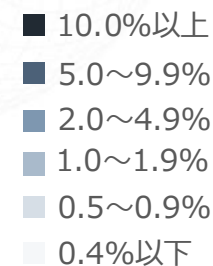


Age

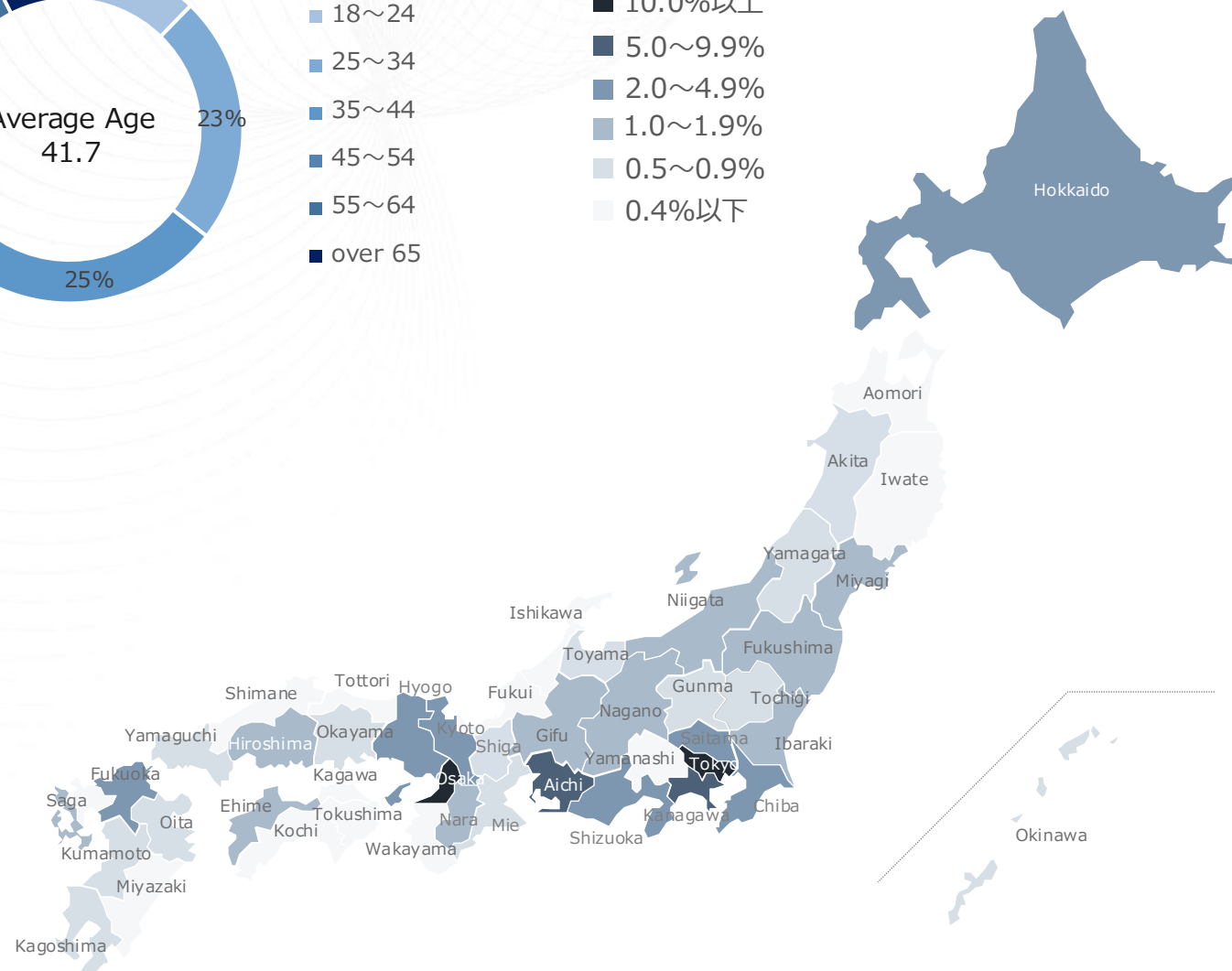
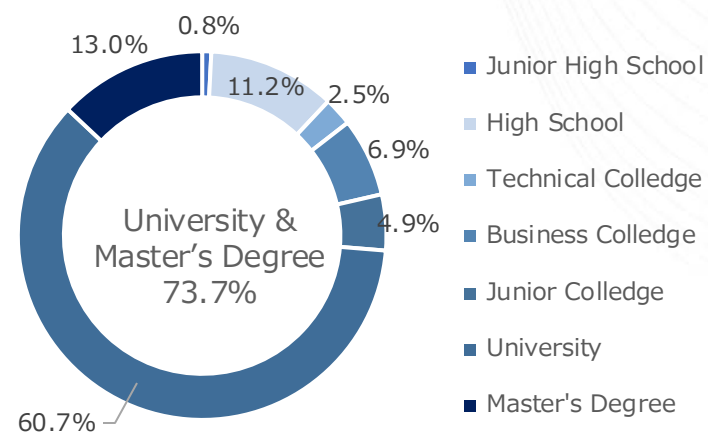


