

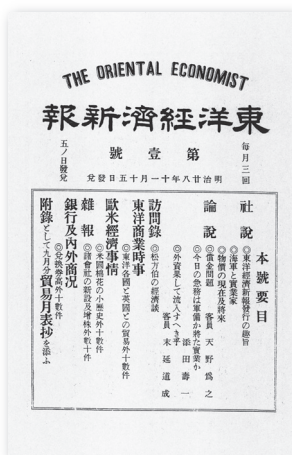
Weekly Toyo Keizai

週刊**東洋経済**

Media Guide

Weekly Toyo Keizai provides:

A wealth of information that only the Japan's oldest weekly magazine can offer.

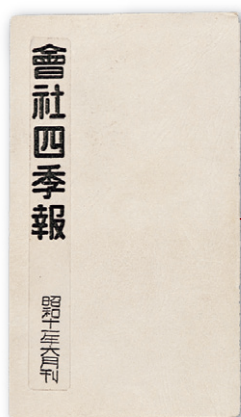
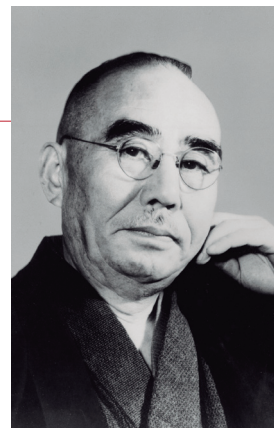


For over 120 years, striving to contribute to the sound development of an economic society

Toyo Keizai Shimpō (later Weekly Toyo Keizai) was founded in 1895 at the same time that Toyo Keizai started business. Even during the prewar and wartime periods of suppressed free speech, the magazine maintained a stance of liberalism, which is the company credo, and never halted its publication. Now the oldest weekly magazine in Japan, Weekly Toyo Keizai is positioned among the world's most influential business magazines in history, second to The Economist in Britain, and is fully committed to making the magazine worthy of readers' trust.

The spirit of the former Prime Minister **Tanzan Ishibashi** passed down through generations

Weekly Toyo Keizai professed itself to be “a watchdog for the government, an advisor to corporations, and a provider of information on the global economy” upon its foundation. Making a substantial contribution to the magazine's development was Tanzan Ishibashi, the 5th Managing Editor of Toyo Keizai Inc., and later Prime Minister of Japan. A straightforward realist with conviction, Ishibashi advocated “Shou-Nihon-shugi” (Small Japanism) in the magazine since before World War II, and confronted the Japanese government's military expansion and colonial domination. His spirit has been passed down to each and every employee of Toyo Keizai through generations.



Reporters assigned to over 3,600 listed companies

As a pioneer in corporate analyses, Toyo Keizai has published The Kaisha Shikiho, critical reading for stock investments, since 1936. Currently its reporters are assigned to all 3,600 plus listed companies. They not only analyze financial information, but decipher it with the keen eyes of reporters on the industry beat and write unique, original articles for every Toyo Keizai publication, including the Weekly Toyo Keizai.

Weekly Toyo Keizai has:

An editorial policy of providing its readers with information necessary for their decision-making processes and actions.

Editorial Policy

Since our foundation, the Weekly Toyo Keizai has been supported by its readers, who demand more-in-depth information.

They are not satisfied with the average reports in newspapers and seek analyses that go a step further to get to the core of those stories and predict every possible future scenario. These demanding readers have made us who we are right now.

We believe that our 120-plus-year history has been made possible because of the public's recognition of our record for continuing to report based on liberalism, democracy and the principle of international cooperation, and for our efforts to dig into real pieces of information at the forefront of business. We are proud to have so many enthusiastic readers who are dissatisfied with other media outlets and so choose the Weekly Toyo Keizai.

With the Kaisha Shikiho as our flagship, we extensively investigate all listed companies on a regular basis, and this approach makes a strong showing in covering corporate and industry news. We are also characterized by our attention to history and our commitment to reporting on international issues especially in China and other Asian countries. Even in an article on practical issues such as investment and healthcare, we try to have an economics point of view as its backbone to always promote the Toyo Keizai Way. We keep devoting ourselves to continuing to be the medium selected by business leaders and aspiring leaders who are mature readers seeking real information based on their independent thinking. We promise you can expect much from the Weekly Toyo Keizai in the future.

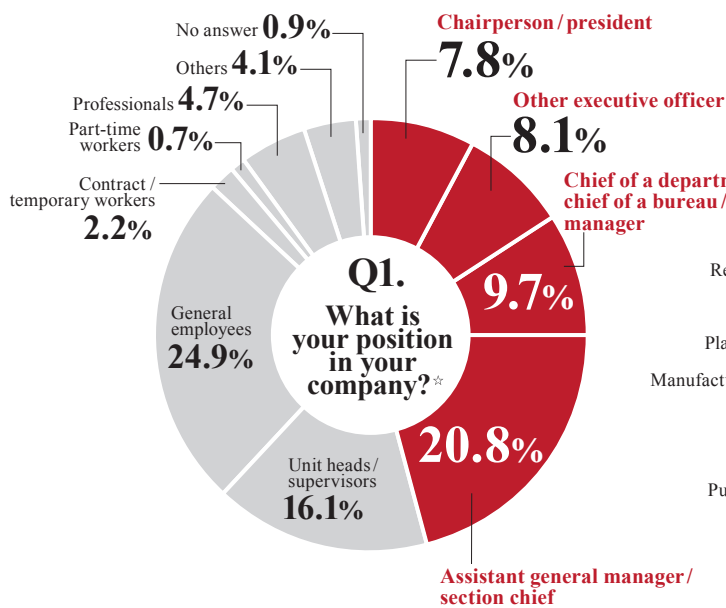
Cover story examples



Weekly Toyo Keizai is read by: Decision-makers in various lines of work.

