

# **MEDIA DATA**

## **2024–2025**

**THE YOMIURI SHIMBUN**

The most effective news for advertising in Japan

# Our Brands and Strength

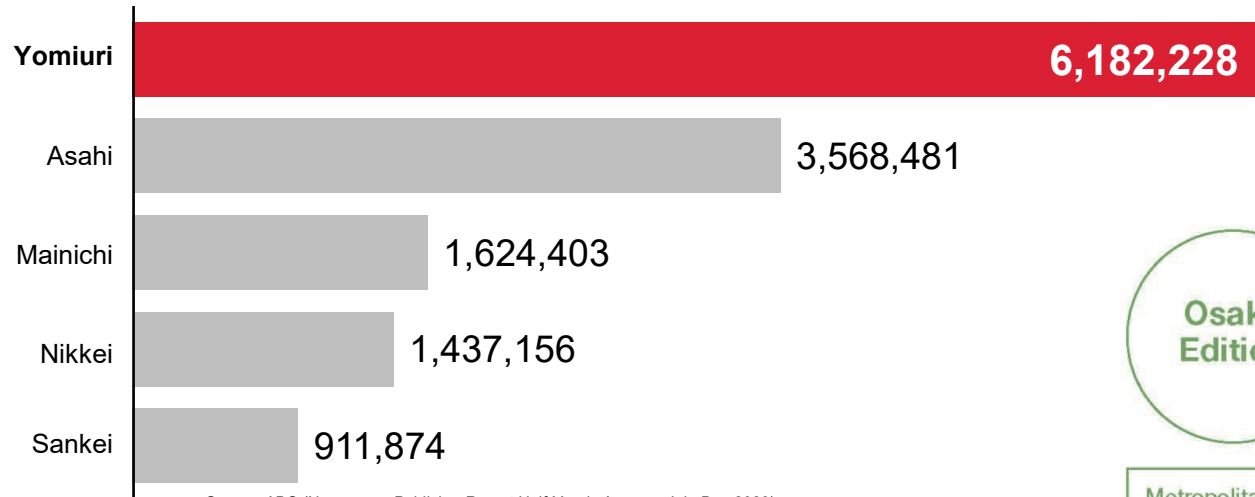
Founded in November 1874, The Yomiuri Shimbun is a national Japanese newspaper with a history spanning more than 145 years. It has the world's largest circulation, which is listed in the Guinness World Records.

**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.



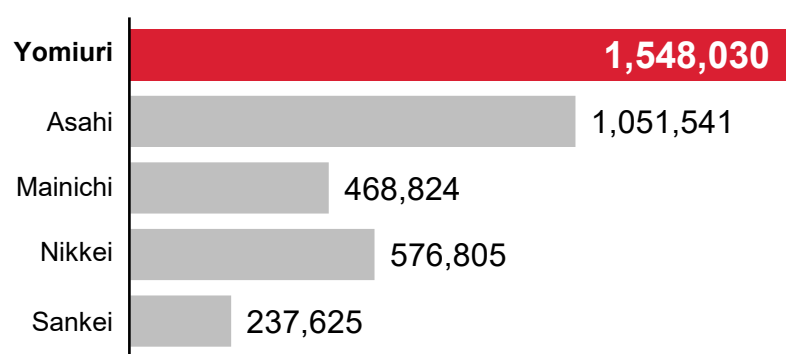
# The Yomiuri Shimbun (National Edition)

