

東 洋 經 済

T O Y O K E I Z A I

O N L I N E

Media Guide

2022

Advertorial

Video Ads

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.



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.

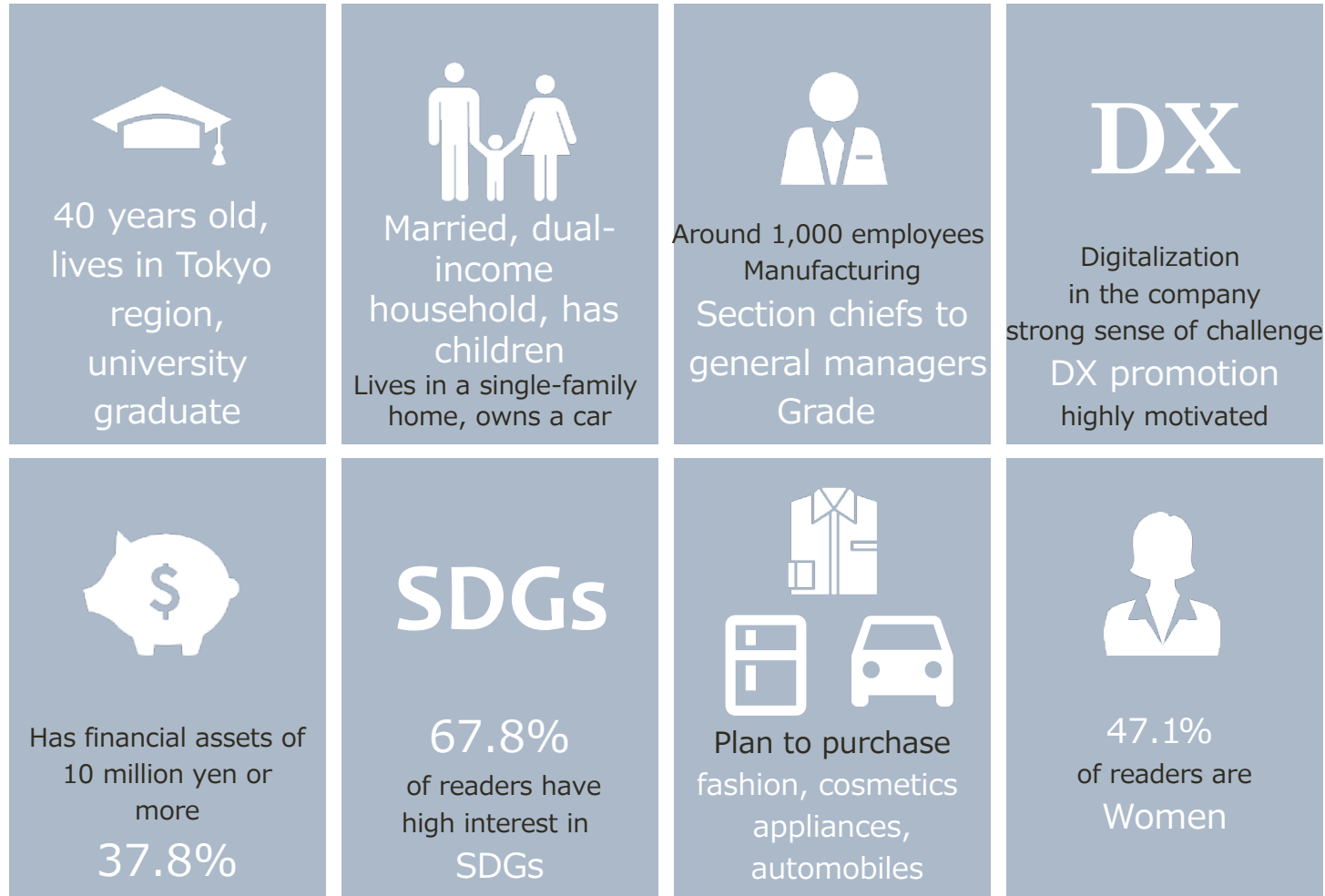
4. Viewed by a wide range of businesspeople from top managers to on-site personnel

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

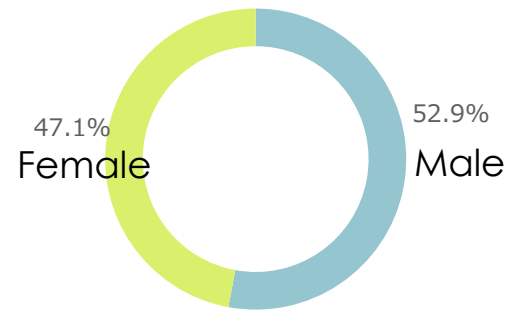
Toyo Keizai Online presents articles in various genres written from unique perspectives. As well as articles on business, politics, and economics, the site features articles on lifestyle and child education favored by women.

These are the readers of Toyo Keizai Online

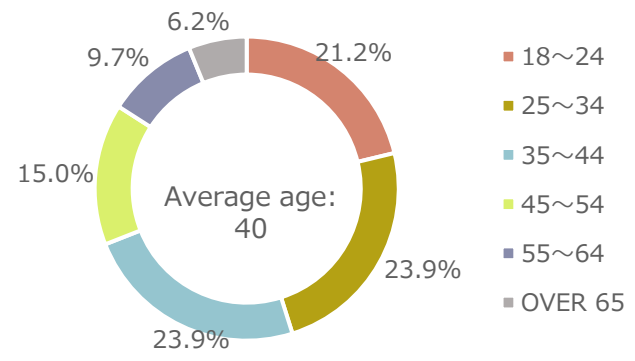


Survey Summary Survey subjects: Sample of 1,000 employed men and women located throughout Japan who read Toyo Keizai Online
 Survey period: February 15, 2022 – February 19, 2022
 Survey organization: Online questionnaire by Rakuten Insight