Residence

53.6% in Tokyo, Kanagawa, Aichi, and Osaka

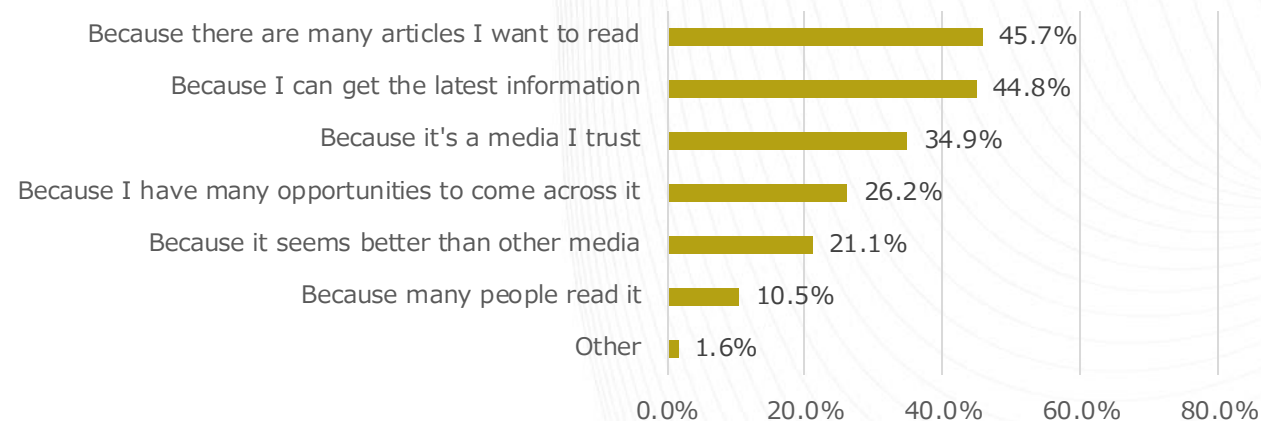


Last Educational Background

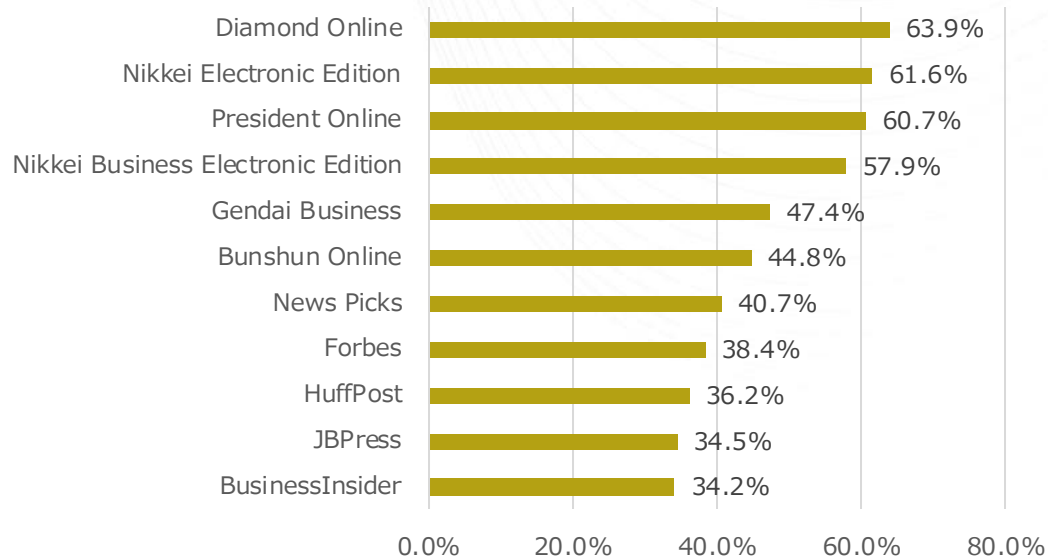


01 | Basic Information

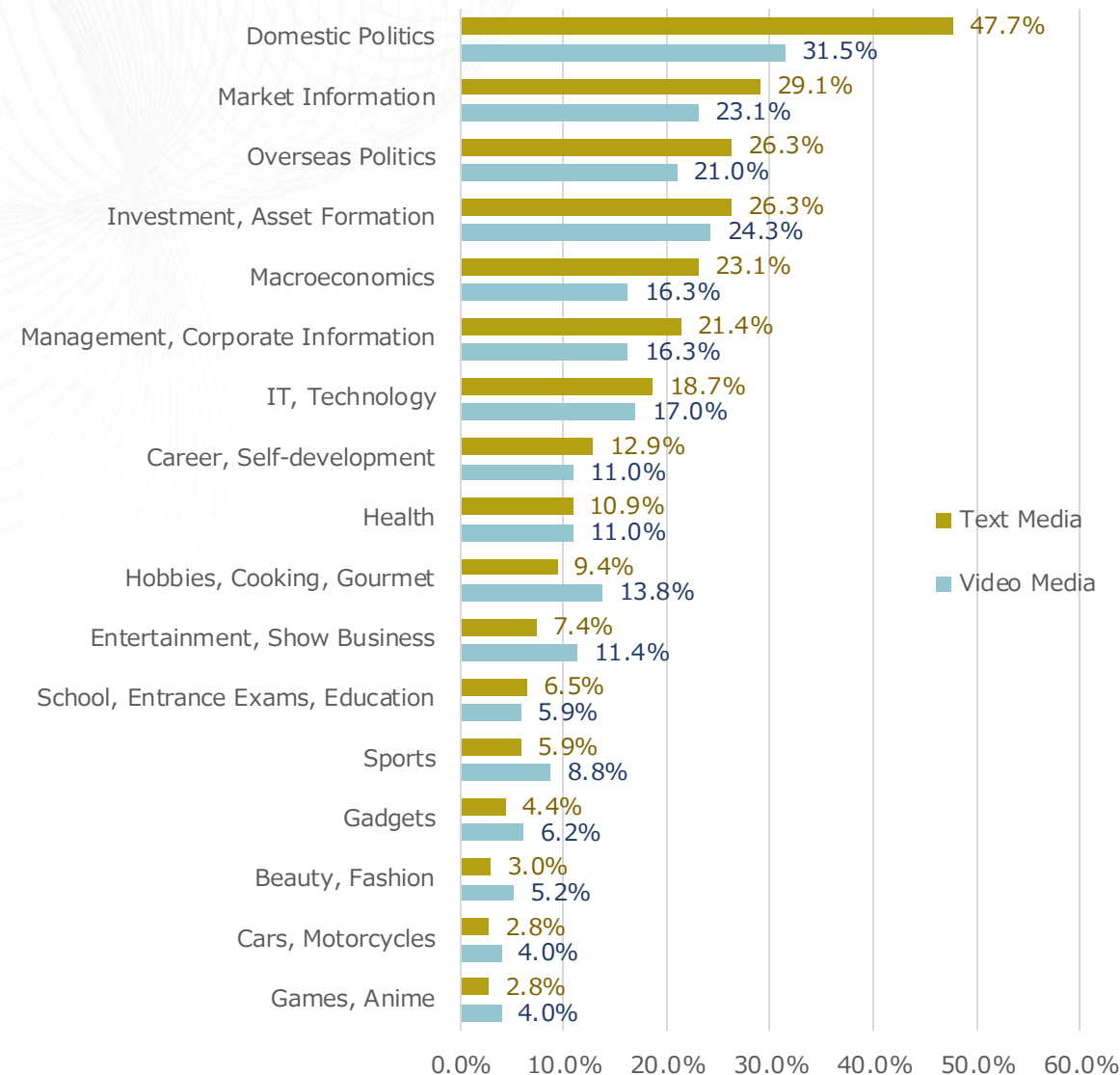
Why Read Toyo Keizai Online



Other Media Readers Usually Browse

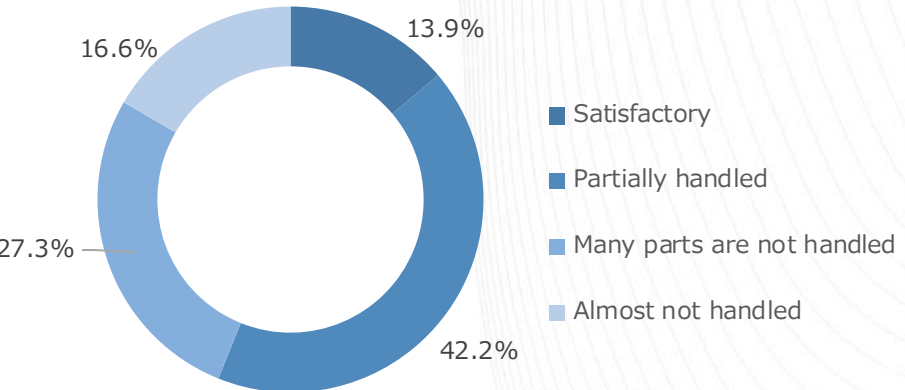


Themes of interest in text and video media

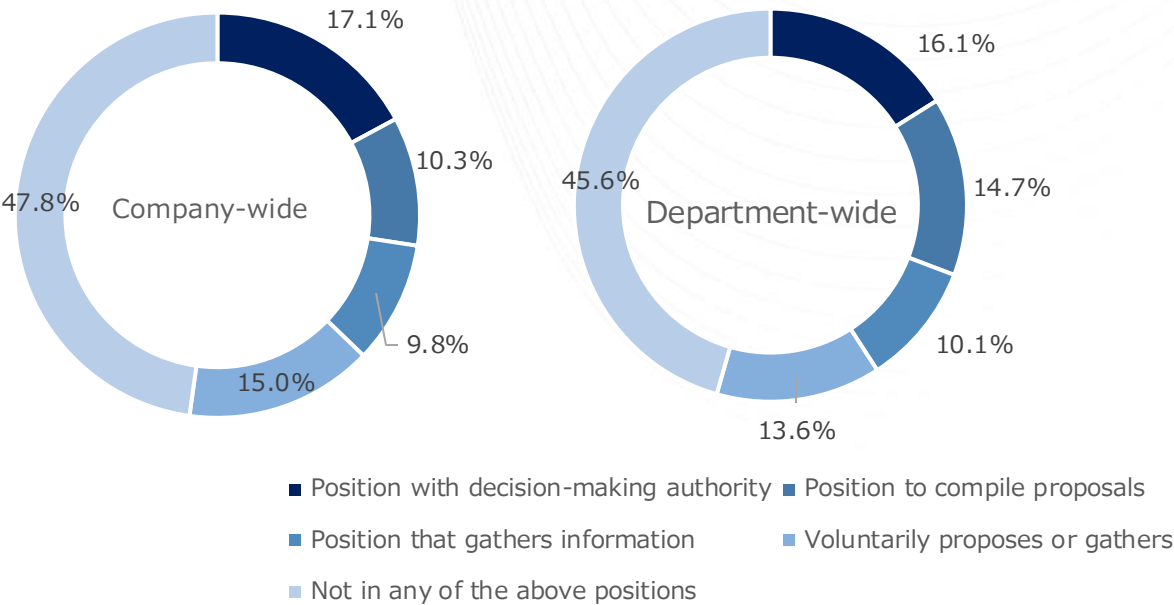


02 | Digital Tools, Digital Transformation

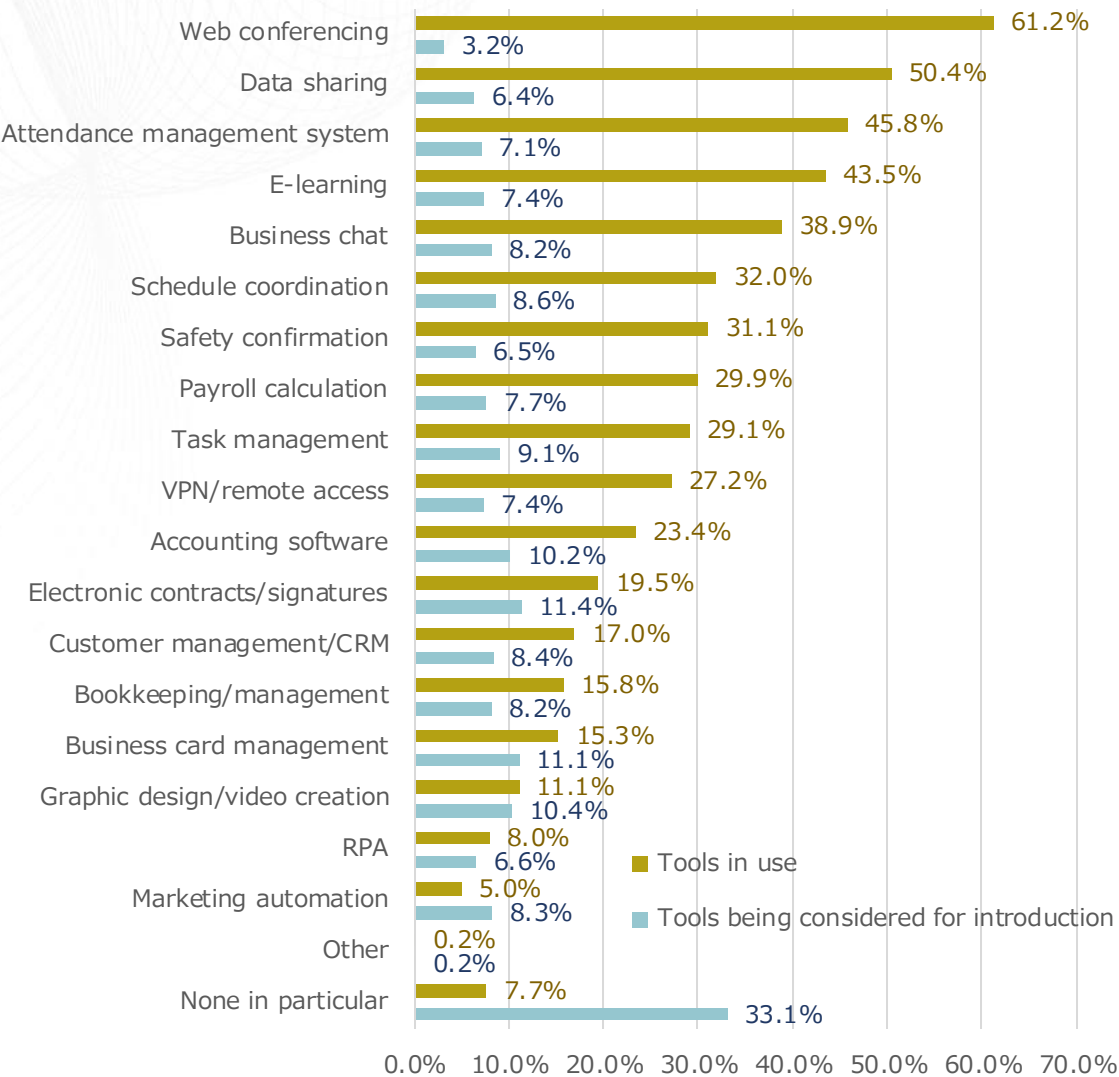
Achievement of Digital Transformation



Position on DX implementation

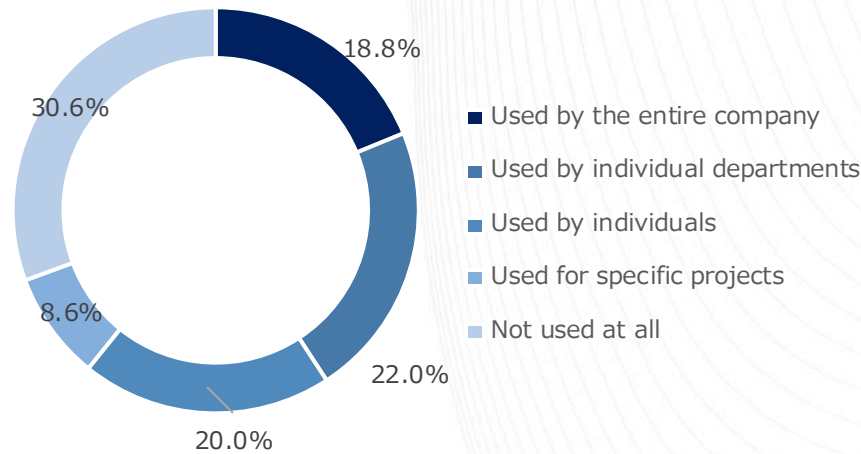


Digital tools that you often use for work or are considering introducing

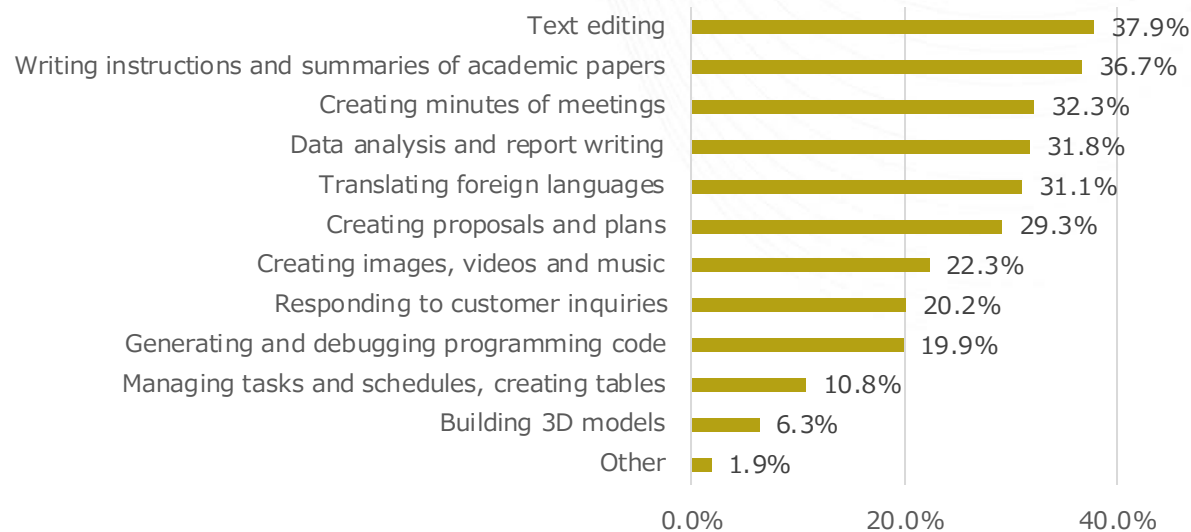


02 | Digital Tools, Digital Transformation

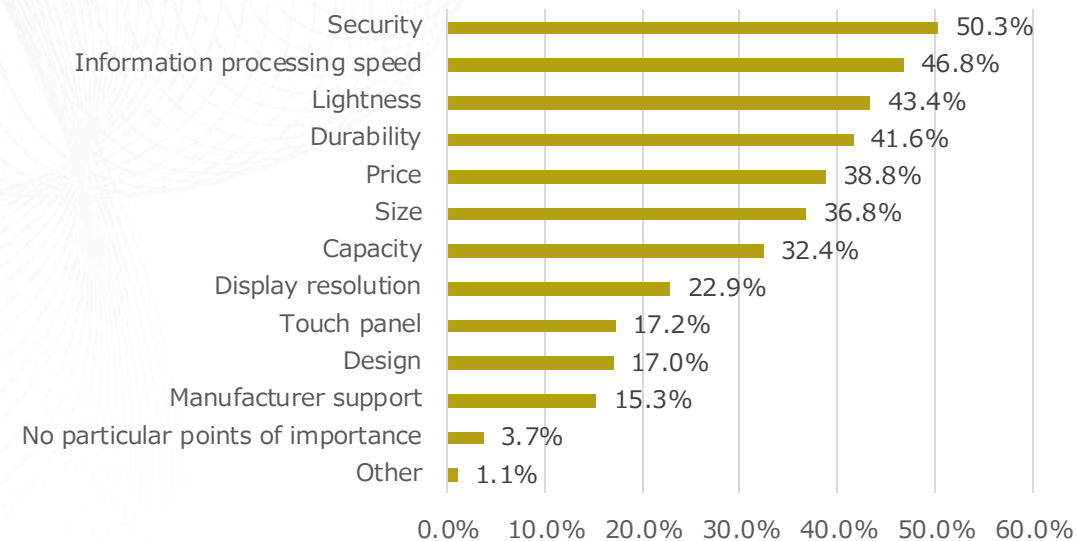
Usage of Generative AI



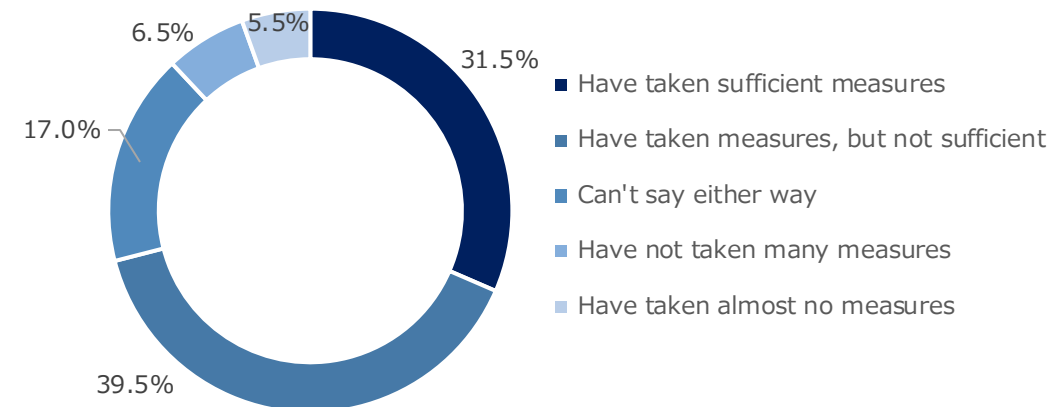
Uses of Generative AI