## Circulation (Morning Edition)

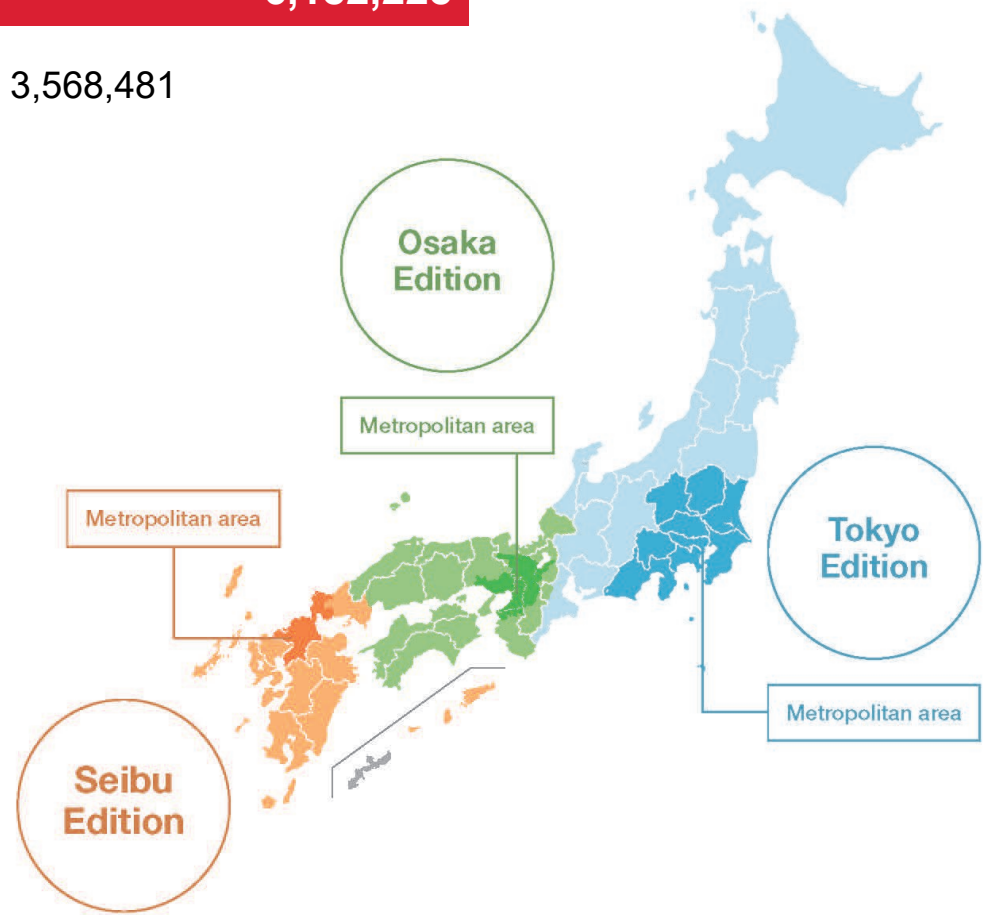


Source: ABC (Newspaper Publisher Report Half-Yearly Average Jul.–Dec.2023)

## Circulation (Evening Edition)

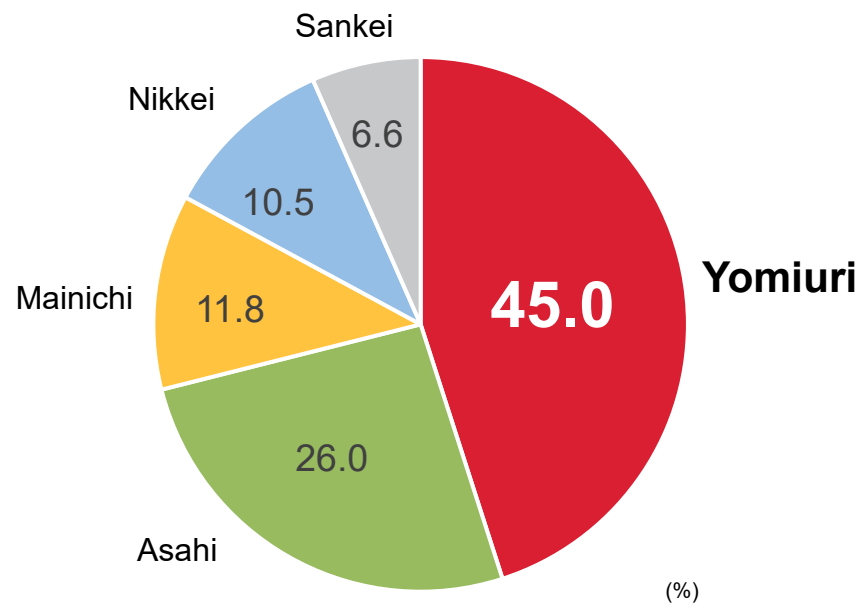


Source: ABC (average Jul.–Dec.2023)



