

東洋經濟

T O Y O K E I Z A I

O N L I N E

Reader's
Profile

2024

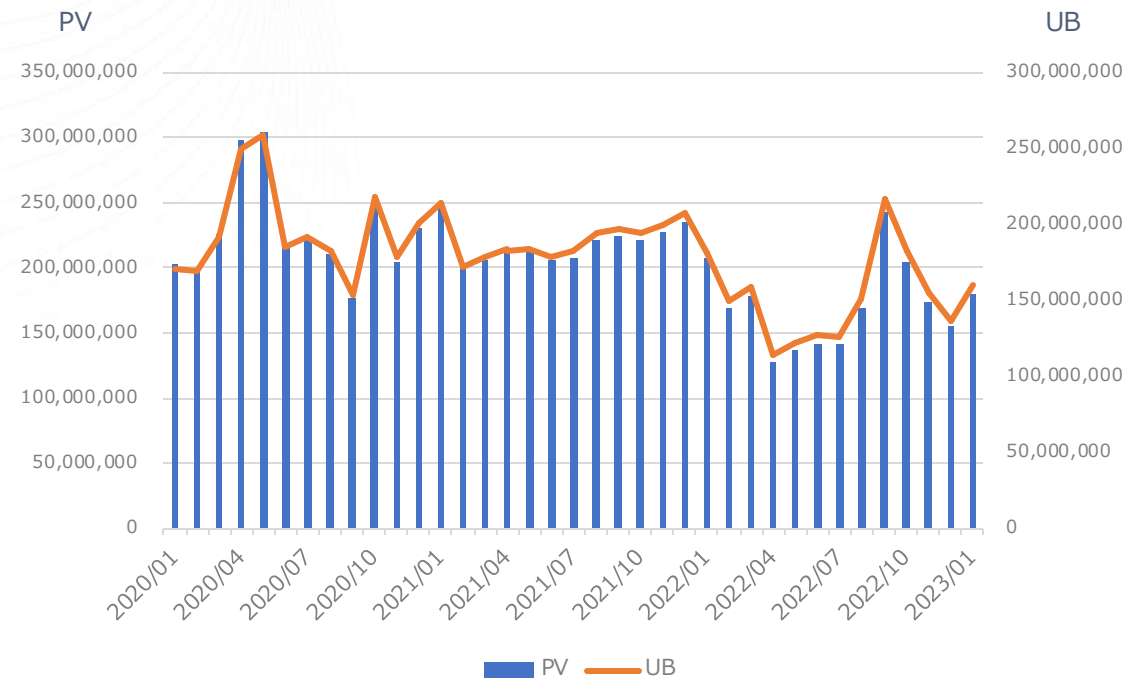
Toyo Keizai Online: The No. 1 business magazine-affiliated site in Japan; It is a high-profile web media that attracts the interest of a wide range of readers

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; Manager, Toyo Keizai Online Business Division and Product Manager



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

Toyo Keizai Online launched in 2003, has been supported by many companies and continues to be a top-runner among business magazine-related websites.

For businesspeople working on the front lines, neutral economic and corporate information based on objective data is a way of life.

How can we deliver high quality content to as many people as possible in a fresh, easy-to-understand, and efficient manner? We have been tirelessly working through a process of trial and error.

On the other hand, the world is in an era of unprecedented upheaval, and the situation surrounding the media is also in the midst of daily change. If we do not evolve without resting on our laurels, our readers will leave us in the blink of an eye.

We will continue to develop and innovate further as a web media outlet with great influence on the domestic and international business scene by combining the power of data and technology with the media management know-how we have cultivated over the past 20 years.

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

Message; Toyo Keizai Online Chief Editor



Thank you for your continued patronage of Toyo Keizai Online.

Since the advent of ChatGPT, generative AI (artificial intelligence) has been rapidly evolving, which is likely to change not only the way individuals work, but also the business models of many industries. In addition, with the rise of various geopolitical risks, the need to accurately understand the nature of economic and social conditions will probably increase.

Toyo Keizai Online features a panel of industry journalists who write for Kaisha Shikiho, as well as experts in economic, social, international, and other fields. Toyo Keizai Online works with approximately 400 industry reporters who write for Kaisha Shikiho, as well as experts and journalists who are well versed in various fields such as economics, society, and international affairs. We will send out timely information on topics of interest to our readers. In addition, we will also be thoroughly committed to uncovering "themes that are not yet well-known. Another major feature of our content is that it makes use of the wealth of data we have accumulated on financial information and corporate social responsibility (CSR).

We will always pursue the most appropriate form for each theme, including not only text but also visual data, video, audio, and other forms of content. We will always pursue the most appropriate form for each theme. We will make further efforts to become a medium that people can rely on when they are faced with major changes and are pressed to make decisions.

The entire editorial team will continue to make every effort to be of service to advertisers and other stakeholders.

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 37.9%

SDGs

65.1%
of readers have
high interest in SDGs



Plan to purchase
fashion, cosmetics
appliances,
automobiles



45.0%
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)

Panasonic
Mitsubishi Electronic
Ricoh Japan
Canon
Sharp
Panasonic Holdings
Murata Manufacturing
Hitachi Group

Manufacturing (cars & bikes)

Honda Motor
Denso
Nissan
Mazda
Isuzu Motors
Mitsubishi Motors
Toyota Motor
NTN

Manufacturing (pharmaceuticals, chemicals & materials)

Fujifilm
Asahi Kasei
Toray
Daiichi Sankyo
Nichia Corporation
Bayer Yakuhin
Kaneka
Chugai Pharmaceutical

Manufacturing (consumer goods)

Asahi Breweries
Bridgestone
Japan Tobacco
Dell
Shiseido
LIXIL
Morinaga Milk Industry
Kao

Wholesale, retail & trading

ENEOS Holdings
Itochu
Mitsubishi Corporation
Marubeni
Toyota Tsusho
Mitsui & Co.
Macnica
Uchida Yoko

Finance & insurance

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

Transportation & infrastructure

Tokyu
Sumitomo Densetsu
Sankyu
East Nippon Expressway
UPS Japan
Kandenko
All Nippon Airline
Tokyo Metro

Real estate and construction

Toda Corporation
Taisei Corporation
Daiwa House Industry
Shimizu Corporation
Mitsubishi Estate Company
Mori Building
Mitsui Fudosan
Kinden

IT, consulting & information services

Softbank
Cyber Agent
Sega Sammy Holdings
Otsuka Coporation
PricewaterhouseCoopers Japan
Nomura Research Institute
LINE
Amazon Japan

Communications, broadcasting, publishing & printing

Nikkei Inc.
Rakuten Communications
Japan Broadcasting
Asahi Shimbun
Dai Nippon Printing
NTT Docomo
Nippon Television Network
So-net

Government agencies

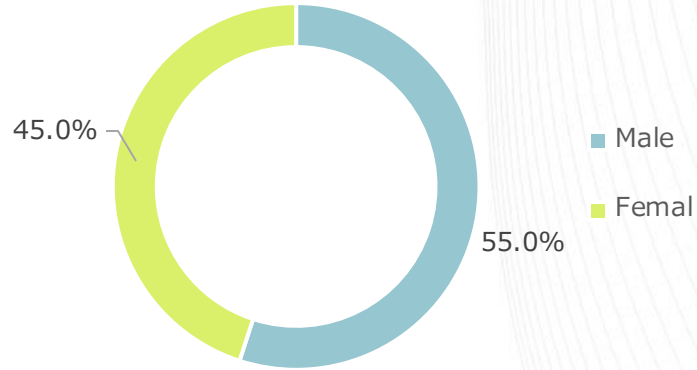
Tokyo Metropolitan Government
Yokohama City Hall
Ministry of Health, Labour and Welfare
Japan Ministry of Defense
Ministry of Internal Affairs and
Communications
Kanagawa Prefectural Government
Cabinet Office
Hokkaido Government

Universities & research institutions

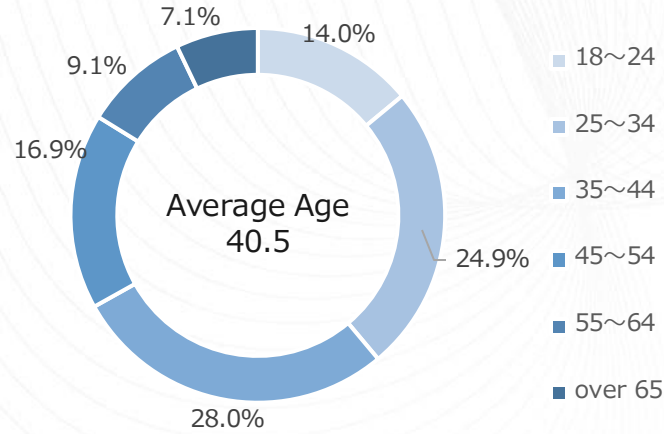
Tokyo University
Kyoto University
Tohoku University
Kyushu University
Osaka University
Meiji University
Ritsumeikan University
Nihon University

01 | Basic Information

Gender

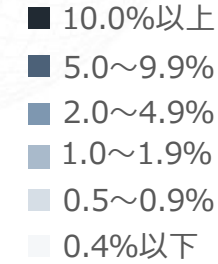


Age

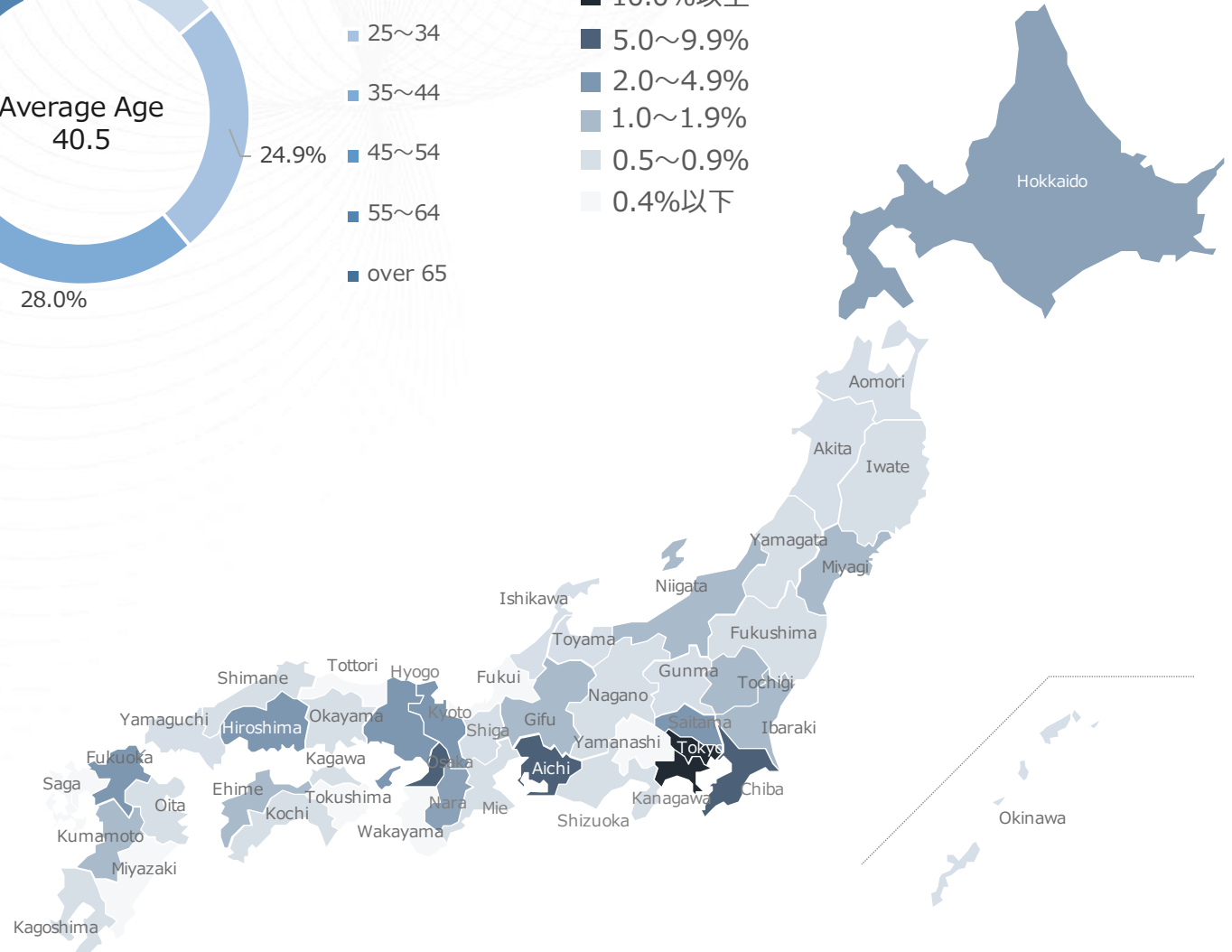
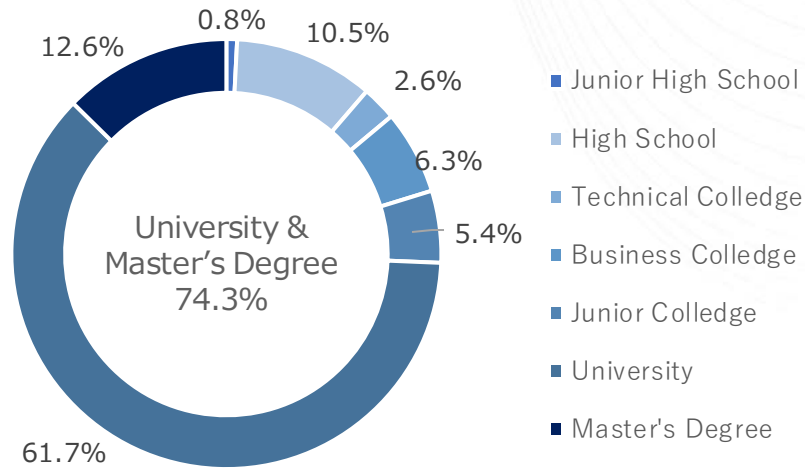


