

東洋經濟

T O Y O K E I Z A I

O N L I N E

Media Guide

2021

Advertorial

Display Ads

Email Ads

Submission Rules

Toyo Keizai Online: The No. 1 business magazine-affiliated site in Japan; 200 million PVs per month

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. Since a major overhaul in November 2012, Toyo Keizai Online has seen rapid increases in PVs and UBs and has maintained the number one position among business magazine-affiliated sites.



PC Version



Smartphone Version

Features of Toyo Keizai Online

1. 200 million PVs per month; overwhelming capacity to attract viewers

Articles from Toyo Keizai’s approximately 50 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.

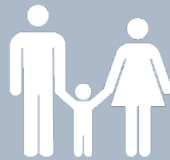
5. Diverse range of articles beyond business, politics, and economics, including career development, education, and lifestyle

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.

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



Section chief-
department
manager class
in a manufacturing
companies with about
1,000 employees



Have many chances
domestic and abroad
business trips
actively involved in
introduction of
information systems



Has financial assets of
10 million yen or
more
41.7%



Domestic travel at
least once every two
to three months
Enjoys reading and
movies, also likes
running and other sports



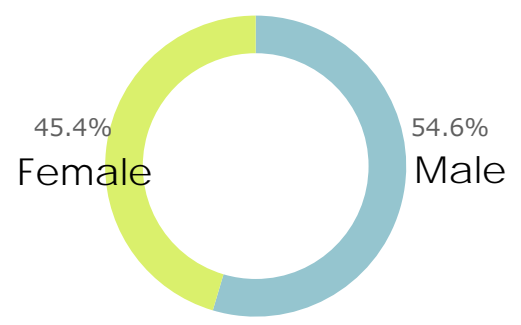
High interest in
fashion, cosmetics,
interior design, etc.
High interest in social
and environmental
issues



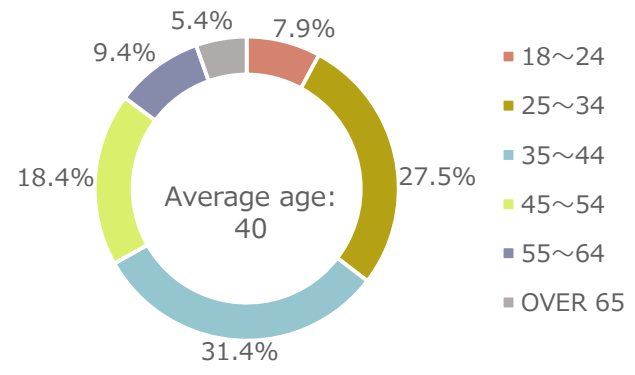
45.4%
of readers are
Women

Survey Summary Survey subjects: Sample of 1,000 employed men and women located throughout Japan who read Toyo Keizai Online
Survey period: February 15, 2021 – February 19, 2021
Survey organization: Online questionnaire by Rakuten Insight

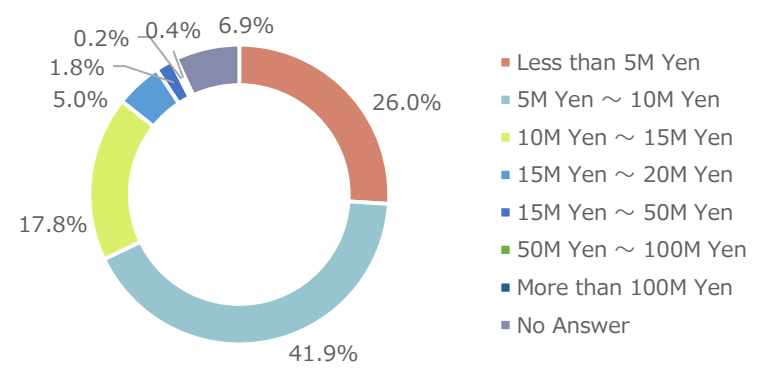
Gender



AGE



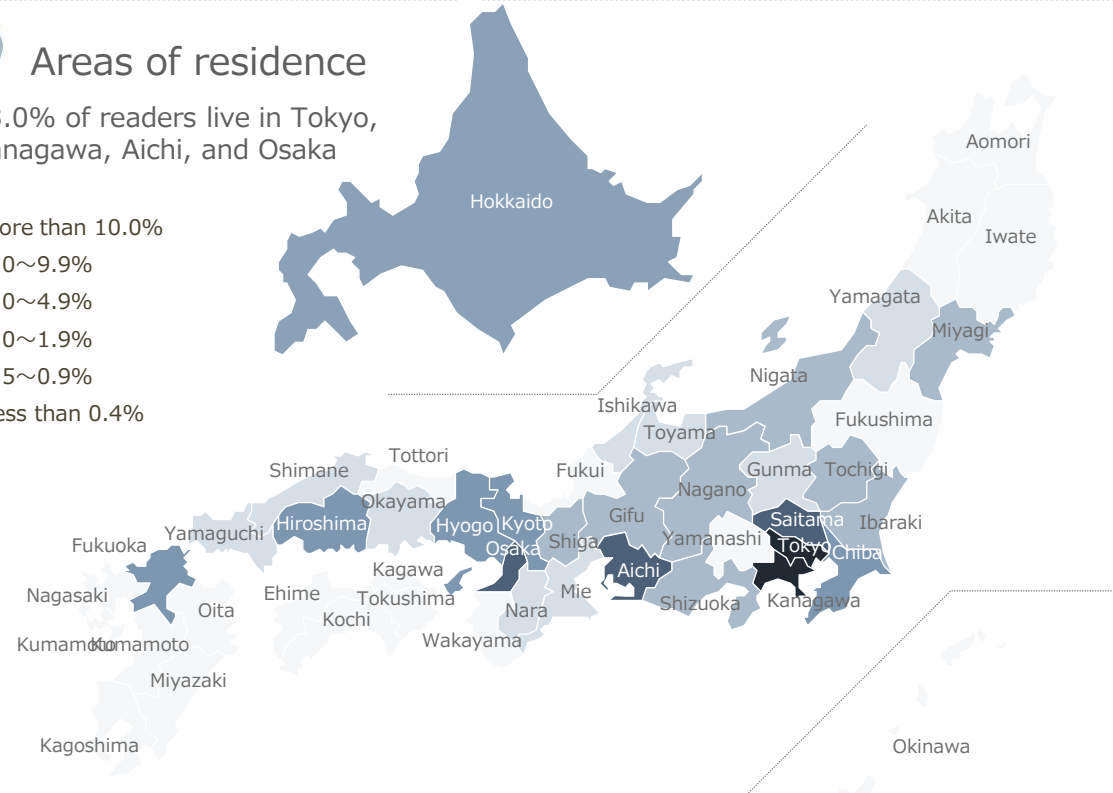
Average household income



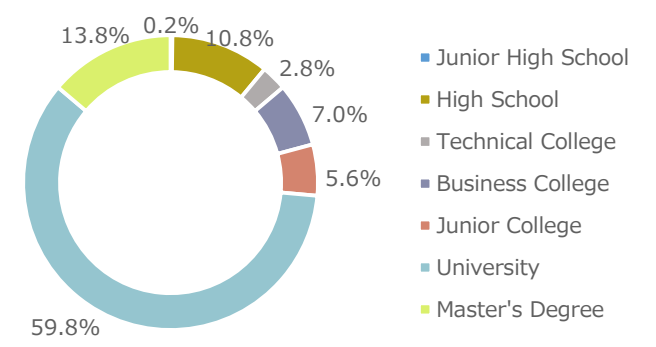
Areas of residence

53.0% of readers live in Tokyo, Kanagawa, Aichi, and Osaka

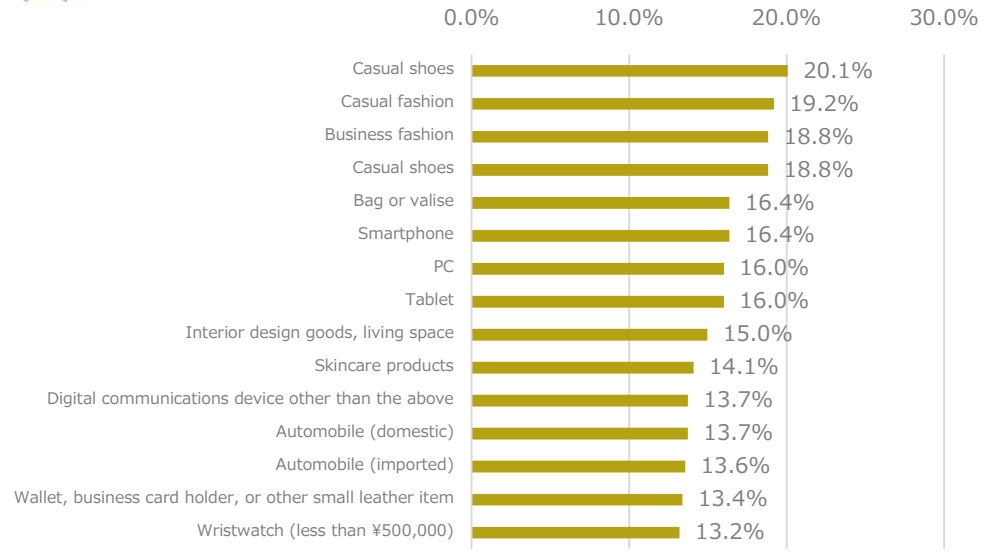
- More than 10.0%
- 5.0~9.9%
- 2.0~4.9%
- 1.0~1.9%
- 0.5~0.9%
- Less than 0.4%



