

Online medium for business executives in the Web age

# Nikkei Business Online



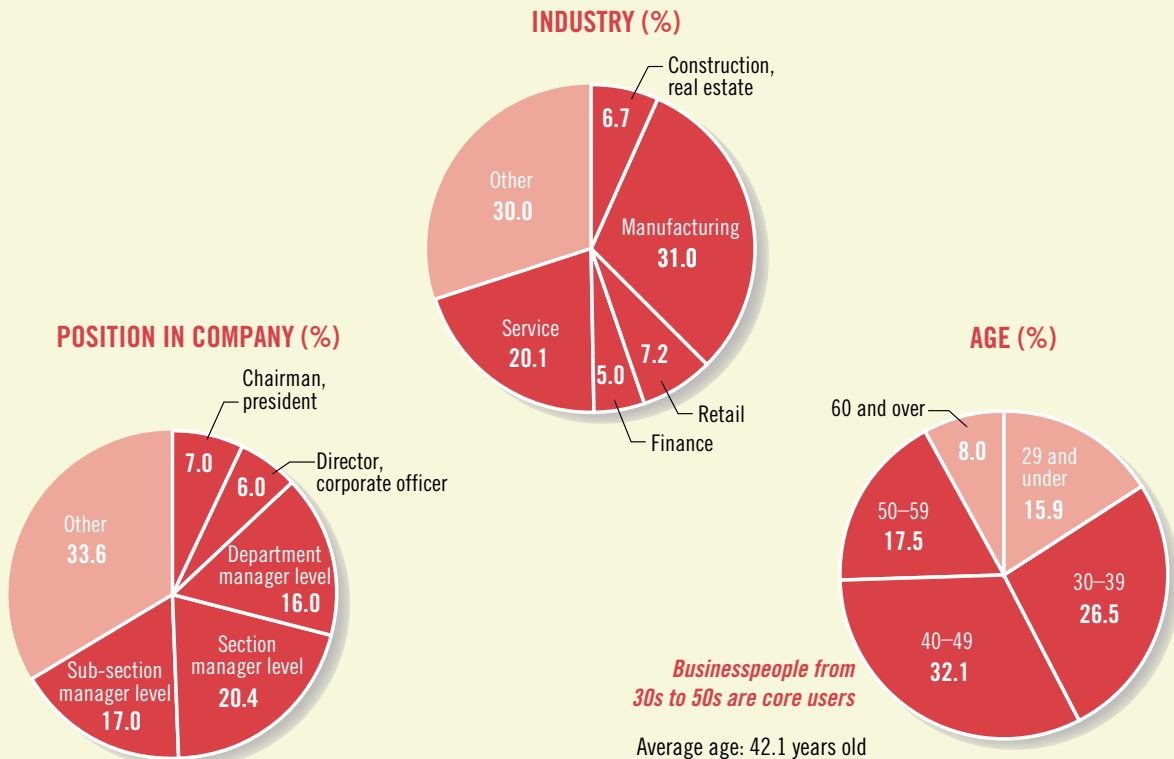
## Nikkei Business **NB**online 日経ビジネス

*Nikkei Business Online* inherits the DNA of *Nikkei Business*, Japan's foremost general business weekly, and goes beyond. It is an online platform for business executives and managers who play an active role in this Web age. Editorially, *Nikkei Business Online* provides compelling original content designed to help guide top and middle managers of companies in Japan. And because access to information in *Nikkei Business Online* requires registration, it is the only online advertising medium that ensures direct access to corporate decision makers.

<http://business.nikkeibp.co.jp>

Monthly pageviews: 19,801,817 (as of June 2008)  
 Number of unique browsers: 1,341,406 (as of June 2008)  
 (Data from SiteCensus (Nielsen/NetRatings))

### USER PROFILE



People in managerial posts make up 66%

Businesspeople from 30s to 50s are core users  
 Average age: 42.1 years old

From online user survey conducted during Oct. 12-17, 2007

# Ad Space and Rates

## TOP PAGE

### 1&2. Welcome Banner plus Top Rectangle

**1,500,000 yen per week**

(exclusive to 2 advertisers, appears from Tuesday through Monday)  
Welcome Banner is displayed once or twice a day for about 10 seconds when a user visits NBoNline. This is a package of Welcome Banner and Top Rectangle which is displayed on the first page that appears after the Welcome Banner.

