



TOYO KEIZAI ONLINE MEDIA GUIDE 2018

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TOYOKEIZAI
ONLINE

Media Data

TOYO KEIZAI ONLINE is the most popular and fresh economic news site in Japan operated by Toyokeizai, Inc. which publishes the *Weekly Toyo Keizai*, a weekly magazine that boasts over 120 years of history.

It covers domestic and international topics ranging from business and investments to self-development and lifestyles with more than 100 staff writers and article contributors and has established its reputation in the corporate analysis by the staff writers in particular.

It surpasses others in the news sites operated by business magazines with 265 million page views and 38 million unique users, and its articles are frequently shared on SNS.

The readers range from the top management to the ambitious and innovative business persons working at the frontline. They lead full personal, as well as business, lives and their average annual household income is over \$90,000.

<http://toyokeizai.net/>



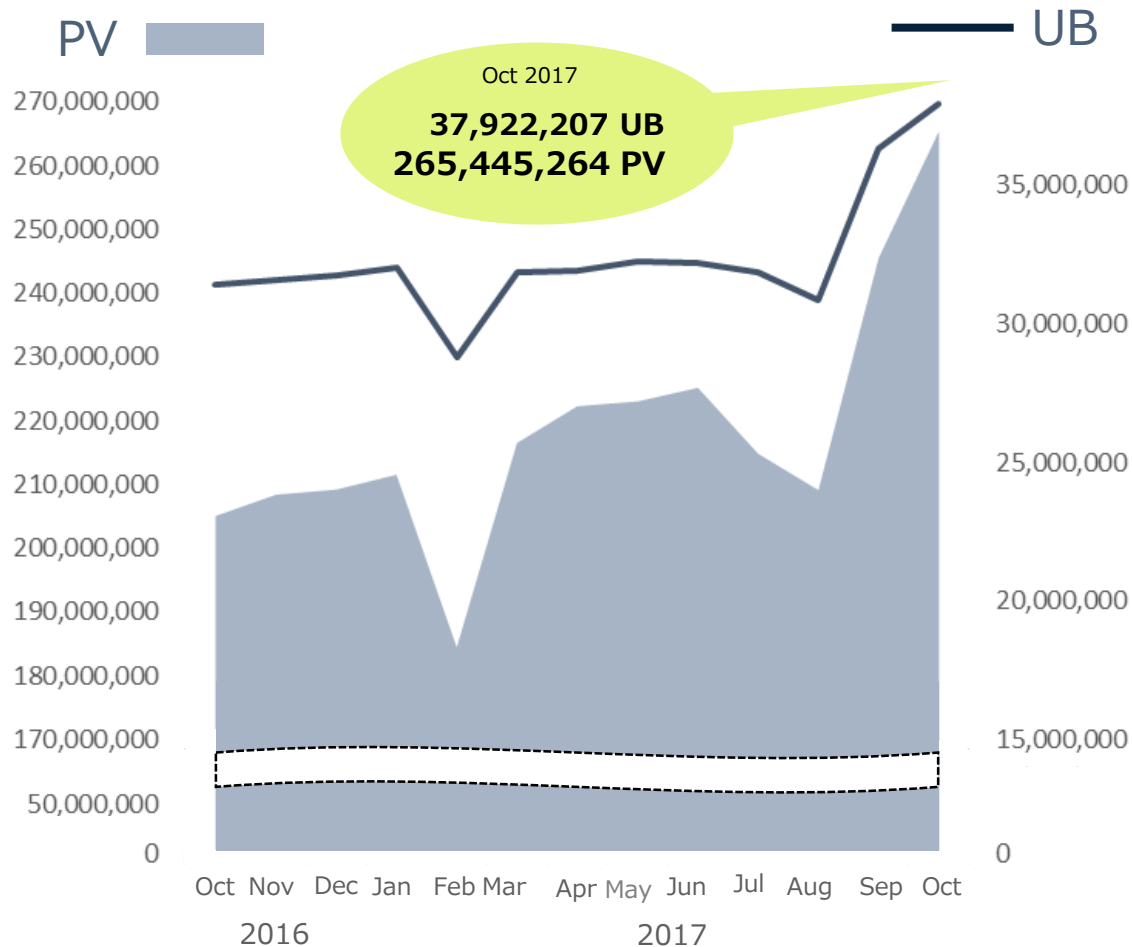
Weekly Toyo Keizai

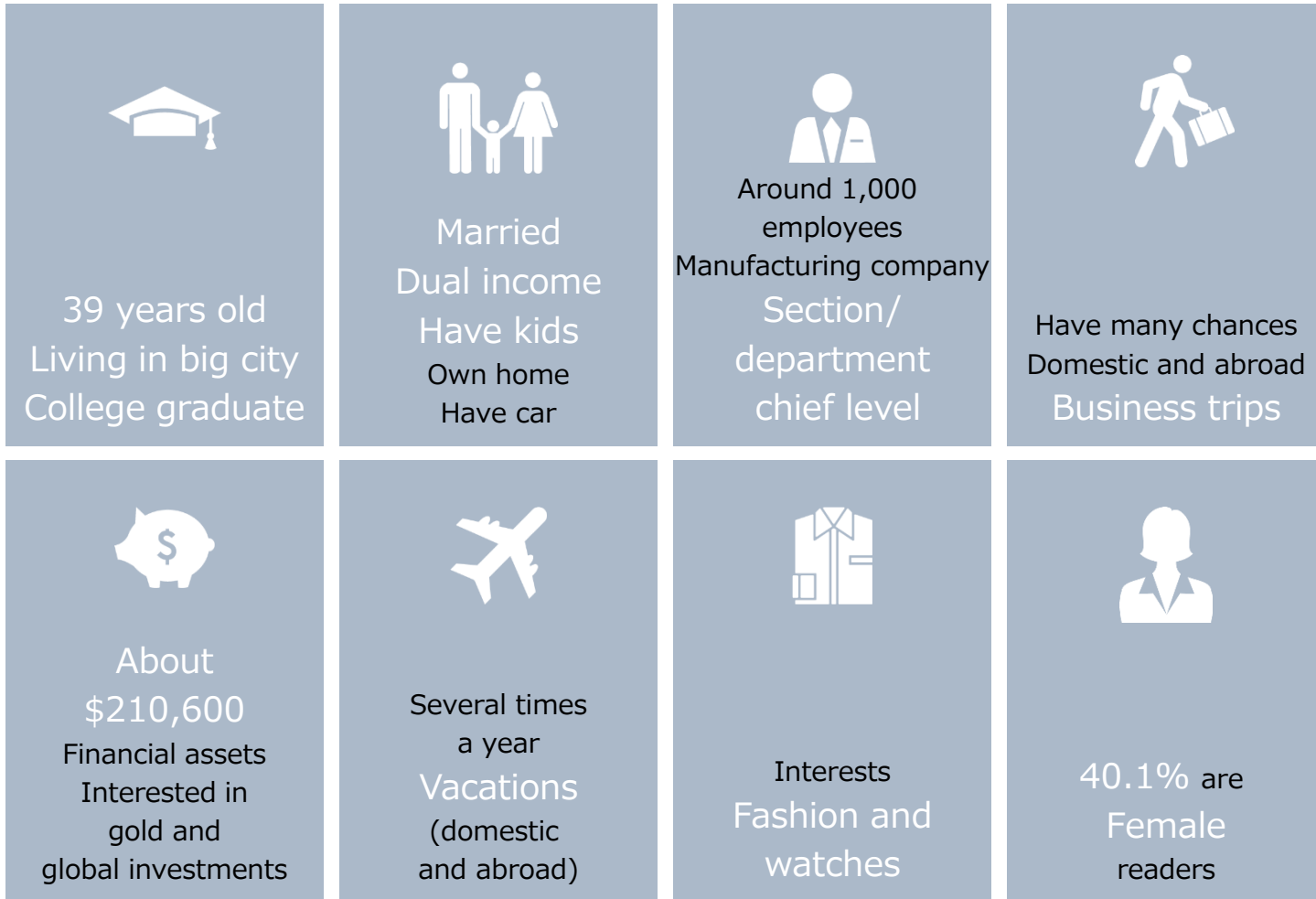


Media Scale

Since the renewal of Toyo Keizai Online in November 2012, the numbers of unique browsers (UB) and page views (PV) have been growing, and we are now the No.1 business magazine media in Japan.

Our strengths lie in the categories of business, politics, and economics, but our readership ranges from young people to corporate chairpersons and presidents.



