

MEDIA DATA

2024–2025

THE YOMIURI SHIMBUN

The most effective news for advertising in Japan

Our Brands and Strength

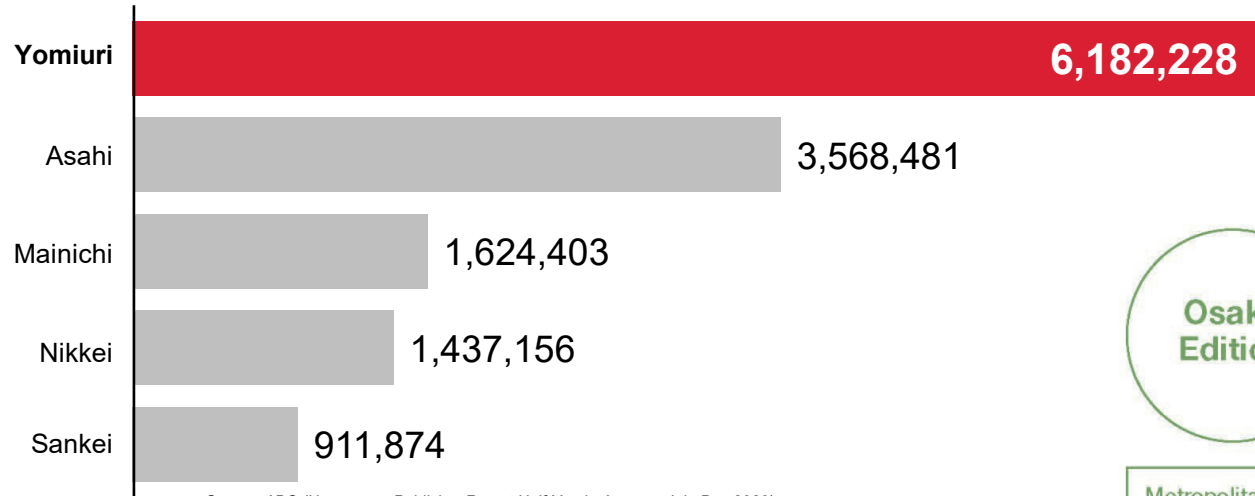
Founded in November 1874, The Yomiuri Shimbun is a national Japanese newspaper with a history spanning more than 145 years. It has the world's largest circulation, which is listed in the Guinness World Records.

The Yomiuri Group is a media conglomerate centered on The Yomiuri Shimbun. The business activities of the conglomerate extend to various fields such as owning a professional baseball team, a musical orchestra and an amusement park in Tokyo. In addition, the conglomerate is actively engaged in contributing to society.



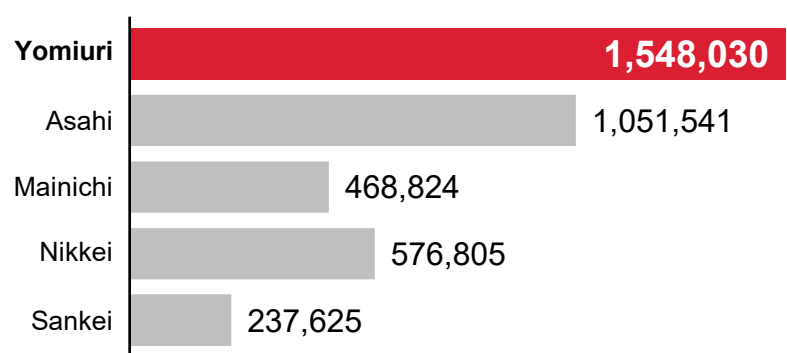
The Yomiuri Shimbun (National Edition)

Circulation (Morning Edition)

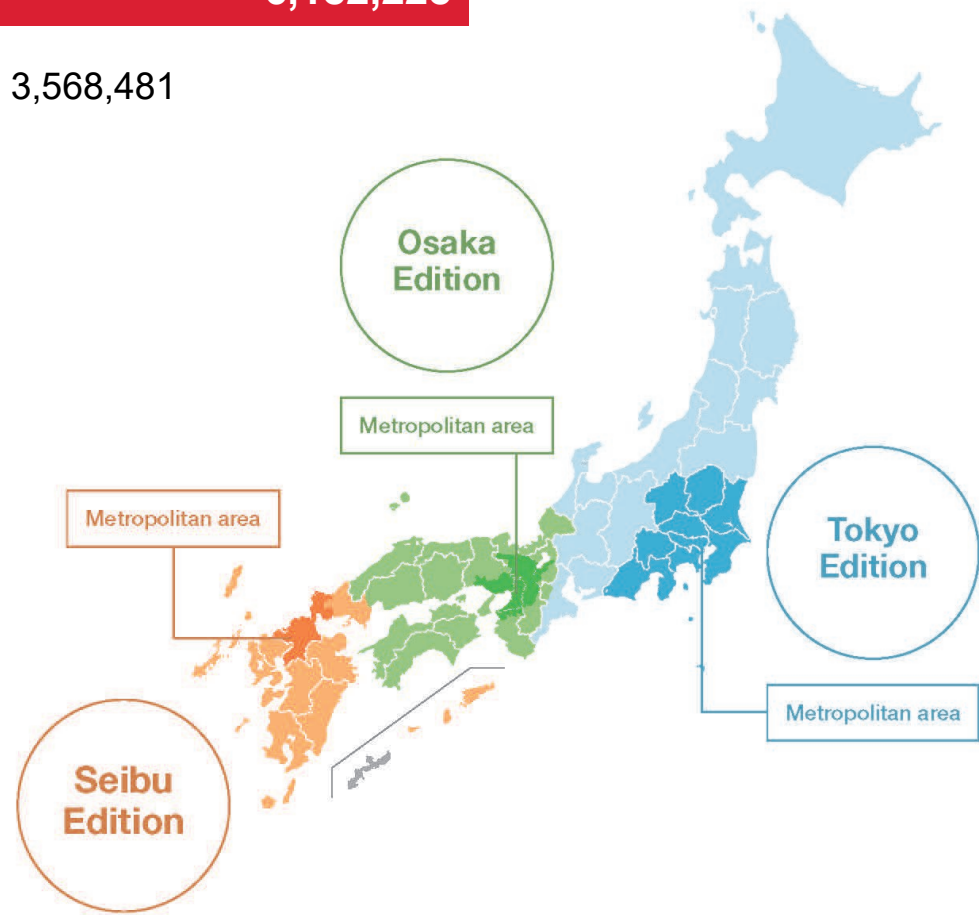


Source: ABC (Newspaper Publisher Report Half-Yearly Average Jul.–Dec.2023)

Circulation (Evening Edition)