What is important in a business PC

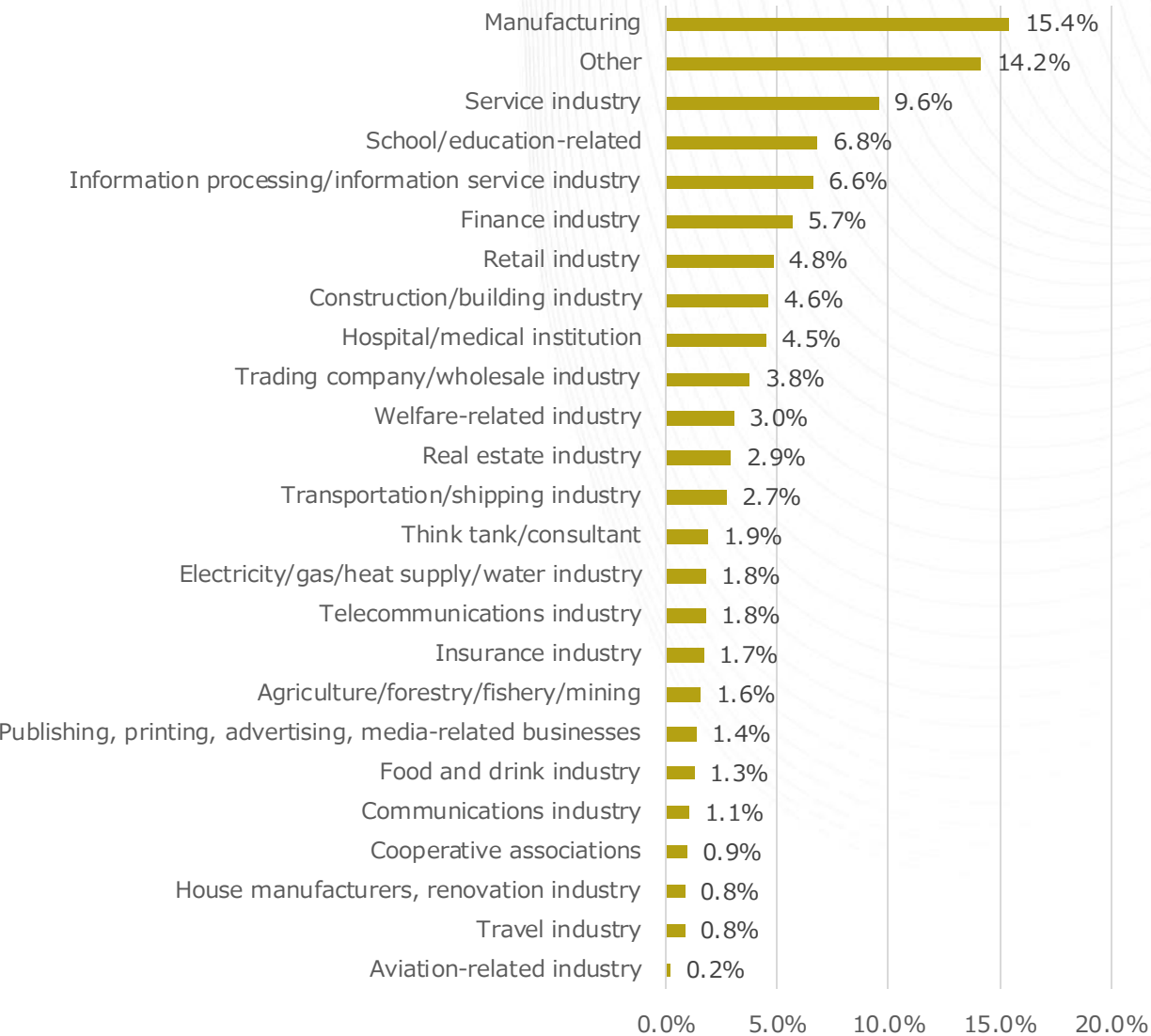


Achievement of Security system

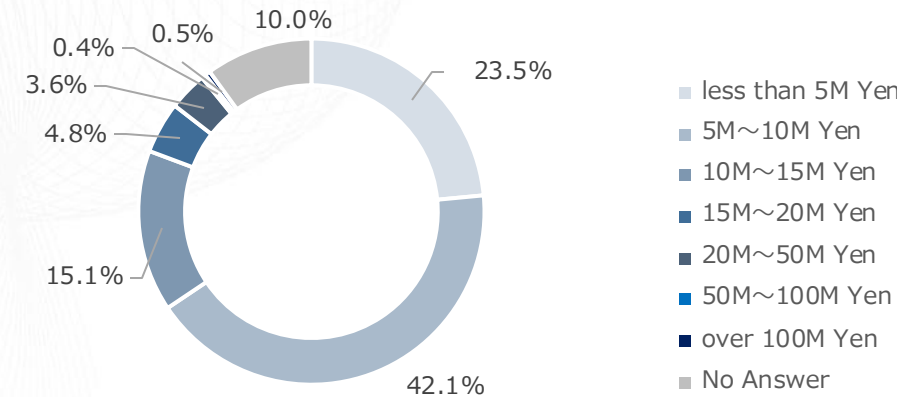


03 | Working

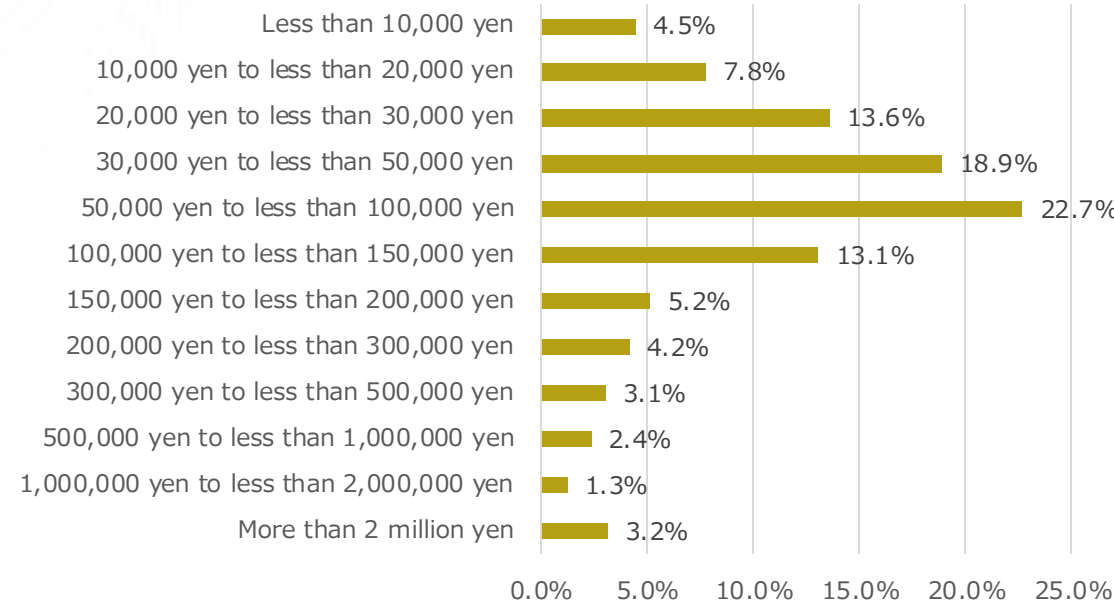
The Type of Industries



Family Income

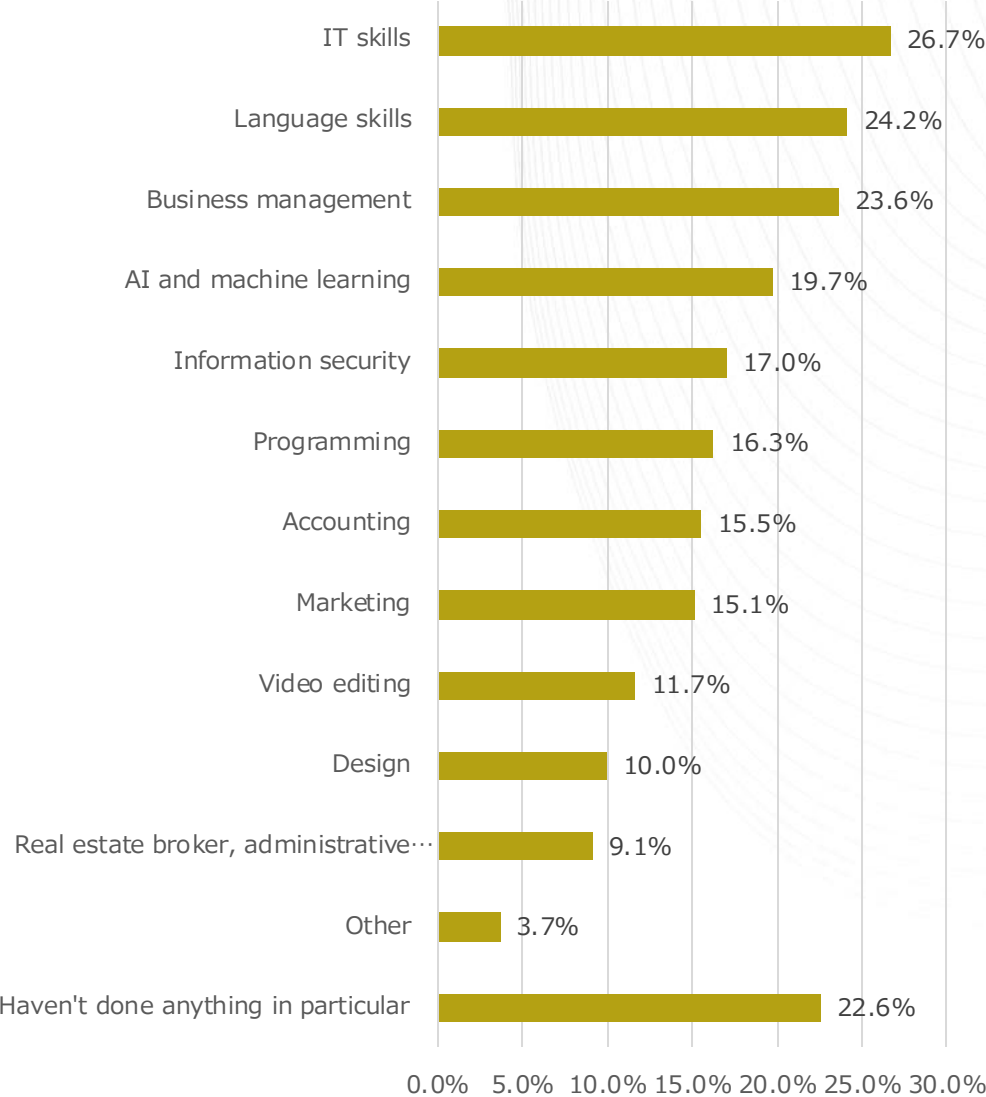


Money At Disposal In a Month

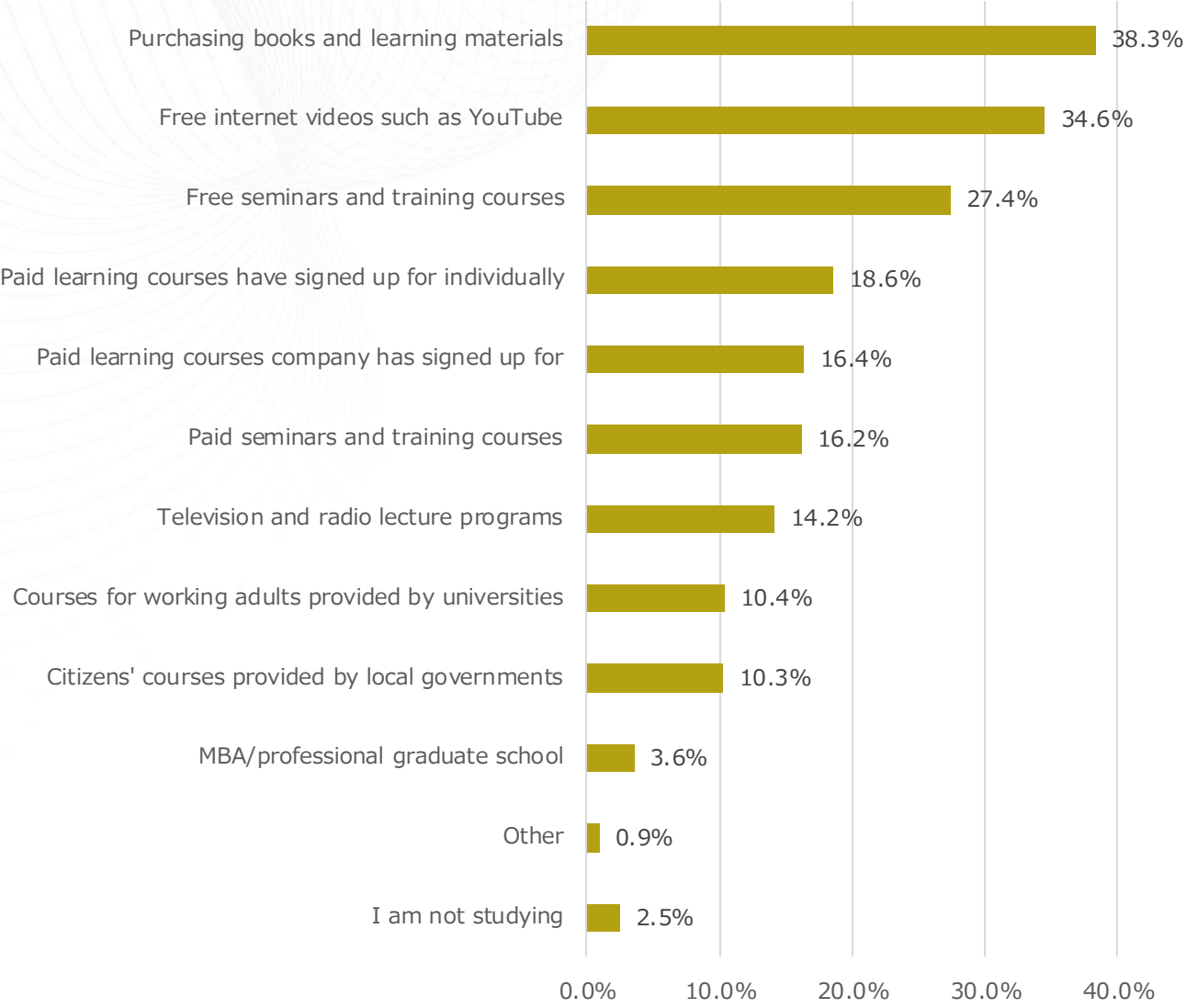


03 | Working

Reskilling

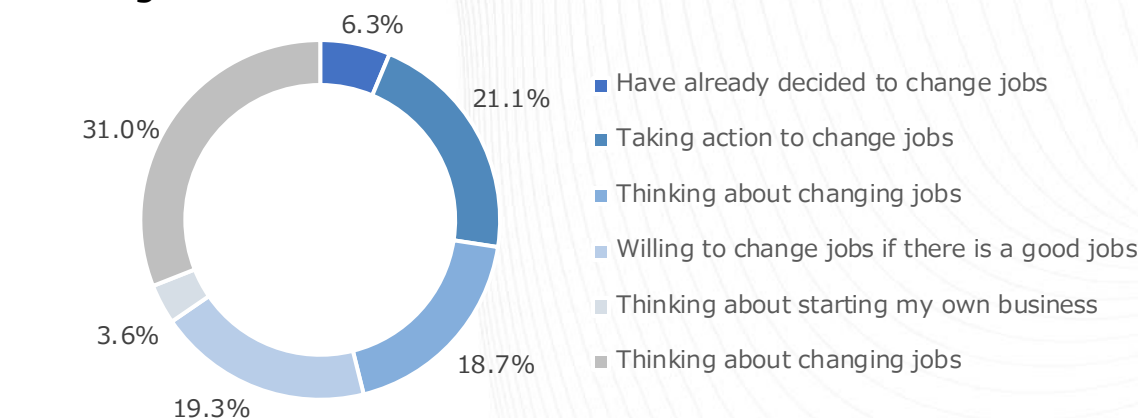


Means of Learning

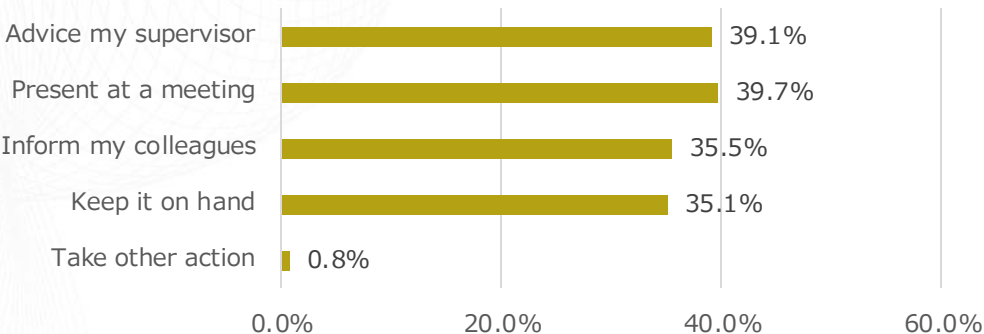


03 | Working

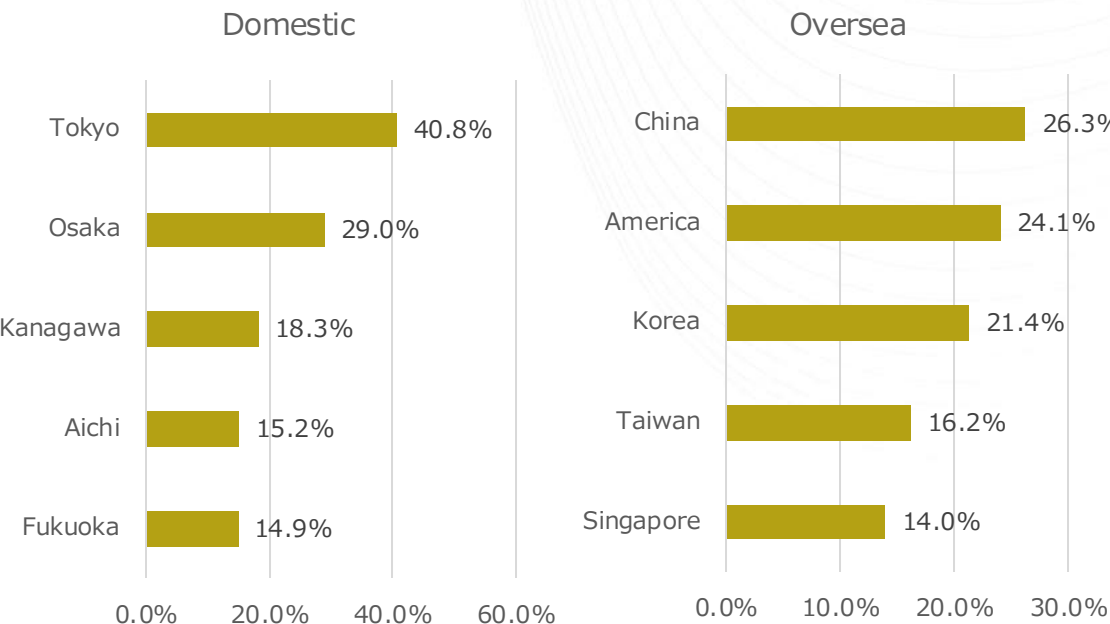
Change Jobs



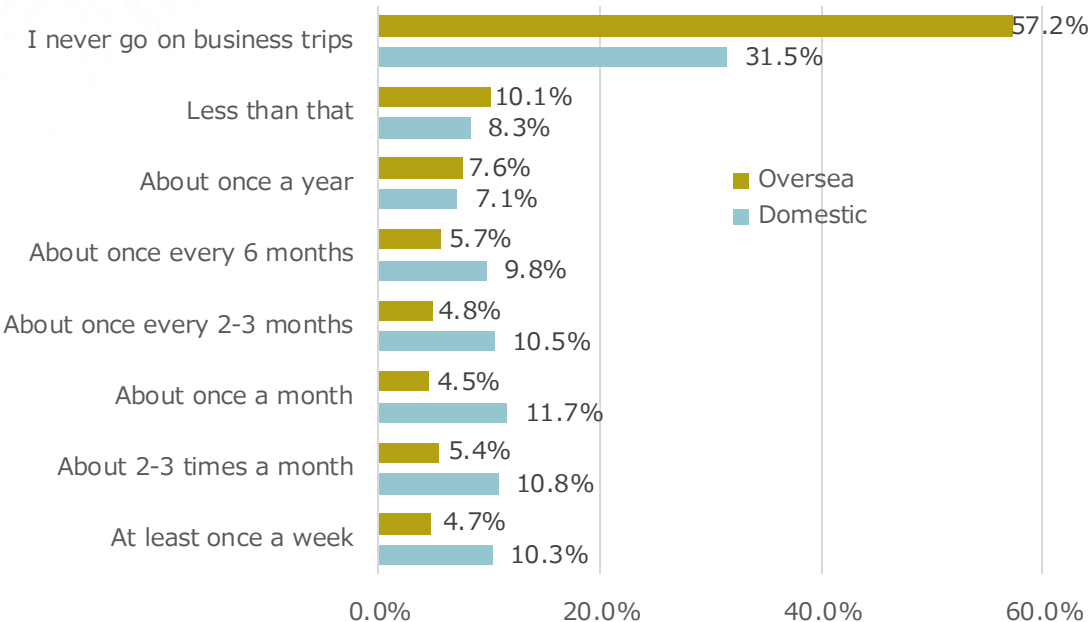
What To Do When Find Information



Business Travel Destinations

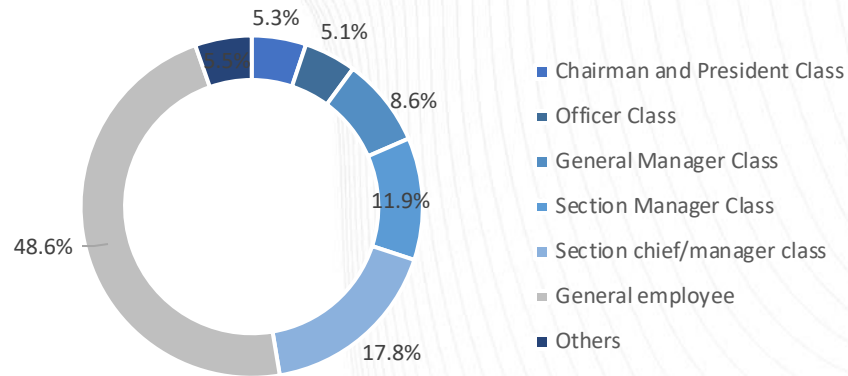


Business Trip Frequency

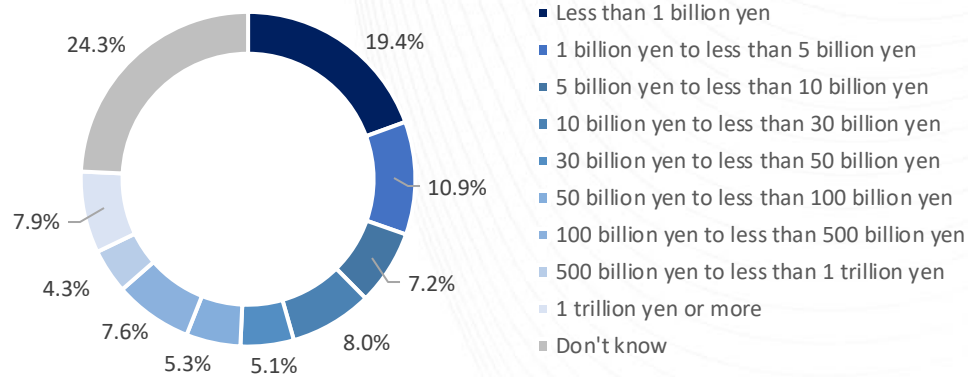


04 | Company

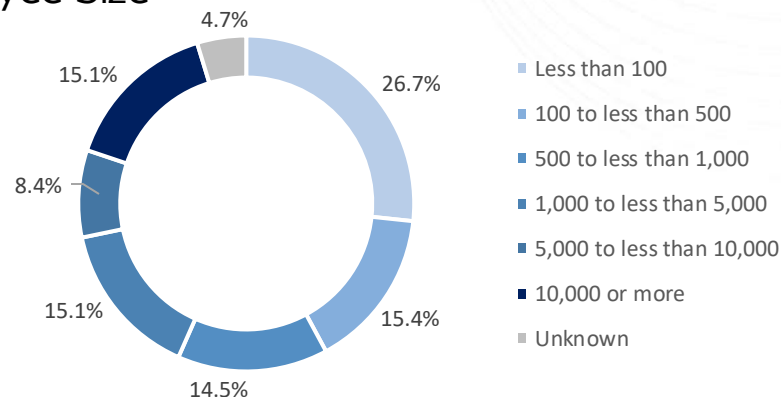
Post



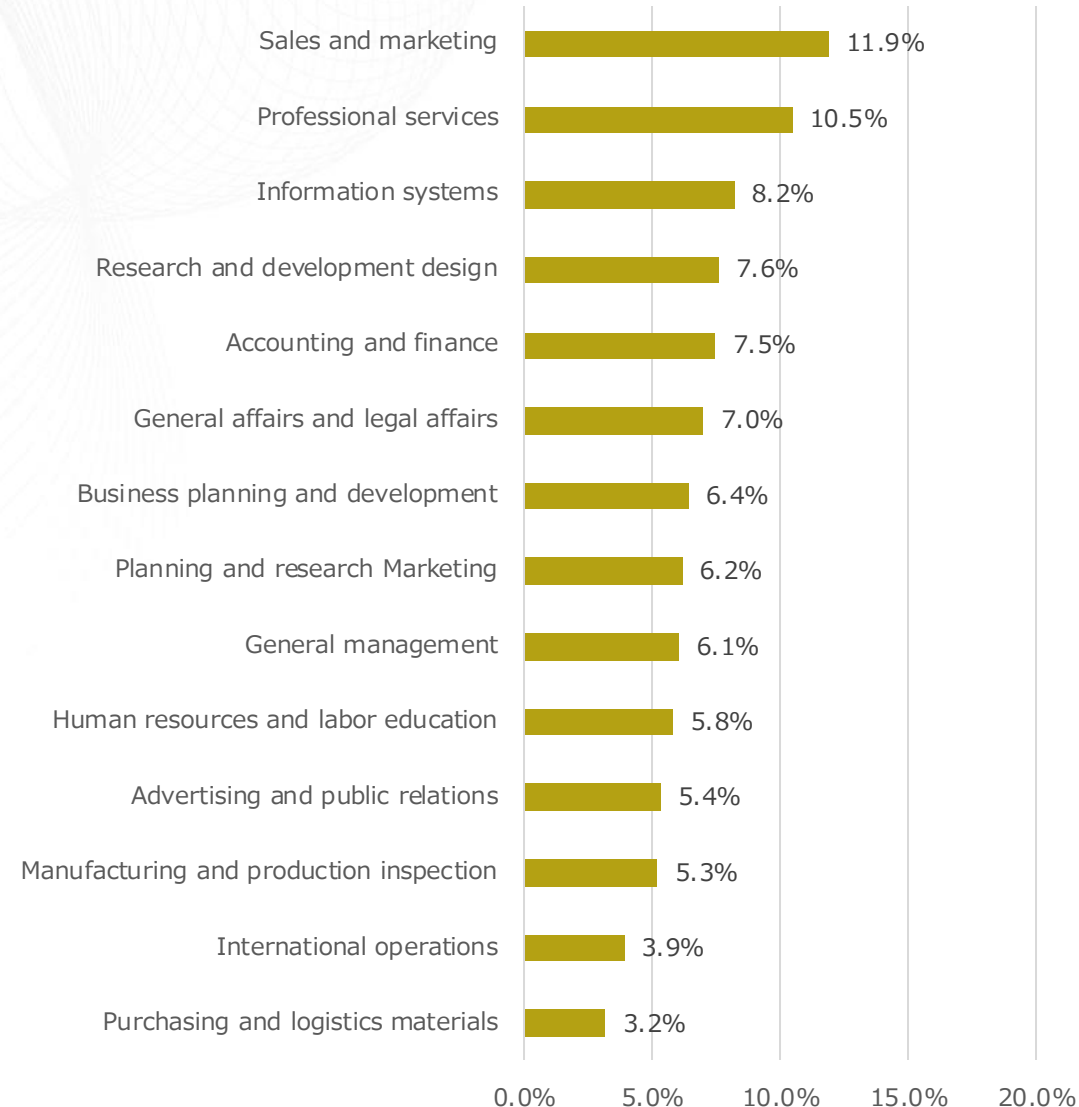
Annual Sales



Employee Size

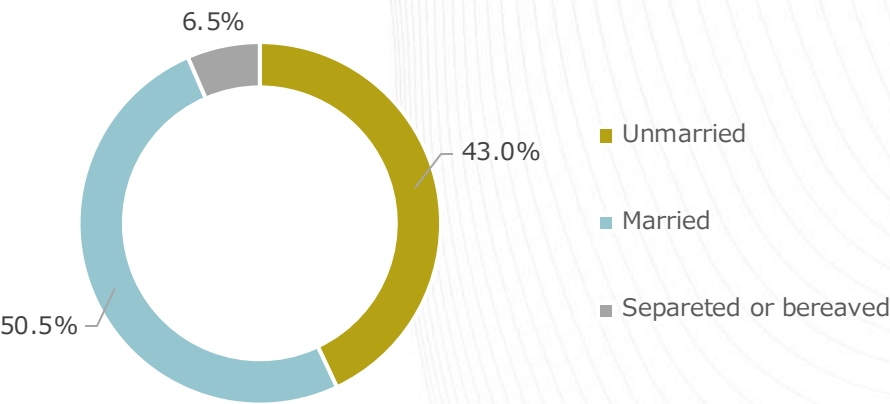


