

東洋經濟

T O Y O K E I Z A I

O N L I N E

Media Guide

2026



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Toyo Keizai Online: The No. 1 business magazine 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.



1. Daily delivery of unique articles that are read thoroughly

Articles from Toyo Keizai's journalists and talented writers are featured every day.

As a staple of economic news that can be read for free, the site has gained the support of many readers and continues to attract new viewers.

2. Maximum power of individual articles

While newspaper companies and other news media distribute 20,000 or more articles each month, Toyo Keizai Online posts only about 500.

The PVs per article are high, maximizing influence.

3. Well-informed readers accustomed to complex text

Toyo Keizai Online articles are relatively long, and articles that extend to several thousand words are not uncommon.

The site is favored by readers who are accustomed to lengthy text.

4. Viewed by a wide range of businesspeople from top managers to on-site personnel

Toyo Keizai Online's main readers are active businesspeople.

The site boasts a broad viewership ranging from employers and executives to managers and on-site personnel.

5. Diverse range of articles beyond business, politics, and economics, including career development, education, and lifestyle

Toyo Keizai Online presents articles in various genres written from unique perspectives. As well as articles on business, politics, and economics, the site features articles on lifestyle and child education favored by women.

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

Toshihiro 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



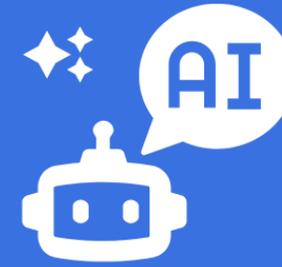
**41 years old,
lives in Tokyo
region,
university
graduate**



**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.

We offer a menu of ads based on the reader's behavioral funnel

Toyo Keizai Online offers a variety of advertising menus to meet the various marketing challenges of advertisers.



Commitment to a Safe and Secure Advertising Delivery Medium

In order to make Toyo Keizai Online a safe and secure media trusted by advertisers, various ad-verifications are being conducted. As a result of a brand safety survey from multiple perspectives, it has been proven that the ad space has a higher performance than the domestic average.



Toyo Keizai Inc. is a JICDAQ (Japan Institute for Certification of Digital Advertising Quality) quality certification provider in the two areas of brand safety and countermeasures against invalid traffic.

Advertorial

Toyo Keizai Brand Studio staff will interview advertisers,
We will make the content readable by readers.

Editorial Design

“Editorial Design” advertorial has a normal editorial news design. It can be used to send the message of your brand or product to our readers.

Sample



<https://toyokeizai.net/articles/-/477383>

*The guidelines for report submission deadlines and options, as well as cautions regarding sponsored content, can be found on page 18.

Implementation fees

¥3 million~

(w/o tax)

Guaranteed no. of 10,000PV

¥4 million~

(w/o tax)

Guaranteed no. of 20,000PV

Contents

Text volume	Equivalent to 2-3 pages of A4 magazine Approximately 2,000 to 2,500 words About 2 photos/graphs (* with interview photography) Depending on the content, we will also create an inducement frame.
Appearing Terms	4~8 weeks (*1 year archive after publication) In case of 20,000PV guarantee, 8 weeks *If the guaranteed PV is not reached within this period. The period may be extended.
Credits	Requires “AD” credits near title, insert client name and “Writer: Toyo Keizai Brand Studio”.
Right column	In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)

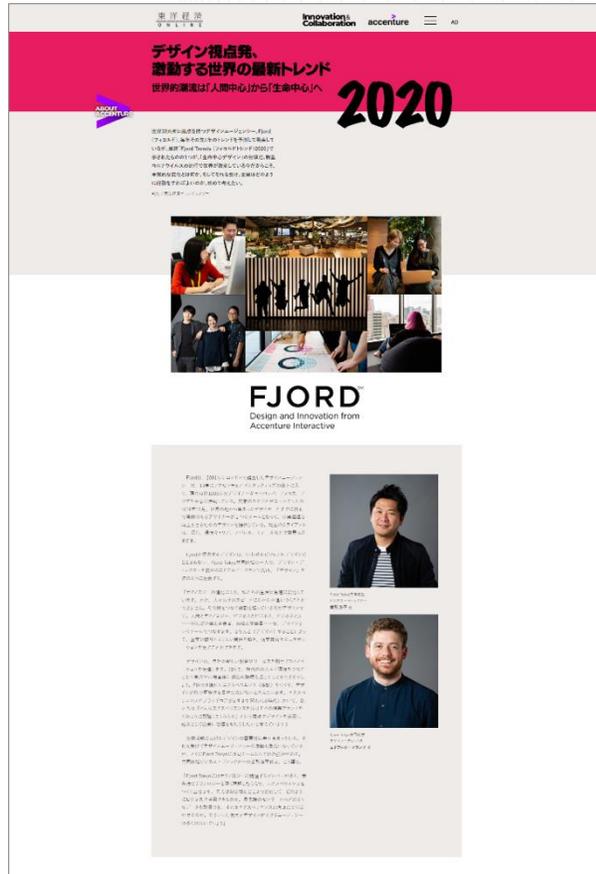
Additional fee

Experts Distant interviews	Additional transportation fees and assignment fee may be charged for interviews in distant locations or with experts or celebrities.
Express fee	If the production period is short, an express fee may be required.
Tag installation fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.
Cancellation fee	Cancellation fees apply for cancellations made after booking.
Second Use	Second use is optional. Please inquire for details.

Unique Design

We can design a unique advertorial to send a unique brand message.
Interactive designs can also be created.

Sample



https://toyokeizai.net/sp/media/innovation_collaboration/15.html

Implementation fees

¥4 million~
(w/o tax)
Guaranteed no. of 10,000PV

¥5 million~
(w/o tax)
Guaranteed no. of 20,000PV

Contents

Appearing Terms

4~8 weeks (*1 year archive after publication)
In case of 20,000PV guarantee, 8 weeks
*If the guaranteed PV is not reached within this period. The period may be extended.

Credits

Requires "AD" credits near title, insert client name and "Writer: Toyo Keizai Brand Studio".

Smartphone optimization

Smartphone optimization is included in the implementation fee.

Additional fee

Experts Distant interviews

Additional transportation fees and assignment fee may be charged for interviews in distant locations or with experts or celebrities.

Express fee

If the production period is short, an express fee may be required.

Tag installation fee

If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

Cancellation fee

Cancellation fees apply for cancellations made after booking.

Second Use

Second use is optional. Please inquire for details.

Mail Advertorial

This menu allows you to create content about your products and services in the form of an article advertisement and deliver it via e-mail. Implementation fee Delivered to Toyo Keizai Online e-mail members.

実施イメージ

東洋経済
ONLINE
2019/9/30 AD

営業支援ツールを使いこなすきっかけに
今注目の「対話型AI」で日々の報告が快適に

東洋デジタルソリューションズ

近年、金融や保険業界などで、CRM（顧客管理システム）やSFA（営業支援システム）などITツールの導入が進んでいる。それらシステムを効果的に活用するための「手」になるのが、現場の営業担当者が作成する日報だ。商談管理や情報共有の役割を担うだけでなく、情報分析など事業の進捗に欠かせない重要なツールでもある。しかし、長時間で忙しい営業担当者が、毎日日報を作成する負担は大きい。そこで、日報作成業務の自動化や効率化を支えるソリューションとして注目されているのが、「RECAIUS（リカウス）報告エージェント」だ。

電車の乗り換えや徒歩での移動中に日報を完成させられる

顧客ニーズの多様化によって、従来のものづくりやサービス提供の形に変化が起きている昨今。選ばれる企業であり続けるためには、現場の最新情報に立つ営業担当者が顧客接点の機会を増やすことが重要だ。しかし、事務作業の非効率さや残業率により、本来業務に十分な時間を割けていないケースも多い。

そうした課題を解決すべく開発されたのが、「RECAIUS 報告エージェント」だ。営業が長年培ってきた自然言語処理技術や音声対話技術により、AIとの対話をテキスト翻訳し、CRMへのデータ登録を支援する。

杉浦千加志氏
東洋デジタルソリューションズ RECAIUS事業推進部

「RECAIUS 報告エージェント」が活用する場として挙げられるのは、例えば営業担当者の

「RECAIUS 報告エージェント」を使用したことで、手入力では約半分ほどだった日報作成時間を、50%に短縮した2分半まで短縮することができた調査結果もあるという。

マーケティングに生きたる有益な情報を引き出す対話型AI

報告の準備を早くすることで、これまで費やしていた時間を本来業務に振り分けることができ、営業パフォーマンスの向上も期待できる。それだけではなく、これまで手入力で行われてきた顧客の反応やニーズなどの現場の声を収集できるようにもなり、マーケティングに有益な情報を得られる可能性も広がる。

「情報共有やデータ分析を目的にCRMやSFAへ導入している企業が多いと思いますが、機能を思いこませない使い方もないようです。マーケティングに活用するためには必ずデータを定めることが大事。有益な情報こそ、現場を知る担当者から上がってくるものです。素人によってタイムリーに登録できるようになれば、今まで埋もれていた情報を顕微鏡化させ、分析やフィードバックに活用できます。（杉浦氏）

金融や保険業界であれば、顧客の家賃構成や生活スタイルなどの重要項目をヒアリングする機会も多い。営業活動時、記憶が鮮明なうちに報告できれば、マーケティングに生きたる有益な情報も収集できる。対話型AIは会話のしやすさだけではなく、情報の質と量を向上させ、ひいては売り上げに貢献できるサービスといえる。

直話のバージョンアップでは、金融や保険業界など営業人数の規模が大きい企業が選ばれるようになるように、現場担当者もモバイル版のアプリ内で管理からの通知を確認できる機能も追加。また、今後自分好みにAIをカスタマイズできる機能など、入力に代わるモバイルバージョンを上げるためのさまざまな仕込みを検討中だ。

「RECAIUS 報告エージェント」は、現場のワークスタイルのみならず、企業のビジネス戦略を支える一手になるだろう。

お問い合わせ
東洋デジタルソリューションズ株式会社
RECAIUS事業推進部
https://www.toshiba-eol.co.jp/pro/recaius/
TOYO KEIZAI BRAND STUDIO

株式会社 東洋経済新報社
〒103-8548 東京都中央区日本橋本町2-1-1
〒100-0001 東京都千代田区千代田1-1-1

Implementation fees(No coverage)

¥2 million~

(w/o tax)

The estimated number of Email 540,000

*When conducting targeted delivery, the guaranteed open count is not limited to the above

Contents

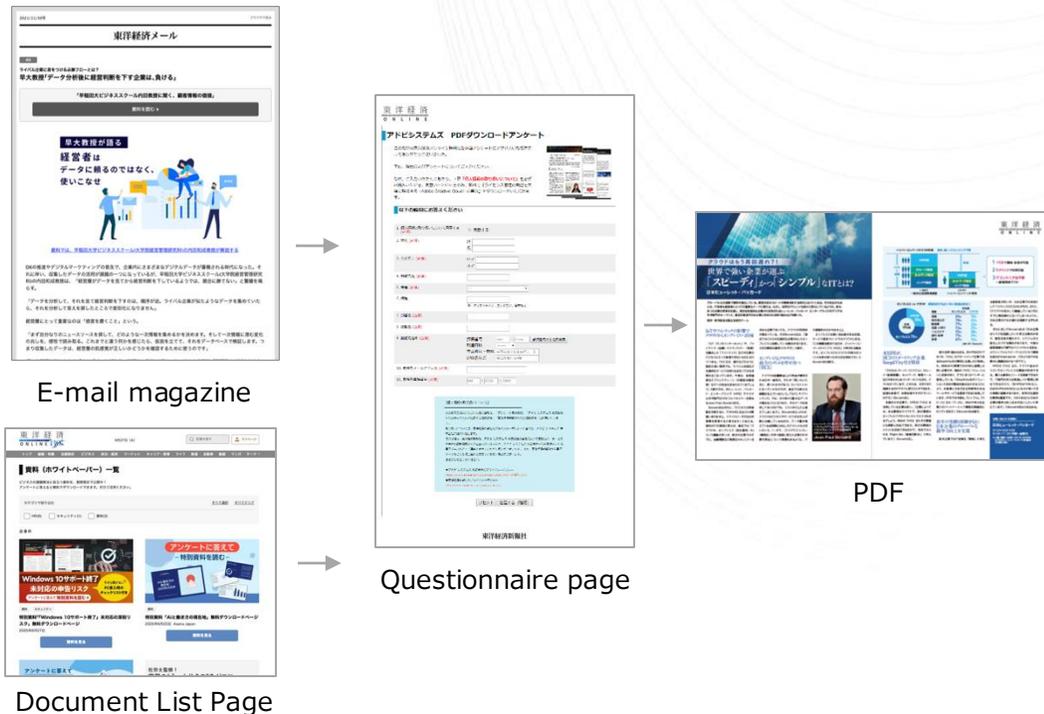
Text Volume	Equivalent to 1-2 pages of A4 magazine Approximately 1,500 words About 2 photos/graphs
Design and Layout	The design and layout of the email will be the same. Unique designs are not allowed.
Credits	Requires "AD" credits near title and insert client name and "Writer: Toyo Keizai Brand Studio".
Page	We will create a page formatted like an edited article matching the email content and publish it on Toyo Keizai Online. Redirects will incur an additional fee. Content revisions are not possible.
External link	External link Links can be set up to direct users to your website.
Right column	In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)
Additional fee	
Express fee	If the production period is short, an express fee may be required.
Cancellation fee	Cancellation fees apply for cancellations made after booking.
Second Use	Second use is optional. Please inquire for details.

*The guidelines for report submission deadlines and options, as well as cautions regarding sponsored content, can be found on page 18.

Lead generation

This menu aims to acquire customer information by using article ads and PDFs as hooks.

The Standard Plan includes the production of the landing page and white paper by us and the Light Plan includes the white paper supplied by the advertiser to acquire customers via e-mail.



Implementation fees

¥1.5 million~
(w/o tax)

Standard Plan / White Paper Creation Type

¥0.6 million~ (w/o tax)

Light Plan / White Paper Supplied Type

¥0.2 million~ (w/o tax)

Estimated lead acquisition period
4-8 weeks

Appearing Terms	Run until the subscription goal is achieved
Credit	Requires "AD" credits, the client name and "Writer: Toyo Keizai Advertorial Team" on the landing page and PDF. Toyokeizai online logo also inserted in the PDF.
The Production cost	The production cost of the Standard Plan includes the production of a 2-page white paper; an additional fee of 500,000 yen is required for a 4-page PDF. A landing page is a separate option if requested. The production fee for the Light Plan includes the cost of preparing an email draft.
Guide	We will create and post the space while monitoring the availability. We will also distribute it in our e-mail magazine.
Questionnaire	<p>Basic Fields Family name/Place of Employment/Type of Business/Department name/Job Title/Work Address/E-mail address/Phone Number/Cell phone number</p> <p>*One to three additional questions can be added.</p>
Additional fee	
Cancellation fee	Cancellation fees apply for cancellations made after booking.
Second Use	Second use is optional. Please inquire for details.

*We will confirm whether or not we can accept your request in advance at the lead acquisition, so please let us know the product.

*The guidelines for report submission deadlines and options, as well as cautions regarding sponsored content, can be found on page 20.

Lead generation

The lead generation menu offers multiple patterns.

Menu	Information	Implementation fees	Production cost	Guaranteed	Other
Standard Plan / White Paper Creation Type	Landing page on Toyo Keizai Online, We will acquire leads through white paper downloads. Guaranteed number of leads.	¥1.5 million~	0.6 million~	100 guaranteed	We will create the landing page and white paper. *We will terminate the inducement as soon as the guaranteed number of cases is reached. (Estimated lead acquisition period : 4-8 weeks)
Light Plan/ White Paper Supplied Type	We will acquire leads by directing them to the white paper from the email. We will create the white paper without any interview.	¥1.5 million~	0.2 million~	100 guaranteed	*We will use the white paper supplied by the client.
Survey-based plans	We acquire leads through a survey-based method.	¥1.8million~	-	150 guaranteed	
White Paper Type Plan	Produce a white paper and use it as a hook to capture leads.	¥1.5 million~	0.9 million~	100 guaranteed	Production costs are quoted on a case-by-case basis, depending on the content.
Manga Type Plan	Manga is produced and used as a hook to capture leads.	¥1.5 million~	0.9 million~	100 guaranteed	Production costs are quoted on a case-by-case basis, depending on the content.
Seminar Plan (On-site)	A customized seminar sponsored by one company. One-stop support from planning and advertising to on-site management on the day of the seminar.	¥5.4 million~		100 estimated	*The venue is expected to be a conference hall in Tokyo. *Keynote speaker's honorarium is not included in the fee. *Estimate for details to be provided on a case-by-case basis.
Seminar Plan (Online)	Online version of tailor-made seminars sponsored by a single company. Both live and on-demand streaming are available.	¥4.5 million~		200 estimated	*Keynote speaker's honorarium is not included in the fee *Delivery format (live or on-demand) to be discussed on a case-by-case basis. *Estimate for details on a case-by-case basis.

