

# **MEDIA DATA**

## **2022-2023**

**THE YOMIURI SHIMBUN**

The most effective news media for advertising in Japan

# Our Brands and Strength

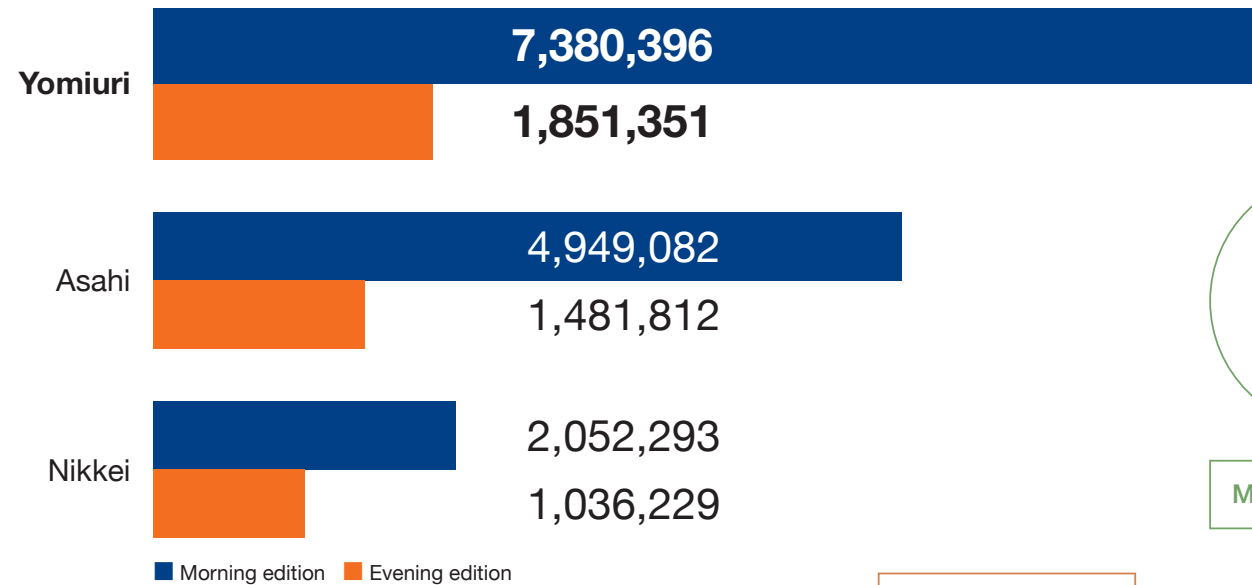
Founded in November 1874, The Yomiuri Shimbun is a national Japanese newspaper with a history spanning more than 145 years. It has the world's largest circulation, which is listed in the Guinness World Records.

**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.



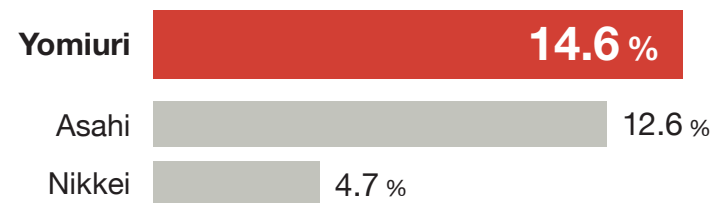
# The Yomiuri Shimbun (National Edition)

## Circulation



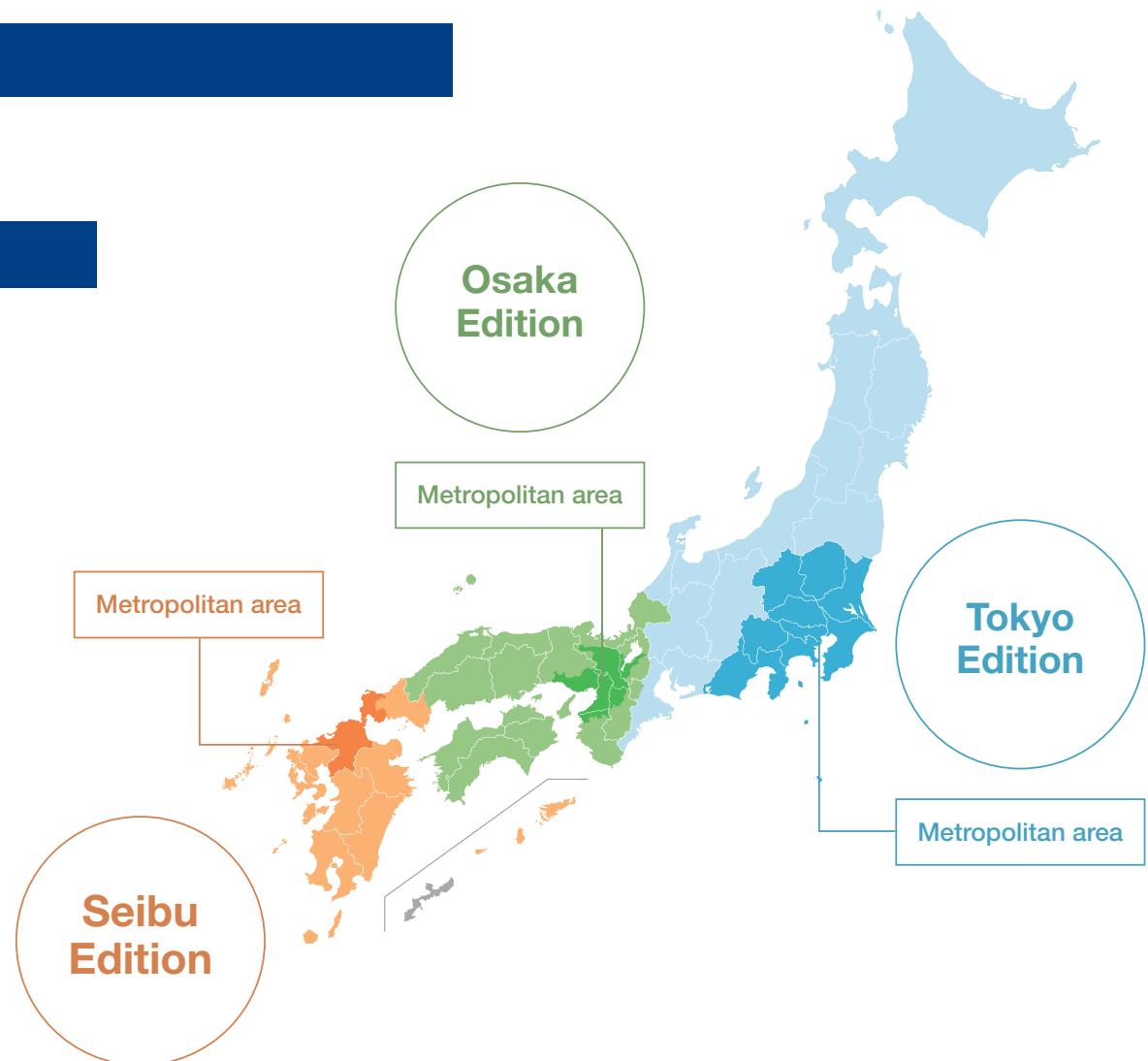
Source:ABC (Newspaper Publisher Report Half-Yearly Average Jul.-Dec,2020)