Readers' positions in business

Approx. 50% are at the management level and play a pivotal role in running their companies.



Lines of work

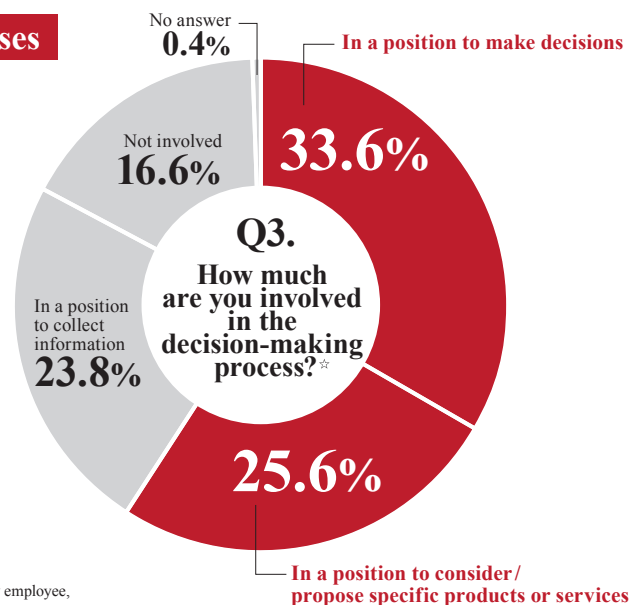
Approx. 20% of the readers are in general management/planning, followed by professional and sales.

Q2. What line of work are you in?*



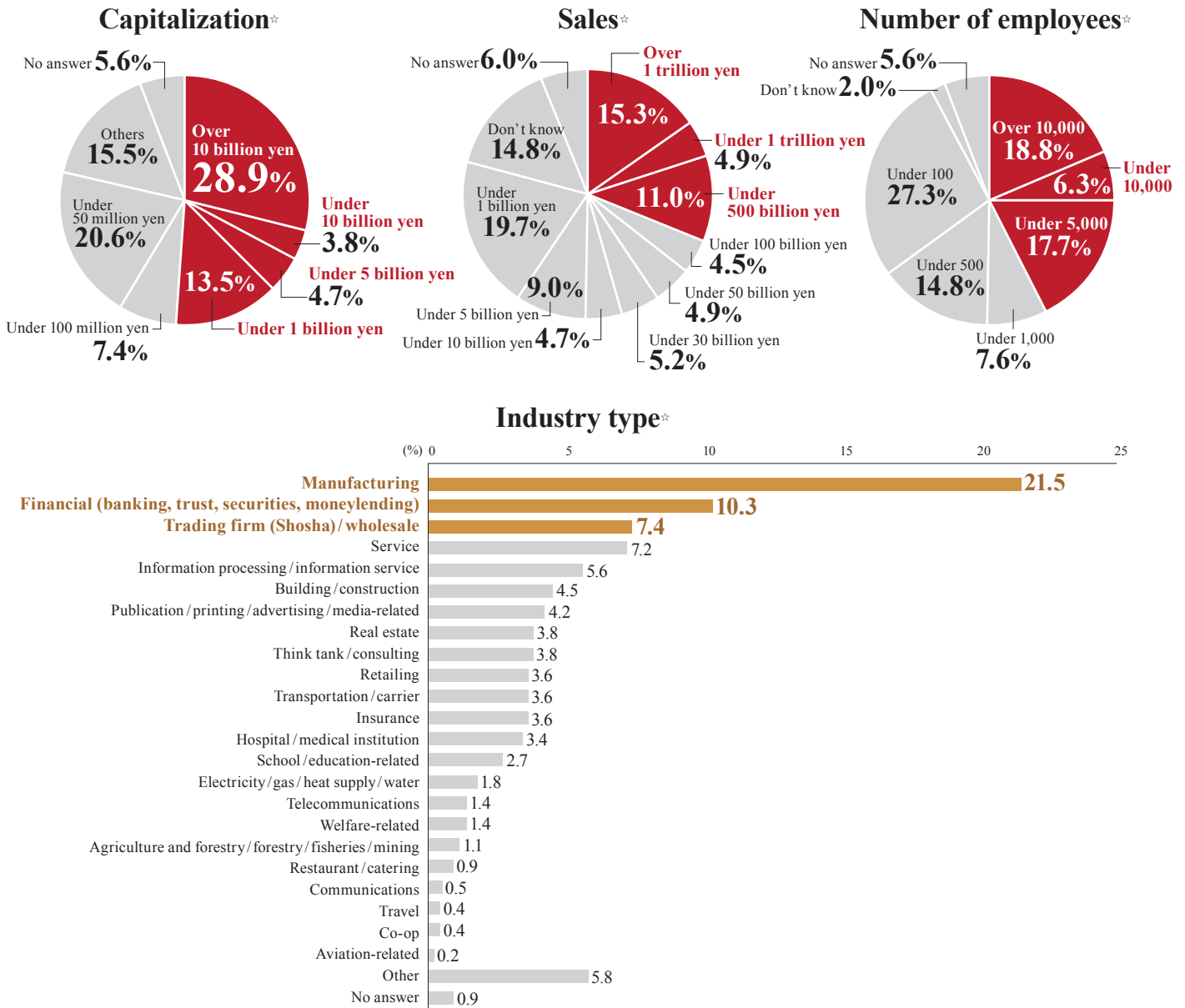
Readers' involvement in decision-making processes

Approx. 60% are involved in business decision making.