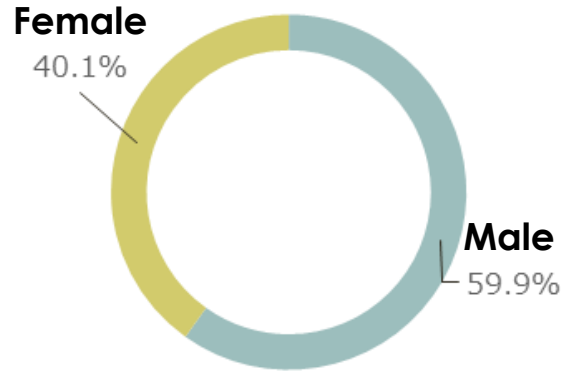


【Survey information】

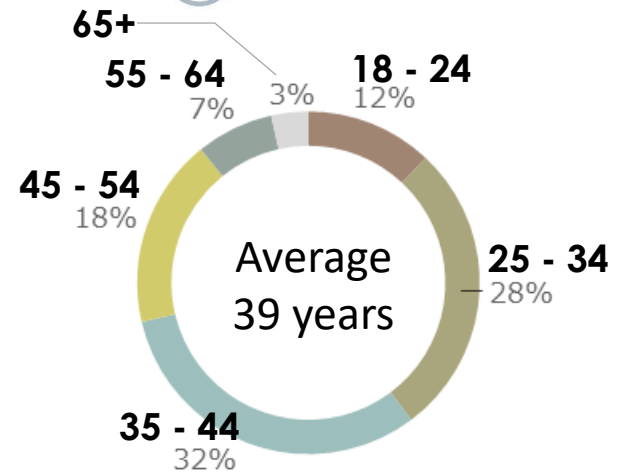
Target: 1,000 persons who have a job and read Toyo Keizai Online
Period: March 6-8, 2017
Source: Web questionnaire by Rakuten Research