# 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)

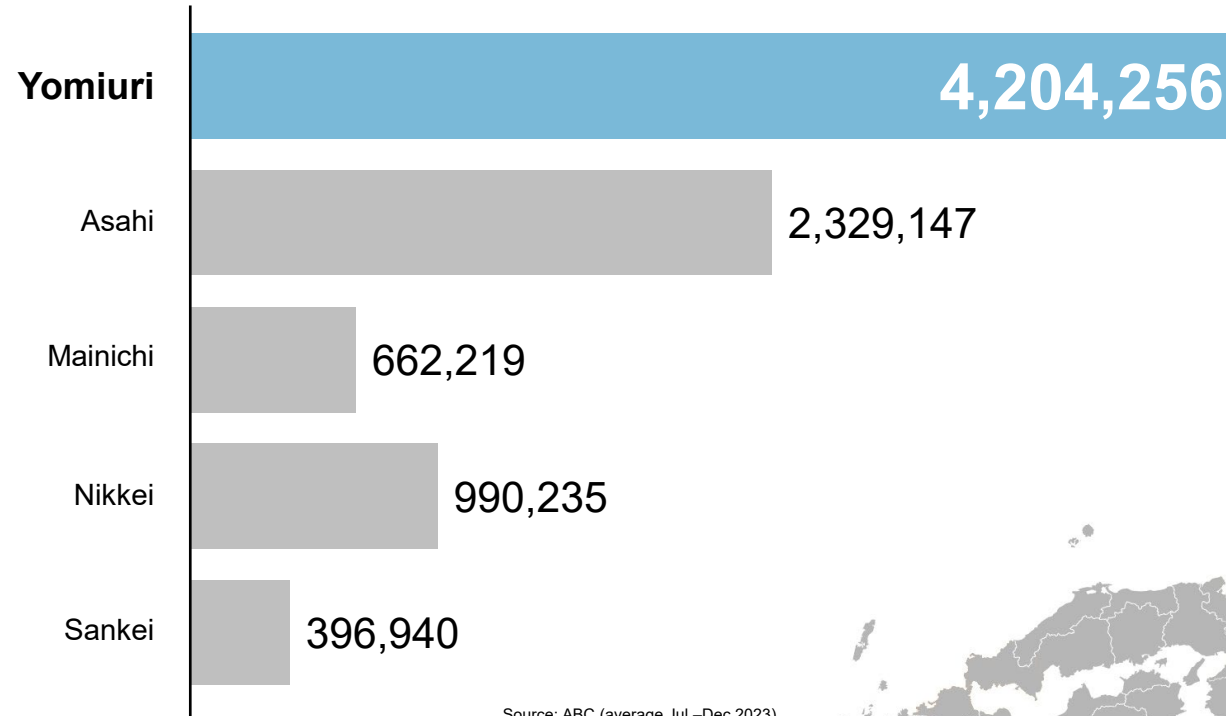
	(Copies)
<b>Yomiuri</b>	<b>6,182,228</b>
Asahi + Nikkei	5,005,637
<b>Yomiuri – (Asahi + Nikkei)</b>	<b>1,176,591</b>