Please let us know the product(s) you are interested in so that we can confirm whether or not we can accept your lead acquisition in advance. For the Light Plan, please also share your white paper with us.

The number of guaranteed leads excludes invalid leads (duplicates, housewives/husbands, unemployed, students, obviously incorrectly entered leads, and free addresses).

If you would like to purchase more than the guaranteed number of leads, you can do so at the lead unit price in the "Guaranteed Leads" menu.

If you wish to continue using the lead acquisition menu after acquiring the guaranteed number of leads, please consult with our sales representative.

The acquired leads can be downloaded by the customer from the page managed by our company. In this case, one account will be issued for each customer's e-mail address.

When downloading leads, it is necessary to download the Authenticator application to a smartphone or other device and log in via the application using two-step verification.

*A combination of the above menus can also be designed. Please contact us for details.

Re-post for Website

An option for a magazine advertorial repost on Toyo Keizai online.

Sample



→
Repost



<https://toyokeizai.net/articles/-/655172>

Implementation fees

Editorial Design Advertorial

¥2 million~
(w/o tax)

Guaranteed no. of
10,000PV

¥3 million~
(w/o tax)

Guaranteed no. of
20,000PV

Mail Advertorial

¥1.8 million~
(w/o tax)

The estimated number of
Email 540,000

Contents

Article details

We repost magazine advertorial content on the website.
The article title may be modified to fit the online.

Appearing Terms

4~8 weeks (*1 year archive after publication)
*In case of 20,000PV guarantee, 8 weeks
*If the guaranteed PV is not reached within this period, the period may be extended.

Credits

Requires "AD" credits near title, and insert client name and "Writer: Toyo Keizai Brand Studio".

Right column

In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)

Guide

We will create and post the space while monitoring the availability.

Series advertorial plan

We focus on a specific theme and serialize content that is more closely related to the advertiser over a long period of time.

Implementation fees

¥16.2 million~

(w/o tax)

Number of advertorial 6

Guaranteed no. of 10,000PV



https://toyokeizai.net/category/daikin_kuki

Contents

Contents

We produce and publish content with a unified theme on a regular basis. A "joint editing team" will be formed between the advertiser and Toyo Keizai Brand Studio for integrated branding.

Text volume,
Appearing term

It will conform to the usual editorial article style appearance and original design.

Credits

Requires "AD" credits near title, insert client name and "Writer: Toyo Keizai Brand Studio".

Right column

In the right column, besides the contact information, banners can also be displayed. (Following the style of an editorial article)

Additional fee

Index page

We will create an index page to consolidate serial articles. We can place a link to guide you to the Toyo Keizai Online global navigation ("Theme" category).
CMS ¥500,000~、HTML ¥1,000,000~ (Net)

Experts
Distant interviews

Additional transportation fees and assignment fee may be charged for interviews in distant locations or with experts or celebrities.

Express fee

If the production period is short, an express fee may be required.

Tag installation fee

If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.

Second Use

Second use is optional. Please inquire for details.

Article ads, notes, and options

Report Submission Estimate (Editorial Design, Unique Design, Lead generation, Re-post for Website)

Within 10 business days, starting from the first business day following the end of the posting. The measurement period is up to 2 business days after delivery, followed by up to 4 business days thereafter.

Report Submission Estimate (Mail Advertorial)

The measurement period is up to 2 business days after delivery, followed by up to 4 business days thereafter.

Report Submission Estimate (Series advertorial plan)

Within 12 to 17 business days, counting the day after the end of the posting period as the first business day.

Guide

Basically, we will use the guide space exclusively for article ads. Display ads are also available at a special fee.

Publication period

1 year archive after publication

Posting on official X (Twitter)

If you are planning to conduct your own advertising or survey, etc., please be sure to contact us in advance. If you are in the induction period, please set the URL with the parameters issued by our company.

Posting on official X (Twitter)

The URL of the published advertorial(Editorial Design and Unique Design) will be posted organically on the official X (Twitter) of the Toyo Keizai Brand Studio.

Remote support

In some cases, meetings, interviews, filming, etc. may be handled remotely using videoconferencing tools, etc.

Regulation

For details, please see the separate sheet "[Toyo Keizai Article Advertisement Regulations Sheet](#)".

Text must not contain device-dependent characters. Since the character encoding is "UTF-8," symbols like "¥", "●", "■", and "～" may not display correctly. All alphanumeric characters and symbols other than ".", "?", and "!" in article titles and thumbnails (lead frames) will be converted to half-width.

Option

Access company analysis

We can analyze IP addresses and provide you with a list of names of companies viewing your article ads.

Video

We can provide a one-stop production service, from video shooting to production, together with article ads. Please contact us for details.

Offprint

We can also provide web pages in a cut-out format. Please contact us for details.

Research Plan

Questionnaire

Pop up a questionnaire at the end of the article to conduct qualitative research.



Implementation fees

¥150,000

(w/o tax)

Question format	Single Answer/Multi-Answer/Free Answers
Number of questions	1~4
Appearance Conditions	Displayed when at least 95% of the final page of the article ad has been viewed
Survey Location	Displayed as a banner in the lower right or left corner of the page
Report (standard)	All survey responses (Excel) Total number of responses (about 1-2 PPT)
Remarks	Cannot be used to obtain personal information such as name or email address

Additional Induction Package Plan

If you are running an advertorial ad, we will provide you with half the price of the regular ad space.

Display Ads

Menu	Implementation fees
Viewable Rectangle (PC&SP)	¥ 500,000~
Double Rectangle PC	¥625,000~~
Original Targeting	¥250,000~
SP Billboard Ad	¥1,000,000~

Additional Induction Package Plan

Additional plan to bring more readers by using other media.

Social Media

Platform	Summary	Menu	Goal	Segment	Implementation fees
Facebook/ Instagram	By using Toyo Keizai Online Facebook ads, it is possible to direct additional leads to your article ads. It is also possible to submit your ads to Instagram. *Only clients that have Facebook page or Instagram account. When placing ads on Instagram, please confirm in advance that the Facebook and Instagram accounts operated by the advertiser are linked.	Facebook ads Instagram ads	Click, Get subscriptions	Require quotes	¥400,000~
X (Twitter)	It is possible to ads on X by Toyokeizai online account name.	Promotional tweets	Click, Get subscriptions	Require quotes	¥400,000~

Recommend Contents Networks

Platform	Summary	Menu	Report	Publication fees	Implementation fees
Outbrain	Ad articles are recommended and distributed to media managed by media companies that users can trust, such as major newspapers, news agencies, and portal sites.	Outbrain Amplify	Impressions, clicks, CTR, delivered media	Require quotes	¥500,000~
popIn	The article text is subjected to linguistic analysis processing, and the ad article is distributed to the appropriate section of the article content.	popIn Discovery	Impressions, clicks, CTR, delivered media	Require quotes	¥500,000~

*Please inquire with advertising companies/media reps regarding commissions.

*Terms and conditions are subject to change depending on the sales strategy of each media company.

*Boost timing depends on the type of media.

*Subsidiaries may not be able to guarantee stable service due to the impact of changes in the platform's policies or structure.

*Cancellations made after registration will be charged the full amount of the fee.

Additional Induction Package Plan

News Applications

Platform	Summary	Menu	Delivery Surface & Devices	CPC · Click	Implementation fees
SmartNews	This guide will appear in the newsfeed page in SmartNews in the style of a native advertisement. 2 weeks for publication period	Standards Ads	News Feed Smartphones and tablets (iOS / Android)	¥20~¥50	¥300,000~
Gunosy	This guide will appear in the same format as a regular article in the in-feed frame within Gunosy. 2 weeks for publication period	Gunosy Media Boost	News Feed Smartphones and tablets (iOS / Android)	10,000 Click	¥500,000~

Message Application

Platform	Summary	Menu	Delivery Surface & Devices	CPC · Click	Implementation fees
LINE	It will be posted on the LINE home screen, talk list, and LINE NEWS. It will be distributed using our recommended targeting.	LINE Ads	Home screen, talk list, LINE NEWS	¥20~¥40	¥300,000~

*Please inquire with advertising companies/media reps regarding commissions.

*Terms and conditions are subject to change depending on the sales strategy of each media company.

*Boost timing depends on the type of media.

*Subsidiaries may not be able to guarantee stable service due to the impact of changes in the platform's policies or structure.

*Cancellations made after registration will be charged the full amount of the fee.

Option

"The content of Advertorial ads can also be utilized for other purposes.

Additional guide

	Summary	Remarks	Implementation fees
Secondary use in other media	Please let us know which media you will use. We can create a banner to guide you.	We will issue URLs with parameters. In principle, secondary use of this ad is limited to use on the advertiser's website, internal documents, etc. For other uses, we will ask for details and provide an estimate.	For more details and prices, please contact us.
Own website/Owned media/ Use of in-house SNS	Please let us know which media you will use. We can create a banner to guide you.	We will issue URLs with parameters.	

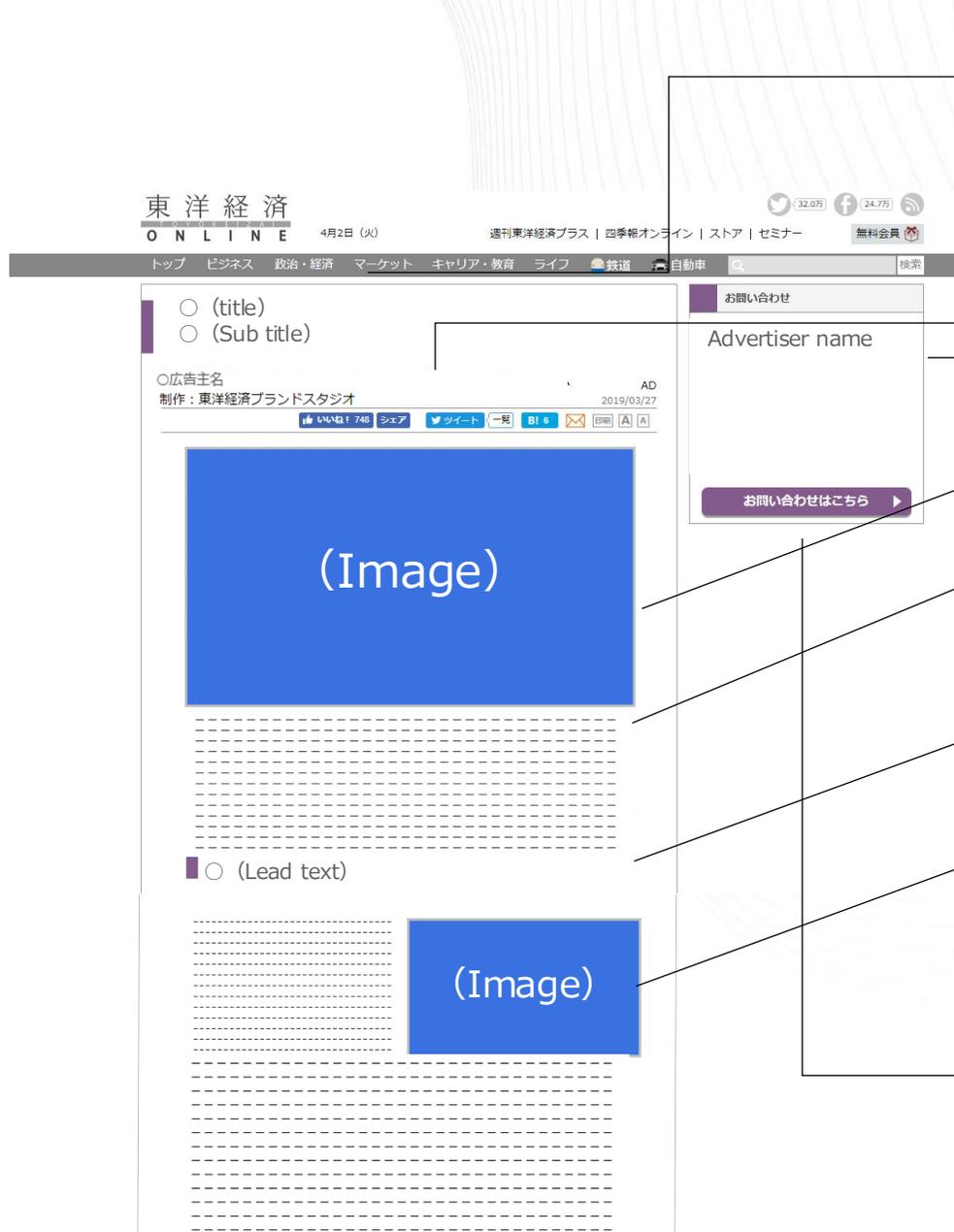
Secondary use

	Summary	Remarks	Implementation fees
Provision of materials	Text (cannot be edited)/Image data (can be trimmed)/Please specify the source of the data. e.g. "From the Toyo Keizai Online article ad".	Delivery will be made after the completion of our induction.	For more details and prices, please contact us.
PDF	PDFs of article ads are available for secondary use, such as for posting on websites.		
Separate Printing	It can be developed into a real tool. The basic plan is 4 pages/1,000 copies.	—	

Tag

	Summary	Remarks	Implementation fees
Tag placement	Tags can be installed. Please contact us for details.	—	¥200,000

Advertorial Editorial Design



【Title】

Title and subtitle should be 20-22 characters. The title and subtitle of the page will be used as the text for the guidance.

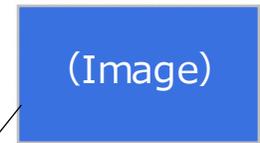
東洋経済
ONLINE

- (Title)
- (Sub title)

【Advertiser Name, Production Credits, Publication Date】

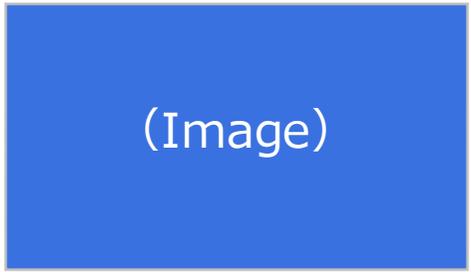
The advertiser's name will appear at the bottom of the title and subtitle. The advertiser's name will not include the company name. Underneath the advertiser's name is the credit "Produced by Toyo Keizai Brand Studio," with the AD symbol and publication date on the far right.

○ 広告主名
制作: 東洋経済ブランドスタジオ



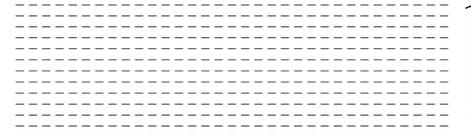
【Headlines/Photos/Images】

Photos and illustrations are required for 16:9 headlines.



【Amount of words】

The standard length for a single online article ad is 2,000 to 2,500 words.



【Heading】

Since the middle heading is displayed on only one line (PC version), the number of characters is limited to 25 fullwidth characters



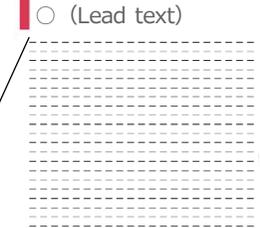
【Photos】

Photos and illustrations will be posted according to the content.

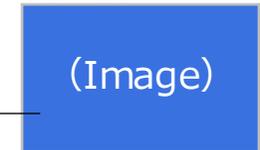


【Contact Us】

In the right column and at the bottom of the article, contact information and banners that link to the advertiser's or advertiser's product's website will be displayed. For contact information, you may use the name of the advertiser as well as the company name. You can also use the brand name. The name of the advertiser in the title space and the name of the advertiser and product in the right column do not have to be identical.



- (Lead text)



Ad Spaces

Depending on the features of the page in question, we will guide readers to the article ad. Guide space will be determined at our discretion. Please understand that there is no prior confirmation.