1. Welcome Banner: 640 x 480 (W x H) pixels  
Estimated impressions: 35,000/week  
Within 10 seconds  
Flash: Max. 50 KB, GIF: Max. 40 KB
2. Top Rectangle: 300 x 300 or 300 x 250 (W x H) pixels  
Estimated impressions: 180,000/week  
Within 10 seconds  
Flash: Max. 40 KB, GIF: Max. 20 KB

### 3. Text Ad ("This week's information")

**800,000 yen per week**

(3 slots displayed at once with their positions changing in rotation, appears from Tuesday through Monday)

Text ad displayed on all pages including linked article pages

38 characters x 1 line

Estimated impressions: 2,500,000/week

### 4. Visual Box (GIF images plus text ad)

**500,000 yen per week**

(2 advertisers displayed at once with their positions changing in rotation, appears from Tuesday through Monday)

400,000 yen/week when added as a link frame of a tie-up site

The combination of gif and text contributes to an added effectiveness

Also useful as a link frame to your tie-up site

GIF: 70 x 70 (W x H) pixels

Text: 15 characters x 2 lines

Estimated impressions: 2,500,000/week

### 5. Leaderboard

**NBoNline: 5 yen/imp.**

**NBoNline + nikkei BPnet: 4 yen/imp.** (minimum charge 500,000 yen)

A banner that appears at the top part of all pages excluding Top page and including linked article pages

728 x 90 (W x H) pixels

Flash: Max. 30 KB, GIF: Max. 20 KB

### Category Top



### Top Page – When accessing



### Top Page



# Ad Space and Rates

## CATEGORY PAGES

### 6. Large Rectangle by Category (upper)

300 x 300 or 300 x 250 (W x H) pixels  
Flash: Max. 40 KB, GIF: Max. 20 KB

Management: Estimated impressions 800,000 per advertiser  
**1,500,000 yen/month** (3 advertisers in rotation)

IT, Technology and SMEs: Estimated impressions 850,000 per advertiser  
**2,000,000 yen/month** (2 advertisers in rotation)

Medical and Life: Estimated impressions 850,000 per advertiser  
**2,000,000 yen/month** (2 advertisers in rotation)

News: Estimated impressions 900,000 per advertiser  
**2,500,000 yen per month** (2 advertisers in rotation)

Investment & Finance: Estimated impressions 800,000  
**2,000,000 yen per month** (1 advertiser)

CSR & Environment: Estimated impressions 700,000  
**1,500,000 yen per month** (1 advertiser)

International: Estimated impressions 1,100,000  
**2,000,000 yen per month** (1 advertiser)

Business Week: Estimated impressions 1,000,000  
**2,500,000 yen per month** (1 advertiser)

Leadership: Estimated impressions 800,000  
**1,600,000 yen per month** (1 advertiser)

### 7. Large Rectangle (lower)

**2 yen/imp.** (minimum charge: 500,000 yen)

This is a Rectangle Banner with a large number of page views displayed on all pages excluding the top page and including linked article pages.

300 x 300 or 300 x 250 (W x H) pixels  
Flash: Max. 40 KB, GIF: Max. 20 KB

### NBOnline Value Ad Package

Package ad plan for a set of 3 ad spaces:

- Leaderboard (menu No. 5, 1,000,000 impressions guaranteed / 6 months)
- Text Ad (menu No. 3, 12,000,000 impressions estimated / 6 months, appears on the 4th line and in rotation)
- Logo Tile Banner (72,000,000 impressions estimated / 6 months)  
GIF only, 120 x 60 pixels (W x H), Max. 15 KB

**3,600,000 yen per 6 month**

### Category Top

The screenshot shows the NBOnline website interface. Several ad spaces are highlighted with red boxes and numbered:

- Space 5:** A large red box at the top right of the page.
- Space 3:** A red box on the left side of the page, below the main navigation.
- Space 6:** A red box on the right side of the page, below the main content area.
- Space 4:** A red box on the right side of the page, below space 6.
- Space 7:** A red box at the bottom right of the page, below space 4.

At the bottom of the page, there is a section for the **Logo Tile Banner**, which is a red box containing the text "Logo Tile Banner".

# Ad Space and Rates

## Feature Top



## SPECIAL ADS

### 8. Targeting Banner Ad

(Appears on all pages except Top Page for target audience only among registered Nikkei Business Online users. Advertisers can set target by company position, annual income, sex, etc.)

200 x 200 (W x H) pixels

Flash: Max. 30 KB, GIF: Max. 20 KB

Regular: @10 yen per imp.

Mouse-over expand: @12 yen per imp.

### 9. Context-Link Ad

Large Rectangle: 300 x 300 or 300 x 250 (W x H) pixels

Double Large Rectangle: 300 x 600 (W x H) pixels

Flash: Max. 30 KB, GIF: Max. 20 KB

Text box: Up to 33 characters

Sponsor name is displayed above rectangle.