Residence

46.2% in Tokyo, Kanagawa, Aichi, and Osaka

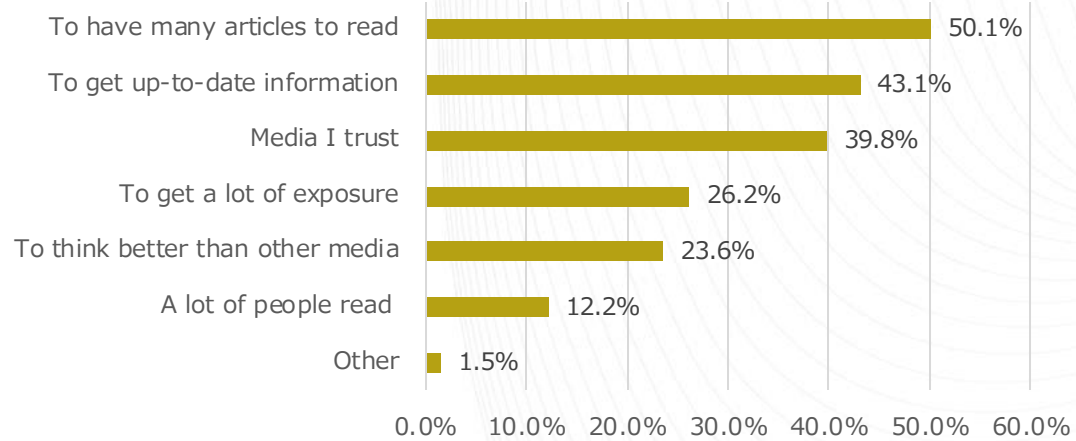


Last Educational Background

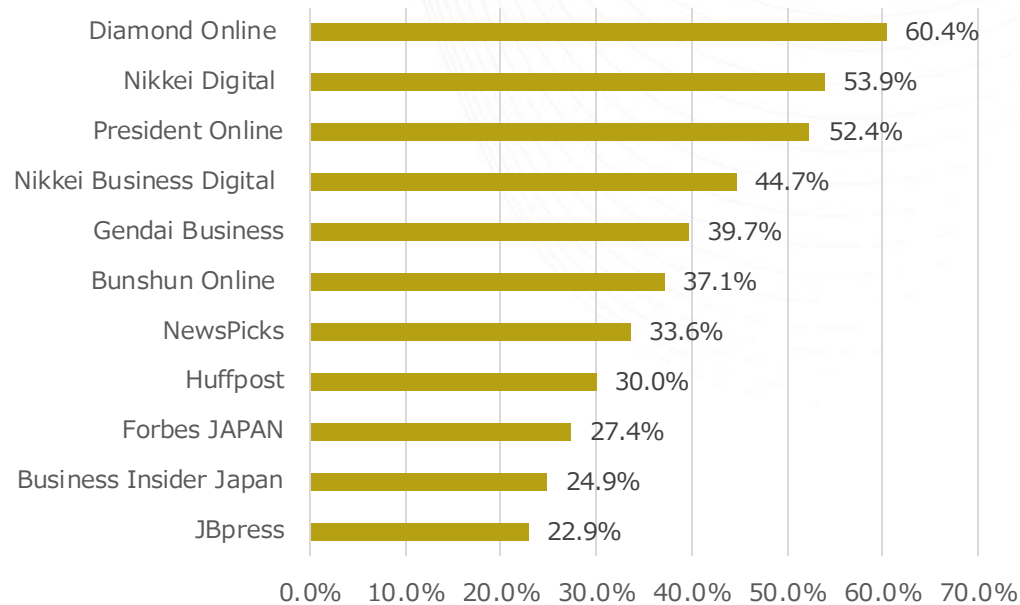


01 | Basic Information

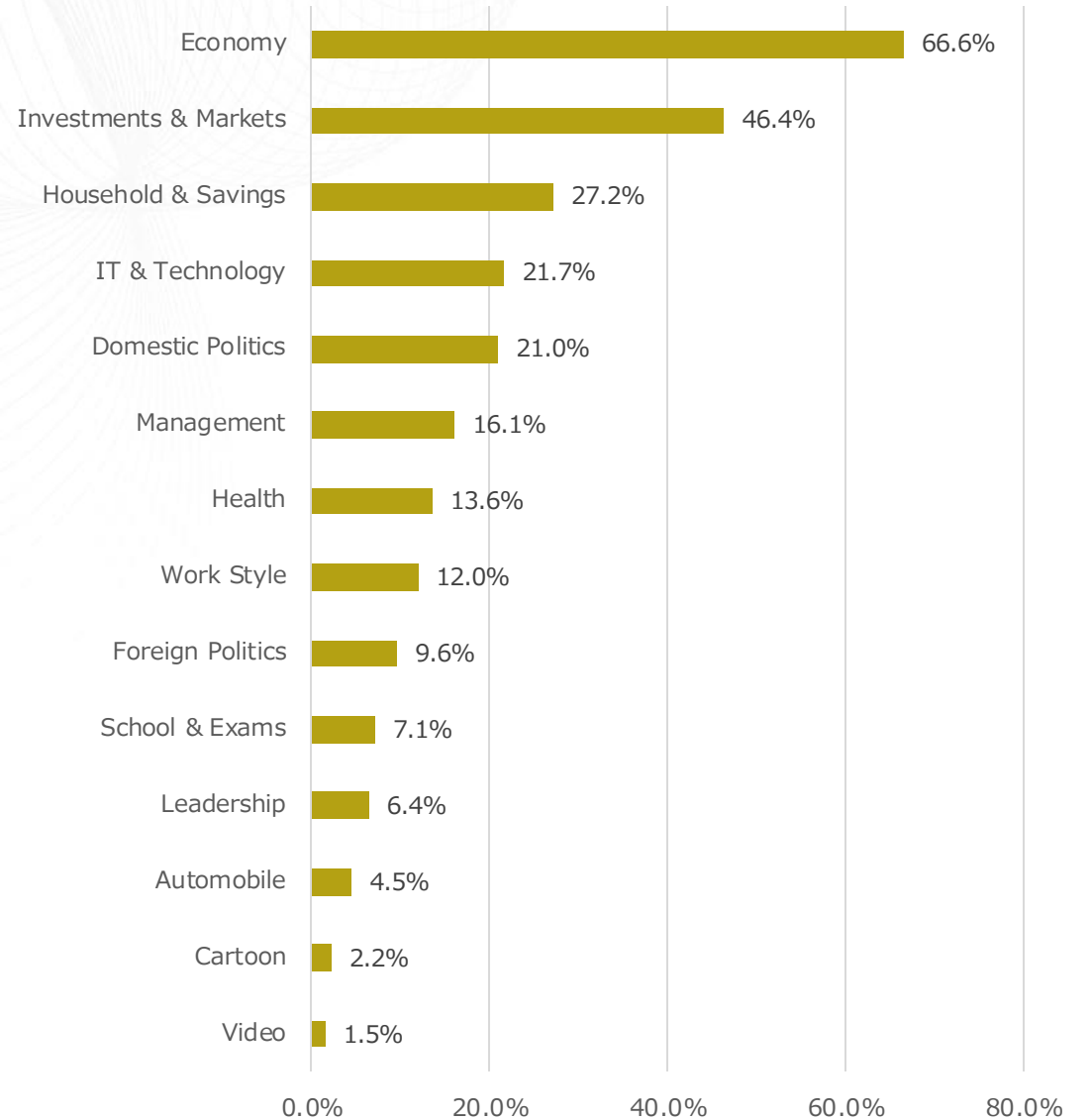
Why Read Toyo Keizai Online



Other Media Readers Usually Browse

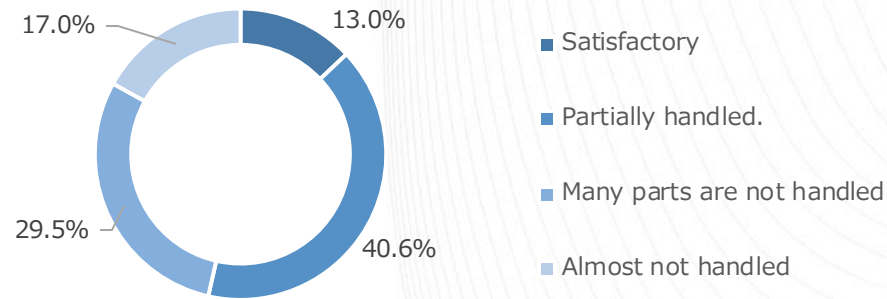


Topics of Interest

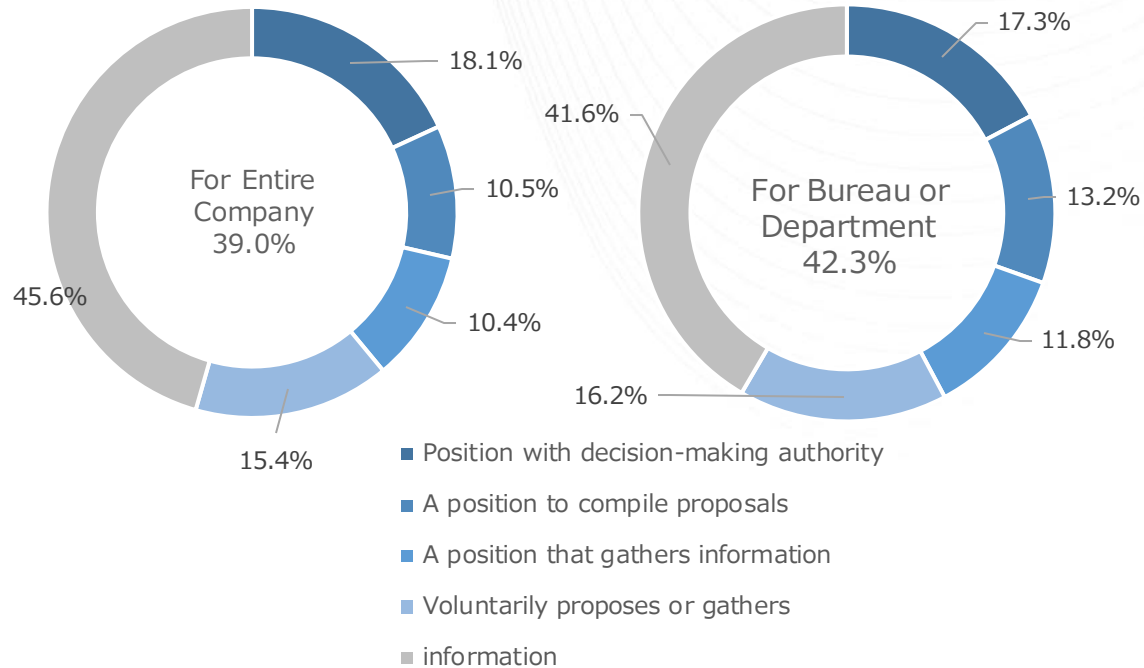


02 | Digital Tools, Digital Transformation

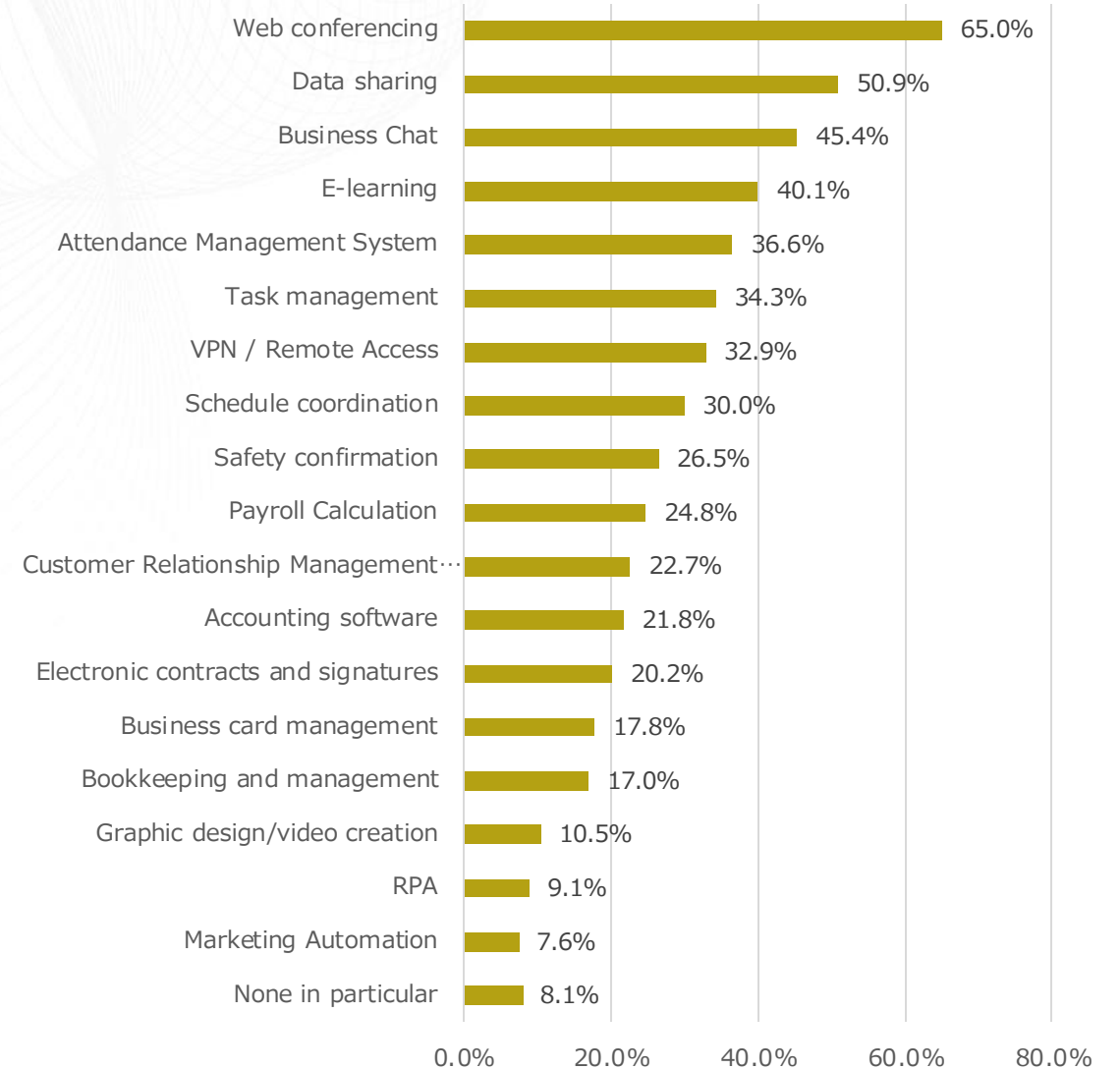
Achievement of Digital Transformation



Position on DX implementation

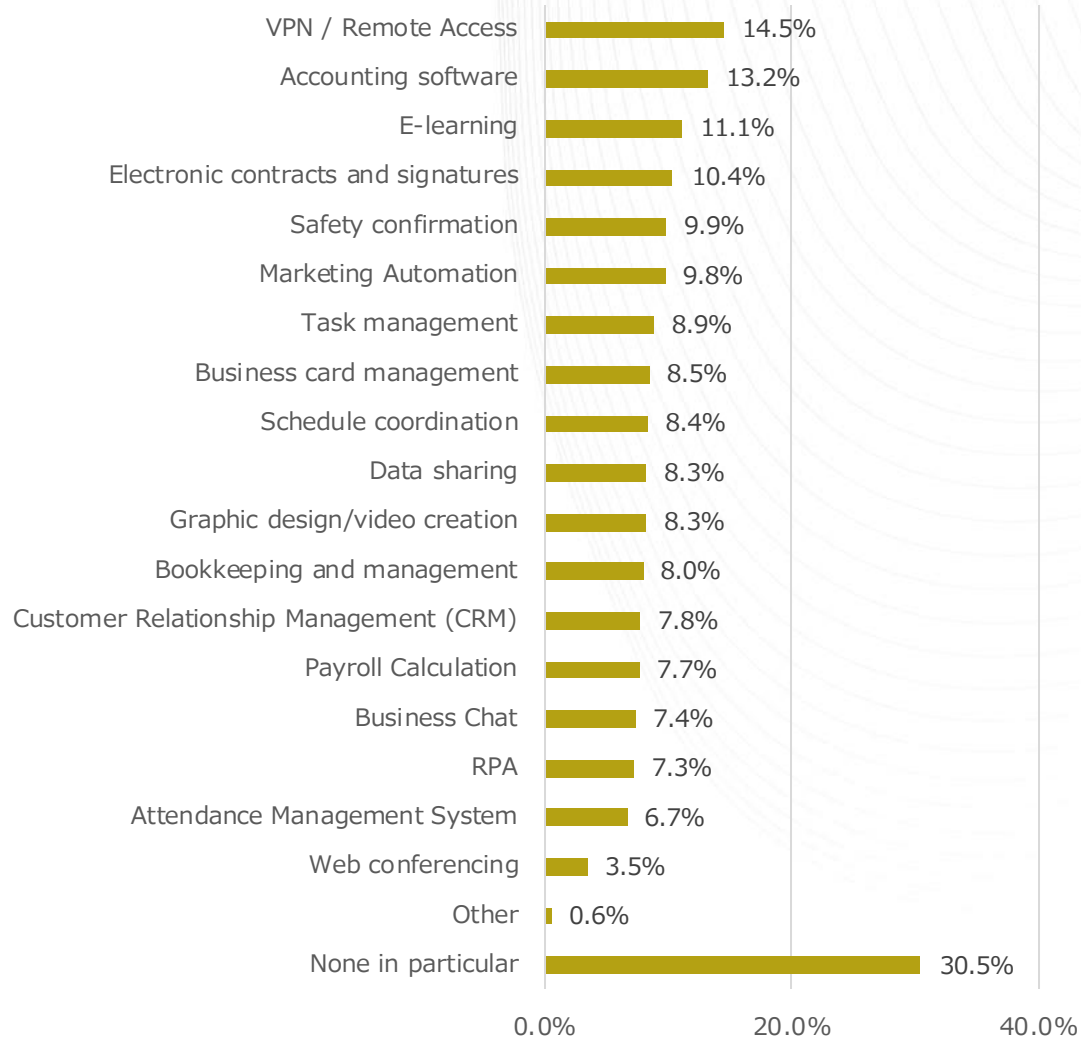


Digital tools frequently used in business

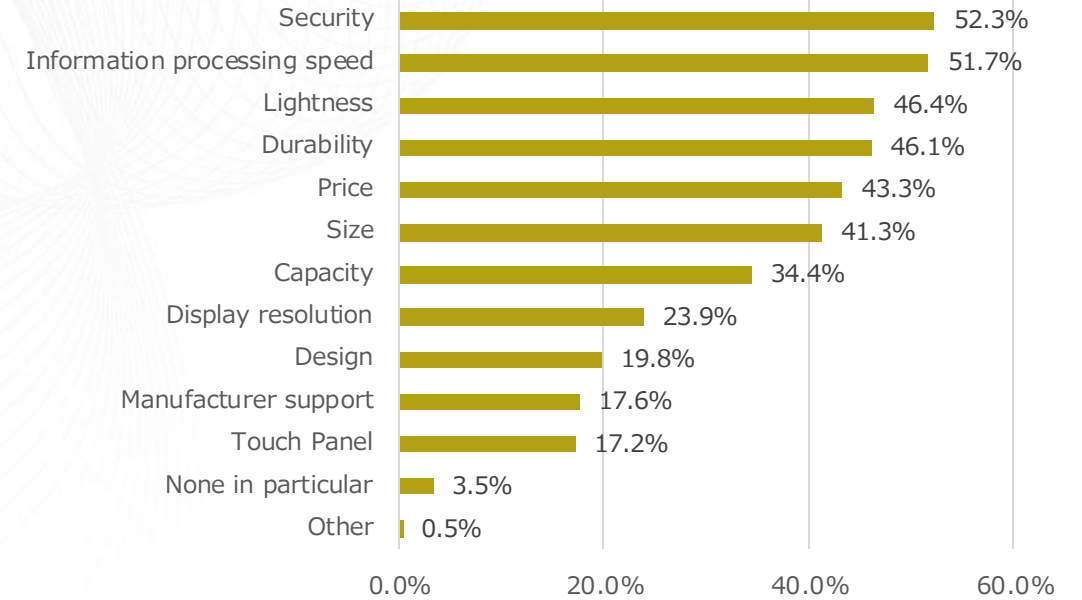


02 | Digital Tools, Digital Transformation

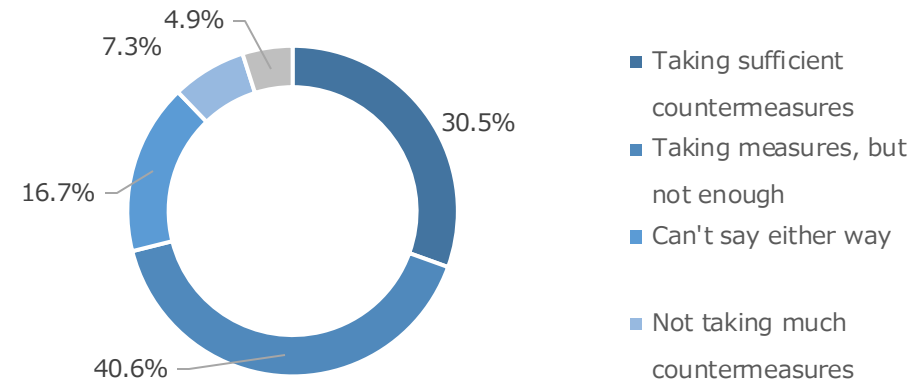
DX solutions of interest



What is important in a business PC

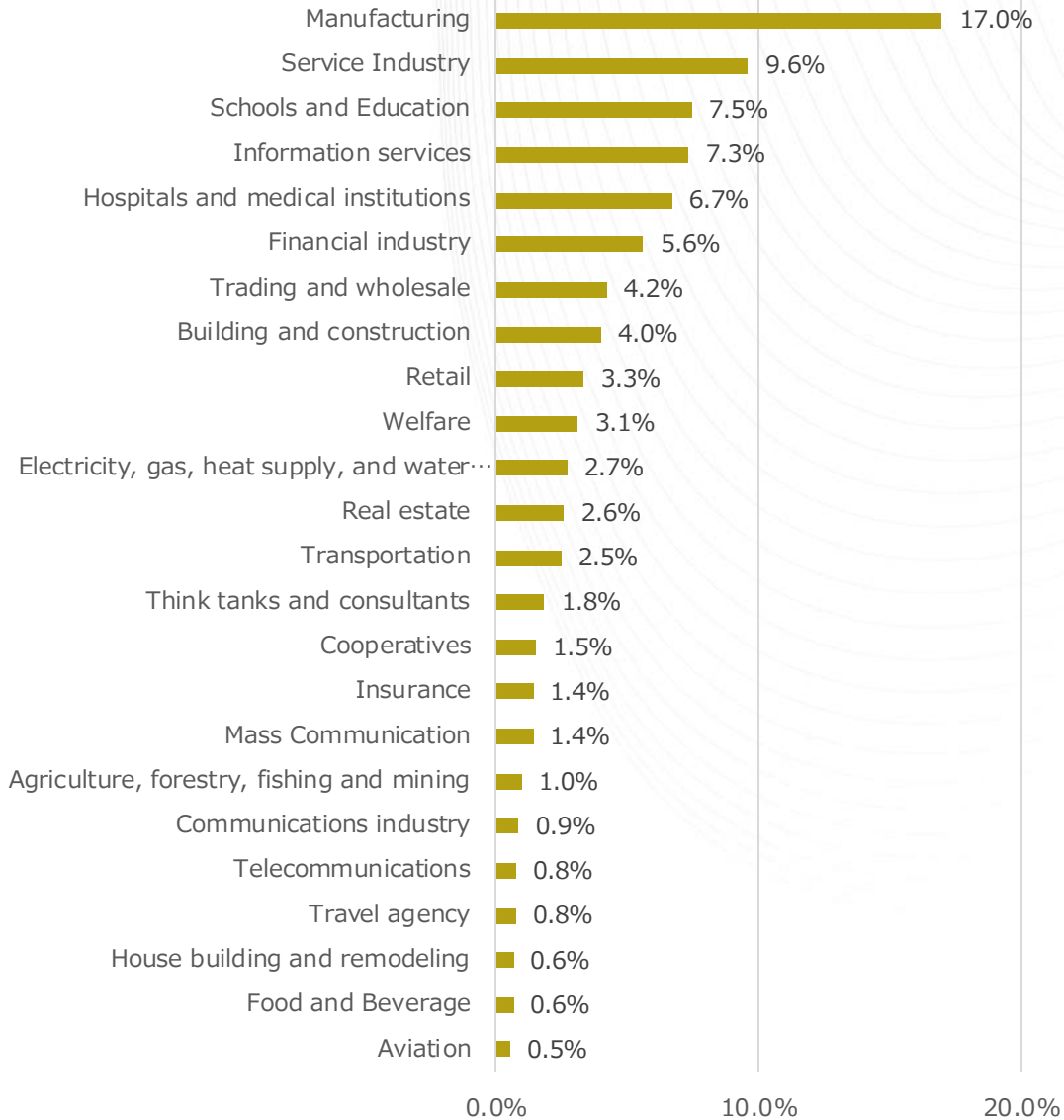


Achievement of Security system