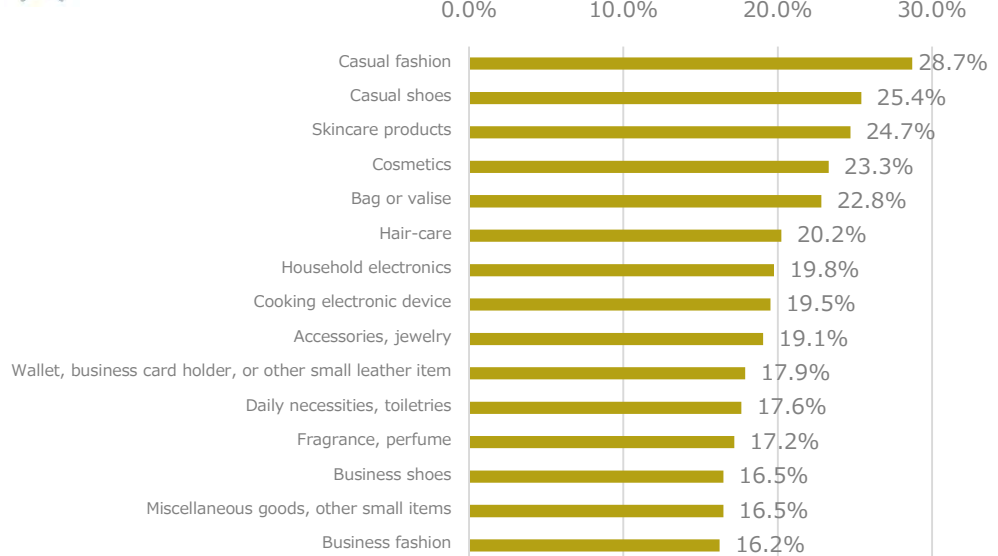
Academic History



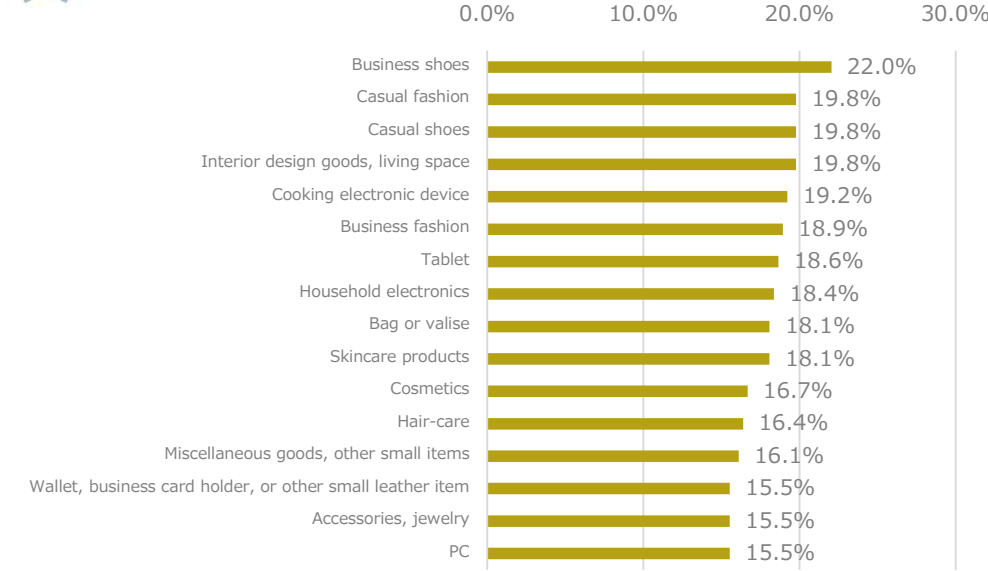
★ Items that readers plan to purchase (men)



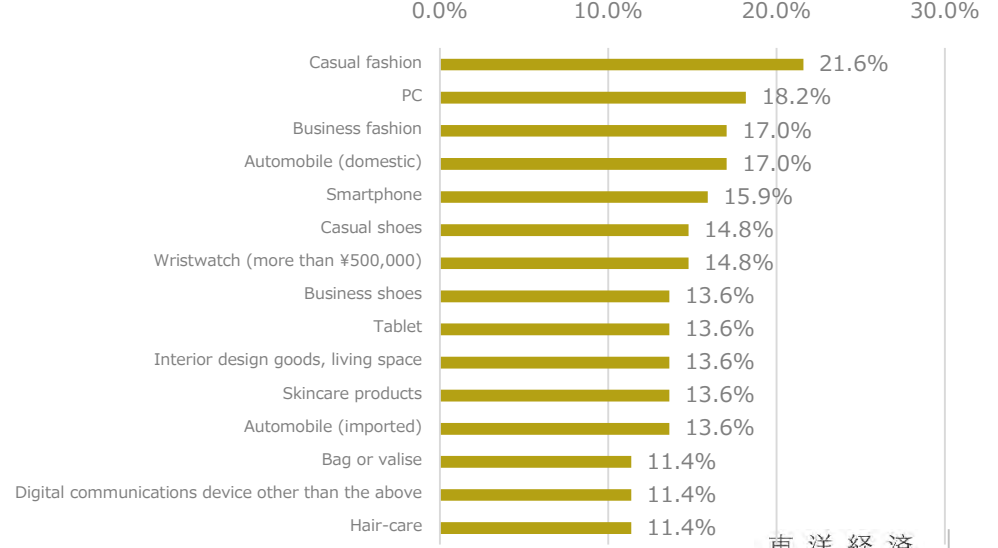
★ Items that readers plan to purchase (women)



★ Items that readers plan to purchase (18-34 age)



★ Items that readers plan to purchase (Annual income over ¥10 million)



Advertorial 7

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Advertorial

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.

***Please inquire whether posting an ad is possible.**

***Ads are posted at 11:00 a.m. Japan time on the first day of posting.**

■ Editorial Design	8
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“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

Contents

Text Volume	From two to three pages, about 1,000 words, and photos or graphs. We prepare ad space in Toyo Keizai online.
Appearing Terms	4 weeks *The page will be archived for one year after the publication period ends.
Credits	Requires “AD” credits near title, and insert client name and “Writer: Toyo Keizai Brand Studio”.
Contact	“Contact” information can be placed in the right column on the page. It is possible to place it in a banner ad.
Guide	We will create the space and post it while monitoring the availability. (It will follow the style of the edited article)

Implementation fees

¥2.5 million- (w/o tax)

Guaranteed no. of 10,000PV

¥3.5 million- (w/o tax)

Guaranteed no. of 20,000PV

Report submission target

Within 7 business days after distribution ends

Other additional fee

Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities. If the production period is short, an express fee may be required.

Guide

Basically, we will use the dedicated ad space for article advertising. Display ads can also be used for a special fee.

Posting on official Twitter

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

Advertorial

Display Ads

Email Ads

Submission Rules

[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.

[Advertiser Name, Production Credits, Publication Date]

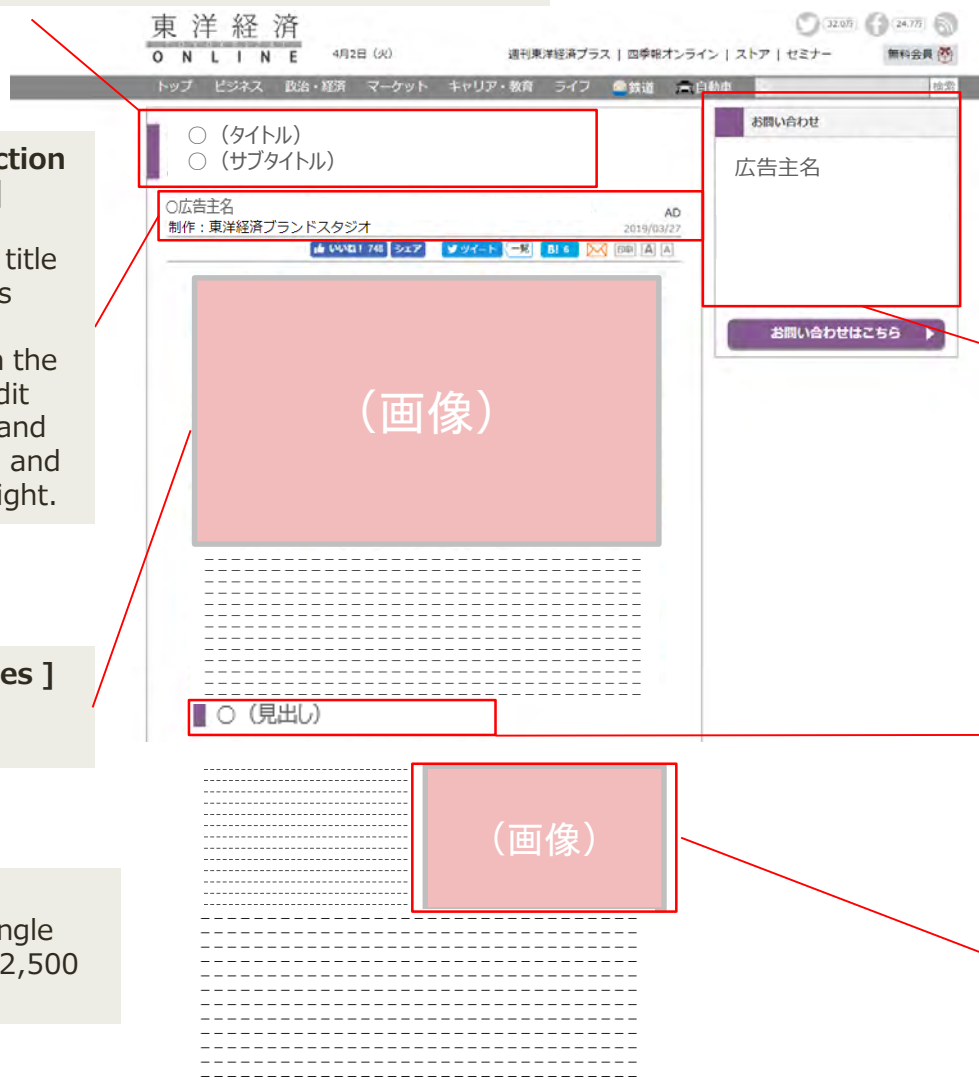
The advertiser's name will appear at the bottom of the title and subtitle. The advertiser's name will not include the company name. Underneath the advertiser's name is the credit "Produced by Toyo Keizai Brand Studio," with the AD symbol and publication date on the far right.

[Headlines/Photos/Images]

Photos and illustrations are required for 16:9 headlines.

[Amount of text]

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



[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.

[Heading]

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

[Photos]

Photos and illustrations will be posted according to the content.