User Profile: General Information

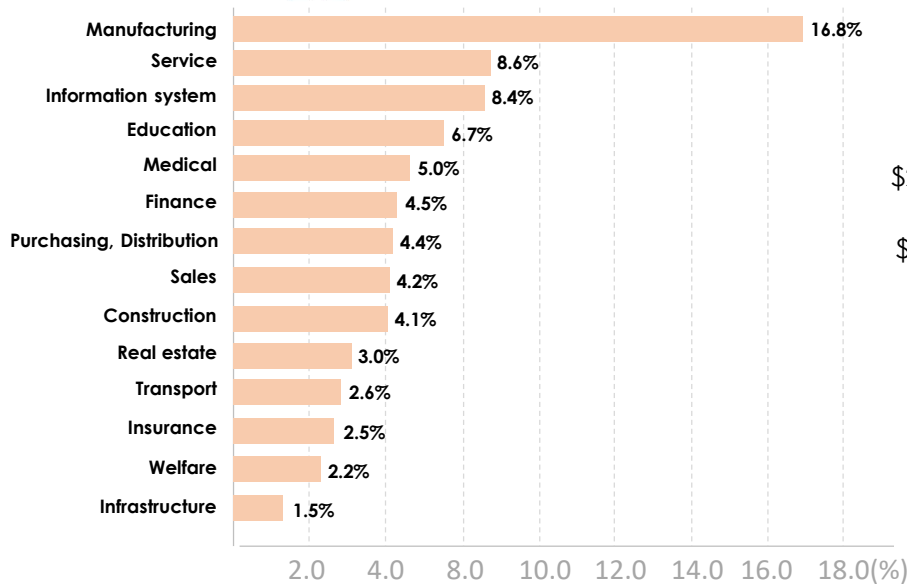
Gender



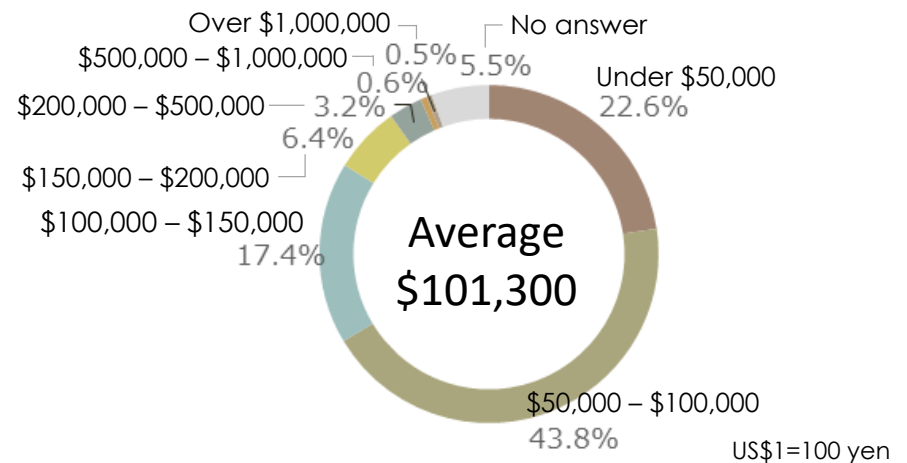
Age



Occupation



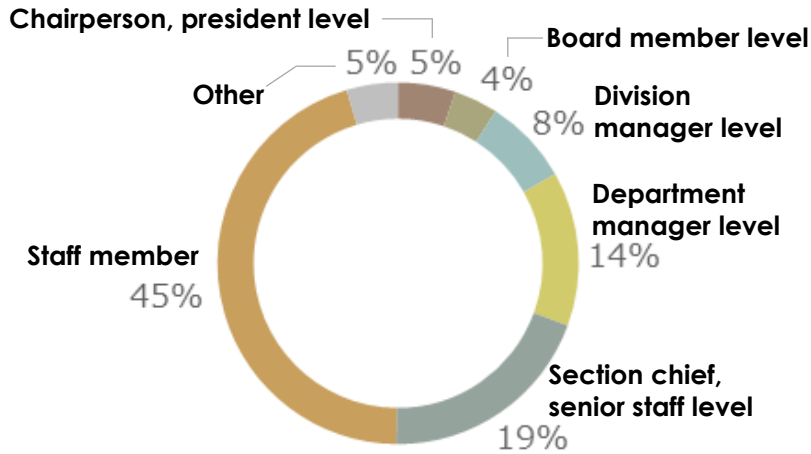
Average household income



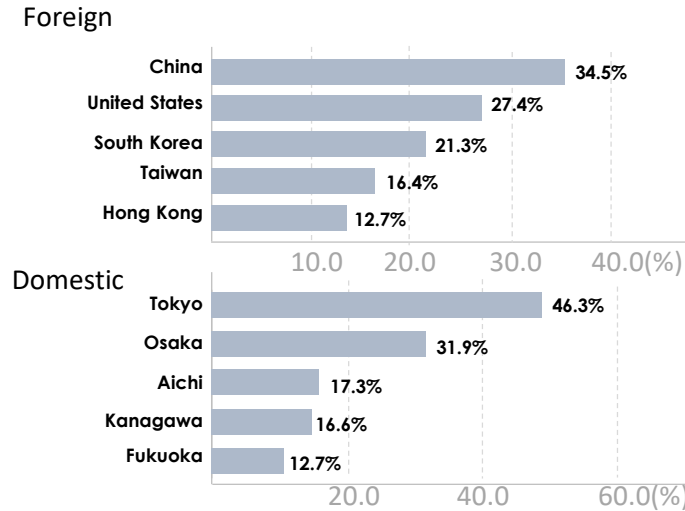
User Profile: General Information



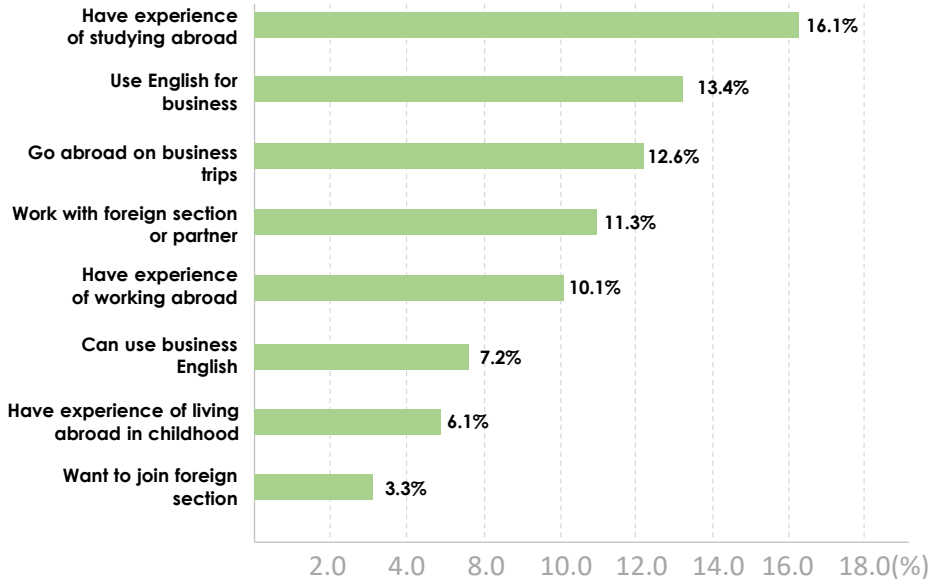
Position at workplace



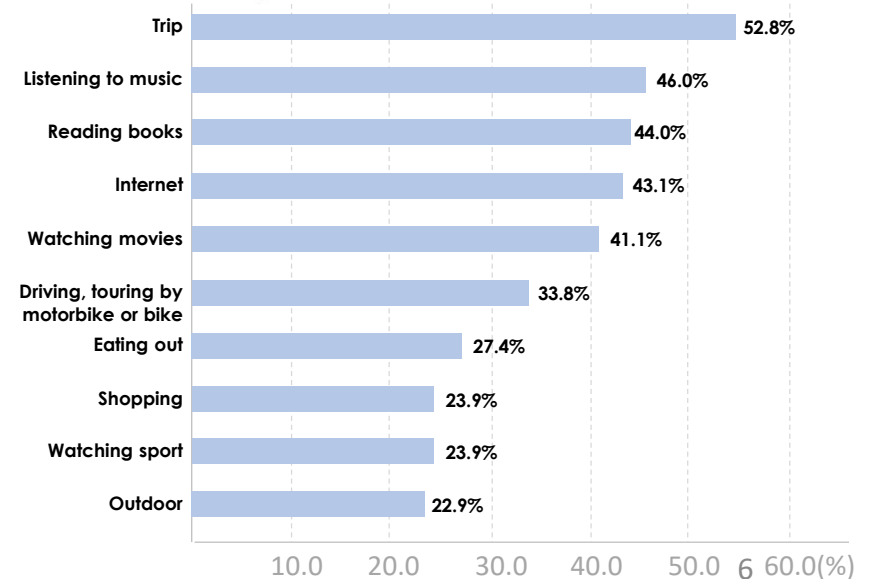
Place of business trip



Hello! English/Foreign languages



Hobby



Rectangle Ads

The rectangular ad is displayed in a conspicuous position to catch the attention of viewers.



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
PC rectangle	Rotation	Top page Article pages	From 1 week	500,000 imp	¥1,000,000	Width 300 × Height 250px
Smartphone rectangle	Rotation	Article pages	From 1 week	500,000 imp	¥1,000,000	Width 300 × Height 250px

Targeted Rectangular Ads

It is possible to target rectangular ads only at specific viewers.



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
Target by category	Rotation	Top page Article pages	From 1 week	500,000 imp	¥1,300,000	Width 300 × Height 250px
Target by segment	Rotation	Article pages	From 1 week	500,000 imp	¥1,300,000	Width 300 × Height 250px

Smartphone Top Panel

Your ad occupies the most conspicuous position on the smartphone page.



Display on upper part
both TOP page and
Article page

	Display	Position	Period	Impressions	Fee (w/o tax)	Size
Smartphone Top panel	Rotation	Top page Article pages	From 1 week	1,000,000 imp	¥2,000,000	Width 320 × Height 100px

Billboard

The placement of a still image or video in the most conspicuous position ensures a big impact.

PC top page



PC article page



Smartphone article page



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
PC still image	Rotation	Top page Article pages	From 1 week	200,000 imp	¥1,400,000	Width 970 × Height 250px
PC still image & video	Rotation	Article pages	From 1 week	200,000 imp	¥1,600,000	Still image Width 300 × Height 250px
Smartphone video	Rotation	Article pages	From 1 week	200,000 imp	¥1,400,000	Width 320 × Height 180px

PC Double Rectangle

These ads are double the size of normal rectangular ads.

Top page



Article page



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
PC Double Rectangle	Rotation	Top page Article pages	From 1 week	500,000 imp	¥1,250,000	Width 300 × Height 500px

Smartphone InRead Video Ads

InRead video ads are displayed within an article.



