

東洋經濟

T O Y O K E I Z A I

O N L I N E

# Media Guide

Programmatic Advertising

2024

---

# 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.

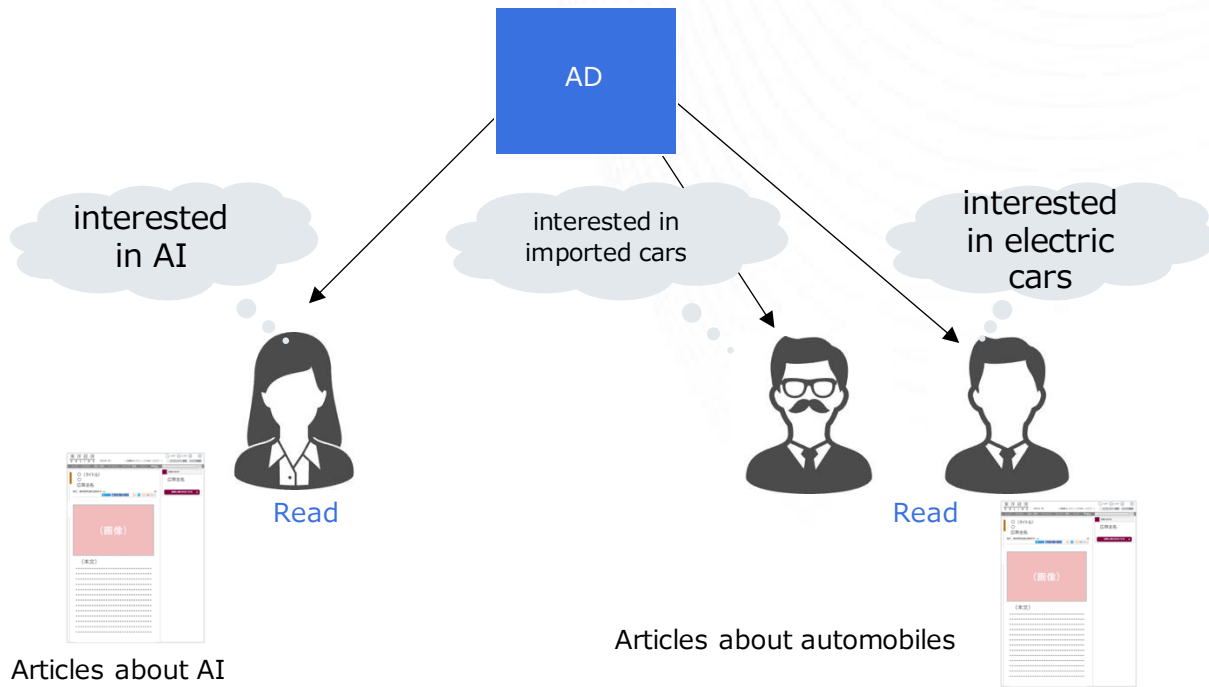
The site boasts a broad viewership ranging from employers and executives to managers and on-site personnel.

## 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.

# NEW TOPICS New menu "Original Targeting Rectangle" released

We target users who are most suitable for your products and services by utilizing "attribute data" and "article reading data," which are "1st party data" of Toyo Keizai Online member users. This is the "1st party data" of Toyo Keizai Online member users, which is used to target users who are most suitable for your products and services.



		Attribute data	Article reading data
Financial	Real Estate & Prospective Buyers	<input type="radio"/>	<input type="radio"/>
	Individual investors	<input type="radio"/>	<input type="radio"/>
Human resources	People interested in changing jobs	<input type="radio"/>	<input type="radio"/>
Automobile	Foreign cars	<input type="radio"/>	<input type="radio"/>
	Family cars	—	<input type="radio"/>
	EVs	<input type="radio"/>	<input type="radio"/>
IT-related interest in	Security	<input type="radio"/>	<input type="radio"/>
	Generated AI	<input type="radio"/>	<input type="radio"/>
Category	IT equipment/system implementation decision makers	<input type="radio"/>	—
	Back office/corporate departments	<input type="radio"/>	—
	Manufacturing	<input type="radio"/>	—
	Management	<input type="radio"/>	—
	Enterprise	<input type="radio"/>	—
	Small and medium business owners	<input type="radio"/>	—

# Message; Manager, Toyo Keizai Online Business Division and Product Manager



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

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

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

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

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

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



# Message; Toyo Keizai Online Chief Editor



Thank you for your continued patronage of Toyo Keizai Online.