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

Sample

東洋経済 ONLINE

Paul Smith

コート選びの4カ条

Photography: Keiji Hirai Styling: Mariko kawada
Hair&Make: Motoko Suga Model: Hideki Asahina
制作: 東洋経済企画広告制作チーム

本質を捉えた英国テーラードの
コートが支持されている

「本質的であること」に、ビジネスパーソンが多くが関心を寄せている。あらゆるものが目まぐるしい変化を遂げている現代だからこそ、ビジネスでは「誰かを助ける」こと、人間関係においては「誠実である」という本質を捉えているか否かが、成功の力となる。そうした考えを背景に、相手の印象を大きく左右させる「見た目」も本質的であるべきだ。と考える者の多くが、英国スタイルのコートを選んでいる。スーツ同様、紳士の間で生まれたそれらは、男性の魅力を上品に表現する思慮に富んでいるからだ。

ポール・スミスのコートも、伝統的な英国テーラードの技術をベースにしたスタイルで構築されている。ポール・スミスは、たとえば今季一部モデルでいえば、ロンドン・メイフェアにある路商店のファサードからインスピレーションされたコントラストカラーのキルティングダウンを採用するなど、個性的なデザインに目が惹かれることが多い。しかし、そうした遊び心もすべて英国テーラードの本質を踏まえているからこそ、防塵性や軸心地に優れているのはもちろん、美しい質感や男性的なたくましさを感じさせる胸元、スリキリとしたウエストラインなど、理想的なシルエットを描き出している。上質なコートは誠実な印象に見せるだけでなく、着用する本人にも自信を与え、良好な人間関係の構築に資するはずだ。

コートは移動した後も
美しくなくてはならない

もうひとつ忘れてはならない本質が、私たちは移動する生き物だということだ。人材の流動化、フリーアドレスな職場環境、度重なる出張。ものごとの大がかりな、私たちは一つどころに留まらない時代に生きている。そうであるならば、着用するコートにも実用性に即した性能を求めるのは自然だ。

ポール・スミスでは、今季よりトラベル仕様のコートを拡充している。シワの原因を徹底的に解析し、繊維の組織と糸内の繊維のズレが起りにくい設計と加工を採用。ウール100%の自然な風合いを維持しながらも、防シワ性や撥水性、ナチュラルストレッチといった機能を実現した。長時間着用しても身体の動きを邪魔せず、シワも書らずに美しさをキープできる。そうした点も、コート選びのポイントになるだろう。

ポール・スミスが提案する4つのスタイルを参考に、自分に合う1着を見つけたらいい。

撥水性 防シワ性

生地は撥水性を保持。ちょっとした雨や露に降られても、サッと手を

Contents

Text Volume	From two to three pages, about 1,000 words, and photos or graphs. We prepare ad space in Toyo Keizai online.
Appearing Terms	4 weeks *The page will be archived for one year after the publication period ends.
Credits	Requires “AD” credits near title, and insert client name and “Writer: Toyo Keizai Brand Studio”.
Contact	“Contact” information can be placed in the right column on the page. It is possible to place it in a banner ad.
Guide	We will create the space and post it while monitoring the availability. (It will follow the style of the edited article)

Implementation fees

¥3 million-
(w/o tax)

Guaranteed no. of 10,000PV

¥4 million-
(w/o tax)

Guaranteed no. of 20,000PV

Report submission target

Within 7 business days after distribution ends

Other additional fee

Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities. If the production period is short, an express fee may be required.

Guide

Basically, we will use the dedicated ad space for article advertising. Display ads can also be used for a special fee.

Posting on official Twitter

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

A long serialized advertorial to convey to readers your company's unique branding through a series of articles.

Sample



想像通りではない、本格活用スタート
ブロックチェーンで何ができるのか？

お客様の製品やサービスを監修担当の形でコンテンツ化し、メールで届けるメニューです。東洋経済オンラインのメール会員に配信します。メールのデザイン・レイアウトはお客様の希望に合わせ、独自のデザインはできません。



出川史之

お客様の製品やサービスを監修担当の形でコンテンツ化し、メールで届けるメニューです。東洋経済オンラインのメール会員に配信します。メールのデザイン・レイアウトはお客様の希望に合わせ、独自のデザインはできません。メールの制作と同じ編集監修の機能もページを作成し、東洋経済オンラインに掲載します。お客様のサービスはありません、内容の変更は不可となります。



さらなる社会課題解決のためのブロックチェーン実践も進む

お客様の製品やサービスを監修担当の形でコンテンツ化し、メールで届けるメニューです。東洋経済オンラインのメール会員に配信します。メールのデザイン・レイアウトはお客様の希望に合わせ、独自のデザインはできません。メールの制作と同じ編集監修の機能もページを作成し、東洋経済オンラインに掲載します。お客様のサービスはありません、内容の変更は不可となります。

Contents

Text Volume	From two to three pages, about 1,000 words, and photos or 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 with the same editorial style as the content of the email and publish it on Toyo Keizai Online. No service to attract customers. The content cannot be modified.
External link	Links can be set up to direct users to your website.
Contact	The contact information should be included in the text.

Implementation fees

¥1.4 million-
(w/o tax)



The estimated number of email
350,000
The estimated number of open
35,000

Submission deadline
10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target
Within 5 business days after distribution ends

Other additional fee
Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities. If the production period is short, an express fee may be required.

Advertorial

Display Ads

Email Ads

Submission Rules

Report Sample

1 Basic Information	Number of deliveries, number of opens, and open rate
2 Attributes of email recipients	Gender, age, industry, position, job title
3 Link clicker attributes	Gender, age, industry, position, job title
4 Number of external link clicks	If there are external links, report the number of clicks per email

株式会社東洋経済新報社

東洋経済 ONLINE

【東洋経済オンライン】メール広告 配信完了報告書

表記の件、広告出稿を御り誠にありがとうございました。
下記のとおり、広告掲載いたしましたので作業完了のご報告を申し上げます。

■配信/キャンペーン/全体レポート

広告主	東洋経済
配信日	2019/4/4
配信時間	13:00
配信数	229,776
開封数	25,633
開封率	11.16%

アーカイブページ URL <https://premium.toyo.co.jp/ai/ud/specialmail/5ca1c36c7765612836010000>

■リンクのクリック数

リンク種別	配信数	クリック数	CTR (クリック率)
リンク1	46	24	0.02%
リンク2	229,776	26	0.01%
リンク3		31	0.01%
リンク4		23	0.01%
リンク5			
全連携合計	150	150	0.07%

■開封者の属性データ

年齢	ユーザー数
10代	59
20代	1128
30代	2049
40代	6146
50代	7244
60代	4181
70代	1495
80代	247
90代	11
NA	2168
総計	25628

性別	ユーザー数
男性	18854
女性	3681
NA	3093
総計	25628

職種	ユーザー数
経営者	2090
役員	1323
部長	2660
課長	2605
係長・主任	2089
一般社員・職員	3970
その他	6442
NA	4449
総計	25628

業種	ユーザー数
製造業(機械・電子・精密機器)	1,300
製造業(その他)	2,153
サービス(IT)	609
サービス(その他)	1,725
小売・外食	1,012
食品・飲料・嗜好品	25
医薬品・化学製品	43
情報システム・ソフトウェア	790
コンサルタント・シンクタンク	667
銀行・証券・保険・金融	1,175
建設・住宅・不動産	1,255
商社・卸売	810
資源・エネルギー	116
教育	875
農林・水産・林業	122
医療・福祉・介護	931
広告・マスコミ	473
運輸	495
情報・通信	461
政府・官公庁・公的団体	516
地方自治体	240
専門職(弁護士・公認会計士・税理士など)	392
その他	5,013
NA	4,430
総計	25628

職種	ユーザー数
経営企画・事業開発	1063
経営全般	2243
経理・財務	624
コンサルタント	674
企画・調査・マーケティング	1049
宣伝・広報	404
販売・営業	3110
製造・生産・検査	756
研究・開発・設計	1310
情報システム・ITエンジニア	801
デザイン・クリエイティブ	63
総務・法務	554
労務・人事・人材教育	791
購買・物流・資材	319
専門職(弁護士・公認会計士・税理士など)	922
教員	81
その他	6440
NA	4444
総計	25628

■リンクをクリック者の属性データ

年齢	ユーザー数
20代	5
30代	6
40代	7
50代	10
60代	12
70代	1
NA	5
総計	46

性別	ユーザー数
男性	30
女性	12
NA	4
総計	46

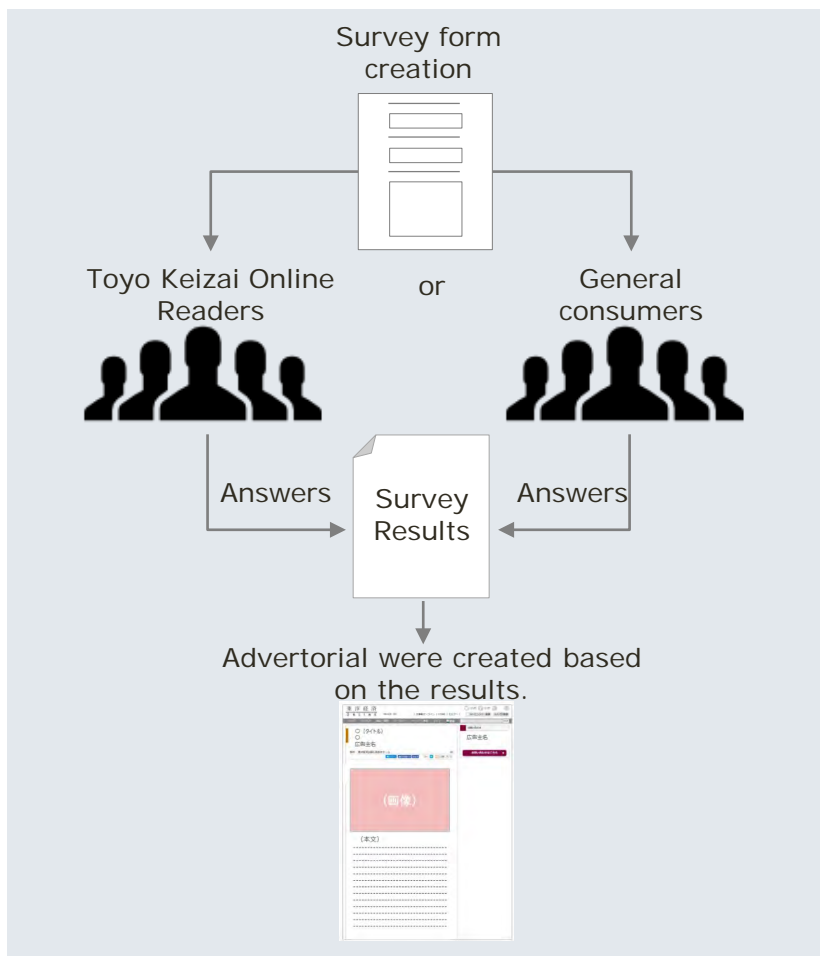
職種	ユーザー数
経営者	4
役員	2
部長	7
課長	3
係長・主任	2
一般社員・職員	11
その他	11
NA	6
総計	46

業種	ユーザー数
製造業(機械・電子・精密機器)	2
製造業(その他)	6
サービス(IT)	3
サービス(その他)	2
小売・外食	4
コンサルタント・シンクタンク	1
銀行・証券・保険・金融	1
建設・住宅・不動産	3
商社・卸売	4
教育	2
医療・福祉・介護	2
広告・マスコミ	1
運輸	1
情報・通信	1
政府・官公庁・公的団体	1
その他	6
NA	6
総計	46

職種	ユーザー数
経営全般	5
コンサルタント	1
企画・調査・マーケティング	3
宣伝・広報	3
販売・営業	8
製造・生産・検査	1
情報システム・ITエンジニア	1
労務・人事・人材教育	3
購買・物流・資材	3
専門職(弁護士・公認会計士・税理士など)	2
その他	10
NA	6
総計	46

NEW

We conduct our own research and use the results as the basis for our article ads. The objective data and evidence that Toyo Keizai's readers prefer will make it more appealing.



