

Weekly Toyo Keizai
週刊東洋経済

Media Guide

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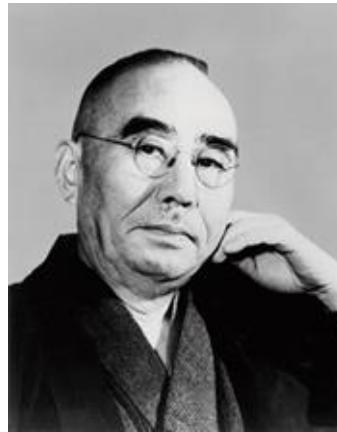
Weekly Toyo Keizai provides:

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



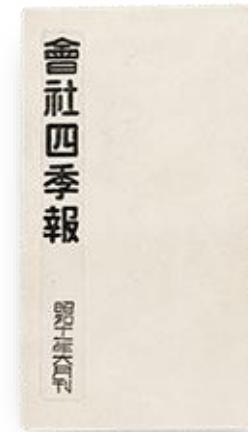
For over **125** years, striving to contribute to the sound development of an economic society

Toyo Keizai Shimpo (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.



Thank you very much for your continued support of Weekly Toyo Keizai.

If we were to divide the content of Weekly Toyo Keizai into two main categories, they would be “timely in-depth features” and “weekly series that you can't wait to read”.

First, let's look at in-depth features. The regular features change rapidly to meet the needs of our readers, but current regular features include “100 Amazing Ventures”, “Advance Look at the Quarterly Company Handbook”, and “How to Make a Profit”. We also have in-depth features on major industries such as semiconductors, automobiles, trading companies, banks, and insurance, which are also popular. In addition, we also have feature articles that thoroughly cover hot companies, and this content is only possible because Toyo Keizai has reporters in each industry.

We also place importance on our regular features. The first feature in each issue is “Eye on the Economy”, in which Japan's top economists discuss the domestic and international macro-economy. This column, which has been running since 1983, is the face of the Weekly Toyo Keizai. There are nearly 20 regular features, with “Eye on the Economy” at the forefront.

We will continue to improve these two pillars of the magazine. When creating features, we aim to be “timely, compact, and easy to understand”. We will also be increasing the number of interesting regular features that provide our readers with new insights each week. To achieve this, we will be promoting integration with Toyo Keizai Online, our digital media outlet. We are confident that by creating a flow that delivers content based on thorough research and data to Toyo Keizai Online members first, and then creating value-added packages from that accumulation and delivering them as the Weekly Toyo Keizai, we will be able to deliver more diverse and useful content. With a focus on businesspeople who take a positive approach to their work, “making tomorrow better than today”, we will support their day-to-day decision-making.

If we rely solely on the internet, we will unwittingly become trapped in a filter bubble (being surrounded by only the information we are interested in). We are confident that the value of a magazine that allows you to discover useful information by flicking through it will not be lost. Please continue to pay attention to the Weekly Toyo Keizai, which will continue to evolve in line with the times.

Deputy Editor-in-Chief, Toyo Keizai General Chief Editor
Toyo Keizai Online Sub-producer

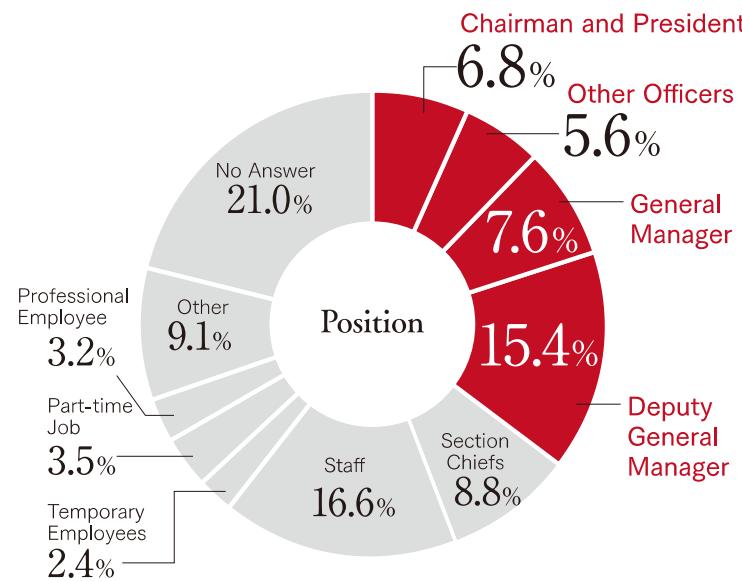
Toshihiro Yamada

Weekly Toyo Keizai is read by:

Decision-makers in various lines of work.

Readers' positions in business

Approx. 35% are at the management level and play a pivotal role in running their companies.



Lines of work

Approx. 16% of the readers are in general management/planning, followed by professional and sales



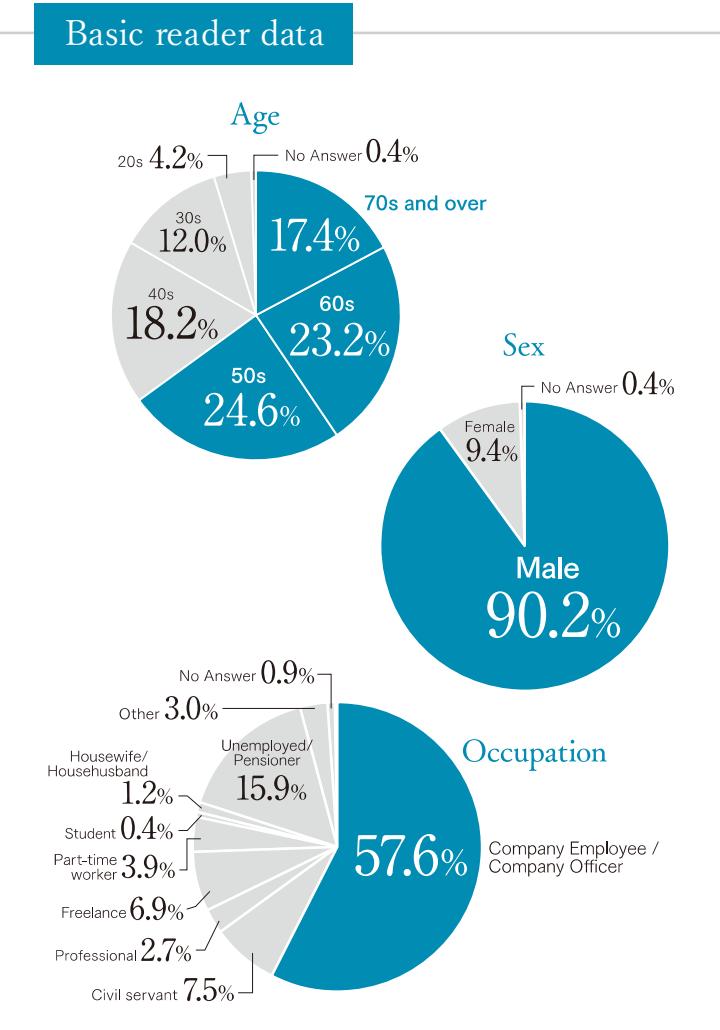
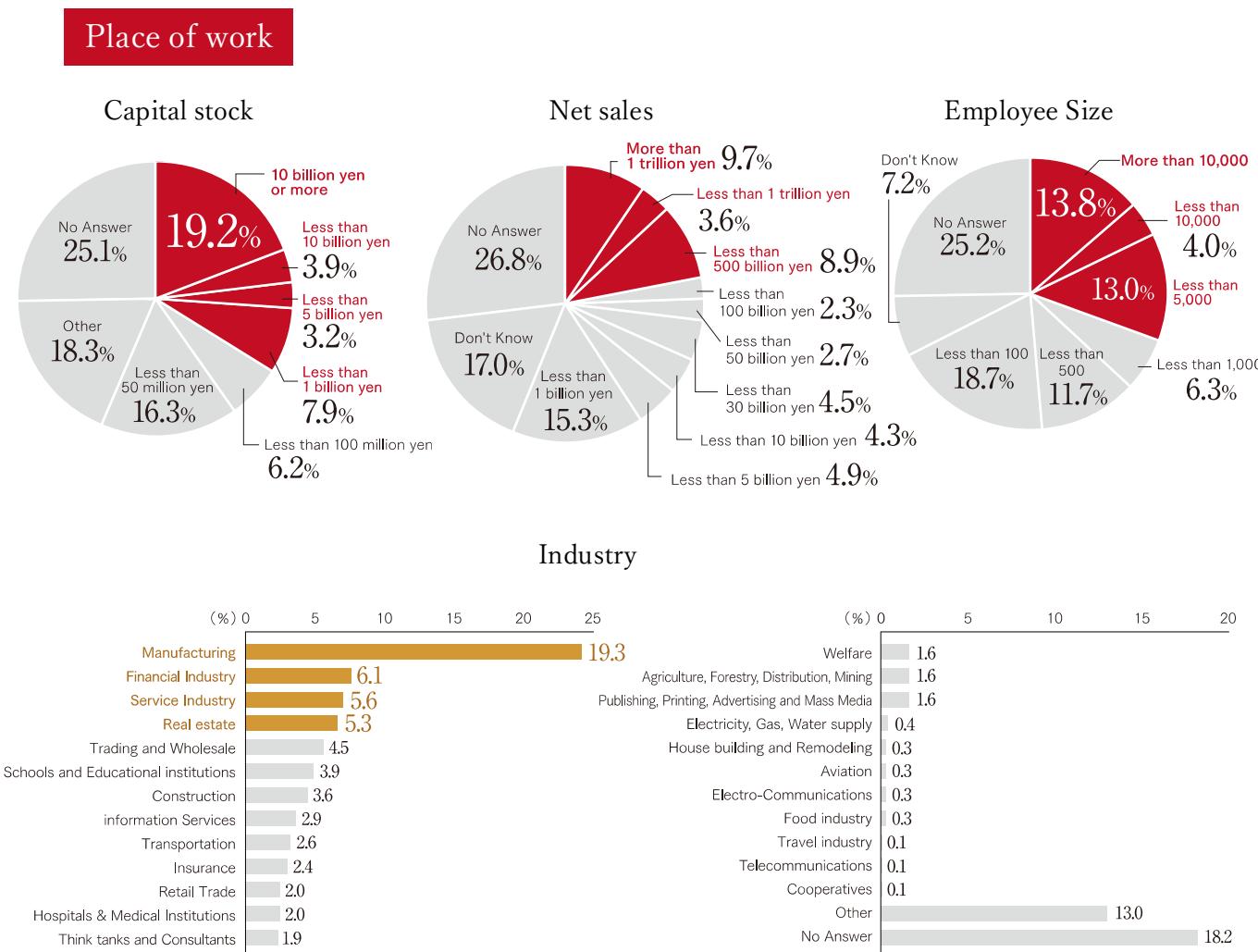
Readers' involvement in decision-making processes