Occupation

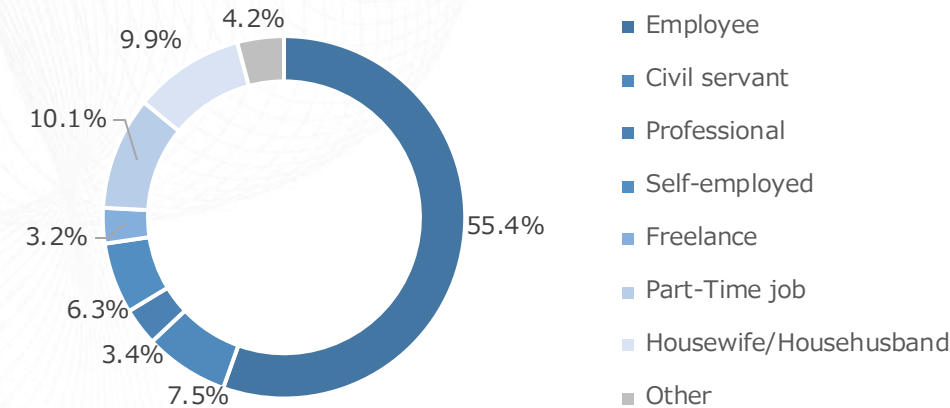


05 | Family

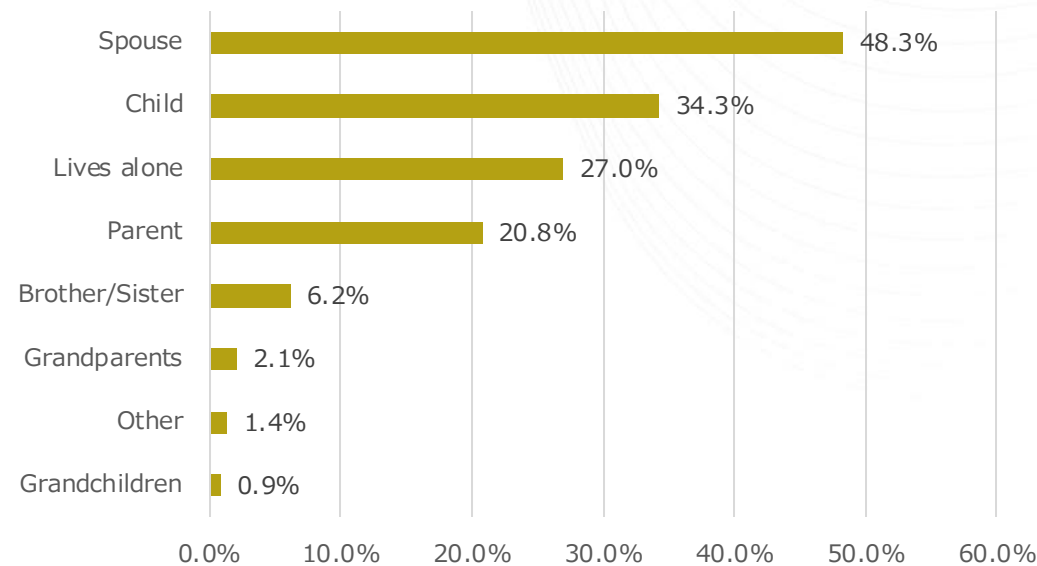
Marriage



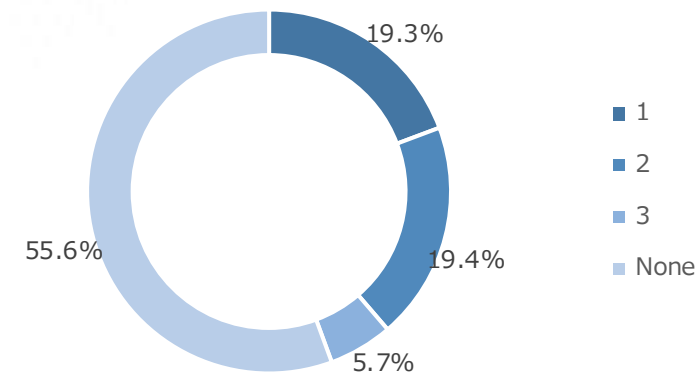
Spouse's Occupation



Family Structure

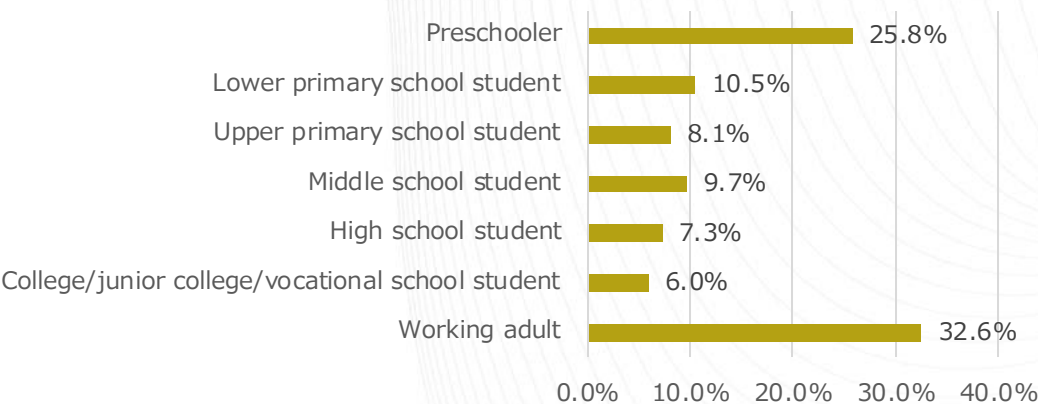


Number of Children

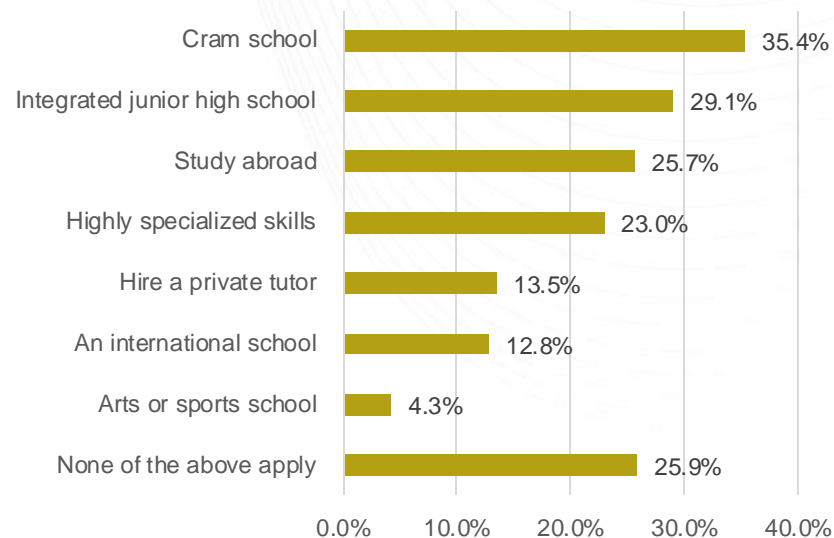


05 | Family

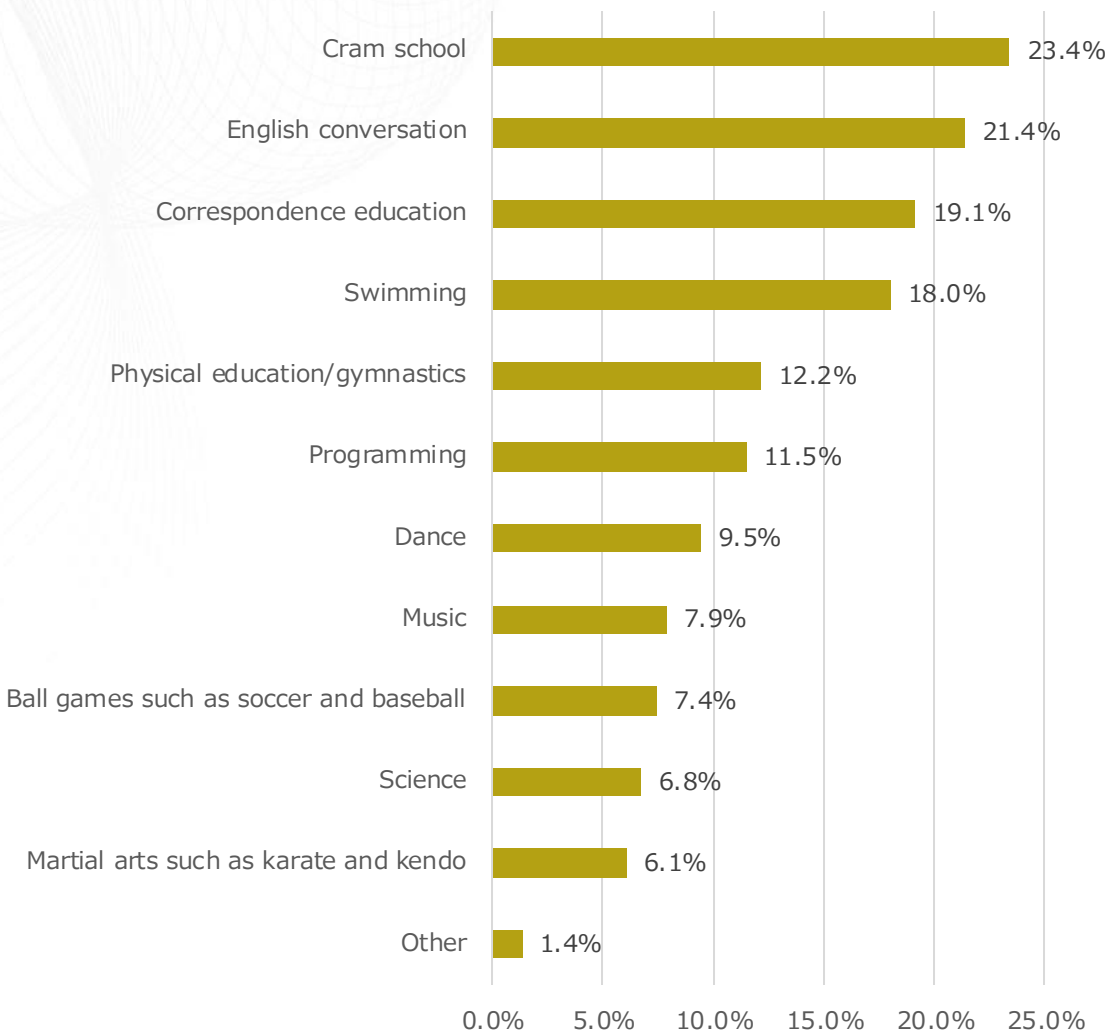
Age of Children



What type of learning want child to do

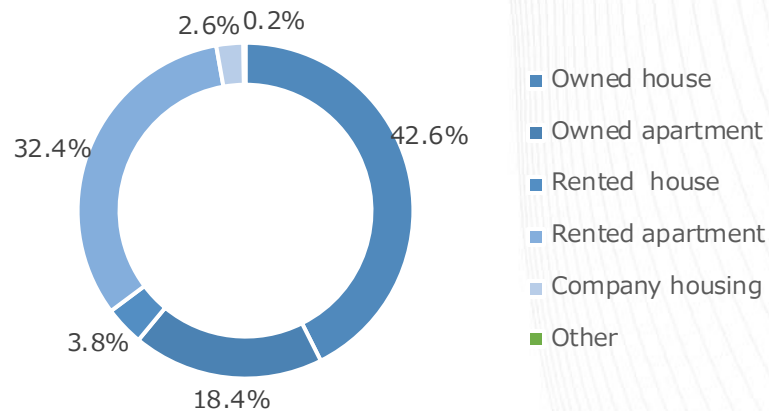


Lesson

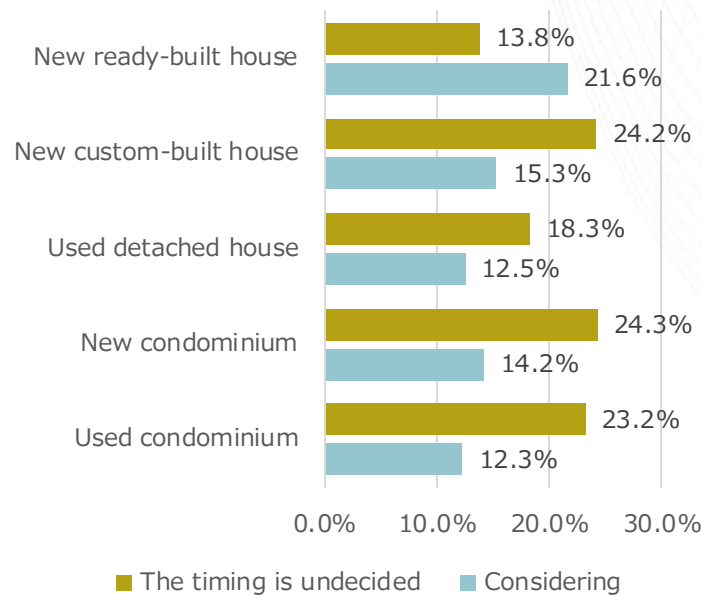


06 | Residence

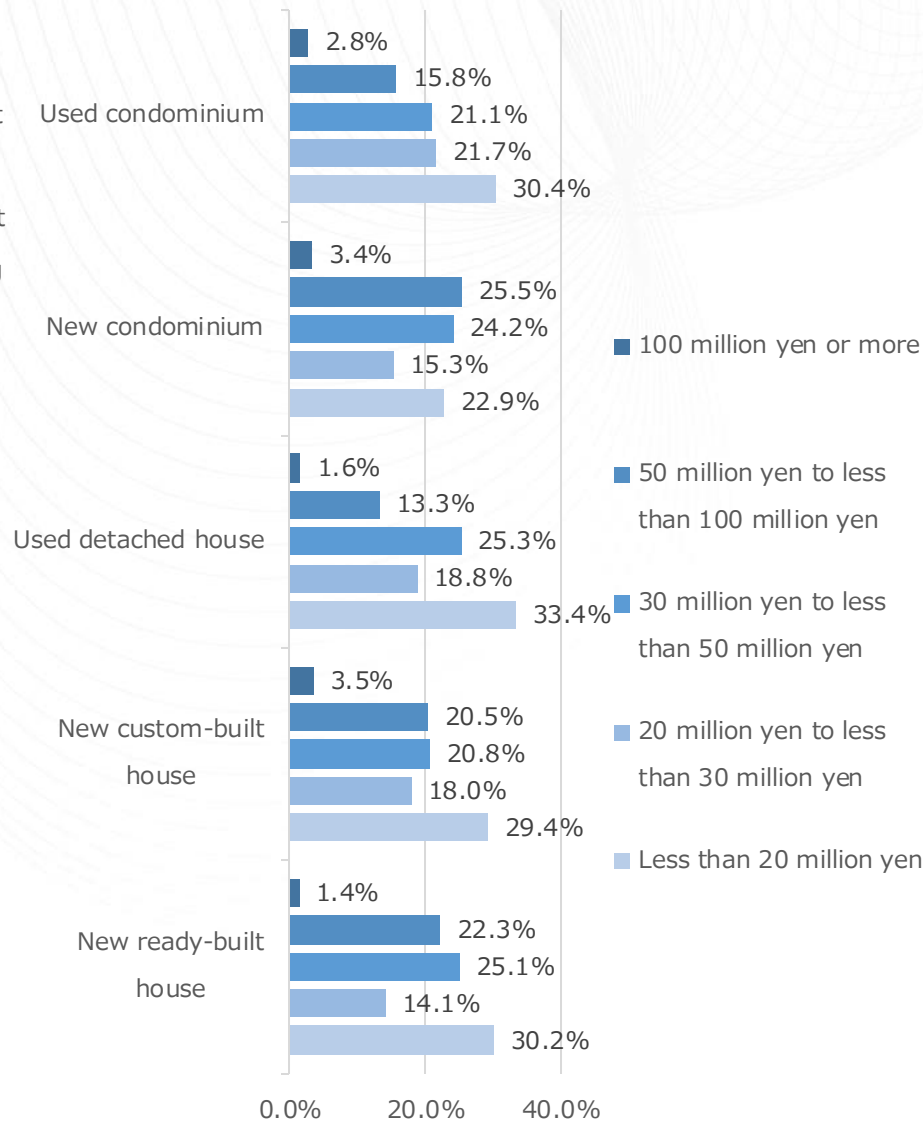
Housing Type



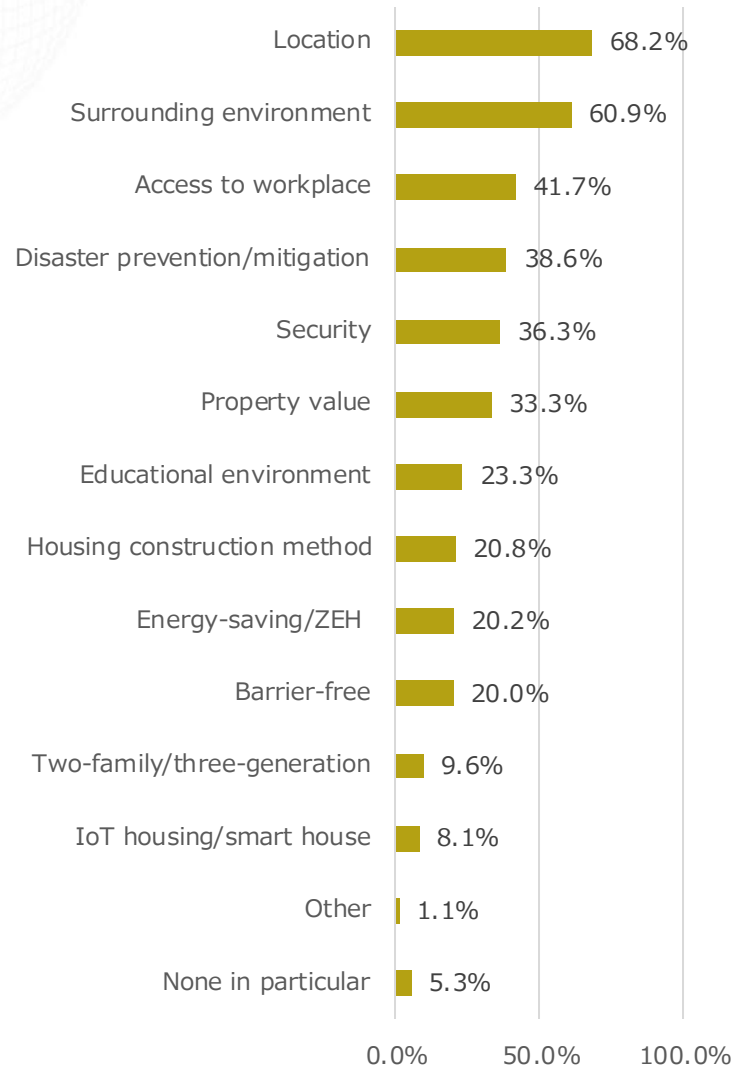
Purchase of a Residence



Real estate purchase budget

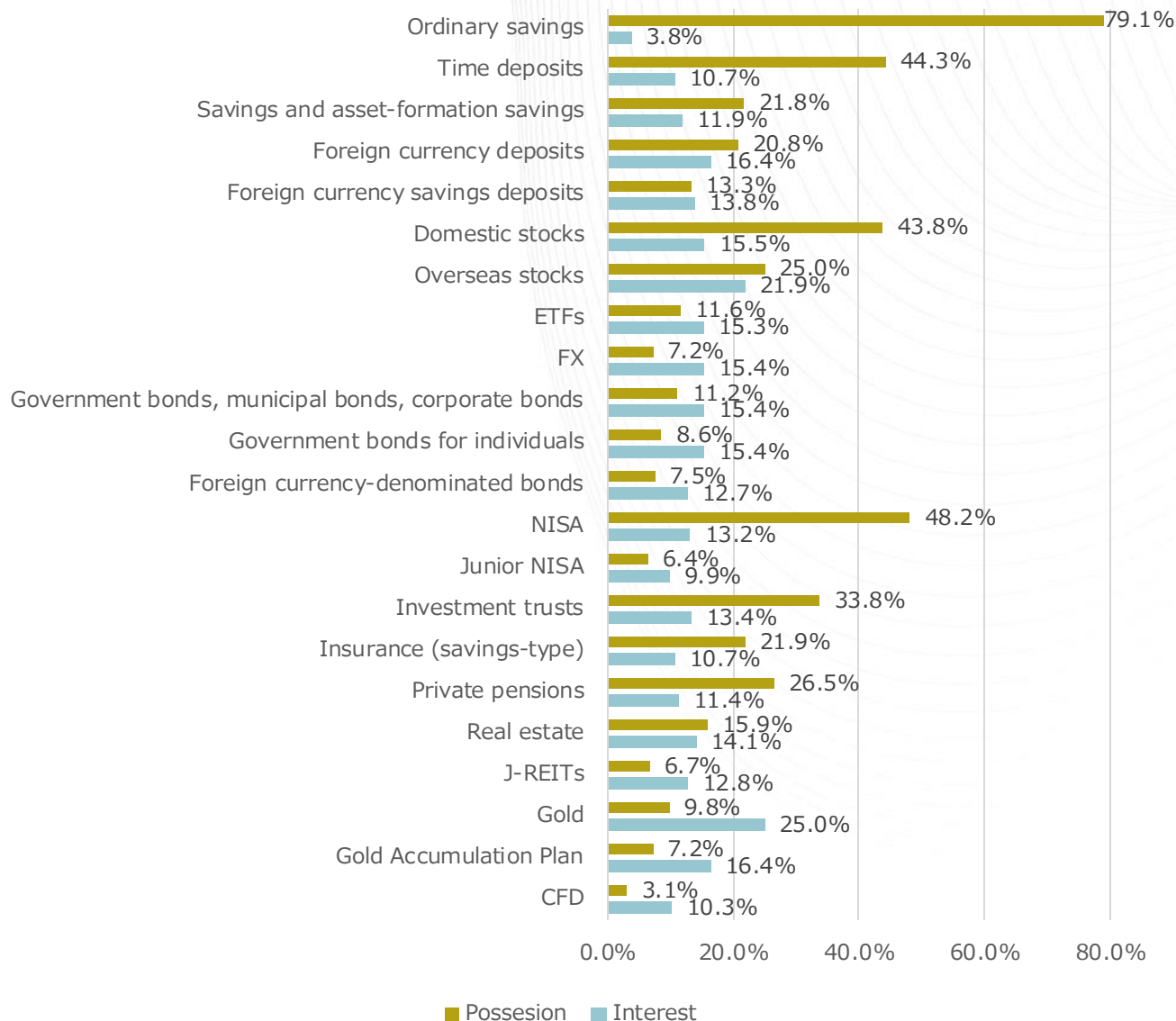


Important Matters

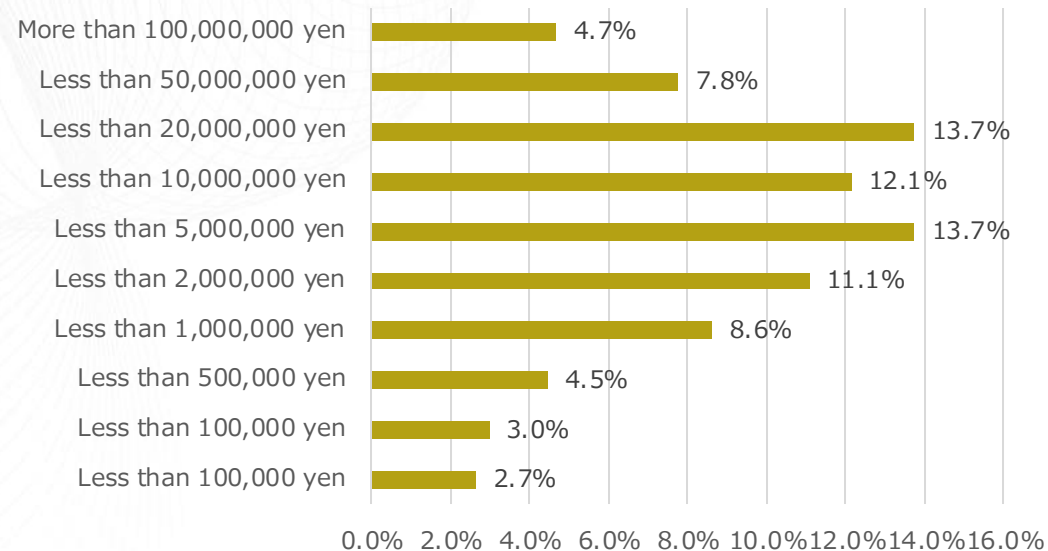


07 | Assets

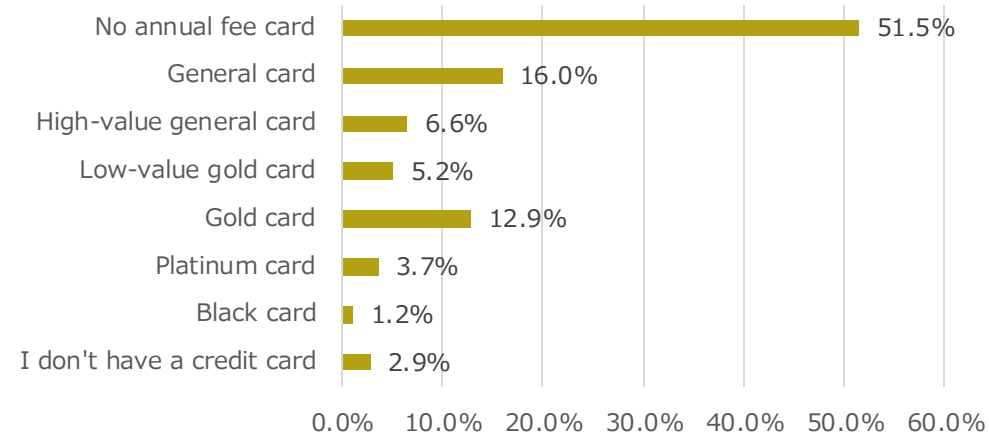
Financial Funds



Amount of Financial Assets (Excluding Real Estate)