Survey

No. of questions	Less than 10 questions *Questions that can identify an individual are not allowed
Target	Toyo Keizai Online Readers' Survey ...Subscribers to the Toyo Keizai Online e-mail magazine or viewers of Toyo Keizai Online General consumer questionnaire ...Questionnaire monitors of partner companies
Answer method	Text selection, text input, image selection, pull-down, slide bar, NPS type pull-down, slide bar, NPS type, text matrix, image matrix Text Matrix, Image Matrix
Credit	If the survey is conducted via e-mail, the name of the advertiser and the purpose of use should be clearly stated in the text.
Contents, Option	Content elements and options for article ads are the same as for editorial-style article ads and original design articles.

Implementation fees

¥3 million-
(w/o tax)



Guaranteed no. of 10,000PV

Toyo Keizai Online Reader Survey
No. of guaranteed responses 200 cases

Toyo Keizai Online Reader Survey
No. of guaranteed responses 50 cases

Terms & Conditions

- The answers will be delivered in raw CSV data, but the personal information of the respondents will not be provided. The basic attributes will be obtained from the items prepared by Toyo Keizai.
- The basic attributes will be obtained from the items provided by Toyo Keizai.
- The attributes of respondents can be narrowed down. Please contact us for details.
- The secondary use of research results will be determined after confirming the intended

Report submission target

Within 7 business days after distribution ends

Official Twitter Posts

After publication, the published Advertorial will be posted on the Brand Studio official Twitter.

“Recruit Branding” is the advertorial for job hunter to promote your company, about cooperate vision, job role and merit.



「書籍や雑誌の世界観」を伝える
出版社ならではの醍醐味が魅力

東洋経済 求人掲載



ぜひぜひお求めの部署から出版仕のデジタル部門へ

東洋経済のデジタル編集から出版仕のデジタル部門へ
東洋経済のデジタル編集から出版仕のデジタル部門へ

紙媒体×デジタルアートディレクターというレアポジション

東洋経済のデジタル編集から出版仕のデジタル部門へ



貴社が求めている人材、貴社の魅力を伝える、そのためのデジタルアートディレクターの役割は、単に求人を掲載するだけでなく、求職者の興味を引くための重要な役割を果たします。



デジタル系ADに求められる資質とは

——出版社のデジタル編集から出版仕のデジタル部門へ

デザイン、アートディレクションの経験と、ある程度のフロントデスク業務も求められることもありますが、その中でも最も重要なのは、求職者の興味を引くための重要な役割を果たすことです。

東洋経済のデジタル編集から出版仕のデジタル部門へ

東洋経済のデジタル編集から出版仕のデジタル部門へ



TOYO KEIZAI BRAND STUDIO

Contents

Text Volume	From two to three pages, about 2,000 words, and photos or graphs. We prepare ad space in Toyo Keizai online. Guidance frames are created according to the content.
Appearing Terms	4 weeks *The page will be archived for one year after the publication period ends.
Design and Layout	Use a common design for this plan.
Credit	Requires “AD” credits near the title, the client name and “Writer: Toyo Keizai Brand Studio”.
Job Information	Separate job summary page and entry form from the article. *See next page for details

Implementation fees

¥3 million- (w/o tax)

Guaranteed no. of 10,000PV

Report submission target

Within 7 business days after distribution ends

Other additional fee

Additional transportation fees and gratuities may be charged for interviews in distant locations or with experts or celebrities. If the production period is short, an express fee may be required.

Guide

Basically, we will use the dedicated ad space for article advertising. Display ads can also be used for a special fee.

Posting on official Twitter

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

Advertorial

Display Ads

Email Ads

Submission Rules

Advertorial



「書籍や雑誌の世界観」を伝える
出版社ならではの醍醐味が魅力

東洋経済新聞社(本社)は、1945年創刊の歴史ある老舗メディア企業として、読者の心に届くコンテンツの提供を使命としています。近年はデジタル化の進展に伴い、従来の紙媒体に加え、オンラインメディアでの発信も積極的に行っています。現在、読者のニーズに合わせたコンテンツの企画・制作に力を入れています。ご興味のある方は、ぜひお問い合わせください。

1/10/2019 10:00

求人一覧はこちら

やりがいを感じられるデジタル部門へ

本報のデジタル部門は、最新のデジタル技術を活用し、読者の心に届くコンテンツの提供を使命としています。現在、読者のニーズに合わせたコンテンツの企画・制作に力を入れています。ご興味のある方は、ぜひお問い合わせください。

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求人一覧

デジタル関連アートディレクター (マーケティング部門)

業務内容
デジタル関連のアートディレクション業務全般を担当いただきます。具体的な業務内容は、デジタル広告の企画・制作、Webサイトのデザイン、SNSの運用などです。ご興味のある方は、ぜひお問い合わせください。

興味がある

TOYO KEIZAI BRAND STUDIO

Job Information

2019/10/10 掲載

記者・編集者

東洋経済新聞社

業務内容

「週刊東洋経済」「会社四季報」などの雑誌、ビジネスニュースサイト「東洋経済オンライン」の取材執筆および編集

求める人材・スキル

当社は既存の雑誌事業にとどまらず、月間約2億ページビューを超える日本最大級のビジネスニュースサイト「東洋経済オンライン」までダイナミックに展開しています。

こうした幅広い事業に共感し、「変化をチャンスと捉える」「時代の変化に順応する」「未来を自分の力で切り拓く」ことのできる人材を広く求めます。

雇用条件

雇用形態	正社員
勤務地	東京(中央区日本橋) 川東京駅、東京メトロの三越前駅、日本橋駅、大手町駅などから徒歩圏内。 ① 地味を見る
勤務時間	数量労働制 休日:土曜、日曜、祝日とその振替日、年末年始(12/28~1/3)、夏季特別休ほか
給与	〇~〇万円
福利厚生	社会保険完備=雇用保険・健康保険・労災保険・厚生年金

※「エントリー」ボタンを押すと、プロフィール情報を入力する画面が表示されます。入力いただいた情報は〇〇株式会社から届きます。担当者が興味を持った場合に連絡がきます。(情報登録した方全員に連絡の届くわけではありません。)

エントリー

Application Form

東洋経済新聞社 エントリーページ

入力画面

必須項目

姓 * 名 *

姓(かな) * 名(かな) *

性別 *

選択してください

メールアドレス *

メールアドレス再入力 *

生年月日 *

百位 月 日

専攻大学・学部 *

大学院、専攻

資格

TOEICなど

現在の勤務先 *

学生の場合は「なし」と記入

所属部署 *

職種 *

選択してください

役職 *

電卓の年収 *

選択してください

職歴、現在の職務内容 *

関心レベル *

選択してください

プライバシーポリシーと利用規約に同意する

入力情報の確認

- Full name
- Family name (kana)
- Gender
- Email address
- Date of birth
- Graduated from
- Graduate School / Major
- Qualifications
- Current Employer
- Department
- Occupation
- Position
- Current annual salary
- Work Experience
- Current Job Description

The above data will be provided through the management tool.

A long serialized advertorial to convey to readers your company's unique branding through a series of articles.



Contents

Branding	Serialized article advertising that more closely matches the advertiser. We aim to improve the brand power over the long term.
Content partners	Clients and Toyo Keizai produce the content together. We interview clients but work together to find content ideas.
Special advertising space	We can prepare special advertising space on the Toyokeizai online top page.
Credit	Requires sponsor credit at the title. E.g., Sponsored by ***

Implementation fees

¥15 million-
(w/o tax)

記事本数
6

6 Articles
15,000 PV
Appearing for 8 weeks

Additional fees

Additional fees may be required depending on the content, such as the number of shots, location, whether models are used, and page structure. If the production period is short, an express fee may be required.

Report submission target

Within 17 business days after distribution ends

Posting on official Twitter

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

This menu is to get subscriptions by setting PDF incentives.



Landing page



Questionnaire page

PDF



Contents

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. Toyokezai online logo also inserted in the PDF.
Questionnaire	Three questionnaires can be prepared.
PDF	Normal plan includes creation of two PDF pages. Additional cost required for four pages of PDF.

Implementation fees

Inquire (w/o tax)

Guaranteed no. of 10,000PV

Posting on official Twitter

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

Advertorial

Display Ads

Email Ads

Submission Rules

An option for a magazine advertorial repost on Toyokeizai online.