Approx. 46% are involved in business decision making



Weekly Toyo Keizai has:

Extensive contacts with Japanese industry.



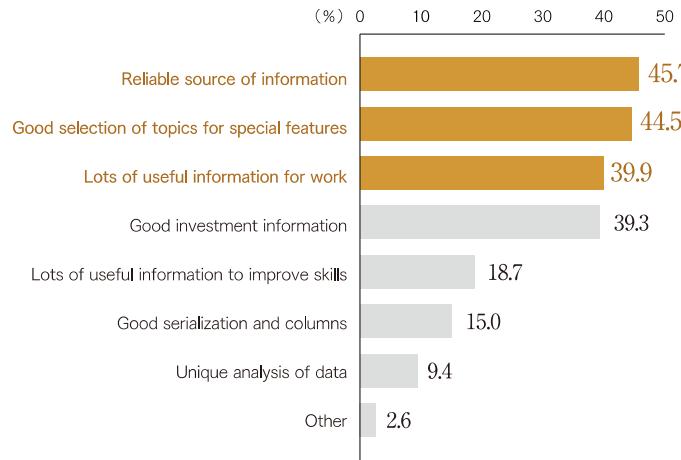
Weekly Toyo Keizai has:

An aspect of providing decision-making materials that are useful for work.

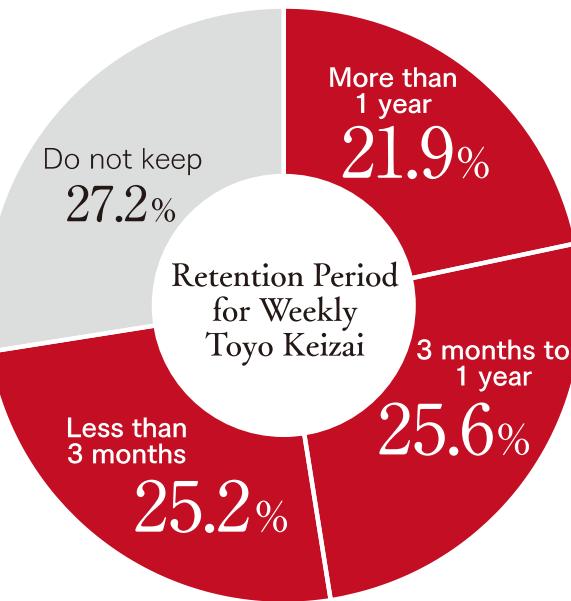
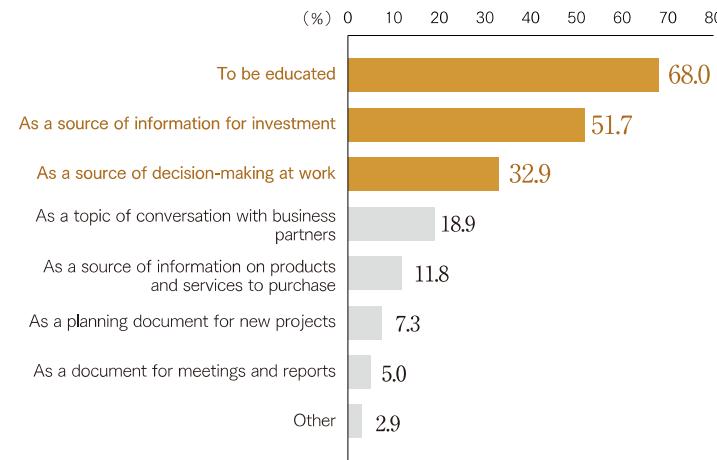
Reasons for reading and methods of use by readers

To acquire knowledge and apply it in work

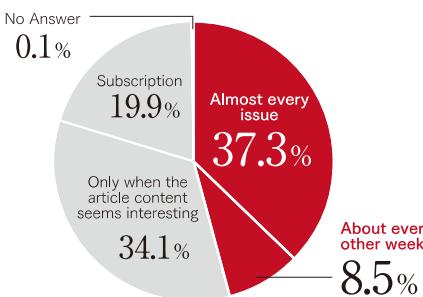
What are your reasons for reading Weekly Toyo Keizai? (multiple responses possible)



How do you use Weekly Toyo Keizai? (multiple responses possible)



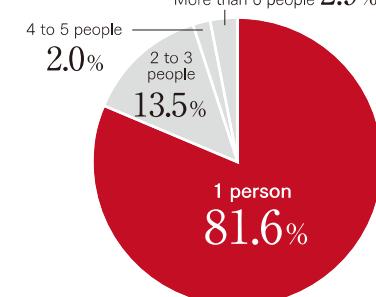
How often do you read Weekly Toyo Keizai?



How do you read Weekly Toyo Keizai?



Circulation Status



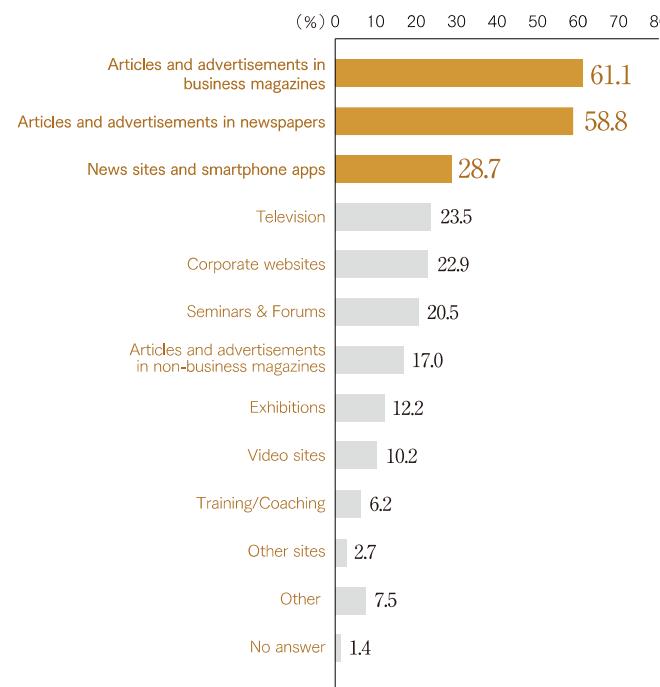
Weekly Toyo Keizai has:

Advertisements with the power to induce reader behavior.

Reader sources

Business magazines and advertisements for reference

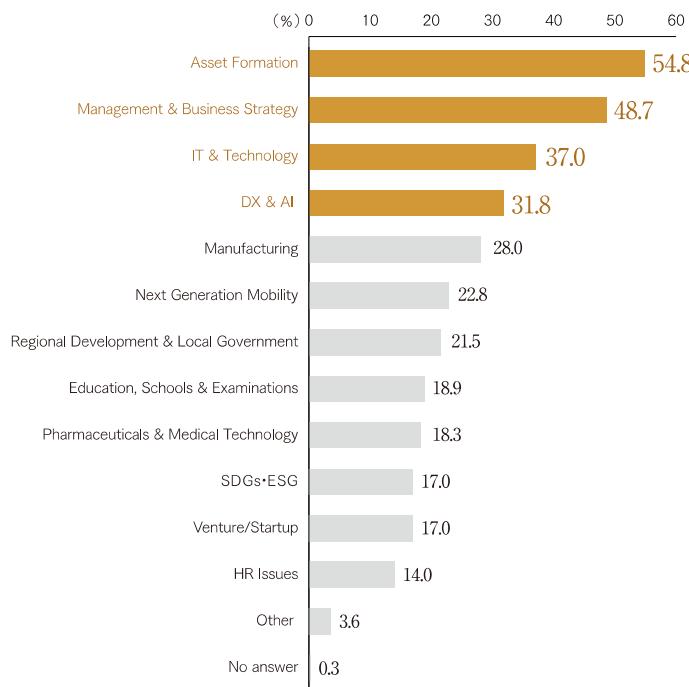
What sources of information do you use for management and business reference?
(multiple responses possible)