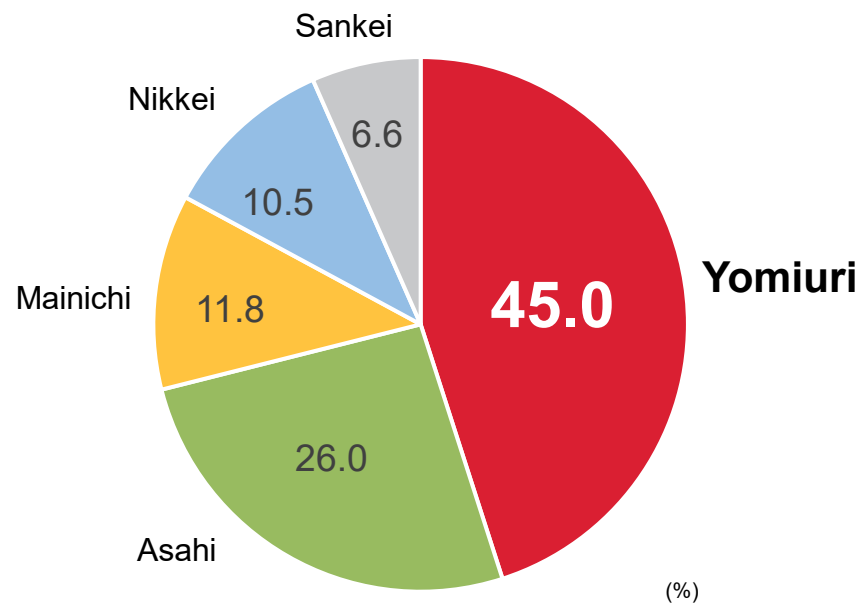


Source: ABC (average Jul.–Dec.2023)



Share of The Yomiuri Shimbun (National Edition)

Yomiuri Shimbun's share of the national newspaper market exceeds 40%.



Yomiuri Shimbun's circulation far exceeds that of "Asahi + Nikkei"

Comparison of circulation between Yomiuri and other newspapers (morning edition, nationwide)

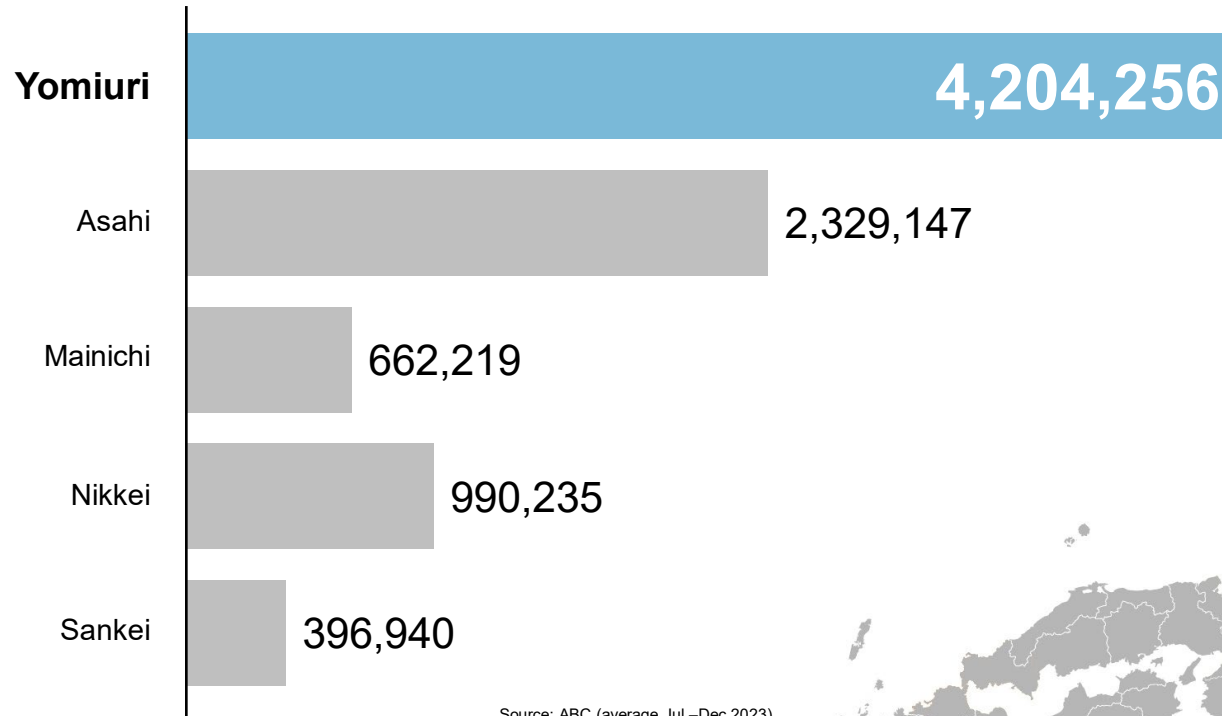
	(Copies)
Yomiuri	6,182,228
Asahi + Nikkei	5,005,637
Yomiuri – (Asahi + Nikkei)	1,176,591

The difference between "Asahi + Nikkei" is over 1,000,000 copies.

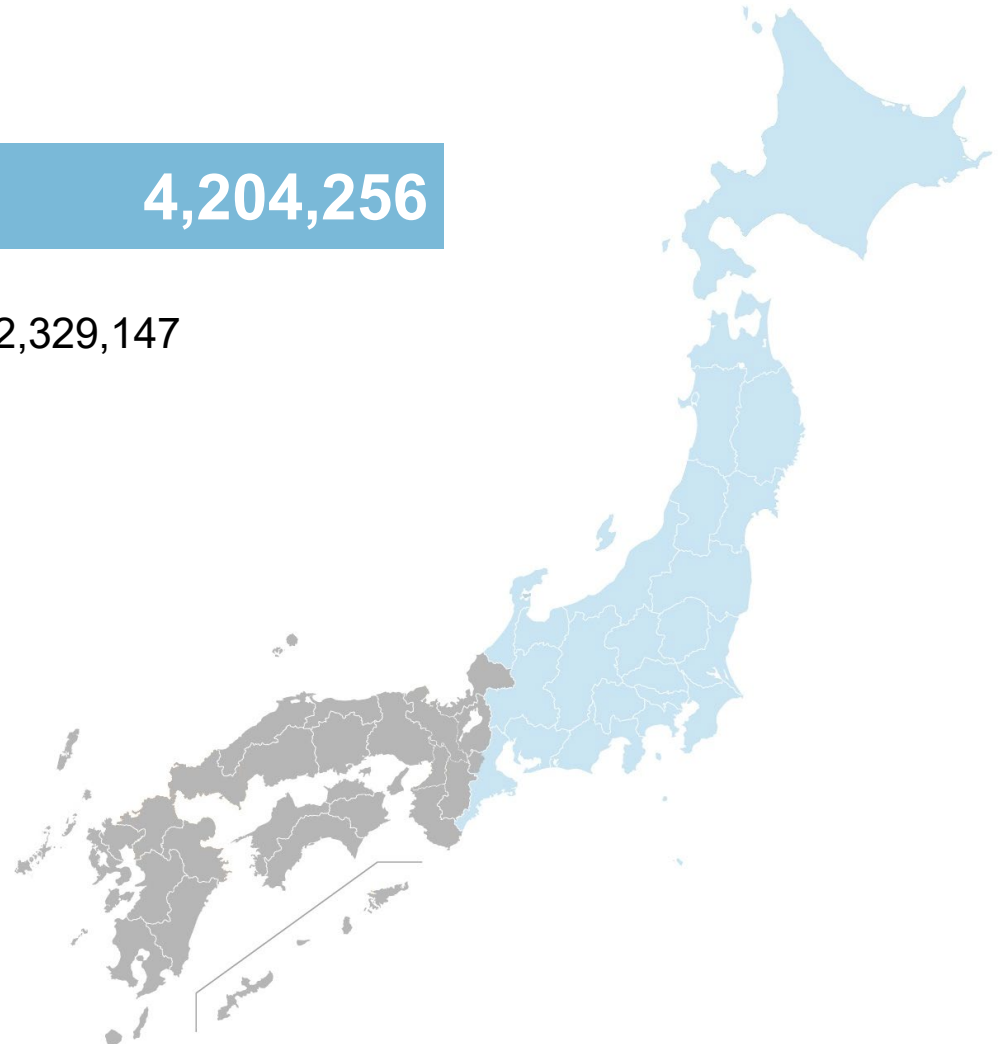
Source: ABC (average Jul.–Dec.2023)