Menu

Contents	We repost magazine advertorial content on the website. The article title may be modified to fit the online.
Period	4 weeks *The page will be archived for one year after the publication period ends.
Credit	Requires "AD" credits near title, the client name and "Writer: Toyo Keizai Advertorial Team".
Contact	"Contact" information can be placed in the right column on the page. It is possible to place it in a banner ad.
Guide	We will create the space and post it while monitoring the availability. (It will follow the style of the edited article)

Implementation fees

¥1.7 million-
(w/o tax)



Guaranteed no. of 10,000PV

¥2.3 million-
(w/o tax)



Guaranteed no. of 20,000PV

¥1.4 million-
(w/o tax)



The estimated number of email 350,000
The estimated number of open 35,000

Submission deadline
10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target

Within 7 business days after distribution ends

Advertorial

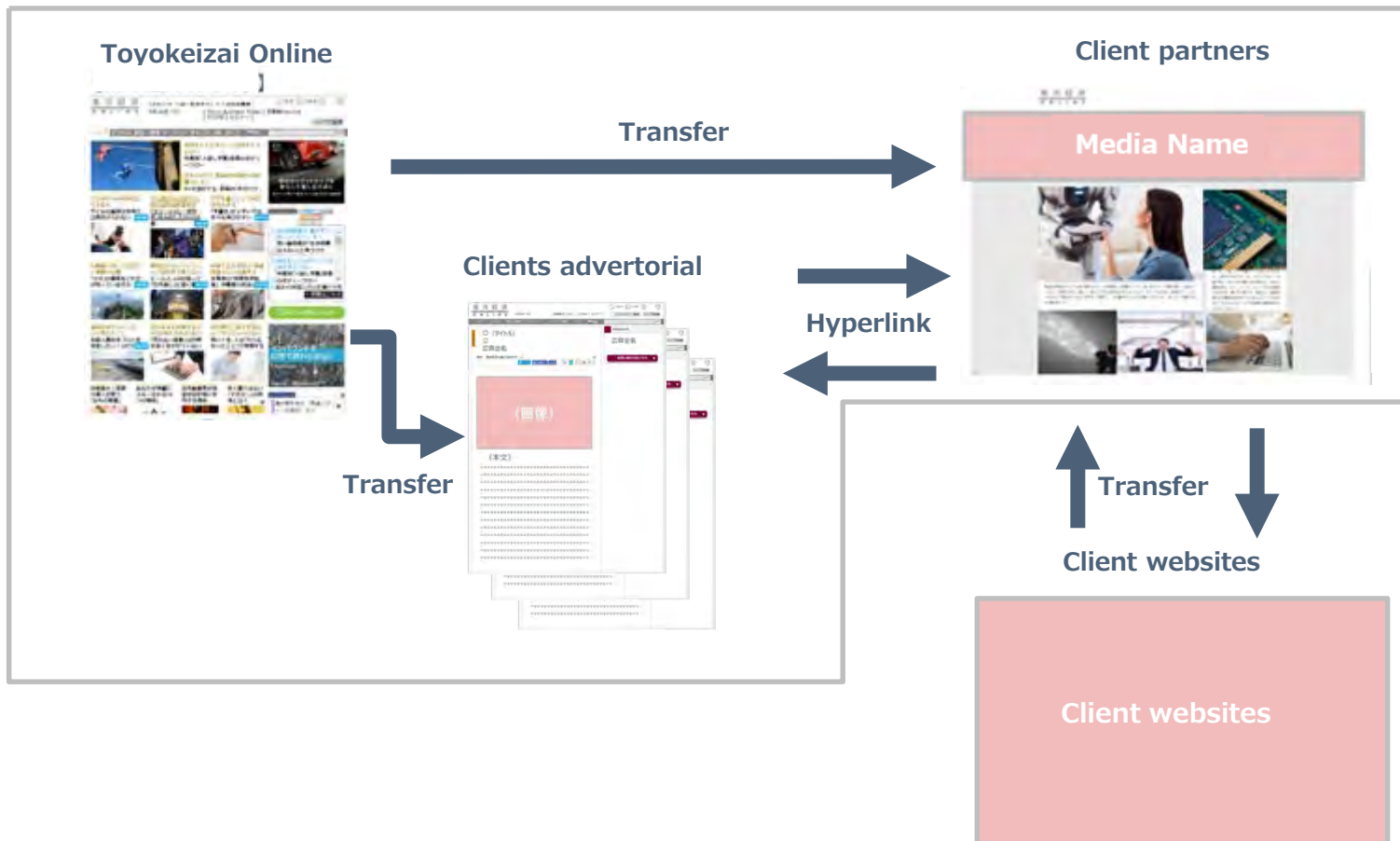
Display Ads

Email Ads

Submission Rules

Partner media is “media owned by clients of Toyokeizai online”. It can appear as an advertorial over a lengthy period using the same policy and design.

Concept image



Implementation fees

Inquire
(w/o tax)

Posting on official Twitter

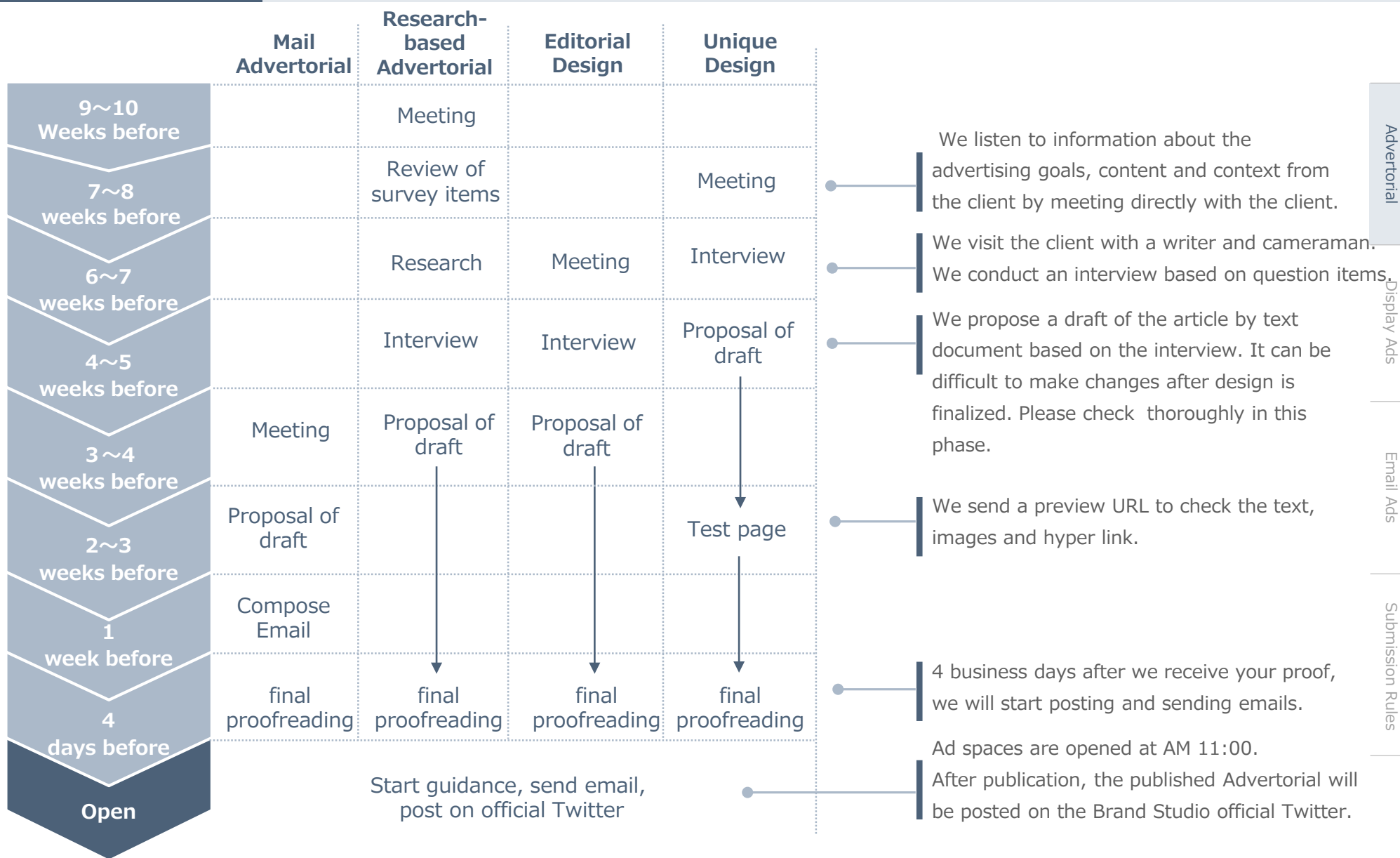
The URL of the published article ad will be posted organically on the official Twitter of the Toyo Keizai Brand Studio.

Advertorial

Display Ads

Email Ads

Submission Rules



Advertorial

Display Ads

Email Ads

Submission Rules

We get readers to click on links to advertorials displayed below ad spaces. Optionally, we can offer display ad spaces at half price.

PC

SP

Email

Top

Article

TOP

Article

New Topics Email

Toyokeizai Email

Rectangle PC 1st

Image&Text PC Index 1st

Rectangle PC 2nd

Image&Text PC Index 2nd

Rectangle PC Long serialized advertorial Space

Image&Text PC Toyokeizai Topics / Text PC Toyokeizai Topics

Image&Text PC Trend library

Text PC Trend library

Text PC Trend watch

Image&Small text PC Topic board

Image&Text SP

Image&Text SP Rectangle Type

Panel SP Long serialized advertorial Space

Rectangle SP Below article

Image&Text SP

Image&Text SP

Image&Text SP

Optional ad spaces

Advertorial ad spaces

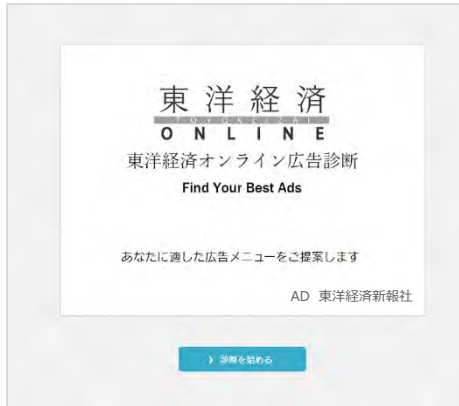
Long serialized advertorial ad spaces

Quiz and diagnostic contents

This is a fun way to introduce products and services in the form of quizzes and diagnostics where the answers, results, and conditions change as you press the options.

A link can be placed on the result screen to lead the user to the landing page.