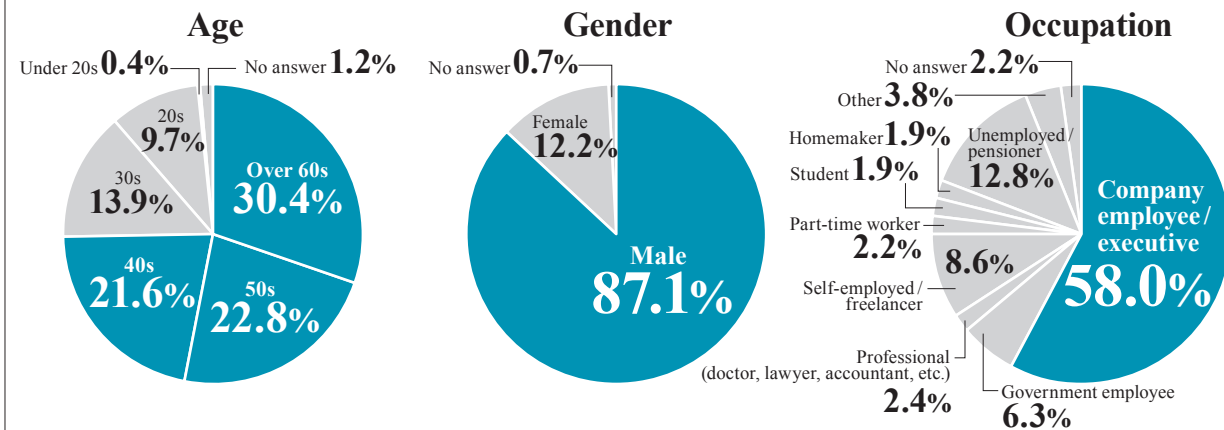


The* symbol denotes the tally from 554 respondents (75.3% of the total) that said they were either a company employee, a government employee, a professional or a self-employed.

Data on our readers' workplaces



Basic data on our readers

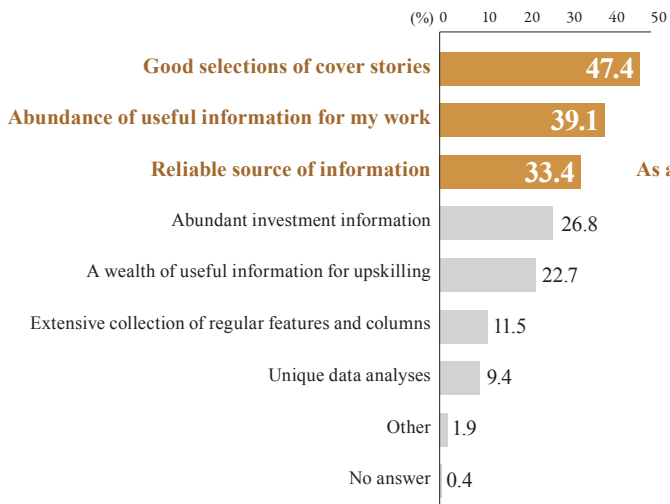


Weekly Toyo Keizai is read by: People who want to constantly improve themselves and also have a fulfilling private life.

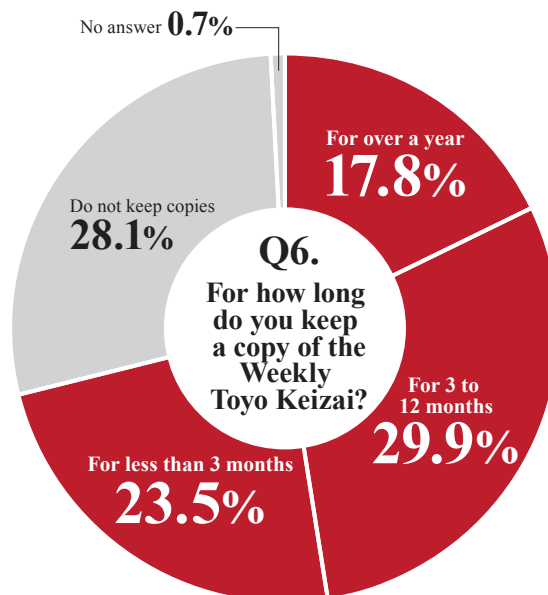
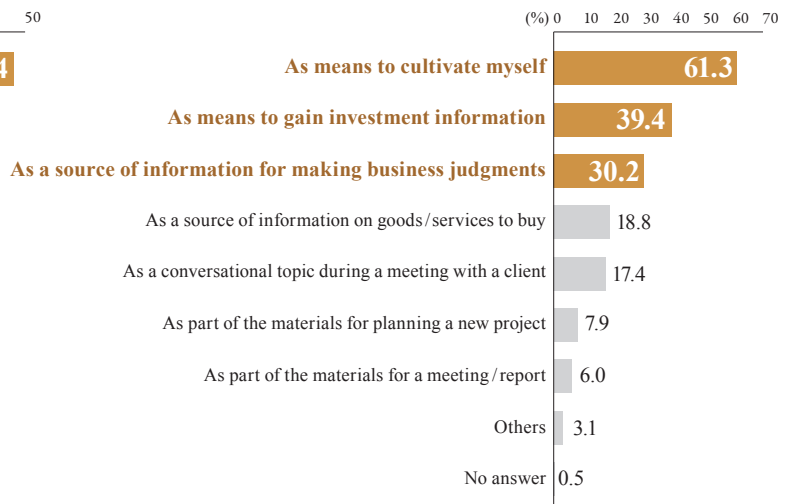
Reasons for subscription / usage methods

The majority of readers use the magazine for their work / improving their skills

Q4. Why do you read the Weekly Toyo Keizai?
 (Multiple answers acceptable)



Q5. How do you use the Weekly Toyo Keizai?
 (Multiple answers acceptable)



What our readers do for personal development

Many of them are ambitious and intellectually-motivated business people.