Tokyo Edition

Circulation (Morning Edition)

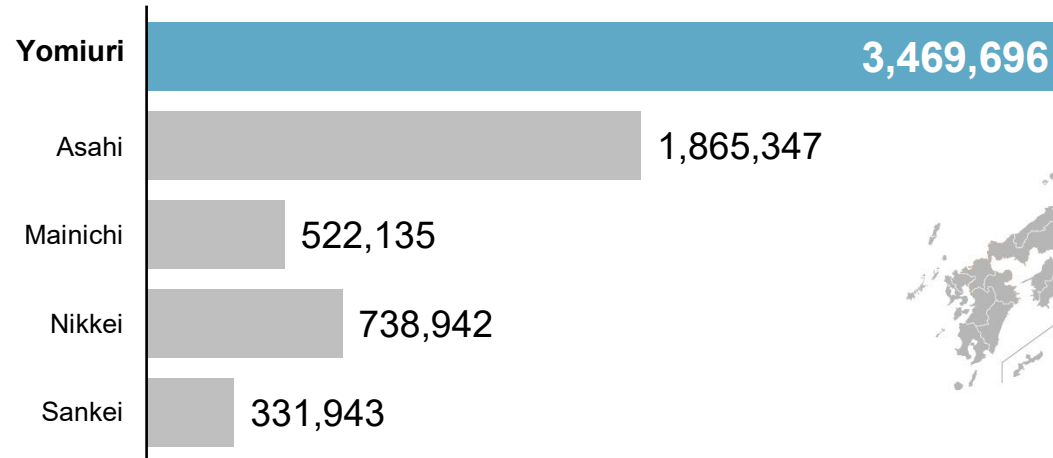


Source: ABC (average Jul.–Dec.2023)



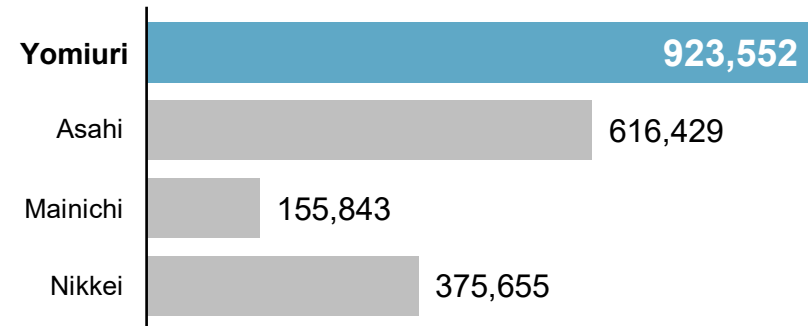
Tokyo Metropolitan Area

Circulation (Morning Edition)

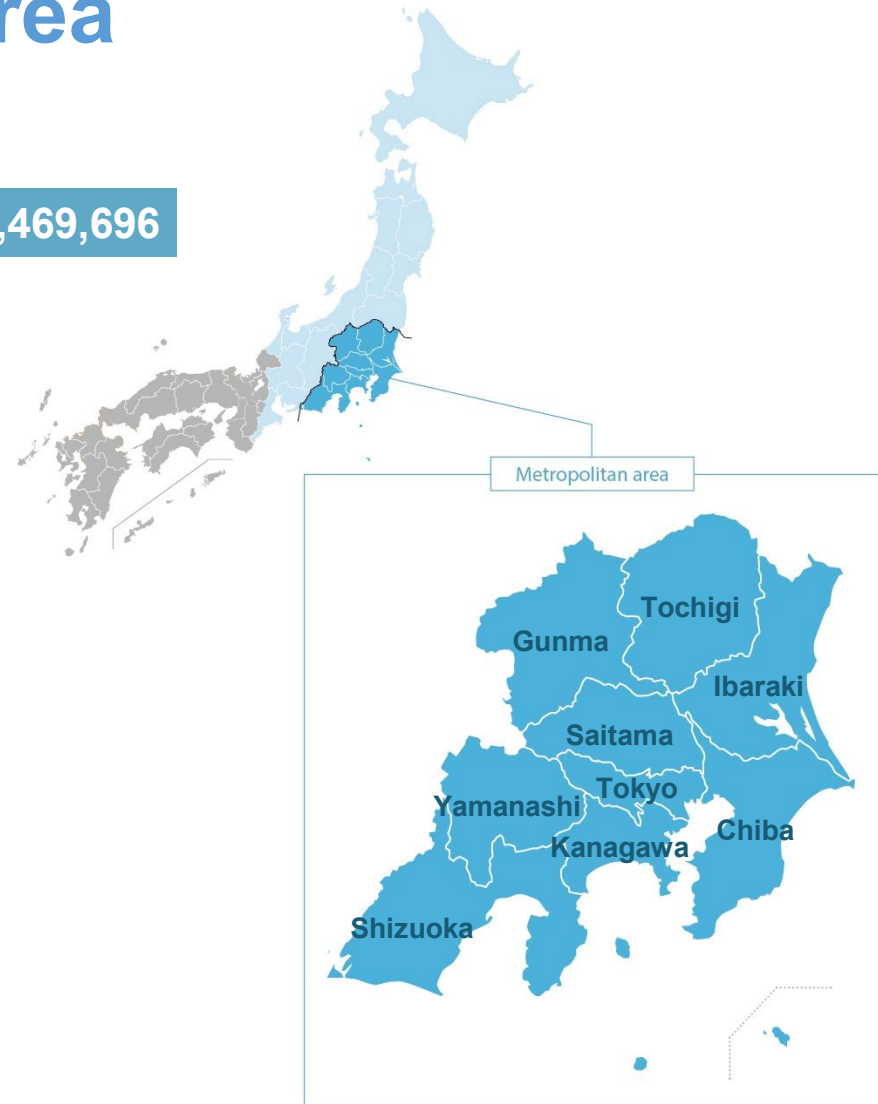


Source: ABC (average Jul.–Dec.2023)