Start



Answer



Result



Contents

Contents	Number of questions 10 or less Number of answers: 2 to 4 questions Please contact us for specifications
Period	4weeks
Credit	The advertiser's name and "AD" credit will appear on the start screen
Link	A link can be placed on the result screen

Guide (Advertorial Set Plan)	Banners and text links are placed in the right column of article ads, at the end of articles, etc. to guide
Guide (Display Ad Set Plan)	Utilize the following guidance frames. <ul style="list-style-type: none"> • Rectangle PC first and second • Image and Text PC Topic Board • Text PC Topic Board • Text PC Trend Watch • Rectangle SP

実施料金

Advertorial Set Plan

¥3.5 million-
(w/o tax)

Guaranteed no. of 10,000PV



No. of questions Up to 10 questions
Click guarantee None

*The price includes both advertorial and quiz and diagnostic content

Display Ad Set Plan

¥1.8 million-
(w/o tax)



Guaranteed no. of 200,000imp
No. of questions Up to 10 questions

*The guaranteed imp is the guaranteed imp for Rectangle PC
*The price includes the quiz and diagnostic content and the cost of placing an inducement frame

Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

Posting on official Twitter

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

Questionnaire

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



概要

Question format	<ul style="list-style-type: none"> • Single Answer • Multi-Answer • Free Answers
Number of questions	1~4
Appearance Conditions	Displayed when at least 70% 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
Other conditions	Do not show for more than 120 days if you have already responded If you clicked the "Hide" button, it will not be displayed for more than 7 days.
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

Implementation fees

¥150,000 (w/o tax)

Report submission target

Within 7 business days after distribution ends

Advertorial

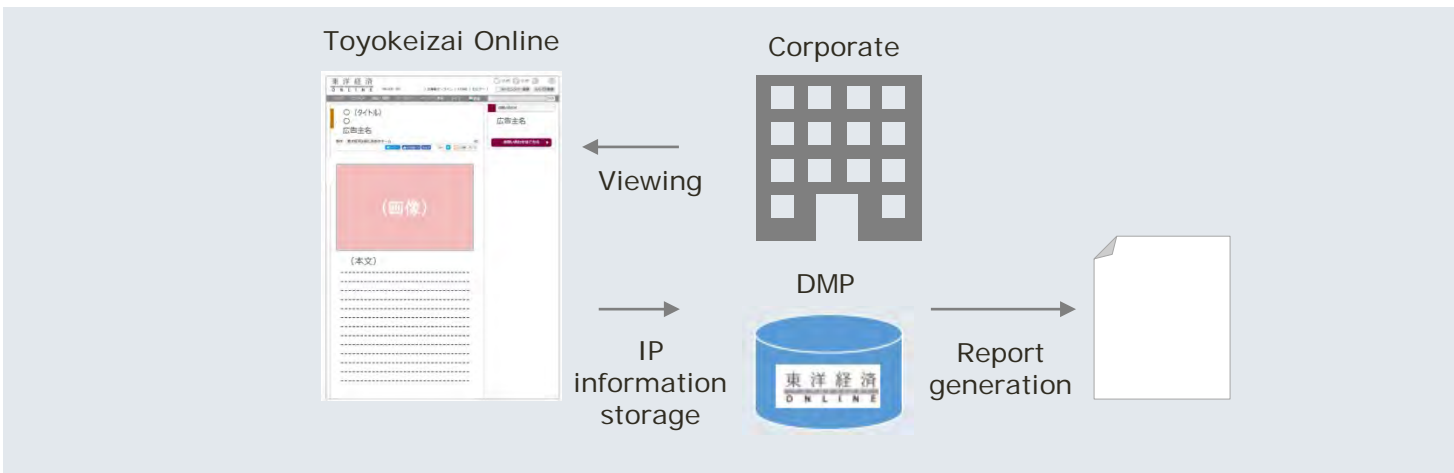
Display Ads

Email Ads

Submission Rules

Access Company Report

Based on the IP information, we will report which companies accessed your article ads, including the company information.



Implementation fees

¥200,000 (w/o tax)

Report submission target

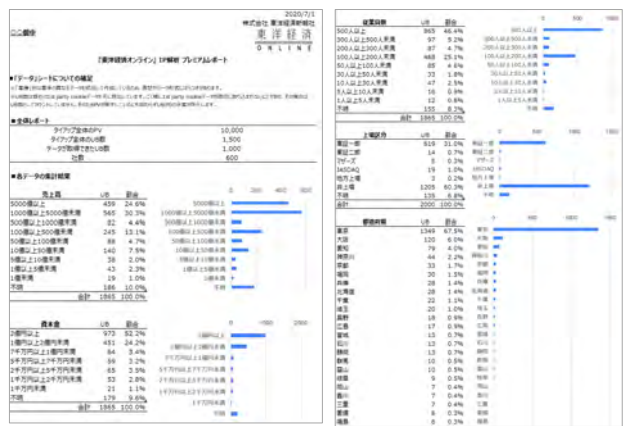
Within 7 business days after distribution ends

Items to be reported

Prefecture of access source
Company name
UB・PV
Zip code of the head office
Address of head office
Telephone number of the head office
Fax number of the head office

Date of establishment
Capital stock
Number of employee
Net Sales
Website Address
Corporate Number
Industry Category

Sample



Advertorial

Display Ads

Email Ads

Submission Rules

If you are running an article ad
We will provide you with half the price of the regular ad space.

Menu	Details	Submission Rules	Price
Display Ads			
Viewable Rectangls (PC&SP)	32	49~	¥ 500,000~
Double Rectangls PC	33	49~	¥ 625,000~
Targeting Rectangle Short-term placement (PC&SP)	33	49~	¥ 250,000~
Panel SP Header	38	51	¥ 1,000,000~

Ad Space of Advertorial

Menu	Display	Terms	CPV	Page Vies	Price	Guide
Ad Space of Advertorial	Rotation	Flexible	200 Yen	3,000~10,000 PV guaranteed	600,000~ 2M Yen	cannot specify the ad space.

A menu of options for secondary use of advertorials.

	Summary	Period	Note
Secondary use on other media	Please let us know which media it is used. We also can receive banner making.	1 year	We publish the URL with parameters
Client owned media, owned website and owned social media	Please let us know which media is to be used. We also can produce banners.	1 year	We publish the URL with parameters
Offer materials	<ul style="list-style-type: none"> •text (edit forbidden) •image data (Triming allowed) •Please note our credit. Ex) Credit: Toyokeizai Online	1 year	We can offer materials after the carrying period
Bookmaking	4 page/1,000 units is the basic plan	Any time	—

Price: quote required

Price: quote required

Advertorial

Display Ads

Email Ads

Submission Rules

Additional plan to bring more readers by using other media.

【News Applications】

summary	Product name	menu	CPC, click	price	
SmartNews	Advertorial can be posted in ad spaces of News applications "SmartNews".	Standards Ads	SmartNews news feed *Unsupported specified OS Smartphone or tablet (iOS/Android)	¥20~¥50	¥500,000
			ALL	10,000 Click guarantee	¥500,000
Gunosy	Display in news infeed area. Available some targeting, age, sex, area and interest.	Gunosy Media Boost	Segmentation to Business	7,500 Click guarantee	¥800,000
			ALL	20,000 Click guarantee	
			Segmentation to Business	14,285 Click guarantee	¥400,000
			For Men Man Channel	2,700Click guarantee	
antenna*	The "antenna*" application also offers ad space to get the attention of fashionable urban users. Period: 3-4 weeks	Brand Media Boost *Images only	For Women Woman Channel	5,600Click guarantee	¥750,000
			For Men Man Channel		
			For Women Woman Channel	2,700Click guarantee	¥400,000
			For Men Man Channel		

It is necessary to confirm the commission to the agency.

Additional plans to bring more readers by using other media.

【Social Media】

	summary	Product name	Goal	Segment	Prices
Facebook Instagram	It is possible to display ads on Facebook using the Toyokeizai online account name. Instagram ads are also available.	Facebook Ads Instagram Ads	Click, Get subscriptions	Require quotes	¥400,000~
	*Only clients that have Facebook page				
Twitter	It is possible to tweet ads on Twitter by Toyokeizai online account name.	Promotional tweets	Click, Get subscription	Require quotes	¥400,000~

【Recommend Contents Networks】

	summary	Product name	Report	Volume	Prices
Outbrain	Delivers advertorial banners as recommend content on major web media.	Outbrain Amplify	Impressions, clicks, CTR, delivered media	Require quotes	¥500,000~
popIn	Delivers advertorial banners to other media to fit the context.	popIn Discovery	Impressions, clicks, CTR	Require quotes	¥500,000~

It is necessary to confirm the commission to the agency.

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.

***Please inquire whether posting an ad is possible.**

***Ads are posted at 11:00 a.m. Japan time on the first day of posting.**

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These are the options for rectangle ads that incorporate viewability measurements from Integral Ad Science (IAS) and expend budget only on impressions that are certain to have been seen by users.



Rectangle SP below article



Rectangle SP within article



First rectangle PC and Second rectangle PC

Display	Position	Period	Ad size	Remarks
Rotation	Rectangle SP below article Rectangle SP within article Rectangle SP below article summary First rectangle PC Second rectangle PC	From 1 week	Width 300 × height 250 px.	Displayed on both PCs and smartphones

*Minimum 1-week posting period without the final day guaranteed.

Implementation fees

¥1.0 million- (w/o tax)

Guaranteed no. of vimp. 500,000 vimp.*

*1 vimp. means an imp. displayed for at least 1 second in one half of the banner area.

Submission deadline
10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target
Within 5 business days after distribution ends

Distribution of rectangle ads targeting a specific article category or segment. Higher than normal CTR can be expected.



Rectangle SP below article



First rectangle PC

	Frame	Display		CPM	Ad size
Short term	Rectangle SP below article First rectangle PC	Rotation	start 1 week	¥2,500	Width 300 × height 250 px.
Long term			12 weeks	¥1,600	

*Minimum 1-week posting period without the final day guaranteed.

Implementation fees

Short term (start 1 week)

¥500,000 (w/o tax)

Guaranteed no. of imp. 200,000 imp.

Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

Long term (12 weeks)

¥3.6 million- (w/o tax)

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

Submission delimitation and deadline

10 business days prior. An express fee of 50,000 yen will be charged for submissions received after that date. The first time, 4 weeks later, and 8 weeks later, you need to submit three times.

Report submission target

Midway reports will be submitted for two weeks after each submission. Reports for the entire period will be submitted within 5 business days of the end of delivery.

Smartphone Targeting Distribution Menu to be published in the same format as the article headline.



Display	Position	Period	CPM	Ad size	Remarks
Rotation	Top page Article page	Arbitrary	¥1,500	Text Within 20 words Image Width 300 × height 250 px.	Submit a minimum of three sets of manuscripts

*Minimum 1-week posting period without the final day guaranteed.

Implementation fees

¥600,000
(w/o tax)

Guaranteed no. of imp.
200,000 imp.

Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

Category

- Business
- Politics & Economics
- Market
- Career & Education
- Life
- Train
- Automobile

Age

- 20s
- 30s
- 40s
- 50s
- More than 60

Sex

- Male
- Female

Position

- Corporate manager
- General employee, staff
- Public servant
- Independent business
- Temporary and contract workers
- Housewife/Househusb and
- Student

Area of residence

47 Prefectures

Household income

- ¥4–6 million
- ¥6–8 million
- ¥8–10 million
- ¥10–15 million
- More than ¥15 million–

Household structure

- Husband and wife
- Single
- Have a child

Corporate size

- Big company
- Small company

High class

- Manager
- High earner

Job type

- Management
- Sales & Marketing
- IT/Engineering
- General Affairs / Human Resources
- Accounting & Finance

Interests

- Money
- Luxury car
- Investment
- House and real estate
- Health
- Job change
- Self education
- School education

Employee size

- 10 to 30
- 30 to 50
- 50 to 100
- 100 to 200
- 200 to 300
- 300 to 500
- More than 500

Classification

- Tokyo Stock Exchange First Section
- Tokyo Stock Exchange Second Section
- JASDAQ
- Mothers
- Local Listing
- Unlisted

Annual sales

- Less than ¥50 billion
- ¥50 million~ ¥100 billion
- ¥100 billion~ ¥500 billion
- ¥500 billion~ ¥1 trillion
- ¥1 trillion ~ ¥5 trillion
- More than ¥5 trillion

Industry

- Agriculture, Forestry
- Construction
- Manufacturing
- Wholesale,Retail
- Finance and Insurance
- Real Estate and Goods Rental
- Information and Communication
- Transportation and Postal Services
- Complex 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

A rectangle frame for smartphone (SP) that supports viewable and targeting formats.