PC

SP

Mail

official X(Twitter) and Mail Magazine

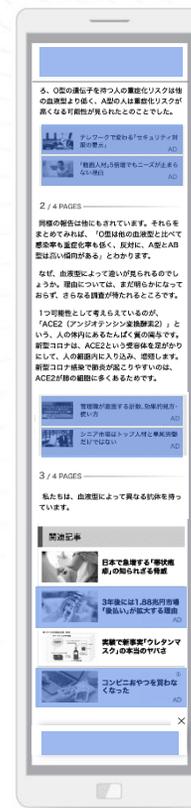
Top

Article

Top

Article

ToyoKeizai online Editors Email



The URL of the published article ad will be posted organically on the official X(Twitter) of the Toyo Keizai Brand Studio. It may also be distributed through the Toyo Keizai Brand Studio newsletter, an e-mail magazine of Toyo Keizai Online.

Normal Space

*Also place in the advertising space on the "Shikiho Online".

Schedule

	Mail Advertorial	Survey-based plans	Editorial Design	Unique Design
9~10 Weeks before		Meeting		Meeting
7~9 Weeks before		Review of survey items	Meeting	Interview
6~7 Weeks before		Research		Proposal of draft
5~6 Weeks before		Interview	Interview	
4~5 Weeks before	Material Provided			
3~4 Weeks before		Proposal of draft	Proposal of draft	
2~3 Weeks before	Proposal of draft			Test page
1 Week before	Compose Email			
4 Days before	Final proofreading	Final proofreading	Final proofreading	Final proofreading
Open	Start guidance, send email, post on official Twitter			

We listen to information about the advertising goals, content and context from the client by meeting directly with the client.

We visit the client with a writer and cameraman.
We conduct an interview based on question items.

We propose a draft of the article by text document based on the interview. It can be difficult to make changes after design is finalized. Please check thoroughly in this phase.

We send a preview URL to check the text, images and hyper link.

4 business days after we receive your proof, we will start posting and sending emails.

Ad spaces are opened at AM 11:00.
After publication, the published Advertorial will be posted on the Brand Studio official X.
Only for original design article advertisements, the data will be uploaded to our server on the business day before the publication date. The redirect will begin at 11:00 am on the publication date.

*If the production period is short, an express fee may be required.

* If extended holidays or other non-business periods occur, the required number of days may exceed the above.

*For editorial design, the rough design is not required because the design is already decided.

Schedule

	Lead generation : Basic Plan	Lead generation : Light Plan	
8 Weeks before	Meeting		Based on the discussion on the content and content approach, we will submit the questions to be asked during the interview.
7 Weeks before	Interview		Along with a writer and a cameraman (if filming is required), we will visit the designated location and proceed with the interview.
5 Weeks before	Proposal of draft		
4 Weeks before		Order	
2 Weeks before		Compose Email Survey	Create distribution email and survey pages. You will be asked to check the text, links, etc.
4 Days Before	Final proofreading	Final proofreading	
Posting and Distribution	Email Distribution	Email Distribution	Four business days after we receive your proof, we will start posting and sending emails.
8 Weeks after			Acquired leads are available to clients, downloaded from the management platform at any time.

Delivery of acquired leads

*If the production period is short, an express fee may be required.

* If extended holidays or other non-business periods occur, the required number of days may exceed the above.

Video Ads

Original videos produced by our company can be posted on the "Toyo Keizai Online YouTube Channel" and advertisements can be distributed on YouTube.

**Push the switch in the minds of working people
and help them make new decisions and choices.**

新たな気づき

insights

深まる理解

understanding

広がる視野

perspective

次への意思決定

Decision - making

Video Production Menu List

	1. Package Video Plan	2. Package Video Plan YouTube AD	3. Planning-type video tie-up plan	4. "Business Explanation" Plan
Contents	<p>Edited design + package video production (embedded in article) Posted on Toyo Keizai Online YouTube channel</p>	<p>Edited design + video (embedded in article) Toyo Keizai Online YouTube posting + YouTube AD distribution</p>	<p>Edited design + video (embedded in article) Toyo Keizai Online YouTube posting + YouTube AD distribution</p>	<p>Video Toyo Keizai Online YouTube posting + YouTube AD distribution</p>
Prices	4.5 million~ (w/o tax)	5.0 million~ (w/o tax)	5.5 million~ (w/o tax)	5.5 million~ (w/o tax)
Ad space/ Guarantee	<ul style="list-style-type: none"> • Toyo Keizai Online • *7,000 page views guaranteed • Toyo Keizai Online • YouTube channel listing • *Publicly available, archived for one year 	<ul style="list-style-type: none"> • Toyo Keizai Online • *7,000 page views guaranteed • Toyo Keizai Online • YouTube channel listing • *Estimated video views: 50,000 • *Publicly available, archived for one year 	<ul style="list-style-type: none"> • Toyo Keizai Online • *7,000 page views guaranteed • Toyo Keizai Online • YouTube channel listing • *Estimated video view count: 50,000 • Publicly available, archived for one year 	<ul style="list-style-type: none"> • Toyo Keizai Online • YouTube channel posting • *Estimated number of video views: 100,000 • *Open to the public, archived for one year
Details	<ul style="list-style-type: none"> • Toyo Keizai Online Guaranteed PV: 7,000 • Article advertising production and distribution • (Video distribution within articles) <ul style="list-style-type: none"> • Article production + video production (production costs included) <ul style="list-style-type: none"> • Toyo Keizai Online • YouTube channel posting • Includes secondary use of produced videos 	<ul style="list-style-type: none"> • Toyo Keizai Online Guaranteed PV: 7,000 • Article advertising production and distribution (video distribution within articles) <ul style="list-style-type: none"> • Article production + video production (production costs included) <ul style="list-style-type: none"> • Toyo Keizai Online • YouTube channel listing • Advertising distribution within YouTube • Includes secondary use of produced videos 	<ul style="list-style-type: none"> • Toyo Keizai Online Guaranteed PV: 7,000 • Article advertising production and distribution • (Video distribution within articles) <ul style="list-style-type: none"> • Article production + video production (production costs included) <ul style="list-style-type: none"> • Toyo Keizai Online • YouTube channel listing • Advertising distribution on YouTube <ul style="list-style-type: none"> • Secondary use conditions vary depending on the project 	<ul style="list-style-type: none"> • Video production (production costs included) <ul style="list-style-type: none"> • Toyo Keizai Online • YouTube channel posting <ul style="list-style-type: none"> • YouTube advertising • Includes secondary use of produced videos

1. Package video plan

This plan is for creating article-style adverts with supplementary videos. The videos produced will be delivered to the customer as data for secondary use in PR and other applications.

Sample



<https://toyokeizai.net/articles/-/277369>

Implementation fees

¥4.5 million~

(w/o tax)

Guaranteed no. of 7,000PV

Production Video Delivery Secondary use included
(For expert assignments, we will discuss separately)

Contents	A4 format, 2-3 pages Approximately 2,000-2,500 characters 2 photos or graphs (including interview photos) We will create call-to-action frames based on content Video length: 30 seconds-3 minutes The video will be inserted into the article ad
Inducement Period	Estimated production time: 4 to 6 weeks (archived for 1 year after publication) *In the case of a 20,000 PV guarantee, the period will be extended until the guaranteed PV is achieved. *If the guaranteed PV is not achieved within the period, the period may be extended.
Interview location	At the time of interview, and at a location designated by Toyo Keizai
Video Credits	<ul style="list-style-type: none"> The credit "TOYOKEIZAI VIDEO INSIGHT" will appear at the top right of the screen during continuous streaming. The Toyo Keizai Brand Studio logo will appear at the end. Advertiser's logo insertion is possible. In such cases, the advertiser's logo will be displayed at least as large as the Toyo Keizai Brand Studio logo For YouTube ad distribution, sponsored settings will be applied, and a sponsored label will be included in the description section
Production Video	<ul style="list-style-type: none"> Video delivery includes secondary usage fees. The video may be used on your company website, owned media (including company SNS), and company YouTube channel. Please consult separately regarding external ad distribution. Posted on the Toyo Keizai Online YouTube channel ※Publicly available, with a 1-year archive guarantee
Contact Information	Contact information will be included within the production article.
Experts Distant interviews	Additional fees for transportation and assignment fee may be required if you specify a shooting location or request an interview with an expert or celebrity.
Express charge long-term support	If the length of production is short, an express fee may be required. Additional fees may also be incurred if content production takes longer.

*The guidelines for report submission deadlines and additional fees, as well as video advertising notes, can be found on page 44.

List of video ad formats

Select from four video ad patterns and create a video based on the video format below.

A. Video Interview

We convey the content of interviews and discussions in a concise and lively manner.
(Monologue, dialogue, and roundtable discussion formats)

B. Promotional Video

We appeal to customers with visual expressions that convey the appeal of products and services.
(Company/service introduction)

C. Event and Seminar Videos

You can create videos of events and seminars for new products and services.

D. Animated Video

We use infographics and animations to convey information clearly and effectively.

Format		Contents Plan		Shooting Method	Video Time
A-1	Monologue	One interviewee	Interviewee • Representative • Case study company representative	Two cameras *For three or more cameras, please request a quote	Up to 3 minutes *Estimated price will be provided for options exceeding 3 minutes.
A-2	Dialogue	Two interviewees	• Interviewer (*)×Representative • Representative×Case study company representative • Interviewer (*)×Case study company representative	Two cameras *For three or more cameras, please request a quote	Up to 5 minutes *Estimated price will be provided for options exceeding 5 minutes.
A-3	Roundtable	Three interviewees	• Roundtable discussion format • Interviewer (※) × 2 representatives • Interviewer (※) × representative × case study company representative	Three cameras *For four or more cameras, please request a quote	Up to 5 minutes *Estimated price will be provided for options exceeding 5 minutes.
B	Company and Service Introduction	Presentation format	• Company introduction (history) • Service and product introduction	Two cameras *For three or more cameras, please request a quote	Up to 3 minutes *Estimated price will be provided for options exceeding 3 minutes.
C	Events and Seminars	Seminar digest	• Summary of seminar content	• Edit webinar materials • For live events, two cameras	Up to 5 minutes *Estimated price will be provided for options exceeding 5 minutes.
D	Animation	Animated video	• Company introduction (history) • Service and product introduction	—	Up to 3 minutes

*The following items are not included in the package price. We will provide a quote for each item separately.

- Costs for external location venues, studios, etc.
- Interviewer assignment fees

Package Video Ads Options

This is the cost for additional options.

Please note that the prices are only a guide, so we will provide a quote for each request.

Menu	Proce	Others
Assignment of Narration	30,000~50,000 Yen	Quotations will be provided on a case-by-case basis depending on the assignment.
Assignment of Interviewer & Reporter	100,000 Yen~	We will provide a quote on a case-by-case basis.
Assignment of experts	100,000 Yen~	Estimate each time based on the reward
Add camera	1 camera 150,000 Yen	Quotation on request
Explanation diagrams and illustration design Creation of original icons and parts	50,000~100,000 Yen	Quotation on request, additional charges for basic still images and animations
length extension	50,000円~100,000 Yen	Quotation on request
Studio Rental		Varies depending on location and time, estimate on a case-by-case basis
Interpreting and translation		Quotation on request
Additional revision fee		Up to two rounds of basic proofreading Additional revision fees will be quoted separately for the third and subsequent rounds

2. Package Video Plan- YouTube AD -

This is a package video plan that also includes video advertising on YouTube. We will create an article-style advertisement, and the video we create will be embedded within the article. Furthermore, we will boost the video on YouTube to promote video viewing.

Sample



Posted on the Toyo Keizai Online YouTube channel + YouTube AD distribution

Implementation fees

5.0 million~
(W/O tax)

Guaranteed PV 7,000PV
Estimated number of views Estimated number of views: approx. 50,000 (Organic + YouTube AD). Includes production video delivery and secondary use fees (If an expert is assigned, please contact us for details).

Contents	A4 format, 2-3 pages Approximately 2,000-2,500 characters 2 photos or graphs (including interview photos) We will create call-to-action frames based on content Video length: 30 seconds-3 minutes. The video will be inserted into the article ad
Inducement Period	Estimated production time: 4-6 weeks (archived for 1 year after publication) *If 20,000 page views are guaranteed, the period will be extended until the guaranteed page views are achieved. *If the guaranteed page views are not achieved within the specified period, the period may be extended.
Interview location	At the time of the interview, and at a location designated by Toyo Keizai
Video Credit	<ul style="list-style-type: none"> The credit "TOYOKEIZAI VIDEO INSIGHT" will appear in the upper right corner of the screen at all times. The Toyo Keizai Brand Studio logo will appear at the end. Advertiser logos can also be inserted. In such cases, the advertiser logo will be displayed next to or below the Toyo Keizai Brand Studio logo. For YouTube ad distribution, sponsored settings will be applied, and a sponsored label will be displayed in the description section.
Production Video	<ul style="list-style-type: none"> "President's Encyclopedia": Video delivery includes secondary usage fees. Videos may be posted on company websites, company SNS, owned media, and company YouTube channels. Please consult separately regarding external ad distribution. Toyo Keizai Online YouTube Channel Posting* Publicly available, 1-year archive guarantee "Company Visits" and "Interaction Victory": Secondary usage conditions and Toyo Keizai Online YouTube channel posting periods will be confirmed on a case-by-case basis.
Contact Information	Contact information will be included within the production article.
Experts Distant interviews	If you specify a location for filming or request an interview with an expert or celebrity, there may be additional transportation costs or assignment fee.
Express charge, long-term support	If the production period is short, an express fee may be required. In addition, if time is taken to produce the content, an additional fee may be incurred.

*The guidelines for report submission deadlines and additional fees, as well as video advertising notes, can be found on page 44.

3. Planned Video Tie-up Plan

We will produce article-style advertisements and video advertisements, and publish them on Toyo Keizai Online and YouTube channels, including YouTube advertising distribution.
We can produce videos based on our planning format.

Implementation fees

5.5 million~
(W/O tax)

Guaranteed PV 7,000PV
Estimated number of views Estimated number of views: approx. 50,000 (Organic + YouTube AD).

Production Video Delivery Secondary use included
(For expert assignments, we will discuss separately)



※The location of the video insertion will be discussed.

Posted on the Toyo Keizai Online YouTube channel + YouTube AD distribution

Contents	A4 format, 2-3 pages Approximately 2,000-2,500 characters 2 photos or graphs (including interview photos) We will create a call-to-action frame based on the content Video length: 30 seconds-3 minutes The produced video will be inserted into the article advertisement
Inducement Period	Estimated production time: 4-6 weeks (archived for 1 year after publication) *If 20,000 PVs are guaranteed, the period will be extended until the guaranteed PVs are achieved *If the guaranteed PVs are not achieved within the period, the period may be extended
Interview location	As specified by Toyo Keizai
Video Credit	<ul style="list-style-type: none"> The project logo will be credited in the upper right corner of the screen during continuous broadcast The "Toyo Keizai Brand Studio" logo will appear at the end Advertiser's logo insertion is possible. In such cases, the advertiser's logo will be displayed at least as large as the Toyo Keizai Brand Studio logo. For YouTube ad distribution, sponsored settings will be applied, and a sponsored label will be included in the description.
Publication	<ul style="list-style-type: none"> Video delivery includes secondary usage fees. The video may be used free of charge for one year on your company website, owned media (including company SNS), and company YouTube channel. Please consult separately regarding external ad distribution. Posted on the Toyo Keizai Online YouTube channel. ※Publicly available, with a 1-year archive guarantee.
Contact Information	Contact information will be included in the production article.
Experts Distant interviews	If you specify a location for filming or request an interview with an expert or celebrity, there may be additional transportation costs or assignment fee.
Express charge, long-term support	If the production period is short, an express fee may be required. In addition, if time is taken to produce the content, an additional fee may be incurred.

*The guidelines for report submission deadlines and additional fees, as well as video advertising notes, can be found on page 44.

Planned Video Tie-up Plan Lists

This is a limited-time offer as part of our 130th anniversary celebrations.
For more details, please click here.
<https://biz.toyokeizai.net/proposal/detail/id=3383>



CEO Directory

5.5 million~ (W/O tax)

- Composed mainly of interviews with top executives
- ① Communicating the company's aspirations, policies, and mission statements
- ② Focusing on the CEO themselves, including stories from their younger days and introducing their personality
- ◆ Expected Scenarios: ① Company Office ② Studio Photography (with café-style set design, etc.)
- ◆ Expected Inserts: Insertion of provided photos, exterior views of the office, office atmosphere, scenes inside the office



Company Visits

6.0 million~ (W/O tax)

A well-known TV presenter visits the office and delves into the appeal of the company and introduces it. The video features interviews with and roundtable discussions by the human resources and recruitment staff, as well as other notable employees, creating a lively atmosphere.