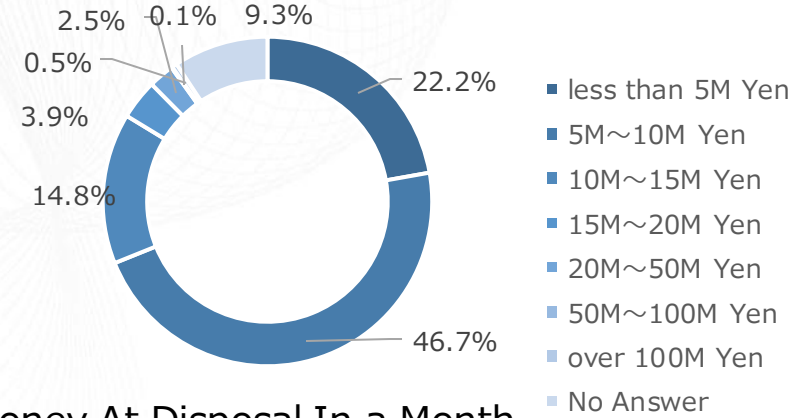


03 | Working

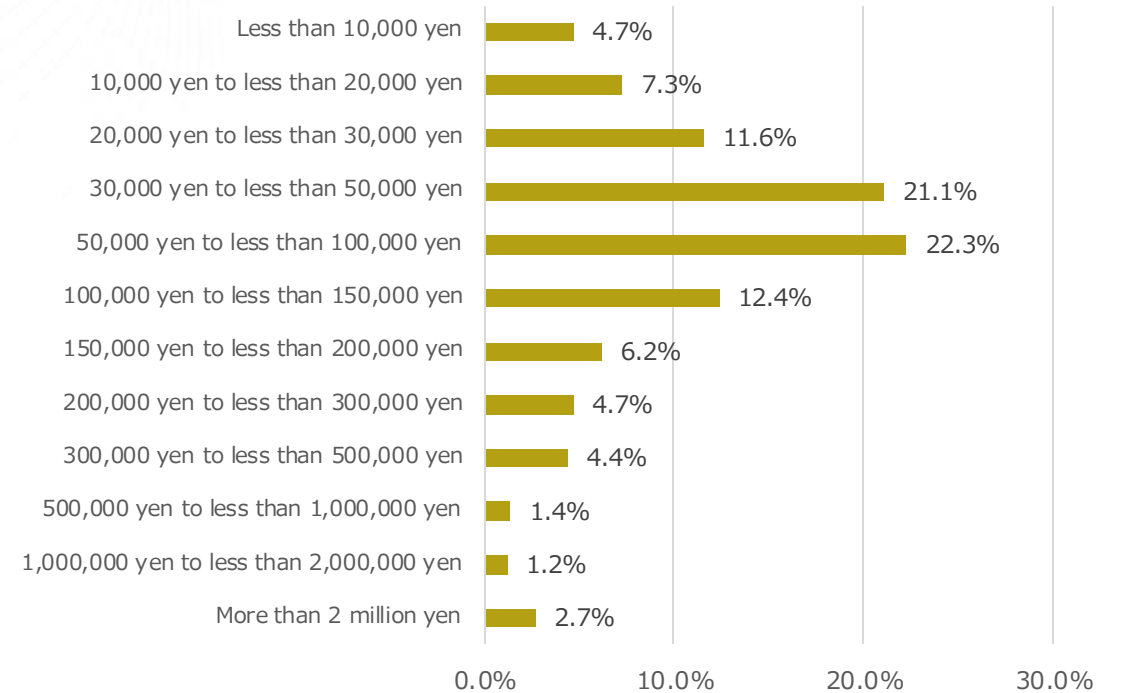
The Type of Industries



Family Income

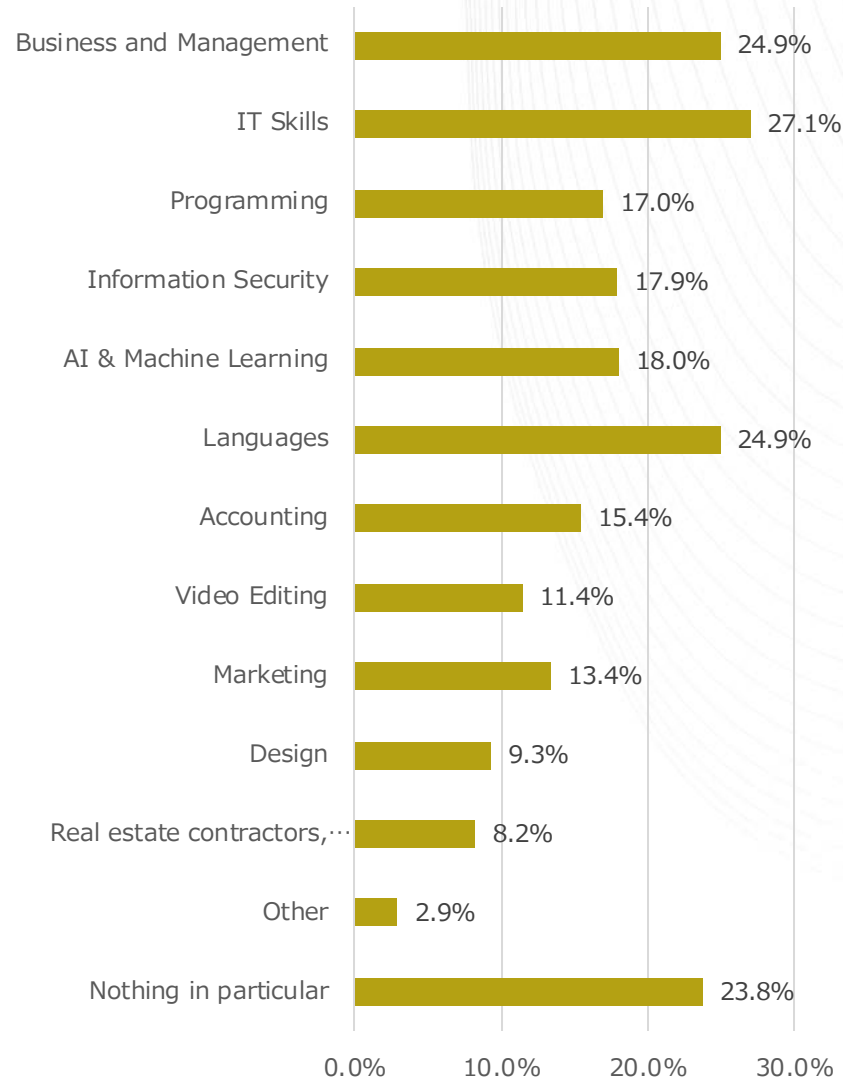


Money At Disposal In a Month

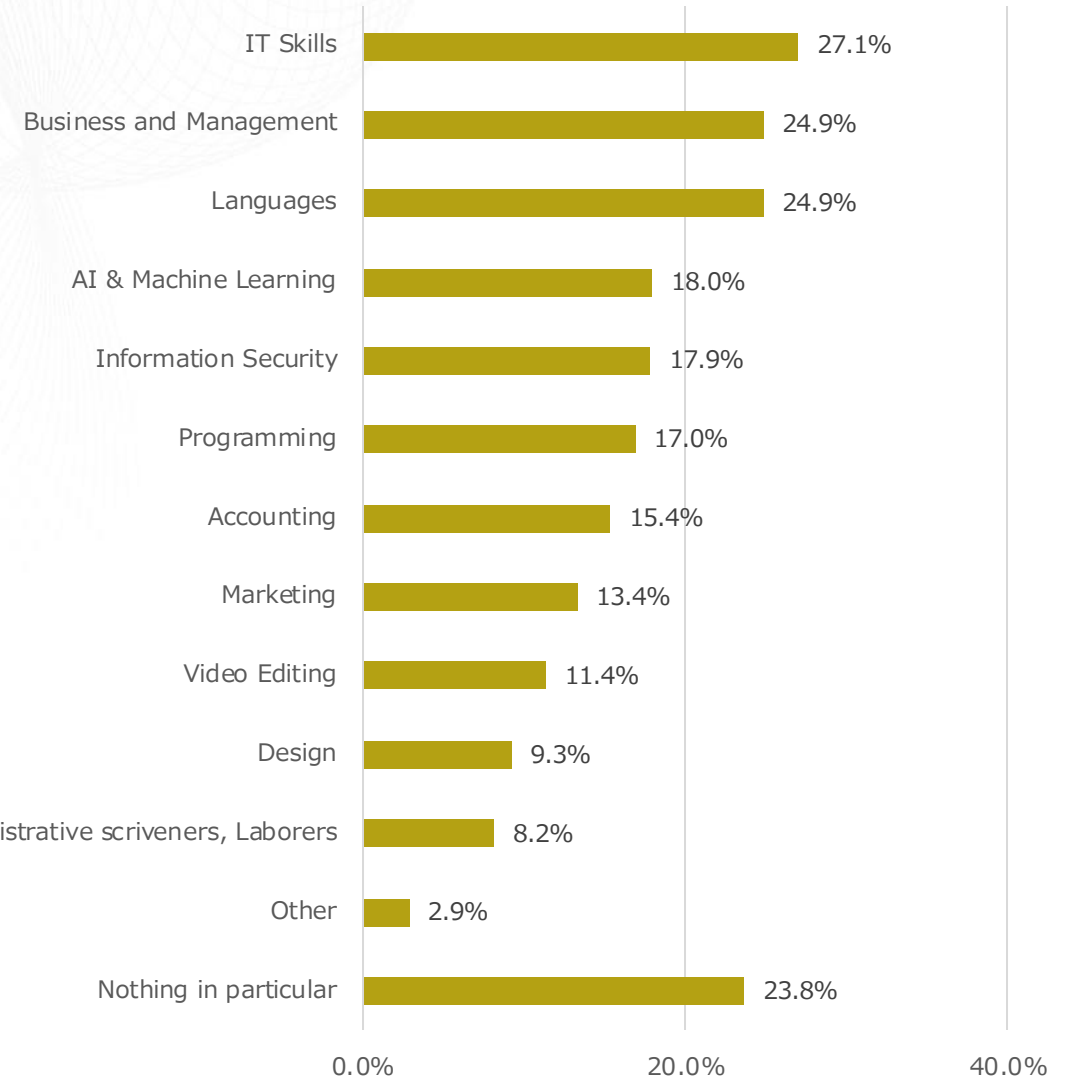


03 | Working

Reskilling

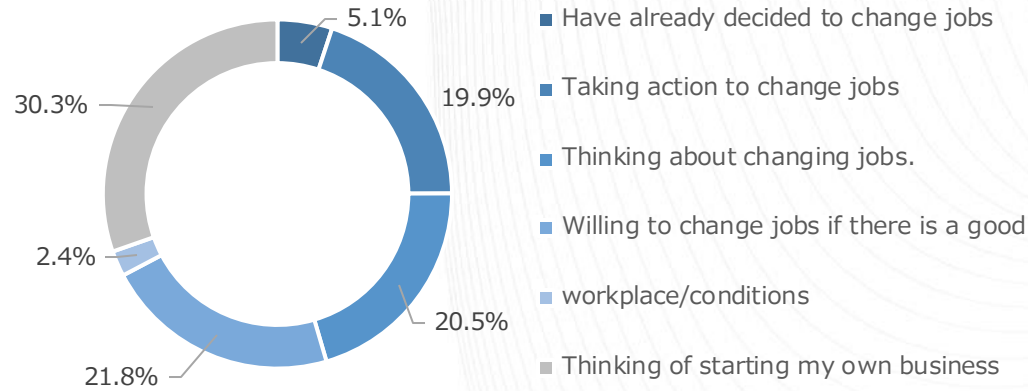


Means of Learning

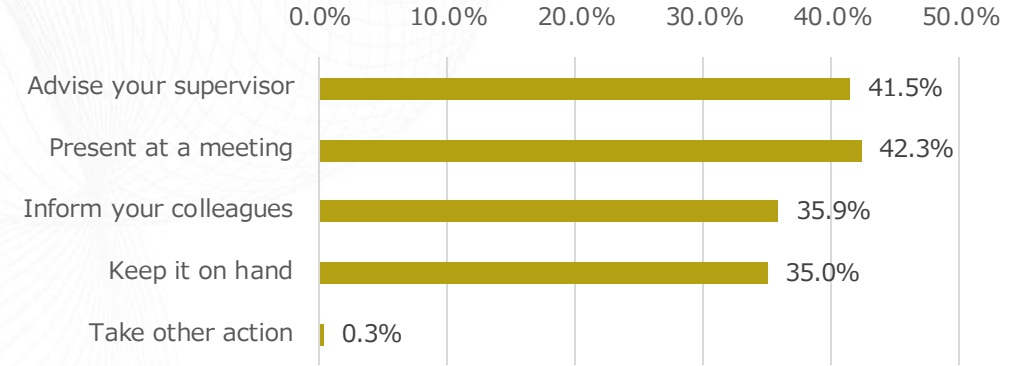


03 | Working

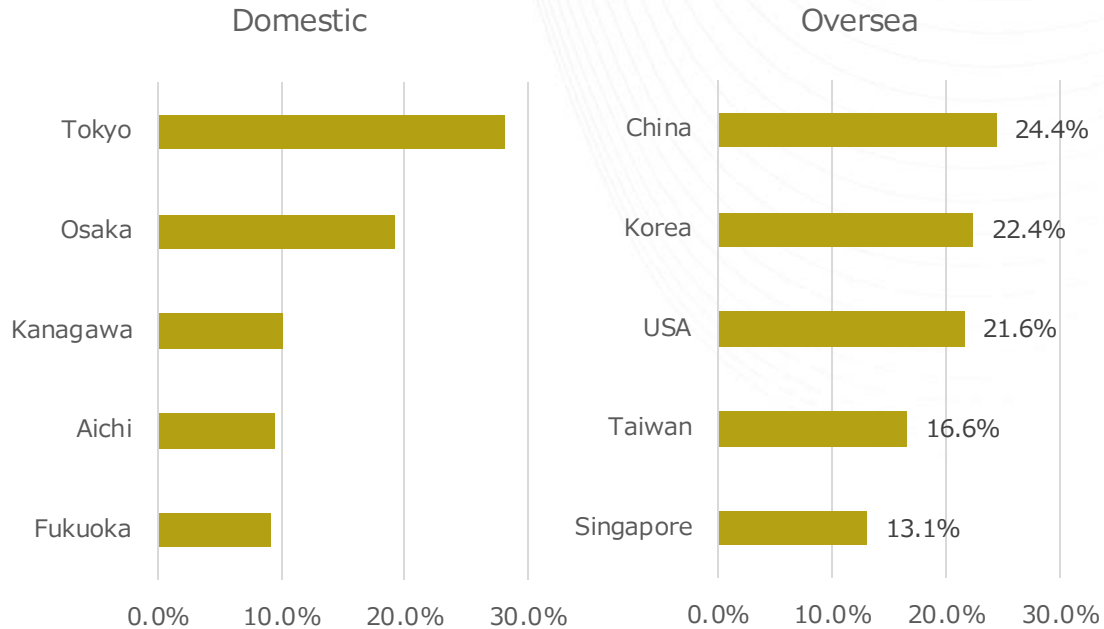
Change Jobs



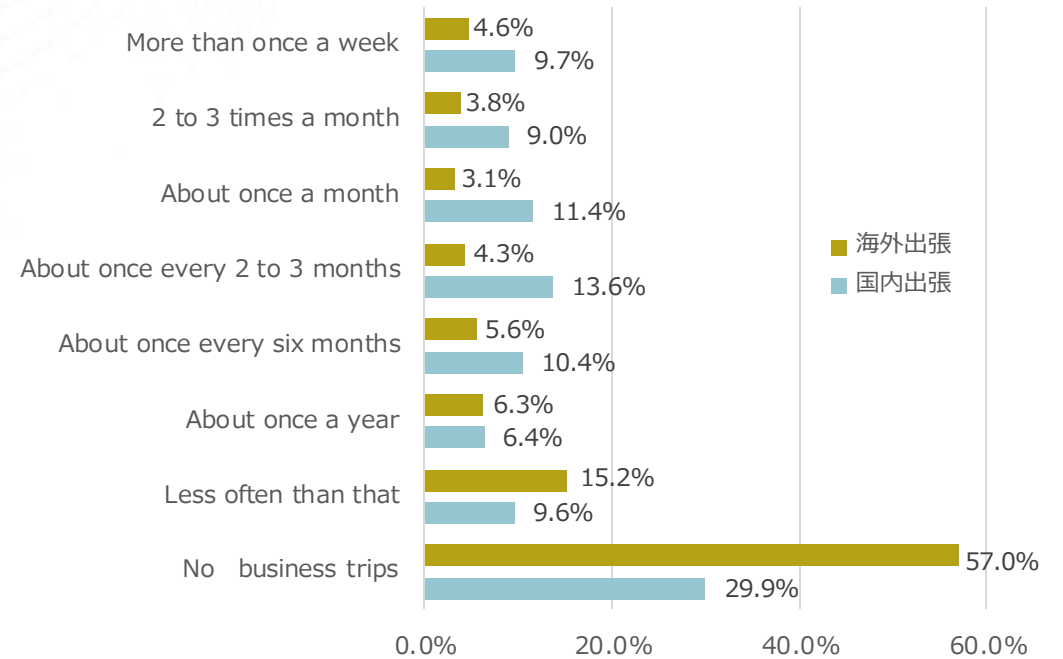
What To Do When Find Information



Business Travel Destinations

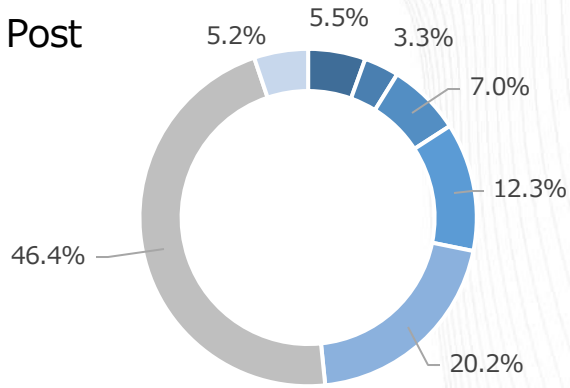


Business Trip Frequency



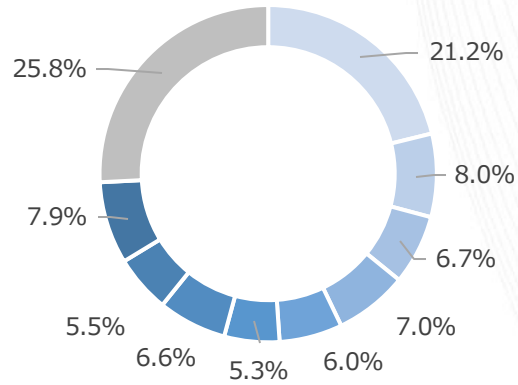
04 | Company

Post



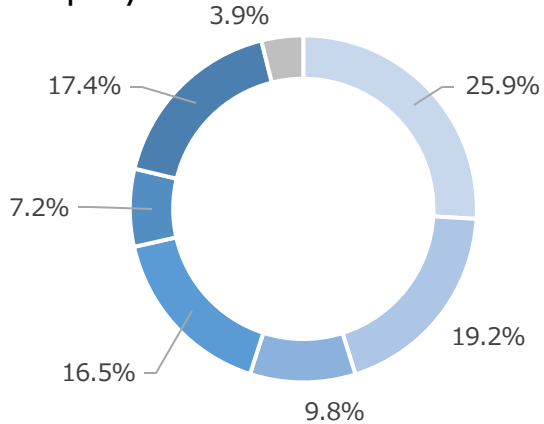
- Chairman and President Class
- Officer Class
- General Manager Class
- Section Manager Class
- Section chief/manager class
- General employee
- Others