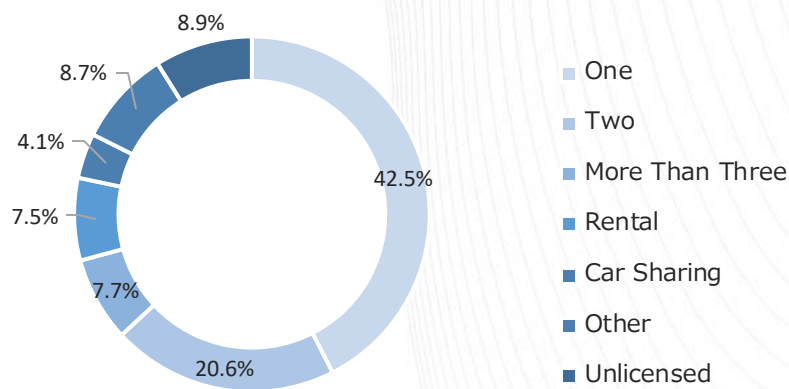


Types of Credit Cards

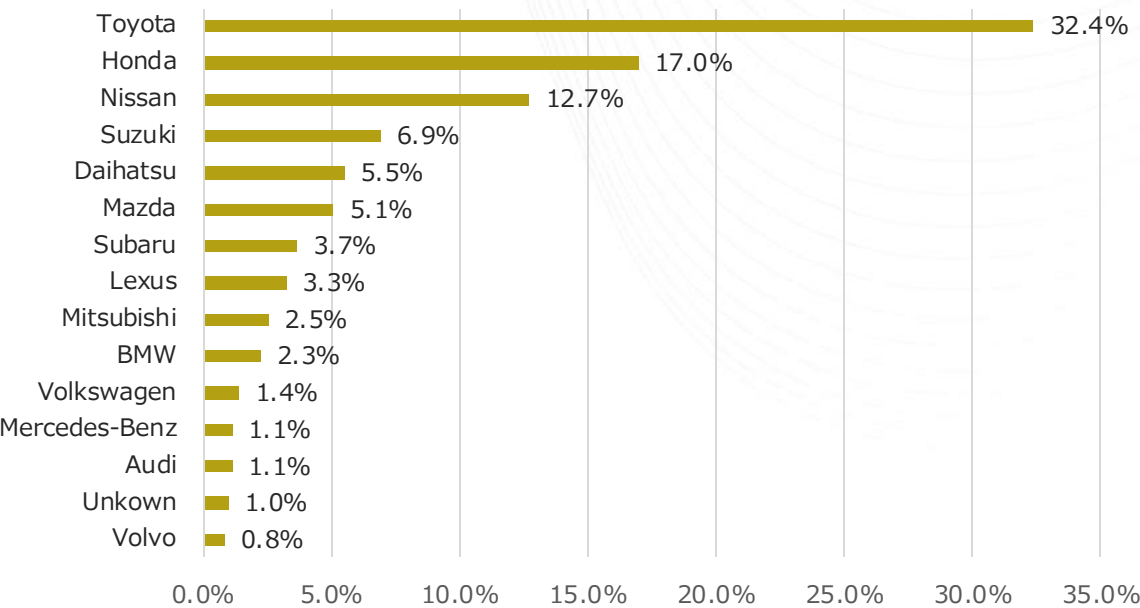


08 | Vehicles

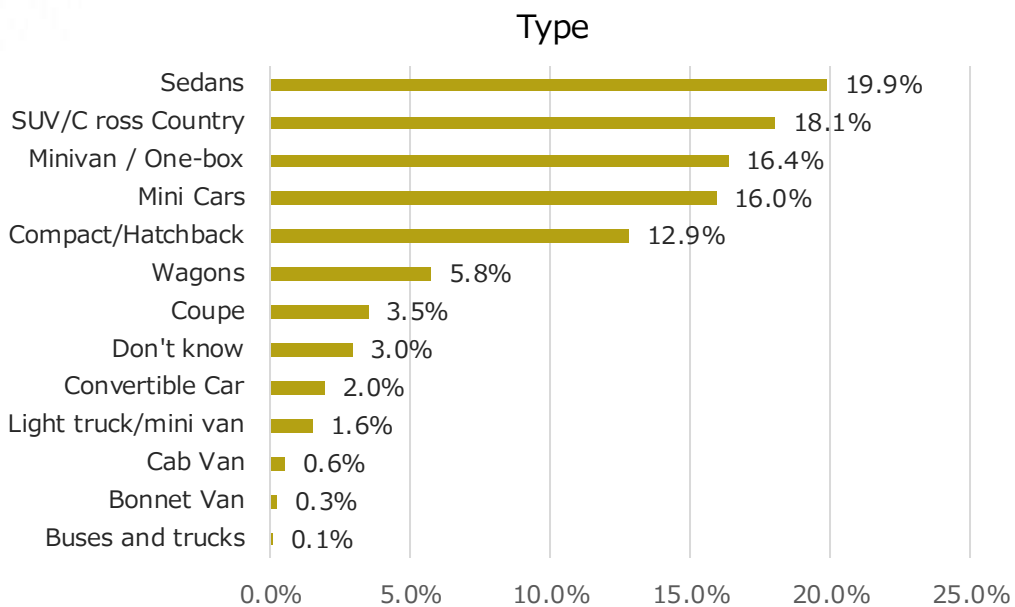
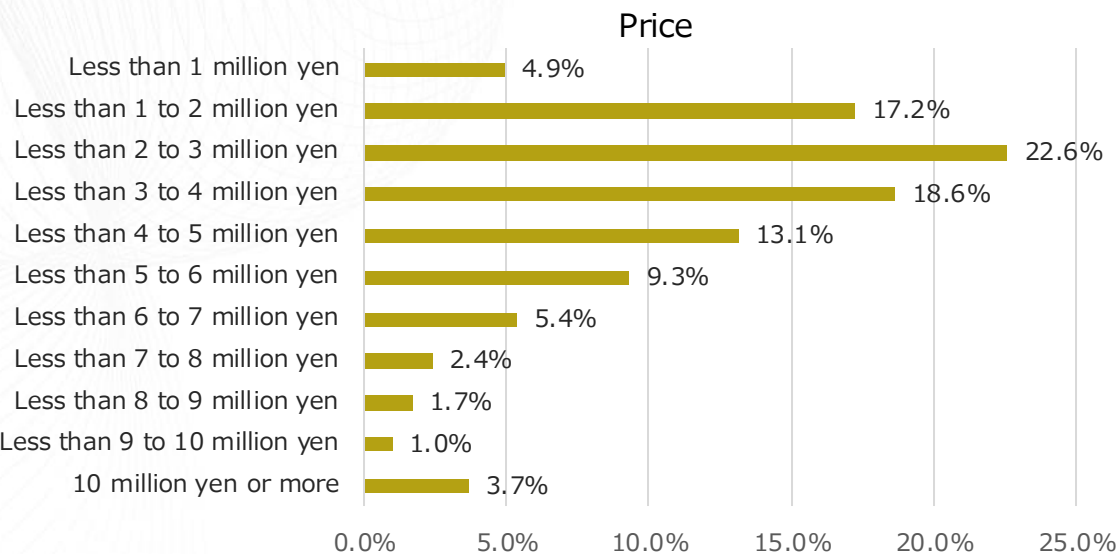
Number of Private Vehicles