## Reach (National)



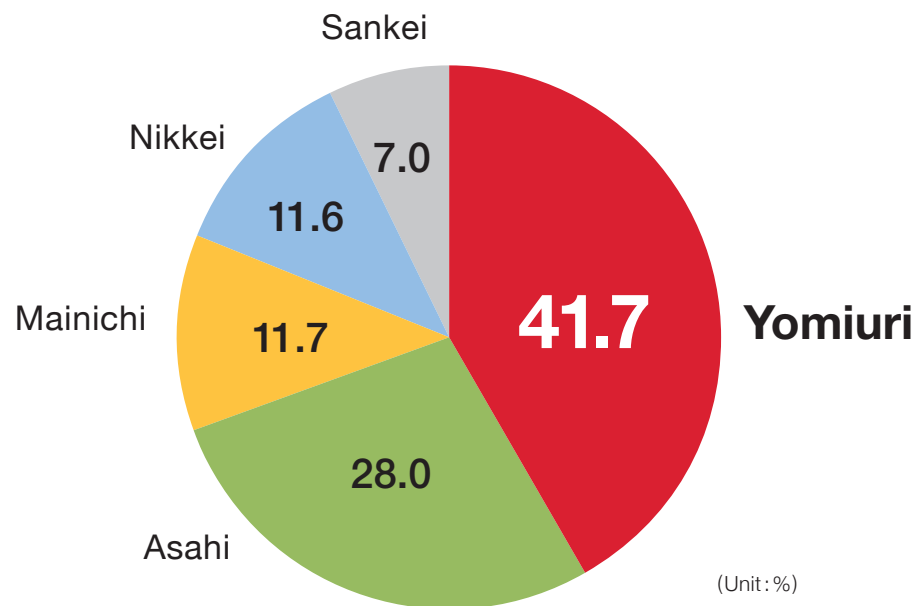
(n=80,472)

Source:J-READ + 2020 (National) by Video Research Ltd.



# 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)**

(Unit: copies)

<b>Yomiuri</b>	<b>7,380,396</b>
Asahi + Nikkei	7,001,375
<b>Yomiuri - (Asahi + Nikkei)</b>	<b>379,021</b>

**The difference between "Asahi + Nikkei" is over 350,000 copies.**

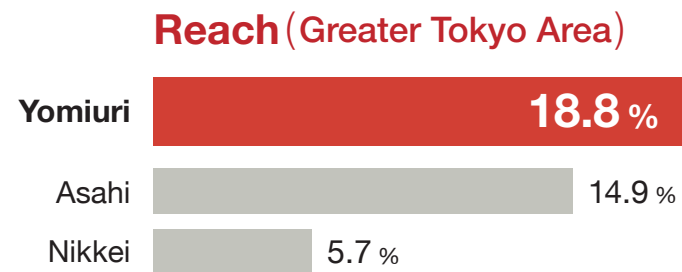
Source:ABC (average Jul.-Dec,2020)