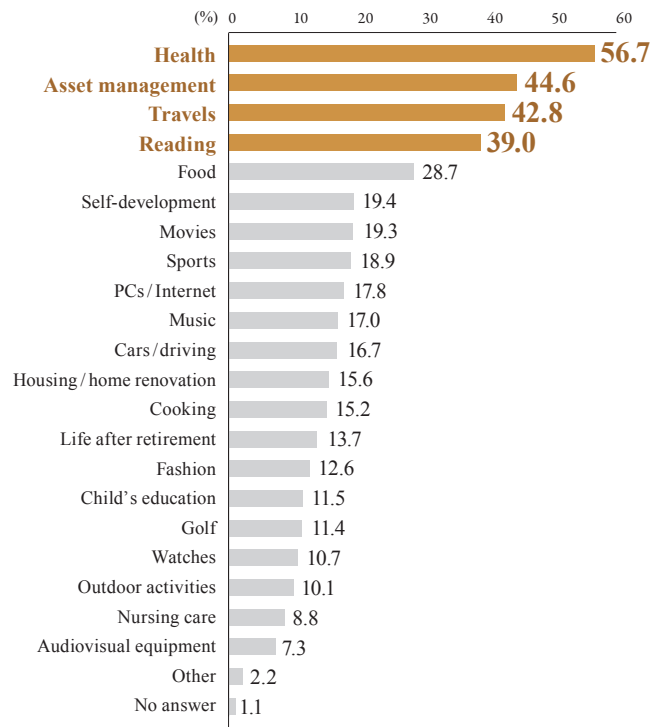
Q7. What are you interested in trying for personal development?
(Multiple answers acceptable)



Readers' interests

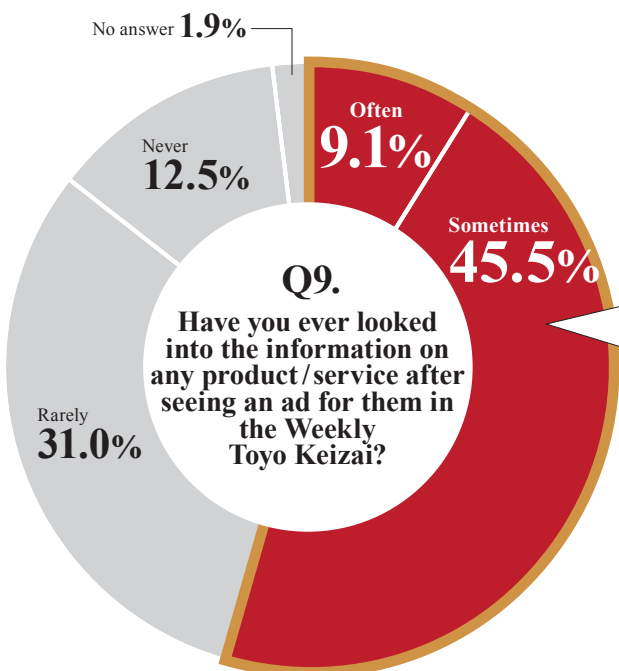
Having a fulfilling private life in such areas as health, travel and reading

Q8. What topics are you interested in?
(Multiple answers acceptable)

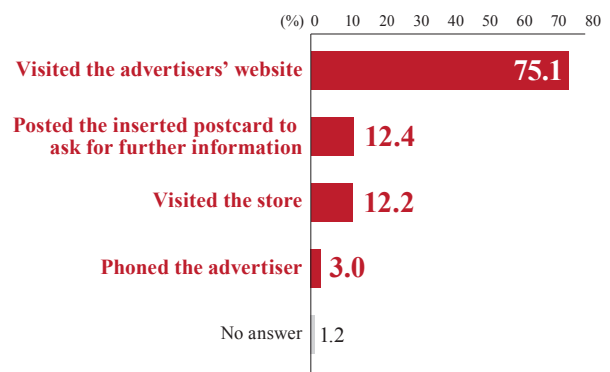


Readers' interest in advertisements in our magazine:

They consider ads as useful sources of information and are willing to use them to develop a better understanding of the goods/services.



Q10. How did you look into it?
(Multiple answers acceptable)

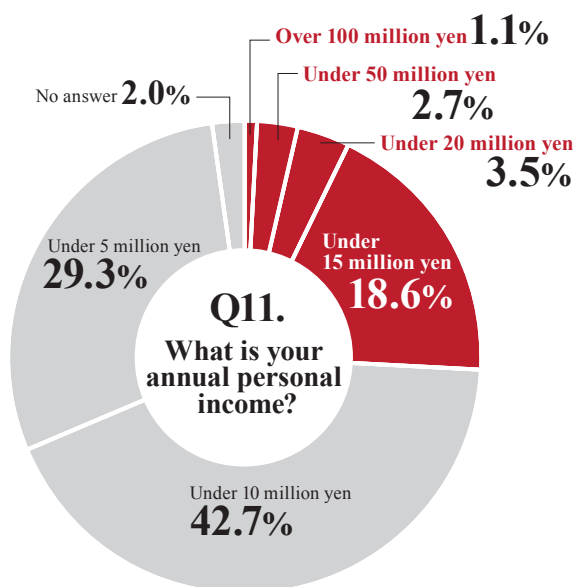


Weekly Toyo Keizai is read by:

High-income people with purchasing power who also are active in asset management.

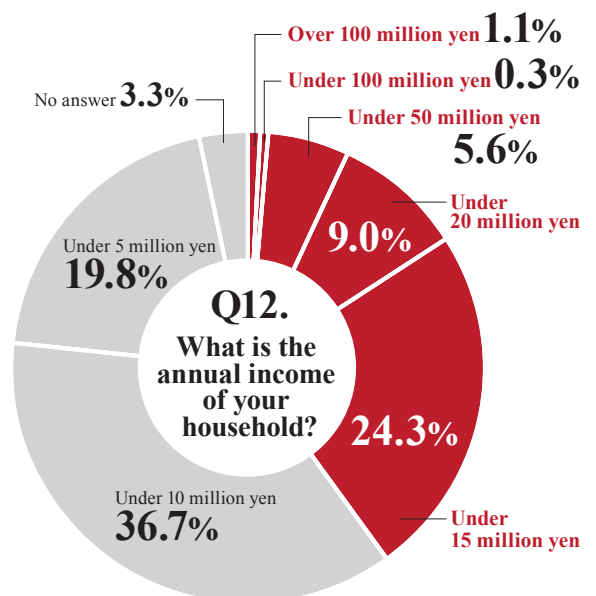
Annual personal income

Approx. 30% of the readers are high-income earners with annual incomes of over 10 million yen.