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
Smartphone InRead ad	Within 15-30 seconds	Article pages	From 4 weeks	500,000 view	¥2,000,000	Width 640 × Height 360px

PC InRead Video Ads

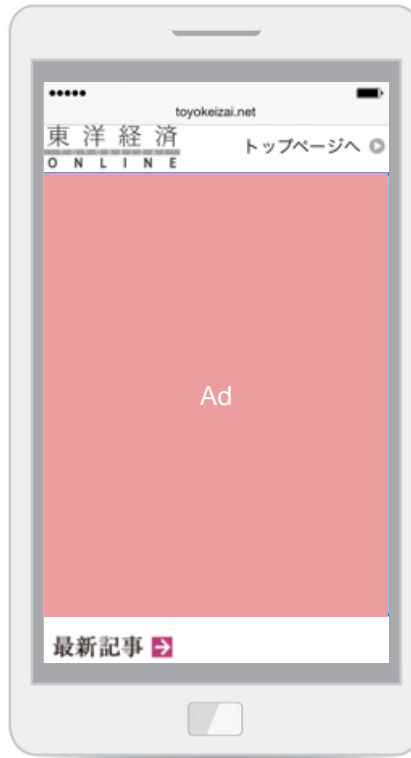
InRead video ads are displayed within an article.



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
PC InRead ad	Within 15-30 seconds	Article pages	From 4 weeks	500,000 view	¥2,000,000	Width 640 × Height 360px

Smartphone Interstitial Ads

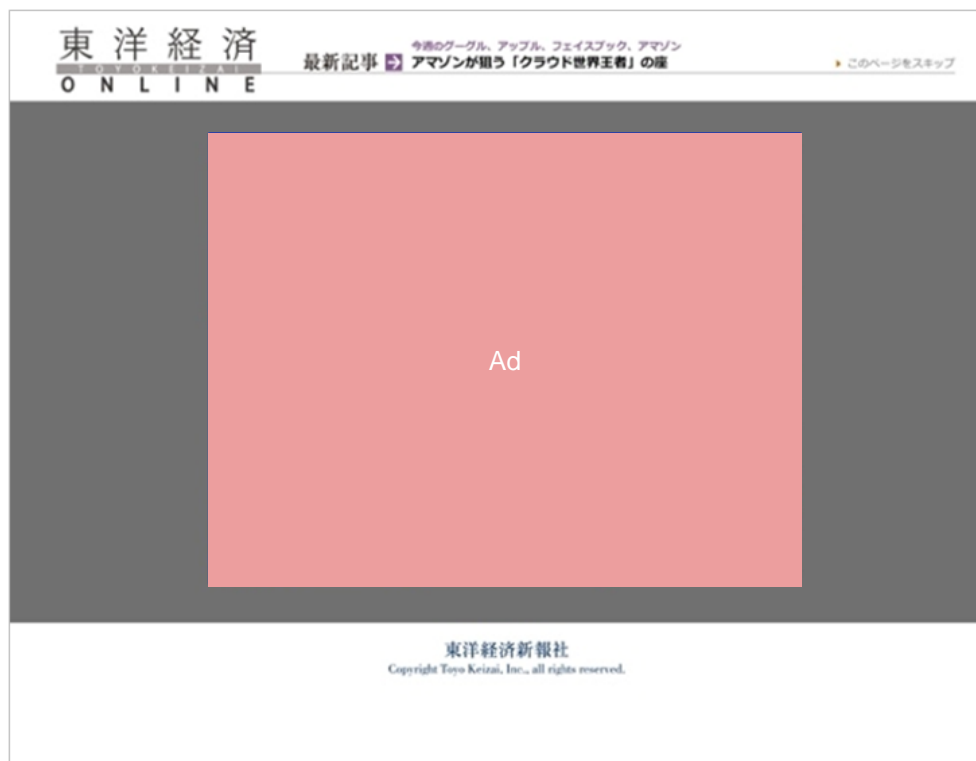
Interstitial ads are displayed at the time of accessing the top page.



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
Smartphone Interstitial Ads	Within 5 seconds	Top page	From 1 week	100,000 imp	¥1,000,000	Width 320 × Height 404px

PC Interstitial Ads

Interstitial ads are displayed at the time of accessing the top page.



	Display	Position	Period	Impressions	Fee (w/o tax)	Size
PC interstitial ads	Within 15 seconds	Top page	From 1 week	150,000 imp	¥1,500,000	Width 640 × Height 480px

Contact us at:



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