# Tokyo Edition

## Circulation

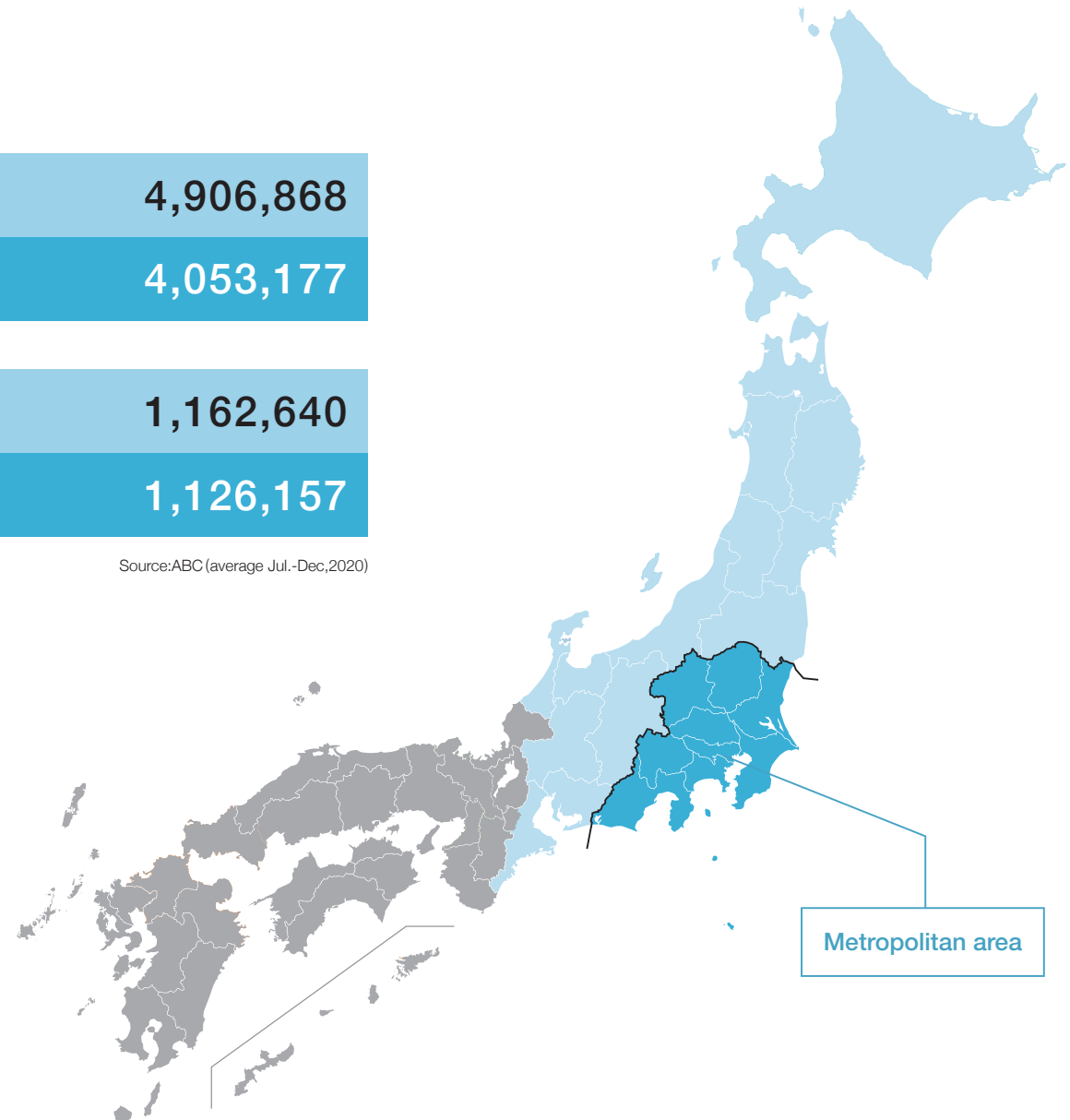
Morning edition	4,906,868
Morning edition Tokyo Metropolitan Area	4,053,177
Evening edition	1,162,640
Evening edition Tokyo Metropolitan Area	1,126,157

Source:ABC (average Jul.-Dec,2020)



(n=41,685)

Source:J-READ + 2020 (Greater Tokyo Area) by Video Research Ltd.

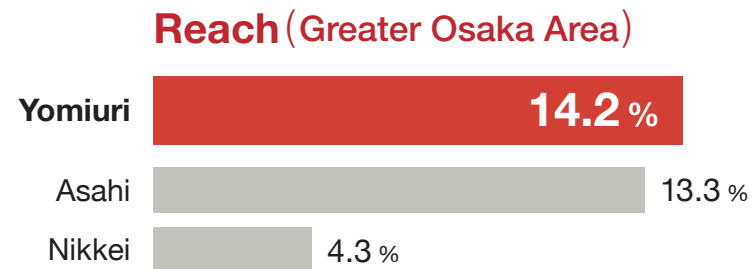


# Osaka Edition

## Circulation

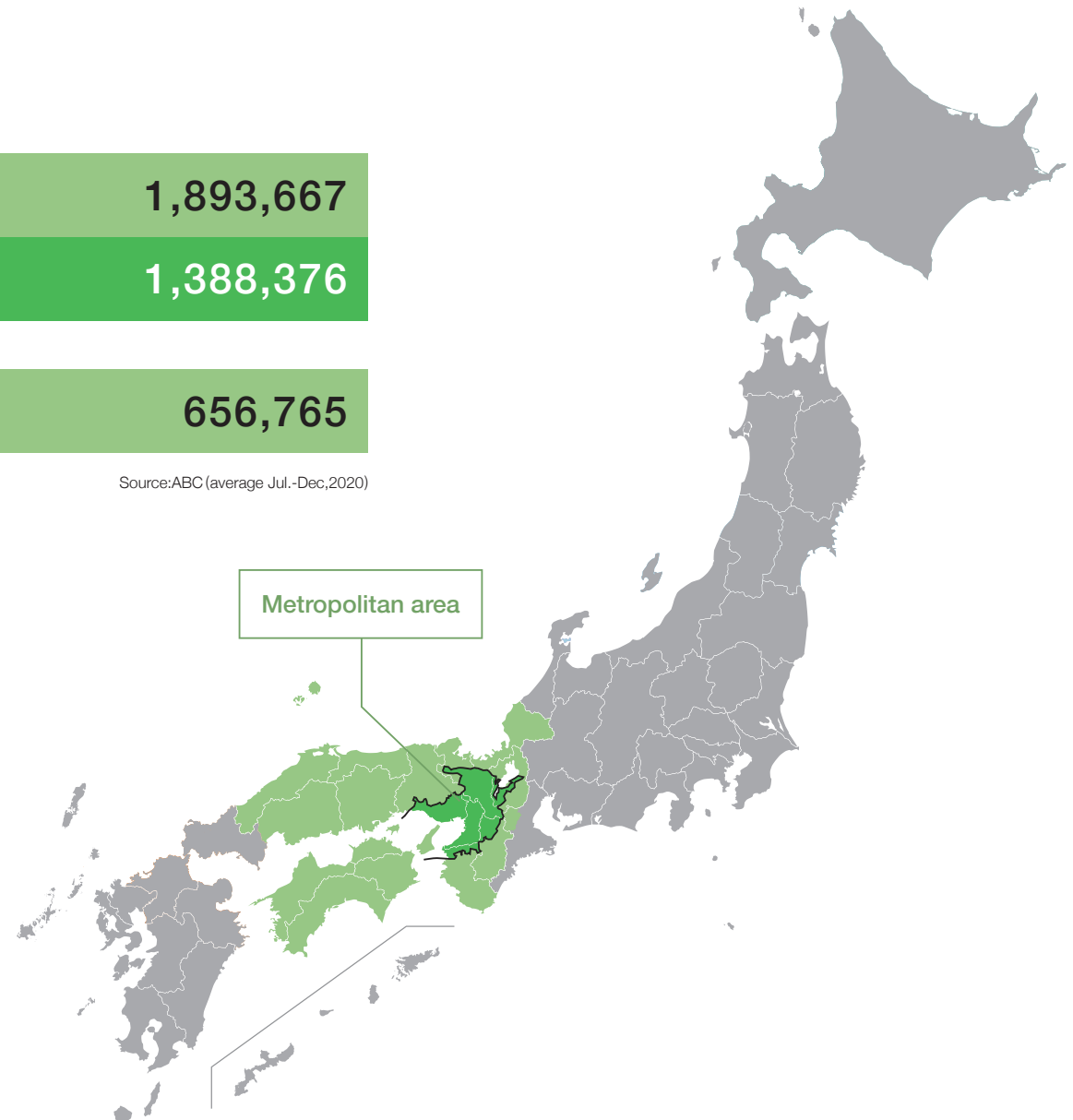
Morning edition	1,893,667
Morning edition Osaka Metropolitan Area	1,388,376
Evening edition	656,765