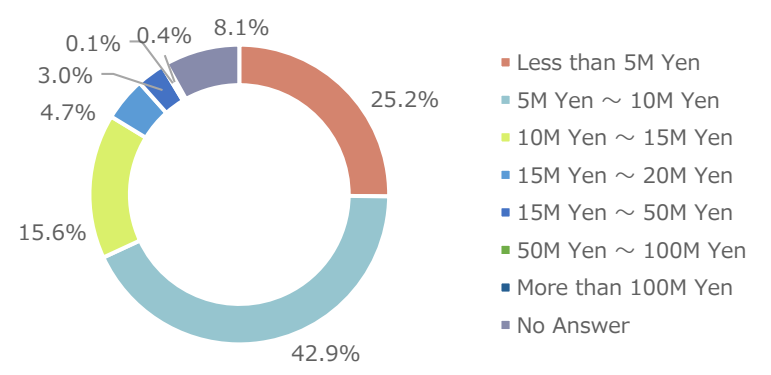
Gender



AGE



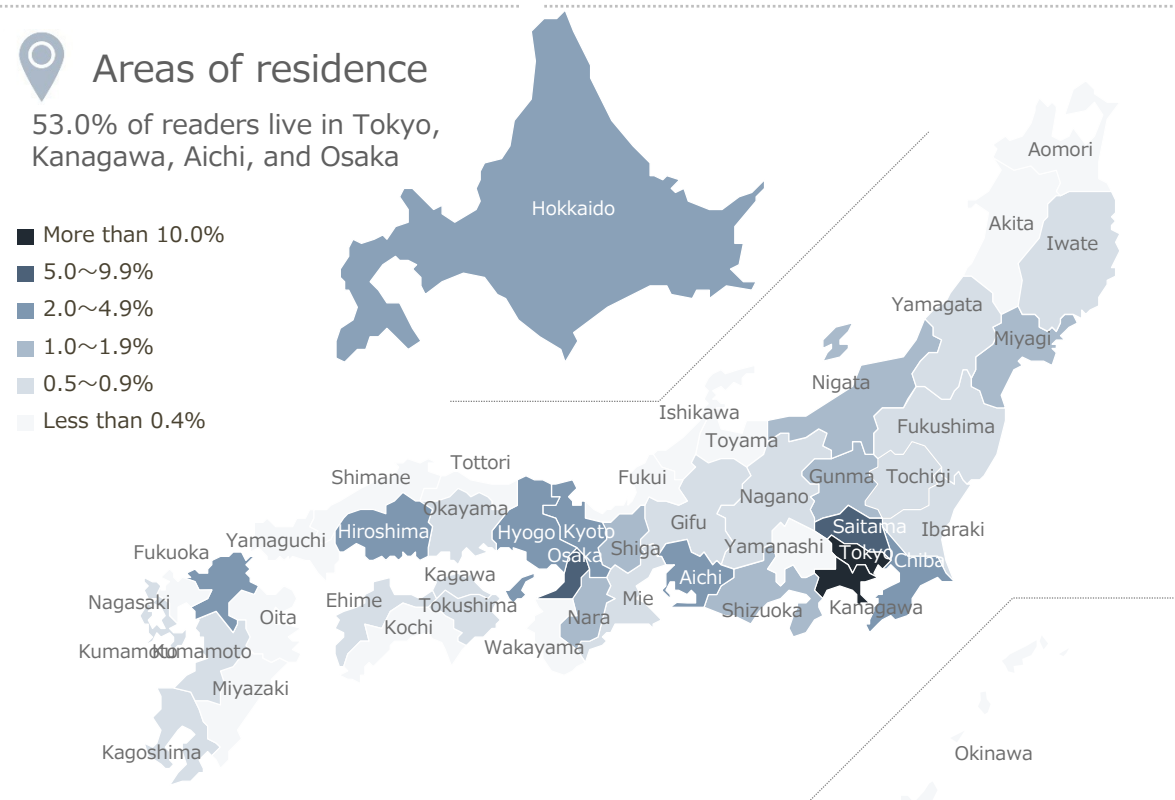
Average household income



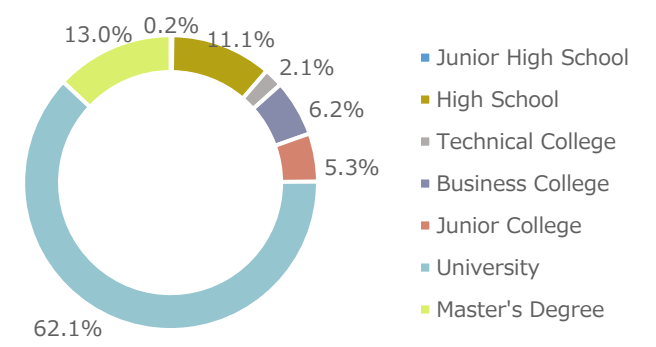
Areas of residence

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

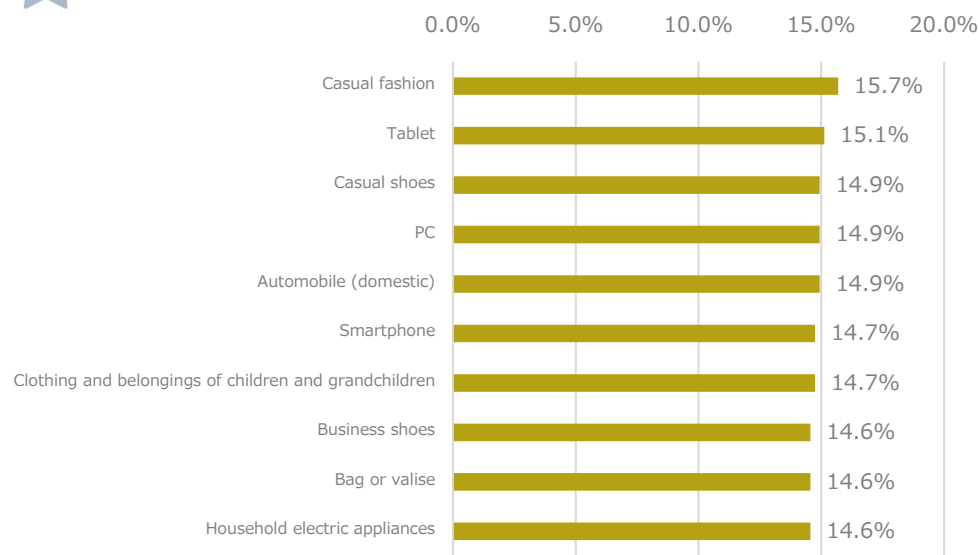
- More than 10.0%
- 5.0~9.9%
- 2.0~4.9%
- 1.0~1.9%
- 0.5~0.9%
- Less than 0.4%



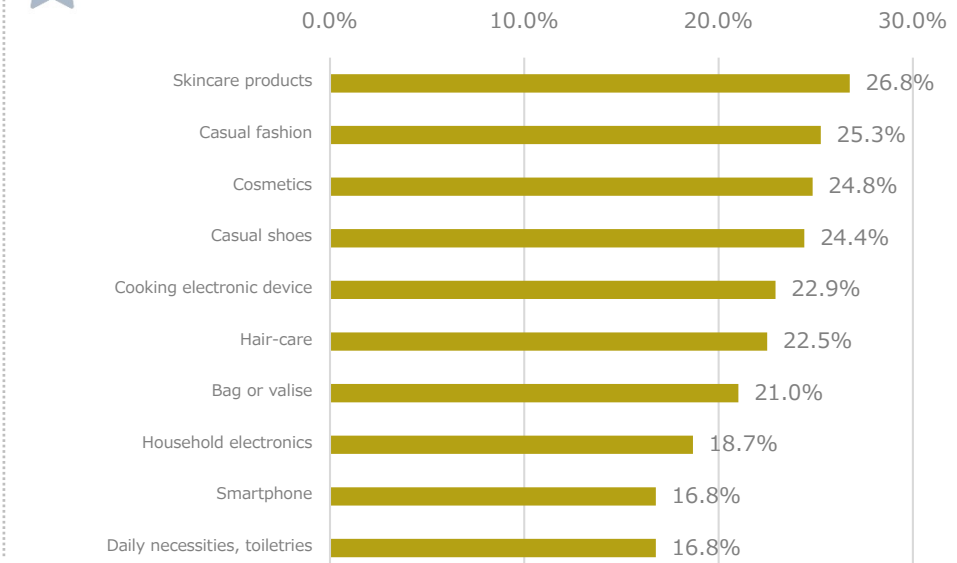
Academic History



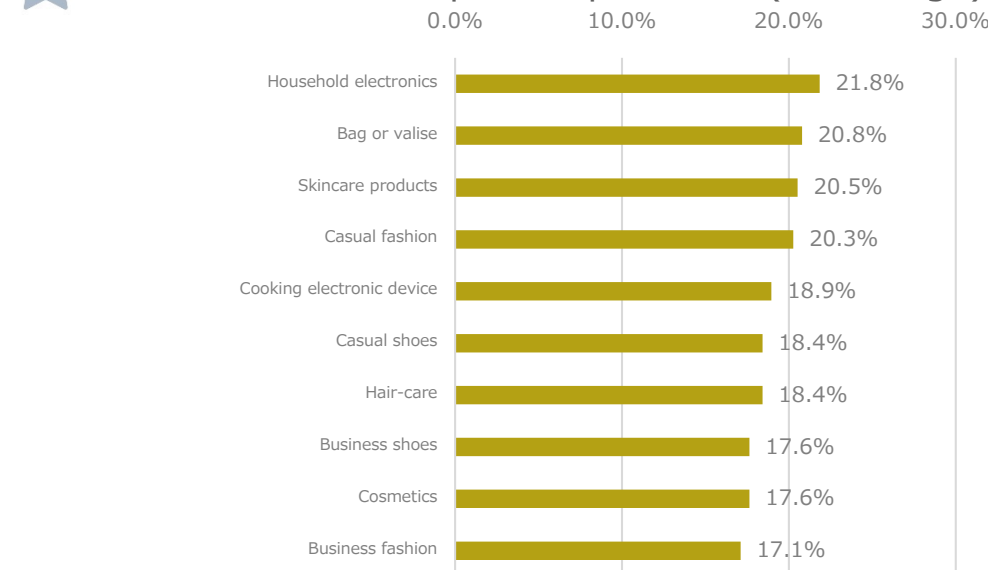
★ Items that readers plan to purchase (men)



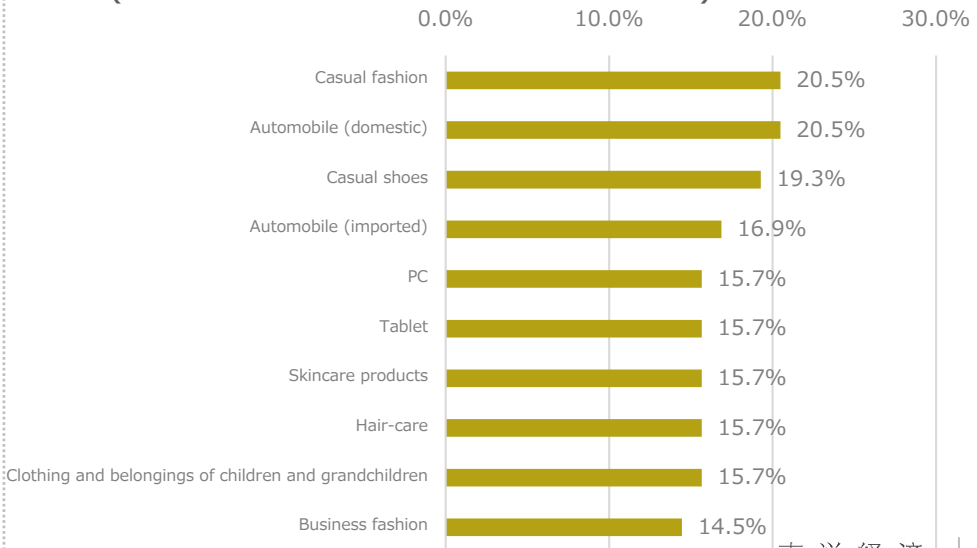
★ Items that readers plan to purchase (women)



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




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



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.

	 View ability				 Brand Risk				 Ad-fraud				Unit:%
	レクタングル PC第1	レクタングル PC第2	スマホ 記事上	スマホ 記事下	レクタングル PC第1	レクタングル PC第2	スマホ 記事上	スマホ 記事下	レクタングル PC第1	レクタングル PC第2	スマホ 記事上	スマホ 記事下	
東洋経済 ONLINE	62.5	75.3	82.3	52.0	0.1	0.1	0.4	0.4	3.5	3.5	2.3	2.3	
Domestic average	55.7		46.4		5.6		10.4		5.6		10.4		

survey cooperation : **IAS** Integral
Ad Science

*Domestic average figures are from IAS "Media Quality Report", 2nd half of 2020.