- ◆ Scenes: Company office, office surroundings, office atmosphere
- ◆ Inserts: Roundtables, office atmosphere, employees at work, conversations



Interaction Victory

6.2 million~ (W/O tax)

- A talk show with athletes.
- There are many similarities between the success stories of athletes and the keys to business growth, so we aim to provide content that is educational for businesspeople. Although it is a talk show format, we also introduce new products and services in an easy-to-understand way, relating them to the episodes.
- The appearance of athletes also has the benefit of increasing the show's profile.

Planned Video Tie-up Plan Sample Images

CEO Directory



Company Visits

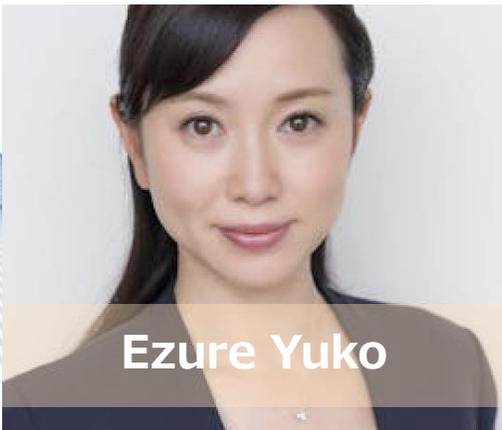
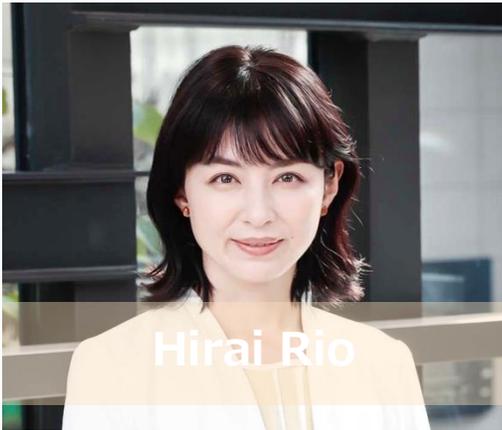


Interaction Victory



Assignment of Experts Samples

Assignments may not be possible due to scheduling conflicts or other circumstances. Additional fees may apply depending on the conditions and content. Other experts may also be assigned. We will provide a quote on a case-by-case basis.



(c)セント・フォース

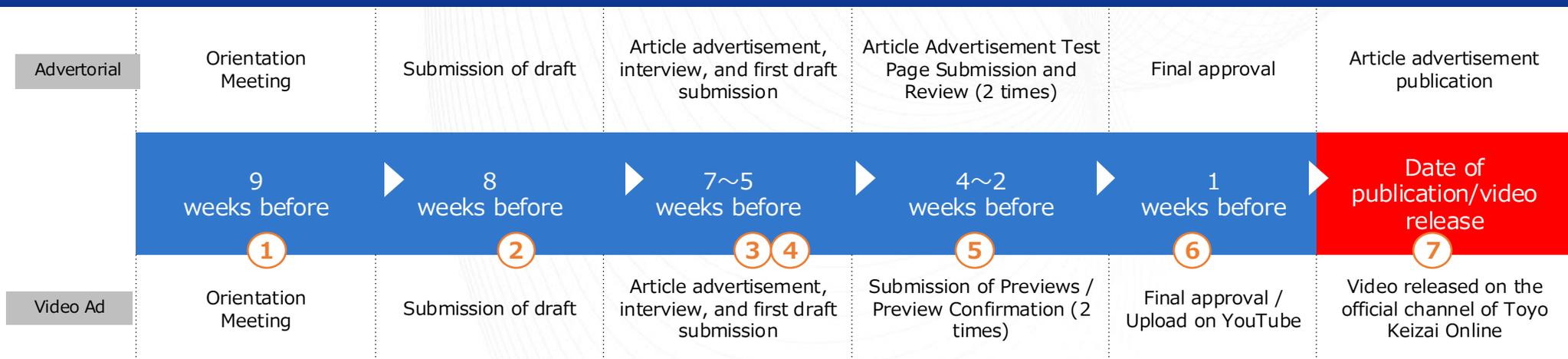
(c)セント・フォース

(c)アニメ

(c)ジーエー・リンク

Schedule model from application to publication

Edited article format + package video



*This is a sample schedule without appearances by experts.

- ① During the initial consultation, we will discuss both article advertisements and videos simultaneously.
- ② We will submit a proposed video structure.
- ③ After confirming the outline proposal, we will proceed with video production. The production schedule may vary depending on the content.
- ④ The thumbnail design for the video will be entrusted to our company to ensure alignment with the corporate channel's tone and style.
- ⑤ Proofreading will be conducted twice. The first round covers the entire video, and the second round focuses on subtitle verification.
- ⑥ We will upload the video to YouTube and publish it on the Toyo Keizai Online official channel. The thumbnail design will be handled by our company.
- ⑦ YouTube Ads will commence at 00:00 on the following business day.

*If there are any changes to the schedule, we will adjust the release date and decide on a new schedule.

*The production schedule is a model case. The production period may vary depending on the content of the video to be produced, so the detailed schedule will be decided after consultation.

4. "Business Commentary"

"Business Commentary" is one of the popular video series on the Toyo Keizai Online YouTube channel, offering in-depth coverage of key themes in industry, business, economics, and politics from a unique perspective. Through the spin-off project "Business Analysis," we conduct interviews with highly specialized facilitators to clearly convey your company's business, services, and initiatives to viewers.



<https://www.youtube.com/watch?v=BYKN5TnKyNs>



*Please refer to page 55 for important information regarding video advertisements, such as report submission guidelines and additional fees.

Implementation fees

5.5 million~
(W/O tax)

Estimated number of views Estimated number of views: approx. 100,000 (Organic + YouTube AD).

*Production video delivery and secondary usage fees included

Video format	Roundtable discussion format (duration: approximately 15 minutes) *Duration may be adjusted based on content and mutual agreement. 1. Client representative: 1 person 2. Facilitator: 1 person (Please refer to Page 27 for facilitator candidates.) *Facilitator fees are included. If you wish to request a facilitator other than the candidates listed, please contact us for a separate quote.
Video content and structure	Discuss industry topics, social background, and why the issues are problematic. Introduce products/services as solutions to the issues. *This is a spin-off project of our editorial content, so the video format will follow the editorial content format. Please refer to the video image on the next page for details.
Estimated number of views	100,000 views estimated (organic + YouTube ads)
Filming location	Same studio as "News commentary" filming. External studios also available (additional fees apply).
Video credits	The "Toyo Keizai Brand Studio" logo will appear at the end When distributing YouTube ads, we will set them as sponsored ads and include a sponsored label in the description
Publication	<ul style="list-style-type: none"> Videos delivered with secondary usage fees included as standard. Videos may be used on company websites, company SNS, owned media, and company YouTube channels. ※Conditions may change depending on circumstances. Additionally, facilitator approval will be required each time. Please understand. Please consult separately regarding external ad distribution. Toyo Keizai Online YouTube Channel Posting ※Publicly available, 1-year archive guarantee
Experts Distant interviews	If you specify a shooting location or request interviews with experts or celebrities, additional transportation expenses and assignment fee may apply.
Express charge, long-term support	If the production period is short, rush fees may apply. Additional fees may also apply if the content production requires additional time.

“Business Commentary” Video Progress Image

Using the video format of the popular “Business Commentary” series from the Toyo Keizai Online editorial department, we deliver information in a way that is easy for viewers to relate to and highly engaging.

Introduction

00 : 00~

Title/Topic Scene Summary



- Main Story -

00 : 45~

Title/Today's Theme



01 : 00~15 : 00

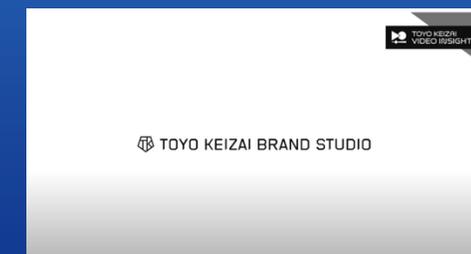
Discussion on talk topics



- Ending

15 : 00~

Show TOYOKEIZAI BRAND STUDIO logo at ending



*The screen images are for illustrative purposes only.

【Proofreading Elements】

- Talk topics will be determined based on our prior consultation (approximately 3-4 topics).
- The video consists of an introduction (featuring excerpted memorable comments displayed as captions) and the main segment (the full-length interview portion).
- If you wish to display charts or diagrams in the main segment, please provide them at least one week before filming. Also, please inform us in advance of any prohibited words or prohibited filming areas.
- You will have two opportunities to review the video. ※The first review covers the entire video; the second review focuses on the subtitles. No reshoots will be conducted.

“Business Commentary” Facilitator Lineup

Highly specialized facilitators will engage in discussions on each theme to bring out the appeal of your company's products and services.

Management Strategy/Management Theory



Waseda University Graduate School
Professor, Waseda University Business School

Akie Iriyama



Hitoiubashi Business School
FDS Endowed Chair Professor of Competitive Strategy

Ken Kusunoki



Economic Analyst, Representative Director of Japan
Institute of Financial and Economic Research

Mariko Mabuchi

HR



Professor, Faculty of Career Design, Hosei
University

Kenosuke Tanaka



Cross River Co., Ltd.
President

Shinji Koshikawa

IT/Technology



Information Management and Innovation
Professional University, Faculty of Information
Management and Innovation, Lecturer

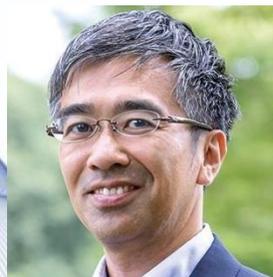
Taro Matsumura



CISO Co., Ltd. Representative Director

Shinji Nasu

SDGs/ESG



Professor, Graduate School of Policy and Media
Studies, Keio University I

Kenji Kani



Talent Journey list

Morley Robertson

Caster/All Genres



Freelance announcer

Satoshi Ueshige



Freelance announcer

Rie Uozumi



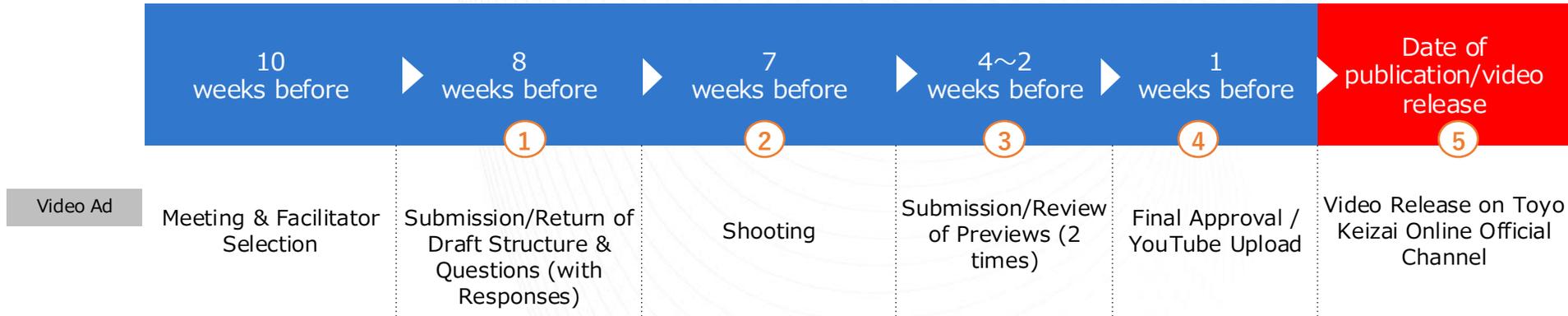
Economic commentator
Former Chairman, Toyo Keizai Inc.

Hiroaki Tanakita

- You may select a facilitator, but we may be unable to assign one due to the performer's schedule or other circumstances. We will confirm the performer's participation after receiving your formal order.
- Secondary use is generally permitted, but conditions may change depending on circumstances. Additionally, approval from the facilitator must be obtained each time. Please understand.

Schedule from application to publication

“Business Commentary”



- ① If you have any charts or diagrams you wish to display in the video, please notify us at least one week prior to the filming date.
- ② The filming date will be determined based on the facilitator's schedule and studio availability, so the date may change. If you have any charts or diagrams you wish to display in the video, please notify us at least one week prior to the filming date.
- ③ Proofreading will occur twice: the first round covers the entire video, and the second round focuses on subtitle verification.
- ④ The design of the video thumbnail will be entrusted to our company to align with our channel's tone and manner.
- ⑤ YouTube AD distribution will commence at 00:00 on the next business day following the official release on the Toyo Keizai Online channel.

*If there are any changes to the schedule, we will adjust the release date and decide on a new schedule.

Notes on Video Ads

Report Submission Estimate

Within 7 business days, starting from the first business day following the end of the posting.

Posting on official Twitter

The URL of the published article ad will be posted organically on the official X(Twitter)of the Toyo Keizai Brand Studio.

Remote support

In some cases, meetings, interviews, filming, etc. may be handled remotely using videoconferencing tools, etc.

Option

Sales Promotion Use

Videos created by a small company can also be used as in-store.

Owned Media

Videos can also be used in your company's owned media.

SNS boosting

Twitter or Facebook ad serving capabilities can also be used to increase the number of views.

Display Ads

A wide range of option is available from banner ads to text ads.

We can respond flexibly to specification of the ad period and the number of impressions.

Please contact us with any questions.

Viewable Rectangle Advertising

This menu incorporates viewability measurement, which counts an ad as displayed only when at least 50% of the banner area is visible for one second or longer.

Sample



Rectangle SP below article

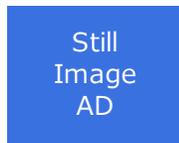


Rectangle SP within article

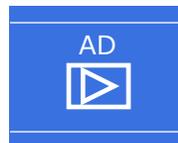


First rectangle PC
Second rectangle PC

Still Image



Video



The video will be displayed in aspect ratio (16:9).

Implementation fees

Still Image

¥1 million~

(w/o tax)

Guaranteed no. of 500,000vimp

Video

¥1 million~

(w/o tax)

Guaranteed no. of 400,000vimp

*If more than 50% of the banner area is displayed for more than 1 second, the budget will be used.

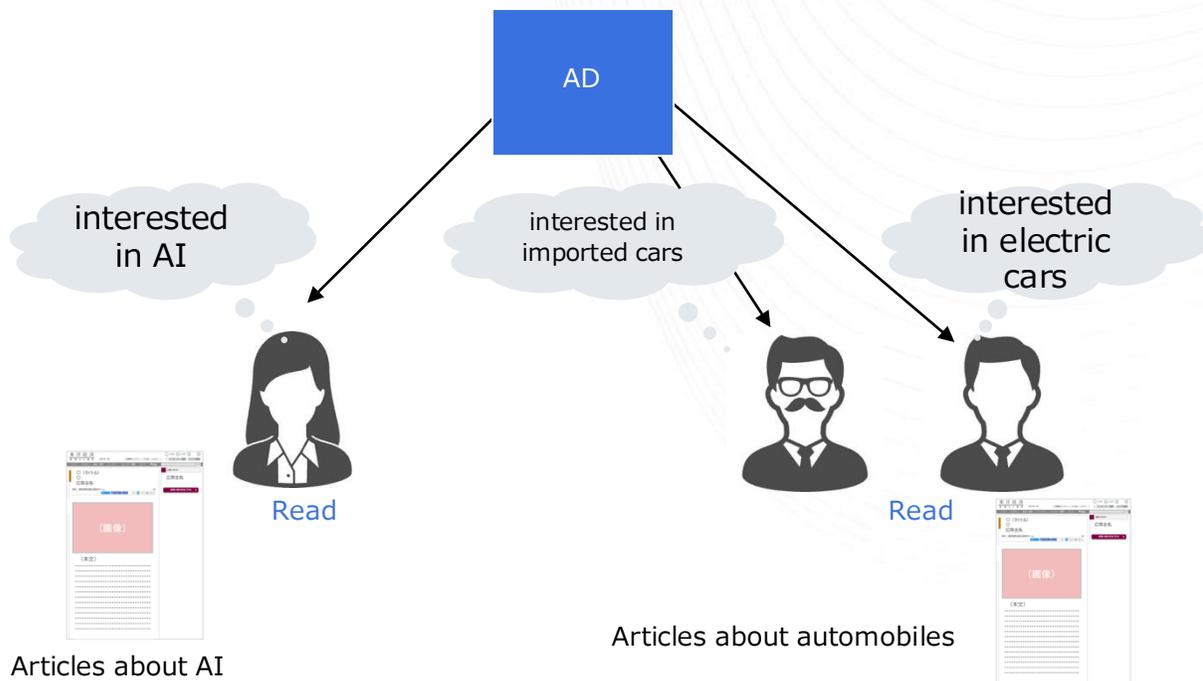
Page	Top Page, Article Page (Still Image) Article Page (Video)
Frame	Rectangle SP below article Rectangle SP within article Rectangle SP below article summary First rectangle PC Second rectangle PC
Display	Rotation
Period	1week~
Submission size (Still image)	Width 600px × height 500px.
Submission size (Video)	Width 640px × height 360px.
Attention	<ul style="list-style-type: none"> Both PC and SP devices will be used. We do not guarantee a minimum of one week or an end date.
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

Targeting Rectangle Advertising / Original Targeting Rectangle

Distribution of rectangle ads targeting a specific article category or segment. If you want to distribute your ads to people interested in DX or people interested in automobiles (imported cars, family cars, electric cars, sports utility cars), we can distribute the ads to people who read the articles about those interests categories.