Circulation (Evening Edition)

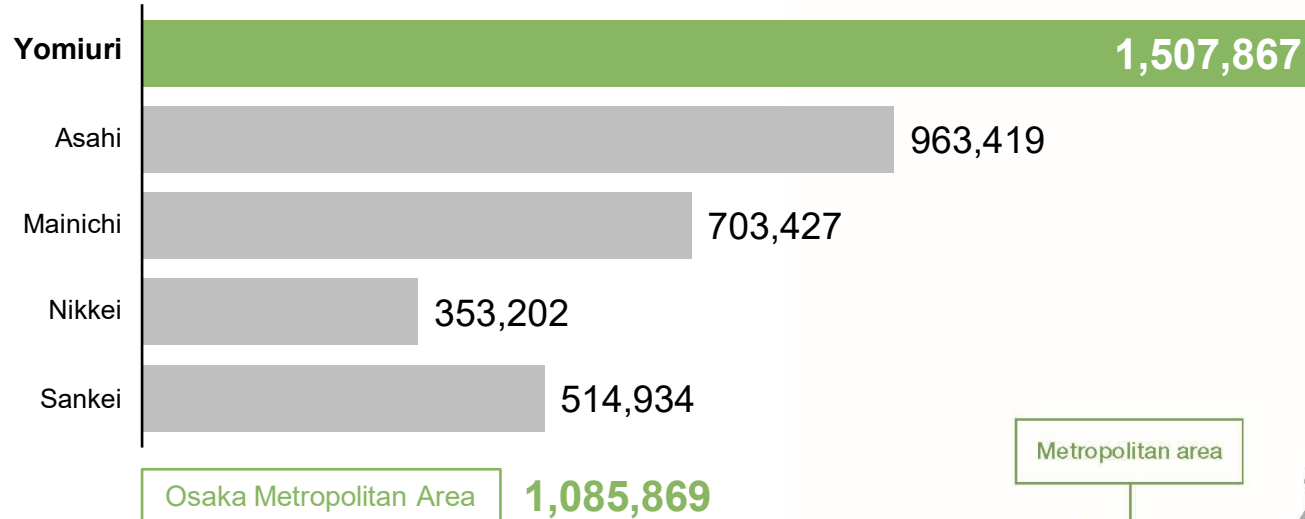


Source: ABC (average Jul.–Dec.2023)



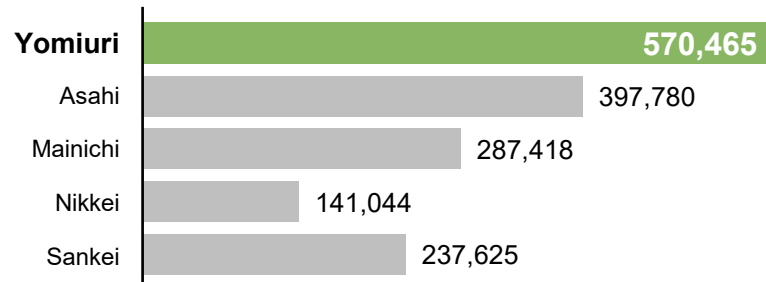
Osaka Edition

Circulation (Morning Edition)

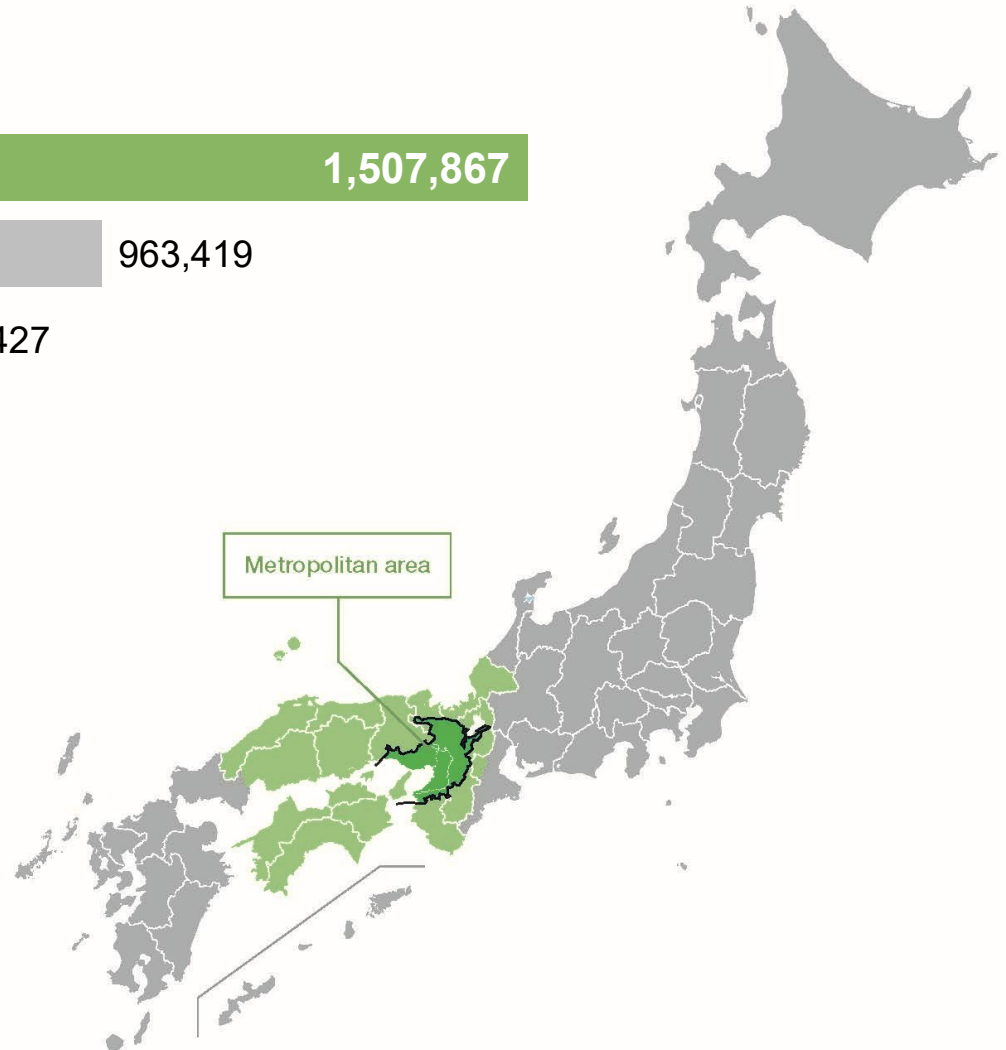


Source: ABC (average Jul.–Dec.2023)

Circulation (Evening Edition)