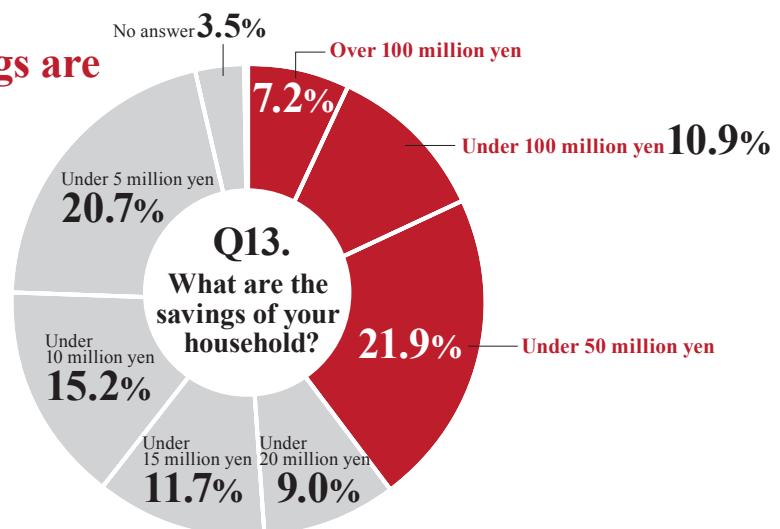
Readers' annual household income

Equally high level of household income as personal income



Readers' household savings

Focused on the future, our readers' average savings are 30.58 million yen

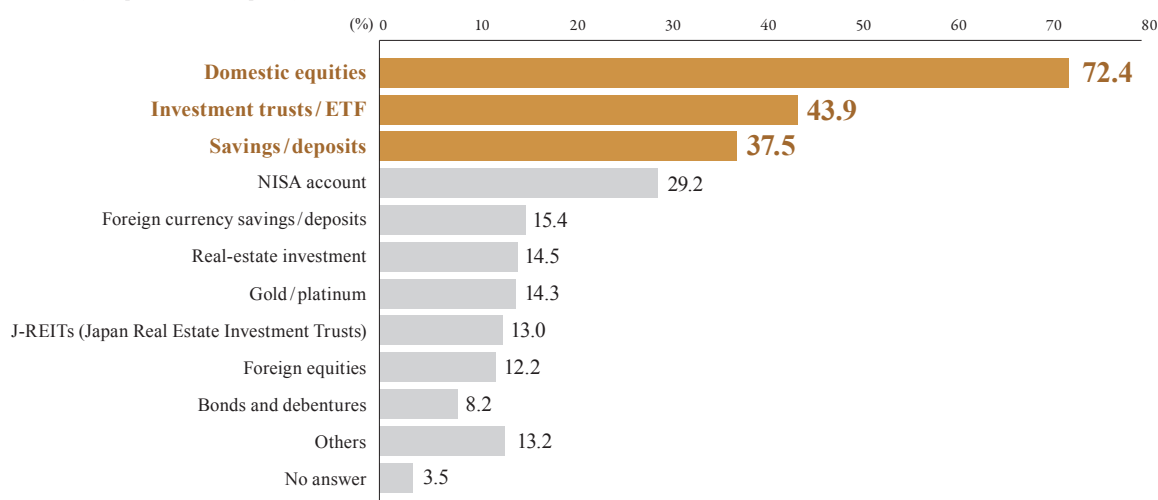


Asset management method(s)

High interest in all types of financial products with domestic equities at the top of the list

Q14. What type(s) of assets do you hold / asset management are you interested in?

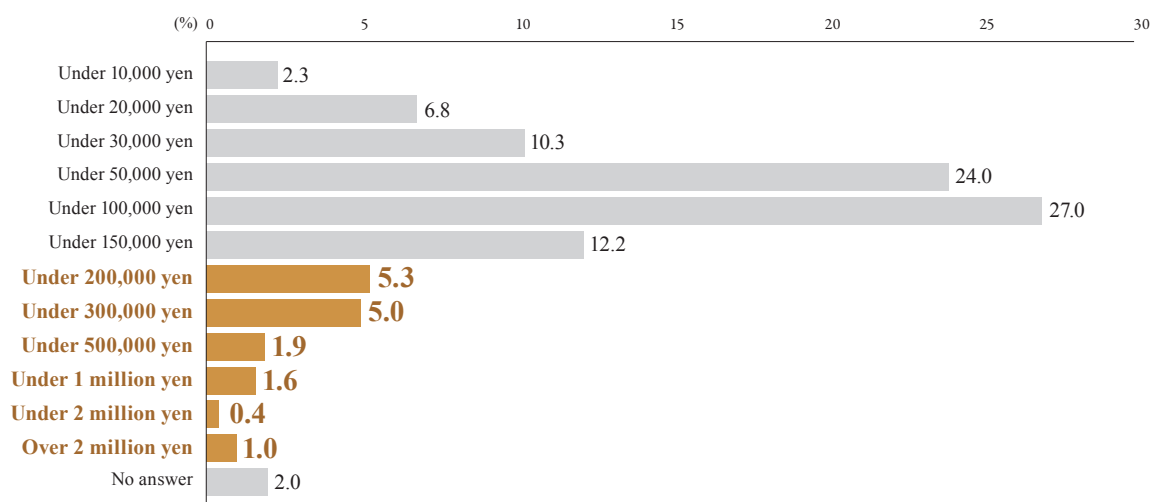
(Multiple answers acceptable)