Annual Sales



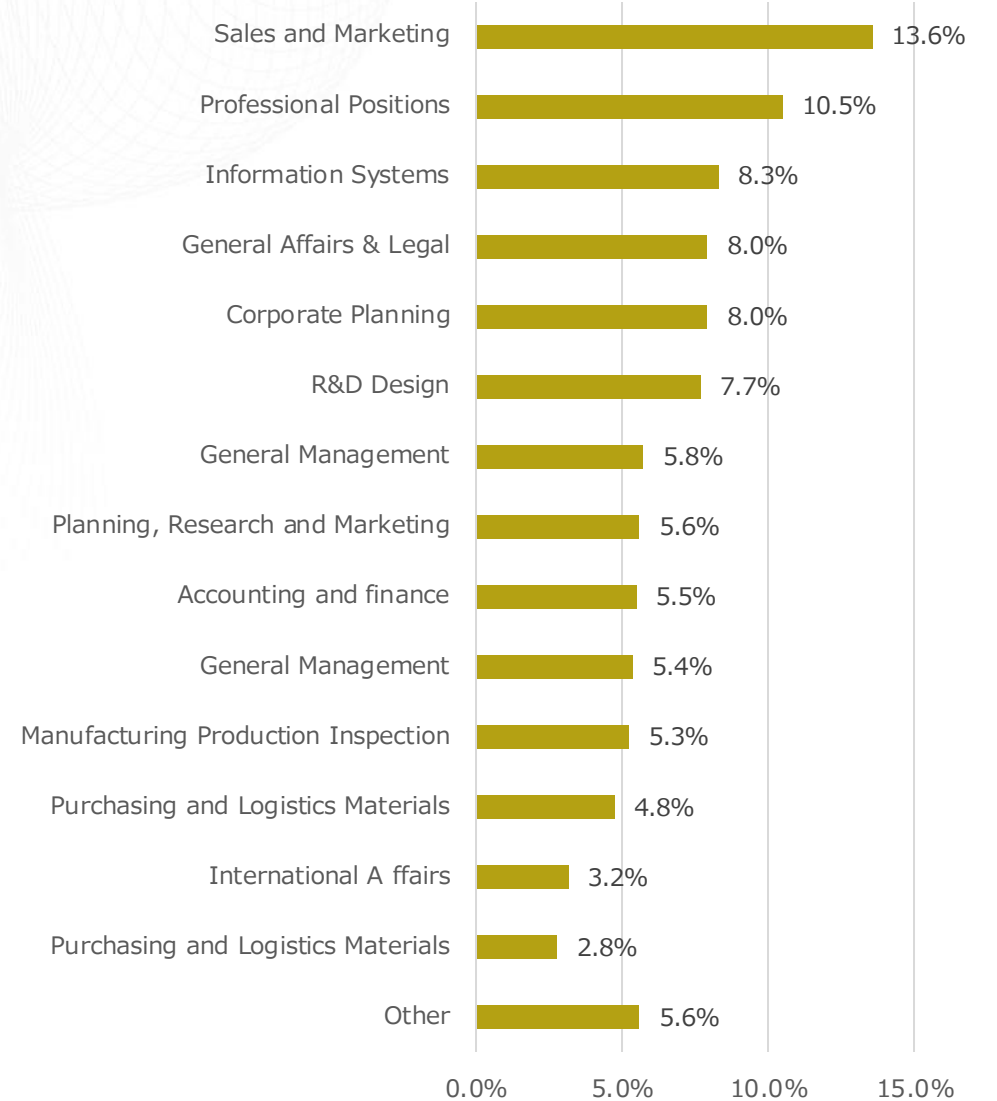
- Less than 1 billion yen
- 1 billion yen to less than 5 billion yen
- 5 billion yen to less than 10 billion yen
- 10 billion yen to less than 30 billion yen
- 30 billion yen to less than 50 billion yen
- 50 billion yen to less than 100 billion yen
- 100 billion yen to less than 500 billion yen
- 500 billion yen to less than 1 trillion yen
- More than 1 trillion yen
- Do not know

Employee Size



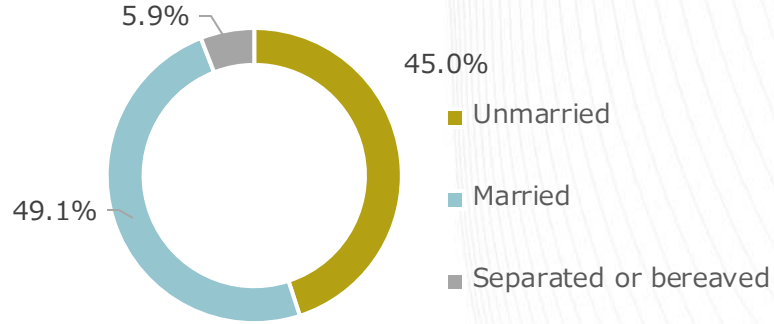
- Over 100
- 100 to 500
- 500 to 1,000
- 1,000 to 5,000
- 5,000 to 10,000
- Over 10,000
- Do Not Know

Occupation

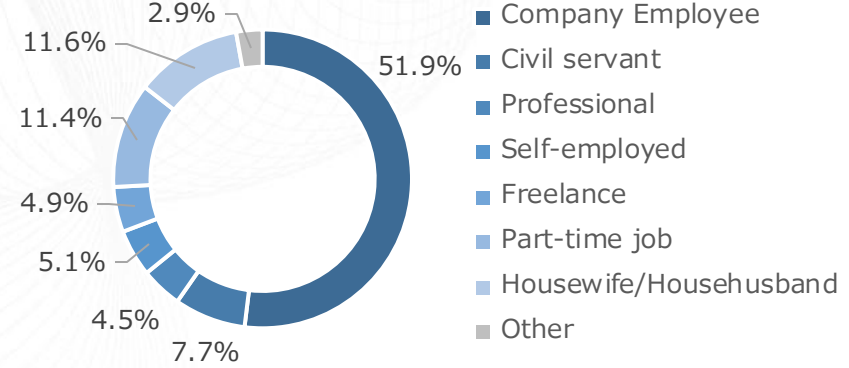


05 | Family

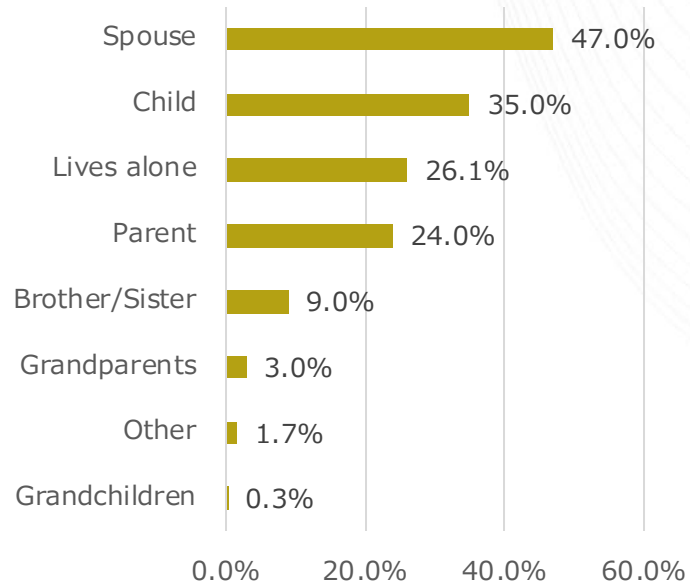
Marriage



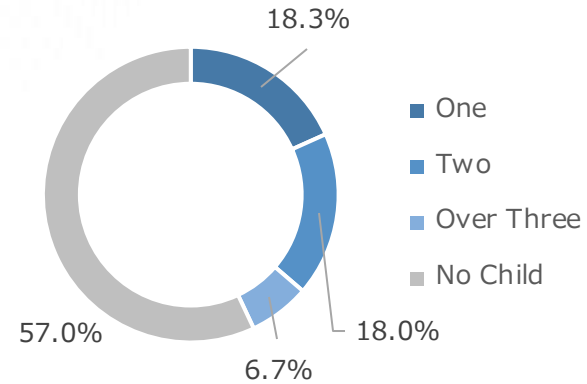
Spouse's Occupation



Family Structure

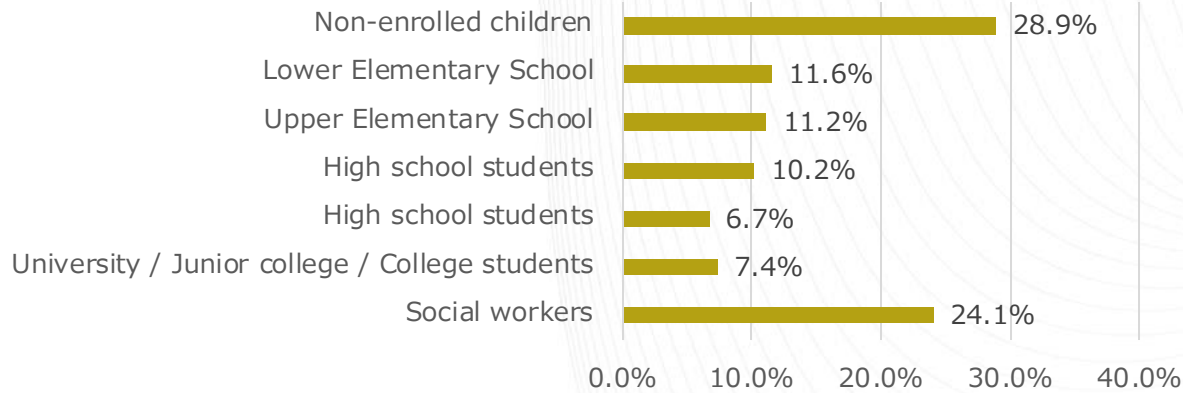


Number of Children

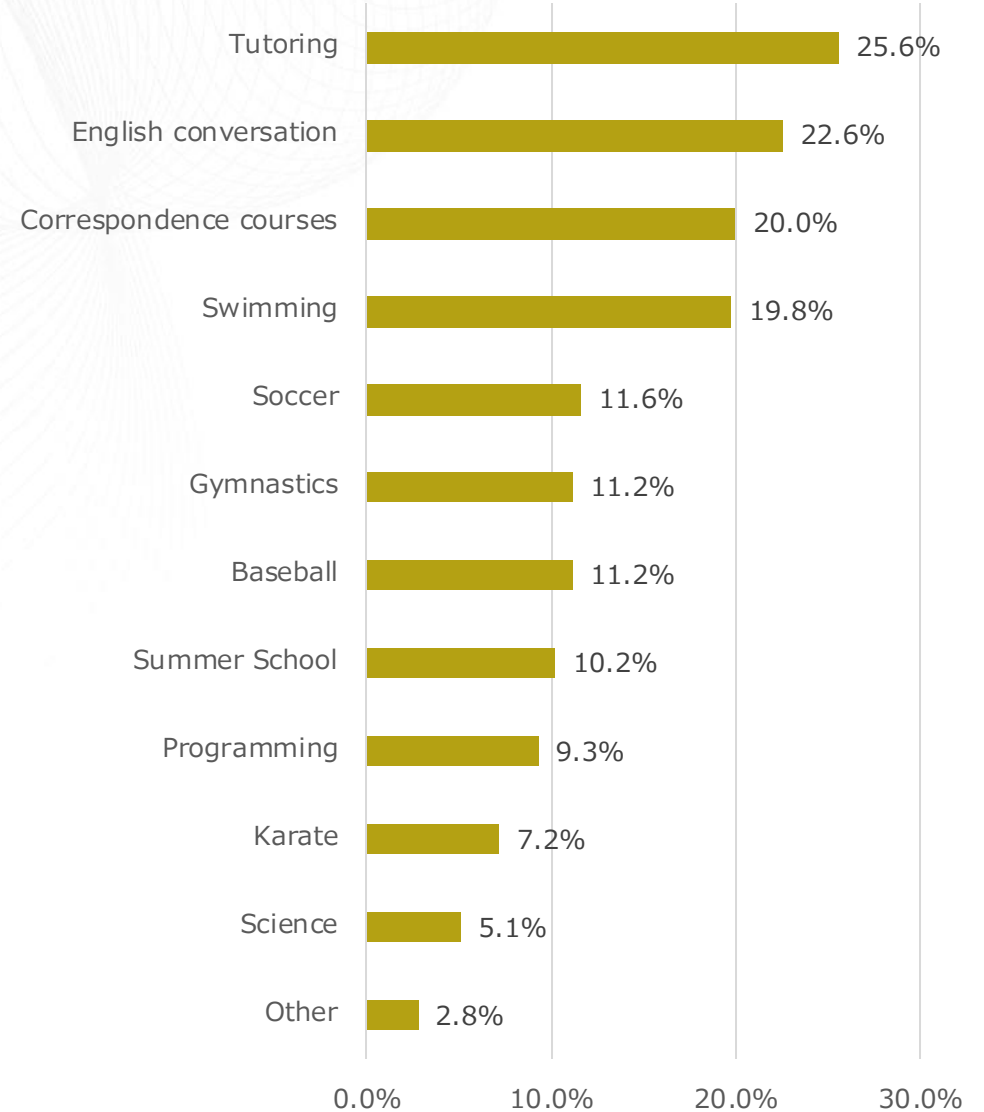


05 | Family

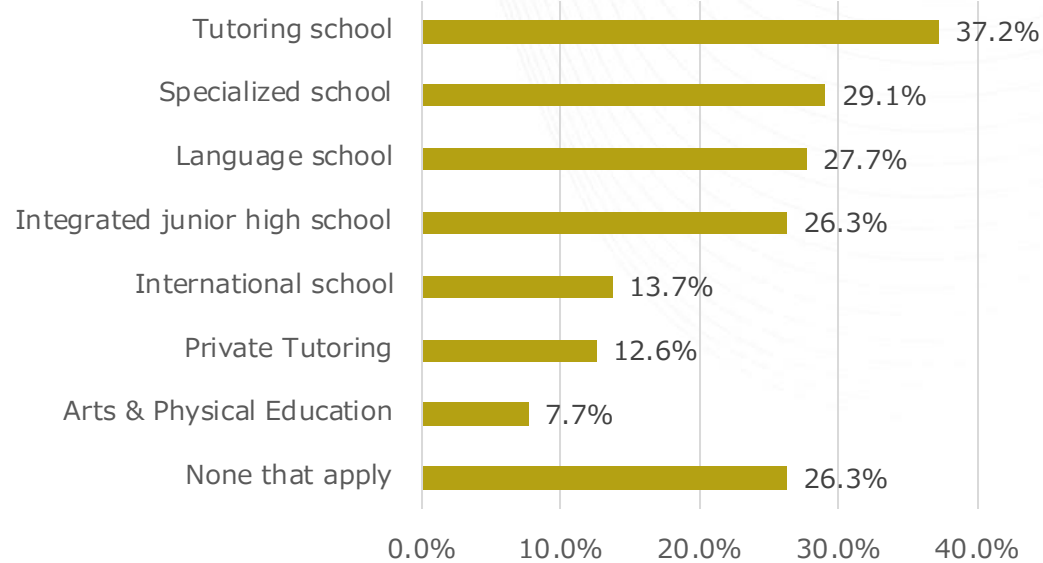
Age of Children



Lesson

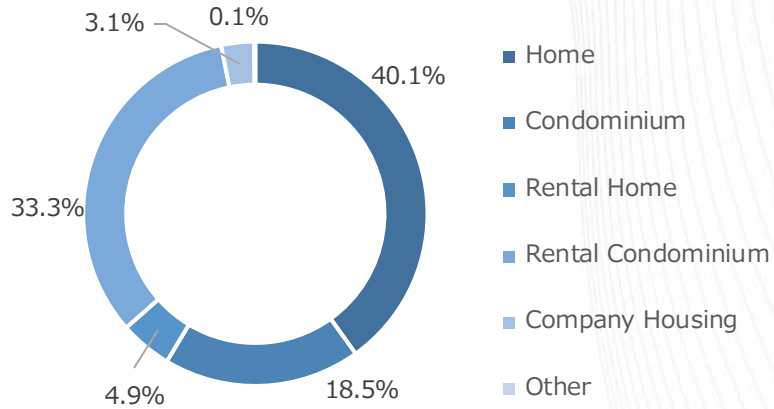


What type of learning want child to do?