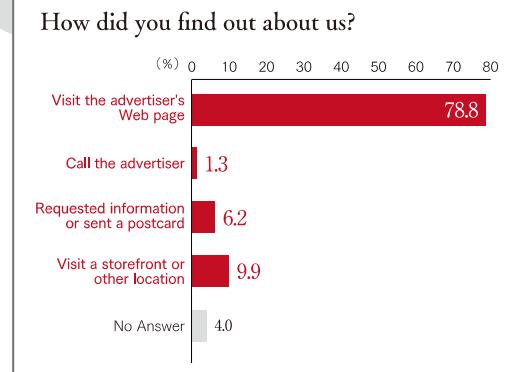
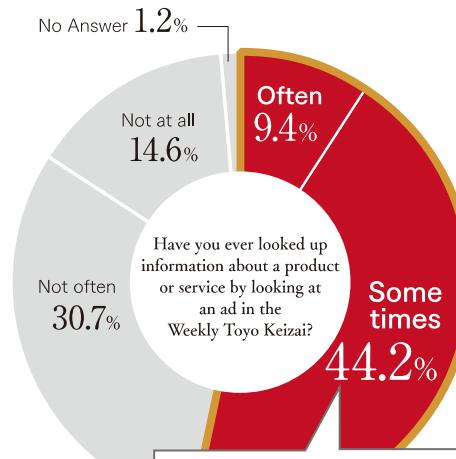
Theme of reader interest

Asset Formation, Management and Business Strategies Particularly interested in

What theme are you interested in?
(multiple responses possible)



Level of reader interest in ads

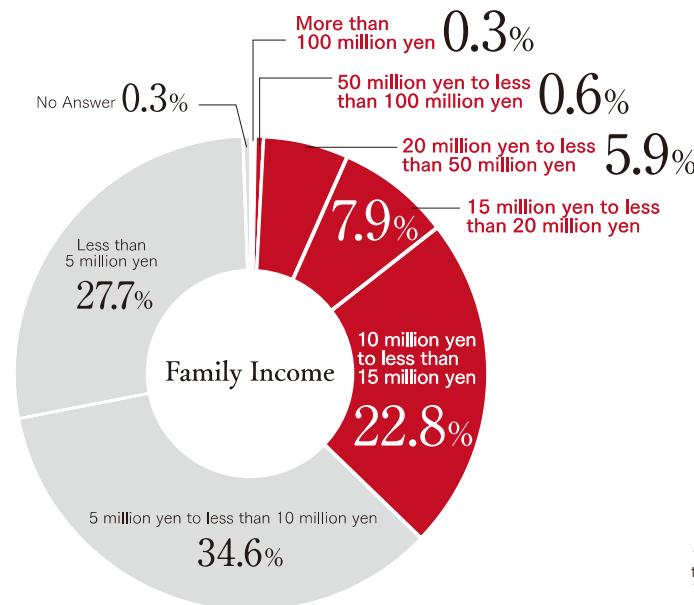


Weekly Toyo Keizai is read by:

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

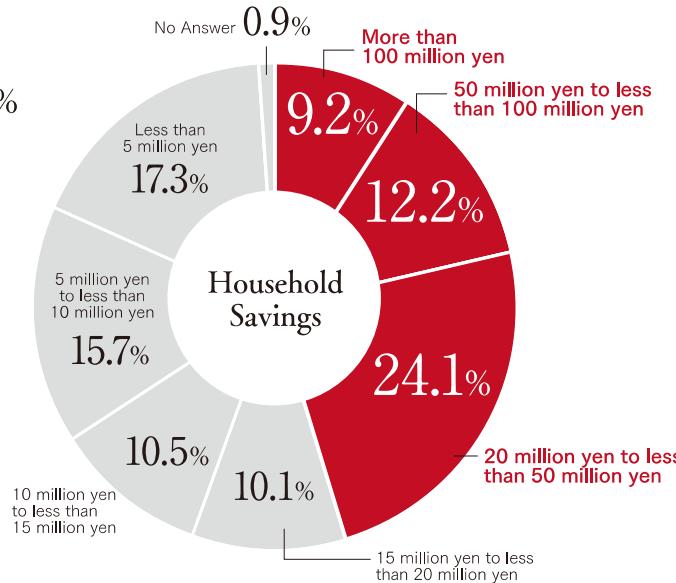
Annual personal income

37.5% of the readers are high-income earners with annual incomes of over 10 million yen



Readers' annual household income

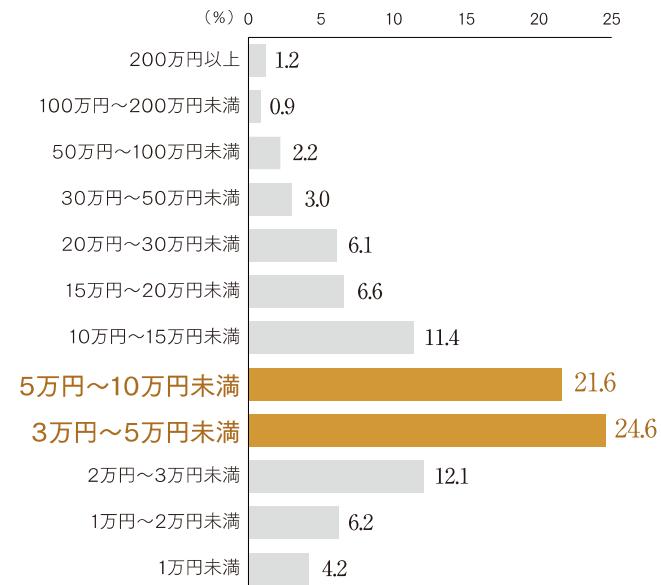
Focused on the future, our readers' average savings are 34.12 million yen



Amount of discretionary money

31.4% of the readers can spend money over 100,000 yen per month

How much money per month are you free to spend?



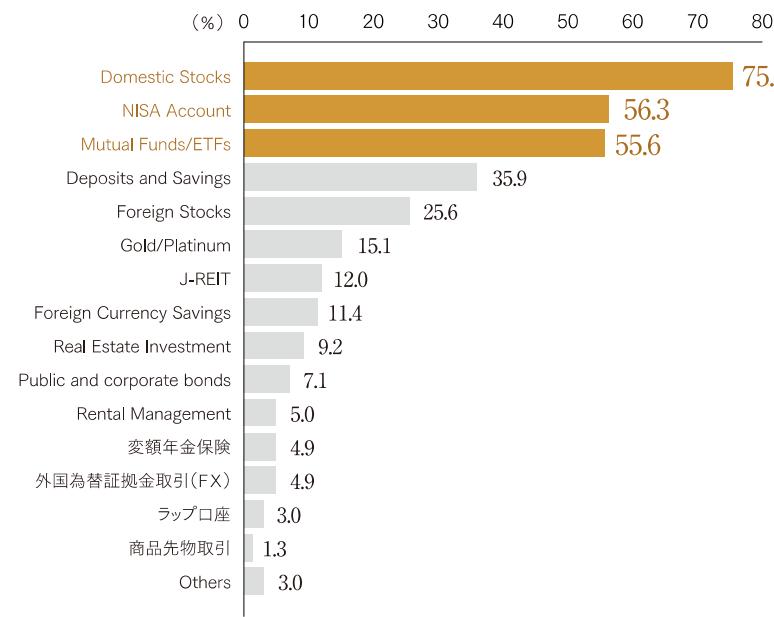
Weekly Toyo Keizai has:

Readers active in asset management.

Asset management methods of readers

Interested in various financial products including domestic stocks

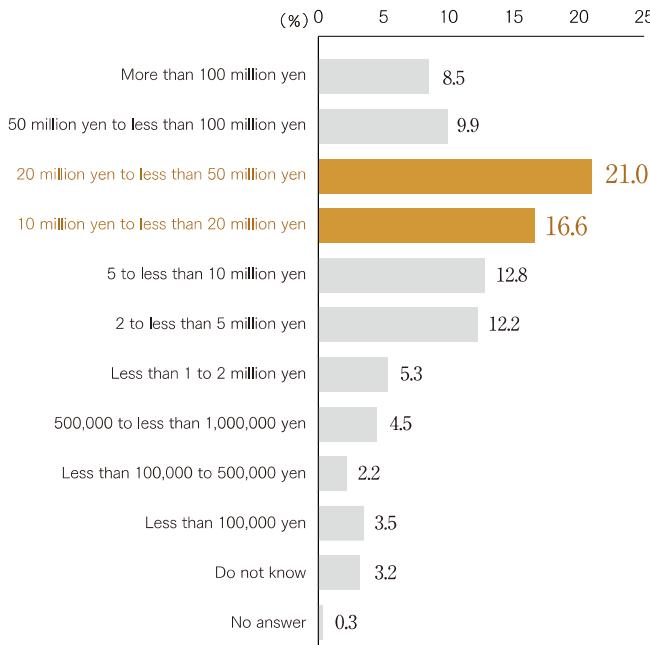
What asset investment methods do you use or are you interested in? (multiple responses possible)



Total financial assets (excluding real estate)

10 million yen or more
56.0% of the total

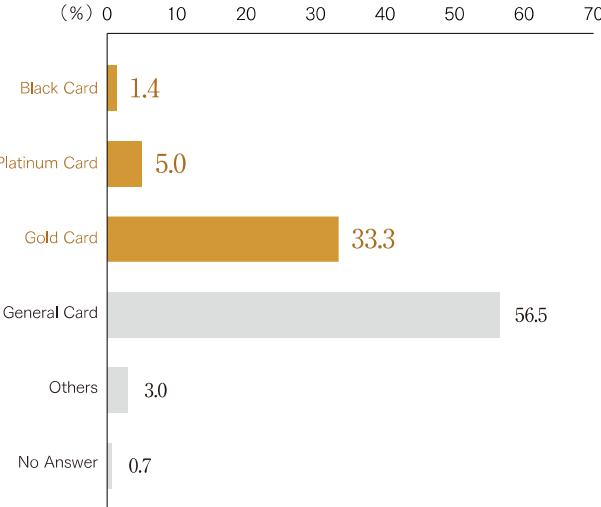
What is the total amount of financial assets you own?