Implementation fees

Short term
(start 1 week)

¥500,000~

(w/o tax)

**Guaranteed no. of
200,000imp**

Long term (12 weeks)

¥3.6 million~

(w/o tax)

**Guaranteed no. of
2,250,000imp**

Page	Top page, Article Page
Frame	First rectangle PC Second rectangle PC Rectangle SP below article Rectangle SP within article Rectangle SP below article summary
Display	Rotation
Period	Short term : start 1 week , Long term: 12 weeks
CPM	Short term : ¥2,500 , Long term: ¥1,600
Submission size	Width 600px × height 500px.
Attention	<ul style="list-style-type: none"> Depending on the suspension of support for third-party cookies on major browsers, the number of deliveries may differ from the estimate at the time of proposal. Check our inventory before placing an order. Applications are due 8 business days in advance. Multiple ad spaces may be placed at the same time. Minimum 1-week posting period without the final day guaranteed.

Additional fee

If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

List of Targeting

These are some of the targeting segments. Targeting other than those listed below is also possible, so please feel free to contact us.

Category	User			Original targeting
<ul style="list-style-type: none"> Business Politics & Economics Market Career & Education Life Train Automobile 	<p>Age *</p> <ul style="list-style-type: none"> 20s 30s 40s 50s More than 60 <p>Sex *</p> <ul style="list-style-type: none"> Male Female <p>Position *</p> <ul style="list-style-type: none"> Corporate manager General employee, staff Public servant Independent business Housewife/Househusband Student <p>Area of residence</p> <ul style="list-style-type: none"> 47 Prefectures <p>Annual sales</p> <ul style="list-style-type: none"> Less than ¥10 billion ¥10 billion~ ¥100 billion More than ¥100 billion 	<p>Household income*</p> <ul style="list-style-type: none"> ¥4–6 million ¥6–8 million ¥8–10 million ¥10–15 million More than ¥15 million– <p>Corporate size*</p> <ul style="list-style-type: none"> Big company Small company <p>High class*</p> <ul style="list-style-type: none"> Manager High earner <p>Job type *</p> <ul style="list-style-type: none"> Management Sales & Marketing IT/Engineering General Affairs / Human Resources Accounting & Finance 	<p>Industry *</p> <ul style="list-style-type: none"> Agriculture, Forestry Construction Manufacturing Wholesale, Retail Finance and Insurance Real Estate and Goods Rental Information and Communication Transportation and Postal Services Service Industry (Other) Electricity, Gas, Heat Distribution, Water Supply Public Service Education and Learning Support Medical Care, Welfare Accommodation, Food and Beverage Services Academic research, professional and technical services Life Related Services, Entertainment 	<p>Financial</p> <ul style="list-style-type: none"> Real Estate and Prospective Buyers A B Private Investors A B <p>Human resources</p> <ul style="list-style-type: none"> People interested in changing jobs A B <p>Automobile</p> <ul style="list-style-type: none"> Foreign car buyers A B Family cars B EVs A B <p>IT</p> <ul style="list-style-type: none"> Security A B Generated AI A B <p>By Category</p> <ul style="list-style-type: none"> IT equipment and system implementation decision makers A Back Office & Corporate Departments A Manufacturing A Management A Enterprise A Small and medium business owners A

A Attributes and 1st Party Data

B Article Viewing Attributes, 1st Party Data

Double Rectangle

This ad is displayed dynamically in the right column of the PC's homepage and article pages, at twice the size of a regular rectangle ad.

Sample



Article page

Implementation fees

¥1.25 million~

(w/o tax)

Guaranteed no. of
500,000imp

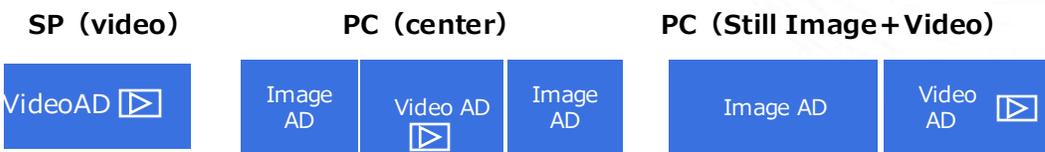
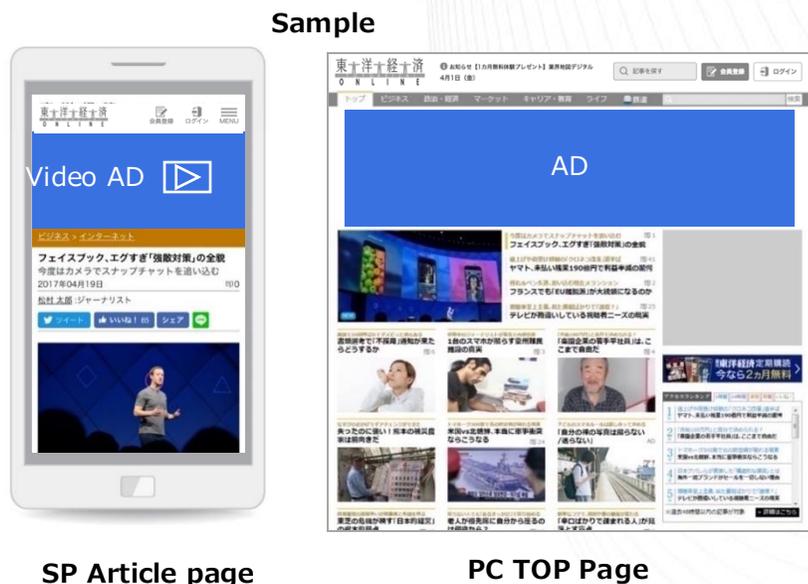
Page	Top page, Article page
Frame	First Rectangle PC
Display	Rotation
Period	1week~
Submission size	Width 600px × height 1200px.
Attention	Minimum 1-week posting period without the final day guaranteed.
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

Billboard SP/Billboard PC

Highly visible static image or video displayed at the top of the top page and articles page.



*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

Implementation fees

¥1million~

(w/o tax)

Guaranteed no. of 200,000imp

Billboard SP (still image)

Billboard SP (Video)

Billboard PC (still image)

Billboard PC (center)

Billboard PC (still image and Video)

掲載ページ	Article page	Article page	Top page Article page Category Top page	Top page Article page Category Top page	Top page Article page Category Top page
表示方法	Rotation	Rotation	Rotation	Rotation	Rotation
想定掲載期間	1week~	1week~	1week~	1week~	1week~
Imp単価	¥5	¥7	¥5	¥7	¥7
入稿サイズ	Width 640px × height 360px.	Width 640px × height 360px.	Width 1940px × height 500px	【Both Side Still Image】 Width 528px x Height 500px 【Video】 Width 884px x Height 500px * Resize	【Still image】 Width 1052px x height 500px 【Video】 Width 640px x height 360px (within 16:9) * Resize

Attention	<ul style="list-style-type: none"> For video and still image + video, a closed button will be placed in the upper right corner and an audio ON/OFF button in the lower right corner. To avoid overlapping of these buttons in the creative, please submit a creative with 40px left/right x 40px top/bottom. Minimum 1-week posting period without the final day guaranteed. The frequency cap is 2 times per day per browser. The center may display videos only on a gray background when images are not used.
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.

Billboard SP/Billboard PC

Highly visible static image or video displayed at the top of the top page and articles page.

Sample



SP Article page



PC TOP Page



PC Article page

Implementation fees

¥1million~

(w/o tax)

Guaranteed no. of
200,000imp

	Billboard SP (still image)	Billboard SP (Video)	Billboard PC (still image)	Billboard PC (still image and Video)
Page	Article page	Article page	Article page PC TOP Page First articles page	Article page PC TOP Page First articles page
Display	Rotation	Rotation	Rotation	Rotation
Period	1week~	1week~	1week~	1week~
imp unit cost	¥5	¥7	¥5	¥7
Submission size	Width 640px × height 360px.	Width 640px × height 360px.	Width 1940px × height 500px	【Still image】 Width 1052px × height 500px 【Video】 Width640px x height 360px (within 16:9) * Resize
Attention	<ul style="list-style-type: none"> For video and still image + video, a closed button will be placed in the upper right corner and an audio ON/OFF button in the lower right corner. To avoid overlapping of these buttons in the creative, please submit a creative with 40px left/right x 40px top/bottom. Minimum 1-week posting period without the final day guaranteed. The frequency cap is 2 times per day per browser. 			
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.			

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

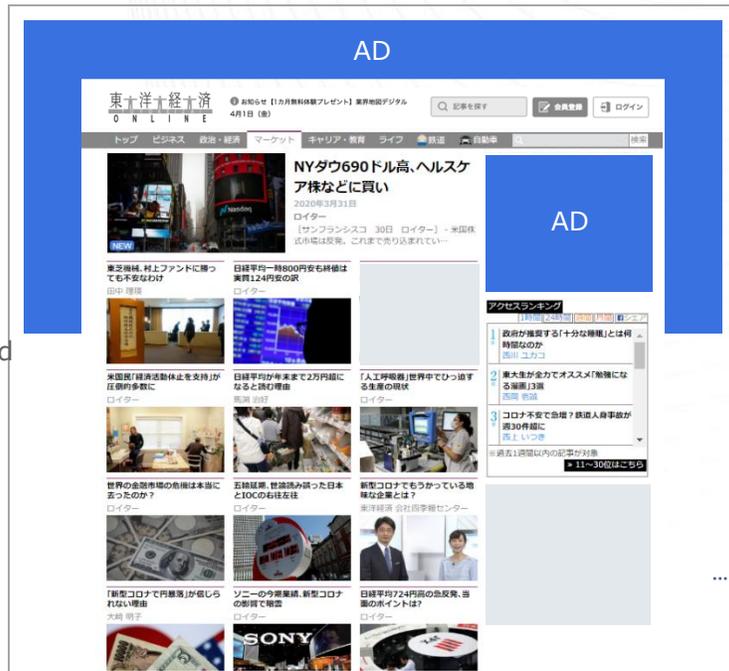
*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

One-day Exclusive Ad (billboard SP + Gate PC)

This menu offers a one-day takeover of the gate PC displayed on the PC homepage and the billboard SP displayed on the SP homepage and category top pages.



SP Category Top



PC TOP Page

Back ground

Back ground color

Implementation fees

¥1million~

(w/o tax)

Guaranteed no. of Quote required

Page	TOP Page, First articles page
Frame	billboard SP, Gate PC , First Rectangle PC
Display	Limited to one company for one day From 11:00 am to 11:00 am (next day)
Period	1 day
Submission size	The submitted size and displayed size are the same. Top banner: width 1,020px × height 80px. Side banner: width 145px × height 600px. Rectangle: width 300px × height 250px. Billboard SP: Width1920px x height 1080px
Attention	<ul style="list-style-type: none"> Creative may not fit in the left and right columns of the gate depending on the PC environment and the user's browser. Please be careful not to include creative elements that should not be missing in the left and right pillars. Minimum 1-week posting period without the final day guaranteed.
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

Gate PC

Displayed in a manner that covers the upper left and right of the PC screen. Dynamic and impactful expression is possible.

Sample



First articles page

Implementation fees

¥1.4million~

(w/o tax)

Guaranteed no. of
200,000imp

Page	First articles page
Display	Gate PC, First Rectangle PC
Period	1week~
Submission size	The submitted size and displayed size are the same. Top banner: width 1,020px × height 80px. Side banner: width 145px × height 600px. Rectangle: width 300px × height 250px.
Attention	<ul style="list-style-type: none"> Creative may not fit in the left and right columns of the gate depending on the PC environment and the user's browser. Please be careful not to include creative elements that should not be missing in the left and right pillars. Minimum 1-week posting period without the final day guaranteed.
Additional fee	If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

In-Read Video SP / In-Read Video PC

A video advertisement frame displayed below the article when it is being viewed.

Sample



SP Article page



PC Article page

Implementation fees

¥2million~
(w/o tax)

Guaranteed no. of
500,000view

	In-Read Video SP	In-Read Video PC
Page	Article page	Article page
Display	Display time: within 15-30 sec.(looping not possible)	Display time: within 15-30 sec.(looping not possible)
Period	4week~	4week~
Submission size	Width 640px × height 360px.	Width 640px × height 360px.
Attention	<ul style="list-style-type: none"> • There is variation in the control of the timing when playback starts depending on the environment. • There are limitations concerning the video file format. Please confirm the Submission Rules before submission. • Minimum 1-week posting period without the final day guaranteed. • If targeting is desired, 2.4 million yen (400,000 views guaranteed, 6,000 CPM). Please select segments from P38. 	
Additional fee	<p>If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (.txt format) per tag.</p>	

*For information on report submission guidelines, options, and precautions for display ads, please refer to page 54.

*For details on manuscript size, capacity, etc., please refer to "Submission Rules and Disclaimer" on page 65.

Notes on Display Ads

Application deadline

5 business days prior to submission deadline

Application deadline

5 business days prior to submission deadline

Submission deadline

5 business days prior: Viewable Rectangle, Targeting Rectangle, Double Rectangle, Billboard PC (static image)

10 business days prior: Viewable Rectangle Video, Billboard PC (static image + video), Billboard SP (static image), Billboard SP (video), ONE DAY Jack, Gate PC, In-read Video SP/PC

For long-term placements of “Targeting/Original Targeting Rectangle,” submissions are required in three phases: initial submission, submission after 4 weeks, and submission after 8 weeks, with each 4-week period considered one cycle.

Report submission target

Within 10 business days after distribution ends

This is required for long-term placements of Targeting Rectangle Advertising/contextual advertising , midway reports will be submitted for two weeks after each submission.

Option

Tag placement

Tags prepared by your company can be placed in display ads.
Implementation fees start at 200,000 yen.
Please contact us for details.

Display AD sample

You can view samples of display ads below.



Email Ads

Emails are sent each morning to inform readers about the latest articles on Toyo Keizai Online.

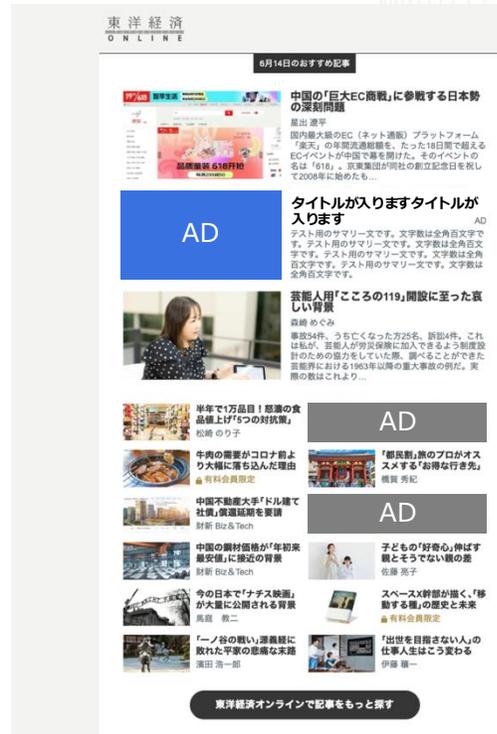
Toyo Keizai Email providing information about advertisers are also sent every day.

Advertiser information is distributed to users with high sensitivity to information gathering.