Maker of Owned Vehicles

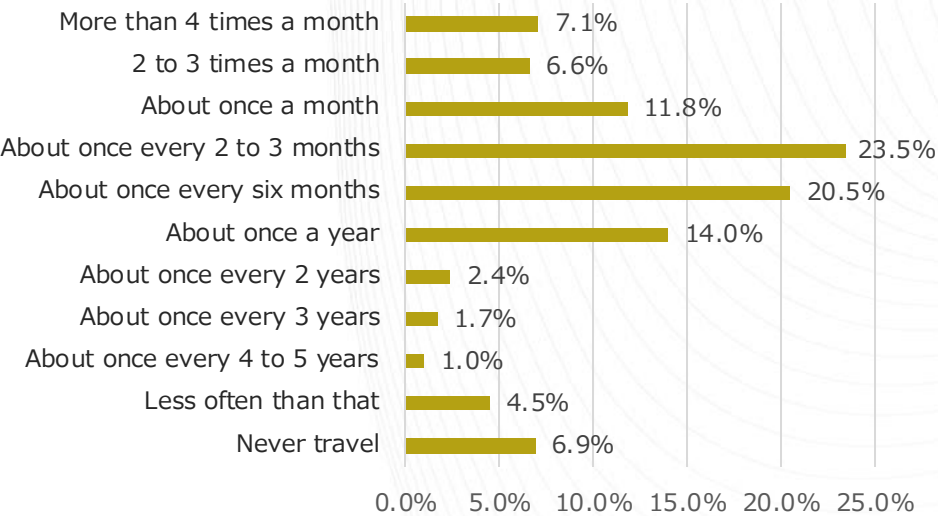


Spec of Owned Vehicles

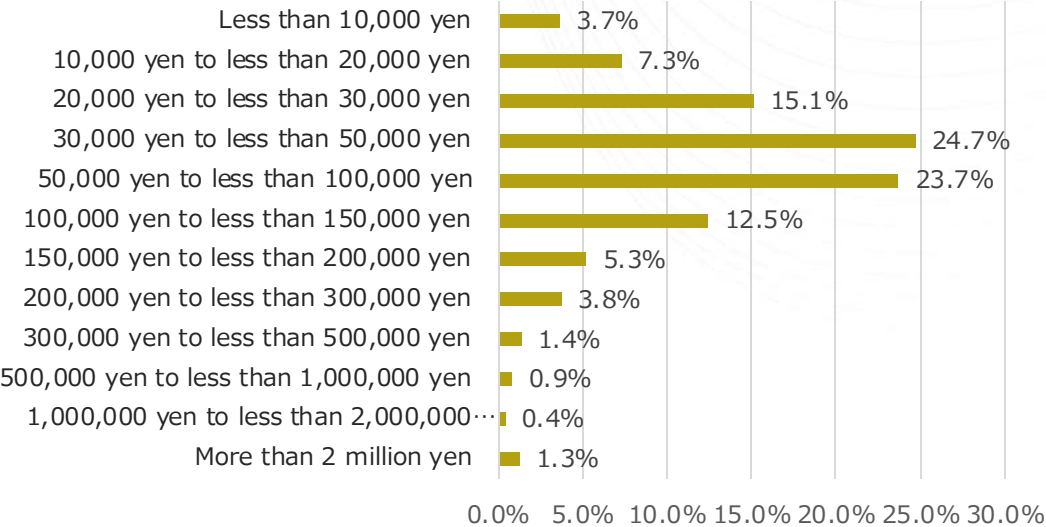


09 | Domestic Travel

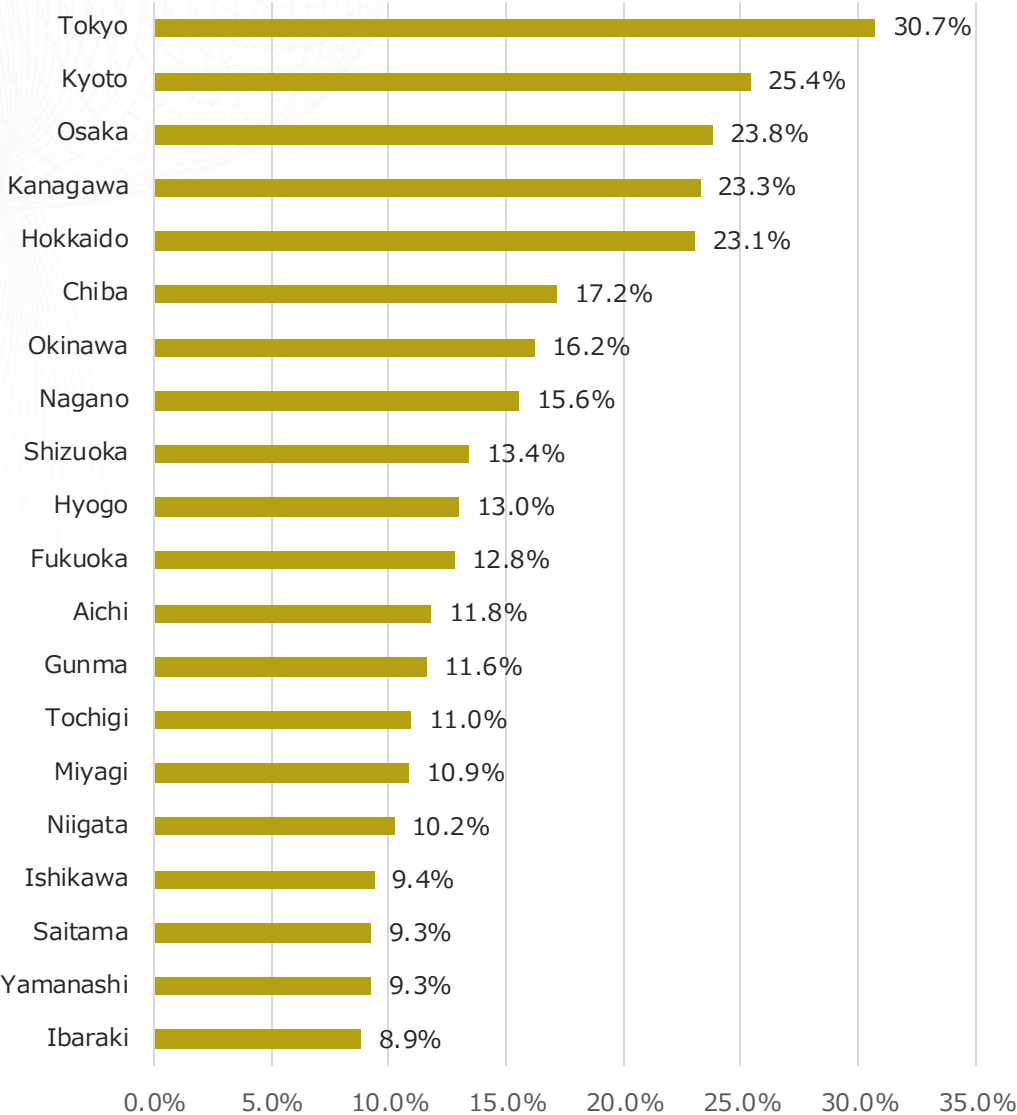
Frequency



Budget

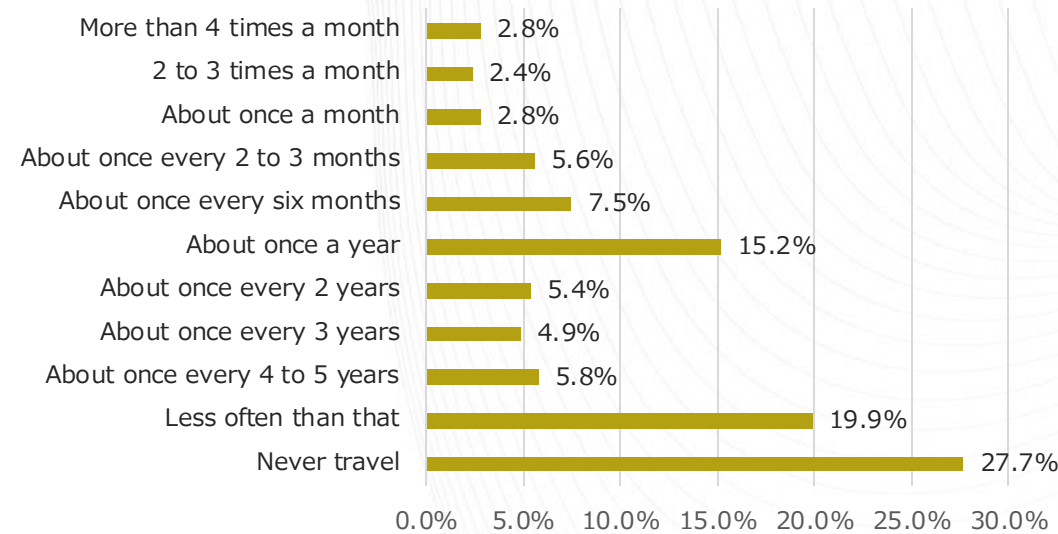


Destination

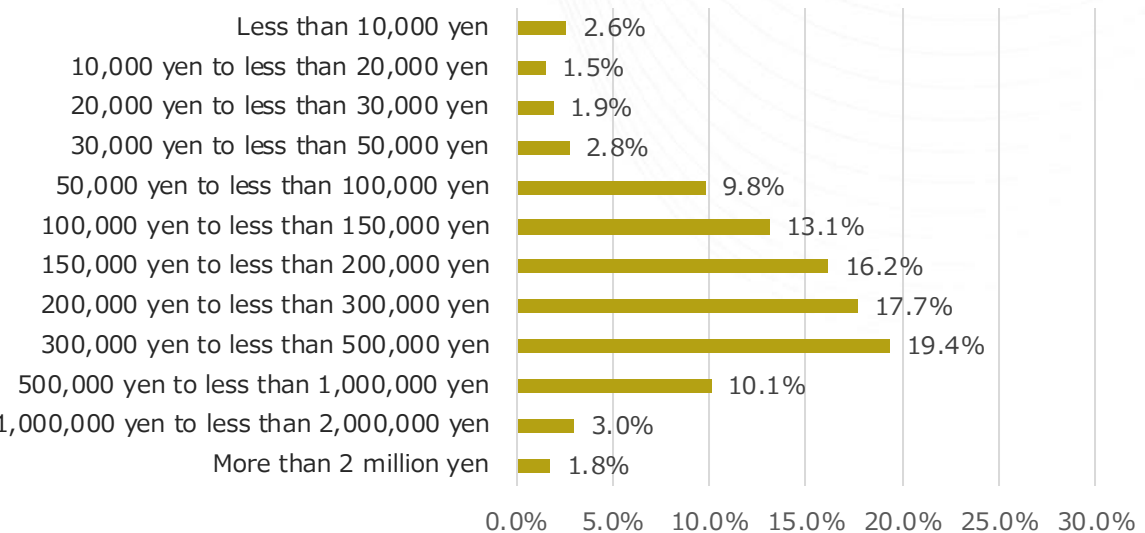


10 | Oversea Travel

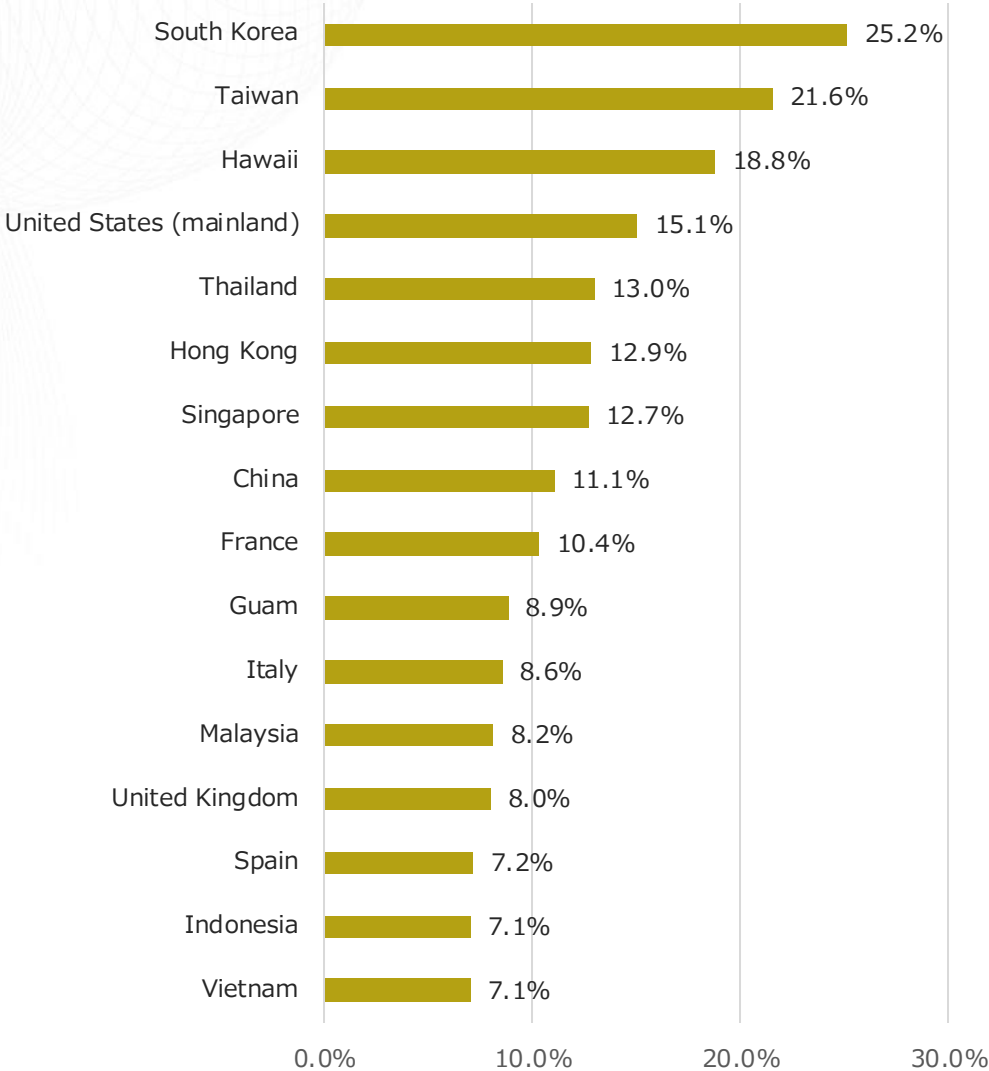
Frequency



Budget

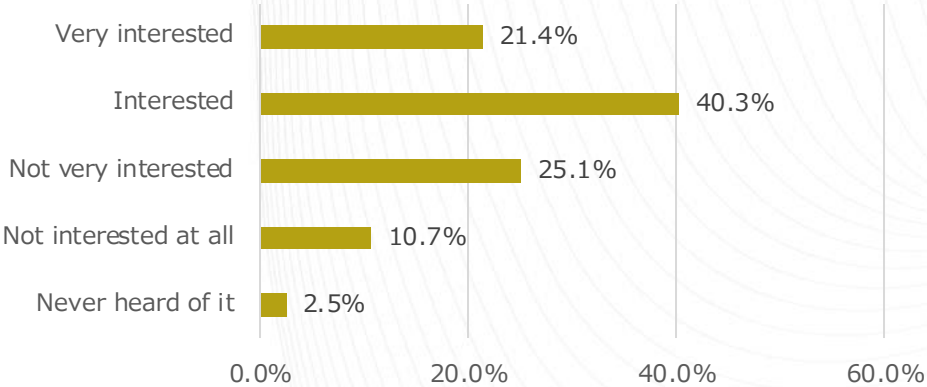


Destination

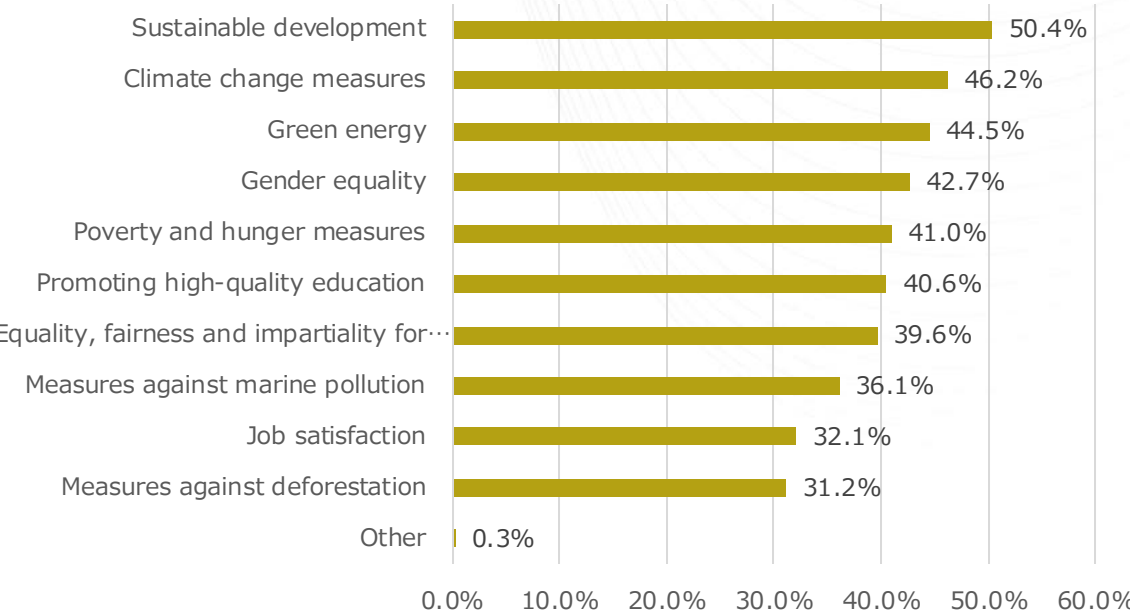


11 | SDGs

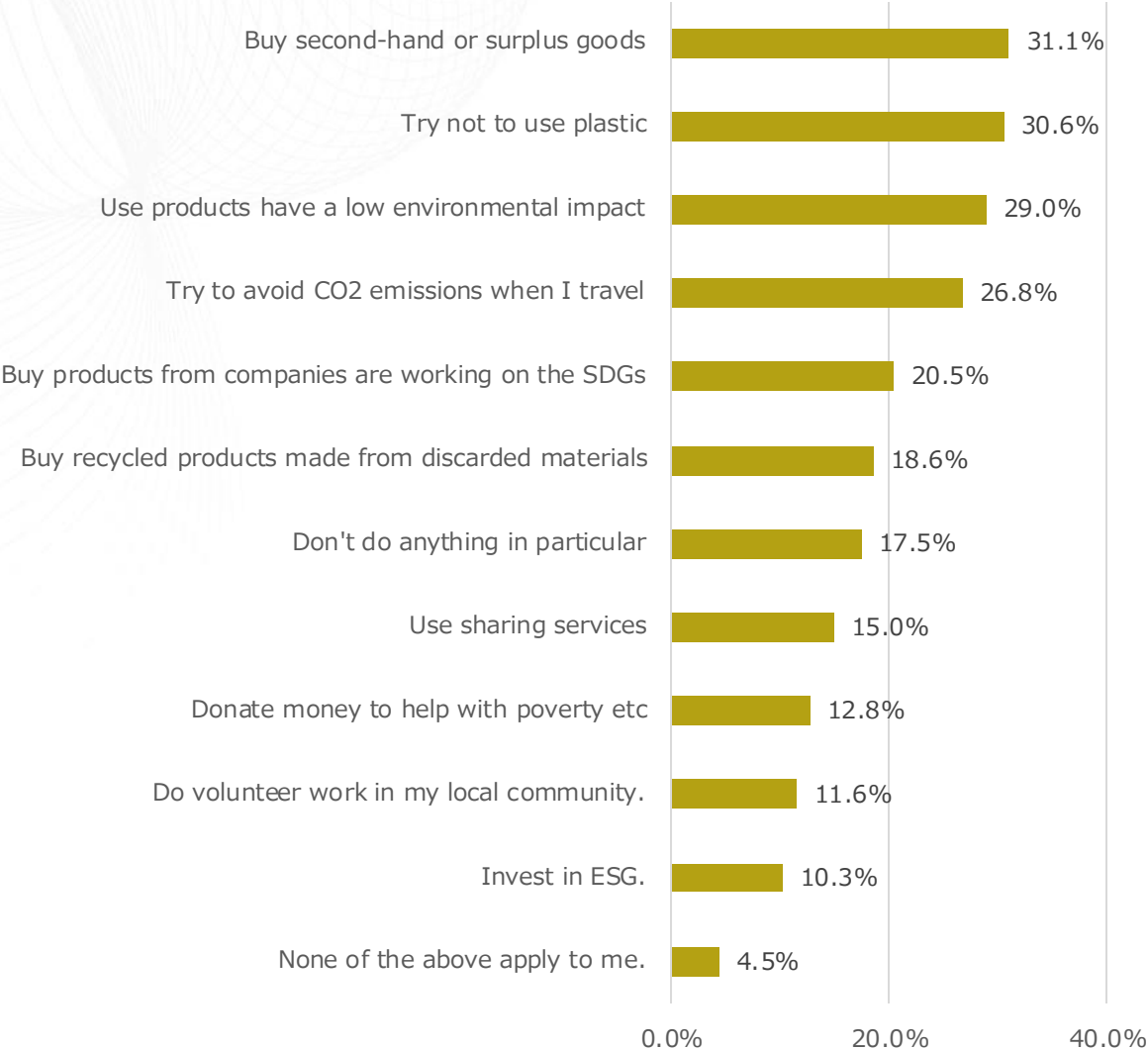
Interest of SDGs



Topics of interest

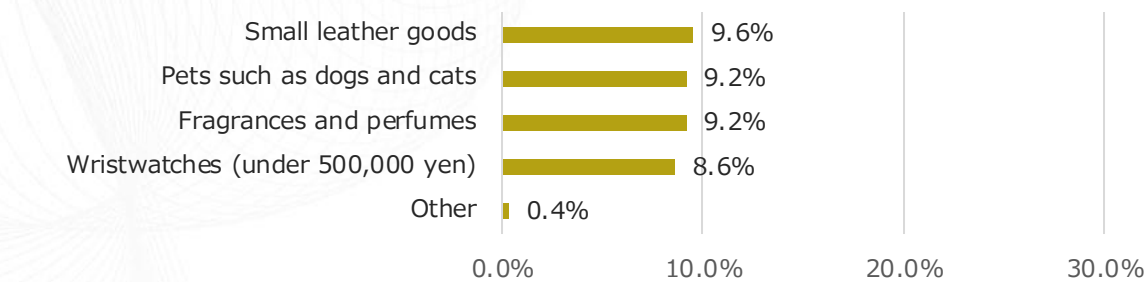
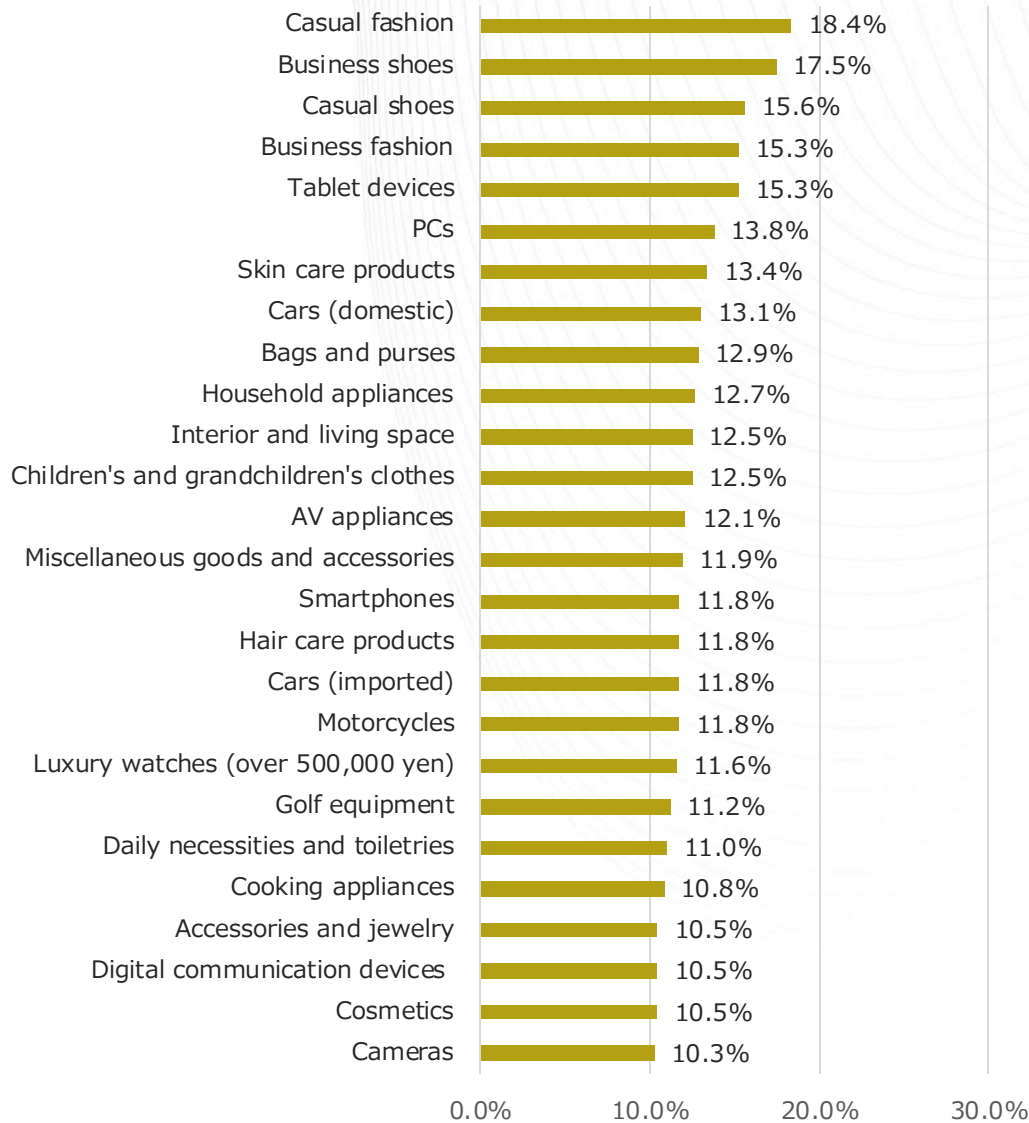