Credit cards used

33.3% are gold cards

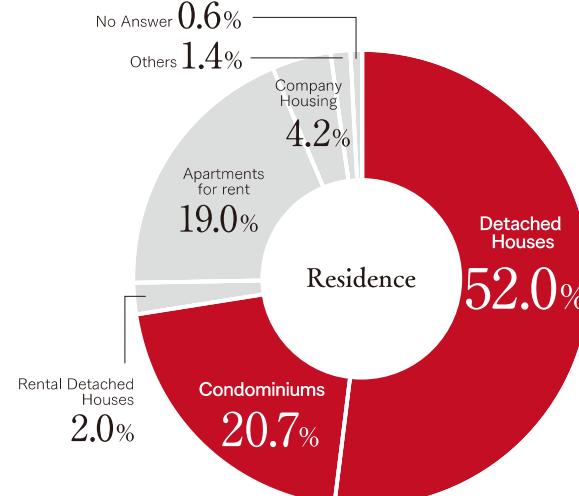
What credit card do you use?



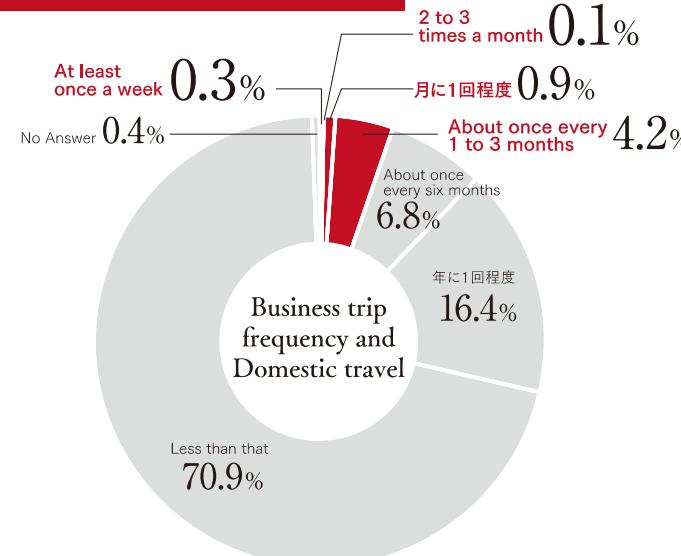
Weekly Toyo Keizai readers:

About 70% own their homes.

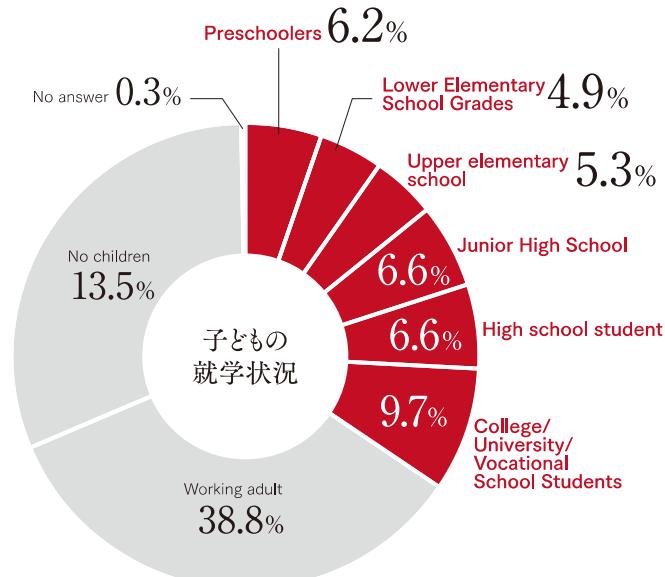
Reader homes



Business travel and domestic travel frequency

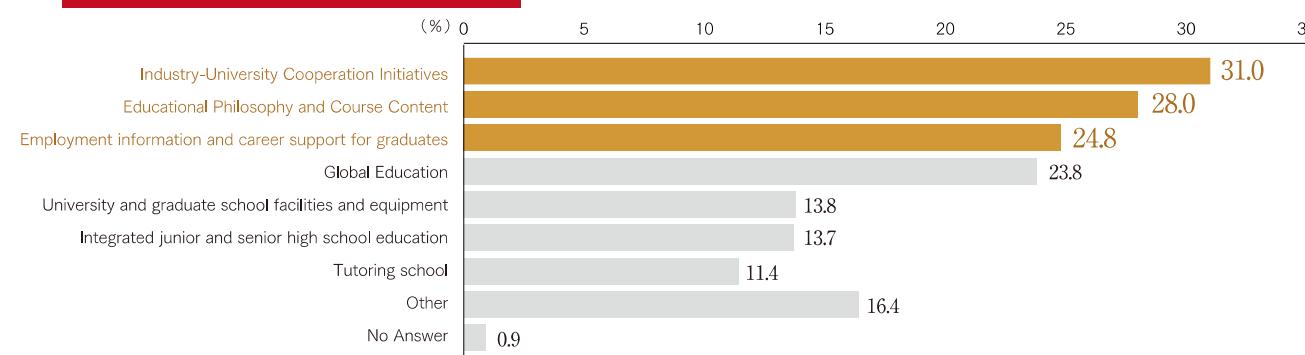


Enrollment of children in school



Information on educational institutions of interest

multiple responses possible



Reader Data: Survey Summary

- Survey method: A reader questionnaire was conducted in the December 23 & December 30 2023 issue (released December 18) and the January 6 & January 13 2024 issue (released January 4) of Weekly Toyo Keizai. There were two pages of questions with a postcard for responses. The same questions were also posted on a web page.
- Number of survey questionnaires: 694 valid responses
- Survey period: December 18, 2023 – January 24, 2024
- Survey design: Toyo Keizai Inc.
- Tabulating organization: Public Opinion Research Center

Values for included data are rounded off to the first digit after the decimal.

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

Business ASPECT BUSINESS CORE

Position

Opening page
Center

Features

Advertising on opening page that draws most attention.
Using coated paper to catch readers' eyes



Example…Business ASPECT /Daiwa House Industry co., ltd.



Example…BUSINESS CORE /Ibaraki Prefecture

Special

Serial advertising Free style Special advertorial

Feature

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



Example…Serial advertising/ DX Technology



Example…Serial advertising /English



Example…Serial advertising /Accountant

	Position	Feature
BRIDGE	Within an article	Advertising in a space linked to editorial pages
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
Since	Within an article	Limited to advertisers celebrating their anniversary
SDGs	Within an article	Promoting projects of SDGs
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 … BRIDGE / THE DAI-ICHI LIFE INSURANCE COMPANY, LIMITED.



Example … Credo / Hulic Co., Ltd



Example … ONE&ONLY / Kao Corporation



Example … interaction / Astellas Pharma Inc.



Example … The Vision / Nissin Seifun Group Inc.



Example … Since / LACOSTE JAPAN CO., LTD.



Example … BUSINESS WAVE / Ferrotec Holdings Corporation.



Example … Campus STYLE / Kansai Gaidai University.

Weekly Toyo Keizai has:

The know-how to create advertising with a synergistic 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

Advertisal

Pure Ads

(Secondary use)

Reprinted on Toyo Keizai Online

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.

Custom 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.



Web

Leading business magazine website. It is a high-profile web media that attracts the interest of a wide range of readers.

Toyo Keizai Online

<https://toyokeizai.net/>

Editorial-style tie-up ads

Lead generation-style tie-up ads

Reprint of magazine articles

Pure Ads

E-mail newsletters



東洋経済
ONLINE

Cross-media contents distribution

TOYO KEIZAI BRAND STUDIO

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

Seminars / Webinars

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.



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.

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.

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.



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.

Hitotsubashi Business Review

Quarterly (March, June, September, December)

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

Shushoku (employment) Shikiho, Sogoban (consolidated edition) / Yuryo Chuken Kigyo-ban (on superior and leading medium-sized companies)

Annual

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



■ Extra editions

University Issue

Annual (around June)

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

“Message from the head of the company”

- Business ASPECT
- Credo
- BRIDGE
- The Vision



Example …Credo / Hulic Co., Ltd



Example …The Vision / Nissin Seifun Group Inc.

“Corporate Branding”

- Business ASPECT
- BUSINESS CORE
- BRIDGE
- interaction
- SDGs



Example …Business ASPECT / Daiwa House Industry co., ltd.

“Increase awareness of products and services”

- Business ASPECT
- BUSINESS CORE
- BRIDGE
- ONE & ONLY



Example…ONE&ONLY / Kao Corporation



Example …Campus STYLE / Kansai Gaidai University.

“Story and history of the company's founding”

- Business ASPECT
- Credo
- Since



Example …Since / LACOSTE JAPAN CO.,LTD.

Provided
for One
Company

Business ASPECT

These ads enable readers to read in-depth about growth strategies, new technologies, or a message from senior management, which can be difficult to convey through pure ads.

A wide range of topics can be covered including sales promotion and investor relations.

What is Business ASPECT?

1

The space before the table of contents at the beginning of the magazine.
Placed on the opening page of Weekly Toyo Keizai, which has a high attention rate.
A space with a high readership rate.

2

A special space limited to one company in each issue.
Often used not just by business enterprises, but also universities and local governments.

3

Varied development is possible depending on the PR objectives.
Ads are made-to-order and can cover a range of topics in depth from growth strategies to new business launches, technological capabilities, and superiority of human resources.