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

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

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

# These are the readers of Toyo Keizai Online



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



**Married, dual income  
household, has  
children**  
Lives in a single-family  
home, owns a car



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

## DX

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



Has financial assets of  
10 million yen or  
more  
**34.6%**

## SDGs

**64.8%**  
of readers have  
high interest in  
**SDGs**



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



**42.8%**  
of readers are  
**Women**

[Survey Summary]

Survey subjects: Sample of 1,000 employed men and women located throughout Japan who read Toyo Keizai Online  
Survey period: February 7, 2023 – February 9, 2023  
Survey organization: Online questionnaire by Rakuten Insight

# Top-Viewed Companies on Toyo Keizai Online

## Manufacturing (machinery)

Fujitsu  
Hitachi  
Ricoh  
Canon  
Panasonic  
Sharp  
Murata Manufacturing  
NEC

## Manufacturing (automobiles & motorcycles)

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

## Manufacturing (pharmaceuticals, chemicals & materials)

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

## Manufacturing (consumer goods)

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

## Wholesale, retail & trading

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

## Finance & insurance

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

## Transportation & infrastructure

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

## Real estate and construction

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

## IT, consulting & information services

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

## Communications, broadcasting, publishing & printing

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

## Government agencies

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

## Universities & research institutions

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

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

# 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.



For details on PMP and other operational advertising menus, please contact us.



# Toyo Keizai Online's Programmatic Advertising Space

# Placement of PC

東洋経済 ONLINE

Billboard PC

First rectangle PC

Second rectangle PC

東洋経済 ONLINE

視界不良の原油相場、1バレル50ドルの「壁」  
OPECプラスは原油の大規模な減産を1か月延長

原油相場「壁」50ドル突破は困難か

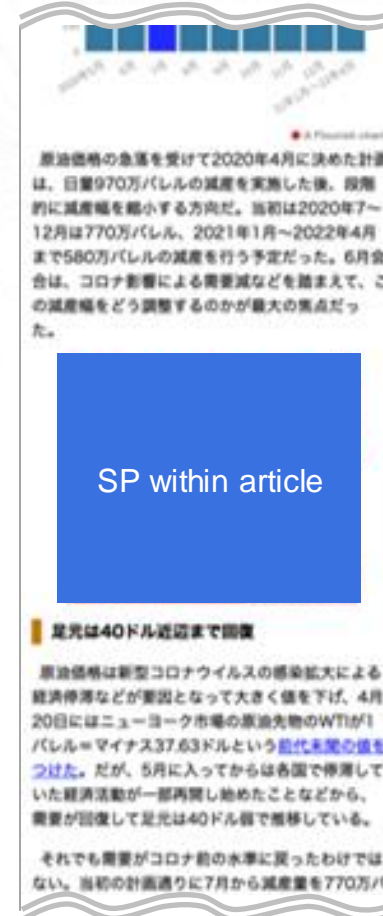
First rectangle PC

Second rectangle PC

現行の減産を2020年7月も継続  
—OPECプラスの日量ベース（万バレル）の減産計画—

年次	1月	2月	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月
2020年	970	970	970	970	970	970	970	970	970	970	970	970
2021年	770	770	770	770	770	770	770	770	770	770	770	770
2022年	580	580	580	580	580	580	580	580	580	580	580	580

# Placement of SP



# Placement of In-Read Video PC / In-Read Video SP

A video advertising space displayed below the article when it is being viewed.



# Toyo Keizai Online's Private Marketplace (PMP)

You can select the placement that will be optimal for the objectives of your advertising campaign.

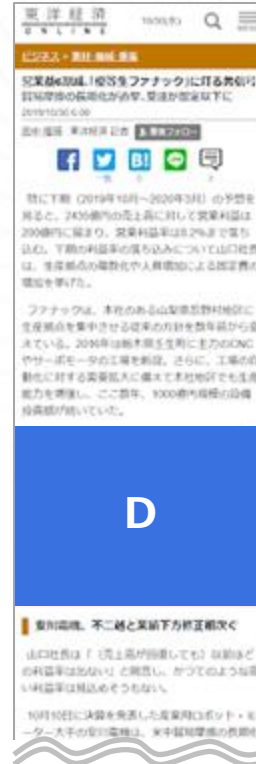
We can also calculate an anticipated distribution volume based on the ad campaign information that you have shared with us.

Please also feel free to ask us about the price for each placement.



# Viewable PMP Menu

A PMP menu that guarantees high viewability.



Placement	PC: A, B SP: C, D
Ad content size	PC: 300 × 250 pxl SP: 300 × 600 pxl
DSP	Can have it delivered through DSPs that allow setting PMPs such as DV360.
Targeting	Possible
Expected delivery volume	Inquire separately
Sell-side media net cost (CPM)	Non-Targeting : ¥1,500 Targeting : ¥2,000
Note	Submit creative at least 5 business days prior to the start of distribution

# Cross-Media Targeting PMP Menu

Simultaneous publication in Kaisha Shikiho Online and Toyo Keizai Online. This menu enables targeted distribution to investors.



Placement	PC: A, B, C SP: D, E, F
Ad content size	300 × 250 pxl 300 × 600 pxl  *300x600 size is available only for Toyo Keizai Online. For other sizes, please contact us.
DSP	Can have it delivered through DSPs that allow setting PMPs such as DV360.
Expected delivery volume	Inquire separately.
Sell-side media net cost (CPM)	¥2,000
Note	Submit creative at least 5 business days prior to the start of distribution

# Out-Stream Video Ad PMP Menu

PMP menu that allows for out-stream delivery within the video-only space in an article.  
 You can expand the reach of video advertising to a wide class of Toyo Keizai Online users.