Usual Activities



12 | Interests | Male

What plan to purchase

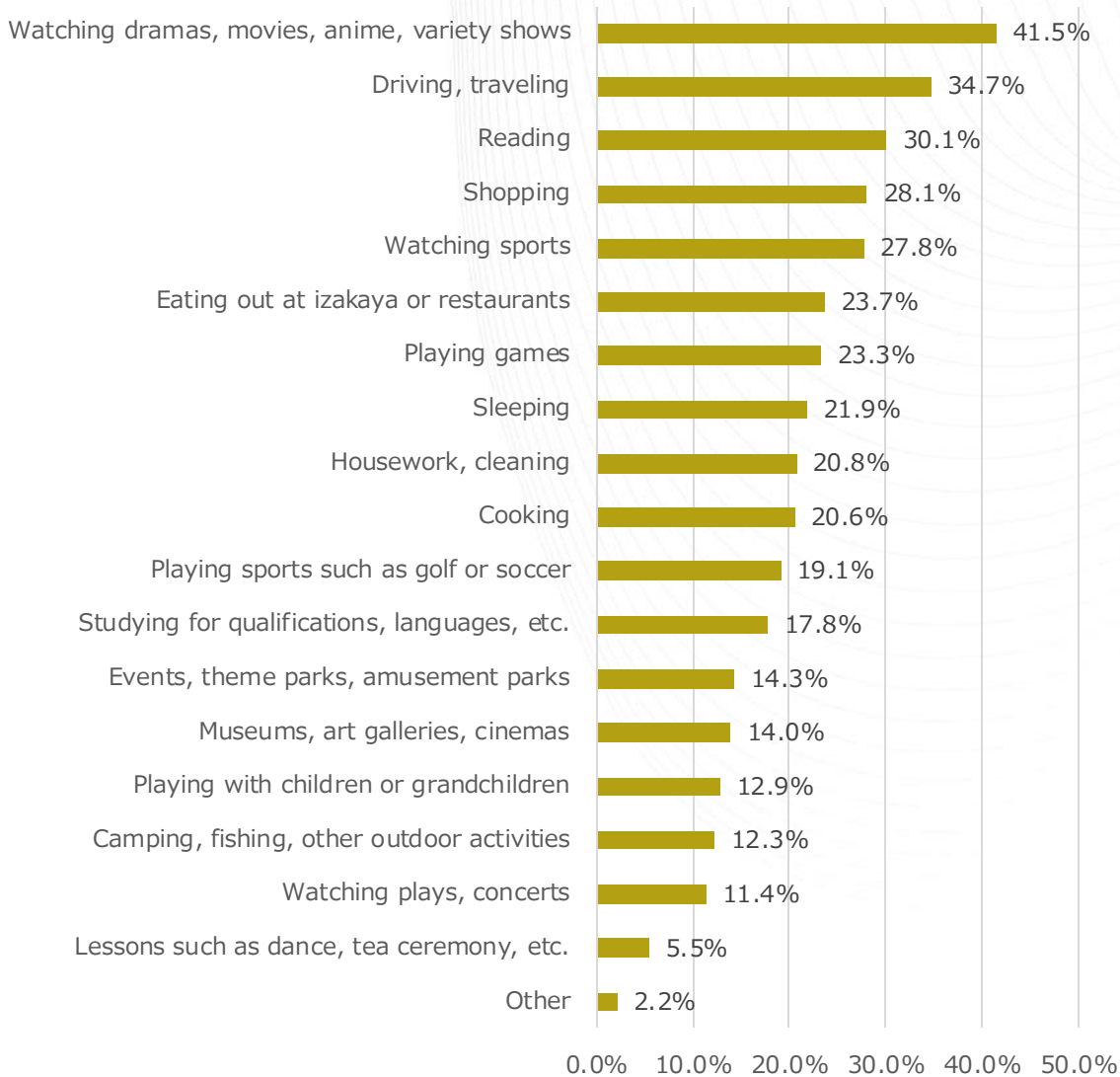


What I do to promote my health

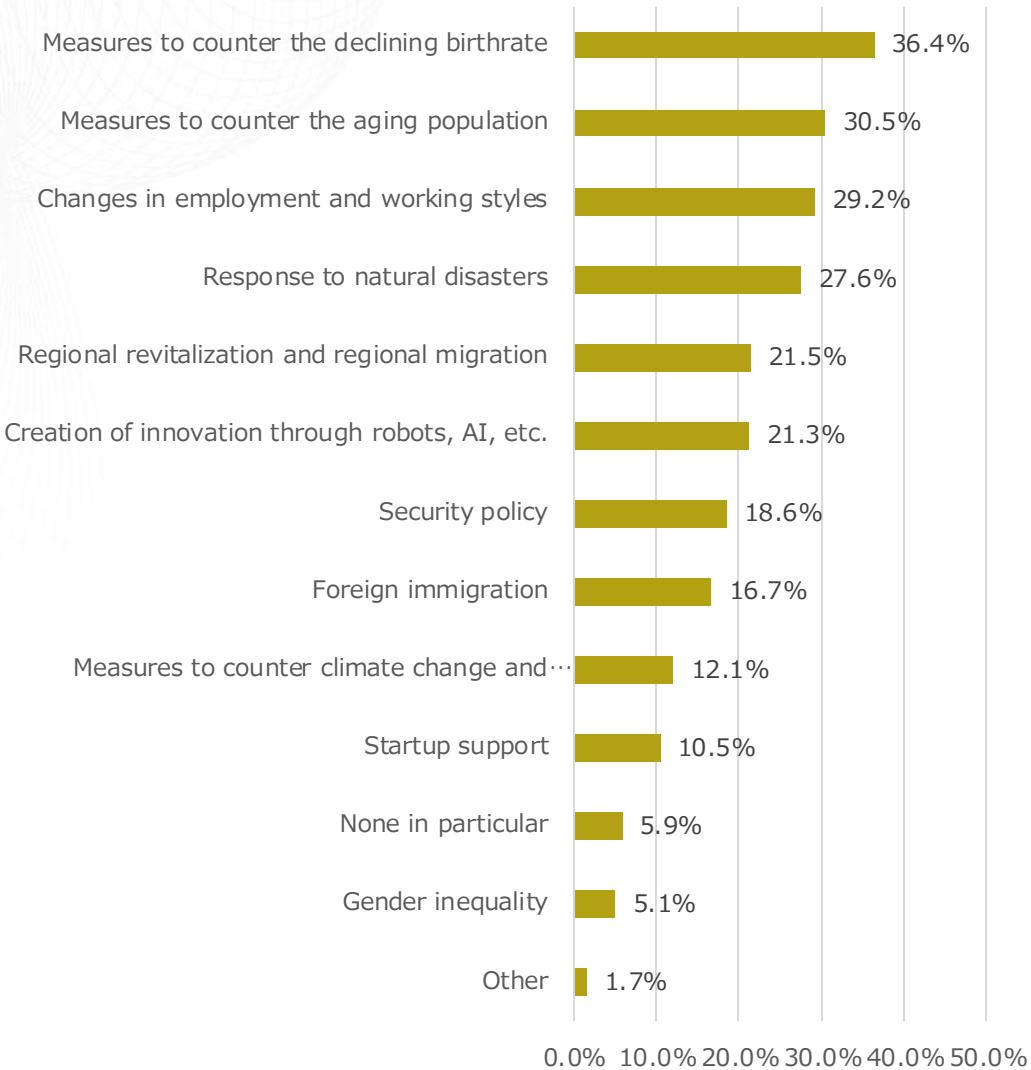


12 | Interests | Male

Spending time on holidays

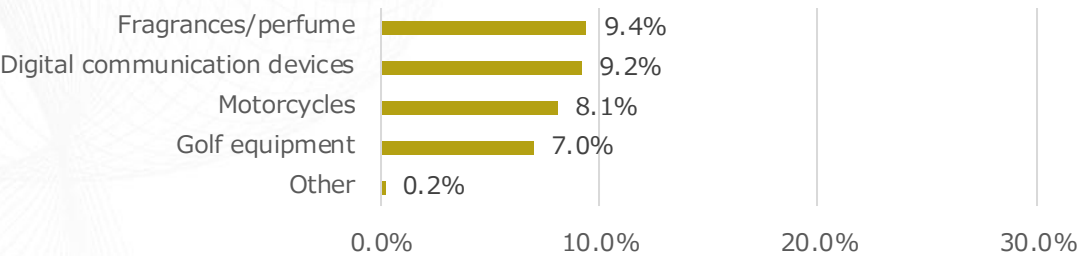
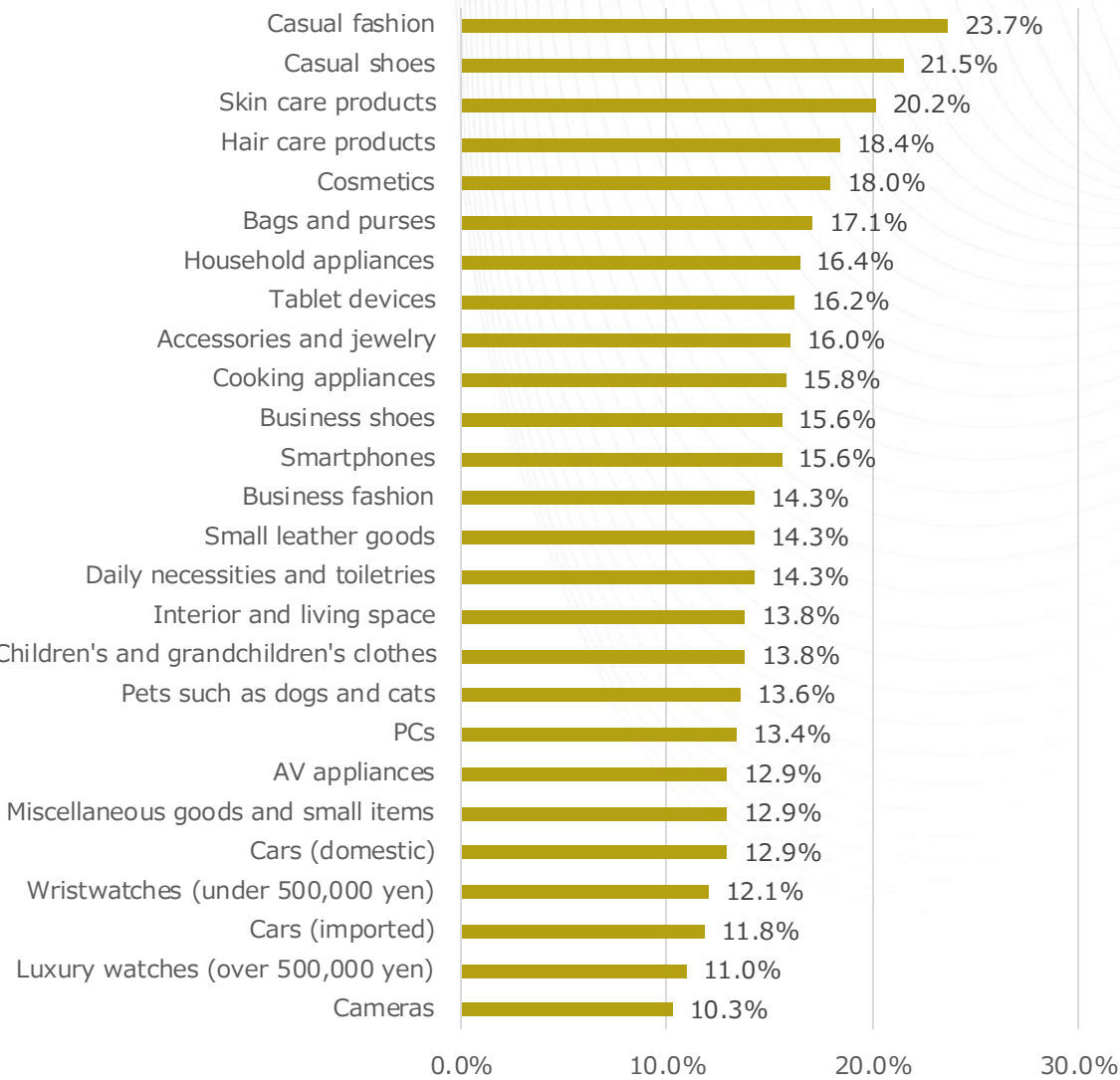


Social Issues of Interest



12 | Interests | Female

What plan to purchase

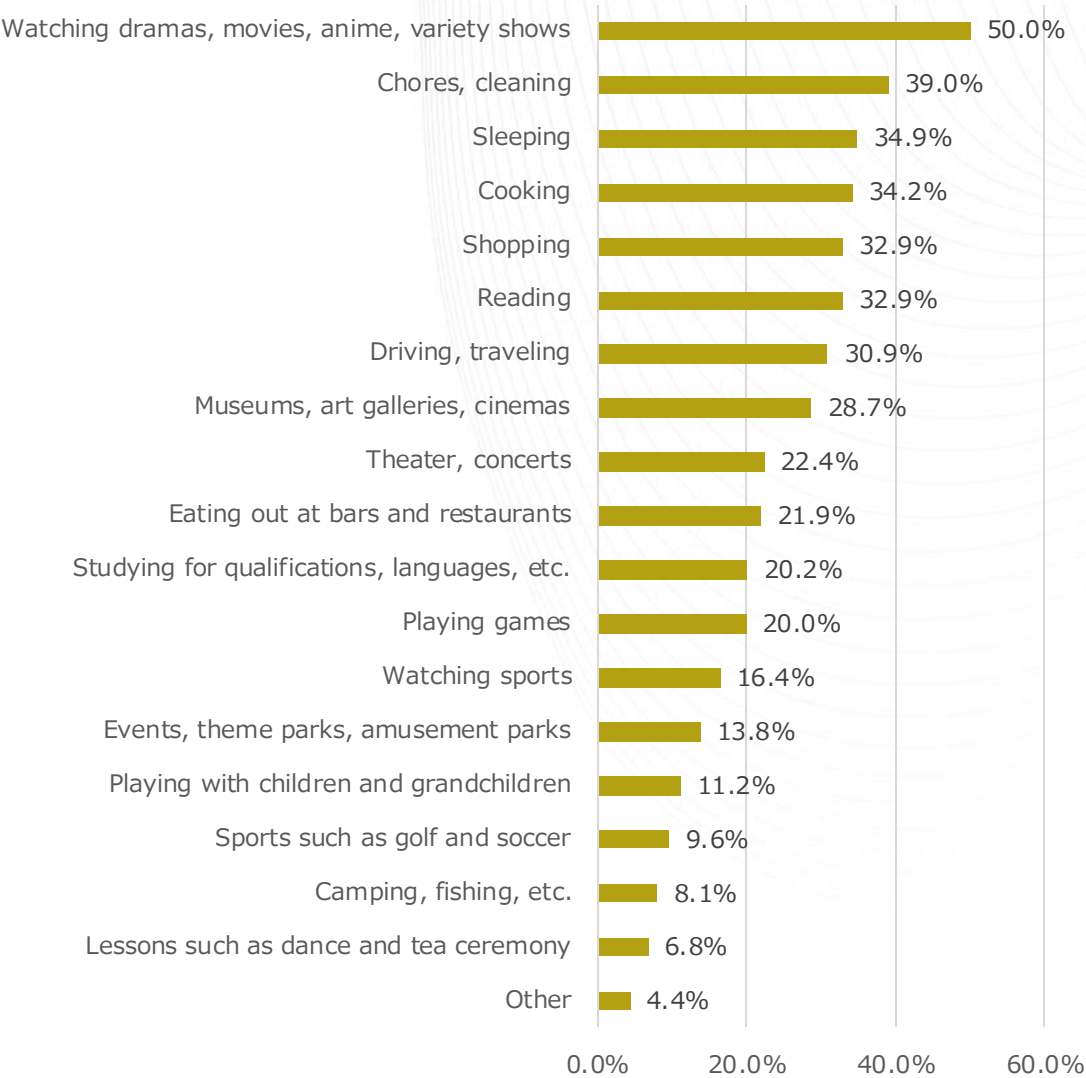


What I do to promote my health

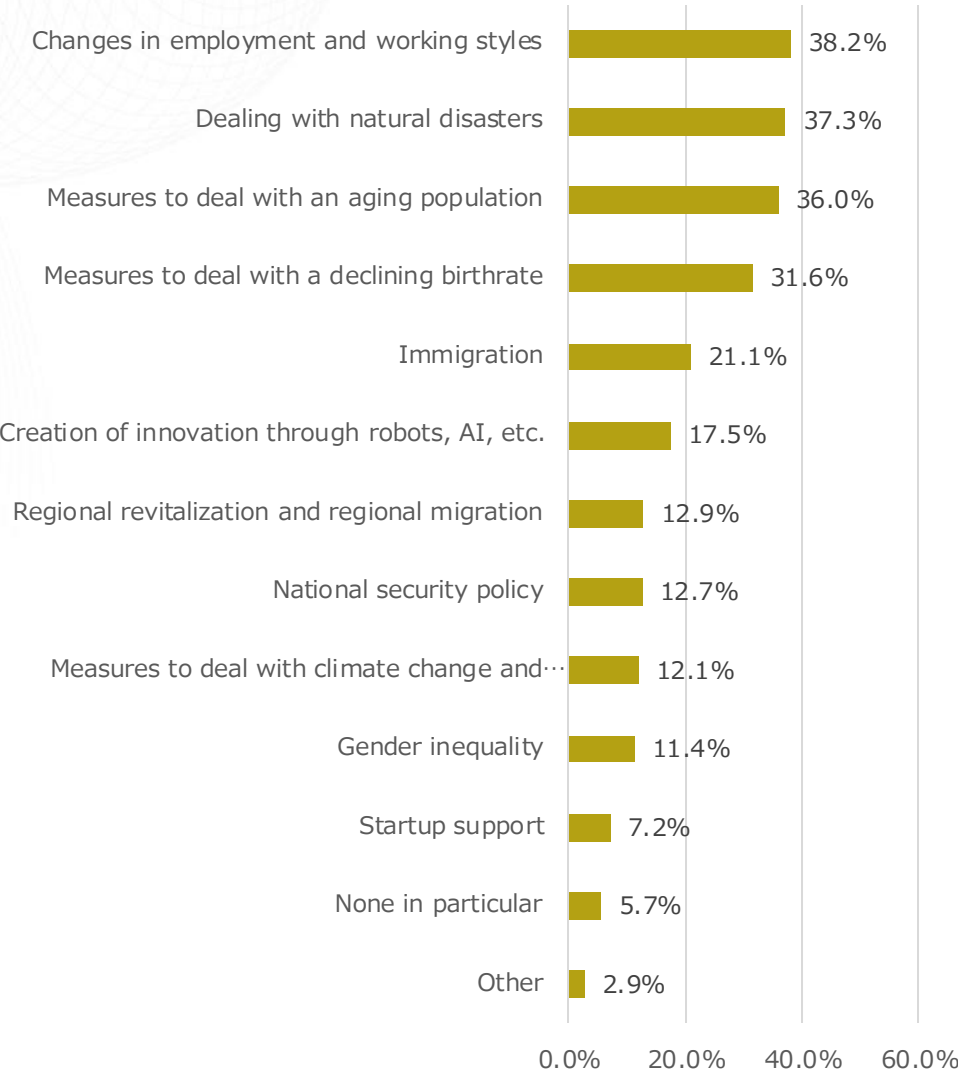


12 | Interests | Female

Spending time on holidays

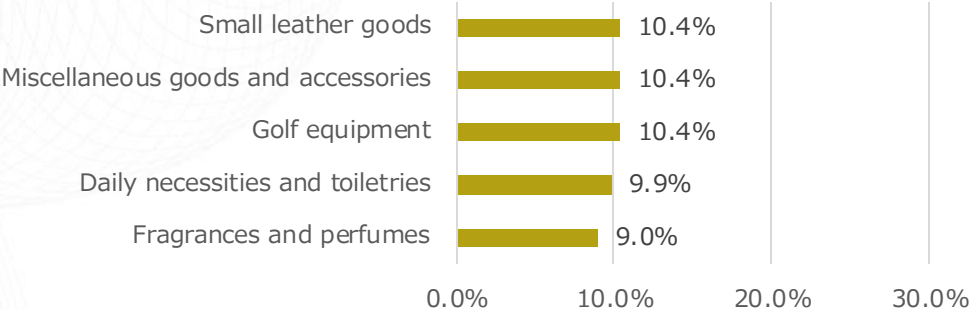
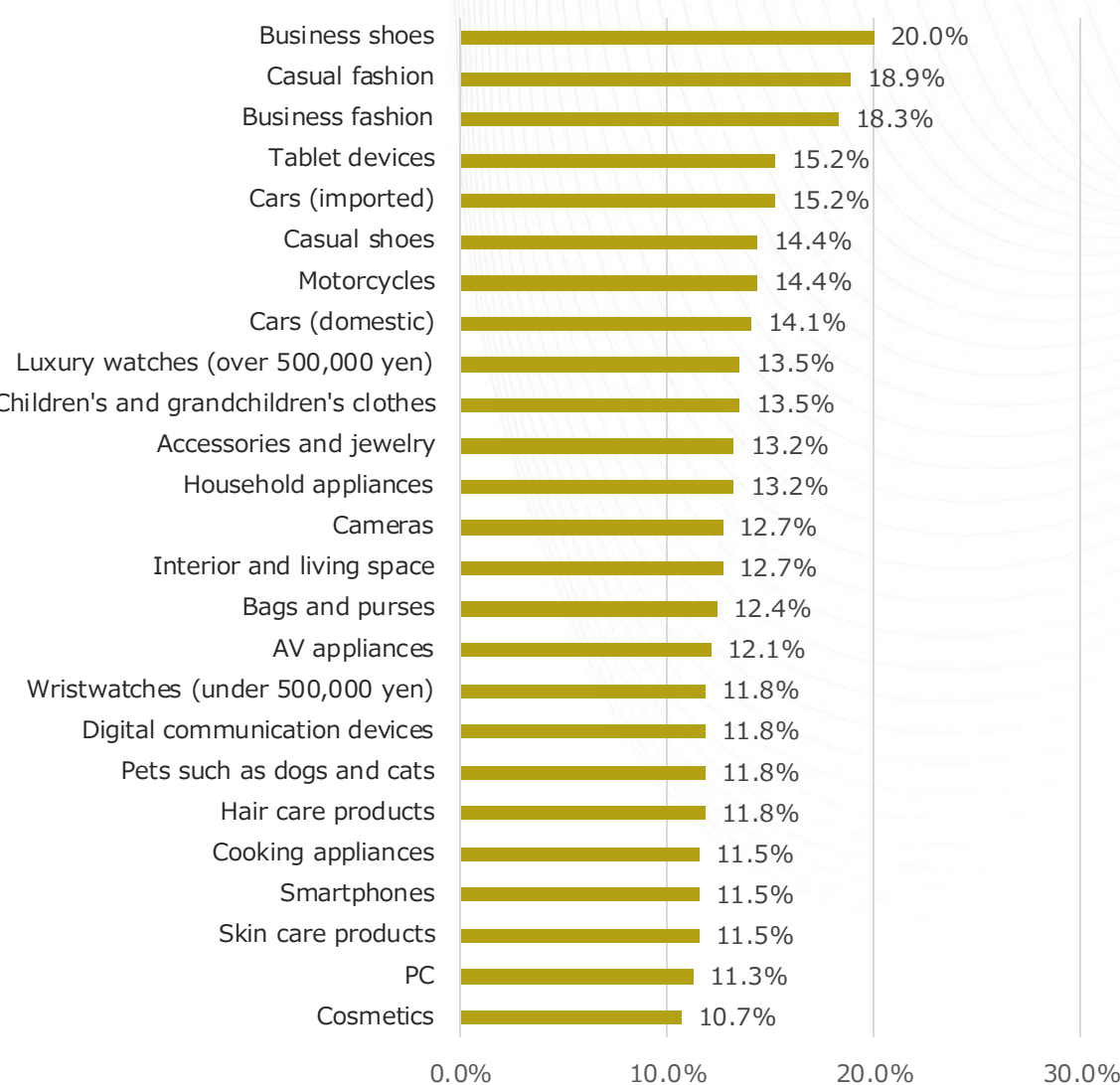