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

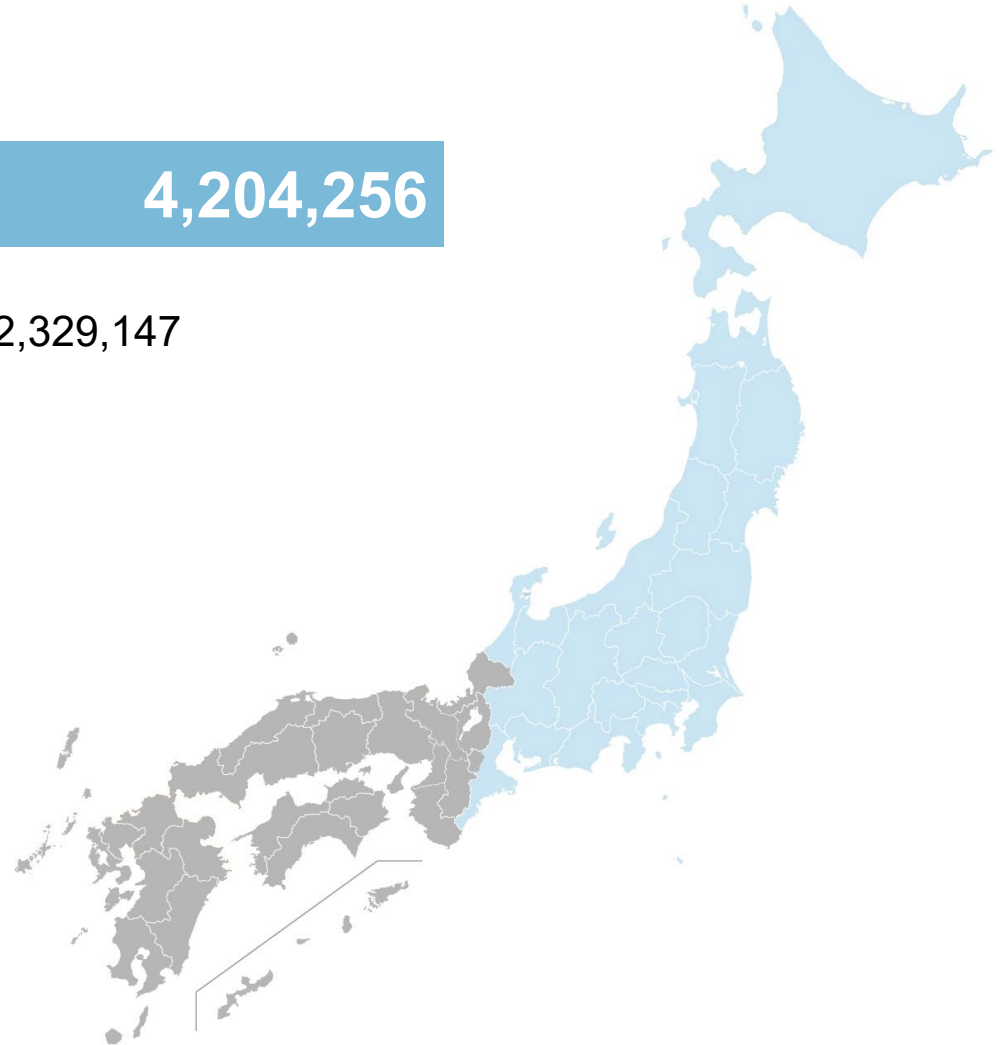
Source: ABC (average Jul.–Dec.2023)

# Tokyo Edition

## Circulation (Morning Edition)

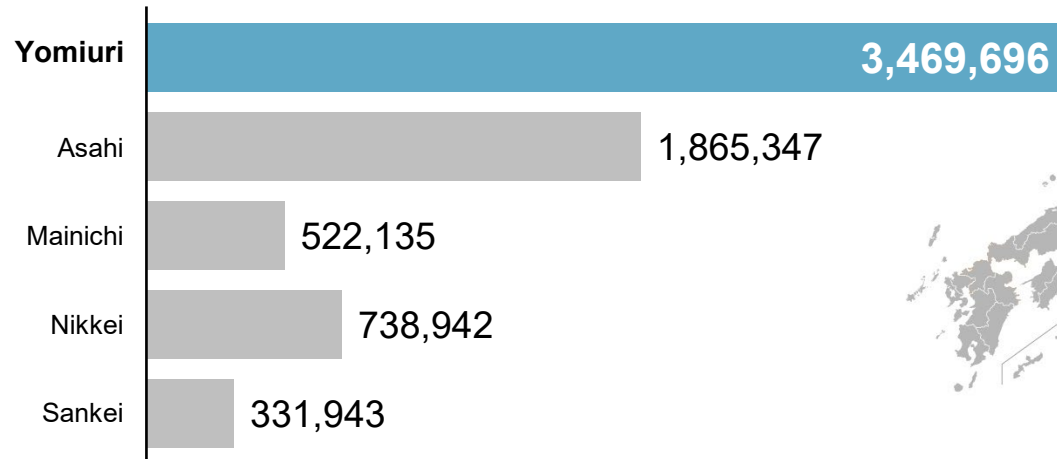


Source: ABC (average Jul.–Dec.2023)