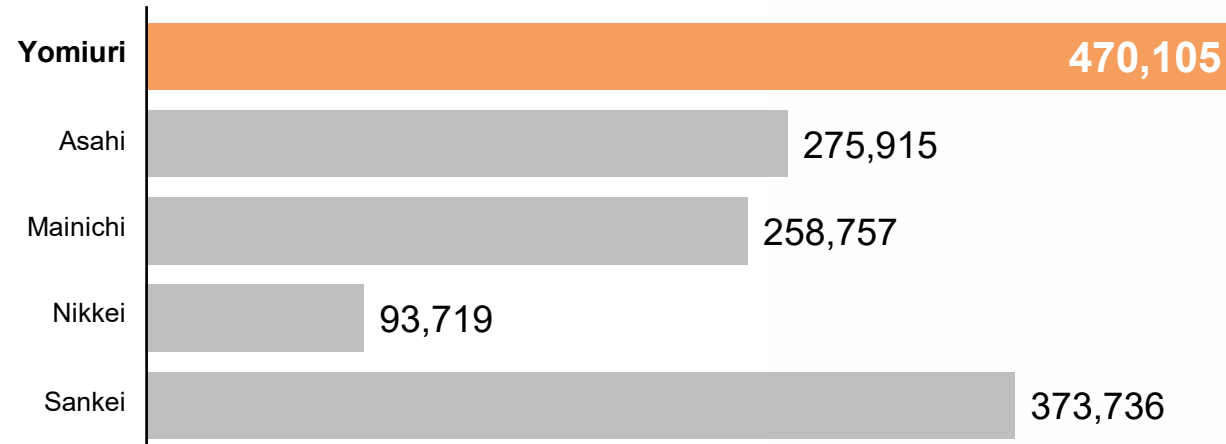


Source: ABC (average Jul.–Dec.2023)



Seibu Edition

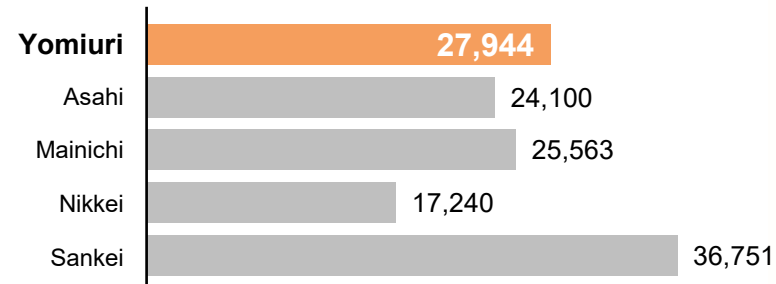
Circulation (Morning Edition)



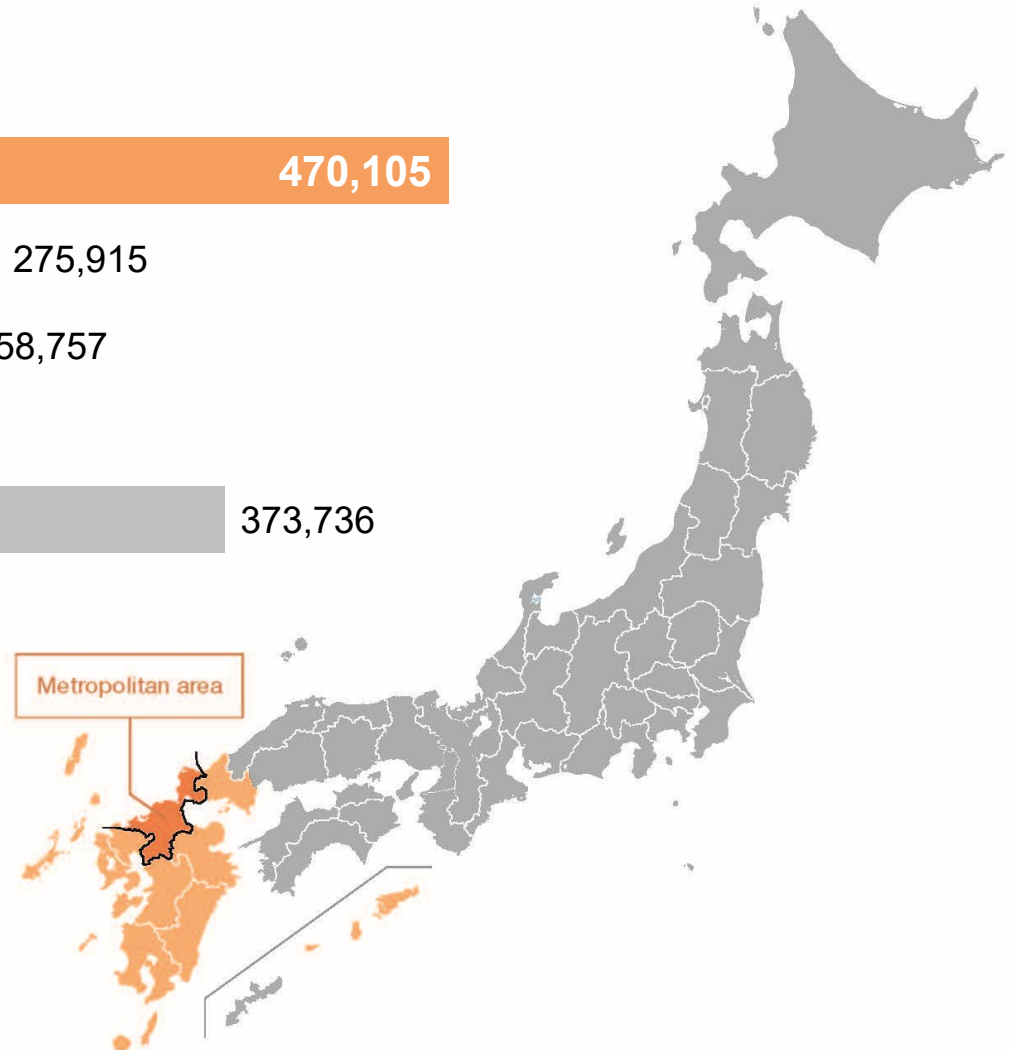
Seibu Metropolitan Area **243,211**

Source: ABC (average Jul.–Dec.2023)

Circulation (Evening Edition)



Source: ABC (average Jul.–Dec.2023)