"Viewability: Percentage of banner ads that are displayed for more than one second on 1/2 of their area" "Brand risk: Percentage of pages that are inappropriate for ad placement" "Ad-fraud: Percentage of unauthorized clicks by bots, etc."



Japan Joint Industry Committee for Digital Advertising Quality & Qualify (JICDAQ) has recognized our series of efforts and certified us as a "Quality Certified Business Operator," which certifies the high-quality digital advertising.

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

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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.**

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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

リスク情報をいち早く把握するソリューション
AIとビッグデータで事件・事故の情報を抽出

3X速報社
制作：東洋経済ブランドスタジオ

2022/05/12

FASTALERT

サービス詳細はこちら

BCPにおける初動をDX化するソリューション

「BCP（事業継続計画）」という言葉は、経営者にも広く知られるようになりました。ただ、日本企業の場合は主に自然災害を想定しており、それ以外の不測の事態に遭遇すると対応が後手に回ってしまう印象が否めません。また、社員にはBCPに対する意識が高まってはいるが、組織として迅速な対応に結びつけていく施策がうまくいっていないという企業も少なくありません。JX速報社代表取締役の米倉貴彦氏は、内閣府の調査によると、BCPに対する経営者の意識が高いと回答したのは、わずか「6.6%」だった。一方で現場では、部署間の連携がうまくいかなかったり、サブプライムエーションの中で役割が必要であったりと、組織として危機対応していく体制が確立できない事例があるようだ。

「情報に基づいて初動を早めることで、被害や損失を最小化していくソリューションが今の時代にあるということに気づいていない」とが理由として挙げられる。米倉氏は語る。不測の事態に遭遇してから情報を知るには、カメラやセンサーなどを設置したり、テレビや地域の声を活用したりと人海戦術で多岐多様な情報をウォッチしていく対策が普通だった。が、今やAI、ビッグデータを活用して、どこで何が起きているのか、たとえどこにリアルタイムで限られていてもソリューションがある。それら限られた予算に近い情報で情報を把握することができるのだ。

それがJX速報社が開発した「FASTALERT（ファストアラート）」だ。AIを用いて日本語でリスク情報を配信するSaaS型防災プラットフォームで、「あらゆるリスク情報の収集をDX化した」サービスだ。すでに製造業で仕入れの導入実績があるほか、行政、あるいは建設業の現場、物流倉庫、エネルギー、鉄道、道路、水質など社会インフラなどを手がける事業者を中心に浸透しつつある。とくにBCP対策、あるいはサブプライムのレジリエンス強化といった用途向けにニーズが高まっているという。米倉氏は次のように語る。

Contents

Text Volume	Equivalent to 2-3 pages of A4 magazine Approximately 2,000 to 2,500 words About 2 photos/graphs (* with interview photography) Depending on the content, we will also create an inducement frame.
Appearing Terms	Start 4 weeks (*1 year archive after publication) In case of 20,000PV guarantee, 4-6 weeks *If the guaranteed PV is not reached within this period, the period may be extended.
Credits	Requires “AD” credits near title, and insert client name and “Writer: Toyo Keizai Brand Studio”.
Contact	“Contact” information can be placed in the right column on the page. It is possible to place it in a banner ad.

Option

Access company analysis	We can analyze IP addresses and provide you with a list of names of companies viewing your article ads.
Video	We can provide a one-stop production service, from video shooting to production, together with article ads. Please contact us for details. Video.
Offprint	We can also provide web pages in a cut-out format. Please contact us for details.
Reprint from the magazine	For reprints from the Weekly Toyo Keizai magazine, the implementation fee starts at 1,700,000 yen.

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 10 business days, starting from the first business day following the end of the posting

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

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.

[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.

[Heading]

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

[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.

東洋経済
ONLINE

○ (タイトル)
○ (サブタイトル)

○ 広告主名
制作：東洋経済ブランドスタジオ
いいね! 748 シェア ツイート

Images

○ (見出し)

[Amount of text]
The standard length for a single online article ad is 2,000 to 2,500 words.

Images

[Photos]
Photos and illustrations will be posted according to the content.

お問い合わせ
広告主名
HPはこちら

[Headlines/Photos/Images]

Photos and illustrations are required for 16:9 headlines.

Images

[Heading]

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

Images

[Photos]

Photos and illustrations will be posted according to the content.

[Amount of text]
The standard length for a single online article ad is 2,000 to 2,500 words.

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

Sample



Contents

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Appearing Terms	Start 4 weeks (*1 year archive after publication) In case of 20,000PV guarantee, 4-6 weeks *If the guaranteed PV is not reached within this period, the period may be extended.
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Reprint from the magazine	For reprints from the Weekly Toyo Keizai magazine, the implementation fee starts at 1,700,000 yen.

Implementation fees

¥3.5 million-
(w/o tax)



Guaranteed no. of
10,000PV

¥4.5 million-
(w/o tax)



Guaranteed no. of
20,000PV

Report submission target

Within 10 business days, starting from the first business day following the end of the posting

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

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.

This menu allows you to create content about your products and services in the form of an article advertisement and deliver it via e-mail.

Implementation fee Delivered to Toyo Keizai Online e-mail members.

Sample

東洋経済 2018/05/02 AD



写真掲載だけでは、本稿掲載スタート
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記事広告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・レイアウトは選べるものを用意します。社外デザインはできません。

東洋経済

ブロックチェーンの仕組みとは

お客様の製品やサービスを記事広告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・レイアウトは選べるものを用意します。社外デザインはできません。メールの内部と同じ掲載記事の掲載ページを作成し、東洋経済オンラインに掲載します。記事のサービスにはありません。内容の提供は不可となります。



白川史之
東洋経済副社長 ディジタルマーケティング部 マネージャー兼編集

お客様の製品やサービスを記事広告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・レイアウトは選べるものを用意します。社外デザインはできません。メールの内部と同じ掲載記事の掲載ページを作成し、東洋経済オンラインに掲載します。記事のサービスにはありません。内容の提供は不可となります。

お客様のサイトなどへ誘導する外部リンクを設置できます。本文にはお問い合わせ先をいれます。ターゲット広告を行う場合は、送料郵送料は上記の限りではありません。送料郵送料や印刷費やタレントへ支払われる場合、別途交通費や税金が発生する場合があります。



さらなる社会課題解決のためのブロックチェーン実装も進む

お客様の製品やサービスを記事広告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・レイアウトは選べるものを用意します。社外デザインはできません。メールの内部と同じ掲載記事の掲載ページを作成し、東洋経済オンラインに掲載します。記事のサービスにはありません。内容の提供は不可となります。

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マイケル・スコット

東洋経済副社長 ディジタルマーケティング部 マネージャー兼編集

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それぞれにあったソリューションを。

詳しくはこちら

お問い合わせ

東洋経済

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本メールマガジンは、東洋経済の社外発行の広告として扱われます。掲載の権利は、東洋経済株式会社（以下「東洋経済」）にあります。本メールマガジンの内容は、東洋経済の社外発行の広告として扱われます。掲載の権利は、東洋経済株式会社（以下「東洋経済」）にあります。本メールマガジンの内容は、東洋経済の社外発行の広告として扱われます。掲載の権利は、東洋経済株式会社（以下「東洋経済」）にあります。

株式会社 東洋経済新聞社
〒105-8565 東京都港区新橋1-1-1
〒105-8565 東京都港区新橋1-1-1

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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.

Option

Reprint from the magazine	For reprints from the Weekly Toyo Keizai magazine, the implementation fee starts at 1,800,000 yen.
---------------------------	--

Implementation fees

¥2 million-
(w/o tax)



The estimated number of email 500,000

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

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

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.

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

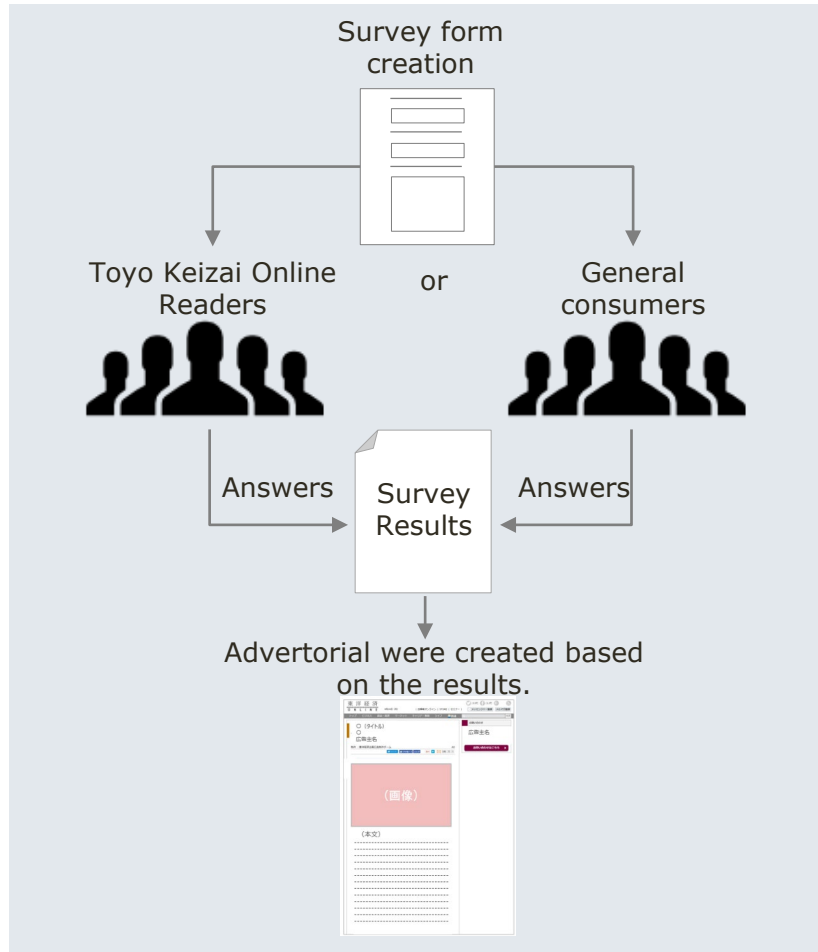
東洋経済 年中 『東洋経済オンライン』メール広告 配信完了報告書 表記の件、広告出稿を掲載の順に有り難うございました。 下記の通り、広告掲載をいたしましたので作業完了のご報告を申し上げます。			
■配信/キャンペーン/全体レポート			
広告主	東洋経済		
配信日	2019/4/4		
配信時間	13:00		
配信数	229,776		
開封率	25.63%		
開封率	11.16%		
アーカイブページ URL	https://premium.toyo-keizai.net/ud/specialmail/5e1c36c7765612836010000		
■リンクのクリック数			
リンク種別	配信数	クリック数	CTR (クリック率)
リンク1	46	0.02%	
リンク2	24	0.01%	
リンク3	26	0.01%	
リンク4	31	0.01%	
リンク5	23	0.01%	
全読者合計	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	3993		
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
食料品・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	4424
総計	25628