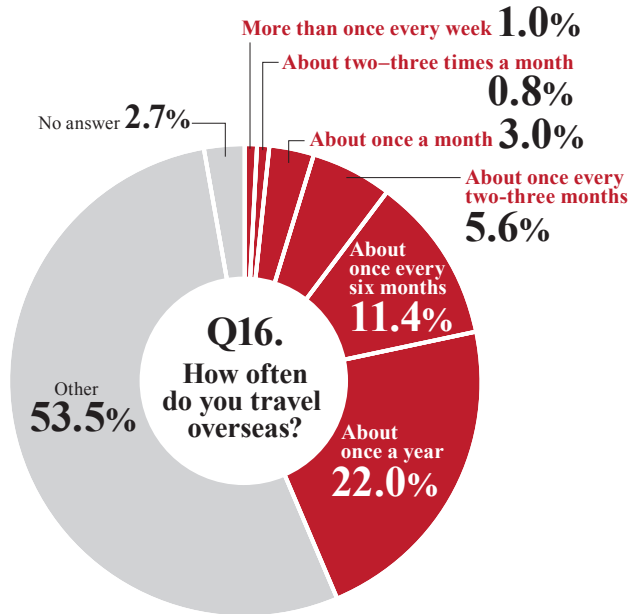
Amount of discretionary money

Approx. 15% of our readers have 150,000 yen per month or more at their disposal, spent to pursue hobbies/enhance relationships.

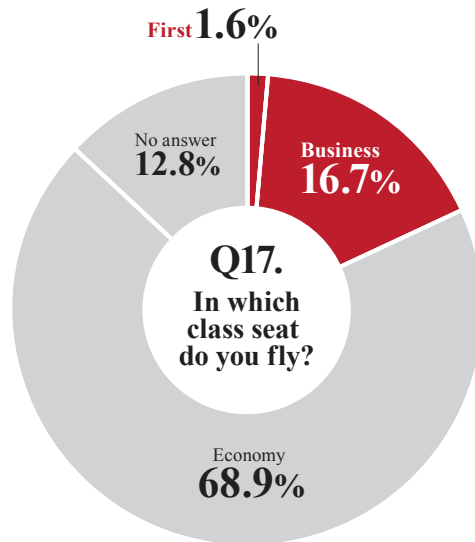
Q15. How much money per month are you free to spend?



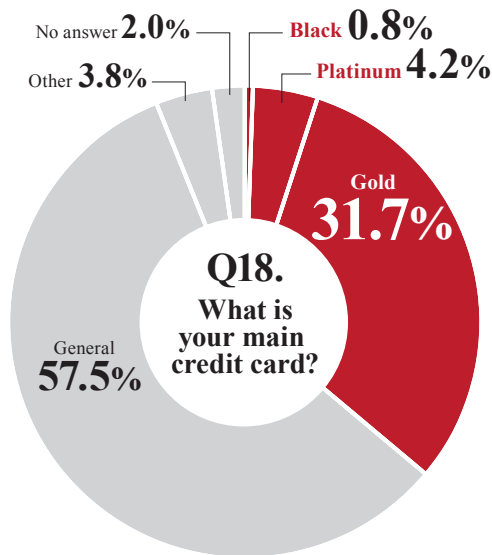
Travelling overseas



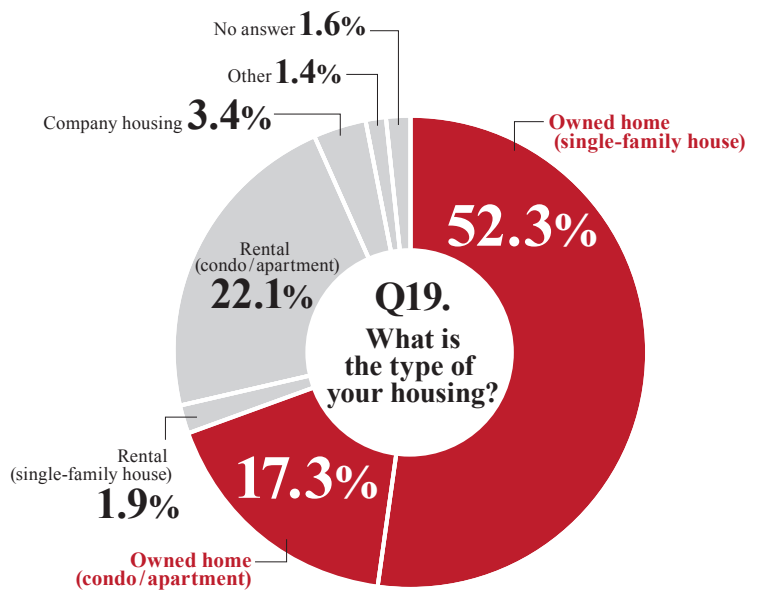
Airline seating



Main credit card



Housing



[Data on our readers on pp. 4 - 10, survey overview]

• Survey method: A two-page questionnaire was included in the Weekly Toyo Keizai's Oct. 10, 2015 issue (on sale Oct 5) and the Dec. 26, 2015-Jan. 2, 2016 combined issue (on sale Dec 21). A return postcard was inserted and a special web page was set up for a month period for respondents to answer the questions.

• Survey samples: 736 valid responses

• Survey period: Oct. 5-Nov. 5, 2015 and Dec. 21, 2015-Feb. 1, 2016

• Survey designed by: Toyo Keizai Inc.