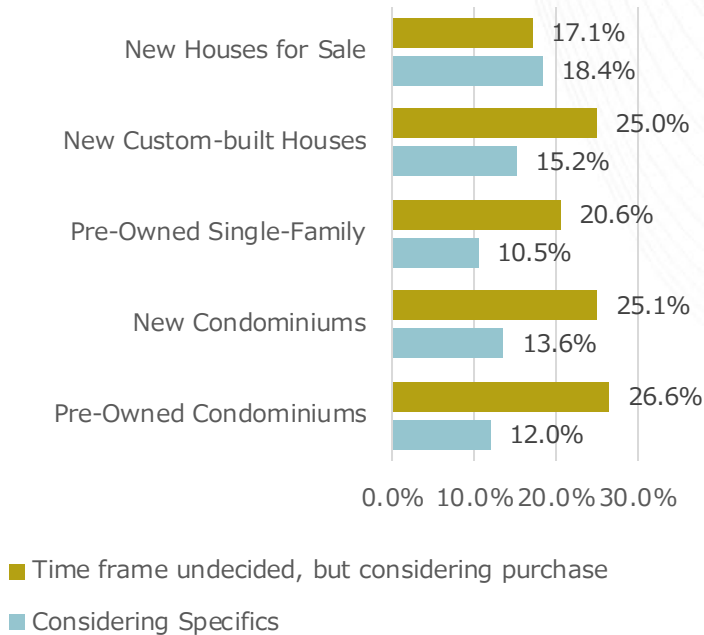


06 | Residence

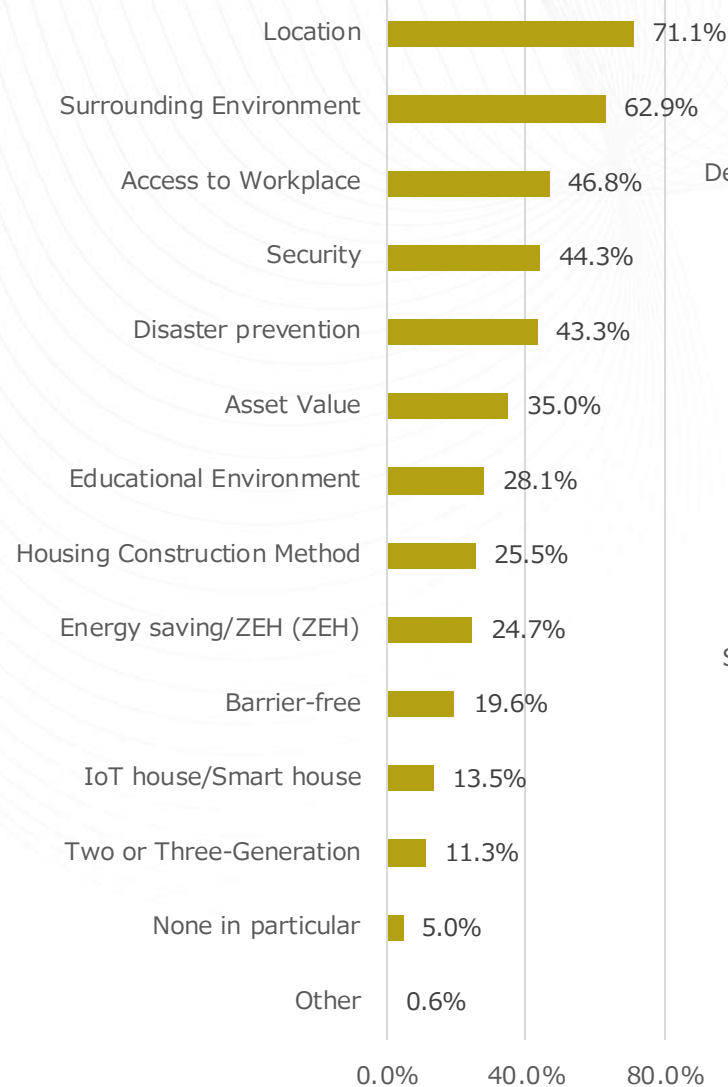
Housing Type



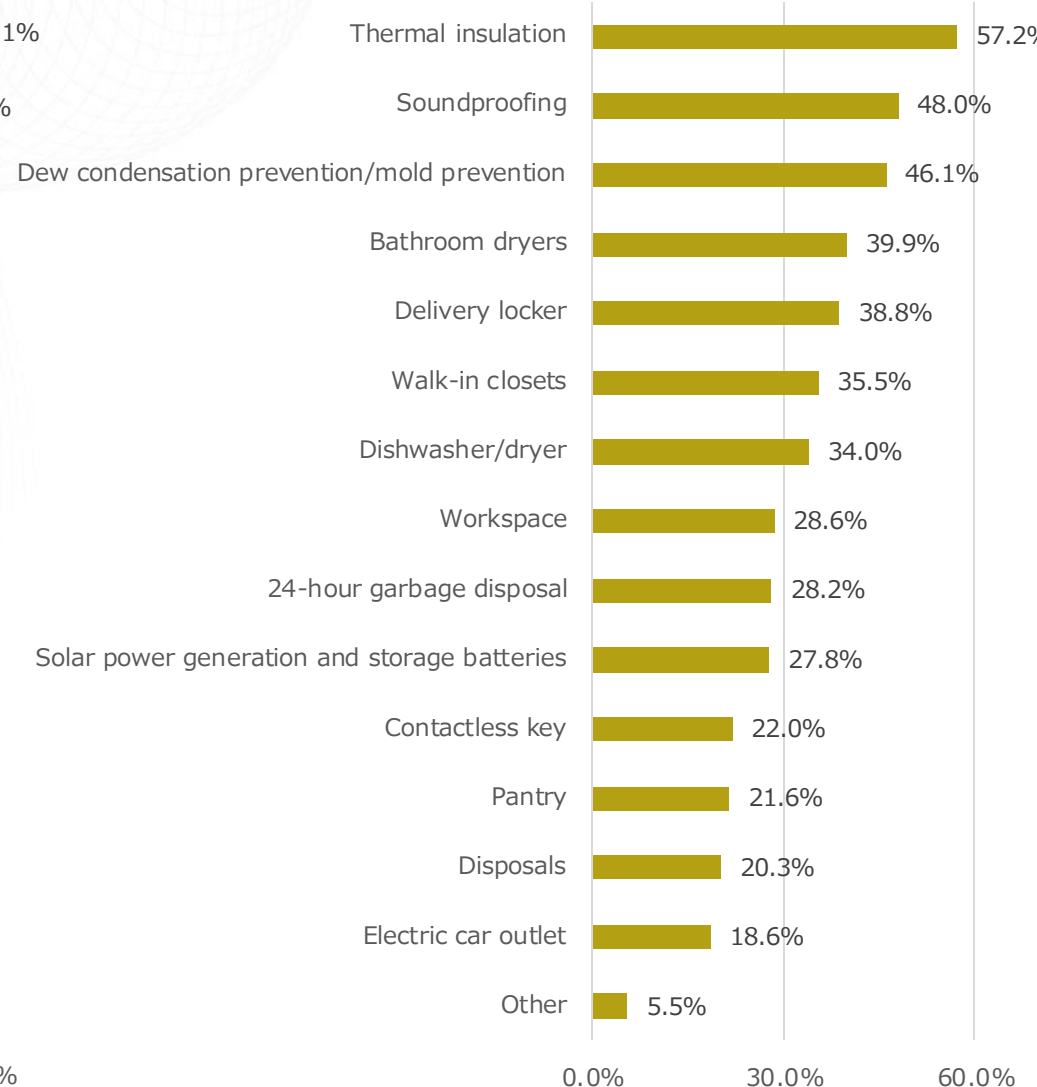
Purchase of a Residence



Important Requirements

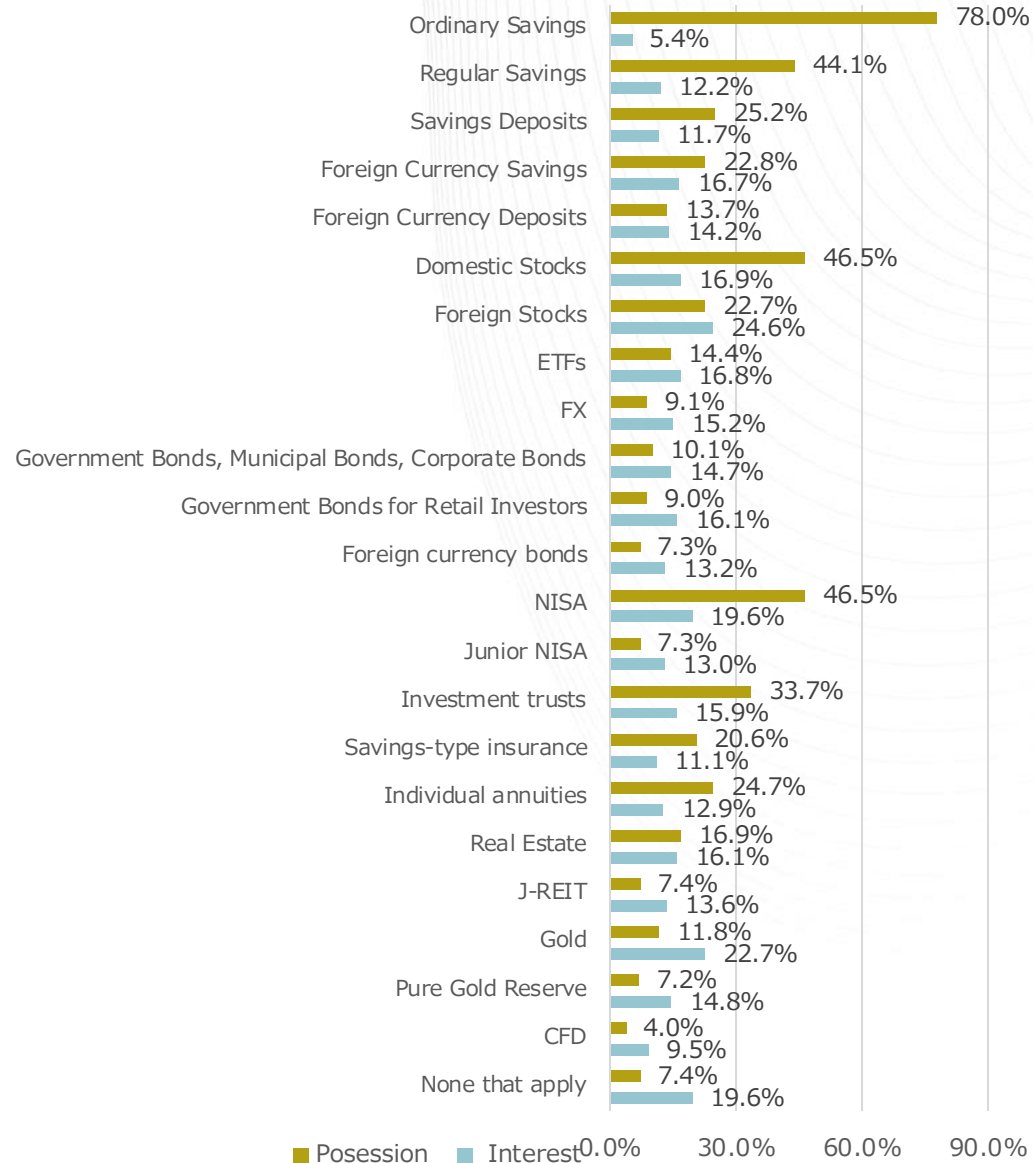


Housing Function

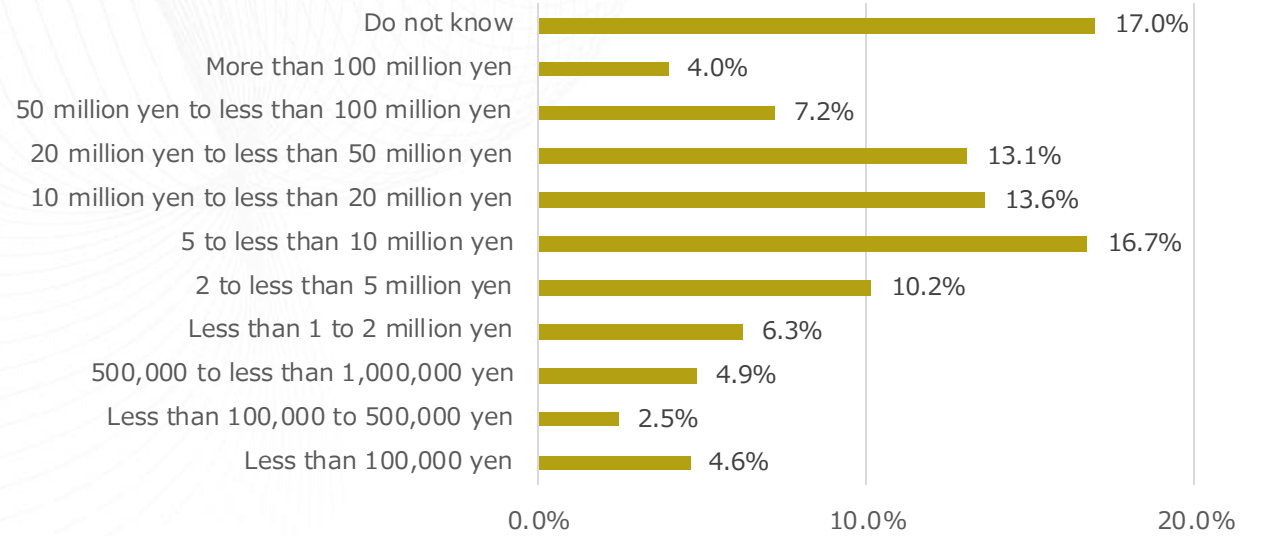


07 | Assets

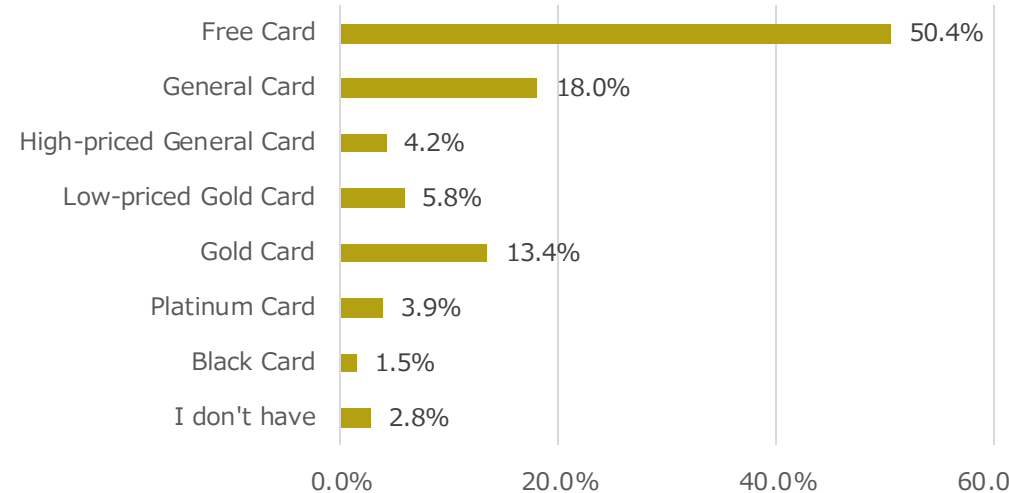
Financial Funds



Amount of Financial Assets (Excluding Real Estate)

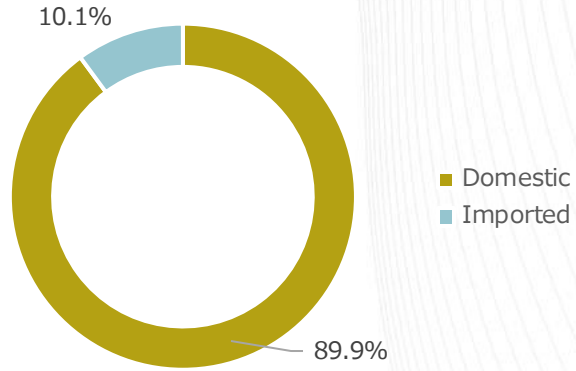


Types of Credit Cards

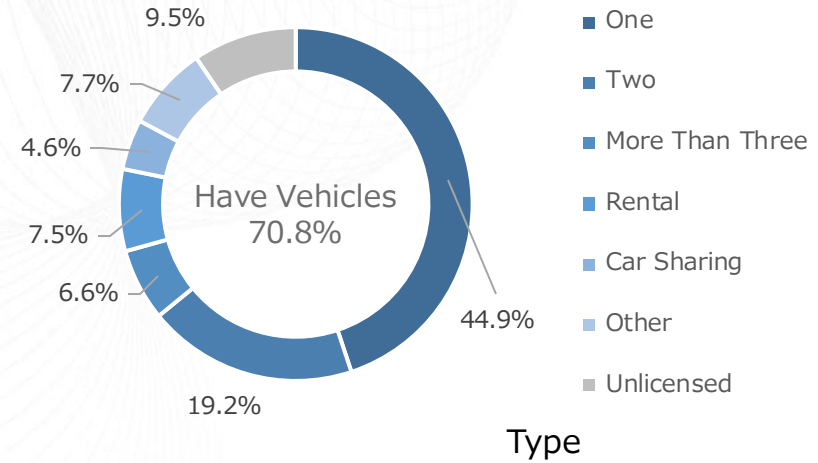


08 | Vehicles

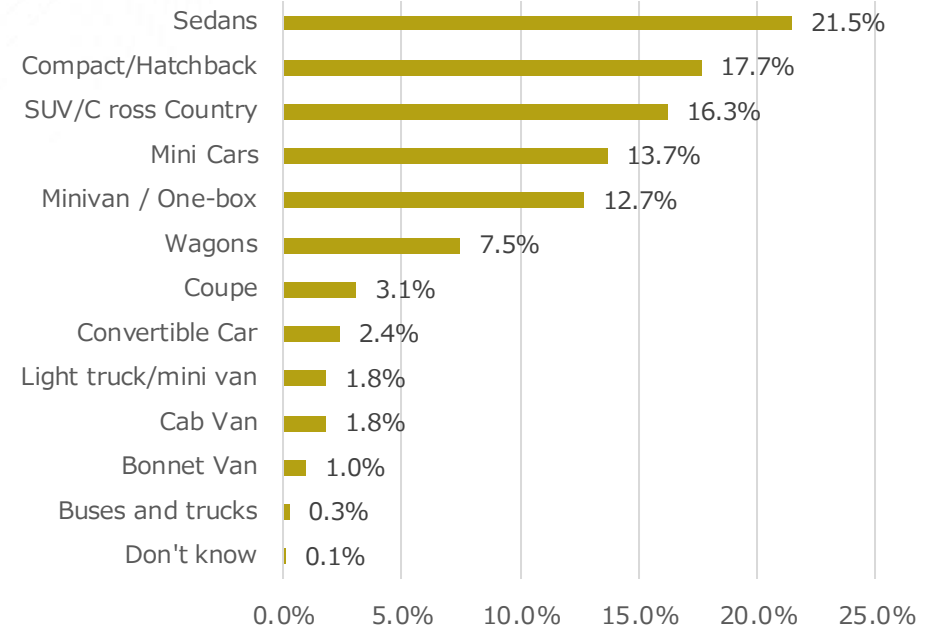
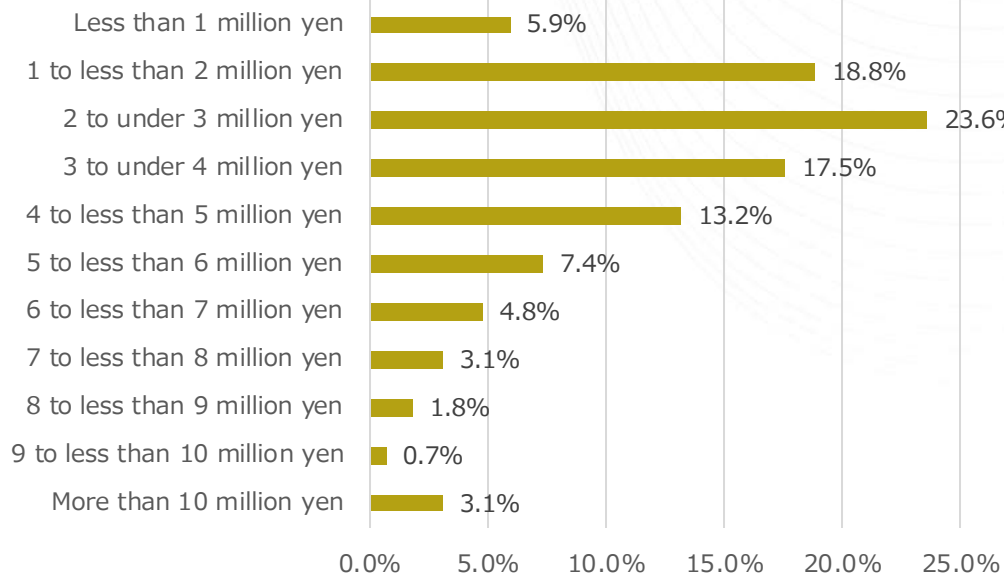
Domestic or Imported