Source:ABC (average Jul.-Dec,2020)



(n=19,463)

Source:J-READ+ 2020 (Greater Osaka Area) by Video Research Ltd.



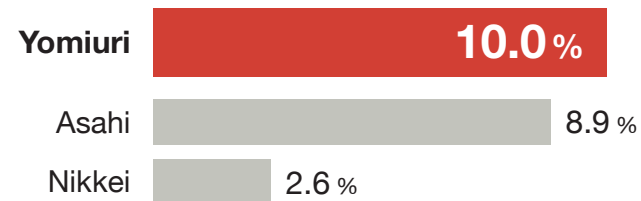
# Seibu Edition

## Circulation

Morning edition	579,861
Morning edition Seibu Metropolitan Area	306,946
Evening edition	31,946

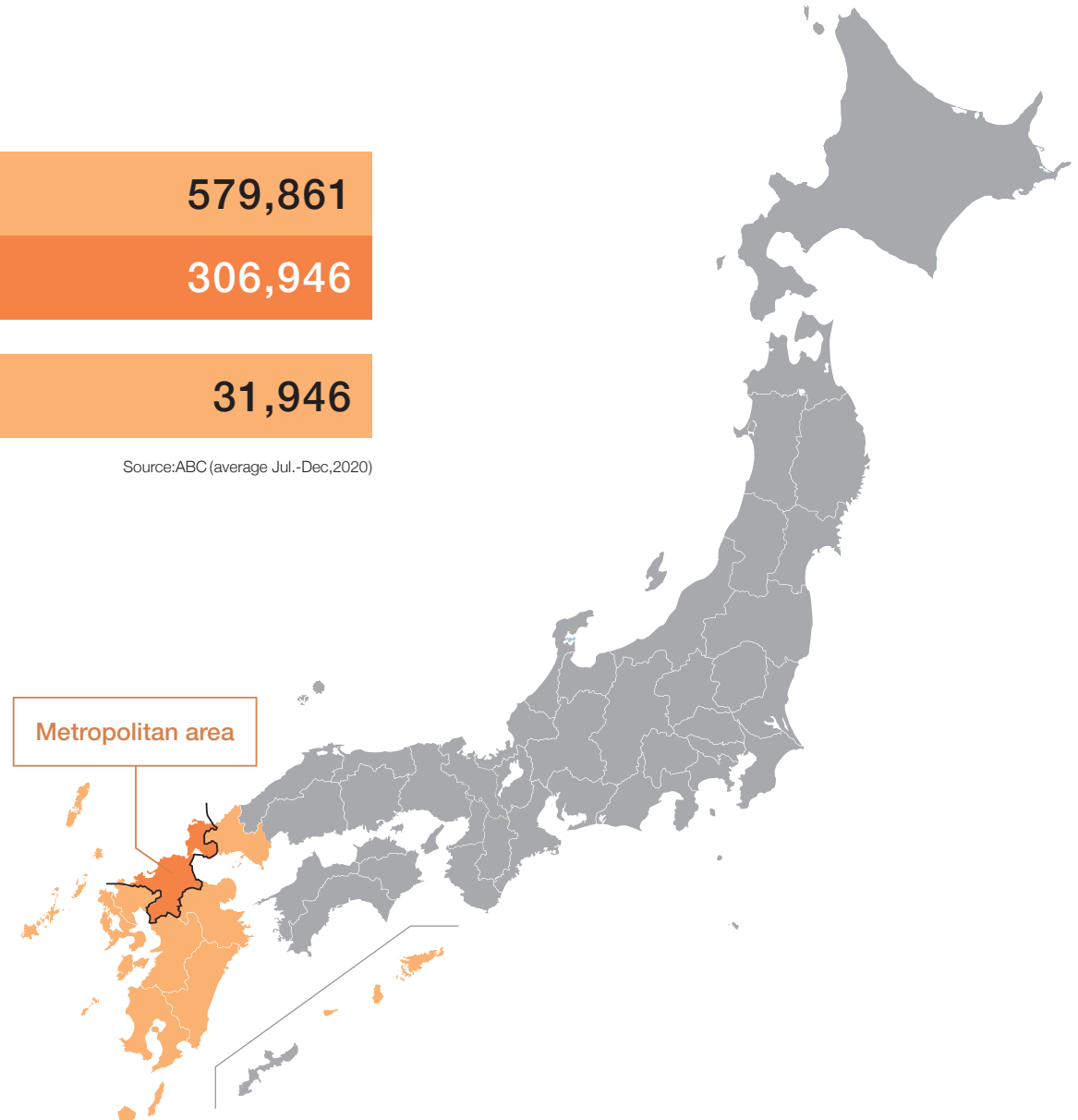
Source:ABC (average Jul.-Dec,2020)

## Reach (Kyushu Area)



(n=7,655)