• Data collected by: Yoron Kagaku Kyokai

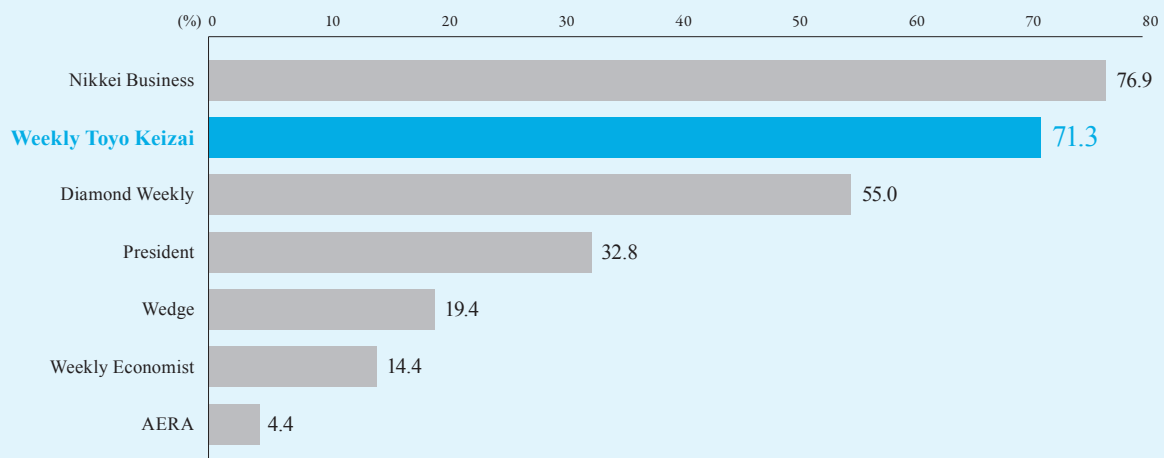
Note: The data shown was rounded off to one decimal place

Weekly Toyo Keizai is: A magazine presidents and chairpersons of listed companies choose and read for themselves.

Business magazines read by presidents and chairpersons

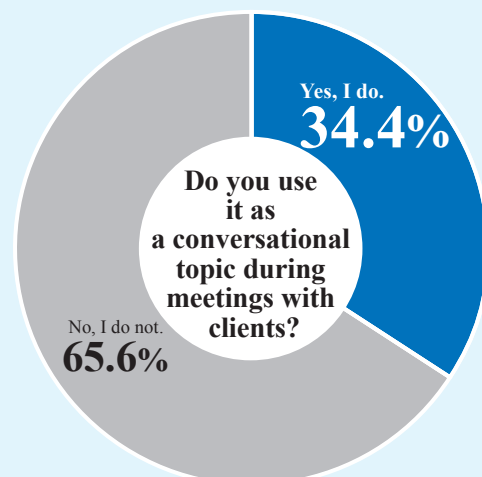
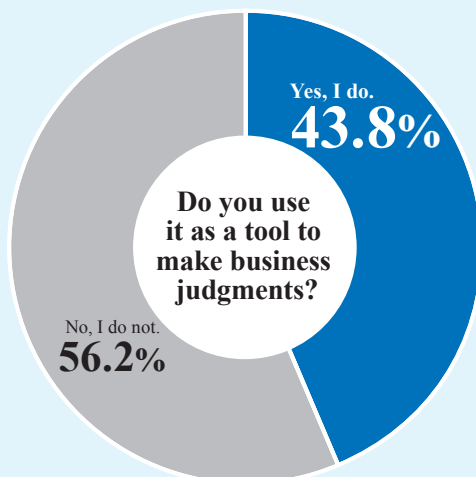
Q1. Which business magazine(s) do you read regularly?

(Multiple answers acceptable)



How the presidents/chairpersons utilize the Weekly Toyo Keizai

Q2. How do you utilize the Weekly Toyo Keizai?



[Executive questionnaire, survey overview]

*Survey method: Sending out and collecting the questionnaires

*Respondents: Executives (presidents, chairpersons, representative directors, representative executive officers) of all listed companies

*Survey samples: 320 valid responses from 302 companies

*Survey period: Dec. 14, 2015–Feb. 1, 2016

*Survey designed by: Toyo Keizai Inc.

Note: The data was rounded off to one decimal place.

Weekly Toyo Keizai has:

The ability to make versatile advertising proposals that rouse the interest of its readers.

We have a number of advertorial plans utilizing attention-grabbing ad space.

Our staff, well-versed in our readers, will make advertising proposals tailored to your needs.

You can use our ad space according to your objective, ranging from product/service introductions to corporate branding and IR.

Made-to-order

	Position	Features
Business ASPECT	Opening page	Advertising on opening page that draws most attention.
BUSINESS CORE	Center	Using coated paper to catch readers' eyes
BRIDGE	After the first feature story Before/after the table of contents	Advertising in a space linked to editorial pages



Example:
Business ASPECT/
Client: Tokyo Shoko
Research, Ltd



Example:
BUSINESS CORE/
Client: Toyota Motor
Corporation



Example:
BRIDGE/
Client: Dai-ichi Life Insurance Company, Limited

Standard format

	Position	Features
Credo	Before/after the table of contents	Message from a top executive given in the first person
ONE & ONLY	Before/after the table of contents	Digging deep into one product/technology to intrigue readers
interaction	Before/after the table of contents	Conversational format to promote understanding and raise profile
The Vision	Within an article	Interview with a top executive in Q&A format
BUSINESS WAVE	Inside the back cover	Promoting projects/services for corporations
CAMPUS STYLE	Inside the back cover	Promoting projects/services for universities/graduate schools



Example:
Credo/
Client: Hulic Co., Ltd.



Example:
ONE & ONLY/
Client: Kao Corporation



Example:
interaction/
Client:
Astellas Pharma Inc.



Example:
The Vision/
Client: JSR Corporation



Example:
BUSINESS WAVE/
Client: Yamaha Motor Co., Ltd.