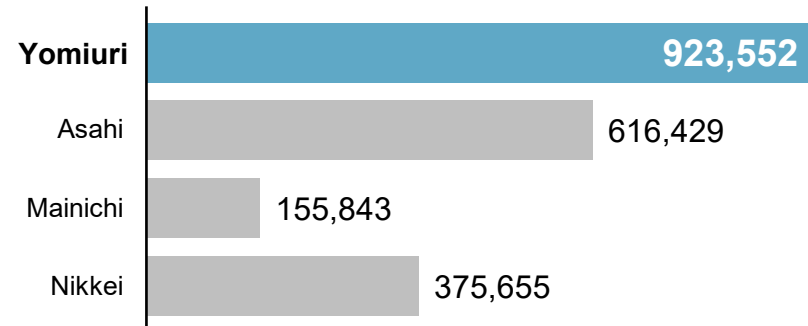
# Tokyo Metropolitan Area

## Circulation (Morning Edition)

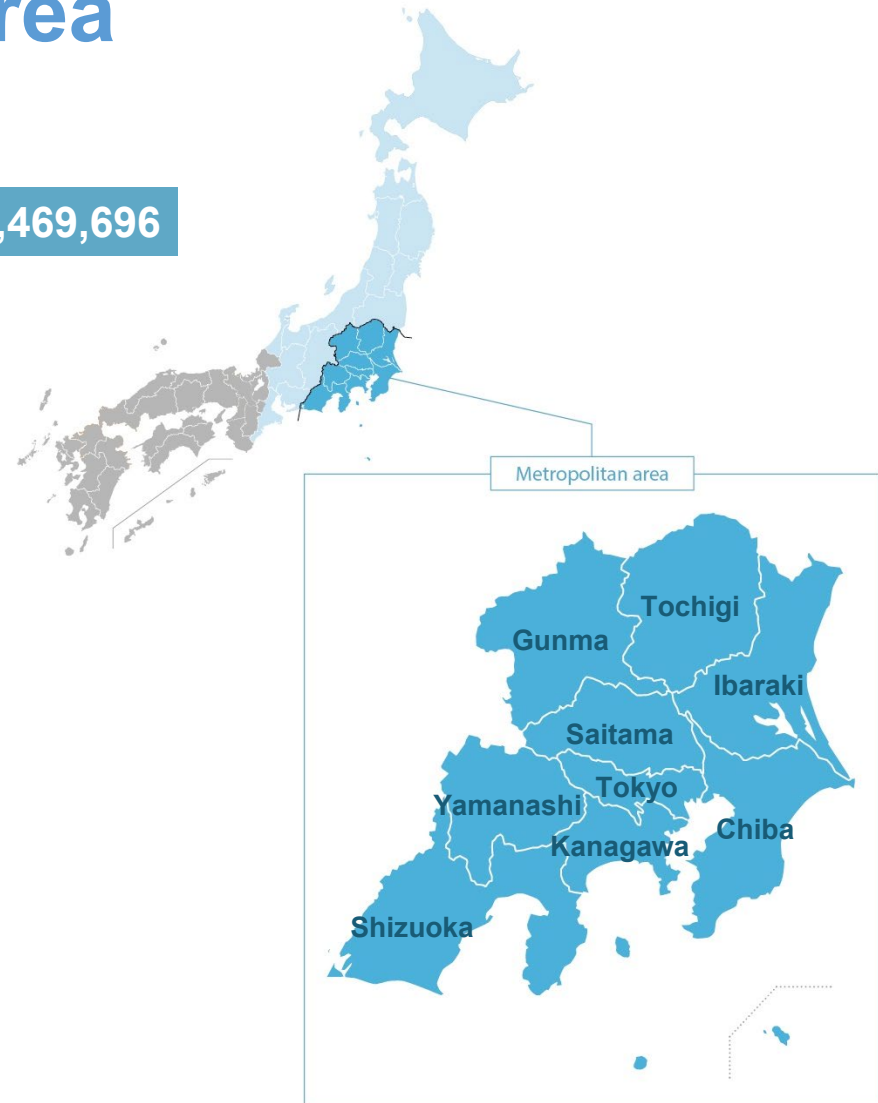


Source: ABC (average Jul.–Dec.2023)