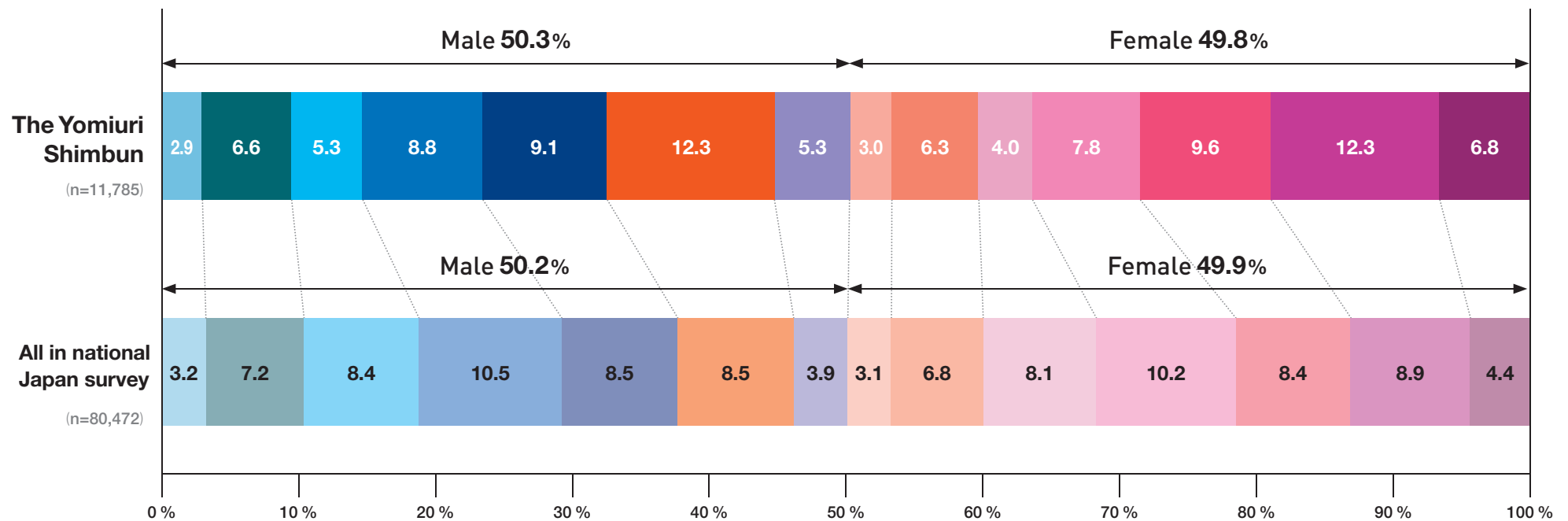
Source:J-READ+ 2020 (Kyushu Area) by Video Research Ltd.



# Reader Profile (Gender & Age)

Male 15-19   Male 20s   Male 30s   Male 40s   Male 50s   Male 60s   Male 70-74  
 Female 15-19   Female 20s   Female 30s   Female 40s   Female 50s   Female 60s   Female 70-74

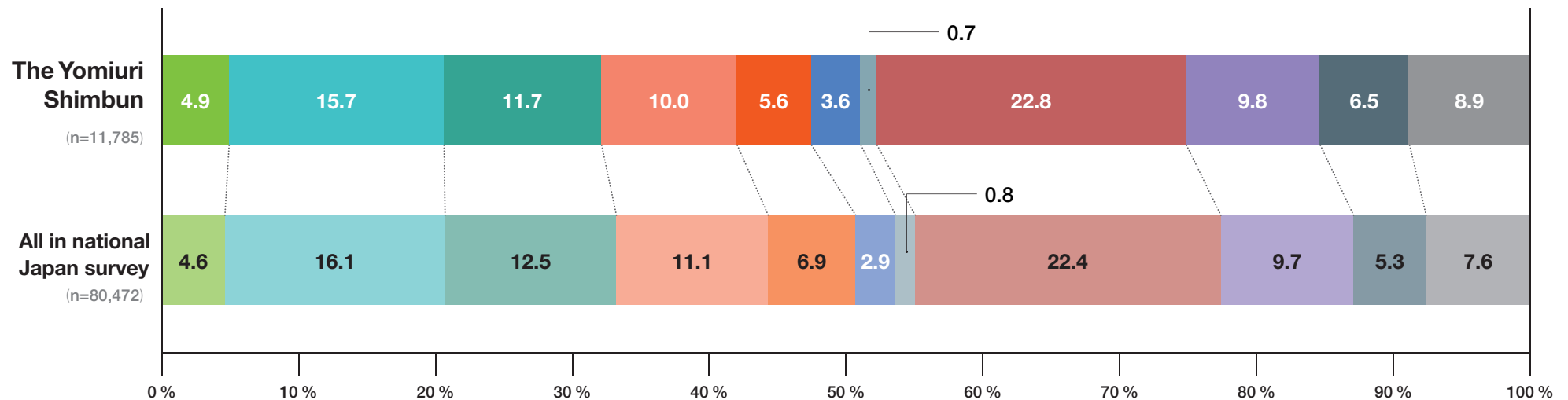
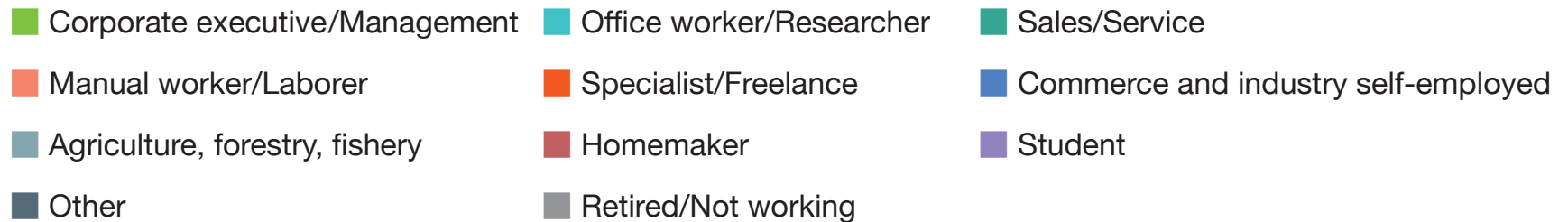
※ Surveyed up to 74 years old



Source: J-READ + 2020 (National) by Video Research Ltd.