Toyo Keizai Online Editors Email

Toyo Keizai Online Editors Email sent each morning to registered members of Toyo Keizai Online. You can specify the top line of the ad space in the body of the email.

Sample



Implementation fees

¥500,000~

(w/o tax)

Ad space	Toyo Keizai Online Editors Email ad frame
No. of emails	Approx. 540,000
Day	Daily
Time	About 7:00 a.m. Japan time
Submission size	Image: 520px × 292px Title: No more than 22 characters Body: No more than 100 characters
Report submission target	After the email is sent out, two days measurement period is taken, after which the data is submitted within 4 business days.

Toyo Keizai Email/ Toyo Keizai Targeting Email

Notice of advertiser advertorials is sent to all users by email. Targeted segments are also possible. Use to reinforce attraction of users to the advertiser's website, attract participants in seminars, and gain leads.

Sample



Implementation fees

Toyo Keizai Email

¥1.5 million~
(w/o tax)

Toyo Keizai Targeting Email

¥500,000~
(w/o tax)

No. of emails	Approx. 540,000
Day	Distributed daily
Time	The distribution time can be selected from (1) 11 a.m. or (2) 1:30 p.m. or (3) 16 p.m. Japan time.
unit	¥ 80/a mail
Ad size	Image: at least 300 × 620 px./Title: No more than 40 double-byte characters/Body: No more than 40 double-byte characters x 100 lines
Report submission target	After the email is sent out, two days measurement period is taken, after which the data is submitted within 4 business days.

List of Segments

Age	Household income	Industry	Job type	Interests
<ul style="list-style-type: none"> Narrow by year of birth 	<ul style="list-style-type: none"> Under ¥2 million ¥4–6 million ¥6–8 million ¥8–10 million ¥10–12 million ¥12–15 million ¥15–20 million Over ¥20 million– 	<ul style="list-style-type: none"> Manufacturing (machinery, electronics, precision instruments) Manufacturing (other) Service (IT) Service (other) Retail, dining Foodstuffs, beverages, luxury foods Pharmaceuticals, chemicals Information systems, software Consulting, think tank Banking, securities, insurance, finance Construction, housing, real estate Trading company, wholesale Resources, energy Education Forestry, fisheries, mining Healthcare, welfare, nursing Advertising, mass communications Transportation Information, communications Government, public agency, public organization Local government Professional (attorney, CPA, tax accountant, etc.) Other 	<ul style="list-style-type: none"> Corporate planning, business development General management Accounting, finance Consultant Planning, research, marketing Publicity, public relations Sales, marketing Manufacturing, production, inspection Research, development, design Information system, IT engineer Designer, creator Administration, legal affairs Labor, personnel, human resource education Purchasing, logistics, materials Professional (attorney, CPA, tax accountant, etc.) Educator Other 	<ul style="list-style-type: none"> Politics, social issues Marco economics Industry, companies Business, management Accounting, finance Human resources Marketing, sales IT Self-improvement, qualifications Job hunting, new employment Money, investing Hobbies, culture, crafts Childcare, education
<ul style="list-style-type: none"> Men/Women 				
<ul style="list-style-type: none"> Area of residence Prefecture 				
<ul style="list-style-type: none"> Role Corporate manager Officer Department manager Section chief Assistant manager, senior staff General employee, staff Other 	<ul style="list-style-type: none"> No. of employees 1–9 10–99 100–499 500–999 1,000–1,999 2,000–4,999 5,000–9,999 10,000 or more 			
	<ul style="list-style-type: none"> Annual sales Less than ¥100 million ¥100 million–¥10 billion ¥10 billion–¥100 billion ¥100 billion–¥1 trillion ¥1 trillion or more 			

Private Market Place (PMP)

This is a menu of PMP transactions for nominated buyers of Toyo Keizai Online ad spaces via DSP and SSP.

You can select the most suitable placement for each campaign goal.

We can also calculate the estimated delivery volume based on the campaign information you share with us.

Please feel free to inquire about the unit price of each placement.

Display PMP

This PMP menu features placements with high visibility.
Targeting specific segments is also possible.

Implementation fees

¥3.0 million~
(w/o tax)



Placement	PC: A, B SP: C, D
Creative Size	PC/SP: 300 × 250 px
DSP	Delivery via PMP-configurable DSPs such as DV360.
Targeting	Possible
Estimated Delivery Volume	Please inquire individually
CPM	Non-Targeting : ¥2,000 Targeting : ¥2,500
Attention	Please submit your creative at least 5 business days prior to the start of distribution.

Out Stream Video PMP

This is a PMP menu that enables out-streaming to a dedicated video slot in an article. Expand the reach of your video ads to a wide range of Toyo Keizai Online users.

Implementation fees

¥3.0 million~
(w/o tax)



Placement	PC: In Read Video PC SP: In Read Video SP
Creative Size	PC: 640 × 360 px SP: 320 × 180 px
DSP	Delivery via PMP-configurable DSPs such as DV360
Targeting	Possible
Estimated Delivery Volume	Please inquire individually
CPM	¥2,000 *Non-Targeting
Attention	Please submit your creative at least 5 business days prior to the start of distribution.

Billboard PMP

This is a PMP menu that displays a highly visible video or still image at the top of the page. This allows for a dynamic appeal that catches the user's attention.

Implementation fees

¥3.0 million~
(w/o tax)



Placement	PC: Billboard PC
Creative Size	PC: 970 × 250px
DSP	Delivery via PMP-configurable DSPs such as DV360
Targeting	Possible
Estimated Delivery Volume	Please inquire individually
CPM	¥2,000 *Non-Targeting
Attention	Please submit your creative at least 5 business days prior to the start of distribution.

Targeting Segment

These are some of the targeting segments. Targeting other than those listed below is also possible, so please feel free to contact us.

Category	Userer			Original targeting
<ul style="list-style-type: none"> • Business • Politics & Economy • Markets • Career & Education • Life • Railroads • Automobile 	<p>Age</p> <ul style="list-style-type: none"> • 20s • 30s • 40s • 50s • 60s and over <p>Gender</p> <ul style="list-style-type: none"> • Male • Female <p>Occupation</p> <ul style="list-style-type: none"> • Managerial position • General employee • Civil servant • Self-employed/freelance • Housewife • University student <p>• Place of residence</p> <p>State/Province</p> <p>Net Sales</p> <ul style="list-style-type: none"> • Less than 10 billion yen • 10 billion yen or more but less than 100 billion yen • More than 100 billion yen 	<p>Annual household income</p> <ul style="list-style-type: none"> • 4 million yen to 6 million yen • 6 million - 8 million yen • 8 million - 10 million yen • 10 million yen to 15 million yen • More than 15 million yen <p>Company Size</p> <ul style="list-style-type: none"> • Large Company • Medium/Small Business <p>Business Attributes</p> <ul style="list-style-type: none"> • Business Owners • High-income earners <p>Job Type</p> <ul style="list-style-type: none"> • Management • Sales & Marketing • IT/Engineering • General Affairs/Human Resources • Accounting/Finance 	<p>Industries</p> <ul style="list-style-type: none"> • Agriculture,Forestry • Construction • Manufacturing • Wholesale and retail • Finance and Insurance • Real estate and goods rental • Information and Communication • Transportation and postal services • Service industry (other) • Electricity, gas, heat distribution, and water supply • Public Service • Education and Learning Support • Medical care and welfare • Lodging,Food services • Academic research, professional and technical services • Lifestyle-related services and entertainment 	<p>Financial</p> <ul style="list-style-type: none"> • Real Estate and Prospective Buyers A B • Private Investors A B <p>Human resources</p> <ul style="list-style-type: none"> • People interested in changing jobs A B <p>Automobile</p> <ul style="list-style-type: none"> • Foreign car buyers A B • Family cars B • EVs A B <p>IT</p> <ul style="list-style-type: none"> • Security A B • Generated AI A B <p>By Category</p> <ul style="list-style-type: none"> • IT equipment and system implementation decision makers A • Back Office & Corporate Departments A • Manufacturing A • Management A • Enterprise A • Small and medium business owners A

A Attributes and 1st Party Data
B Article Viewing Attributes, 1st Party Data

Submission Rules

How to request display ads and email ads

When requesting display ads and email ads, confirm in advance that advertising space is available and send an application email to the address below.

Address for ad requests: ad-ask@toyokeizai.co.jp

Fill in the email subject (title) and body according to the example. We will reply with an email acknowledging the request.

*Please send one email for each frame. If requesting multiple frames, please send emails equal in number to the number of frames requested.

*If you have a replacement manuscript, please send it at the time of submission.

*If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column (see page 7 of the submission Rules).

*In the case of advertisers and advertising companies placing ads for the first time, the advertising fees must be paid in advance for the first three ads (payment must be made five business days before the ad starts running). Please inquire for details.

Display ads Sample of request email

Email subject (title)

Request: 18/04/01-18/04/28; Toyo Keizai Online;
Viewable rectangle PC: XX Co., Ltd.

Email body

Advertiser: XX Co., Ltd. ←Input the full company name
Advertising company: XX Co., Ltd. ←Input the full company name
Media: Toyo Keizai Online
Ad menu/Frame: Viewable rectangle PC ←Input the ad menu name and frame name
Number of displays: 500,000 imp. ←If the number of impressions is guaranteed, input "guaranteed imp."
Ad period: 18/04/01-18/04/28 ←If the period is guaranteed, input "guaranteed period"
Request amount: ¥750,000
Ad details: XX advertisement
Link URL: http://****.co.jp/ ←If the link address is not complete at the time of the request, provide a summary of the advertiser's corporate information
Remarks: Keko Toyo Tel: 03-xxxx-xxxx ←Input contact information and special matters, if any
Email: xxx@xxxx.co.jp

Email Ads Sample of request email

Email subject (title)

Request: 18/04/01; Toyo Keizai Online Editors Email XX Co., Ltd.

Email body

Advertiser: XX Co., Ltd. ←Input the full company name
Advertising company: XX Co., Ltd. ←Input the full company name
Media: Toyo Keizai Online Editors ←Input the ad menu name
Email
Posting date: 18/04/01
Request amount: ¥200,000
Ad details: XX advertisement
Link URL: http://****.co.jp ←If the link address is not complete at the time of the request, provide a summary of the advertiser's corporate information
Remarks: Keko Toyo Tel: 03-xxxx-xxxx ←Input contact information and special matters, if any
Email: xxx@xxxx.co.jp
Input contact

How to apply for video advertising

Application

When applying for video advertising (package video, YouTube video), please check the publication schedule with our staff in advance and send your application email to the following address.

Send to: ad-ask@toyokeizai.co.jp

Please fill in the subject (title/subject) and body of the email according to the example. We will reply with an order receipt email from our company separately. Please send one application email per project. If you are applying for multiple slots, please send one application email for each slot.

For new advertisers and advertising agencies, payment for advertising fees will be made in advance (payment must be made at least 5 working days before publication) for the first 3 transactions.

Please contact us for more details.

Example of how to fill in the email application form for an article advertisement

Title/Subject

【Application】 18/04/01-18/04/28: Toyo Keizai Online: Video Ad (○○): ○○ Corporation ←*Please select the ○○ part from the menu.

Main text

Advertiser: ○○ Corporation ←Please enter the official company name

Advertising company: ○○ Corporation ←Please enter the official company name

Media name: Toyo Keizai Online

Menu: Video advertising (package video, YouTube video, options: taxi advertising, simple video creation)

Publication period: 18/04/01-18/04/28

Application amount: ¥○○ million (excluding tax, production costs included)

Advertisement content: ○○ announcement

Remarks: Toyo Keiko TEL. 03-xxxx-xxxx E-mail: xxx@xxxx.co.jp

Fill in contact details and any special notes

Guaranteed PVs/guaranteed number of views

Video ad format (A: company/service introduction, B: interview, C: dialogue, D: round-table discussion, E: seminar, F: animation)

How to apply for the article advertisement menu

Application

When applying for an article advertisement, please check the publication schedule with our company in advance and send your application email to the following address.

Send to: ad-ask@toyokeizai.co.jp

Please fill in the subject (title) and body of the email according to the example. We will reply with a separate email confirming receipt of your order.

Please send one application email per project. If you are applying for multiple slots, please send one application email for each slot.

For new advertisers and advertising agencies, payment for advertising fees will be made in advance (payment must be made at least 5 working days before publication) for the first 3 transactions.

Please contact us for more details.

Example of how to fill in the email application form for an article advertisement

Title/Subject

【Application】 18/04/01-18/04/28: Toyo Keizai Online: Article Advertisement (Article Advertisement): ○○ Corporation ←*Please select the Article Advertisement type from the menu.

Main text

Advertiser: ○○ Corporation ←Please enter the official company name

Advertising company: ○○ Corporation ←Please enter the official company name

Media name: Toyo Keizai Online

Menu: Article advertisement (editorially-written article-style article advertisement / original design article advertisement / email-style article advertisement / lead generation (standard plan) / lead generation (light plan) / magazine reprint / long-term serial article advertisement) ←Enter the menu name

Publication period: 18/04/01-18/04/28 *Possibility of extension until guaranteed PV/lead acquisition is achieved

Application fee: xxx million yen (excluding tax and production costs)

Advertisement content: xxx notification

Remarks: Toyo Keiko TEL. 03-xxxx-xxxx E-mail: xxx@xxxx.co.jp

Enter contact details and any special notes here

If it is a lead generation campaign, enter the number of leads

How to apply for the article advertisement option menu

Application

When applying for the options for article advertisements (research plan, article advertisement guidance menu, additional guidance package plan, secondary use, etc.), please check the schedule with our staff in advance, and send your application email to the following address.

Send to: ad-ask@toyokeizai.co.jp

Please fill in the subject (title/subject) and body of the email according to the example. . We will reply with an order confirmation email.

*Please send one application email per project. If you are applying for multiple slots, please send one application email for each slot.

*For new advertisers and advertising agencies, payment for advertising fees will be made in advance (payment must be made at least 5 working days before publication) for the first 3 transactions.

Please contact us for more details.

Example of how to fill in the email application form for an article advertisement

Title/Subject

Application: 18/04/01-18/04/28: Toyo Keizai Online: Article Advertisement Option Menu (○○): ○○ Corporation ←*Please select the ○○ part from the menu.

Main text

Advertiser: ○○ Corporation ←Please enter the official company name

Advertising company: ○○ Corporation ←Please enter the official company name

Media name: Toyo Keizai Online

Menu: Article Advertisement Option Menu

Research plan (pop-up questionnaire, access company report)

Article ad lead-in menu (1. Regular plan, 2. Billboard ad plan, 3. External boost plan)

Additional lead-in package plan

Display ads (viewable rectangle, double rectangle, targeting/contextual targeting rectangle, panel SP header)

External media (Facebook/Instagram, X, Outbrain, popIn, SmartNews, Gunosy, Hatena Bookmark)

Secondary use (additional guidance, secondary use, tag placement)

Publication period: 18/04/01-18/04/28

Application amount: xxx million yen (excluding tax, production costs included)

Advertisement content: xxx announcement

Remarks: Toyo Keiko TEL. 03-xxxx-xxxx E-mail: xxx@xxxx.co.jp Enter contact details and any special notes here.

How to complete the submission email for display ads and email ads

Fill in the link URL, manuscript file name, and other necessary information along with the “ad order receipt details” in the order receipt email sent by Toyo Keizai, attach the manuscript to the email, and send it to the following address.

Address for submission: ad-send@toyokeizai.co.jp

Fill in the email subject (title) and body according to the example. We will reply with an email confirming receipt of the submission.

*If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column (see page 7 of the submission Rules).

* Please comply strictly with submission deadlines. If submissions are late, the ad start date or ad placement date may be changed.

Display ads sample

Email subject (title)

Submission: 18/04/01-18/04/28; Toyo Keizai Online; Viewable rectangle PC: XX Co., Ltd.

Email body

Advertiser: XX Co., Ltd.	←Input the full company name
Advertising company: XX Co., Ltd.	←Input the full company name
Media: Toyo Keizai Online	
Ad menu/Frame: Viewable rectangle PC	←Input the ad menu name and frame name
Number of displays: 500,000 imp.	←If the number of impressions is guaranteed, input “guaranteed imp.”
Ad period: 18/04/01-18/04/28	←If the period is guaranteed, input “guaranteed period”
Request amount: ¥750,000	
Ad details: XX advertisement	
Link URL: http://****.co.jp/	←If the link address is not complete at the time of the submission, provide a summary of the advertiser’s corporate information
Manuscript file: ****.gif	
Remarks: Keko Toyo Tel: 03-xxxx-xxxx	←Input contact information and special matters, if any
Email: xxx@xxxx.co.jp	

Email ads sample

Email subject (title)

Submission: 18/04/01; Toyo Keizai Online Editors Email XX Co., Ltd.