Number of Private Vehicles

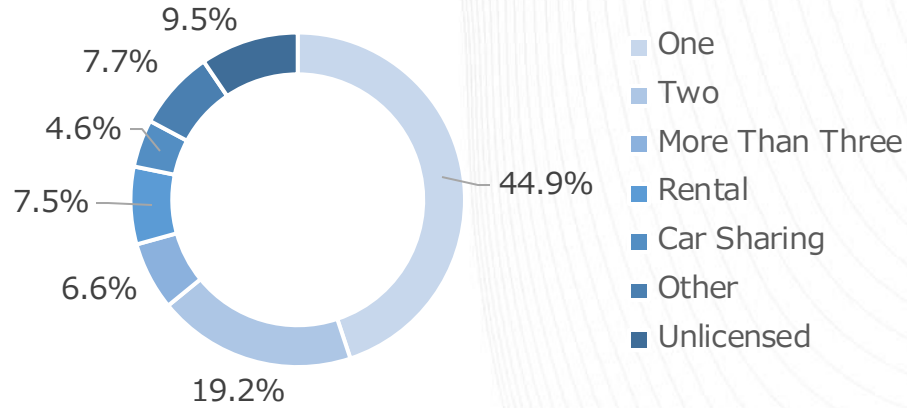


Type of Vehicles/ Price of Vehicles

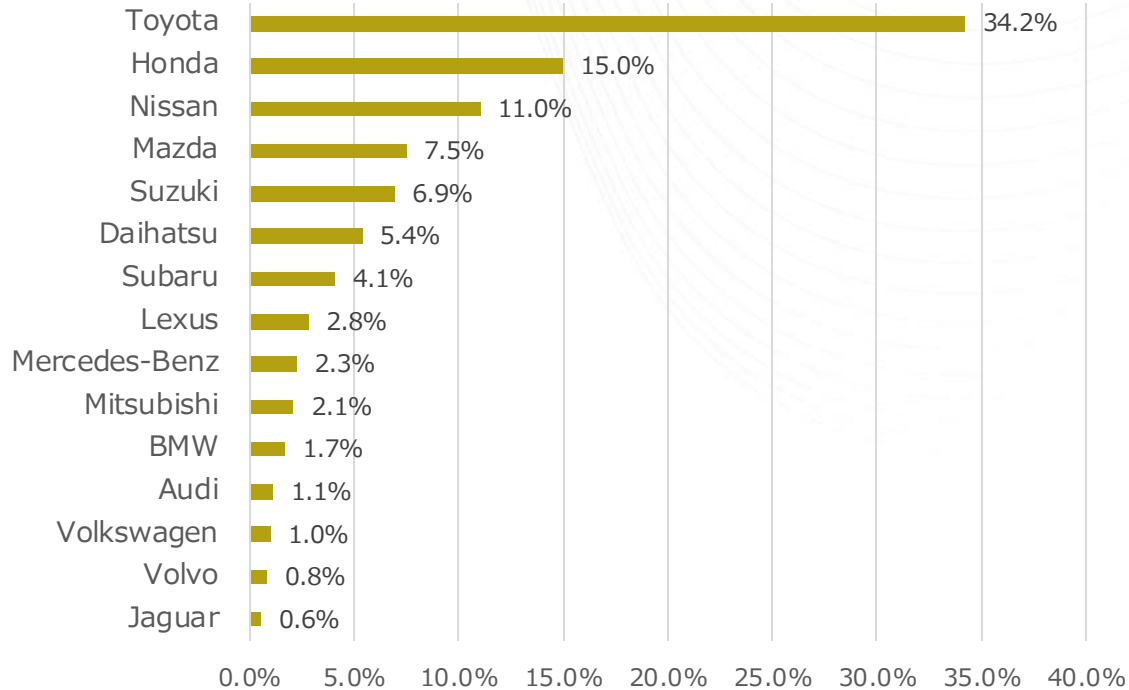


08 | Vehicles

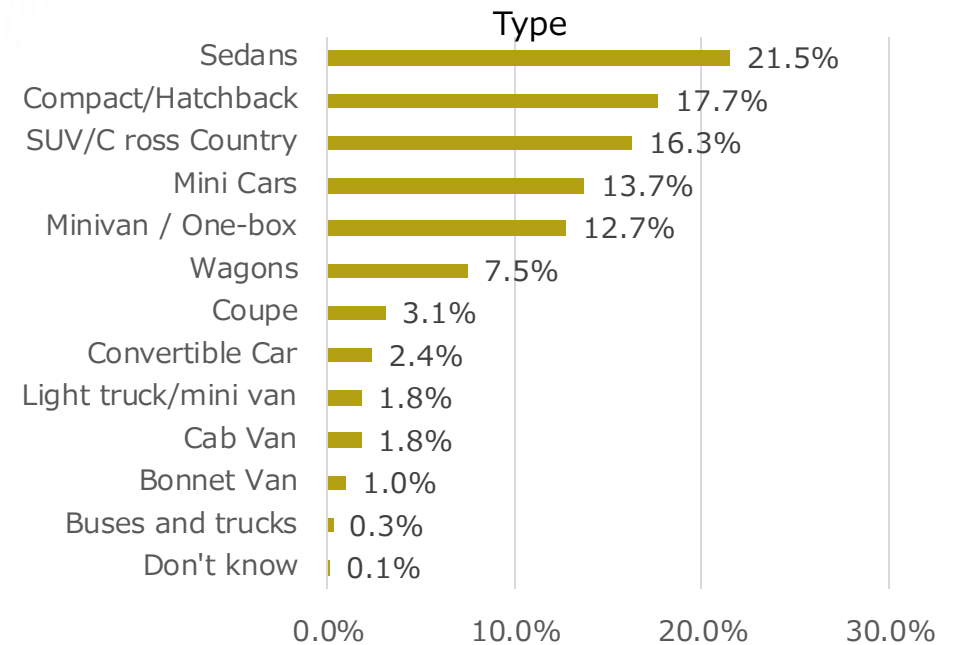
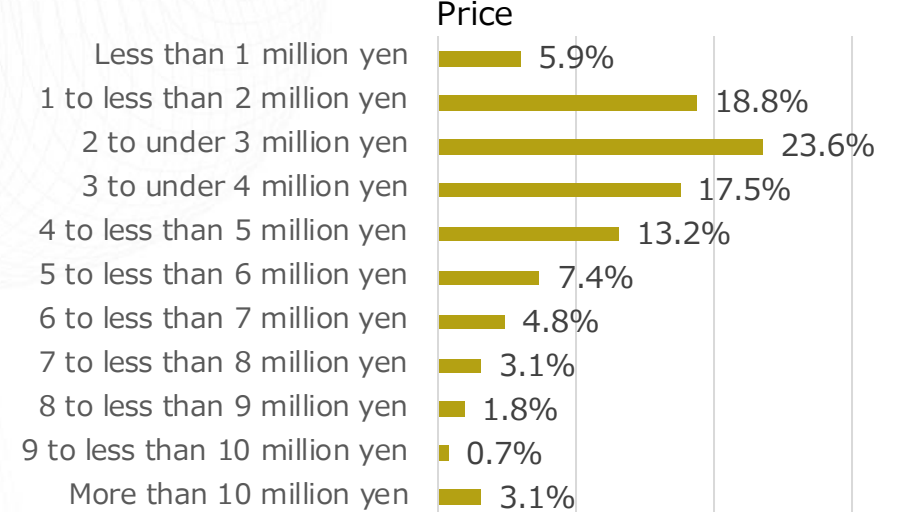
Number of Private Vehicles