4

Project logo and other elements also included.
The Business ASPECT logo and advertiser name are displayed on the opening page.
The lead includes credits for production.

5

Enhances the appeal of the pages through innovations to increase readers.
The structural elements of the opening page are symbolic photos, title, and lead.
On the second and subsequent pages, multiple photos and figures are included with a target of about 1,000 characters of text per page.

Example

Daiwa House Industry

①



③



Rate

● 4 color, 4 pages

4,400,000 yen

(excluding tax)
(including production expenses)

Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen
- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated
- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached



④

Provided
for One
Company

BUSINESS CORE

The center spread with multiple spaces that can be configured for 4, 8, or 12 pages. To take advantage of the features of the center spread, a space that attracts a high level of attention, coated paper with a stronger sense of presence in the magazine is used, further enhancing the appeal.

What is Business CORE?

1 The center spread of the magazine, a special space.

Placed on the center spread pages, which attract a high level of attention even within Weekly Toyo Keizai.

This special space is limited to one company per issue.

2 Varied development is possible depending on the PR objectives.

Affords a higher degree of freedom in terms of design and format than BUSINESS ASPECT.

3 High-quality coated paper expands the scope of expression.

High-quality coated paper that is thick and excellent for expressing photo colors is used. Pages with abundant visuals can be developed, making a variety of expressions possible.

4 Project logo and other elements also included.

The BUSINESS CORE logo and advertiser name are displayed on the opening page. The lead includes credits for production by the Toyo Keizai Planning and Advertising Production Team.

5 Enhances the appeal of the pages through innovations to increase readers.

The features of BUSINESS CORE, which affords a high degree of freedom, are harmonized with the PR objectives. Made-to-order page production enhances the appeal of the pages.

Example

Nippon Steel Trading
System Building

①



③



Rate

● 4 color, 4 pages

3,600,000 yen

(excluding tax)

Normal rate: 4,400,000 yen (including production expenses)

Options

Web reprint (excluding tax, including production expenses)

• 10,000 PVs guaranteed: Starting from 2,000,000 yen
• 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

• 10,000 PVs guaranteed: 4 – 8 weeks anticipated
• 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

②



④



BRIDGE

BRIDGE, which has been updated, is a two-page spread that creates a bridge between advertisers and readers. BRIDGE features a high degree of design freedom and made-to-order designs and can respond to wide-ranging appeals from R&D capabilities to human resource abilities, product strengths, and organizational capabilities.

What is BRIDGE?

1

Able to respond to various topics.

BRIDGE responds to a variety of topics from promoting sales of new products to introducing technological capabilities and investor relations.

2

Project logo and other elements also included.

The BRIDGE logo and advertiser name and contact information are displayed.

Credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed at the bottom of the right page.

3

Enhances appeal through innovations to increase readers.

We will make various proposals to maximize the power of the appeal to readers.

4

Placement is in a favorable space with a high level of attention.

A good location for this large special feature is secured to gain reader support. It is placed adjacent to the first feature or in the front matter, and a high level of attention can be expected.

5

Approaches readers in a format suitable for the magazine.

A page composition that naturally approaches readers increases the time that readers spend on the page.

Rates

● 4 color, 2 pages

1,800,000 yen

(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen

- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated

- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Examples

Aioi Nissay Dowa Insurance Co., Ltd.



Aomori Prefecture



Brand New Topics

Focusing on the topics such as new products, services, projects, or announcements of new organization that your company or school should, we appeal the features, development stories, and selling points of these products through highly flexible design and tailor-made design.

What is Brand New Topics?

1 PR for various purposes is possible.

Highly flexible and tailor-made design.

Can be used for various contents such as new products, new services, new projects, new organization announcements, etc.

2 The column section enhances the appeal of the magazine.

Columns are used for points that you want to emphasize to readers, such as keywords to focus on, development secrets, and so on.

The column columns are designed to stand out and appeal to readers.

3 The project logo, etc. will be described.

Brand New Topics logo and Advertiser's name, contact information and QR code.

Credit for the production and Toyo Keizai Planning ad production team will be listed.

4 Publication space is well positioned.

A large portrait photo connects the reader's gaze and fingertips to keep readers on the page.

It is easy to create an image of the finish, and the shooting point also boosts the appeal.

5 Appealing product name with a horizontal title

Alphabetical product and service names can also be written legibly.

Rates

●4 color, 2 pages

1,800,000 yen (excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Options

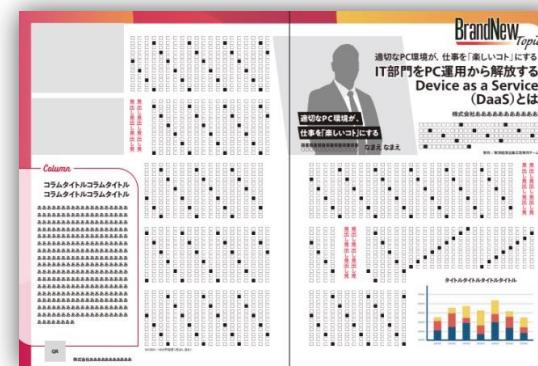
Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen
- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated
- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Examples



Credo

Credo is used to discuss your company's philosophy, action guidelines, beliefs, and so on at the time of establishment. The two-page spread includes a large portrait, simple text, and a handwritten signature to leave a deep impression after reading.

What is Credo?

1 Placed before or after the table of contents.

Credo is placed before or after the table of contents, which attracts a high level of attention in Weekly Toyo Keizai.
This special project is limited to one company per issue.

2 Project logo and other elements also included.

The Credo logo and advertiser name and contact information are displayed. Credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed at the end of the main text.

3 The head of the company can speak using the first person.

The features of the space are utilized and a simple layout is used to increase careful reading.
A message from the head of the company can be conveyed with passion.

4 A portrait photo enhances appeal.

A large portrait photo connects the reader's gaze and fingertips to keep readers on the page.

It is easy to create an image of the finish, and the shooting point also boosts the appeal.

5 Enhances the appeal of the pages through innovations to increase readers.
Two different designs are available depending on the photo. White space enhances the readability of the text and makes the portrait photo stand out.

Rates

● 4 color, 2 pages

1,800,000 yen
(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen

- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated

- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Examples

Lotte Co., Ltd.

②



Hulic Co., Ltd.

① ②



ONE & ONLY

A space to focus on new products, innovative services, break-through technologies, or completely new academic fields that your company or educational institution should feel proud of. The features and sales points are emphasized using a magazine design with high visual appeal.

What is ONE & ONLY?

1

Placed before or after the table of contents.

ONE & ONLY is placed before or after the table of contents, which attracts a high level of attention in Weekly Toyo Keizai.

This special project is limited to one company per issue.

2

Project logo and other elements also included.

The ONE & ONLY logo and advertiser name and contact information are displayed.

Credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed.

3

A visual space ideal for highlighting products.

Bold designs emphasize the sense of presence of ONE & ONLY. News about new product launches can be conveyed to readers in a clear format.

4

A symbolic main photo enhances appeal.

A symbolic photo on the left page draws the reader's sightline. The reader's sightline is drawn to the text on the right page.

5

Enhances the appeal of the pages through innovations to increase readers.

A format of reporting from a third-party perspective ensures objectivity. Emphasize the product characteristics through a story that demonstrates why it is the ONE & ONLY.

Rates

● 4 color, 2 pages

1,800,000 yen
(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Examples

Tokio Marine Holdings



Options

Web reprint (excluding tax, including production expenses)

• 10,000 PVs guaranteed: Starting from 2,000,000 yen

• 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

• 10,000 PVs guaranteed: 4 – 8 weeks anticipated

• 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Dunlop Sports (Sumitomo Rubber Industries Ltd., Sports Business HQ.)

① ②



①

interaction

The features of new products or services can be highlighted or legitimacy gained for a growth strategy or the direction of reforms by speaking with an expert. The benefits of increasing attention by having an expert appear should not be overlooked.

What is interaction?

1

Placed before or after the table of contents.

interaction is placed before or after the table of contents, which attracts a high level of attention in Weekly Toyo Keizai.

This special project is limited to one company per issue.

2

Project logo and other elements also included.

The interaction logo and advertiser name and contact information are displayed.

Credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed at the end of the main text.

3

A photo with an expert enhances appeal.

Having an expert appear greatly increases the effects.

A two-shot photo connects the gaze and fingertips of readers who turn the page to the news column to keep readers on the page.

4

A discussion brings out the essence.

Different perspectives and backgrounds can cause chemical reactions.

In addition to the costs specified above, an honorarium is paid to the expert.

5

Enhances the appeal of the pages through innovations to increase readers.

The benefits from the ease of forming an image of the finish due to the solid format should not be overlooked.

Rates

● 4 color, 2 pages

1,800,000 yen

(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

* If an expert or celebrity is engaged as the other party to the discussion, payment of a separate honorarium is also necessary.

Examples

Amvis Holdings



Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen

- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated

- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

SoftBank



The Vision

This popular project, printed in a two-page spread within an article, directly conveys a message from the company head using an interview format. It is possible to provide a detailed explanation in length.

What is The Vision?

1 Gains understanding and support through questions and answers with the company head.
The benefits of a Q&A format are used, and the topic can be changed depending on the questions.
Numerous topics can be touched on in a natural manner through the interview format.

2 Provides detailed explanations in a longer article.
Readers are exposed to the vision and story depicted by the company head without any omissions.
The detailed and precise explanations gain stakeholder understanding and support.

3 Project logo and other elements also included.
The Vision logo and advertiser name are displayed along with credits for production by the Toyo Keizai Planning and Advertising Production Team.