Email body

Advertiser: XX Co., Ltd.	←Input the full company name
Advertising company: XX Co., Ltd.	←Input the full company name
Media: Toyo Keizai Online Editors Email	
Posting date: 18/04/01	
Request amount: ¥200,000	
Ad details: XX advertisement	
Link URL: http://****.co.jp/	←If the link address is not complete at the time of the submission, provide a summary of the advertiser’s corporate information
Manuscript file: ****.txt	
Remarks: Keko Toyo Tel: 03-xxxx-xxxx	←Input contact information and special matters, if any
Email: xxx@xxxx.co.jp	

【Manuscript replacement/multiple simultaneous ads】

We can accept up to two manuscripts per week. Please indicate the ad periods for each manuscript at the time of submission and submit all manuscripts at the same time.

Viewable Rectangle / Targeting Rectangle, Double Rectangle (Image Ad) Submission Guidelines

Submission deadline

Please submit your materials by 5 business days prior to the publication start date.

Display and functionality checks are required, so please strictly adhere to the deadline.

File format

GIF, JPG, PNG

*We are unable to accept image files and content other than the above.

Files required for submission

GIF (Animated GIFs are not allowed), JPG, PNG formats

- (1) GIF, JPG, or PNG file;
- (2) Link URL (one site) *Specify separately in the submission email

* If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.

Report

impression (Vimp) 、 Click、 CTR

Maximum file size (same for GIF, JPEG, and PNG)

Advertising Menu	Image size	File size
Viewable Rectangle / Targeting Rectangle	Width 600px × height 500 px.	No more than 300 KB
Double rectangle	Width 600px × height 1200 px.	No more than 300 KB

Maximum number of manuscripts (same for GIF, JPG, and PNG)

We will publish two manuscripts per week.

The deadline for submitting replacement manuscripts is also **five business days prior** to the start of the project's publication.

Viewable rectangle video, In-Read Video SP/PC Submission Rules

Submission deadline

Please submit the manuscript at least 5 business days prior to the start date.

Report

View count, click count, CTR, video play rate

Specifications/submitted manuscript

	File format	Video codec	Sound codec	Size in pixels	Size	Duration	Bit rate	Link
Video file formats	MP4	H.264	AAC	Width640px x height 360px (within 16:9)	Within 4MB	15-30 sec.	Video: 500 to 800 kbps (less than 1 Mbps) Audio: 64 kbps	One point

Gate PC, ONE DAY Jack (Billboard SP + Gate PC) Advertisement Submission Guidelines

Submission deadline

Please submit your materials at least 10 business days prior to the publication start date. Display and functionality checks are required, so strict adherence to this deadline is essential.

Gate PC

Manuscript size: No more than 100 kB for top banners, side banners, and rectangles

Animation: within 15 sec. (looping not possible)

Number of simultaneous submissions: One (manuscript replacement is not possible)

Link URL: One (clickable within the entire area of the ad content)

ALT text: Not permitted

Manuscript size: Top banner: width 1,020px × height 80px., side banner: width 145px × height 600px., rectangle: width 300px × height 250px.

Report of Gate PC

Provided metrics: Impressions (Vimp), Clicks, CTR

ONE DAY Jack (Billboard SP + Gate PC)

In addition to the Gate PC submission materials, please submit the Billboard SP (video).

- Video Format: MP4 (H.264/AAC)
- Maximum Size: 4MB or less
- Duration: Recommended 15 seconds, maximum 30 seconds
- Submission Size: 640px (width) × 360px (height) ※Resized to display size during delivery
- The number of items that can be posted simultaneously is one; replacing items during distribution is not permitted.
- Bitrate: Video: 500-800 kbps (under 1 Mbps) Audio: 64 kbps
- Link destination: One location

※If displaying a still image on the Billboard SP, please submit it according to the submission guidelines for Billboard SP (Still Image) on the next page.

Report of ONE DAY Jack

Please submit your materials at least 10 business days prior to the publication start date. Display and functionality checks are required, so strict adherence to this deadline is essential.

※When submitting Billboard SP (video) via VAST tags, only view counts will be provided due to system limitations.

Billboard PC & SP (still image) , Billboard PC (still image + video) , Billboard PC & SP (video) Ad Submission Rules

Submission deadline

Billboard PC: 5 business days prior to the start date. Billboard PC (Static Image + Video), Billboard SP (Static Image), and Billboard SP (Video): 10 business days prior.

Billboard PC (still image)

Manuscript size: Within 300KB
 Number of simultaneous submissions: 1 (cannot be replaced)
 Link destination URL: 1 (entire creative area is clickable)
 ALT text: Not allowed
 Manuscript dimensions: 1940px width × 500px height
 Format: GIF (animated GIFs not allowed), JPG, PNG

Billboard SP (still image)

Manuscript size: Within 100KB
 Number of simultaneous submissions: 1 (cannot be replaced)
 Link destination URL: 1 (entire creative area is clickable)
 ALT text: Not allowed
 Manuscript dimensions: 640px width × 360px height
 Format: GIF (animated GIFs not allowed), JPG, PNG

Billboard SP (video)

For video specifications, please refer to the “Billboard Video Specifications/Submission Guidelines” below.

Billboard PC (center) Parts of Still Image

Number of Simultaneous Submissions: 1 (Replacement not allowed)
 Link Destination URL: 1 (Entire creative area clickable)
 ALT Text: Not allowed
 Manuscript dimensions : Image area on both sides - 528px width × 500px height
 *If not using images, video alone may be displayed on a gray background
 Formats: GIF (no animation), JPG, PNG

For video specifications, refer to the “Specifications/submitted manuscript” below.

Billboard PC (center) Parts of Still Image

Number of Simultaneous Submissions: 1 (Replacement not allowed)
 Link Destination URL: 1 (Entire creative area clickable)
 ALT Text: Not allowed
 Manuscript dimensions : Image area on both sides - 1052px width × 500px height
 Formats: GIF (no animation), JPG, PNG

For video specifications, refer to the “Specifications/submitted manuscript” below.

Specifications/submitted manuscript

Video file formats	File format	Video codec	Sound codec	Size in pixels	Size	Duration	Bit rate	Link destinations
	mp4	H.264	AAC	Width1920px x height 1080px (within 16:9)	No more than 3 KB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps	One site (transition from an external link button)

Report

Provided Metrics: Gate PC/SP: Impressions, Clicks, CTR
 Billboard PC (Static + Video), Billboard (Center), Billboard SP (Video): Views, Clicks, CTR, Video Play Rate
 *For Billboard SP (Video) submitted via VAST tag, only Views will be provided due to system limitations.

Static Display Ad Precautions

(Viewable Rectangle / Targeting Rectangle / Double Rectangle / Billboard SP/PC / Gate PC)

Static Image Display Advertisement Common

- Ads will begin displaying at 11:00 AM on the start date.
- As each ad requires display and functionality checks, please strictly adhere to the submission deadline.
- Ensure the linked site is live by noon on the business day before the start date.
- Unauthorized changes to ad content, including significant alterations or redirects to different landing pages during the ad run, are strictly prohibited.
- Should any display issues occur, support will be provided during business hours (Monday to Friday, 10:00 AM to 6:00 PM, excluding holidays).
- Even if technically compliant, we may decline to distribute or display an ad, or request revisions to the copy, based on user complaints or usability considerations.
- Please submit only materials for which the copyright holder has granted permission. Please note that our company does not handle copyright clearance for submitted materials.
- If the banner background color is white, a border is required to prevent it from blending into the page.
- All menu items will be resized to the display size at the time of delivery.
- The entire creative area of all menu items is clickable.
- If you wish to use third-party delivery, please refer to the section on third-party delivery.
- If you wish to install measurement tags, please submit them along with your artwork at least 10 business days in advance. As verification of the measurement tags is required, please strictly adhere to this deadline.

Viewable Rectangle / Targeting Rectangle / Double Rectangle

- If you wish to replace a manuscript, please submit the replacement manuscript along with the scheduled replacement date at the time of submission (five business days prior to the publication start date).

Gate PC

- The left and right columns of the gate PC may not fully display the creative depending on the PC environment or the user's browser. Please ensure that no essential creative elements are placed within these columns.

Video Display Advertising Precautions

Video Display Advertising Precautions

Video Display Ads Common

- Ads will begin displaying at 11:00 AM on the start date.
- As each ad requires display and functionality verification, please strictly adhere to the submission deadline.
- Ensure the linked site is publicly accessible by noon on the business day prior to the start date.
- Unauthorized changes to ad content, including significant alterations or redirects to different landing pages during the ad run, are prohibited.
- In the unlikely event of display issues, support will be provided during business hours (Monday to Friday, 10:00 AM to 6:00 PM, excluding holidays).
- Even if technically compliant, we may decline delivery/publication or request revisions to address user complaints or usability concerns.
- Submit only materials with confirmed author permission. Please note we do not handle copyright clearance for submitted materials.
- If your banner background is white, it may blend into the page. A border is therefore required.
- Video ads display an audio button in the bottom left corner and a stop button in the bottom right corner. To prevent these buttons from overlapping with your creative design, please create and submit your creative with approximately 40px of space around each bottom corner (left and right).
- All menu items will be resized to the display size during delivery.
- The entire area of each menu creative will be clickable. If you wish to use third-party delivery, please refer to the section on third-party delivery.
- If you wish to install measurement tags, please submit them along with your artwork at least 10 business days in advance. As verification of the measurement tags is required, please strictly adhere to this deadline.

Billboard PC (center)

- If the background color of a still image is white, a border is required to prevent it from blending into the page.
- [Static Image Design] Side image areas: 528px width × 500px height; Central blank area (video section): 884px height × 500px width.
- If static images are not placed in the side image areas (528px width × 500px height), it is possible to place only video material on a gray background in the central section.
- Should any display issues occur, support will be provided during business hours (excluding holidays, Mon–Fri, 10:00 AM–6:00 PM).
- Video ads display an audio button in the bottom left corner and a stop button in the bottom right corner. To prevent these buttons from overlapping with your creative design, please create and submit your creative with approximately 40px of space from each bottom corner (left and right).

Video Display Advertising Precautions

Video Display Advertising Precautions

Billboard PC (Image+Video)

- For both still images and videos with a white background, a border is required to prevent them from blending into the page.
- Should any display issues occur, support will be provided during business hours (excluding holidays, Monday–Friday, 10:00 AM–6:00 PM).
- Video ads display an audio button in the lower left corner and a stop button in the lower right corner. To prevent these buttons from overlapping with your creative design, please create and submit your creative with approximately 40px of space around each lower corner.

Image Ad Submission Rules (Third-Party Distribution)

Contents

- If you wish to use third-party distribution for your ad placement, please clearly state this intention and the name of the third-party distribution service in the remarks section.
- If the service name is not provided at the time of application, we may be unable to accommodate third-party distribution requests made during the submission process.
- For ad content verification, even when submitting third-party distribution tags, please attach the actual ad files (gif, jpg, png) to your submission email. Animated GIFs are not permitted.
- When replacing ad copy or reusing tags, please attach the copy to be delivered to the submission email for verification. Failure to provide verifiable copy may result in delayed or canceled delivery.
- For static image ads, the maximum number of ad copies that can be submitted per week is generally limited to two, consistent with standard delivery.
- For video ads, the number of drafts that can be submitted is, in principle, the same as for regular distribution: only one draft can be distributed simultaneously, and replacing a draft during distribution is not permitted.
- For still image submissions, please prepare the images according to the submission size specified in each menu. Also, please specify the display size at the distribution source and submit the distribution tag.
- For video ads, please prepare the submission size according to the specifications listed in each menu. Also, specify the display size in the delivery source and submit the delivery tag.
- The maximum file size is generally the same as for standard delivery.
- Please configure banner ads so they do not open in the same tab after being clicked.
- If the content of the ad undergoes significant changes during the delivery period, we may suspend the ad.

Display environment

Google Chrome latest version / Microsoft Edge latest version (Windows 10 and 11) / Safari latest version

*Depending on the communication environment, device, OS-specific specifications, user device usage status, etc., there is a possibility that the advertisement may not be delivered, may not be displayed or controlled correctly, or may take time to display.

Submission deadline

Please submit your ad at least **10 working days before** it is due to be published. Please observe the deadline as we will need to check the display and operation of the ad.

Image Ad Submission Rules (Third-Party Distribution)

Security checks

- Security checks
- Even in the case of a service currently approved by us, we may suspend ad placement in cases where a new security related problem is discovered.
- In cases where a third-party distribution service that has not been approved by us is used, we will perform the security checks designated by us. The security check takes approximately two weeks to perform, so please be sure to contact us before making a request.
- Please note that if a problem is discovered during the security check, we may decline the use of the third-party distribution service.

Attention

Please be sure to submit materials for which the author has given permission. Please note that our company does not handle copyright issues regarding materials.

If we receive a complaint from a user, we may decide to stop publishing the material.

Even if there are no problems with the specifications, we may refuse to distribute or publish the material, or ask you to revise the manuscript, due to user complaints or considerations regarding usability.

- The time for the start of advertising is 11:00 on the day of publication.
- If there is a problem with the display, etc., we will respond during business hours (10:00-18:00, Monday to Friday, excluding public holidays).

Tag Installation Rules

Advertorial

Tags that can be submitted are as follows.

	Advertising Tags	Measurement Tags	Survey Tags
Installation Example	Subject to consultation	GDN, YDN, etc.	AccessMill, etc.
Installation Period	Guaranteed PV achievement period	Guaranteed PV achievement period	Guaranteed PV achievement period

Display Ads

Tags that can be submitted are as follows.

	Advertising Tags	Measurement Tags	Survey Tags
Installation Example	IAS, etc.	Not allowed	Not allowed
Installation Period	Guarantee Period	Not allowed	Not allowed

Attention

- Please be sure to consult with us when considering the installation of tags.
- Tags not listed above may also be available.
- Please consult with us before placing tags.
- There is no guarantee that the tags will work in all environments, devices, or conditions.

Email Ad Submission Rules (Toyo Keizai Online Editors Email Ads)

Submission deadline

Please submit the manuscript at least 12 business days prior to the ad placement date.

Manuscript format

Image: 520px × 292px

Title: No more than 22 characters Body: No more than 100 characters

- Be sure to submit a URL with http://or https://.
- In principle, the linked website should be publicly available at the time of submission.
- Making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.
- If you include measurement parameters in the URL, click measurement will not be possible, so please do not use the symbols shown on the right. Prohibited characters: { }
- Please note that line breaks are not permitted in the manuscript format.

Text manuscript

- For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.
- Set the text editor to display spaces and confirm the manuscript.

Characters that used in text manuscripts

Kanji, hiragana, double-byte katakana, numerals (double-byte/single-byte), alphabetic characters (single-byte) and some symbols (double-byte)

- Some kanji characters not included in the list of characters in common use are excluded.
- The number of alphabetic characters may vary depending on the font.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)

Email Ads Submission Rules (Toyo Keizai Email/Toyo Keizai Targeting Email)

Submission deadline

Please submit manuscripts by 4:30 p.m. (Japan time) at least 10 business days prior to the ad placement date.

Prohibited characters and characters that may be used

- The same as periodically distributed emails.
- For ruled lines, use the <hr> tag rather than a symbol (-).

*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

Click count URL

Link URLs will be replaced with a measurement URL.

*If replacement with a measurement URL is not needed, please indicate this at the time of request.

(In this case, it will not be possible to report the number of clicks.)

If you include measurement parameters in the URL, click measurement will not be possible, so please do not use the symbols shown on the right.

Prohibited characters: { }

Text manuscript

- For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.
- Set the text editor to display spaces and confirm the manuscript.
- When preparing the manuscript, please use a monospaced font.

If a proportional font is used to prepare the manuscript, the layout may be distorted when displayed depending on the email reception environment.

Header and footer

We will insert a header and footer specified by us.

File format

- Please download and submit the "Toyo Keizai Mail and Targeting Mail Submission Rules" found on the Toyo Keizai Promotion website (<https://biz.toyookeizai.net/guide/>).
- When using images, please submit image files as well (between 300px and 620px on the left and right sides).

Manuscript format

Title: No more than 40 double-byte characters

*"Toyo Keizai Email" will be inserted after the title.