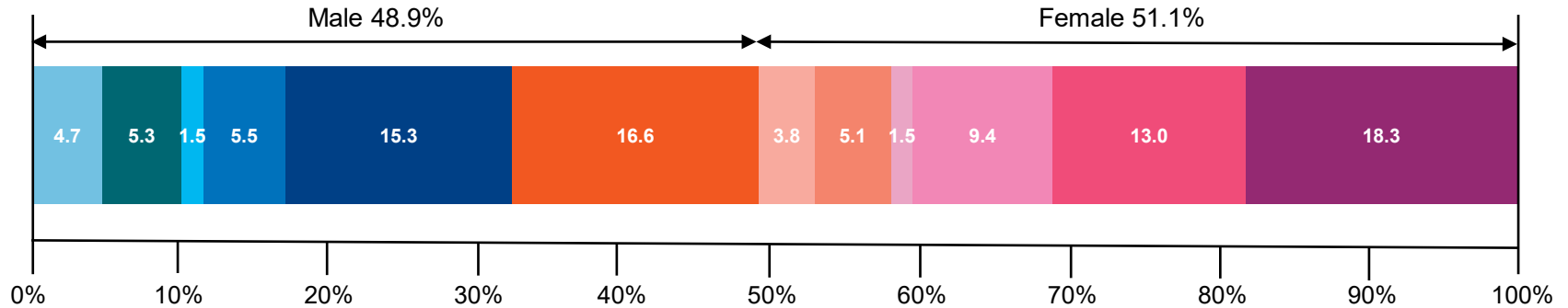
Reader Profile (The Yomiuri Shimbun)

*Area within a 50 km radius from Tokyo

Gender & Age

(n=2,462)

- Male 12-19
- Male 20s
- Male 30s
- Male 40s
- Male 50s
- Male 60s
- Female 12-19
- Female 20s
- Female 30s
- Female 40s
- Female 50s
- Female 60s

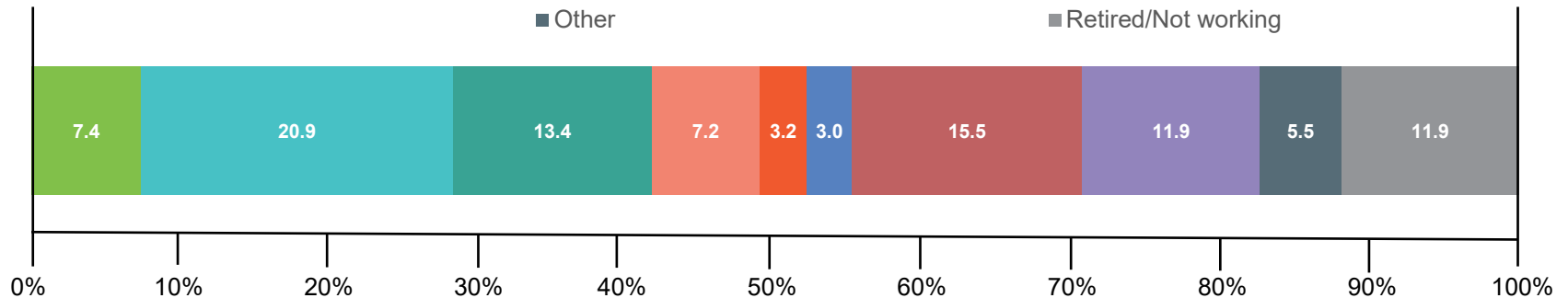


Source: ACR/ex 2023, by Video Research Ltd.

Occupation

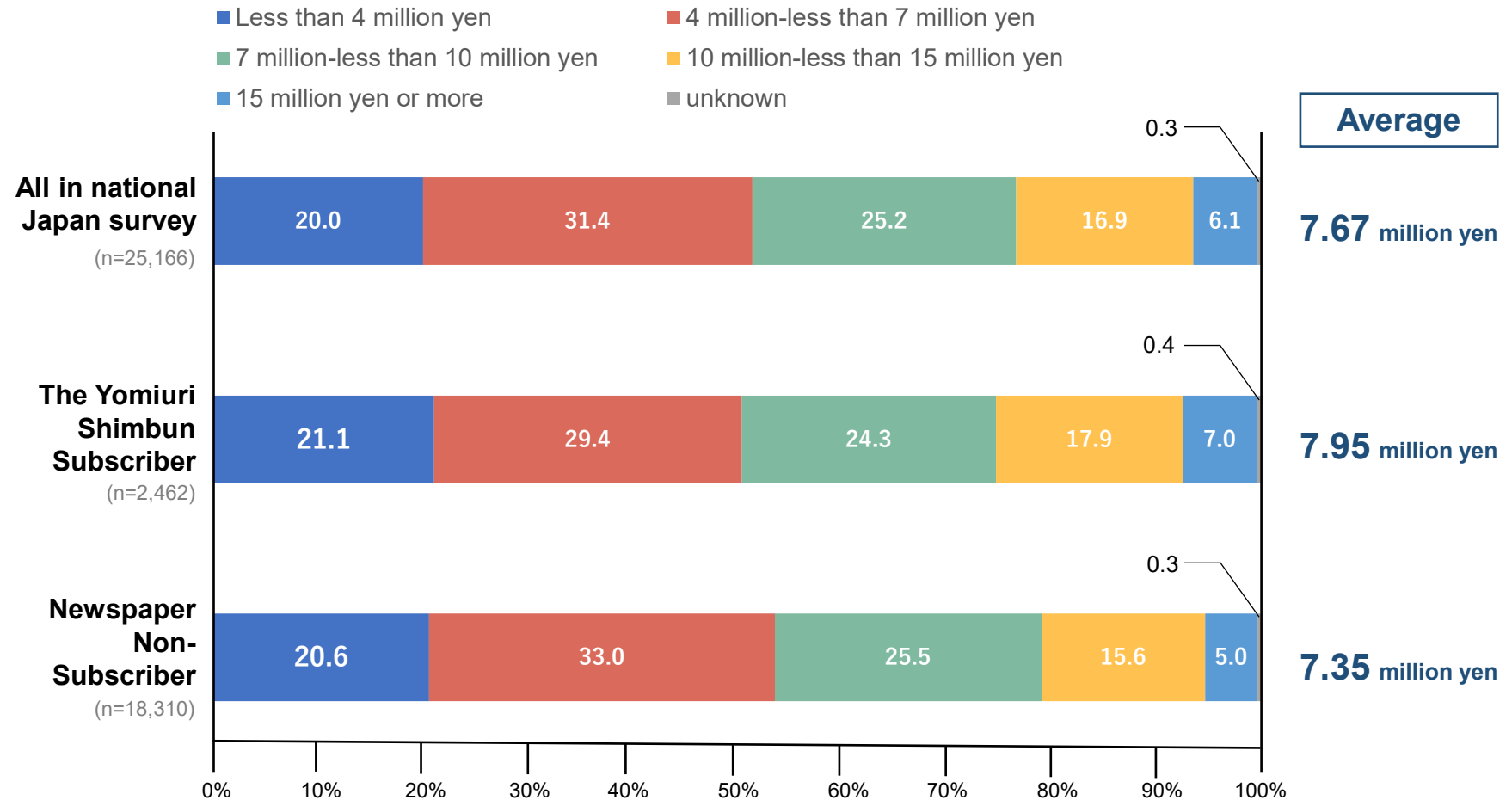
(n=2,462)

- Corporate executive/Management
- Office worker/Researcher
- Sales/Service
- Manual worker/Laborer
- Specialist/Freelance
- Commerce and industry self-employed
- Homemaker
- Student
- Other
- Retired/Not working



Source: ACR/ex 2023, by Video Research Ltd.