4 A photo within the interview text enhances appeal.
Facial expressions during the interview are also an important element. Photos and diagrams that complement the interview can also be placed in the upper left space.

5 Approach readers using a natural flow suitable for a magazine.
The simple design is intended to be read and incorporated in a natural manner.

Rates

● 4 color, 2 pages

1,800,000円

(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Examples

INPEX Corporation

②



①



②



Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen
- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated
- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Since

A special format for advertisers celebrating the anniversary of the company's foundation. A design with large photos and a strip with historical information contribute to raising awareness of the event.

What is Since?

1

Placement is in a favorable space with a high level of attention.

A good location for this large special feature is secured to gain reader support.

It is placed adjacent to the first feature or in the front matter, and a high level of attention can be expected.

2

Enhances the appeal of the pages through innovations to increase readers.

The solid format makes it easy to visualize the finish.

The benefits of freely distributing the text volume and number of images according to the direction of the appeal should not be overlooked.

3

Two different formats can be selected.

Two formats are available—one with a large photo design and one with a strip for presenting historical data.

Either can be selected according to the content.

4

Format colors can be selected.

By selecting the format colors, original colors can be used to mark the anniversary event.

5

Year of establishment placed in a conspicuous location.

The year of establishment (e.g., Since 1969) is placed above the main image on the upper right, an area that attracted the greatest reader attention. This creates a strong impression of the anniversary event among readers.

Rates

● 4 color, 2 pages

1,800,000 yen

(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen

- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated

- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Example

Format with a large photo design

②



①



Format with a strip for historical data



①

SDGs

A special format with the SDGs as the topic.

What is “Change the future through the SDGs”?

1 Placement is in a favorable space with a high level of attention.

A good location for this large special feature is secured to gain reader support. It is placed adjacent to the first feature or in the front matter, and a high level of attention can be expected.

2 Enhances the appeal of the pages using a design that evokes the SDGs.

A design that uses the SDGs logo color conveys that the content is about the SDGs at a glance. The amount of text and number of images can be adjusted according to the direction of the appeal.

3 Project title placed to draw the eyes.

The “Change the future through the SDGs” logo and advertiser name and contact information are displayed. Credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed at the end of the main text.

4 Enhances appeal through innovations to increase readers.

We will make various proposals to maximize the power of the appeal to readers.

5 Approaches readers in a format suitable for the magazine.

A page composition that naturally approaches readers increases the time that readers spend on the page.

Rates

- 4 color, 2 pages

1,800,000 yen

(excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen
- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated
- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Example



Investor's Insight

This is an advertising format specializing in IR.

With a design linked to the "Company Quarterly Report," it is effective for companies that want to promote their achievements and future activities to investors.

What is "Investor's Insight"?

1 The advertising space is in a prime location that attracts a lot of attention.

It is located in a section of the magazine that is popular with readers for its large feature articles, ensuring a favorable position.

Advertising in this space, which is adjacent to the first feature article or at the beginning of the magazine, is expected to attract a high level of attention.

2 Design linked to the "Company Quarterly Report."

The design matches the tone and style of the 'Company Quarterly Report.'

This makes it familiar and easy to read, especially for readers who are accustomed to the 'Company Quarterly Report.'

3 Design linked to the "Company Quarterly Report"

The design matches the tone and style of the 'Company Quarterly Report.'

This makes it familiar and easy to read, especially for readers who are accustomed to the "Company Quarterly Report."

4 Enhance appeal through reader-friendly design.

We offer various proposals to maximize appeal to the target audience.

5 Approach readers with a layout that blends seamlessly into the magazine.

Extend the time readers spend on each spread with a layout that naturally draws them in.

Rates

- 4 color, 2 pages

1,800,000 yen (excluding tax)

Normal rate: 2,100,000 yen (including production expenses)

Options

"Kaisya Shikiho" reprint

2,200,000 Yen~

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen
- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated
- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Example



BUSINESS WAVE / Campus STYLE

The inside of the back cover presents a clear introduction to new waves in business and higher education. The design takes full advantage of the inside back cover, which attracts high levels of attention, to shed light on the cutting edges of the times.

1 A single page that conveys a clear and sharp message.

This single-page article-based advertisement space is simple, clear, and sharp. The narrowly-focused content emphasizes the ease of reading and the clear message.

2 Project logo and other elements also included.

The project title and advertiser name and contact information are displayed. Credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed.

3 Placement on the inside of the back cover enhances the appeal.

The ad can be placed on the inside of the back cover, a location with a high level of reader attention. A design that emphasizes visual maximizes the value of the inside of the back cover, which uses high-quality paper.

4 A photo within the interview text enhances appeal.

Facial expressions during the interview are also an important element. The included photo draws the reader's gaze and expresses the content of the report by a third party.

5 Enhances the appeal of the pages through innovations to increase readers.

The benefits from the ease of forming an image of the finish due to the solid format should not be overlooked.

Rates

- 4 color, 1 page

900,000 yen

(excluding tax)

Normal rate: 1,100,000 yen (including production expenses)

Example of BUSINESS WAVE

Ferrotec Holdings

Inside of back cover



Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen

- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated

- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Example of Campus STYLE

Kindai University

Inside of back cover



Freestyle

Truly original pages can be created from the ground up according to the purposes, topics, and budget.

Examples of posting variations such as linking with Toyo Keizai Online are also increasing.

What is Freestyle?

1

Pages are created from the ground up.

The advertiser name and credits for production by the Toyo Keizai Planning and Advertising Production Team are displayed around the title.

Freedom of design is possible, according to the text used in the ad.

2

Varied development is possible depending on the PR objectives.

The ad can be adopted according to a variety of topics and PR objectives.

3

Enhances the appeal of the pages through innovations to increase readers.

Highly original pages are created with an awareness of reader attributes.

Example

Keio Corporation

②



Mystays Hotel Group

① ②



Rates

- 4 color, 1 page

1,100,000 yen

(excluding tax)

Publication fee 900,000 yen + Production fee 200,000 yen

- 4 color, 2 pages

2,100,000 yen

(excluding tax)

Publication fee 1,700,000 yen + Production fee 400,000 yen

- 4 color, 4 pages

4,200,000 yen

(excluding tax)

Publication fee 3,400,000 yen + Production fee 800,000 yen

Options

Web reprint (excluding tax, including production expenses)

- 10,000 PVs guaranteed: Starting from 2,000,000 yen
- 20,000 PVs guaranteed: Starting from 3,000,000 yen

Posting Periods

- 10,000 PVs guaranteed: 4 – 8 weeks anticipated
- 20,000 PVs guaranteed: 6 weeks – until guaranteed PVs is reached

Special Advertising Feature

Special advertising features for BtoB or BtoC targeting Weekly Toyo Keizai readers can introduce developments relating to business or lifestyles.

We explain the times using a structure that add explanatory pages.

Examples of Special Advertising Features

B to B

- DX
- Risk management
- M&A strategies
- Human resource management
- Corporate siting
- Logistics
- Decarbonization

A highly varied lineup in addition to the above is available.
Please consult with a sales representative for details.

B to C

- Asset management
- English
- Business travel
- Universities

What is Special Advertising Feature?

1 The category becomes the news.
The power of the appeal to readers is enhanced using a special feature format. The topic covered becomes a single new item and is conveyed to readers.

2 Explanatory pages deepen reader understanding.
The explanatory pages placed at the opening rouse the reader's interest.
The article-based advertisement format generates a sense of integration with the explanatory pages.

3 A cross-media plan with Toyo Keizai Online.
Implementation in conjunction with Toyo Keizai Online makes it possible to approach a broad range of business people.

Example



English-Language Special Advertising Features

①

⑤
⑦
⑨
...

Seminar Report

The Toyo Keizai Inc. seminar business has an extensive track record. One of the features is the ability to demonstrate synergy effects with a seminar through publication of a record of the seminar in the magazine. The content of the seminar is condensed, and the essence is drawn out.

Examples of Seminars Hosted by Toyo Keizai

- Management strategy
- DX
- Back office
- Customer experience

What is Seminar Record?

1 Conveys your message to a broader segment.

By adding a seminar record to Weekly Toyo Keizai, the combination with posting on Toyo Keizai Online makes it possible to approach a broader segment.

2 Enhances the appeal of the pages through innovations to increase readers.

We create pages with strong appeal based a awareness of reader attributes.

3 Interest increases with pages where experts appear.

In cases where an expert was invited to speak at the seminar, including a photo and comments can raise the level of interest even further.

Rates

- 4 color, 2 pages

2,100,000 yen

(excluding tax)

Publication fee 1,700,000 yen + Production fee 400,000 yen

Examples

HR-related forum



DX-related webinar



Options / Publication Process

- Offprint Offprints of the magazine pages can be used for secondary use.
- Web publication The magazine pages can be recreated and posted on Toyo Keizai Online.
- PDF The magazine pages can be output in PDF format and posted on the advertiser's Website.
- Magazine purchases The issue of Weekly Toyo Keizai with the advertisement can be purchased at a special price.

Please consult with a sales representative concerning the specifications, conditions, prices, and so on regarding the above.

⟨ Standard ad insertion process ⟩

3~2 months before

Application for Publication

Orientation on planning details, Feedback on the submitted plan structure proposal, Finalize planning structure, question items, shooting locations, etc.