Social Issues of Interest

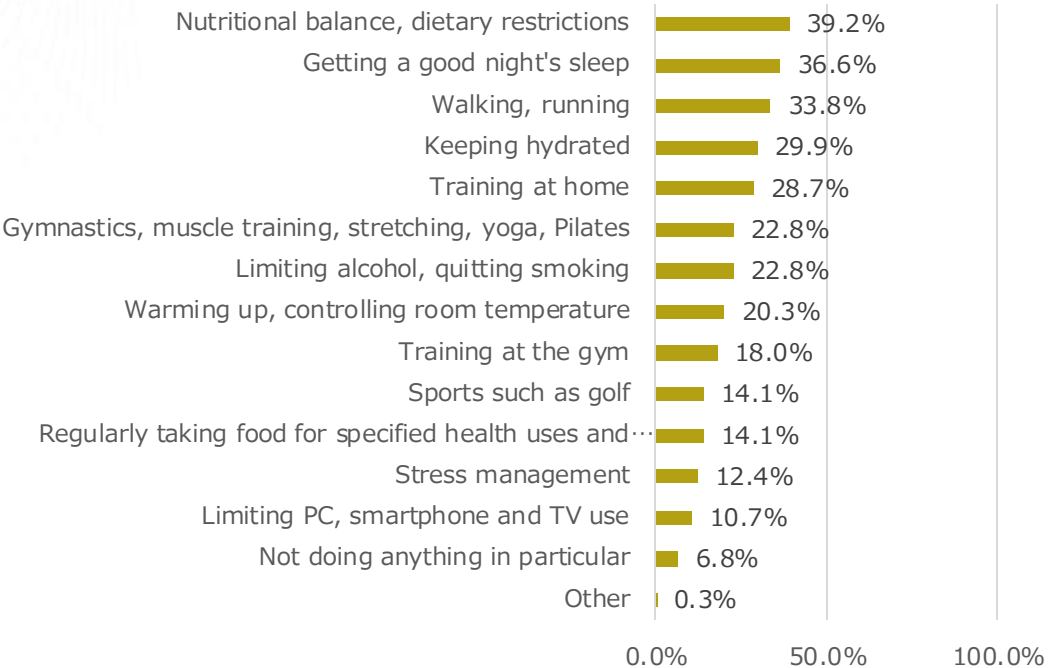


12 | Interest| 18~34 Years Old

What plan to purchase

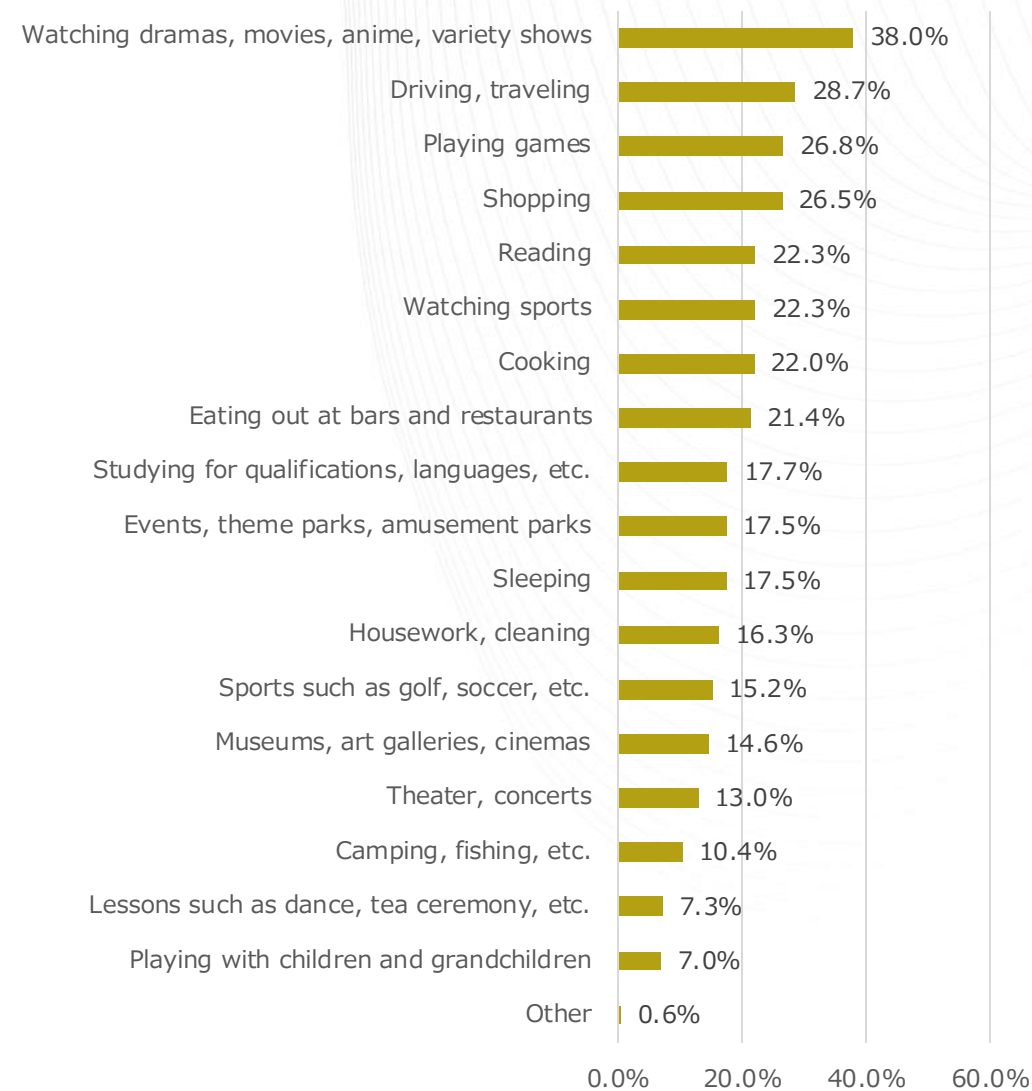


What I do to promote my health

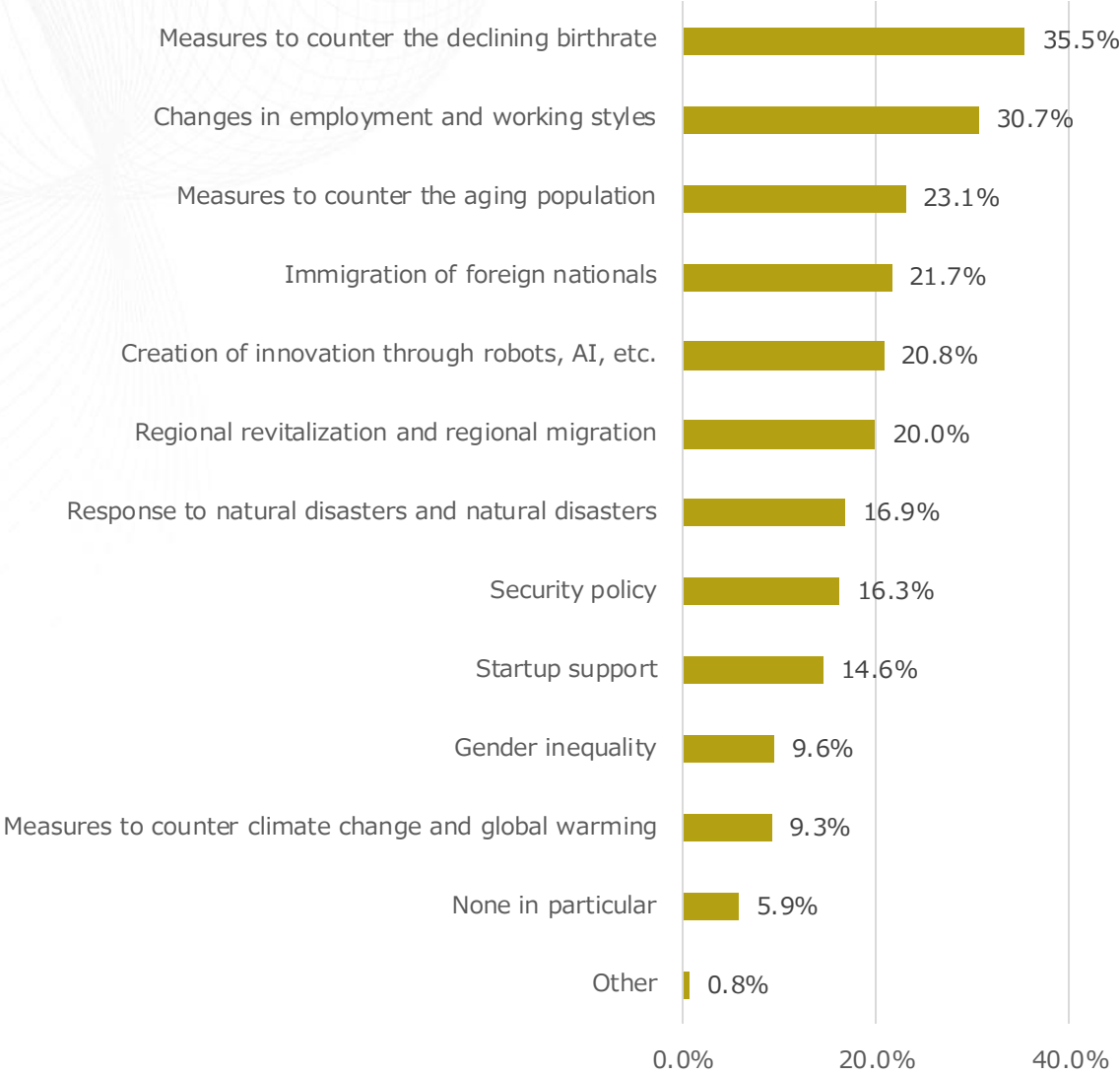


12 | Interest| 18~34 Years Old

Spending time on holidays

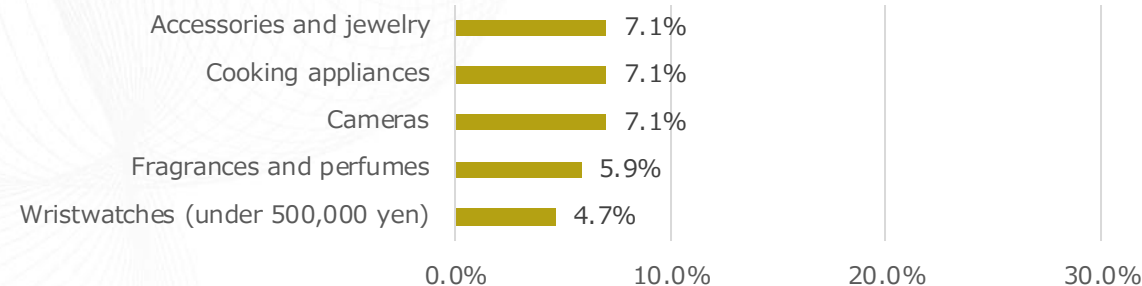
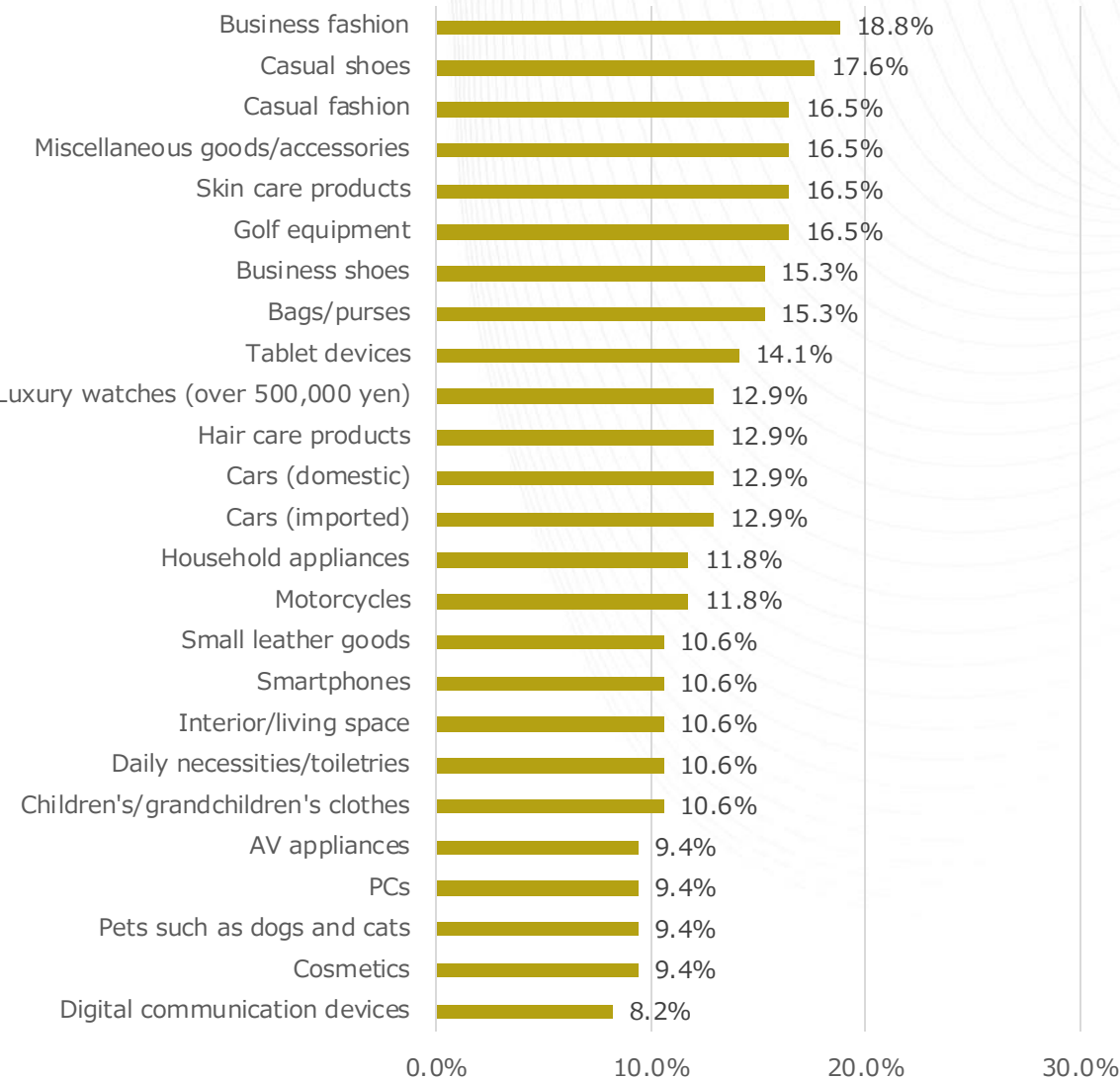


Social Issues of Interest

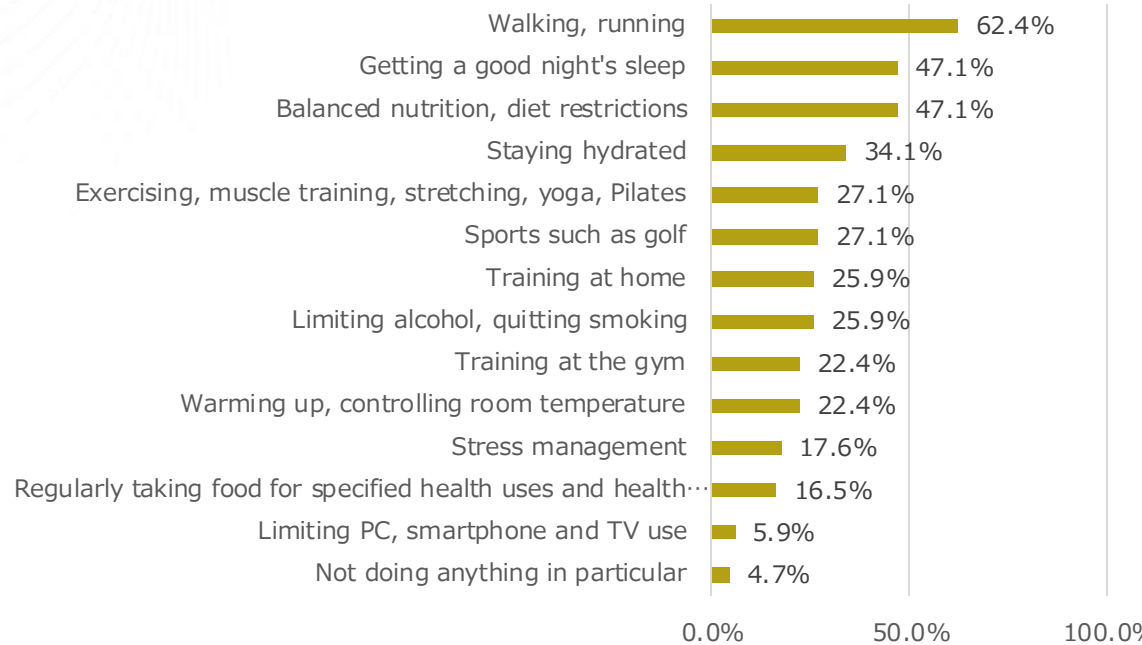


12 | Interests| Annual personal income of 10 million or more

What plan to purchase

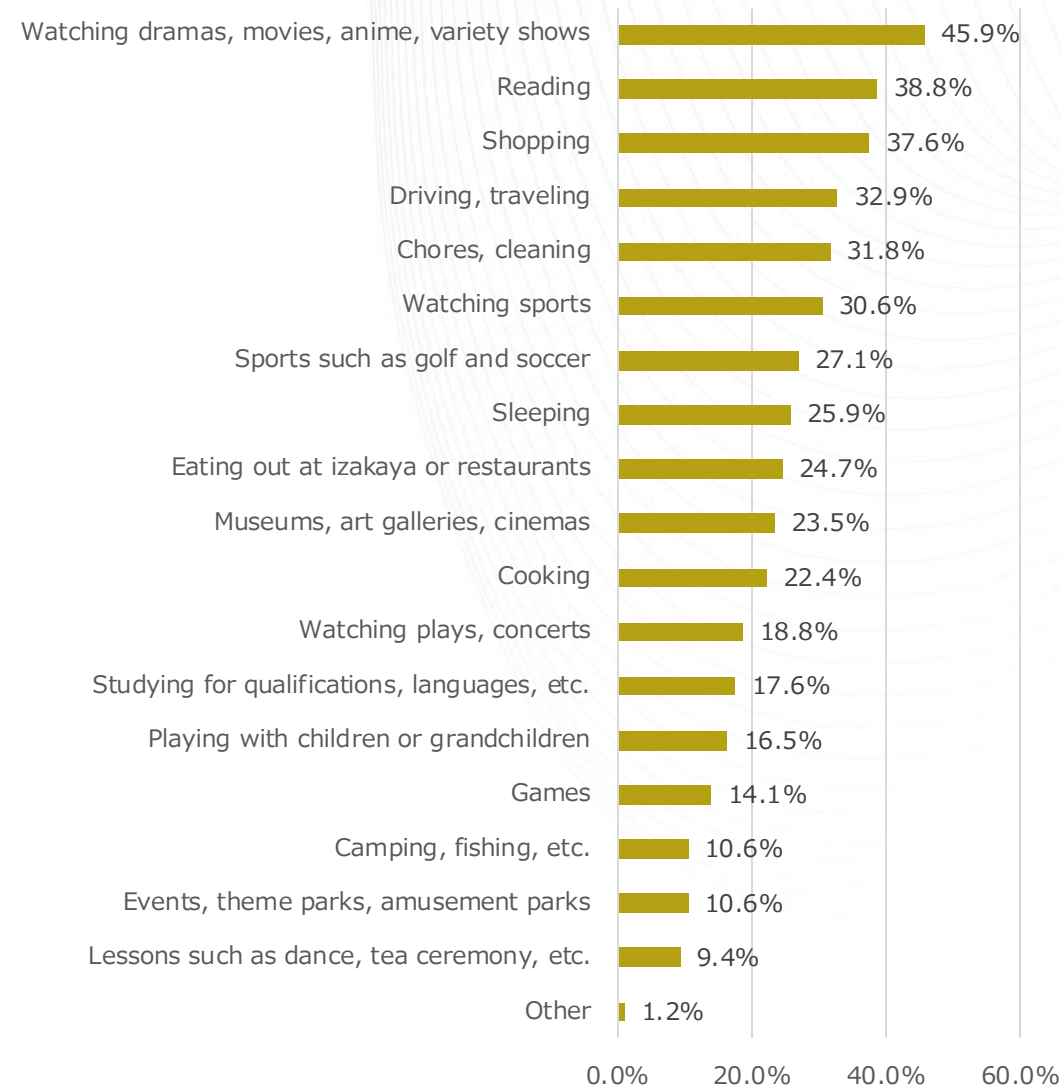


What I do to promote my health

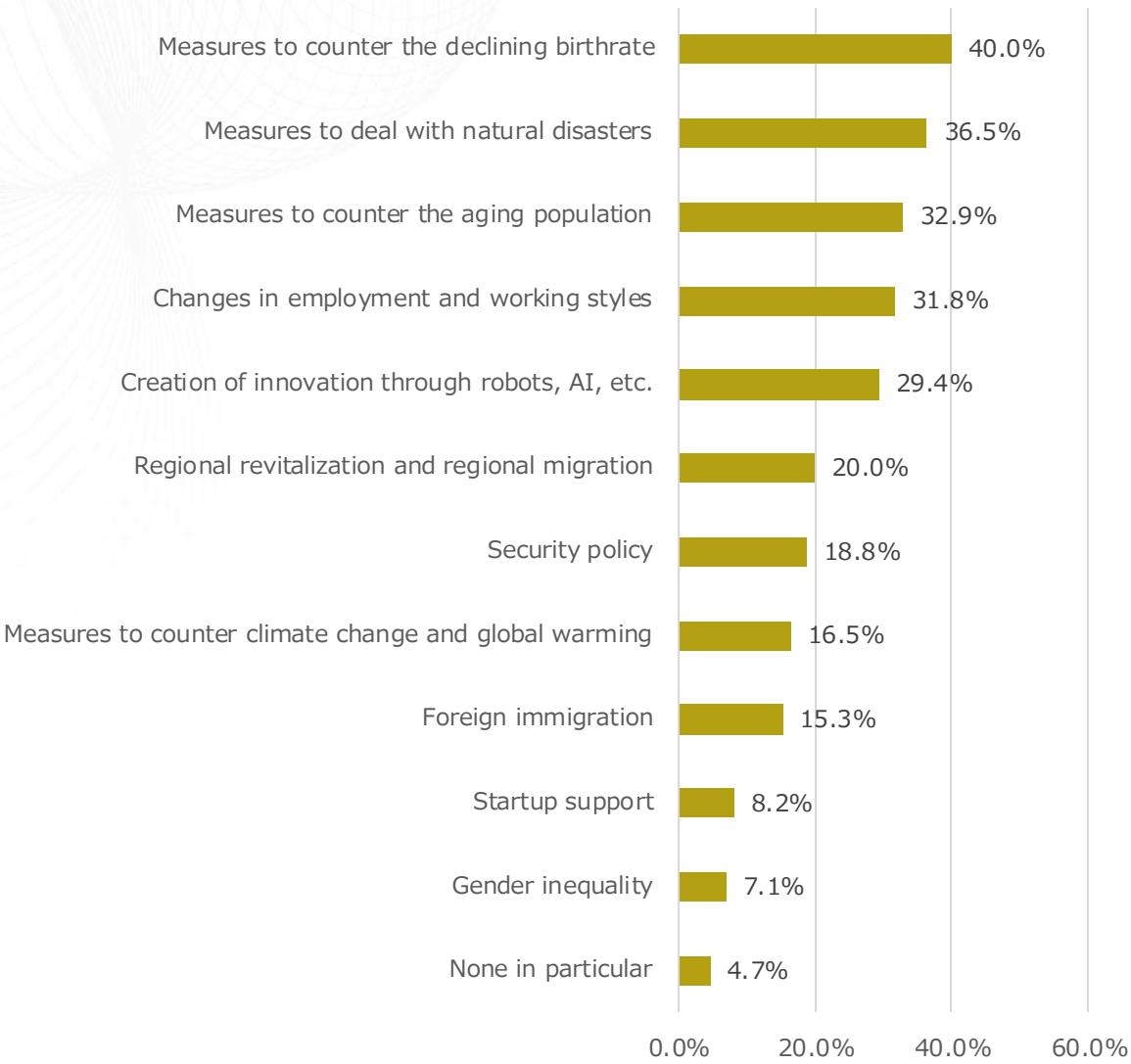


12 | Interests| Annual personal income of 10 million or more

Spending time on holidays



Social Issues of Interest



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