■リンク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 10 business days, starting from the first business day following the end of the posting

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.



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	Start 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 10 business days, starting from the first business day following the end of the posting

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.

Entry Field

- 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.

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.

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 Toyokeizai 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 ***



This menu aims to acquire customer information by using article ads and PDFs as hooks. We will create the landing page and white paper.




PDF

Landing Page

Questionnaire page

Questionnaire

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.
PDF	The quoted price includes the production of a 2-page PDF; if you would like a 4-page PDF, an additional fee of 500,000 yen will be charged.
Guide	We will create and post the space while monitoring the availability. We will also distribute it in our e-mail magazine.

Implementation fees

¥2.5 million-
(w/o tax)

Estimated lead acquisition period

4-8 weeks

Report submission target

Within 10 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.

- Basic Fields
- Family name
- Place of Employment
- Type of Business
- Department name
- Job Title
- Work Address
- E-mail address
- Phone Number
- Cell phone number

*One to three additional questions can be added.

This menu aims to acquire customer information with the white paper provided by the advertiser as a hook.



E-mail magazine

Questionnaire Page



Contents (PDF)

Questionnaire

- Basic Fields
- Family name
- Place of Employment
- Type of Business
- Department name
- Job Title
- Work Address
- E-mail address
- Phone Number
- Cell phone number

*One to three additional questions can be added.

Implementation fees

¥2.2 million-
(w/o tax)

Estimated lead acquisition period

4-8 weeks

Report submission target

Within 10 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.

Appearing Terms

Run until the subscription goal is achieved

Guide

We will create and post the space while monitoring the availability.
We will also distribute it in our e-mail magazine.

An option for a magazine advertorial repost on Toyo Keizai 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

Editorial Design Advertorial

¥1.7 million–
(w/o tax)



Guaranteed no. of
10,000PV

¥2.3 million–
(w/o tax)



Guaranteed no. of
20,000PV

Mail Advertorial

¥1.8 million–
(w/o tax)



The estimated number
of email
500,000

Submission deadline

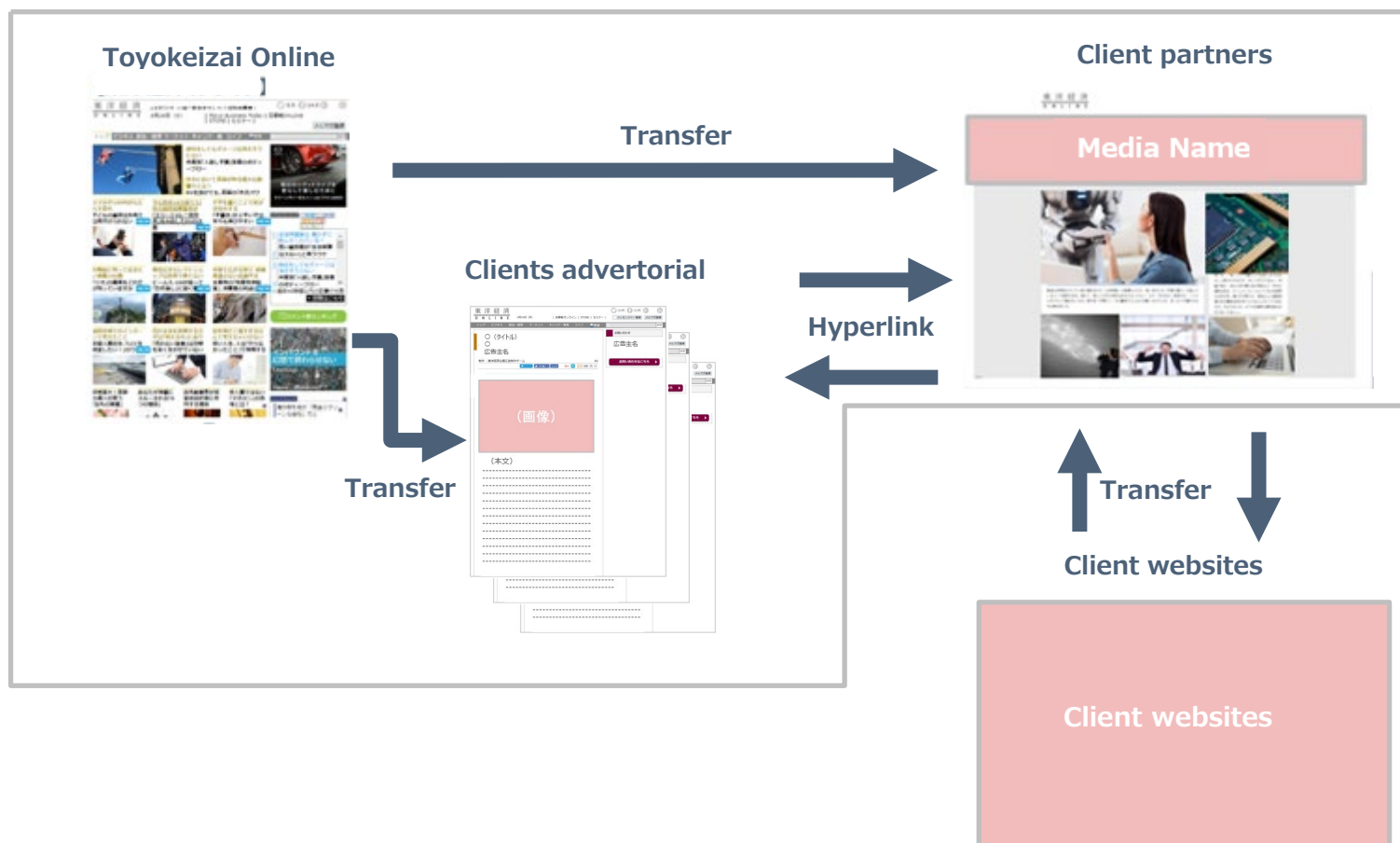
10 business days in advance.
Late submission incurs a
50,000-yen special fee.