10-8 weeks before

Interviewing, photographing, and preparation of materials, Submission of text manuscripts, Submit design

8-6 weeks before

Text drafts and design checks

3 weeks before

Sending material to press (as in printing), Submit color proof paper

2 weeks before

Confirmation of color proof paper

10 days before

Proofreading

Weekly Toyo Keizai Rate Table

Weekly Toyo Keizai

A4 variant size with saddle stitching

Publication dates: Every Saturday; Sale dates: Every Monday

Magazine Page	No. of colors	Space	Size Height × Width (mm)	Publication Fee (yen)
Back cover	4	1 page	263×193 ★	1,250,000
Inside front cover, 2-page spread	4	2 pages	280×420 ★	1,900,000
After the inside front cover (2-page spread)	4	1 page	280×210 ★	980,000
Inside back cover	4	1 page	280×210 ★	910,000
Across from the table of contents	4	1 page	280×210 ★	980,000
In article	4	2 pages	280×420 ★	1,700,000
	4	1 page	280×210 ★	900,000
	4	1/3 page vertical	250×58	350,000
Postcard	1	1/3 page vertical	250×58	260,000
	Double-sided, 1 color	Two leaves	150×200	1,350,000
		One leaf	150×100	900,000 (60,000 yen extra for each additional side in 1 color)

★ Marks indicate the cut-off (bleed version) size.

★ 1/3 page vertical ads should be enclosed with ruled lines.

★ The cut-off version is the finished size.

* Since saddle stitching is used, logos, copy, etc. should be laid out at least 10 mm from the center.

* When submitting data, please attach a finished sample and data specifications.

* In the case of an article-based advertisement, production fees of 200,000 yen per page will be charged in addition to the publication fees.

* The fee for publishing an article-based advertisement on Toyo Keizai Online is 2,000,000 yen (10,000 PVs guaranteed).

Business ASPECT: Special advertising project at the front

Publication fee	Production fee
8 pages	7,200,000 yen 8 pages
6 pages	5,400,000 yen 6 pages
4 pages	3,600,000 yen 4 pages
	1,600,000 yen 800,000 yen

BUSINESS CORE: Special advertising project in the center spread (coated paper used)

Publication fee
8 pages
7,200,000 yen (including production fees) Normal rate: 8,800,000 yen
4 pages
3,600,000 yen (including production fees) Normal rate: 4,400,000 yen

Credo, ONE & ONLY, interaction, BRIDGE, Since: Special advertising project

Publication fee
2 pages
1,800,000 yen (including production fees) (see note) Normal rate: 2,100,000 yen

* Amounts for publication and production fees do not include taxes.

BUSINESS WAVE & Campus STYLE

Inside Back Cover Special Advertising Project

Publication fee

1 page 900,000 yen (including production fees)

The Vision

Special Advertising Project Featuring an Interview with the Company Head

Publication fee

2 pages 1,800,000 yen (including production fees)

* Amounts for publication and production fees
do not include taxes.

SDGs Special Advertising Project on the SDGs

Publication fee

2 pages 1,800,000 yen (including production fees) *Normal rate: 2,100,000 yen

Advertising Special Features

We plan various advertising special features that make use of the media characteristics.

■ Publication fees, production fees, etc.:

Fees vary for each project, so please check the individual plans.

Made-to-Order Projects

There are various types of original projects such as article-based advertisements, interview-based advertisements, and pure advertisements.

■ Publication fees, production fees, etc.:

Fees vary for each project, so please check the individual plans.

Also, when publishing an advertisement, we will place a label indicating that it is an advertisement ("AD"), and other Weekly Toyo Keizai terms and conditions apply.

* We have materials available for each type of project; please inquire.

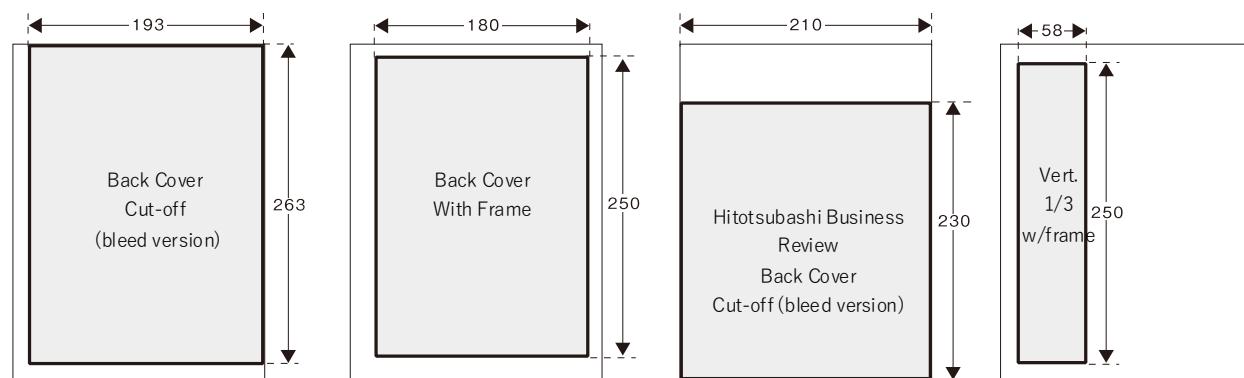
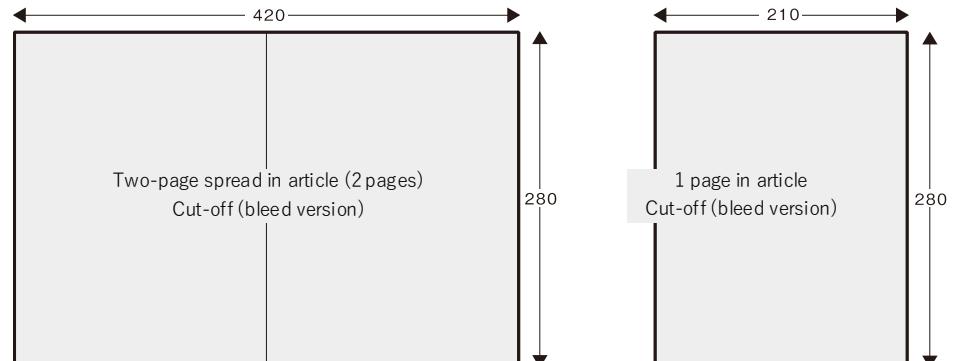
*Amounts for publication and production fees do not include taxes.

List of Advertisement Manuscript Dimensions (mm)

A4 Variant Size

(280 mm high × 210 mm wide)

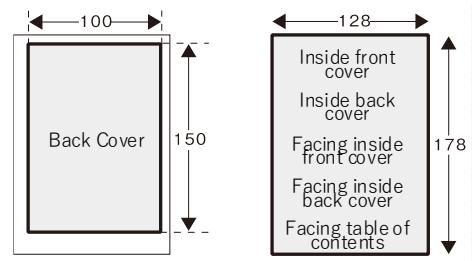
Weekly Toyo Keizai
Kaisha Shikiho Pro 500
Hitotsubashi Business Review*



B6 Variant Size

(178 mm high × 128 mm wide)

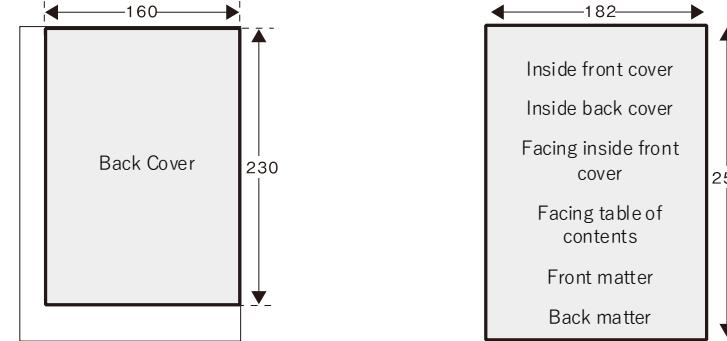
Kaisha Shikiho (Japan Company Handbook)



B5 Size

(257 mm high × 182 mm wide)

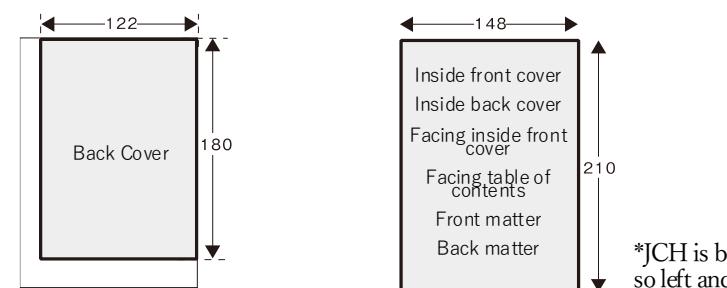
Kaisha Shikiho (Japan Company Handbook) wide version



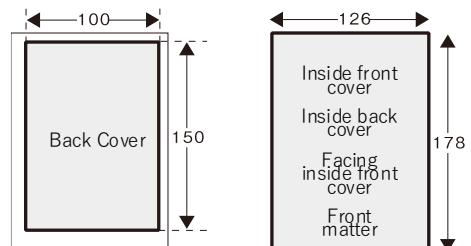
A5 Size

(210 mm high × 148 mm wide)

Toshi Data Pack/JAPAN COMPANY HANDBOOK



*JCH is bound on the left side, so left and right are reversed.



B6 Variant Size

(178 mm high × 126 mm wide)

Kaisha Shikiho (Japan Company Handbook), unlisted companies version

Yakuin Shikiho (Executive Officers Handbook)

Notes on Contractual Provisions

- 1 Fee discounts for multiple adds are based on the number of times ads are run in one year.
- 2 In the case of multi-ads, one page counts as one ad.
- 3 If the number of times ads are run exceeds or falls short of the original contracted number, the discount will be adjusted according to the actual number of times.
- 4 Except in the case of a specific page such as a cover, the page and the location on the page where an ad is placed cannot be specified.
- 5 Postponement and cancellation of ad placement cannot be accepted after the application deadline.
- 6 Manuscripts that require special plates or the like require payment of the actual expenses.
- 7 Toyo Keizai Inc. reserves the freedom to publish any ad for which an application was submitted.
- 8 The advertiser bears all liability for the content of ads published by Toyo Keizai Inc.
- 9 In the case of an initial transaction, payment is required at least two weeks prior to the day of sale of the issue in which the ad will be placed.
- 10 Advertising rates are subject to change. Please confirm rates at the time of application.