## Circulation (Evening Edition)

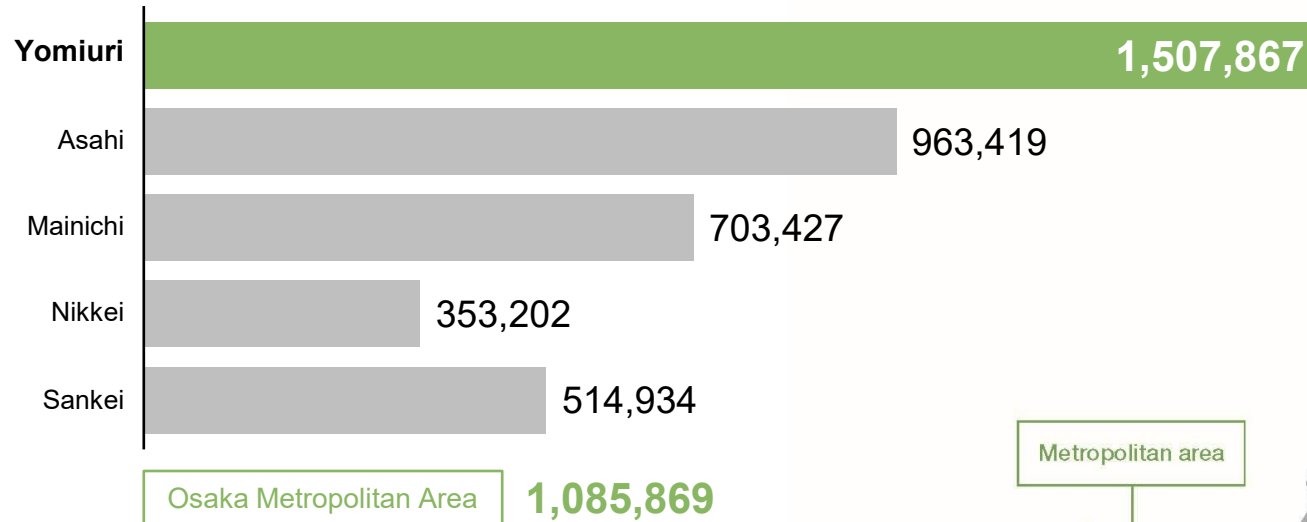


Source: ABC (average Jul.–Dec.2023)