Maker of Owned Vehicles

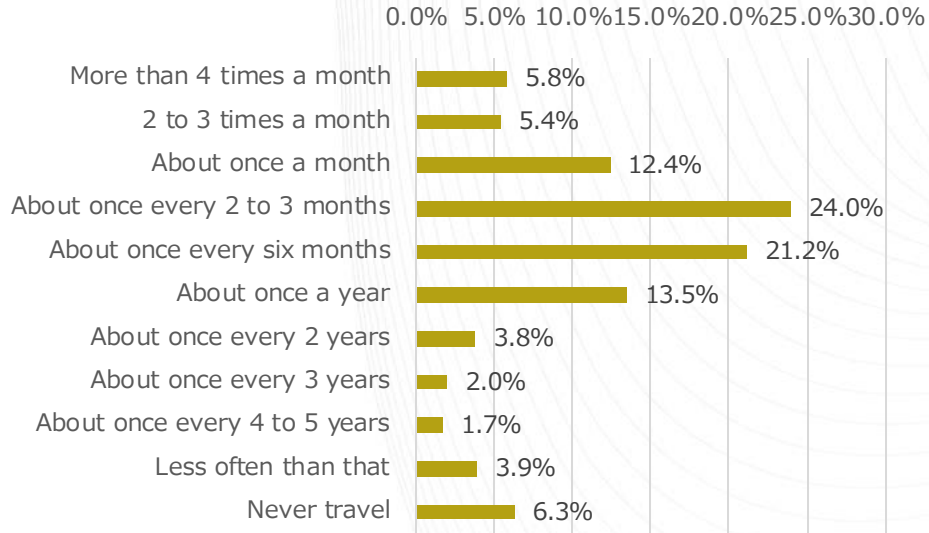


Spec of Owned Vehicles

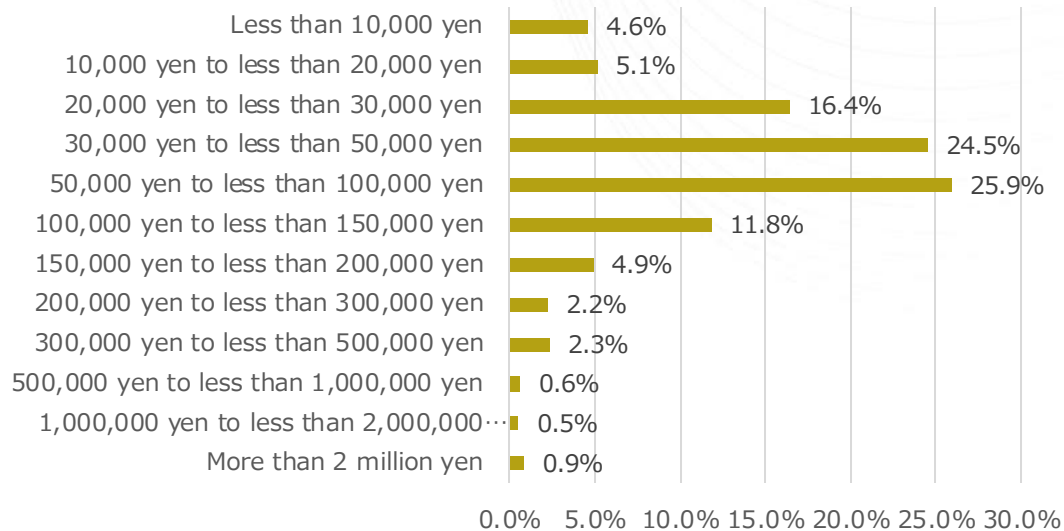


09 | Domestic Travel

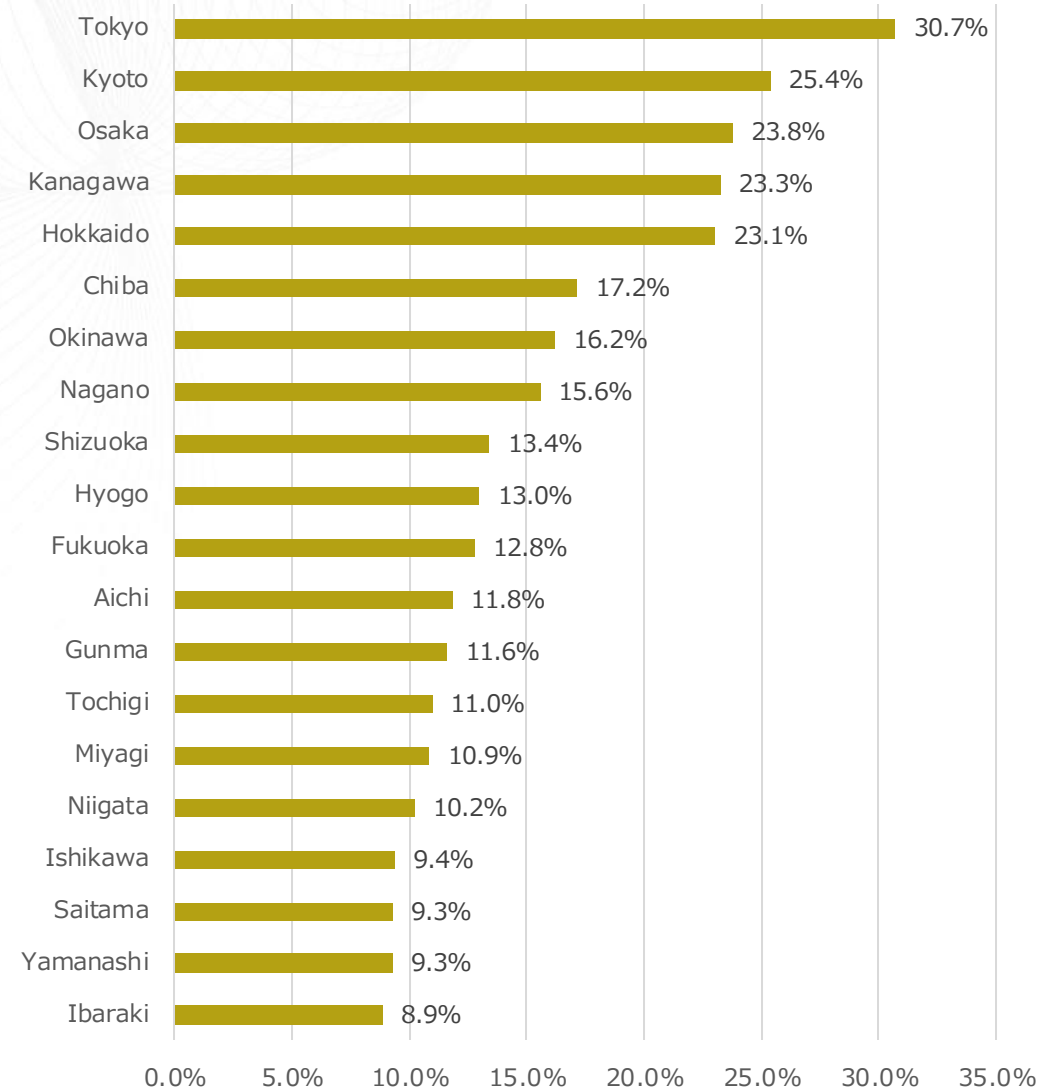
Frequency



Budget

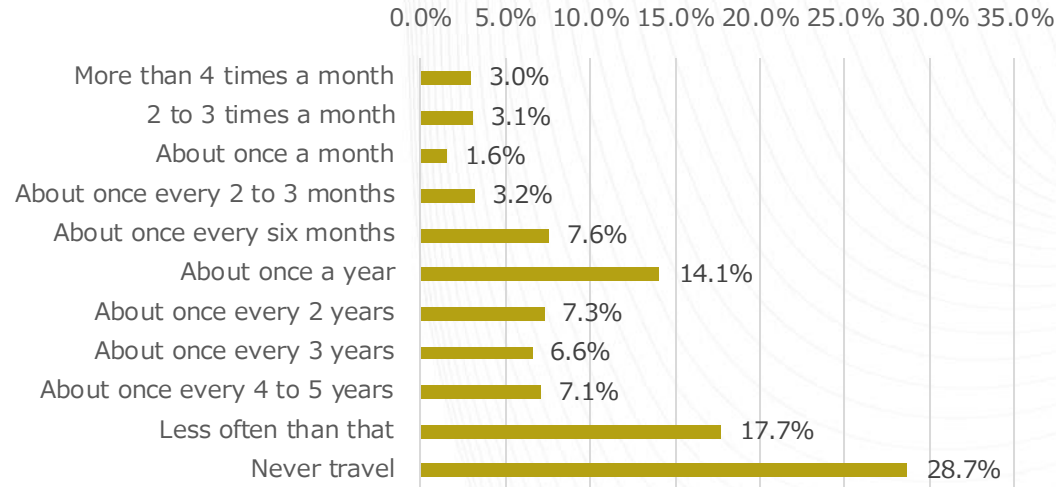


Destination

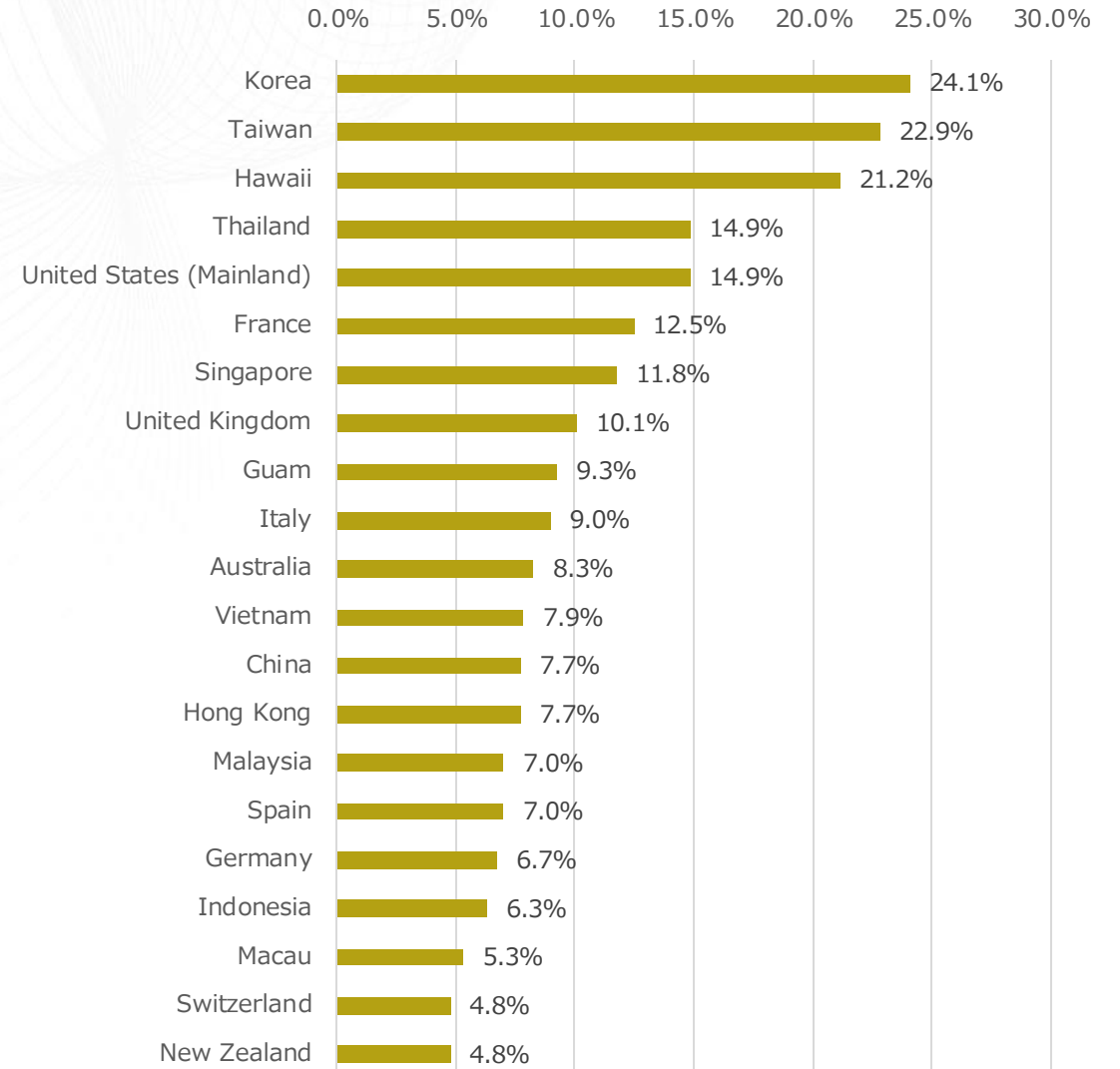


10 | Overseas Travel

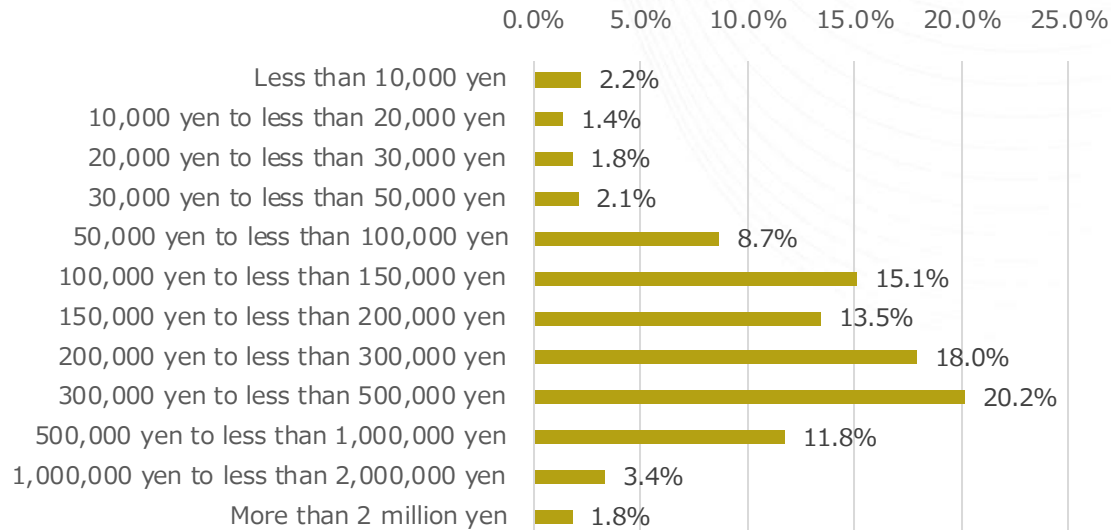
Frequency



Destination

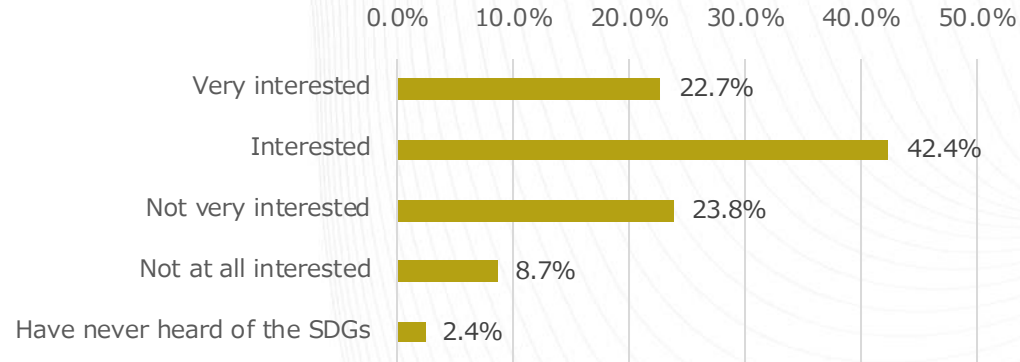


Budget

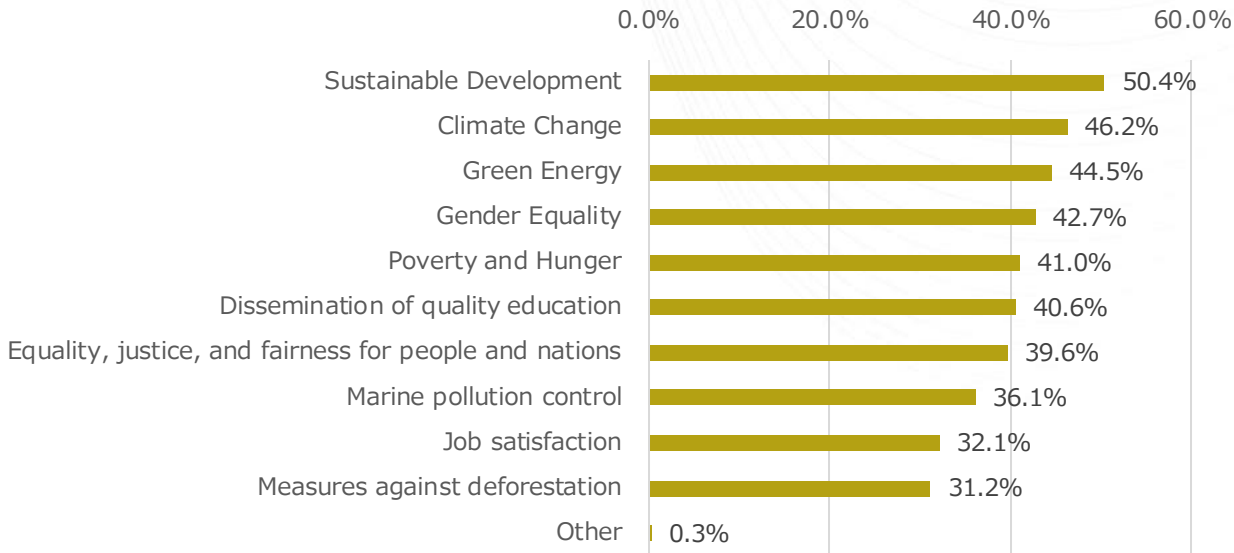


11 | SDGs

Interest of SDGs



Topics of interest

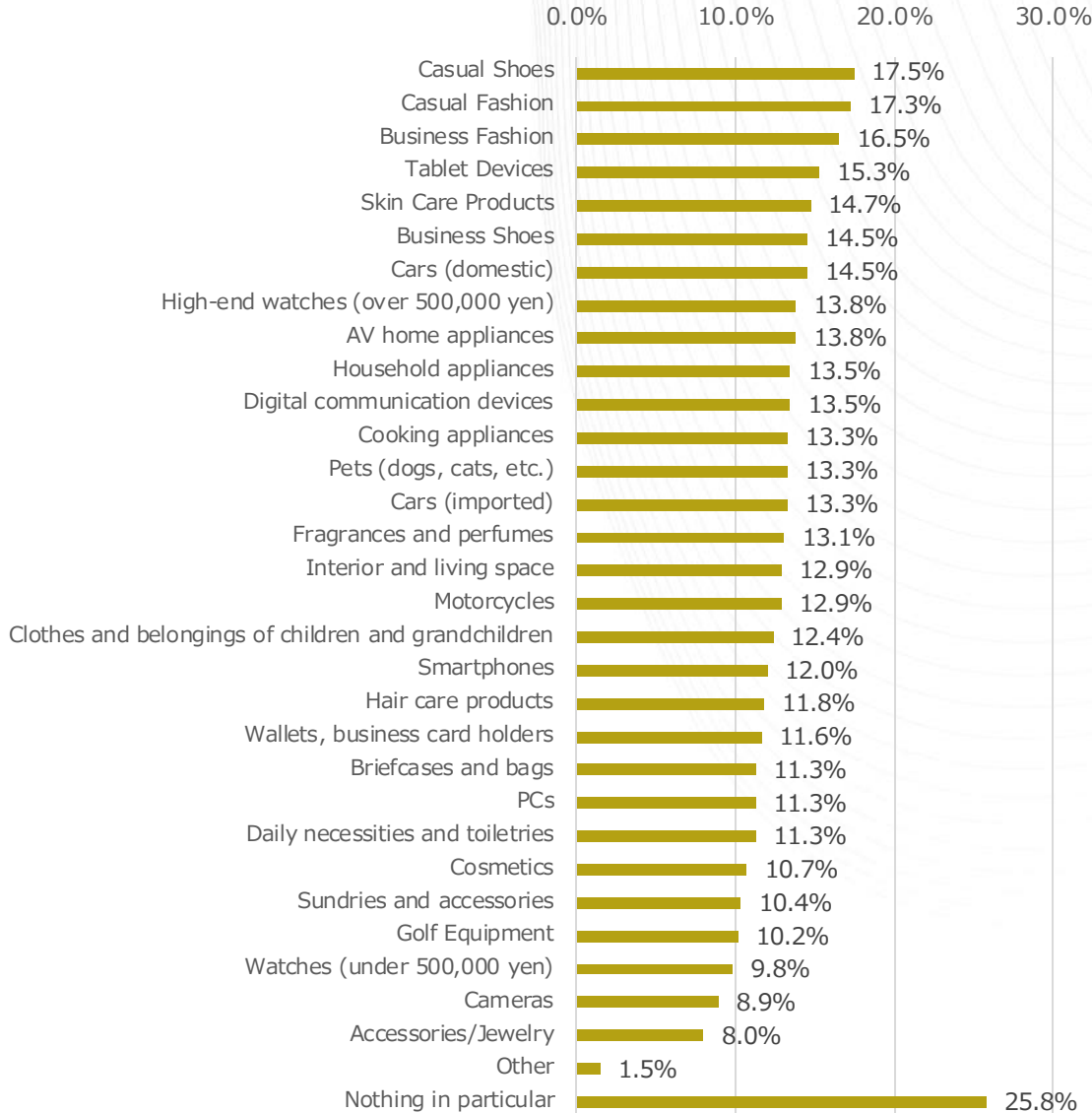


Usual Activities

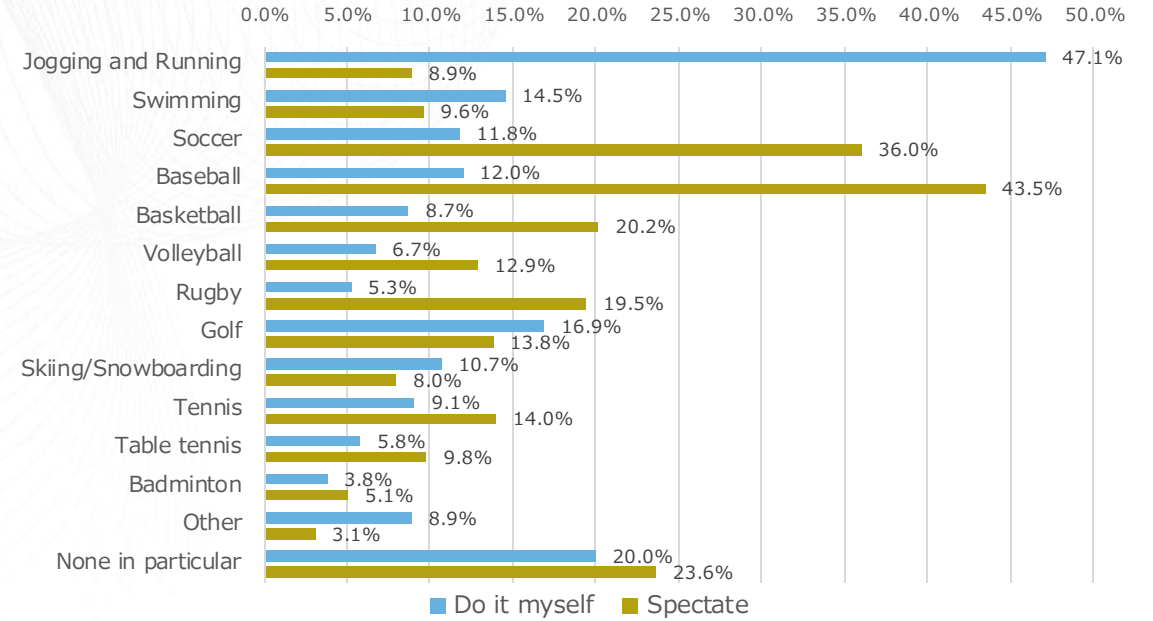


12 | Interests | Male

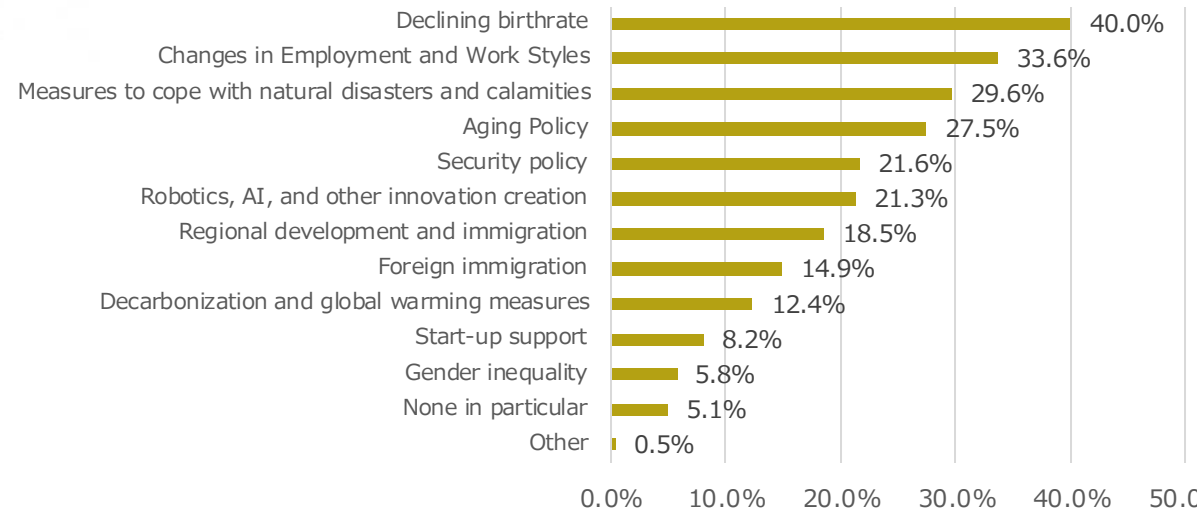
What plan to purchase



Sports of interest

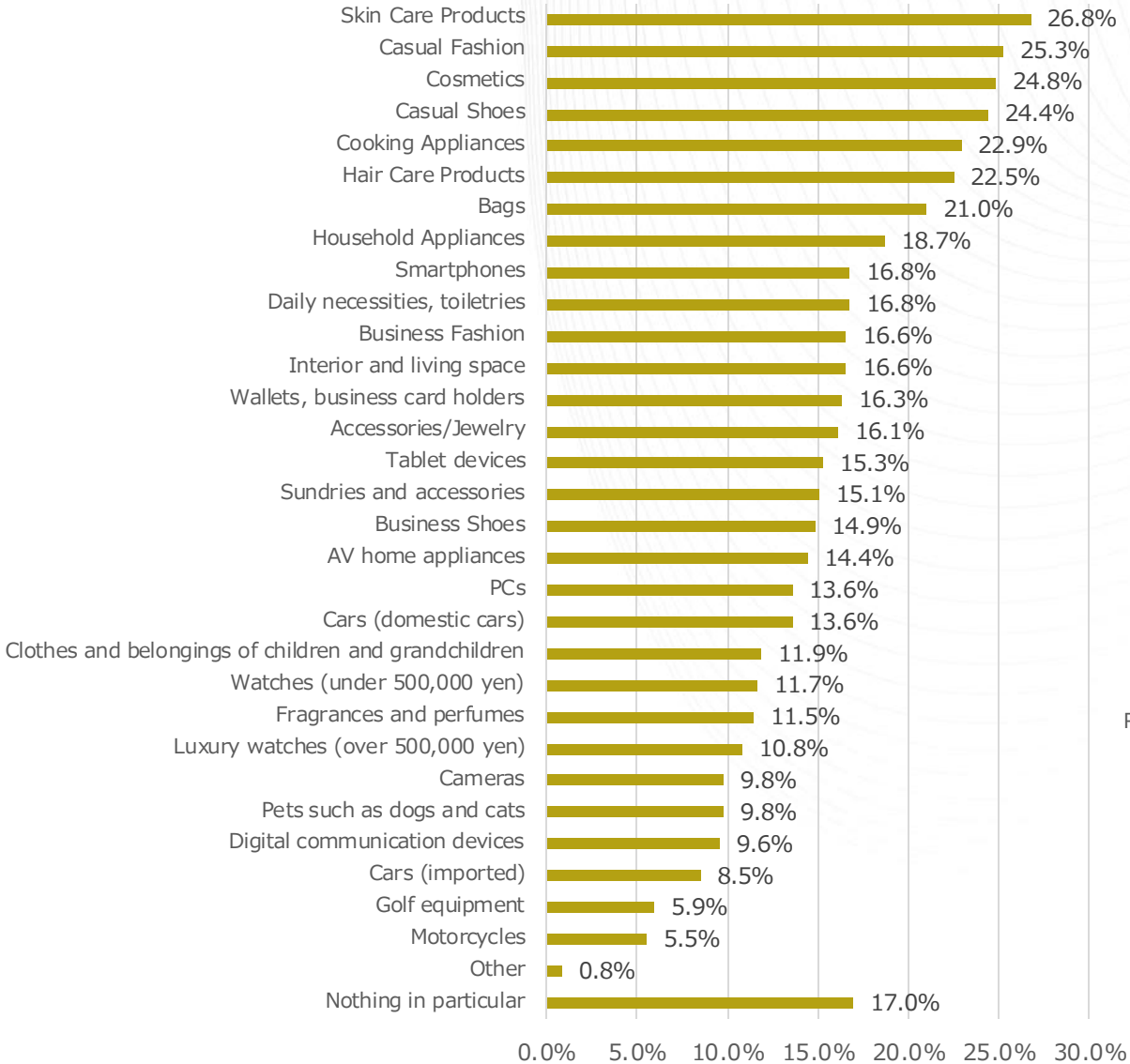


Social Issues of Interest