Report submission target

Within 10 business days
after distribution ends

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

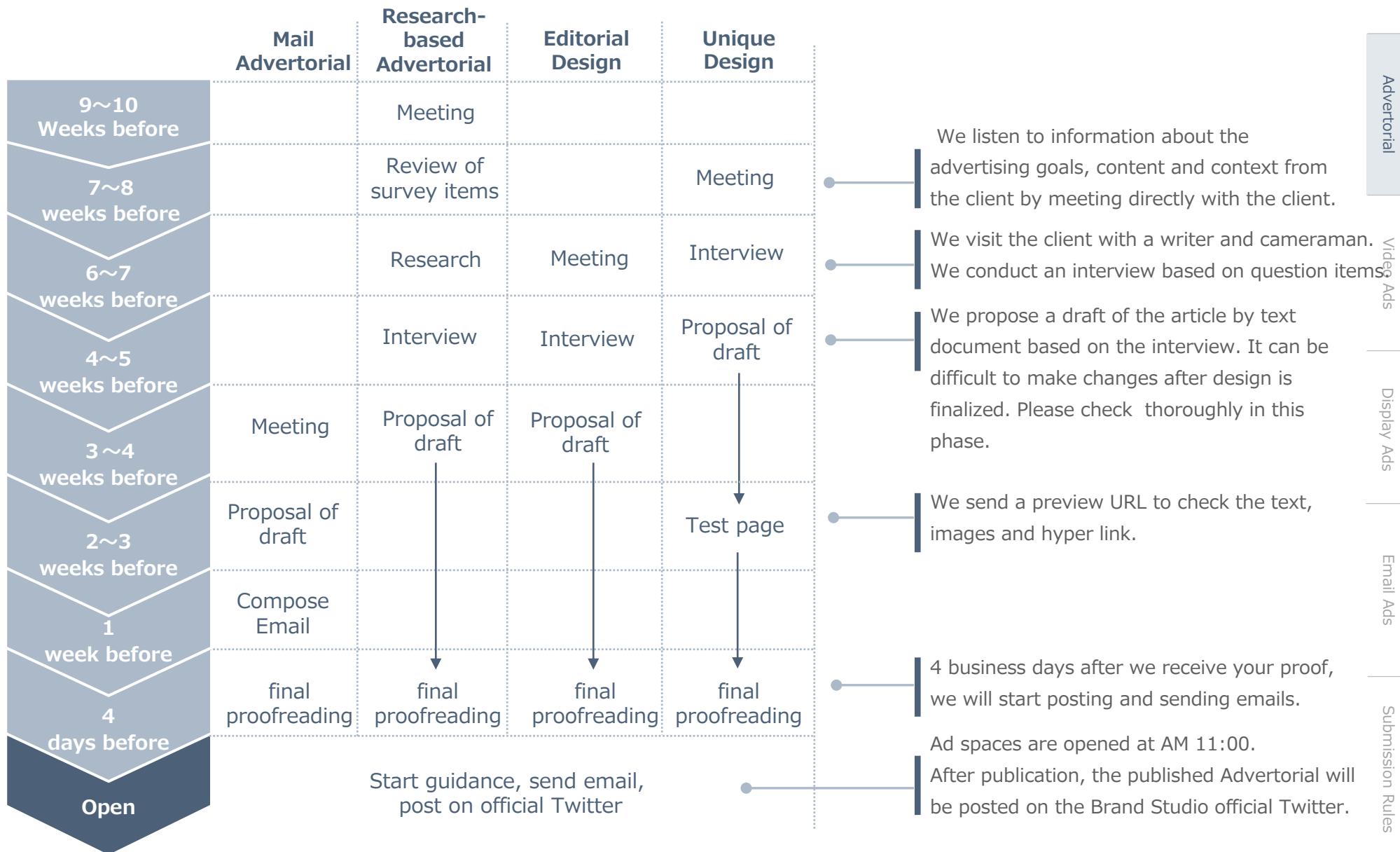


Implementation fees

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.



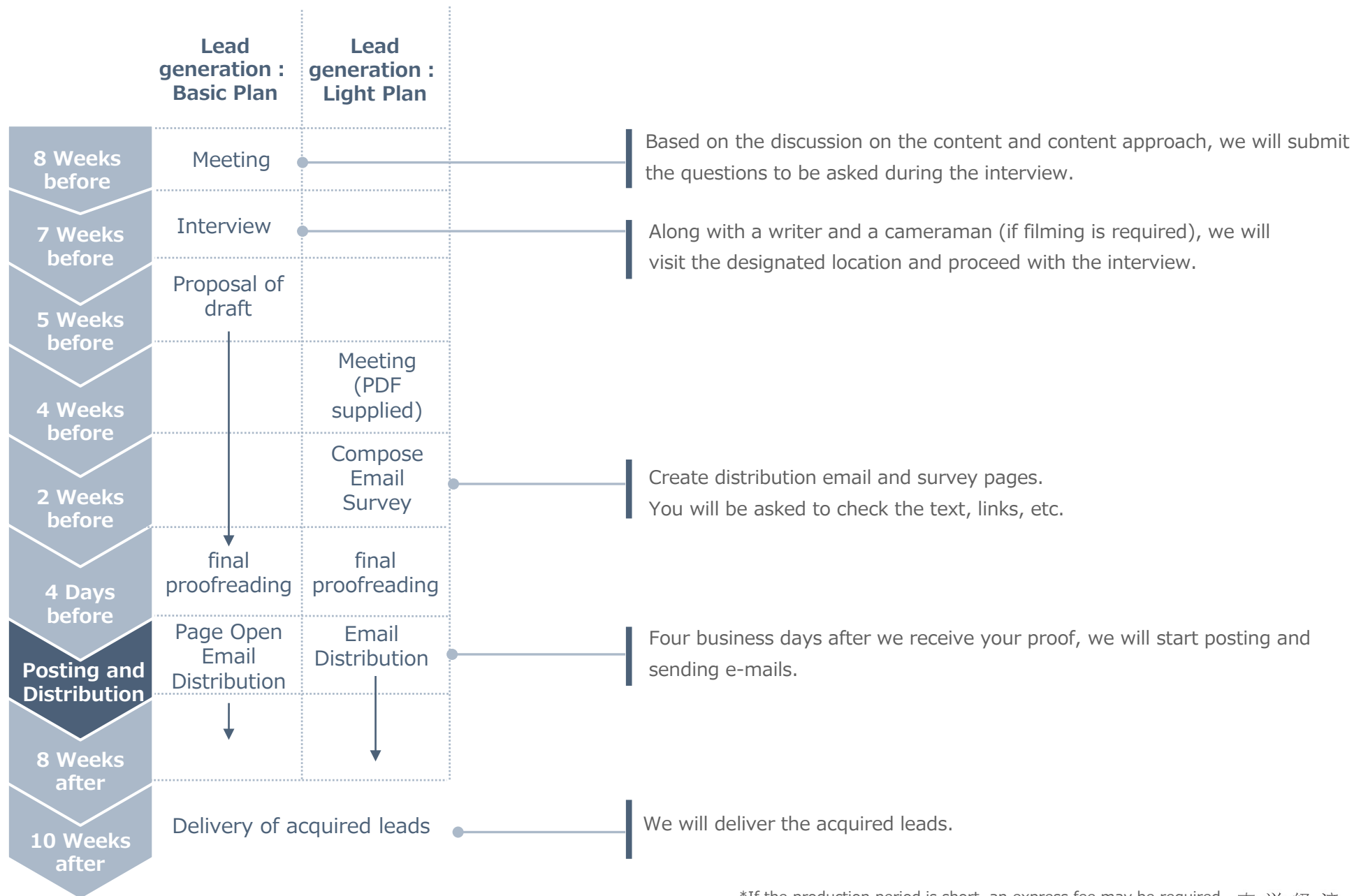
Advertorial

Video Ads

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

Top

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 Toyokezai Topics / Text PC Toyokezai Topics

Image&Text PC Trend library

Text PC Trend library

Text PC Trend watch

Image&Small text PC Topic board

SP

TOP

Image&Text SP

Image&Text SP Rectangle Type

Panel SP Long serialized advertorial Space

Rectangle SP Below article

Image&Text SP

Email

New Topics Email

Toyokezai Email

Optional ad spaces

Advertorial ad spaces

Long serialized advertorial ad spaces

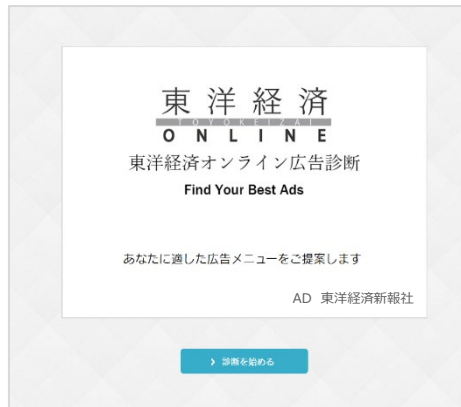
The URL of the published article ad will be posted organically on the official Twitter of the Toyo Keizai Brand Studio.

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.

- 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

Additional fees

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

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. 東洋経済

O N L I N E

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 10 business days after distribution ends

Advertorial

Video Ads

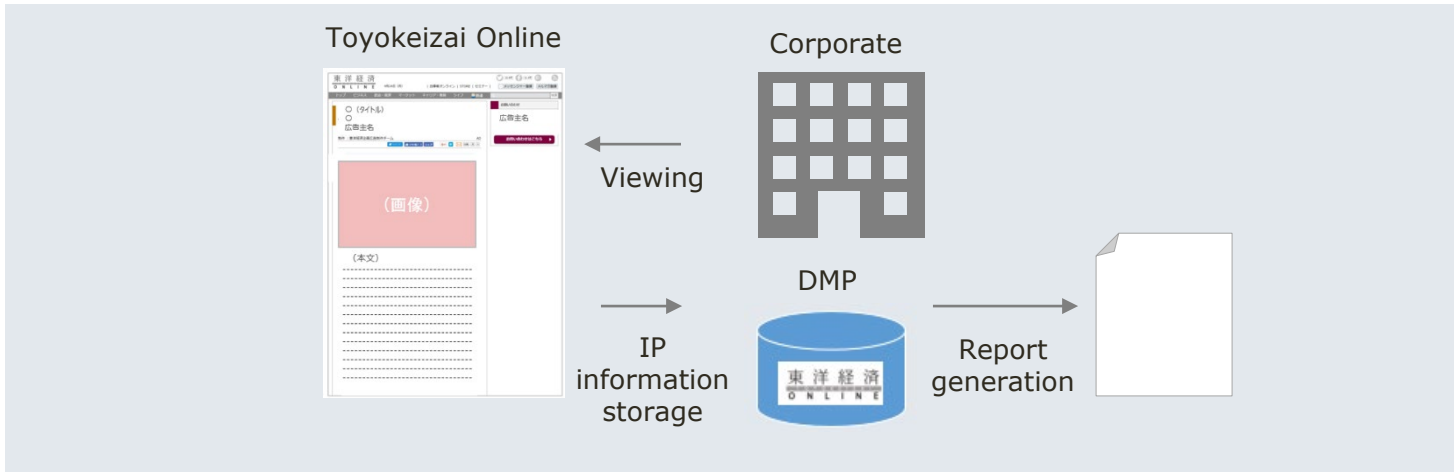
Display Ads

Email Ads

Submission Rules

Access Company Report

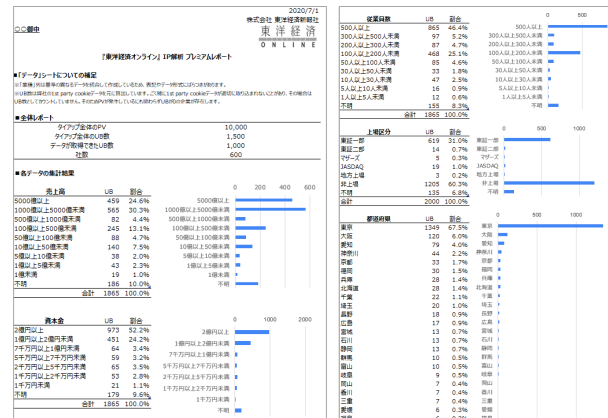
Based on the IP information, we will report which companies accessed your article ads, including the company information.



