

NNA MEDIA GUIDE

2018

Advertising plan for all of business persons who engaged in Asia.



The Daily **NNA**
アジア経済情報紙

NNA ASIA
アジア経済ニュース

NNAカンパサル

NNA倶楽部

For Japanese headquarters and overseas branches, NNA is the only Japanese media what reaches all business person in Asia.



For overseas branches in Asian country.

Details

- Daily (No issues on Sat, Sun, public holiday)
- Subscribers : Overseas resident officer
- Style : PDF (Send by E-mail)

Number of copies (Companies)

Korea Edition	200	(200)
Hong Kong & South China Edition	500	(500)
Taiwan Edition	600	(500)
Thailand Edition	4,000	(800)
Malaysia Edition	1,000	(300)
Singapore & ASEAN Edition	400	(400)
Indonesia Edition	1,500	(700)
Philippines Edition	450	(350)
India Edition	850	(300)
Myanmar Edition	400	(200)



Number of copies

Japan	30,000
Korea	1,000
Hong Kong	3,500
Taiwan	2,000
Philippines	3,000
Vietnam	3,000
Thailand	15,000
Malaysia	4,000
Singapore	8,500
Indonesia	6,500
Myanmar	200
Cambodia	300
India	2,500
Australia	500

80,000



Oversea branches in Asia

All Japanese business person in Asia

Headquarters In Japan



For Japanese headquarters.

Details

- A news web site of "The Daily NNA"
- More than 75% accesses from Japan

Montly Data

1,600,000PV
350,000AU



Free paper for All business person in Asia.

Quarterly Jan, Apr, Jul, Oct

Style Tabloid format, Full color, 24 pages

Distribution channels

① Direct distribution (70%)

- NNA news subscribers – more than 7,000 companies
- Other Japanese business person in Asia

② Display Stand (30%)

In Japan : Airport lounges, Public libraries, Business book store, Business seminars, Exhibitions

In Asia : Japanese diplomatic missions, JETRO, Commerce and industry associations, Airport lounges, hotels, Japanese bookstores.



"For your Asian business" NNA's free membership.

Number of members 45,000 (Jul, 2018)

Monthly increasing rate 1,000

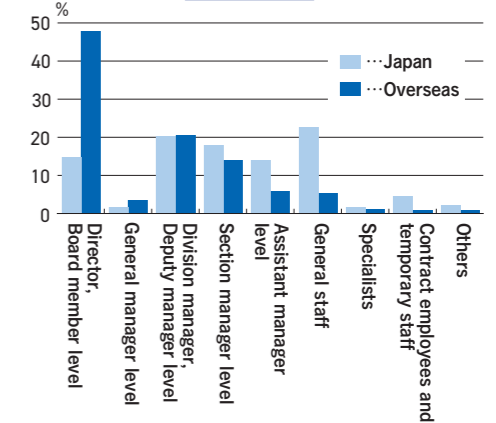
Details

- NNA Club Business News E-mail Magazine
- Daily (No issues on Sat, Sun, public holiday)
- Subscribers : NNA Club members

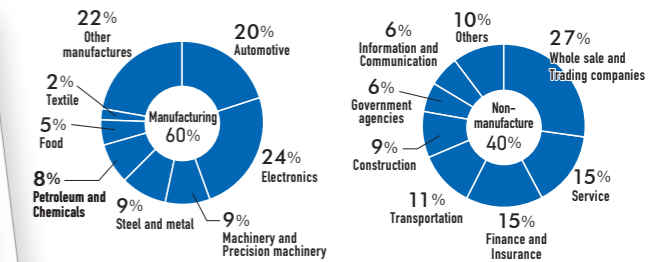
Who ?

Subscribers are Japanese business persons at the forefront in Asia. They are the key decision makers. Our service is featured in a wide range of industries including manufacturing, financial and service sectors.

By Positions



By Business Categories



How many ?

NNA ASIA 350,000AU
※ Monthly

The Daily NNA 200~4,000copies

NNA Kanpasar 80,000copies

NNA Club 45,000person



How much ?

NNA Club 50,000JPY

The Daily NNA 50,000~100,000JPY

NNA Kanpasar 240,000~1,200,000JPY

Advertising rates & sizes



1 Banner

Size	Page	2weeks (10times)	4weeks (20times)
180×45mm	2-5 page	55,000JPY	100,000JPY



RISO KAGAKU CORPORATION Nov. 2016 (Singapore-Edition)

Canon IT Solutions Inc Nov. 2016 (Thailand-Edition)

2 Text ad on distribution E-mail

The number of characters (Japanese)	Publications	rete
39 characters × 5 lines (Include URL)	5 times	50,000JPY



1 Rectangle ad

Size	Displaying	Imps	Unit price	Term	Amount
300×250pix	Rotation	100,000Imps (guarantee)	1.0JPY/imp	1month	100,000JPY

2 Text ad

The number of characters (Japanese)	Displaying	Imps	Unit price	Term	Amount
Maximum of 35 characters	Rotation	500,000imps (guarantee)	0.1JPY/imp	1month	50,000JPY

Rectangle ad 300×250pix

Maximum of 35 characters

NNA Kanpasar

Space	First	Third	Fourth
Full Page (Back cover)	1,200,000JPY	1,020,000JPY	960,000JPY
Full Page (Inside)	900,000JPY	765,000JPY	720,000JPY
1/4 Full	500,000JPY	425,000JPY	400,000JPY
1/4 Half	300,000JPY	255,000JPY	240,000JPY

※ Discount for consecutive orders only.

[Full Page]

Fujixerox Apr.2016

[1/4 Half]

Mitsubishi Electric Apr. 2017

NIPPON STEEL & SUMIKIN BUSSAN CORPORATION Apr.2017

[1/4 Full]

Leoplace 21 Apr.2017

NNA Club

NNA Club Business News E-mail Magazine

1 Header text ad

The number of characters (Japanese)	Publications	rete
39 characters × 5lines (Include URL)	3 times	50,000 JPY