Reader Profile (Household income) *Area within a 50 km radius from Tokyo

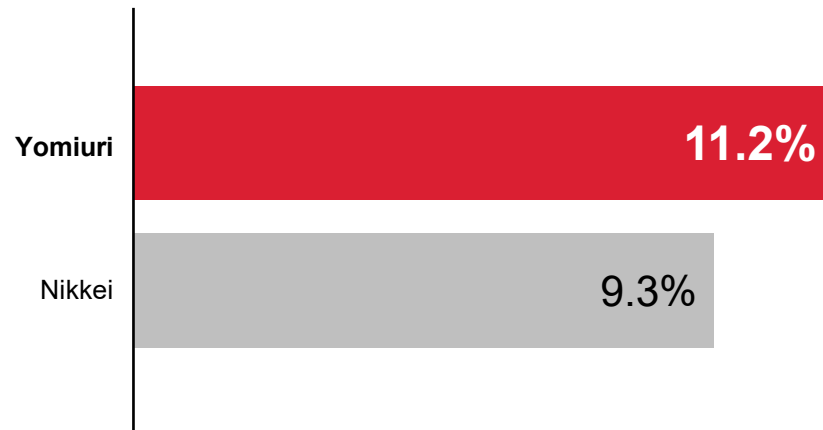


Source: ACR/ex 2023, by Video Research Ltd.

Reader Profile (Reach) *Area within a 50 km radius from Tokyo

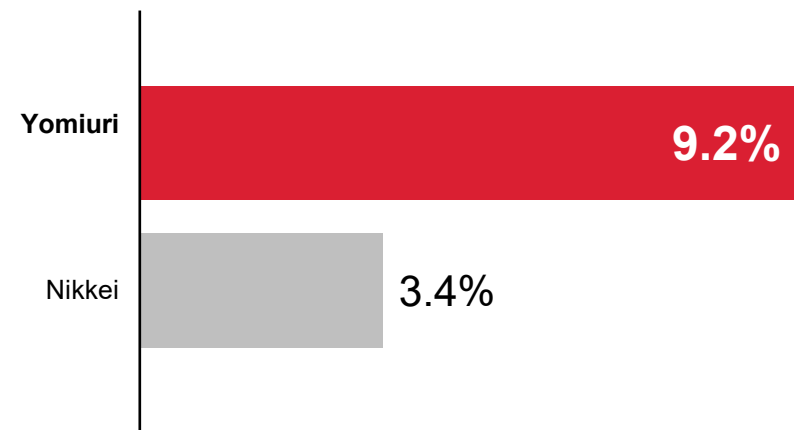
Management organization at work

Worker at foreign companies



(n=560)

Worker at government office
/local government



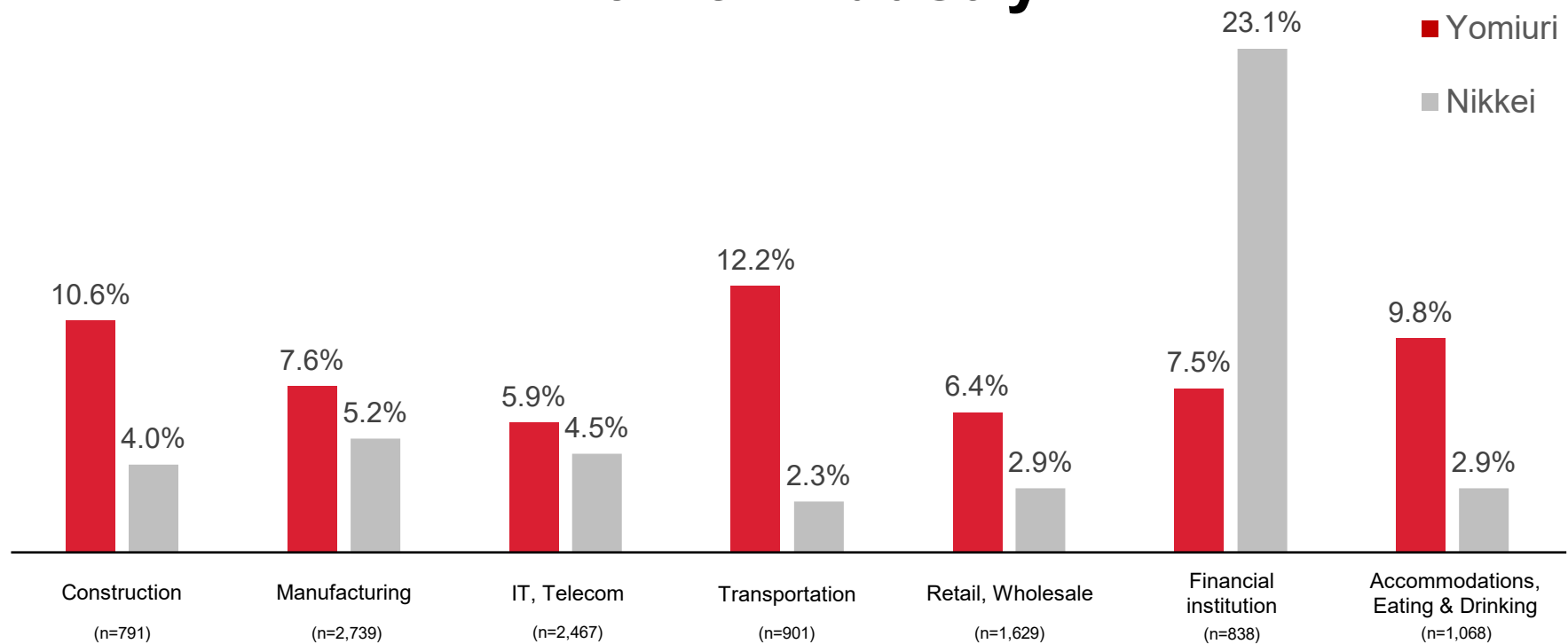
(n=1,367)

Source: ACR/ex 2023, by Video Research Ltd.

Reader Profile (Reach) *Area within a 50 km radius from Tokyo

Yomiuri reaches workers in industries that are active in foreign direct investment.

Worker Industry

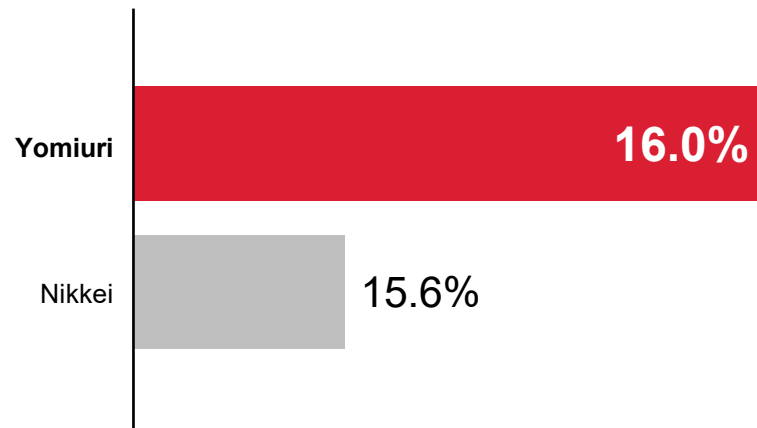


Source: ACR/ex 2023, by Video Research Ltd.