Body:

- It is necessary to insert "Produced by: [advertiser name]" after the body text.
- Be sure to submit a URL in the manuscript with http://or https://.
- Be sure to insert double-byte spaces before and after URLs in text.
- In principle, the linked website should be publicly available at the time of submission. Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.

Important Notes for Submitting Display Ads and Email Ads

- Please comply strictly with submission deadlines.
If submissions are late, the ad start date or ad placement date may be changed.
- In principle, the linked website should be publicly available at the time of submission.
Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.
- If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)
- Addition of double-byte character parameters is not supported.
- Important Notes for Submitting Display Ads and Email Ads

Toyo Keizai Inc. Business Promotion Department

Rules for the Publication of Advertisements / Disclaimer / Cancellation Policy

Standards for the Publication of Advertisements / Rejection of Advertisements

Standards for the Publication of Advertisements

Standards for the publication of advertisements (hereinafter the “Standards”) shall apply to advertisements intended for publication via all Toyo Keizai Inc. (hereinafter the “Company”) media. All advertisements shall comply with the Standards.

Relationship between the Standards for the Publication of Advertisements and the Rejection of Advertisements

Advertisements that meet the Standards specified by the Company, may be rejected based on the decision made by the Company on a case-by-case basis. In addition, advertisements that do not meet the Standards may be accepted after evaluation by the Company. (The preceding notwithstanding, the Company does not publish advertisements that violate laws or regulations.) Publication of advertisements via the Company media in the past does not preclude rejection of current or future submissions. The Company does not disclose the reasons for rejection.

Rejection of Advertisements and Responsibility of Advertisements

The Company makes the determination to accept or reject publication of individual advertisements in accordance with the Standards. However, its decision does not reduce the responsibility of the advertiser for individual advertisements. Submission of advertisements for publication is deemed agreement by the advertiser that it shall bear responsibility for its advertisements. The Company does not provide reasons for rejection.

Materials to Be Prepared for Screening for the Publication of Advertisement

Materials include the company name, location and business description or the URL that shows the company profile and financial settlements for the past three years.

Complaints from third parties, including readers or users, about information posted as advertisements or in the linked websites shall be handled by the advertisers on their own responsibility, and the Company shall have no responsibility therefor. Advertisement fees and menus may change based on the Company’s convenience. Please confirm fees and other details beforehand. Copyrights and other intellectual property rights related to advertisements, including tie-up advertisements with articles and pure advertisements created by the Company, shall belong to the Company even after being posted.

Screening Standards for the Publication of Advertisements

The Company makes the determination to accept or reject publication of individual advertisements and determinations regarding the content of advertisements in accordance with related Japanese laws and regulations regarding advertisements and the advertisement guidelines (latest version) specified by the Japan Magazine Advertising Association and the Japan Interactive Advertising Association, of which the Company is a member, and other industry-specific regulations, and in consideration of characteristics of the advertisement media and the social impact of the advertisement. The Company retains the right to accept or reject publication of individual advertisements. In addition, screening standards and the determination to accept or reject publication of individual advertisements may differ depending on the characteristics of the relevant media, and the Company shall have no responsibility to provide reasons for rejecting individual advertisements. Advertisements that fall under any of the following or that the Company determines inappropriate shall be rejected for publication:

- Advertisements that violate related Japanese laws or regulations, international treaties, etc.;
- Advertisements that violate laws regulating advertisements and representations, including the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices, the Health Promotion Act, the Act against Unjustifiable Premiums and Misleading Representations, the Act on Specified Commercial Transactions and the Public Offices Election Act;
- Advertisements that may infringe on any individual's rights by using names, portraits, publications or trademarks without the relevant individual's permission;
- Advertisements in which the advertiser's name, address and contact information are not clear, and the individual/organization that is responsible is unknown;
- Advertisements whose linked websites' advertisements or representations may take unfair advantage of readers or users
- Advertisements containing misleading or inappropriate representations, including false or extravagant representations that may cause incorrect understanding by readers or users;
- Advertisements that are unscientific or superstitious and may cause anxiety or take unfair advantage of readers or users;
- Advertisements that are related to antisocial forces, deceitful business, products and services that are not allowed in Japan, and whose expression urges readers or users to speculate in financial matters;
- Advertisements that may disturb public order, affirm violence and crime, or that contain explicit or indecent sexual images or expressions that may be contrary to public order and morality; and
- Advertisements that the Company determines inappropriate in consideration of the characteristics of the media, the content of advertisement and social conditions.

Business Categories and Conditions That Cause Advertisements to Be Rejected

- Advertisements that solicit or introduce pyramid schemes, multilevel marketing, network businesses and deposit transactions;
- Advertisements regarding the recruitment of franchisees, distributors and human resources that do not contain specified items to be represented;
- Advertisements for doctrines of specific religions, joining religious groups, spiritual abilities or unscientific fortune telling, and advertisements for products emphasizing certain effects such as bringing good luck, economic fortune or recovery from disease;
- Advertisements for businesses that fall under the category of sex establishments (store/non-store types) or short-stay hotels used primarily for sexual activities;
- Advertisements for online dating services;
- Advertisements for gambling or casinos (including online casinos);
- Advertisements for synthetic cannabis or unregulated drugs that are collectively called quasi-legal drugs;
- Advertisements calling for donations or provisions of money or articles for private purposes;
- Advertisements for cryptocurrency transactions or crowdfunding, and advertisements recommending medical practices or surgeries at hospitals and clinics, and
- Other advertisements that the Company determines inappropriate
- Note: Advertisements for tobacco products, including electrically heated tobacco product, shall be evaluated in accordance with the standards specified by the Tobacco Institute of Japan.

Disclaimer

- Submission of an advertisement for publication is deemed acknowledgement that the advertiser agrees to bear all responsibility regarding said advertisement.
- The advertiser bears all responsibility for the posted advertisement (including information shown in the linked websites), and the Company shall have no responsibility therefor.
- At any time following acceptance of an advertisement for publication, the Company reserves the right to reject or cancel publication if the content of the advertisement violates the Standards specified by the Company.
- In the case that the Company rejects or cancels all or part of an advertisement due to reasons attributable to the advertiser, the Company shall have no responsibility therefor.
- Screening by the Company or the decision to accept an advertisement for publication shall not be interpreted to mean that the Company has ruled out all possible violations regarding conformity to laws, regulations or the Standards specified by the Company.
- In the case of third-party claims for damages caused by the advertisements against the Company, the relevant advertiser or advertising company shall resolve said claims at their own responsibility and expense. However, the foregoing shall not apply to the cases involving damages caused by reasons attributable to the Company.
- The Company shall have no responsibility for damages or losses incurred by the advertisers or advertising companies due to data loss, unauthorized access to data, and the interruption, delay or discontinuation of Company media caused by electrical outage, natural disasters, or failures in telecommunication lines, computers, servers or carrier networks.
- The Company does not in principle eliminate competitors for the time and period in which each advertisement is published.
- The advertiser and advertising company shall warrant that the contents of the advertisement do not violate any third-party rights, and that all property rights regarding the contents of the advertisement have been managed thoroughly and appropriately.
- In the case that an advertisement is not published due to reasons attributable to the Company, the Company shall bear general loss or damage only. The total amount of the compensation shall be limited to the fee for publication of said advertisement regardless of the reason.
- Advertisements in the form of articles are created based on information as of the time of publication; therefore, the Company will not in principle accept revision to contents after publication.
- The Company asks external screening organizations to examine contents and expressions in relation to the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices, Act against Unjustifiable Premiums and Misleading Representations, etc. In response to the examination conducted by said external screening organizations, the Company may require changes in the contents or expressions of the advertisements, or may cancel publication.

Precautions Regarding Expressions Used in Advertisements

- Advertisement drafts must be reviewed in advance.
- Please do not use expressions that are confusingly similar to editorial articles (i.e., unclear distinction between the advertisement and our content, or imitation of the design or content of our media). Please confirm that the testimonials are from real people.
- The use of the name of the media in the advertisement is not allowed.
- Please avoid using expressions that are ugly, cruel, bizarre, or may cause discomfort.
- If you wish to use No.1 or No.1 class expressions (Japan's first, largest, first person, No.1 in Japan, etc.), please be sure to include evidence of permission from a third party organization in the ad.
- When including proper nouns, please use only those that have been approved.
- We do not accept excessive aggression, sexually explicit expressions, or content that is cruel or offensive.
- Patents can only be displayed if they have been "obtained". In that case, please be sure to include the patent number. Patent pending" cannot be displayed.
- If the contents related to the Pharmaceutical Affairs Law are included, we may check with JARO.
- Please include a disclaimer for financial products and services. For pure advertisements, please fill in the landing page.
- For real estate investment, we only accept corporate advertisements for listed companies. Seminar announcements and other content intended to attract leads will not be accepted.
- Advertising expressions for asset management (including investment trusts, real estate investment, and commodity investment) shall comply with the guidelines of each industry and our publication standards.
- We may not be able to accept certain types of advertisements depending on the content of the product, even if there are no problems with the corporate screening process. Please let us know the content of your advertisement in advance so that we can make a decision on whether or not it can be posted.
- Please place the landing page of the pure ad under the domain owned by the advertiser.
- If there is a significant discrepancy between the ad creative and the landing page, we may request a correction.
- If the landing page of the pure ad is an application form, please be sure to include items and elements that explain the details of the application and the terms of use of personal information.

Expressions or Images Used in Internet Advertisements

- Advertisements that fall under any of the following may be rejected, or may require revision before publication is allowed:
- Advertisements that may mislead users by evoking smartphone or PC windows, icons, cursors or buttons; and
- Advertisements that include new operation concepts that do not match general methods. These include clicking, tapping and mouse-over operations (e.g., mouse-over or mouse-out operations that allow users to jump to a different website, or to start a pop-up window).
- Sirens, horns, shouts or irritating sounds are not allowed. Advertisements that contain sound are required to have “mute” as the default setting. In addition, advertisements including sound require a button that allows users to turn sound on/off and adjust volume.
- Advertisements that contain animations (gifs, etc.) that change rapidly, primary colors, fluorescent colors or flashing colors with higher luminance may require revision. Advertisements that are on an endless loop or are longer than 15 seconds in length are not allowed.
- Note: Expressions and images that the Company determines to be inappropriate may require revision.

Submission of Advertisements

- Submit advertisements in writing or via e-mail by the deadline for publication.
- The deadline for advertisements differs depending on the media. Please confirm deadlines with the sales department at the Company.
- The Company shall not accept postponement or cancellation of submitted advertisements on or after the relevant deadline.
- Advertisements are pre-screened by the Company. After screening, they may be rejected or require revision.
- Advertisers shall have complete responsibility for the contents of the advertisements posted (including the information provided in linked websites), and the Company shall have no responsibility therefor.
- In the case that the Company rejects or cancels all or part of an advertisement due to reasons attributable to the advertiser, the Company shall have no responsibility therefor.
- Screening by the Company or the decision to accept an advertisement for publication shall not be interpreted to mean that the Company has ruled out all possible violations regarding conformity to laws, regulations or the Standards specified by the Company.
- Rules for the Application for Advertisement, Rules for the Publication of Advertisements, Rules for the Advertisement Materials (https://biz.toyokeizai.net/files/user/pdf/ad/Toyokeizaionline_Nyukoukitei_202002.pdf [Japanese]), advertisement fees and submission specifications may change. When applying for advertisements, please contact the sales department at the Company to confirm the details.
- When submitting advertisements for publication, advertisers shall be deemed to have agreed to follow the Rules for the Application for Advertisement, Rules for the Publication of Advertisements and Rules for the Advertisement Materials.
- When the Company sends the advertiser approval for the submission of the advertisement for publication, the contract for the publication of advertisements shall be entered into between the advertiser and the Company.

Application for the Publication of Advertisements: Magazine Advertisements

Application for the publication of magazine advertisements shall be submitted in writing or via e-mail by the deadline for individual media with the required items shown below:

(1) Applicant information: Company name / Department / Name of the applicant / Address / Telephone number

Billing information (If different from applicant information): Address / Department / Name of the person in charge / Telephone number

(2) Content of the advertisement: Name of the advertiser (when an advertising company is the advertiser) / Name or the brand of the product to be advertised

(3) Content of application: Name of the medium used for advertisement / Date of publication / Name of the advertising space (menu) / Volume of the advertisement (number of pages, etc.)

(4) The advertisement fees (net amount excluding tax) / Date of application / Billing date / Payment date

Please consult the Company for detailed information on front matter, placing the advertisement on the page facing the article, etc. Due to matters relating to the layout of articles and advertisements, the Company may not be able to accommodate your wishes.

When cancelling publication after the acceptance of the application, advertisers must pay the cancellation fees described below:

Cancellations: Magazine Advertisements

Pure Advertisements

After application to application deadline: 50% of advertising fee

After application deadline: 100% of advertising fee

Please check the separate "[Advertising Schedule](#)" for the application deadline.

Article ads

If you cancel the issue after applying but before 60 working days before the release date, or between 60 working days and 20 working days before the release date: 50% of the publication fee plus actual expenses

If you cancel the issue 20 working days or less before the release date: 100% of the publication fee plus actual expenses

In addition to the above fees, we will also charge you for any additional production expenses incurred, such as travel expenses outside the Tokyo metropolitan area, fees for celebrities, and special photography.

About the opening section and Business Aspect

As this is a limited space for one company per issue, if you cancel or change (postpone) the issue after applying for "Business Aspect" by specifying the issue to be published, we will charge you 100% of the publication fee and actual expenses.

<Our policy on canceling interviews> *excluding tax

■ In the case of a regular article advertisement interview

• Changes made 2-3 working days before the interview: 50,000 yen net

• Changes made 1 working day before or on the day of the interview: 100,000 yen net

■ In the case of article advertising interviews that involve business trips

• Changes made 3 working days before the interview: 100,000 yen net

※ The cancellation fee for experts and external venues is subject to separate regulations.

Cancellations: Internet Advertisements

Cancellations after application will be subject to a cancellation fee based on the following standards.

Pure Advertisements Cancellation on and after the submission deadline: 100 percent of the Implementation fees

Advertisements Designed by the Company

Cancellation up to 11 business days prior to the starting date of posting: 50 percent of the advertisement fees and other actual costs

Cancellation on and after 10 business days prior to the starting date of posting: 100 percent of the advertisement fees and other actual costs

In addition to the foregoing, if advertisements designed by the Company are cancelled, the Company asks the advertisers to pay for the actual costs of employees dispatched to the applicant's place of business outside the Tokyo metropolitan area, honorariums for celebrities, special photographing and other creation costs.

[Postponement] After confirming the tentative period of advertisement, the fees shall not be revised.

Regardless of whether or not a cancellation is made after application, a cancellation fee will be charged based on the following standards for any changes made just before the interview date.

For ordinary article ads coverage

- Changes made 2 to 3 business days prior to the interview: Net 50,000 yen
- Changes made between 1 business day and the day of the interview: Net 100,000 yen

For article ads coverage requiring business travel

Change made 3 business days prior to the interview: Net 100,000 yen

Tax not included.

Cancellation fees for experts and outside venues are subject to separate regulations.

Cancellation of additional induction

Cancellations made after registration will be charged the full amount of the fee.

Cancellations: Seminars

In principle, we cannot accept cancellations after you have applied. If you cancel after we have received your application form, the following cancellation fees will apply. Please understand this in advance.

- 50% of the sponsorship fee if you cancel by the end of the day on the same day as three months before the event date
- 100% of the sponsorship fee if you cancel after the same day as one month before the event date

Cancellation of the “Separate Printing” option

The following cancellation fees will be charged for cancellations after an order has been placed

- 50% of the order amount if the cancellation is made between the time of order and 11 working days before the delivery date
- 100% of the order amount if the cancellation is made 10 working days before the delivery date

Regarding Compliance with the New Freelance Law and Revised Subcontracting Law

From the perspective of protecting the rights of freelancers, small and medium-sized contractors, and other contractors, our company may issue additional invoices for work that increases the contractor's burden if there are additions or changes to the requested content after the order is placed.

Examples: Increased word count, increased number of revisions, increased number of interviews (shoots) or time required, layout changes, schedule shortening, sudden cancellation of interviews or shoots, etc.

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

Contact Form



[Click here](#)

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 Onlinetwitter

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

Toyo Keizai Onlinefacebook

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

Toyo Keizai OnlineLINE



Toyo Keizai Shimpō Inc. distributes advertisements in accordance with JIAA's guidelines set forth by the JIAA.