# Reader Profile (Occupation)

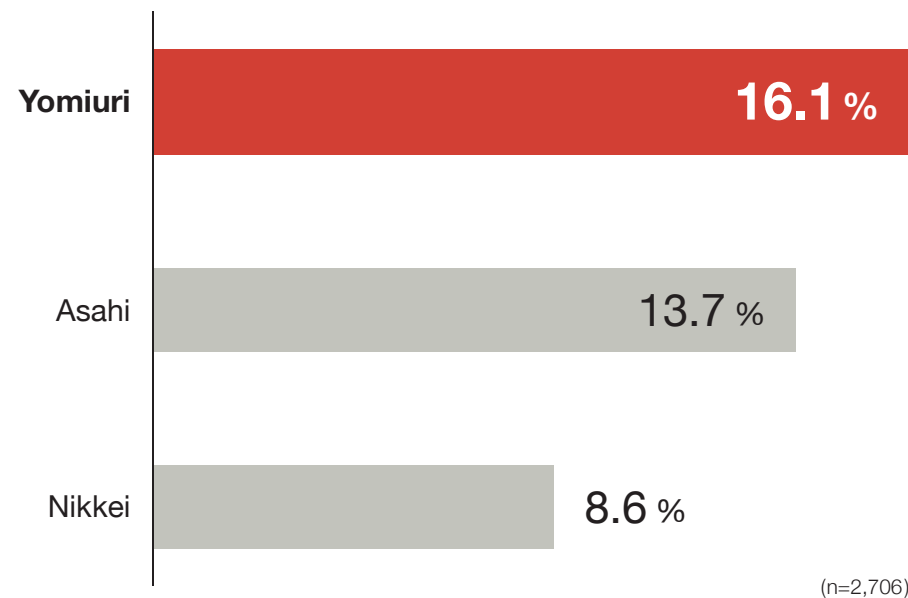


Source: J-READ + 2020 (National) by Video Research Ltd.

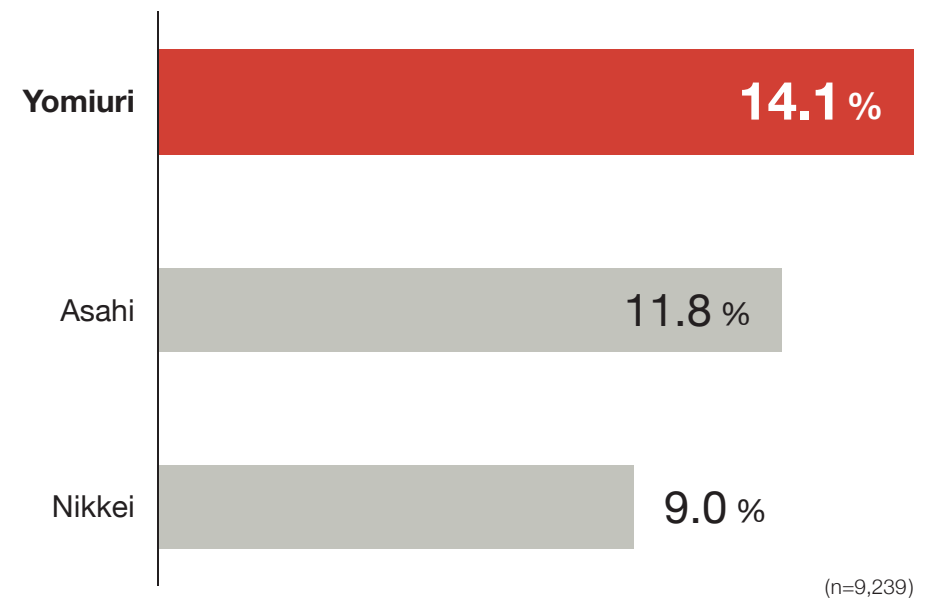
# Reader Profile (Reach)

## Most reach to decision-makers

C-Suite



Workers at top listed company

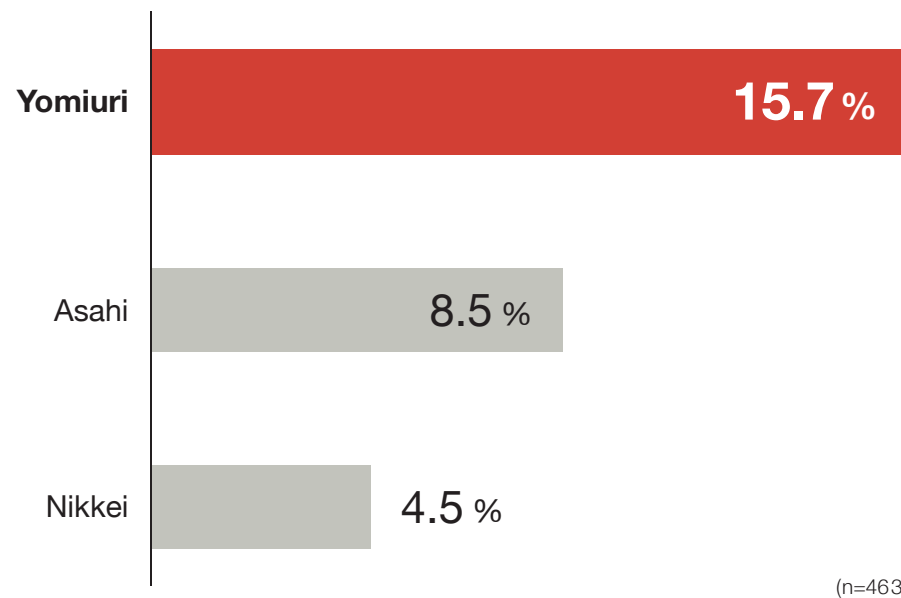


Source: J-READ + 2020 (National) by Video Research Ltd.