Example:
CAMPUS STYLE/
Client: Kansai Gaidai University

Specials

	Features
Serial advertising	Generating more interest by promoting the product/service on a continuing basis
Free style	Presenting the product/service in a free layout to differentiate them, thus raising their profile among readers
Special advertorial	Providing effective advertising on commentary pages that promotes understanding of the topic

Example: Special advertorial/Office



Example: Special advertorial/ Serviced housing for elderly people



Example: Special advertorial/ Disaster prevention



Weekly Toyo Keizai has:

The know-how to create advertising with a synergetic effect by using its proprietary media in a cross-sectional way.

We use our various types of media in a cross-sectional way to increase advertisement exposure for a longer period of time, thus increasing the reach of the advertised information. The cross-media approach allows us to adopt a One Source Multi-Use strategy, which is likely to increase the cost-effectiveness.

Magazine

Weekly Toyo Keizai

- Advertorial
- Pure ads
- (Secondary use)
- Reprinted on Toyo Keizai Online Website
- Selling PDF files
- Making an offprint

Combined shipping service

Advertisements such as a flyer or a booklet can be included in the shipment of the Weekly Toyo Keizai to subscribers.



Seminars

Toyo Keizai provides you with full support in planning a seminar, inviting guests and the overall operation of the seminar. We will arrange to invite attention-grabbing, much-talked-about speakers to suit your requested theme. We can also pick the target audience you seek from our vast customer database and encourage them to attend the seminar by sending them our publications, e-mail newsletters and direct mails.

After the seminar, the details can be put together in a report and published in our proprietary media such as Weekly Toyo Keizai and Toyo Keizai Online. We can also create an offprint. <http://seminar.toyokezai.net/>



Customized publishing

We can publish your company's corporate history/annals and also plan and make books and communication tools intended to elevate your company's brand value and promote your products.



Toyo Keizai Online

Editorial-style tie-up ads
Lead generation-style tie-up ads
Reprint of magazine articles
Pure ads
E-mail newsletters



After its re-launch in November 2012, Toyo Keizai Online has built a large following and developed into Japan's biggest business website.

Under the slogan "A New Standard of Business News," the site is now supported by a wide range of users, from corporate managers to young business people.

<http://toyokeizai.net>

Toyo Keizai Inc. has:

A varied lineup of media focusing on corporate analysis based on its own unique data.

■ Periodicals

Weekly Toyo Keizai

Weekly (Monday)

General business magazine highly regarded mainly by corporate managers for its wealth of information and analytical capability.

週刊東洋経済

Kaisha Shikiho, Wide-ban (large-print edition)

Quarterly (March, June, September, December)

Twice as large as the regular-sized counterpart, it has won popularity for its big print and user-friendliness.

経四季報
ワイド版

Kaisha Shikiho, Mijojo Kaisha-ban (on unlisted companies)

Biannual (March, September)

Covering detailed information on about 6,000 powerful, growing unlisted companies, which is hard to get elsewhere.

経四季報
未上場会社版

JAPAN COMPANY HANDBOOK

Quarterly (March, June, September, December)

Perfect guide to Japanese companies for overseas divisions of Japanese companies and members of the press

JAPAN
COMPANY
HANDBOOK

Kaisha Shikiho

Quarterly (March, June, September, December)

This corporate data book, which enjoys a dominant market share, is the essential tool to get in-depth information on Japanese companies.

経四季報

Hitotsubashi Business Review

Quarterly (March, June, September, December)

Full-fledged management & business journal that connects business administration studies with the real world of business

一橋ビジネスレビュー

Shushoku (employment) Shikiho,

Sogo-ban (consolidated edition) /

Joshi-ban (for female students) /

Yuryo Chuken Kigyo-ban

(on superior and leading medium-sized companies)

Annual

This staple guide for company research is packed with corporate information that students in the job hunt are eager to receive.

就職
経四季報

■ Extra editions

Life Insurance / Non-life Insurance Issue

Annual (around September-October)

Attracting the attention of people in the industry and also general consumers who have a keen interest in FP and buying/reviewing an insurance policy

University Issue

Annual (around May)

Introduces "truly competitive universities" with the latest university ranking, which attracts much attention from companies each year

Railway Issue

Annual (around April)

Packed with the latest information on railways and topics with an economic/business perspective

Toyo Keizai Inc. Corporate History

- 1895** Chuji Machida launches Toyo Keizai Shimpo (published every 10 days) (76 pages total; price 7 sen [0.07 yen])
- 1918** Kansai Branch established
- 1919** Toyo Keizai Shimpo begins weekly publication
- 1924** Tanzan Ishibashi (1884 - 1973, later 55th Prime Minister of Japan) becomes Managing Editor
- 1926** Toyo Keizai Shimpo renamed Weekly Toyo Keizai Shimpo
- 1934** English monthly magazine The Oriental Economist founded
- 1936** Kaisha Shikiho founded
- 1937** Nagoya Branch established
- 1961** Weekly Toyo Keizai Shimpo renamed Weekly Toyo Keizai
- 1974** English Shikiho JAPAN COMPANY HANDBOOK founded
- 1980** Ishibashi Tanzan Award established
- 1981** Full-fledged database business launched
- 1984** Takahashi Kamekichi Memorial Award established
- 1990** Toyo Keizai Award established
- 1991** Weekly Toyo Keizai publishes its 5,000th issue
- 1995** Company celebrates its 100th anniversary
- 1998** Green Reporting Award established
- 1999** Weekly Toyo Keizai redesigned to an A4-size format
- 2003** Toyo Keizai On-line Website begins service
- 2004** Sustainability Reporting Award established
- 2005** Company celebrates its 110th anniversary
- 2008** Diversity Management Award established
- 2009** Kaisha Shikiho iPhone/iPod touch app released
- 2010** Digital Content Library begins selling
- 2012** Toyo Keizai On-line Website re-launched
- 2015** Company celebrates its 120th anniversary

For further information:

Toyo Keizai Inc.

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

Media Sales Department

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