Items to be reported

Prefecture of access source	Date of establishment
Company name	Capital stock
UB・PV	Number of employee
Zip code of the head office	Net Sales
Address of head office	Website Address
Telephone number of the head office	Corporate Number
Fax number of the head office	Industry Category

Sample



Implementation fees

¥200,000
(w/o tax)

Report submission target

Within 10 business days after distribution ends

Advertorial

Video Ads

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
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Display Ads

Viewable Rectangles (PC&SP)	32	49~	¥ 500,000~
Double Rectangles 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	Price: quote required
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	Price: quote required
Bookmaking	4 page/1,000 units is the basic plan	Any time	—	

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
Gunosy	Display in news infeed area. Available some targeting, age, sex, area and interest.	Gunosy Media Boost	ALL	10,000 Click guarantee	¥500,000
			Segmentation to Business	7,500 Click guarantee	
			ALL	20,000 Click guarantee	¥800,000
			Segmentation to Business	14,285 Click 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 Men Man Channel	2,700Click guarantee	¥400,000
			For Women Woman Channel		
			For Men Man Channel	5,600Click guarantee	¥750,000
			For Women Woman 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.

Use article advertising content in other ways.

【Additional guidance】

	About	備考	
Secondary use in other media	Please let us know which media you will use. We can create a banner to guide you.	URL with parameters with parameters. As a general rule, this service is limited to use on the advertiser's website, internal documents, etc. If you wish to use it for other purposes, we will ask you	For more details and prices, please contact us.
Own website Owned media Use of in-house SNS	Please let us know which media you will use. We can create a banner to guide you.	URL with parameters with parameters.	

【Secondary use】

	概要	備考
Provision of materials	Text (cannot be edited) Image data (can be trimmed) Please specify the source of the data. e.g. "From the Toyo Keizai Online article advertisement".	Delivery will be made after the completion of our induction. For more details and prices, please contact us.
Unprinting	It can be developed into a real tool. The basic plan is 4 pages/1,000 copies.	—

【Tag installation】

	概要	実施金額	備考
Tag placement	Tags can be installed. Please contact us for details.	200,000yen	For more details and prices, please contact us.

Video Ads

- YouTube Tie-up Menu: Light Plan
- YouTube Tie-up Menu: Native Plan

This plan allows you to post original videos produced by our company on the “Toyo Keizai Online YouTube Channel” and distribute advertisements on YouTube. With the catchphrase “economic news that you can understand just by watching and listening,” we have been delivering video content on YouTube every day since March 2021.

You can view the editorial articles on the Toyo Keizai Online website in an easy-to-understand video format.

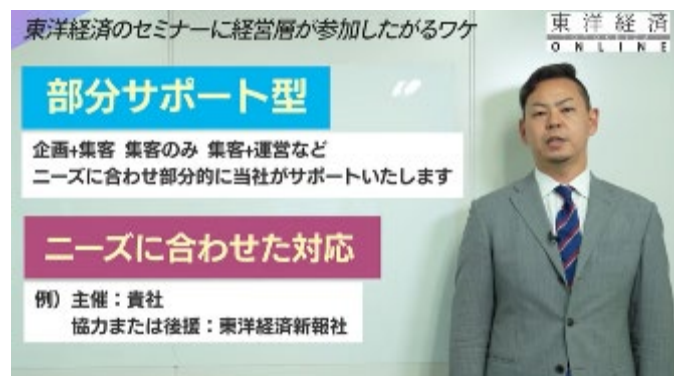
***In order to prevent the spread of the new coronavirus, meetings, interviews, and filming will be conducted remotely using video conferencing tools. Please inquire about the possibility of publication.**

34

35

Toyo Keizai will produce a video in accordance with the prescribed format that we have prepared. In a presentation style, we will deliver your company's issues in a clear and concise manner.

実施イメージ



- ◆ In principle, location for filming will be those designated by Toyo Keizai.

Contents

Contents Volume	Video duration: 1 minute to 15 minutes Depending on the content, the summary section is also created.
Appearing Terms	Assumed for 4 weeks (*Archive for 1 year after publication ends)
Location	Toyo Keizai designated location
Credits	The promotion will be mentioned in the video. Toyo Keizai Brand Studio will be mentioned before and after the video. Logo will be included in the video.
Contact	The contact information will be clearly indicated in the summary field.

Option

Digest Video	Video content can be summarized in 30 seconds or less. Please contact us for details.
Promotional use	Video can also be used for in-store promotion. Please contact us for details.
Owned media	Video can also be used for your company's owned media. Please contact us for details.
SNS boosting	By using Twitter or Facebook's ad distribution function, video views can be increased. Please contact us for more details.

実施料金

¥3.0 million-
(w/o tax)



保証再生回数
50,000回
(AD配信含む)

Report submission target

Within 7 business days after distribution ends

About production

Assignment of experts and filming at locations other than those specified will not be accepted.

Other additional costs

In case of a short production period, an express fee may be required.

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.

Introduce your services and products in accordance with the regular video format of Toyo Keizai Online. The video can be produced according to your request, such as in a dialogue format, with an official Toyo Keizai Online YouTube reporter, or in an expert assignment format.

実施イメージ



◆In principle, location for filming will be those designated by Toyo Keizai.

Contents

Contents Volume	Video duration: 1 minute to 15 minutes Depending on the content, the summary section is also created.
Appearing Terms	Assumed for 4 weeks (*Archive for 1 year after publication ends)
Location	Toyo Keizai designated location
Credits	The promotion will be mentioned in the video. Toyo Keizai Brand Studio will be mentioned before and after the video. Logo will be included in the video.
Contact	The contact information will be clearly indicated in the summary field.

Option

Digest Video	Video content can be summarized in 30 seconds or less. Please contact us for details.
Promotional use	Video can also be used for in-store promotion. Please contact us for details.
Owned media	Video can also be used for your company's owned media. Please contact us for details..
SNS boosting	By using Twitter or Facebook's ad distribution function, video views can be increased. Please contact us for more details.

実施料金

¥6.0 million-
(w/o tax)



Number of guaranteed views

50,000 times
(including AD distribution))

Report submission target

Within 7 business days after distribution ends

Additional fees

Additional fees may be incurred in the following cases.

If the location is to be specified (actual costs and expenses will be quoted)

When using experts in the field

If the content production takes a long time

When the production period is short and an express fee is required.

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.

※In order to prevent the spread of the new coronavirus, meetings, interviews, and filming may be conducted remotely using video conferencing tools.

A sample video can be viewed below.

It will consist of three parts, assuming a presentation format, a dialogue format, and an expert assignment format.