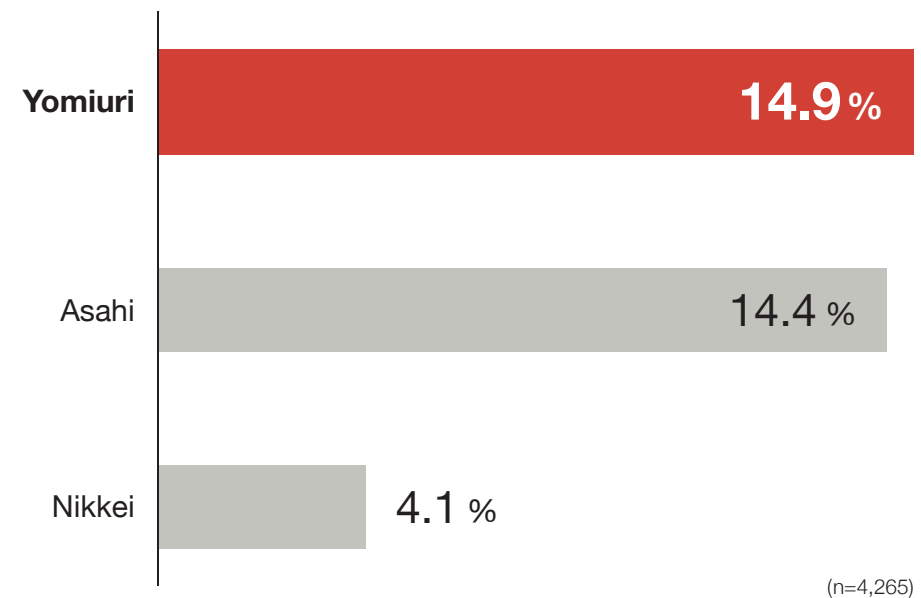
# Reader Profile (Reach)

## Most reach to decision-makers

Workers at foreign companies



Public office and local government employees

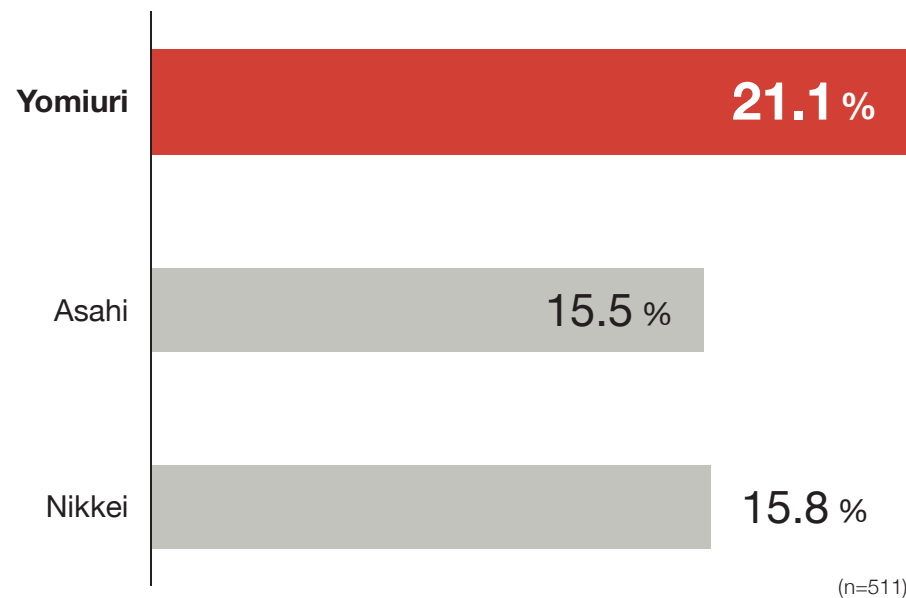


Source: J-READ + 2020 (National) by Video Research Ltd.

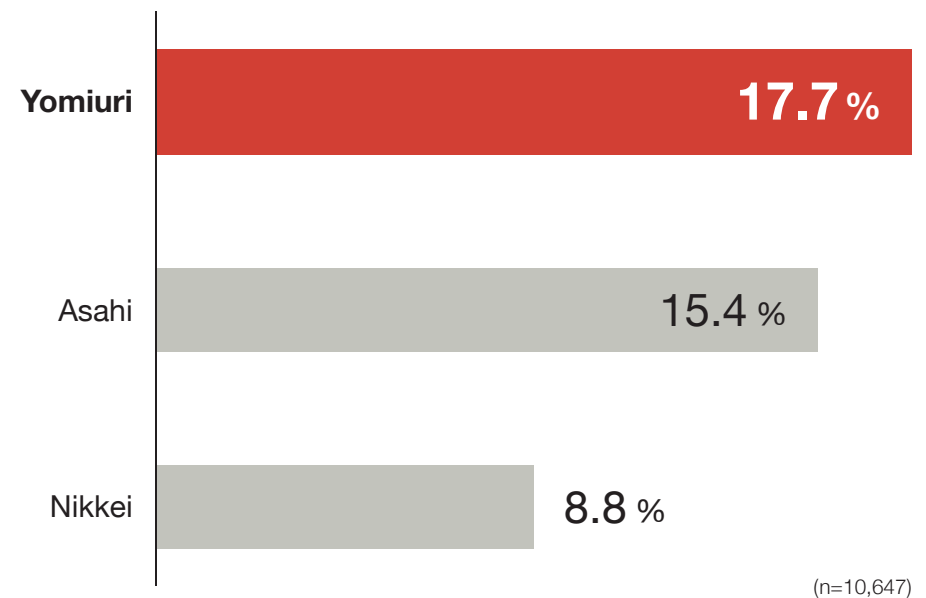
# Reader Profile (Reach)

Includes affluent consumers and investors

Household financial assets of  
at least JPY 100 million



Interested in asset management

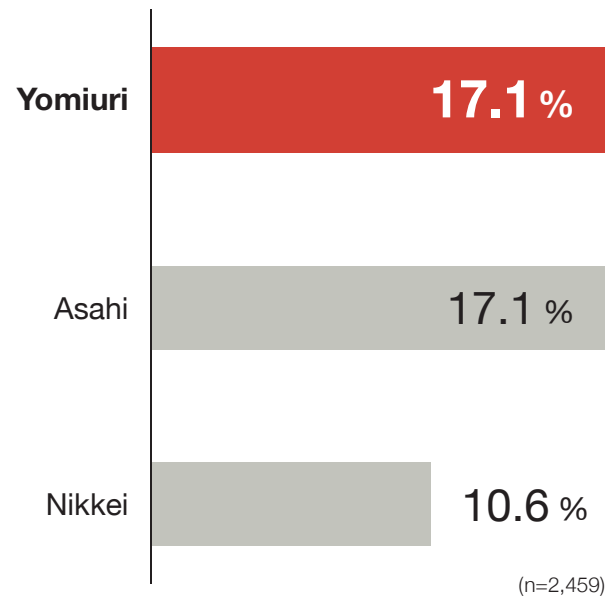


Source: J-READ + 2020 (Greater Tokyo Area) by Video Research Ltd.