From 3,000,000 yen per month

## Feature Top



## Article Page



# Ad Space and Rates

## ADVERTORIALS

### 10. Advertorial Page

Including advertorial placement fee, production fee and banner and text link from Nikkei Business Online Top Page and Nikkei Business Online Mail.

- a. Text link: 20 characters x 1 line
- b. Rotation Super Banner: 728 x 90 (W x H) pixels
- c. Nikkei Business Online Mail Text Ad
  - HTML mail: 20 characters x 1 line
  - 37 characters x 2 lines (URL to be displayed on the 2nd line)
- d. Text link from nikkei BPnet Trend Information: 20 characters x 1 line
- e. Visual Box (GIF image plus text ad) (Optional):  
**500,000 yen per week (Normally 800,000 yen per week)**

**From 3,000,000 yen per month**

(From 2,000,000 yen when using materials used in our print media advertorial)

### 11. Print and Online Combination

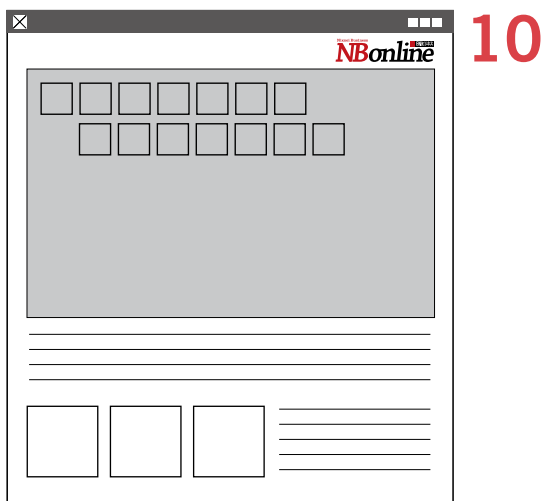
#### “Top Interview” and “New Marketing Strategy”

Including advertorial placement fee, production fee and banner and text link from Nikkei Business Online Top Page and Nikkei Business Online Mail.

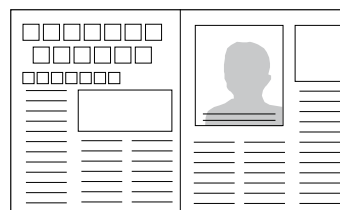
- a. Text link: 20 characters x 1 line
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- c. Nikkei Business Online Mail Text Ad
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- d. Text link from nikkei BPnet Trend Information: 20 characters x 1 line
- e. Visual Box (GIF image plus text ad) (Optional):  
**500,000 yen per week (Normally 800,000 yen per week)**

Full-color double-page spread advertorial on Nikkei Business: **3,960,000 yen** plus

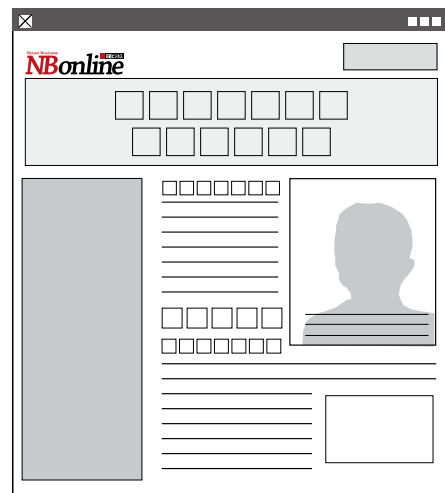
Advertorial page on Nikkei Business Online: **1,530,000 yen**



Nikkei Business Online advertorial



Nikkei Business advertorial



Nikkei Business Online advertorial



# Ad Space and Rates

## HTML Mail



## Text Mail



## Nikkei Business Online EMAIL ADVERTISING

Distributed every weekday

### 12. Header Ad (HTML + text)

Number of mails: 675,730 (as of March 2008)

HTML mail: 200 x 200 (W x H) pixels + 15 characters x 2 lines

GIF only, Max. 20KB

Text email: 38 characters x 5 lines

**500,000 yen**

## NBBonline TARGETED EMAIL

Thanks to the user registration system, NBBonline can grasp precise personal data of the users. In addition, it is possible to look through users' access records over the past two months.

Minimum rate: **500,000 yen** / Up to 3,000 recipients  
(For more than 3,000 recipients, **60 yen** per recipient is added to the above rate.)

Segmentation method = 1 static attribute x 1 dynamic attribute

### Static Attribute

- Age
- Sex
- Industry
- Department
- Title/Position
- Number of employees
- Annual income
- Area of interest
- Region

### Dynamic Attribute

- News
- NB100+Investment/Finance Management (Strategy)
- IT & Technology
- International
- Self-development
- Management (Personnel)
- Life

\*As for dynamic attributes, you can select multiple attributes, which will be connected with "or".

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