First Rectangle PC

Frame	Display	Period	Guaranteed no. of imp.	Ad size
First rectangle PC	Rotation	From 1 week	500,000 imp.	Width 300px Height 500px

*If specifying the device type, please inquire in advance.
*Minimum 1-week posting period without the final day guaranteed.

Implementation fees

¥1,250,000 (w/o tax)

Guaranteed no. of imp. 500,000 imp.

Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

Advertorial

Display Ads

Email Ads

Submission Rules

An advertising menu that guarantees the number of clicks according to the budget.



Desktop



Mobile

Page	Frame	Display	Period	CPC	Ad size
Ttop page Article page	Image & Text Topics board Text PC Topics board Text PC Trend watch Image & Text SP	Rotation	From 2 weeks	Start ¥200	Main text : Within 20 words Sub text : Within 20 words Image : Width320px Height180px

*If specifying the device type, please inquire in advance.
*Minimum 1-week posting period without the final day guaranteed.

Implementation fees

¥0.6~2.4 million- (w/o tax)

Guaranteed Click. 3,000~12,000 Click

Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

Advertorial

Display Ads

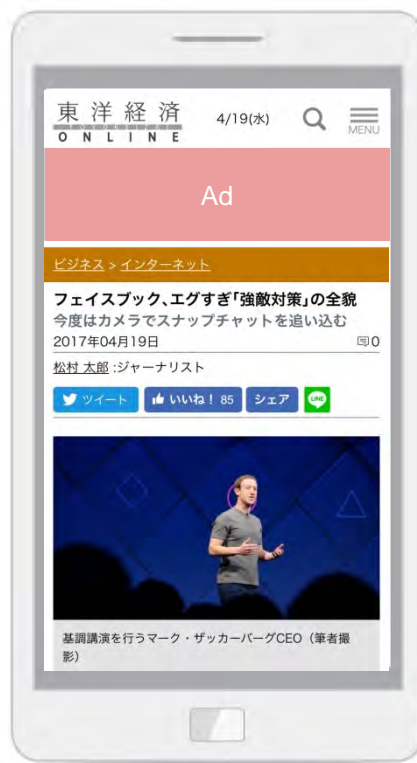
Email Ads

Submission Rules

Displayed on the top page of the smartphone version and the top of the articles page. These are the most prominent positions, and these frames acquire high impression numbers.



Top page



Articles page

Displayed on the top of the top page and the articles page.

Implementation fees

¥2.0 million-
(w/o tax)

Guaranteed no. of imp.
1,000,000 imp.

Submission deadline

10 business days in advance.
Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

	Display	Position	Period	Guaranteed no. of imp.	Fee (w/o tax)	Ad size
Panel SP Header	Rotation	Top page Articles page	From 1 week	1,000,000 imp.	¥2,000,000	Width 320 × height 100 px.

*Minimum 1-week posting period without the final day guaranteed.

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



Articles page of the smartphone version



Top page of the PC version



First articles page of the PC version

Implementation fees

¥1.0 million- (w/o tax)

Guaranteed no. of imp. 200,000 imp.

Submission deadline 15 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target Within 5 business days after distribution ends

	Display	Position	Period	Guaranteed no. of imp.	Fee (w/o tax)	Ad size
Billboard SP	Rotation	Articles page	From 1 week	200,000 imp.	¥1,400,000	Width 320 × height 180 px.
Billboard PC (still image)	Rotation	Top page Each category page First articles page	From 1 week	200,000 imp.	¥1,400,000	Width 970 × height 250 px.
Billboard PC (still image + video)	Rotation	Top page Each category page First articles page	From 1 week	200,000 imp.	¥1,600,000	Still image Width 526 × height 250 px. Video Width 444 × height 250 px.

*Minimum 1-week posting period without the final day guaranteed.

Image and Text

An option for one-day exclusive ad of billboard SP and gate PC on the overall top and top of the category. The background color can be selected from among white, gray, light pink, light blue, light green, and light yellow and can be changed.



Implementation fees

¥1.0 million- (w/o tax)

Expected no. of imp. 100,000 imp.

Submission deadline

15 business days in advance. Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

	Display	Position	Period	Expected no. of imp.	Fee (w/o tax)	Ad size
Billboard SP + Gate PC	Limited to one company for one day From 11:00 am to 11:00 am (next day)	Top page Category top page	One day	100,000 imp (total of both frames)	¥1,000,000	Top banner: width 1,020 × height 80 px. Side banner: width 145 × height 600 px. Rectangle: width 300 × height 250 px. Billboard SP: width 320 × height 180 px.

Advertorial

Display Ads

Email Ads

Submission Rules

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



Implementation fees

¥1.4 million-
(w/o tax)

Guaranteed no. of imp.
200,000 imp.

Submission deadline

15 business days in advance.
Late submission incurs a
50,000-yen special fee.

Report submission target

Within 5 business days after
distribution ends

	Display	Position	Period	Guaranteed no. of imp.	Fee (w/o tax)	Ad size
Gate PC	Rotation	First articles page	From 1 week	200,000 imp.	¥1,400,000	Top banner: width 1,020 × height 80 px. Side banner: width 145 × height 600 px. Rectangle: width 300 × height 250 px.


*Minimum 1-week posting period without the final day guaranteed.

A video advertisement frame displayed below the article when it is being viewed. The video plays in a large size on smartphone screens for full impact.



Implementation fees

¥2.0 million-
(w/o tax)

 **Guaranteed no. of views**
500,000 views

Submission deadline

15 business days in advance.
Late submission incurs a 50,000-yen special fee.

Report submission target

Within 5 business days after distribution ends

*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.

	Display	Position	Period	Guaranteed no. of views	Fee (w/o tax)	Ad size
In-Read Video SP	Display time: within 15-30 sec. (looping not possible)	Articles page	From 4 weeks	500,000 views	¥2,000,000	Width 640 × height 360 px.

*Minimum 4-week posting period without the final day guaranteed.

Advertorial

Display Ads

Email Ads

Submission Rules

A video advertisement frame displayed below the article when it is being viewed. Options that cause user gaze to linger.



Implementation fees

¥2.0 million- (w/o tax)

Guaranteed no. of views
500,000 views

Submission deadline
15 business days in advance.
Late submission incurs a 50,000-yen special fee.

Report submission target
Within 5 business days after distribution ends

- *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.

	Display	Position	Period	Guaranteed no. of views	Fee (w/o tax)	Ad size
In-Read Video PC	Display time: within 15-30 sec. (looping not possible)	Articles page	From 4 weeks	500,000 views	¥2,000,000	Width 640 × height 360 px.

*Minimum 4-week posting period without the final day guaranteed.

Advertorial

Display Ads

Email Ads

Submission Rules

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.

***Please inquire whether posting an ad is possible.**

- Toyo Keizai Online Editors Email 43
- Toyo Keizai Email/Toyo Keizai Targeting Email 44

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.



The latest topics are sent to Toyo Keizai Online free members who wish to receive emails.
(maximum of three frames per day)

No. of emails Approx. **300,000**
*The number varies with each edition, so please confirm at the time of the proposal.

Day **Daily**

Time About **7:00 a.m.**
Japan time

Implementation fees

¥**300,000**
(w/o tax)

Submission deadline
10 business days in advance.

Report submission target
There is a one-week measurement period after distribution, then within five business days after that.

	Manuscript specifications	Fee (w/o tax)
Toyo Keizai Online Editors Email ad frame	Image: 320 × 180 px./Title: No more than 20 characters/Body: No more than 85 characters (+ URL)	¥300,000

Advertisorial
Display Ads
Email Ads
Submission Rules

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.



Distribution

*The number varies with each edition, so please confirm at the time of the proposal.

No. of emails

Day

Approx. 320,000

- Format examples are available.
- When a formatted manuscript is received, we can provide an HTML conversion service.

Distributed daily

Can be used to attract participants in seminars or for letters and so on.

- *Format examples are available.
- *Toyo Keizai can prepare manuscripts (for a separate fee).

The distribution time can be selected from (1) 10:30 a.m. or (2) 4:30 p.m. Japan time.

Targeting email is also possible!

Appeal to pinpointed users carefully selected by segment! The segment items are indicated on the following page.

Implementation fees

Toyo Keizai Email
 ¥1.3 million
 (w/o tax)

Targeting email
 ¥300,000-
 (w/o tax)

Submission deadline

By 16:30 10 business days before distribution.

Report submission target

There is a one-week measurement period after distribution, then within five business days after that.

Manuscript specifications	No. of emails	Fee (w/o tax)
Toyo Keizai Email 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	Approx. 320,000	¥1,300,000
Toyo Keizai Targeting Email	—	Starting at ¥80 per email, ¥300,000-

Advertorial

Display Ads

Email Ads

Submission Rules

Age

Narrow by year of birth

Gender

Men/Women

Area of residence

Prefecture

Role

■ Corporate manager

■ Officer

■ Department manager

■ Section chief

■ Assistant manager, senior staff

■ General employee, staff

■ Other

Occupation

■ Company employee

■ Public servant

■ Self-employed, freelance

■ Stay-at-home wife/husband

■ Part-timer

■ Other

Household income

■ Under ¥2 million

■ ¥4–6 million

■ ¥6–8 million

■ ¥8–10 million

■ ¥10–12 million

■ ¥12–15 million

■ ¥15–20 million

■ Over ¥20 million–

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

Annual sales

■ Less than ¥100 million

■ ¥100 million–¥10 billion

■ ¥10 billion–¥100 billion

■ ¥100 billion–¥1 trillion

■ ¥1 trillion or more

Industry

■ 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

Job type

■ 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

Interests

■ 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

Submission Rules

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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.

Example of request email

Display ads

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 Email: xxx@xxxx.co.jp
 Input contact information and special matters, if any

Email Ads

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 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
 Email: xxx@xxxx.co.jp
 Input contact information and special matters, if any

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.