Please inquire regarding any points that are not clear.

Requests Concerning Publication

- 1 The back cover contains statutory text and bar codes at the top and bottom and on the binding side.
- 2 Color specifications using special colors cannot be accepted. Please be sure to use a combination of four colors (CMYK: cyan, magenta, yellow, and key (black)).
- 3 Submitted manuscript data must be JMPA color compliant full data (J-PDF).
- 4 Please inquire in advance in the case of ads with special formats such as article-type ads.
- 5 Please lay out ads in the center of the page with logos, copy, etc. at least 10 mm from all sides.
- 6 Cut-off (bleed) versions should be at least the size of one page.
- 7 The Company retains copyrights to ads produced by the Company; please refrain from using such ads in other media without approval. If you wish to run an ad in different media, please consult with a sales representative.
- 8 The deadlines for ad manuscripts that require color proofing are indicated below (however, please note that deadlines are subject to change depending on the circumstances).

Covers (inside front, inside back, back)
Multi-color printing
Black and white printing
Postcards

21 days before sale date
21 days before sale date
21 days before sale date
21 days before sale date

- 1 JMPA color compliant full data (J-PDF) is recommended for submitted manuscript data. InDesign and Illustrator data can also be accepted. The resolution of image data should be 350 dpi.
- 2 For cut-off (bleed) versions, be sure to add an extra 3 mm outside the finished size (inner registration marks) up to the outer registration marks. Also, lay out manuscripts in the middle of the page with logos, copy, etc. at least 10 mm from all sides.
- 3 The back cover contains statutory text and bar codes at the top and bottom and on the binding side.
- 4 Color specifications using special colors cannot be accepted. Please be sure to use a combination of four colors (CMYK: cyan, magenta, yellow, and key (black)). Ink amounts (TAC values) should be no more than 320%.
- 5 Article-based advertisements, a statement indicating that is it an ad ("AD") (14.5Q or more, bold gothic font with no spaces between characters) is required on all pages (if two or more pages, one location for each two-page spread). The advertiser name (in 16Q or more adjacent to the title or in another easy-to-understand location) and contact information (telephone number, URL, address, etc.) are required. If produced by the Company, "Production by the Toyo Keizai Planning and Advertising Production Team" will also be included. Article-based ads provided by the advertiser must also comply with the same requirements. Article-based ads provided by the advertiser will be checked by Toyo Keizai in advance for compliance at the rough design stage prior to manuscript submission. Designs that closely resemble the editorial pages of the magazine will not be accepted.
- 6 The Company retains copyrights to ads produced by the Company; please refrain from using such ads in other media without approval. If you wish to reprint an ad in different media, please consult with a sales representative.
- 7 The Company does not allow data revisions by the printing company. If a submitted manuscript is incomplete, please prepare corrected data for re-submission.
- 8 The deadlines for ad manuscripts that require color proofing are 21 days before the sale date.

■JMPA Color

J-PDF

【雑誌広告デジタル送稿】 **デジタル
校了専用**

「JMPAカラー2018」準拠PDF仕様書 201602C

※モノクロ(グレースケール)原稿を作成する場合は、別途モノクロ(グレースケール)PDF仕様書をご利用ください。
※色見本DDCPの添付は不要です。印刷会社でJMPAカラー2018に準拠したDDCPを出し色見本として作業を行います。

制作扱い広告会社記入欄

基本情報

出版社名	広告主名
雑誌名	件名
発売日 年 月 日	
スペース(ページ 表紙() その他スペース(ー 本)	
広告会社名	
部署名	
担当者名	
T E L	

制作会社(制作会社)記入欄

出力ファイル

出力ファイル名
※作業の安全上、出力ファイル名を必ず記入ください。※プリフライトレポートにある出力ファイル名と異なるようにしてください。

**使用システム
制作アプリケーション**

Macintosh制作	Windows制作
OS Ver. × OS 9	OS Ver. ○ Windows7 推奨
Illustrator □ ver. ○ CS6以上 × CS5以下	Illustrator □ ver. ○ CS6以上 × CS5以下
InDesign □ ver. ○ CS6以上 × CS5以下	InDesign □ ver. ○ CS6以上 × CS5以下
Photoshop □ ver. ○ CS6以上 × CS5以下	Photoshop □ ver. ○ CS6以上 × CS5以下

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検証アプリケーション

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プリフライトファイル名 雑誌広告送稿用 201602C ※当2018年7月1日版でプロファイルの変更はありません。

制作会社(制作会社)記入欄

会社名

部署名

担当者名

T E L

媒体扱い広告会社記入欄

備考

**JMPA
Color 2018**

JMPAカラー準拠PDF送稿(入稿)4点セット(送稿メディア・出力見本・仕様書・プリフライトレポート)が正しくそろっていることをご確認の上、ご記入ください。

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■Black and White

【雑誌広告デジタル送稿】 **デジタル
校了専用**

モノクロ(グレースケール)PDF仕様書 201602M

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制作扱い広告会社記入欄

基本情報

出版社名	広告主名
雑誌名	件名
発売日 年 月 日	
スペース(ページ 表紙() その他スペース(ー 本)	
広告会社名	
部署名	
担当者名	
T E L	

制作会社(制作会社)記入欄

出力ファイル

出力ファイル名
※作業の安全上、出力ファイル名を必ず記入ください。※プリフライトレポートにある出力ファイル名と異なるようにしてください。

**使用システム
制作アプリケーション**

Macintosh制作	Windows制作
OS Ver. × OS 9	OS Ver. ○ Windows7 推奨
Illustrator □ ver. ○ CS6以上 × CS5以下	Illustrator □ ver. ○ CS6以上 × CS5以下
Photoshop □ ver. ○ CS6以上 × CS5以下	Photoshop □ ver. ○ CS6以上 × CS5以下

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会社名

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https://biz.toyokeizai.net/direct/topics/topics_file_download/?topics_id=2013&ext_no=02&index=0&disp=inline

Toyo Keizai Inc. Business Promotion Department

Rules for the Publication of Advertisements / Disclaimer / Cancellation Policy

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.

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

- Advertising copy must be reviewed in advance.
- Advertisements in article format must be clearly marked as “AD” and avoid expressions that could be confused with editorial content (e.g., those that do not clearly distinguish between advertising copy and our company's content, or those that mimic the design or content of our media). Please confirm that any testimonials are from real individuals.
- The use of media names within pure advertisements is not permitted (including the name of the postcard recipient).
- Please use abbreviations or identification numbers instead).
- Please avoid explicit sexual expressions, such as exposure of private parts or breasts.
- Please avoid expressions that are ugly, cruel, bizarre, or likely to cause discomfort.
- Only “patent obtained” can be displayed. In such cases, please be sure to include the patent number. “Patent pending” cannot be displayed.
- If the advertisement includes expressions such as “No. 1,” “largest,” “first in Japan,” “leading,” or “best in Japan,” please include evidence of permission from a third-party organization within the advertisement. • When using proper nouns, please use only those for which permission has been obtained.
- If the advertisement contains content related to the Pharmaceutical Affairs Law, we may need to confirm with JARO.
- Financial products and services must include a disclaimer. For pure advertisements, please include the disclaimer on the landing page.
- Advertising expressions related to asset management (including mutual funds, real estate investment, and commodity investment) must comply with industry guidelines and our publication standards.
- Real estate investment advertisements are only accepted for listed companies. We cannot accept content aimed at lead generation, such as seminar announcements.
- Even if a company passes our review, we may not be able to accept the advertisement depending on the product content. Please inform us of the promotional content in advance so we can determine whether it can be published.

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

After application to application deadline: 50% of advertising fee

After application deadline: 100% of advertising fee

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

Advertisements Designed by the Company (without "Business Aspect")

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

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

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

About the opening section and Business Aspect

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

<Our policy on canceling interviews> *excluding tax

■ In the case of a regular article advertisement interview

- Changes made 2-3 working days before the interview: 50,000 yen net
- Changes made 1 working day before or on the day of the interview: 100,000 yen net

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

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

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

< 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.

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

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

Cancellation of the “Separate Printing” option

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

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

Regarding Compliance with the New Freelance Law and Revised Subcontracting Law

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

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

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])	2003	Toyo Keizai On-line Website begins service
1918	Kansai Branch established	2004	Sustainability Reporting Award established
1919	Toyo Keizai Shimpo begins weekly publication	2005	Company celebrates its 110th anniversary
1924	Tanzan Ishibashi (1884-1973, later 55th Prime Minister of Japan) becomes Managing Editor	2008	Diversity Management Award established
1926	Toyo Keizai Shimpo renamed Weekly Toyo Keizai Shimpo	2009	Kaisha Shikiho iPhone/iPod touch app released
1934	English monthly magazine The Oriental Economist founded	2010	Digital Content Library begins selling
1936	Kaisha Shikiho founded	2012	Toyo Keizai Online Website re-launched
1937	Nagoya Branch established	2015	Company celebrates its 120th anniversary
1961	Weekly Toyo Keizai Shimpo renamed Weekly Toyo Keizai	2020	Company celebrates its 125th anniversary
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		