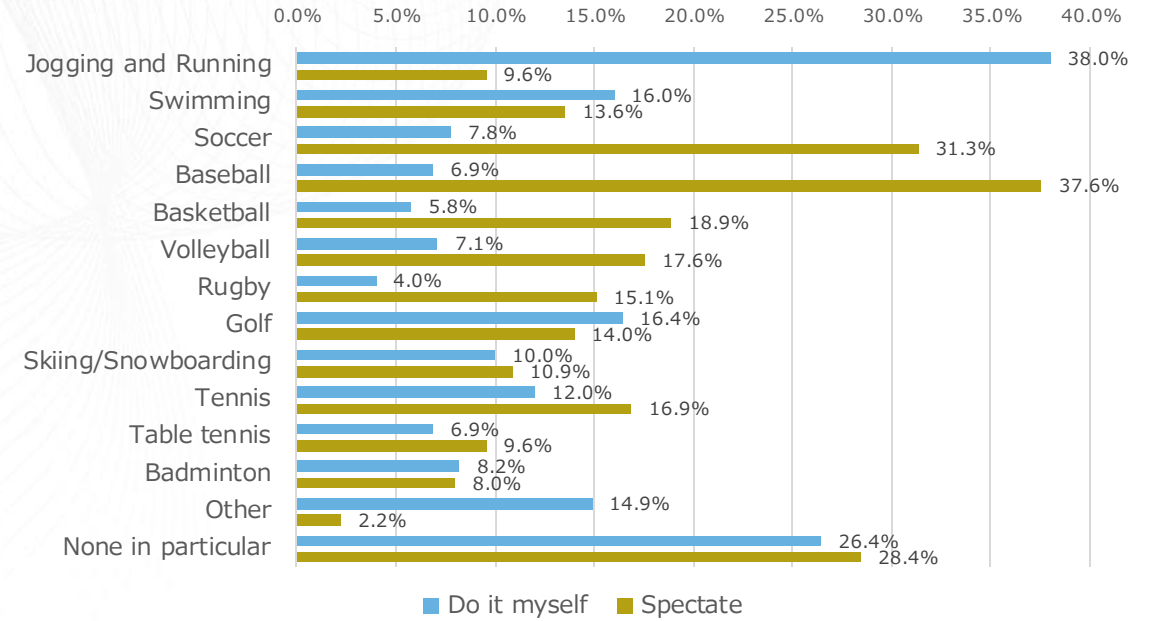


12 | Interests | Female

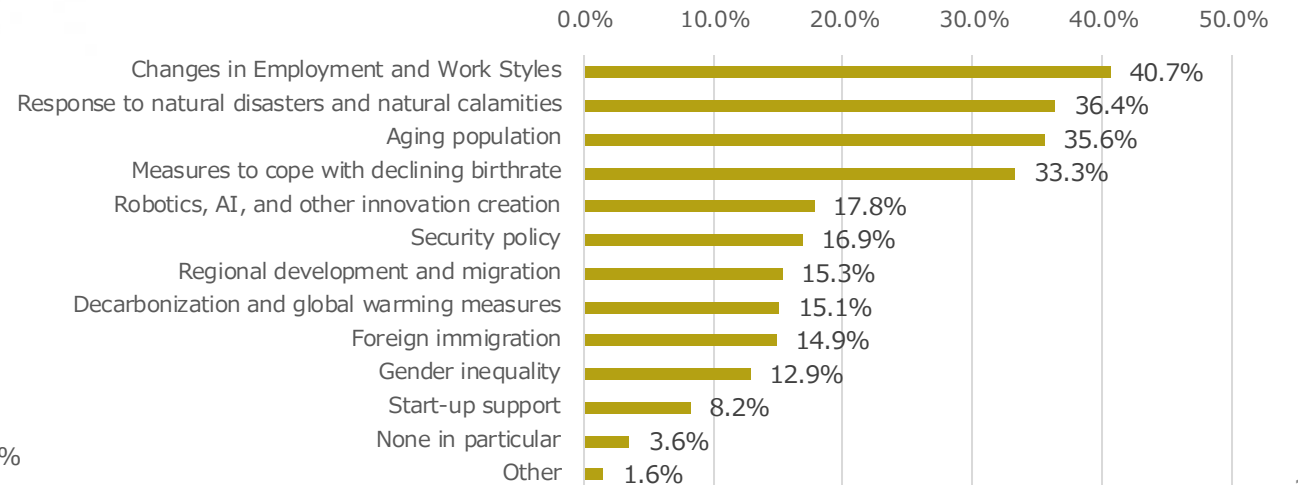
What plan to purchase



Sports of interest

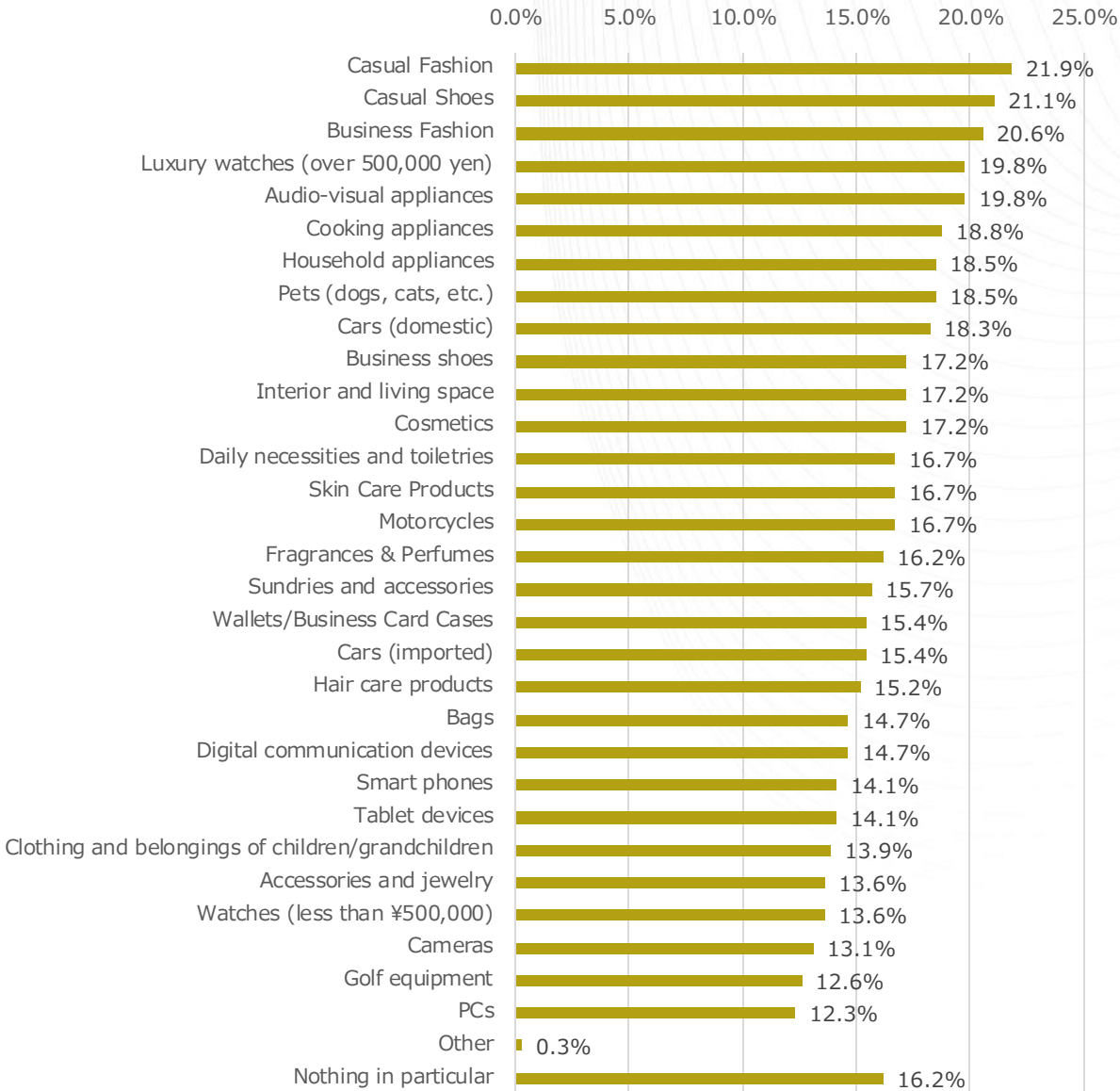


Social Issues of Interest

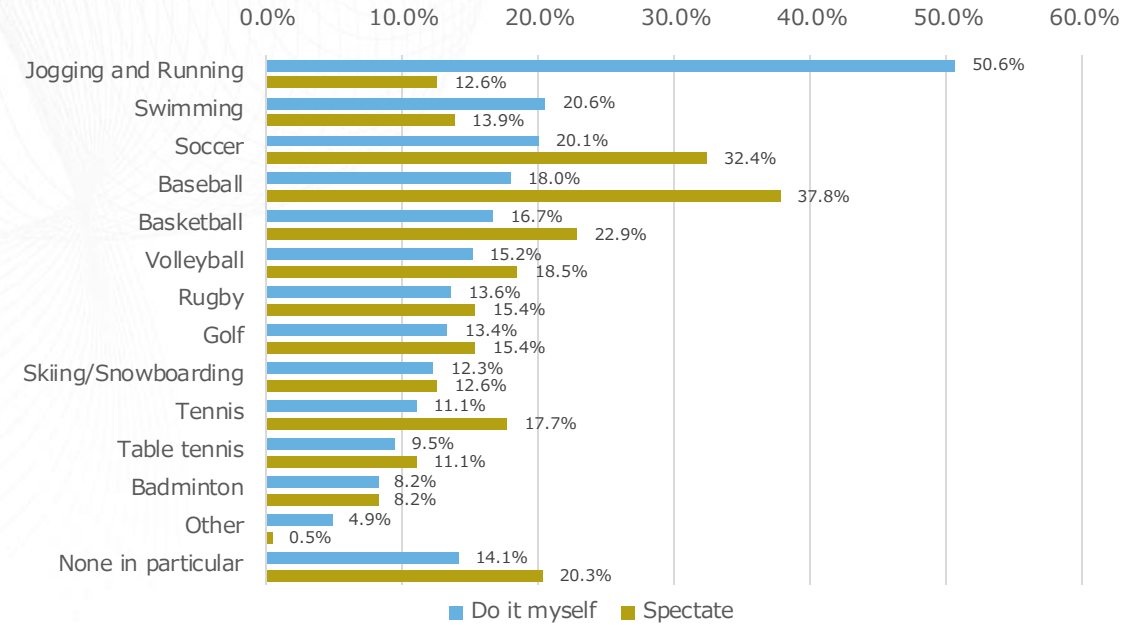


12 | Interest | 18~34 Years Old

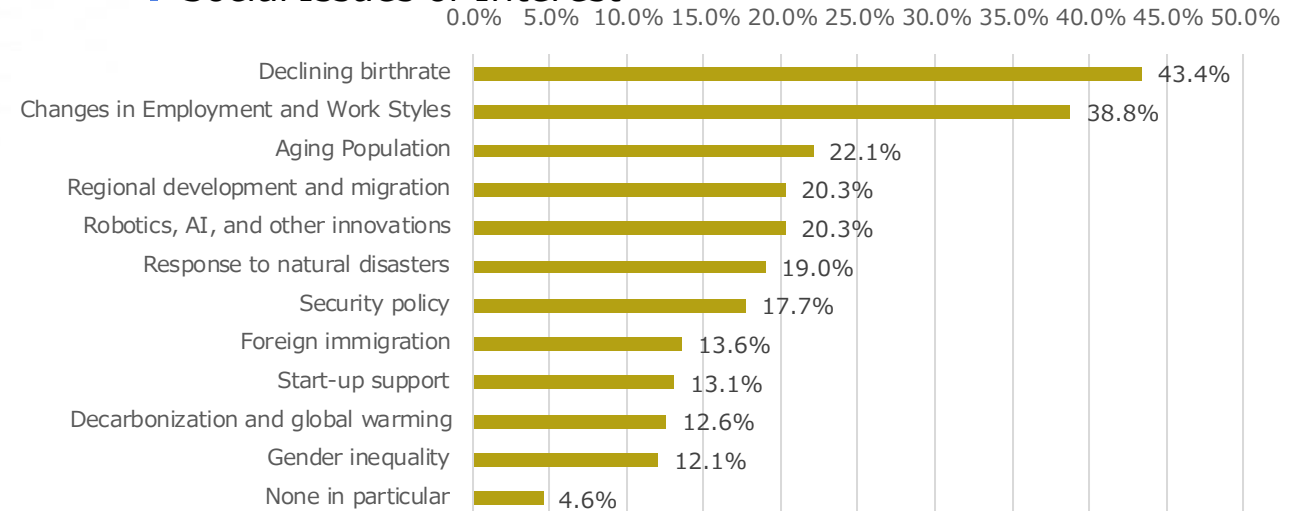
What plan to purchase



Sports of interest

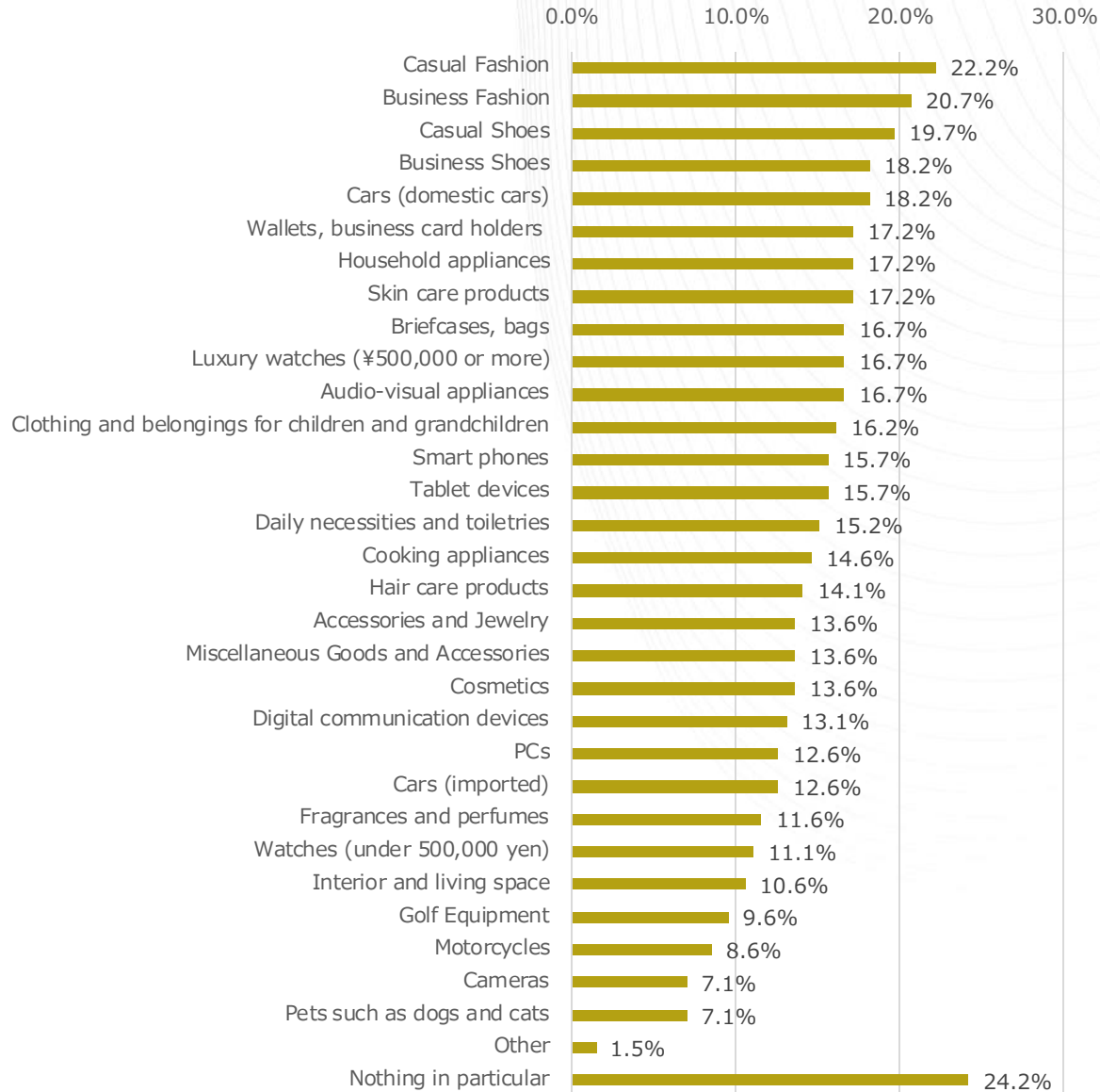


Social Issues of Interest

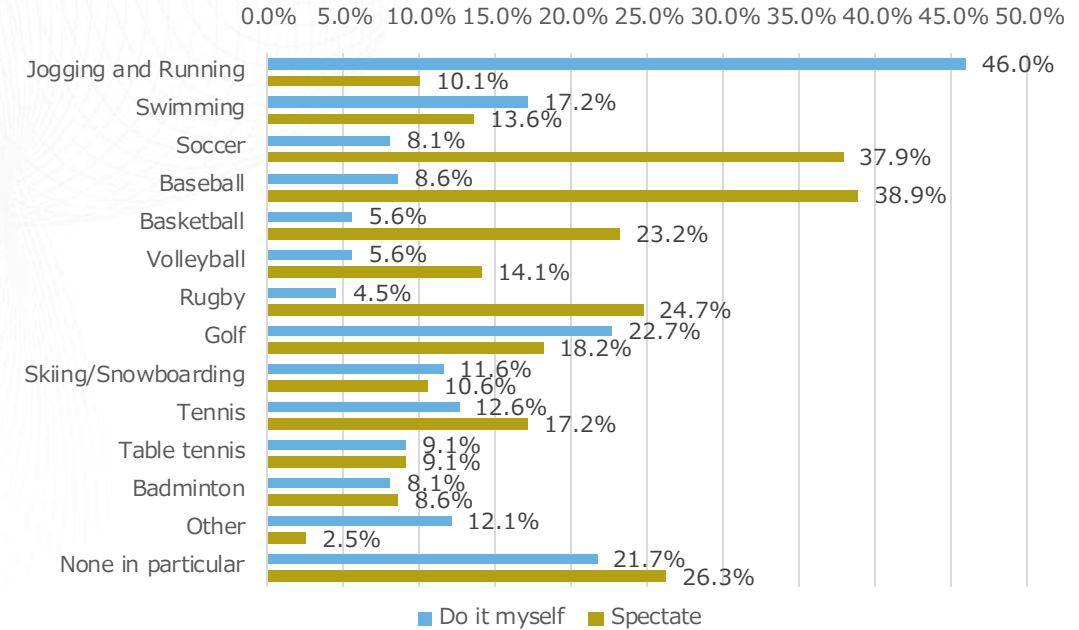


12 | Interests | Annual personal income of 10 million or more

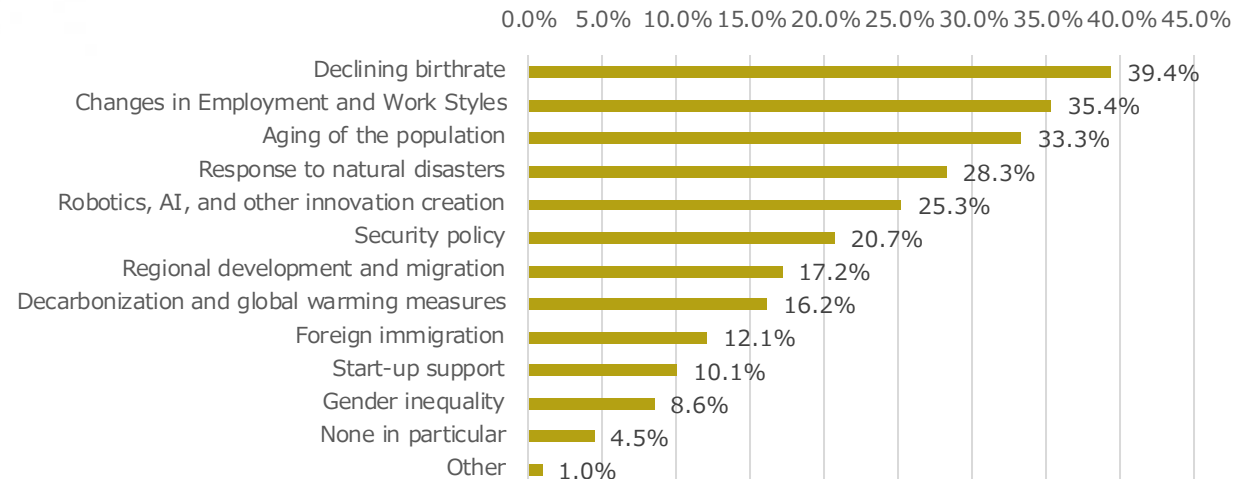
What plan to purchase



Sports of interest



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

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Business Promotion Division
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