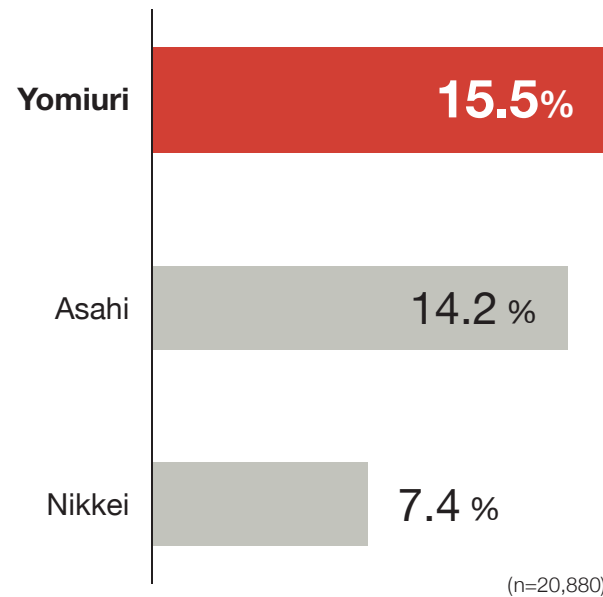
# Reader Profile (Reach)

## Performs well in the tourism sector

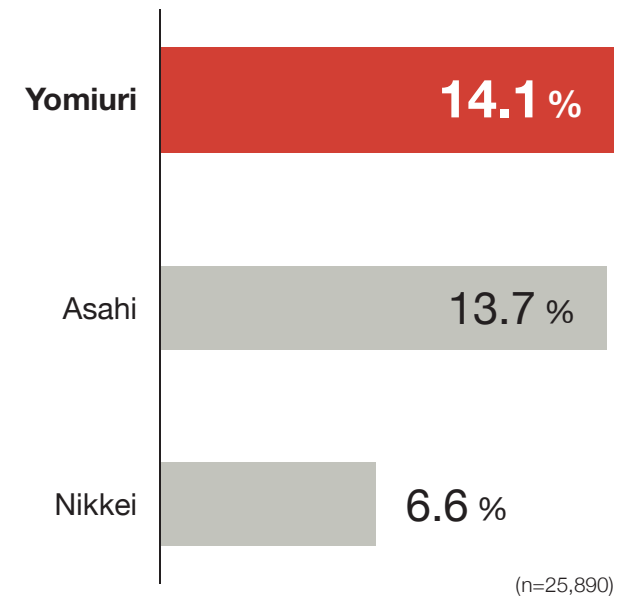
People who travel abroad at least twice a year



People who are interested in advertising products about overseas travel

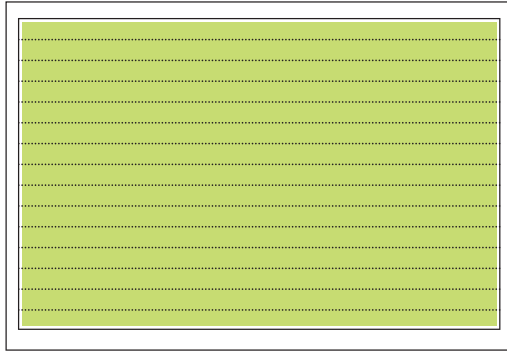


People who want to travel abroad in the future

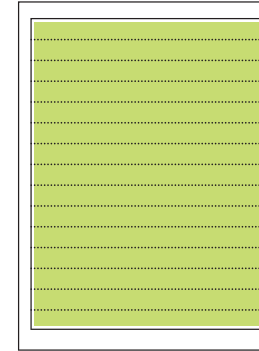


Source: J-READ+ 2020 (National) by Video Research Ltd.

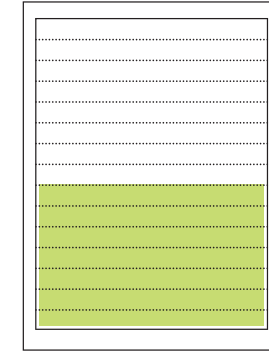
# Print Ad Space and Size



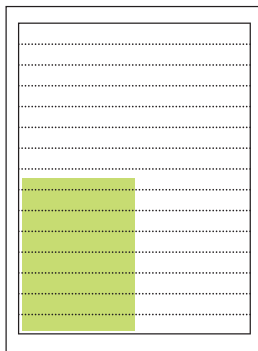
**Center Spread**  
510mm × 786mm  
(20.1" × 30.9")



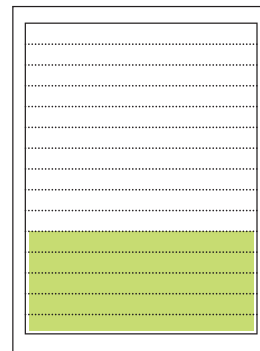
**15 Full Columns**  
(Full Page)  
510mm × 379mm  
(20.1" × 14.9")



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



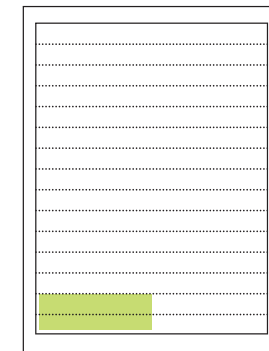
**Quarter Page**  
254mm × 189mm  
(10" × 7.4")



**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")

# Contact

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