Presentation style 0:16



サンプル動画
はコチラ

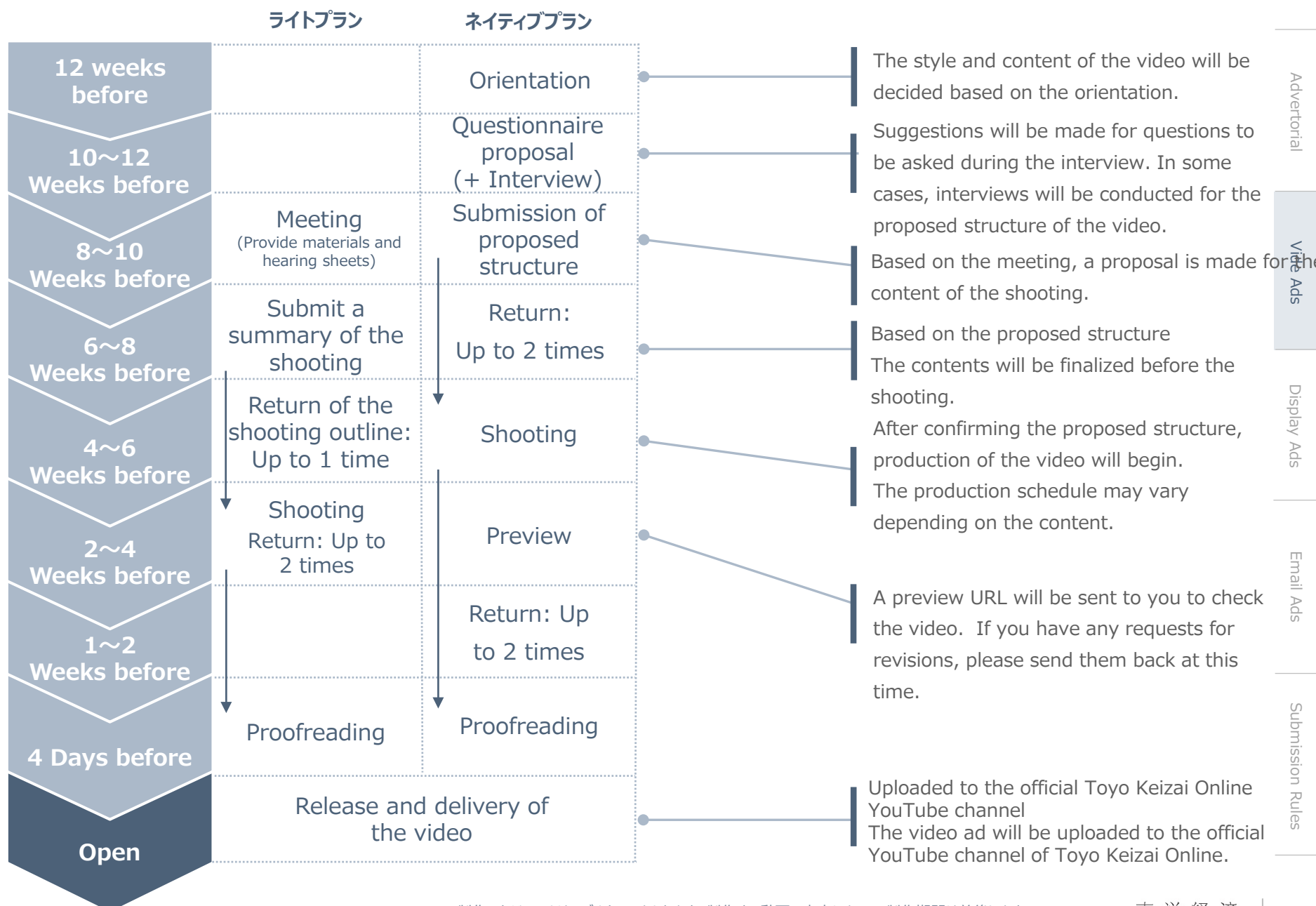


Conversation style 3:19~



Assigning experts style 5:42~





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.**

■ Viewable Rectangle Advertising	39
■ Viewable Rectangle Video	40
■ Targeting Rectangle Advertising	41
■ Targeting Infeed Advertising	43
■ Double Rectangle	44
■ Guaranteed click advertising	45
■ Inter scroll SP	46
■ Panel SP Header	47
■ Billboard SP/Billboard PC	48
■ One-day Exclusive Ad (billboard SP + Gate PC)	49
■ Gate PC	50
■ In-Read Video SP	51
■ In-Read Video PC	52

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
Top Page, Article Page	Rectangle SP below article	From 1 week	Width 300px × height 250 px.	Displayed on both PCs and smartphones
	Rectangle SP within article			
	Rectangle SP below article summary			
	First rectangle PC Second rectangle PC			

*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 10 business days
after distribution ends

Additional fee

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

Rectangle frame for displaying video material. It is based on IAS (Integral Ad Science) viewability measurement. If more than 50% of the banner area is displayed for more than 1 second, the budget will be used.



Rectangle SP Article Bottom Rectangle SP article middle



Rectangle PC First・Second

Page	Frame	Display	Period	Size	
Top Page, Article Page	Rectangle SP Article Bottom Rectangle SP article middle Rectangle PC First Rectangle PC Second	Rotation	1week～	Aspect16 : 9	Both PC and SP devices will be used

*We do not guarantee a minimum of one week or an end date.

*Please refer to page 71 for submission details.

*The ad area will be 300px on the left and right and 250px on the top and bottom.

*Formats combining video and still images are also possible. For details, please refer to the submission rules.

Toyo Keizai Online Media Guide

実施料金

¥1.0 million-
(w/o tax)



Guarantee of imp
400,000vimp ※

1vimp is an imp that is displayed for more than 1 second on 1/2 of the banner area.

Submission deadline

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

Report submission target

Within 10 business days after distribution ends
Additional fee
If you wish to place measurement tags in articles, an additional fee will be charged. Tags must be submitted as one file (txt format) per tag.

Image

Only Video :



Video and still images



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		start 1 week	¥2,500	Width 300px × height 250px.
Long term	First rectangle PC	Rotation	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 10 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.

Additional fee

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

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 300px × height 250px	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 10 business days after distribution ends

Category	Age	Household income	Job type	Classification	Industry
■ Business	■ 20s	■ ¥4–6 million	■ Management	■ Tokyo Stock Exchange First Section	■ Agriculture, Forestry
■ Politics & Economics	■ 30s	■ ¥6–8 million	■ Sales & Marketing	■ Tokyo Stock Exchange Second Section	■ Construction
■ Market	■ 40s	■ ¥8–10 million	■ IT/Engineering	■ JASDAQ	■ Manufacturing
■ Career & Education	■ 50s	■ ¥10–15 million	■ General Affairs / Human Resources	■ Mothers	■ Wholesale, Retail
■ Life	■ More than 60	■ More than ¥15 million–	■ Accounting & Finance	■ Local Listing	■ Finance and Insurance
■ Train	Sex	Household structure	Interests	■ Unlisted	■ Real Estate and Goods Rental
■ Automobile	■ Male	■ Husband and wife	■ Money		■ Information and Communication
	■ Female	■ Single	■ Luxury car		■ Transportation and Postal Services
		■ Have a child	■ Investment		■ Service Industry (Other)
	Position	Corporate size	■ House and real estate	Annual sales	■ Electricity, Gas, Heat Distribution, Water Supply
	■ Corporate manager	■ Big company	■ Health	■ Less than ¥10 billion	■ Public Service
	■ General employee, staff	■ Small company	■ Job change	■ ¥10 billion~ ¥100 billion	■ Education and Learning Support
	■ Public servant	High class	■ Self education	■ More than ¥100 billion	■ Medical Care, Welfare
	■ Independent business	■ Manager	■ School education		■ Accommodation, Food and Beverage Services
	■ Housewife/Househusb and	■ High earner			■ Academic research, professional and technical services
	■ Student				■ Life Related Services, Entertainment
	Area of residence				
	47 Prefectures				

Advertorial

Video Ads

Display Ads

Email Ads

Submission Rules

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 10 business days after distribution ends

Additional fee

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

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 10 business days after distribution ends

Additional fee

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

This is a rich format ad frame displayed at the bottom of the article. By scrolling in the frame the entire creative can be seen by scrolling within the frame, which is impactful enough.



Page	How to display	想定掲載期間	広告サイズ
Article Page	Scroll	4weeks~	300px×600px

*The minimum length of time is 4 weeks, and the end date is not guaranteed.

*Please refer to page 71 of the submission rules for details.

*Please refer to page 71 for details.

Implementation fees

¥2.0 million-
(w/o tax)



Guarantee no. of imp
500,000imp

Submission deadline

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

Report submission target

Within 10 business days
after distribution ends

Additional fee

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

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 10 business days
after distribution ends

Additional fee

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

	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 320px × height 100px

*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
sp version



Top page of the PC version



First articles page of the PC version

	Position	Display	Period	imp unit cost	Ad size
Billboard SP (still image)	Articles page			5yen	Width 320px x height 180px
Billboard SP (video)				7yen	Width 320px x height 180px
Billboard PC (still image)	Top page Each category page First articles page	Rotation	From 1 week	5yen	Width 970px x height 250px
Billboard PC (still image + video)				7yen	Still image Width 526px x height 250px 【動画】Width 1920px x height 1080px (within 16:9) * Resize

*Minimum 1-week posting period without the final day guaranteed.
Toyo Keizai Online Media Guide

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 10 business days
after distribution ends

Additional fee

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

Notes

For video and still image +
video, there will be a closed
button in the upper right
corner and an audio on/off
button in the lower right
corner. If you do not want
these buttons to overlap on
the creative, please submit a
creative that is 40px left and
right x 40px top and bottom.

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.
80,000 imp.

Submission deadline

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

Report submission target

Within 10 business days
after distribution ends

Additional fee

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

Notes

Creative may not fit in the left and right columns of the gate depending on the PC environment and the user's browser. Please be careful not to include creative elements that should not be missing in the left and right pillars.

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 1,020px × height 80 px. Side banner: width 145px × height 600 px. Rectangle: width 300px × height 250 px. Billboard SP: width 320px × height 180 px.

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 10 business days
after distribution ends

Additional fee

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

Notes

Creative may not fit in the left and
right columns of the gate
depending on the PC environment
and the user's browser. Please be
careful not to include creative
elements that should not be
missing in the left and right pillars.

	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 1,020px × height 80 px. Side banner: width 145px × height 600 px. Rectangle: width 300px × 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 10 business days
after distribution ends

Additional fee

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

*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 320px × height 180 px.

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

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 10 business days
after distribution ends

Additional fee

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

*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 640px × height 360 px.

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

Tags prepared by your company can be placed in display ads.

【タグ設置】

	About	Fee	Other
Tag placement	Please contact us for details.	200,000円	Please see page 73 for details.

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	55
■ Toyo Keizai Email/Toyo Keizai Targeting Email	56

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. 500,000

*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

¥ 5 00,000
(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.