Placement	PC: In-read video PC SP: In-read video SP
Ad content size	PC:480 x 270 SP:320 x 180
DSP	Can have it delivered through DSPs that allow setting PMPs such as DV360.
Targeting	Possible
Expected delivery volume	Inquire separately.
Sell-side media net cost (CPM)	¥1,500 *Non-Targeting
Note	Submit creative at least 5 business days prior to the start of distribution

# Billboard PMP Menu

PMP menu for running videos or still images on the upper parts of pages where viewability is high.  
Allows for dynamic attraction for drawing involuntary attention from the user.



Placement	PC: Billboard PC SP: Billboard SP
Ad content size	PC: 970 x 180 SP: 320 x 250
DSP	Can have it delivered through DSPs that allow setting PMPs such as DV360.
Targeting	Possible
Expected delivery volume	Inquire separately.
Sell-side media net cost (CPM)	¥2,000

# 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"> <li>Business</li> <li>Politics &amp; Economics</li> <li>Market</li> <li>Career &amp; Education</li> <li>Life</li> <li>Train</li> <li>Automobile</li> </ul>	<p>Household income*</p> <ul style="list-style-type: none"> <li>¥4–6 million</li> <li>¥6–8 million</li> <li>¥8–10 million</li> <li>¥10–15 million</li> <li>More than ¥15 million–</li> </ul> <p>Household structure*</p> <ul style="list-style-type: none"> <li>Husband and wife</li> <li>Single</li> <li>Have a child</li> </ul> <p>Corporate size*</p> <ul style="list-style-type: none"> <li>Big company</li> <li>Small company</li> </ul> <p>High class*</p> <ul style="list-style-type: none"> <li>Manager</li> <li>High earner</li> </ul> <p>Job type *</p> <ul style="list-style-type: none"> <li>Management</li> <li>Sales &amp; Marketing</li> <li>IT/Engineering</li> <li>General Affairs / Human Resources</li> <li>Accounting &amp; Finance</li> </ul> <p>Age *</p> <ul style="list-style-type: none"> <li>20s</li> <li>30s</li> <li>40s</li> <li>50s</li> <li>More than 60</li> </ul> <p>Sex *</p> <ul style="list-style-type: none"> <li>Male</li> <li>Female</li> </ul> <p>Position *</p> <ul style="list-style-type: none"> <li>Corporate manager</li> <li>General employee, staff</li> <li>Public servant</li> <li>Independent business</li> <li>Housewife/Househusband</li> <li>Student</li> </ul> <p>Area of residence</p> <ul style="list-style-type: none"> <li>47 Prefectures</li> </ul> <p>Annual sales</p> <ul style="list-style-type: none"> <li>Less than ¥10 billion</li> <li>¥10 billion~ ¥100 billion</li> <li>More than ¥100 billion</li> </ul>	<p>Financial</p> <ul style="list-style-type: none"> <li>Real Estate and Prospective Buyers <b>A</b> <b>B</b></li> <li>Private Investors <b>A</b> <b>B</b></li> </ul> <p>Human resources</p> <ul style="list-style-type: none"> <li>People interested in changing jobs <b>A</b> <b>B</b></li> </ul> <p>Automobile</p> <ul style="list-style-type: none"> <li>Foreign car buyers <b>A</b> <b>B</b></li> <li>Family cars <b>B</b></li> <li>EVs <b>A</b> <b>B</b></li> </ul> <p>IT</p> <ul style="list-style-type: none"> <li>Security <b>A</b> <b>B</b></li> <li>Generated AI <b>A</b> <b>B</b></li> </ul> <p>By Category</p> <ul style="list-style-type: none"> <li>IT equipment and system implementation decision makers <b>A</b></li> <li>Back Office &amp; Corporate Departments <b>A</b></li> <li>Manufacturing <b>A</b></li> <li>Management <b>A</b></li> <li>Enterprise <b>A</b></li> <li>Small and medium business owners <b>A</b></li> </ul> <p><b>A</b> Attributes and 1st Party Data  <b>B</b> Article Viewing Attributes, 1st Party Data</p>



## Advertising inquiries and requests:

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

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

## For inquiries and requests

ad—ask@toyokeizai.co.jp

## To submit ads

ad—send@toyokeizai.co.jp

### Toyo Keizai Promotion Ad

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

Information on Toyo Keizai magazine and digital advertising

### TOYO KEIZAI BRAND STUDIO

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

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

### Toyo Keizai Inc.

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

Business Promotion Division  
Media Sales Department  
1-2-1 Nihonbashi Hongokucho, Chuo-ku,  
Tokyo 103-8345, Japan

### Toyo Keizai Online

<https://toyokeizai.net>

### Toyo Keizai 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.