Example of submission email

【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.

Display ads

Email subject (title)

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

Email body *The information in all items from those concerning the advertiser to the request amount should be transferred from the order receipt email (Ad Order Receipt Details).

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 Email: xxx@xxxx.co.jp
 Input contact information and special matters, if any

Email Ads

Email subject (title)

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

Email body *The information in all items from those concerning the advertiser to the request amount should be transferred from the order receipt email (Ad Order Receipt Details).

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
 Email: xxx@xxxx.co.jp
 Input contact information and special matters, if any

Image Ad PC Submission Rules (Submission Deadline, File Format, File Size, etc.)

Submission deadline

Please submit the manuscript **at least 10 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

File format

GIF, JPEG, PNG

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

Files required for submission

GIF, JPEG, and PNG Format

- (1) GIF, JPEG, 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.

*Frequency control of interstitials is performed every 12 hours (the number of displays originating from user access is controlled).

*Be sure to make linked sites accessible by noon of the business day prior to the ad start date. Also, making major changes to the advertisement and changing the link destination through redirecting and the like during the ad period are prohibited.

*The ad start time is 11:00 a.m. Japan time on the first day of posting.

*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)

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

Advertising Menu	Image size	File size
Rectangle	Width 300 × height 250 px.	No more than 150 KB
Double rectangle	Width 300 × height 500 px.	No more than 150 KB

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

We can accept up to two manuscripts per week.

The submission deadline for replacement manuscripts is 10 business days prior to the ad start date.

Animation length and replay speed

Interstitial (GIF)

- Animation duration is limited to 15 seconds (looping not possible)

Rectangle

- Animation duration is limited to 15 seconds
- Even if the animation loops, the total duration is limited to 15 seconds
- GIF format animated advertisements are limited to 5 frames per second

Image Ad Submission Rules (PC Version, html5)

Submission deadline

Please submit the manuscript **at least 10 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

Specifications/submitted manuscript

	Submission Rules		Remarks
Manuscript	Html file	No more than 1 MB	
Video distribution format	Streaming or progressive download		
Link settings	One		We will set links. Please submit link URLs separately.
Polite load	Mandatory		
Frame border	Mandatory		
Sound	Not permitted		
Time	Stationary up to 15 seconds		If longer than 15 seconds, please inquire.
ALT text	Not permitted		
Frame rate	Up to 30 frames/sec.		
Prohibitions	<ul style="list-style-type: none"> •Page transition other than by click action by the user is prohibited. •Embedding and reading external files and other comparable conduct are prohibited. 		

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

*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

*The ad start time is 11:00 a.m. Japan time on the first day of posting.

*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)

Image Ad Submission Rules (Third-Party Distribution)

- 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.
- If notice is not provided at the time of the request, we may not be able to implement third-party distribution even if a request is made at the time of manuscript submission.
- Even if the third-party distribution is tagged in the submitted manuscript, please attach the manuscript to be distributed (gif, jpg, png) to the submission email so that we can confirm the details of the ad.
- The file size limits are in principle the same as for ordinary distribution.
- Page transition within the same browser screen after clicking on a banner ad is prohibited.

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.

- *The main third-party distribution services with which we have worked in the past are cci, DAC, sizmek, and Google.
- *The ad start time is 11:00 a.m. Japan time on the first day of posting.
- *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)

Image and Text Ad SP Submission Rules

Submission deadline

Please submit the manuscript **at least 10 business days prior** to the start date.

Image manuscripts

GIF、JPEG、PNG

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

Prohibited characters in text manuscripts

Prohibited characters (examples of machine-dependent characters) *Use of other characters may also be prohibited.

No. K.K. TEL (株) (有) (代) mm cm km mg kg I II III IV V VI VII VIII IX X ①②③④⑤⑥⑦⑧⑨⑩ (1)(2)(3)(4)(5)(6)(7)(8)(9)(10) (月)(火)(水)(木)(金)(土)(日)

Characters that may be used in text manuscripts

Kanji, hiragana, double-byte katakana, numerals (single-byte), alphabetic characters (single-byte) and some symbols (single-byte; double-byte “!” and “?”)

*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.

Specifications/submitted manuscript

Advertising Menu	Image size	File size
Panel SP Header	Width 320 × height 100 px.	No more than 150 KB
Viewable rectangle SP	Width 300 × height 250 px.	No more than 150 KB

Warnings

*For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.

*The ad start time is 11:00 a.m. Japan time on the first day of posting.

*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)

In-Read Video PC Submission Rules

Submission deadline

Please submit the manuscript **at least 15 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

Display environment

OS: Windows Vista, Windows7, Windows8

Browser: Chrome (most recent version automatically updated), Firefox (most recent version automatically updated), or Internet Explorer 10 or later

Flash plugin validity: 10 or later

JavaScript valid

*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

Specifications/submitted manuscript

	File format	Video codec	Sound codec	Size in pixels	Size	Duration	Bit rate
Video file formats	mp4	H.264	AAC	Width 640 × height 360 px.	No more than 4 KB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps
*Please prepare a file in one of these formats	flv	H.263	AAC	Width 640 × height 360 px.	No more than 4 KB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps

Reports

Number of views, number of complete replays, number of clicks, CTR

Warnings

*Frequency control is performed every 12 hours.

*The number of simultaneous placements is limited to one. Manuscript replacement during distribution is not possible.

*We recommend the progressive distribution method.

*Please note that we are unable to perform any copyright processing regarding submitted materials.

*The ad start time is 11:00 a.m. Japan time on the first day of posting.

*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)

In-Read Video SP Submission Rules

Submission deadline

Please submit the manuscript **at least 15 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

Display environment

OS: Android 4.0 or later, iOS 5.0 or later

*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

Specifications/submitted manuscript

	File format	Video codec	Sound codec	Size in pixels	Size	Duration	Bit rate	Link destinations
Video file formats	mp4	H.264	AAC	Width 640 × height 360 px.	No more than 4 KB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps	One site (transition from an external link button)

Reports

Number of views, number of complete replays, number of clicks, CTR

Warnings

- *Frequency control is performed every 12 hours.
- *The number of simultaneous placements is limited to one. Manuscript replacement during distribution is not possible.
- *We recommend the progressive distribution method.
- *The recommended sound sampling rate is 44 to 48 kHz.
- *The recommended sound level peak of the sound source is -3 to -6 dB
- *Be sure to submit materials for which approval has been obtained from the copyright holder. Please note that we are unable to perform any copyright processing regarding submitted materials.
- * If a claim is received from a user, we may suspend at placement.
- *Even if there are no problems regarding the specifications, we may refuse add distribution or placement or request correction of manuscripts in consideration of user claims or usability.
- *The ad start time is 11:00 a.m. Japan time on the first day of posting.
- *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)

Gate PC and Billboard SP Ad Submission Rules

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

One-day exclusive ad background color

	White	#FFFFFF		Light green	#F0FFF0
	Light pink	#FFF0F5		Light yellow	#FFFEE0
	Light blue	#F0F8FF		Gray	#DCDCDC

Billboard SP (video)

Number of simultaneous submissions: *Frequency: Every 12 hours

One (manuscript replacement is not possible)

Link URL: One

ALT text: Not permitted

Video submission guidelines

Format: MP4

Size: No more than 1920×1080 px. (16:9)

At the time of distribution, videos will be distributed at 320 × 180 px. size.

Duration: Within 15 or 30 seconds

Common to all type Warnings

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

*The ad start time is 11:00 a.m. Japan time on the first day of posting.

*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)

Common to all type Submission deadlines

Please submit the manuscript **at least 15 business days prior** to the ad placement date.

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

Billboard PC (still image)

Manuscript size: No more than 300 KB *Frequency: Every 12 hours
 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: Width 970 × height 250 px.

Billboard SP (still image)

Manuscript size: No more than 100 KB *Frequency: Every 12 hours
 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: Width 320 × height 180 px.

Billboard PC (still image + video)

Manuscript size: No more than 300 KB *Frequency: Every 12 hours
 Number of simultaneous submissions: One (manuscript replacement is not possible)
 Link URL: One (clickable within the still image area)
 ALT text: Not permitted
 Manuscript size: Still image: width 526 × height 250 px.
 Video submission guidelines
 Format: MP4, MOV, WEBM, OGV
 Size: No more than 1920×1080 px. (16:9)
 At the time of distribution, videos will be distributed at ad size. Duration: Within 15 or 30 seconds

*In cases where YouTube videos are used, specify the URL of the YouTube video to be distributed.

Common to all type Warnings

- *If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.
- *The ad start time is 11:00 a.m. Japan time on the first day of posting.
- *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)

Common to all type Submission deadlines

Please submit the manuscript **at least 15 business days prior** to the ad placement date.

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

Submission deadline

Please submit the manuscript **at least 10 business days prior** to the ad placement date.

Manuscript format

Image: width 320 × height 180 px. (no more than 100 KB recommended)

Title: No more than 20 characters

Body: No more than 85 characters (+ URL)

*Only HTML emails are sent.

*Be sure to submit a URL with http://or https://.

*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.

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.

Prohibited characters in text manuscripts

Prohibited characters (examples of machine-dependent characters) *Use of other characters may also be prohibited.

No. K.K. TEL (株) (有) (代) mm cm km mg kg I II III IV V VI VII VIII IX X ①②③④⑤⑥⑦⑧⑨⑩ (1)(2)(3)(4)(5)(6)(7)(8)(9)(10) (月)(火)(水)(木)(金)(土)(日)

Characters that may be 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)

File format

Please submit using the Excel file that can be found on the Toyo Keizai promotion site (<https://biz.toyokeizai.net/ad/draft/>). If an image is used, submit the image file at the same time (at least 320 px wide, no more than 620 px high).

Manuscript format

Title: No more than 40 double-byte characters

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

Body: No more than 100 lines × 40 double-byte characters

*Excluding the header and footer

* 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.

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.

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.)

Targeting email segments

Age/gender/role/industry/job type

*Details concerning the categories can be confirmed in the media guide.

Submission deadline

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

Header and footer

We will insert a header and footer specified by us.

- 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.

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

Email

To submit ads



ad-send@toyokeizai.co.jp

Email

Toyo Keizai Promotion Ad

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

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.

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

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

Business Promotion Division
Media Sales Department

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

Tel: 81-3-3246-5551 Fax: 81-3-3279-0332

Toyo Keizai Online

<https://toyokeizai.net>

Toyo Keizai Online twitter

<https://twitter.com/toyokeizai>

Toyo Keizai Online facebook

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

東洋経済オンラインLINE