Adventorial

Video Ads

Display Ads

Email Ads

Submission Rules

Manuscript specifications

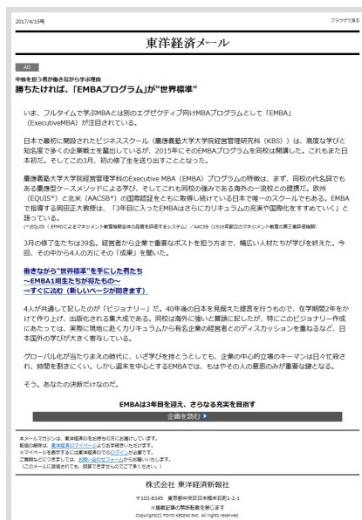
Fee (w/o tax)

Toyo Keizai Online Editors
Email ad frame

Image: 520 px × 292 px (Display size 260 px × 146 px) /
Title: No more than 22 characters /
Body: No more than 100 characters (+ URL)

¥300,000

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

Approx. 500,000

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

Day

Distributed daily

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

*Format examples are available.

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

¥1.5 million
(w/o tax)

Targeting email

¥500,000-
(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. 480,000	¥1,300,000
Toyo Keizai Targeting Email	—	—	Starting at ¥80 per email, ¥300,000-

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

■ Macro 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

Advertorial

Video Ads

Display Ads

Email Ads

Submission Rules

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

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

*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 600px × height 500 px.	No more than 150 KB
Double rectangle	Width 600px × height 1000 px.	No more than 150 KB

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

We can accept up to two manuscripts per week.

The deadline for submitting a replacement manuscript is also 10 business days prior to the start of the publication of the project itself.

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 (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.
- After clicking on a banner ad, do not open it in the same tab.

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 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)

Panel SP Header Submission Rules

Submission deadline

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

Image manuscripts

GIF, JPG, PNG

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

Specifications/submitted manuscript

Advertising Menu	Image size	File size
Panel SP Header	Width 640px × height 200px. (submission size) Width 320px × height 100px. (display size)	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)

Targeted In-feed Click Guaranteed Ads Submission Rules

Submission deadline

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

Number of Submission

Please submit at least three sets of the following manuscripts.

Targeted in-feed manuscript format

Text: 20 to 22 double-byte characters

Image: Width 640 x height 360px.(submission size) Width 320 x height 180px.(display size) GIF (animated GIFs are not acceptable), JPG 100KB max.

*Please do not write the text manuscript directly in the body of the e-mail, but submit the manuscript created with a text editor as a file attachment.

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 ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ (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.

Warnings

*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)

*We will review all manuscripts submitted for publication. We may ask you to revise your manuscript before or after publication.

Guaranteed Click Ads Manuscript Format

Text (main title): 22 characters or less

Text (subtitle): 21 characters or less

Image: Width 640 x height 360px.(submission size) Width 320 x height 180px.(display size) GIF (animated GIFs are not acceptable), JPG 100KB max.

*Please do not write the text manuscript directly in the body of the e-mail, but submit the manuscript created with a text editor as a file attachment.

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

- Google Chrome latest version
- Microsoft Edge latest version (for Windows 10)
- Safari latest version

*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 640px × height 360 px.	Within 3 MB	15–30 sec.	Video: 1,000 kbps Sound: 64 kbps
	flv	H.263	AAC	Width 640px × height 360 px.	Within 3 MB	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

- Google Chrome latest version
- Microsoft Edge latest version (for Windows 10)
- Safari latest version

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

One-day exclusive ad background color

	White	#FFFFFF		Light green	#F0FF00
	Light pink	#FFF0F5		Light yellow	#FFFFE0
	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 1920px × 1080px. (16:9)

At the time of distribution, videos will be distributed at 320px × 180px. 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 970px × height 250px.

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 640 x height 360px.(submission size) Width 320 x height 180px.(display size)

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 526px × height 250px.
 Video submission guidelines
 Format: MP4
 Size: No more than 1920px × 1080px. (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.

Viewable Rectangle Video, Interscroller SP Ad Submission Rules

Viewable Rectangle Video

Number of simultaneous submissions: 1 (cannot be replaced)
 Linked URL: 1
 ALT text: Not allowed

Format: MP4 (H264)
 Size: 1920px left/right × 1080px top/bottom (aspect ratio 16:9) or less
 300px × 80px for combined video and still image format
 (File format: PNG / JPG / GIF (animated GIFs are not acceptable).
 (As a rule, file size should not exceed 100KB).
 Capacity: 20 MB or less
 Length: 15 or 30 seconds or less

Interscroller SP

Number of simultaneous submissions: 1 (cannot be replaced)
 Linked URL: 1
 ALT text: Not allowed

Format: JPG, PNG
 Size: within 300px left/right × 600px top/bottom
 Capacity: 300 KB or less

Common to all type Warnings

- * Please be sure to submit materials that have been approved by the copyright holder. Please note that we do not handle copyrights for materials.
- * We reserve the right to discontinue publication if we receive a claim from a user.
- * We may refuse to distribute or publish the material or request revisions to be made to the manuscript due to user complaints, usability considerations, etc.
- * 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.

Tag Installation Rules

Advertorial

Tags that can be submitted are as follows.

	広告系タグ	計測系タグ	調査系タグ
Example	GDN,YDN etc...	negotiable	AccessMill etc...
Term	Guaranteed PV Achievement Period	Guaranteed PV Achievement Period	Guaranteed PV Achievement Period
Place	Advertorial	Advertorial	Advertorial

Display Ads

Tags that can be submitted are as follows.

	広告系タグ	計測系タグ	調査系タグ
Example	Not allowed	IAS etc...	Not allowed
Term	Not allowed	Guaranteed Achievement Period	Not allowed
Place	Not allowed	Display Ads	Not allowed

Warnings

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

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

Submission deadline

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

Manuscript format

Image: width 320px × height 180px. (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.

Characters that used in text manuscripts

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

*Some kanji characters not included in the list of characters in common use are excluded.

*The number of alphabetic characters may vary depending on the font.

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

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

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.

Toyo Keizai Inc. Business Promotion Department

Rules for the Publication of Advertisements / Disclaimer / Cancellation Policy

Standards for the Publication of Advertisements / Rejection of Advertisements

Standards for the Publication of Advertisements

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

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

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

Rejection of Advertisements and Responsibility of Advertisements

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

Materials to Be Prepared for Screening for the Publication of Advertisement

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

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

Screening Standards for the Publication of Advertisements

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

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

Business Categories and Conditions That Cause Advertisements to Be Rejected

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

Disclaimer

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

Precautions Regarding Expressions Used in Advertisements

- Advertisements must undergo pre-screening.
- Advertisements in the form of articles shall be clearly indicated with the designation “AD.” Misleading expressions that may be confused with articles published by the Company such as advertisements that cannot be clearly distinguished from Company contents, and advertisements with designs and contents similar to those of the Company must be avoided. Individual experiences included in advertisements in the form of articles must be attributable to actual persons who had said experiences.
- Media names cannot be used in pure advertisements. (Including for the destination of postcards. Use abbreviations or ID numbers.)
- Please refrain from using or including links to explicit sexual images or expressions, including genitalia or breasts.
- Please refrain from using or including links to obnoxious, cruel, or grotesque expressions or images that may cause readers or users to feel uncomfortable.
- The indication of “patented” can only be used in advertisements for products that have received patents. In such cases, the individual patent numbers should be included. Use of the indication “patent pending” is not allowed in advertisements.

<Expressions or Images Used in Internet Advertisements>

Advertisements that fall under any of the following may be rejected, or may require revision before publication is allowed:

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

Submission of Advertisements

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

Application for the Publication of Advertisements: Magazine Advertisements

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

- (1) Applicant information: Company name / Department / Name of the applicant / Address / Telephone number
Billing information (If different from applicant information): Address / Department / Name of the person in charge / Telephone number
 - (2) Content of the advertisement: Name of the advertiser (when an advertising company is the advertiser) / Name or the brand of the product to be advertised
 - (3) Content of application: Name of the medium used for advertisement / Date of publication / Name of the advertising space (menu) / Volume of the advertisement (number of pages, etc.)
 - (4) The advertisement fees (net amount excluding tax) / Date of application / Billing date / Payment date
- Please consult the Company for detailed information on front matter, placing the advertisement on the page facing the article, etc.
Due to matters relating to the layout of articles and advertisements, the Company may not be able to accommodate your wishes.

Cancellations: Magazine Advertisements

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

Pure Advertisements

Cancellation on and after the application deadline (four weeks prior to the date of the publication)–Up to eight business days prior to the date of the publication: 50 percent of the advertisement fees

Cancellation on and after the day of the completion of the proofreading (seven business days before the date of the publication): 100 percent of the advertisement fees

Advertisements Designed by the Company

Cancellation on and after the application deadline (seven weeks prior to the date of the publication)–Up to eight business days prior to the date of the publication: 50 percent of the advertisement fees and other actual costs

Cancellation on and after the day of the completion of the proofreading (seven business days prior to the date of the publication): 100 percent of the advertisement fees and other actual costs

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

Note: "Business Aspect" in Weekly Toyo Keizai sets cancellations fees after eight weeks prior to the date of publication at 100 percent of the advertisement fees and other actual costs (including the costs of employees dispatched to the applicant's place of business outside the Tokyo metropolitan area, honorariums for celebrities, special photographing and other creation costs).

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

Cancellations: Internet Advertisements

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

Pure Advertisements

Cancellation on and after the submission deadline: 100 percent of the advertisement fees

Advertisements Designed by the Company

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

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

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

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

Cancellations: Seminars

In the case of cancellation after the acceptance of the application or the signing of the contract, payment of the full sponsorship amount will be required.

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/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

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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