Reader Profile (Reach) *Area within a 50 km radius from Tokyo

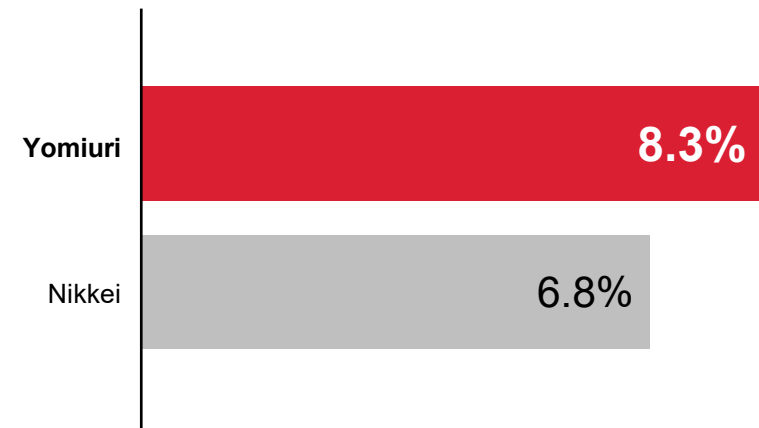
Includes affluent consumers and investors

Household financial assets of
at least JPY 30 million



(n=2,786)

Interested in asset management



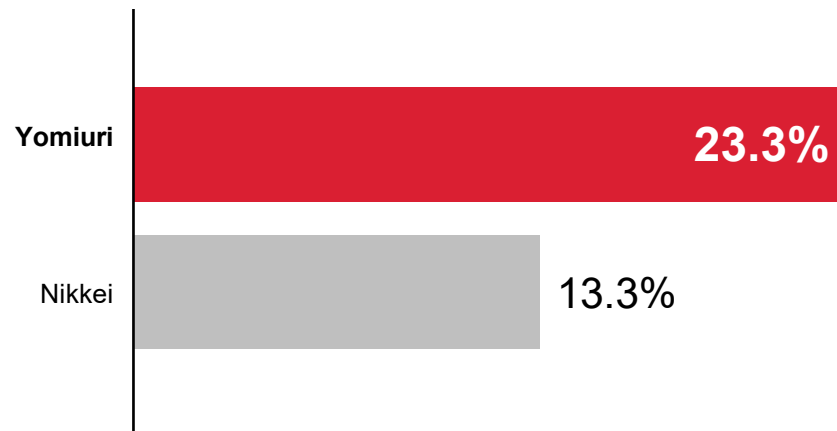
(n=11,632)

Source: ACR/ex 2023, by Video Research Ltd.

Reader Profile (Reach) *Area within a 50 km radius from Tokyo

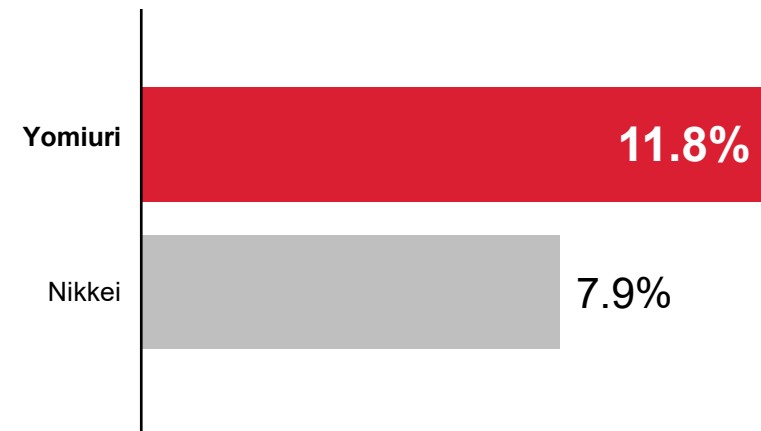
Performs well in the tourism and luxury brand sector

People who travel abroad at least twice a year



(n=157)

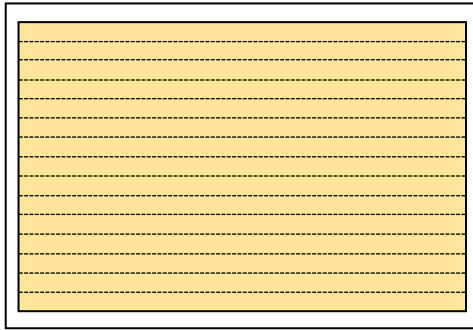
People who are interested in luxury brands



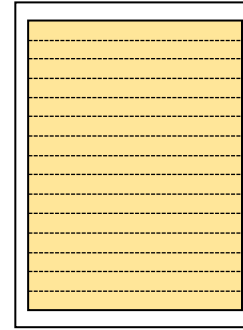
(n=2,394)

Source: ACR/ex 2023, by Video Research Ltd.

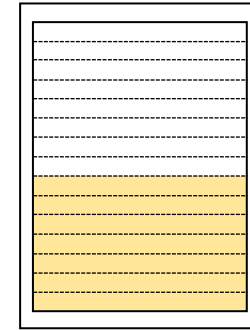
Print Ad Space and Size



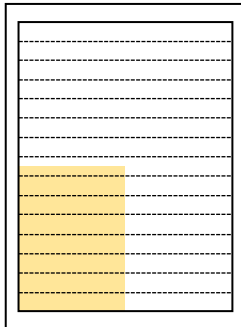
Center Spread
510mm × 786mm
(20.1" × 30.9")



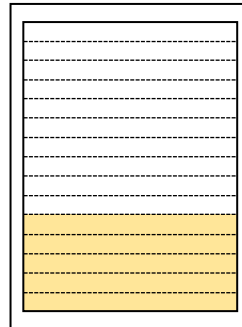
15 Full Columns
(Full Page)
510mm × 379mm
(20.1" × 14.9")



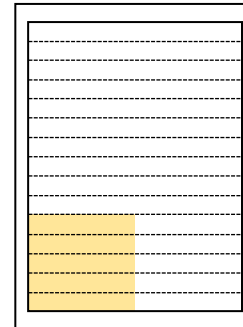
7 Full Columns
237mm × 379mm
(9.3" × 14.9")



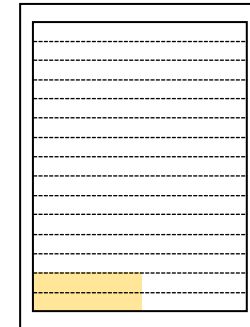
Quarter Page
254mm × 189mm
(10" × 7.4")



5 Full Columns
(One Third Page)
168mm × 379mm
(6.6" × 14.9")



5 Half Columns
168mm × 189mm
(6.6" × 7.4")



2 Half Columns
66mm × 189mm
(2.6" × 7.4")

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