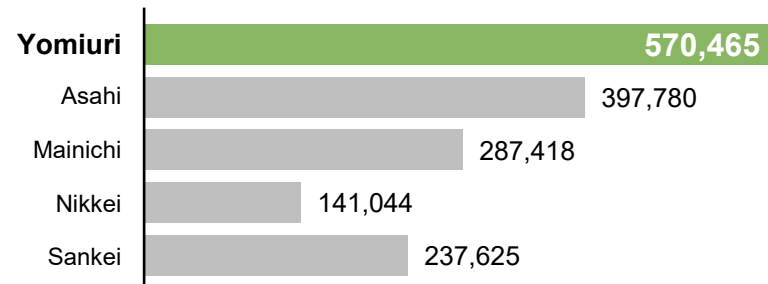
# Osaka Edition

## Circulation (Morning Edition)

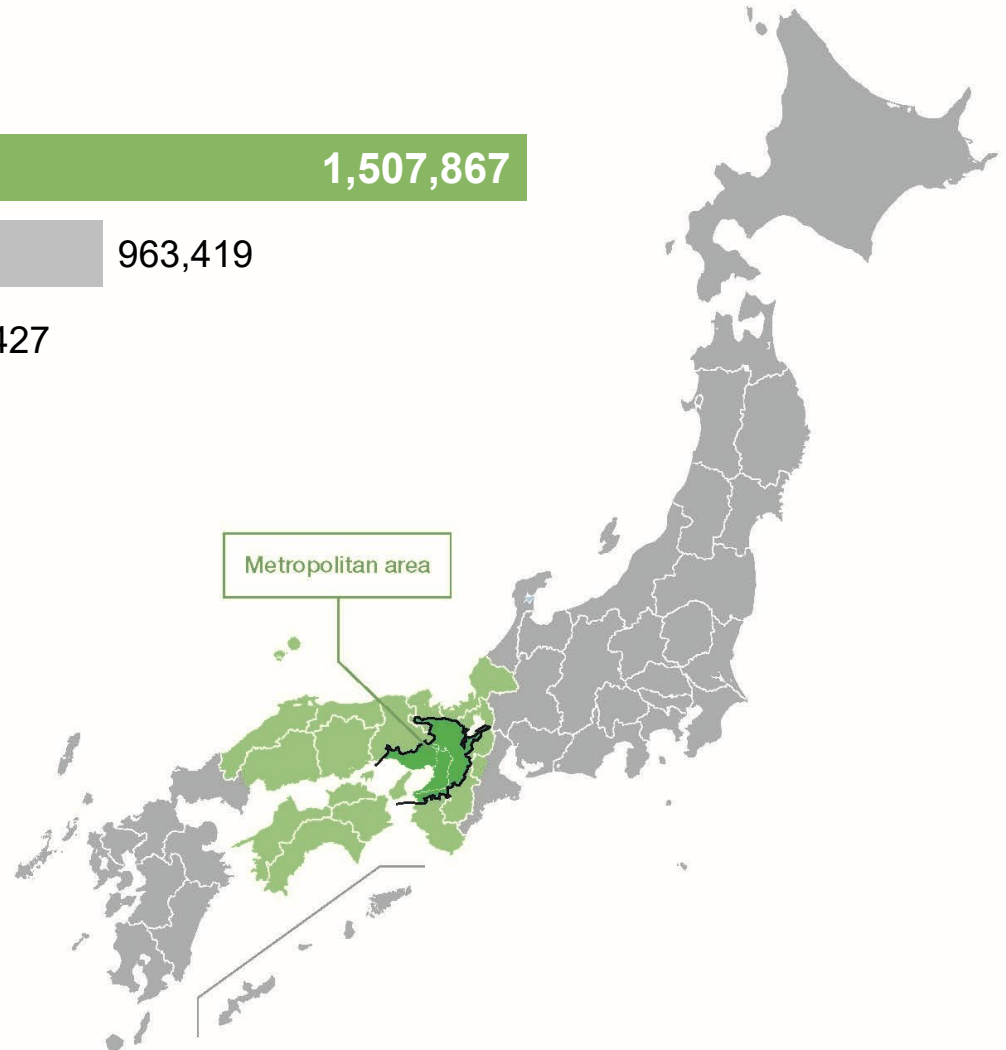


Source: ABC (average Jul.–Dec.2023)

## Circulation (Evening Edition)

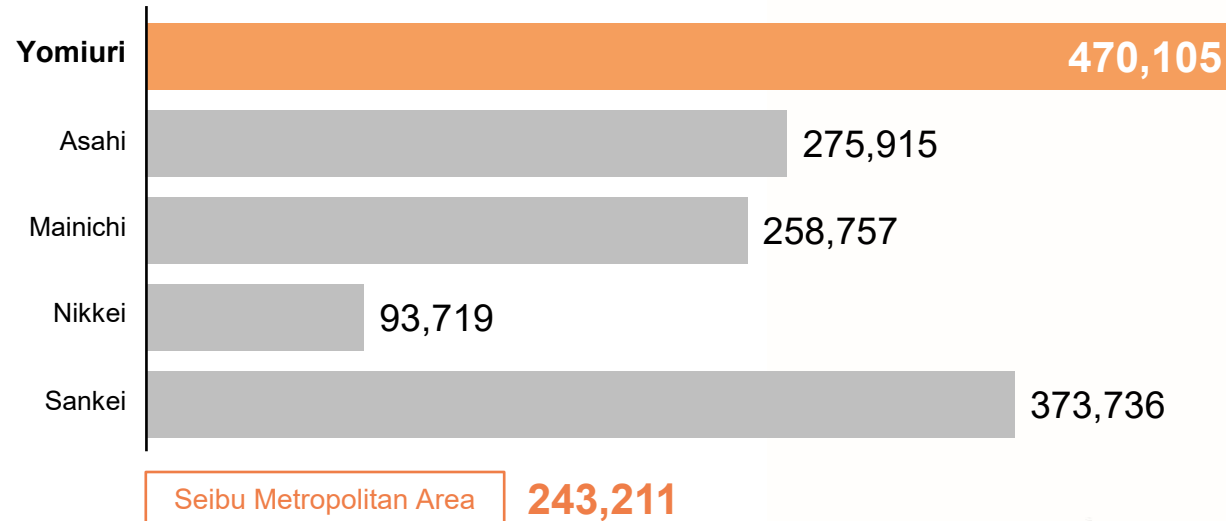


Source: ABC (average Jul.–Dec.2023)



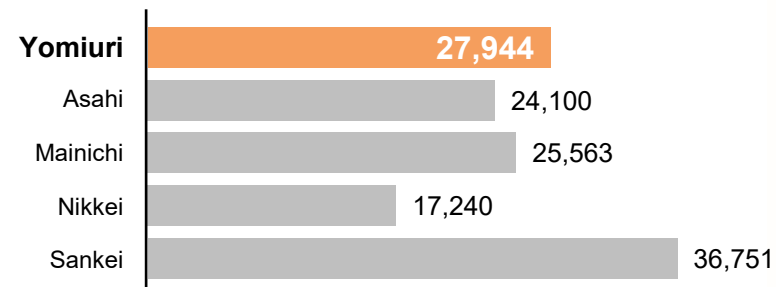
# Seibu Edition

## Circulation (Morning Edition)

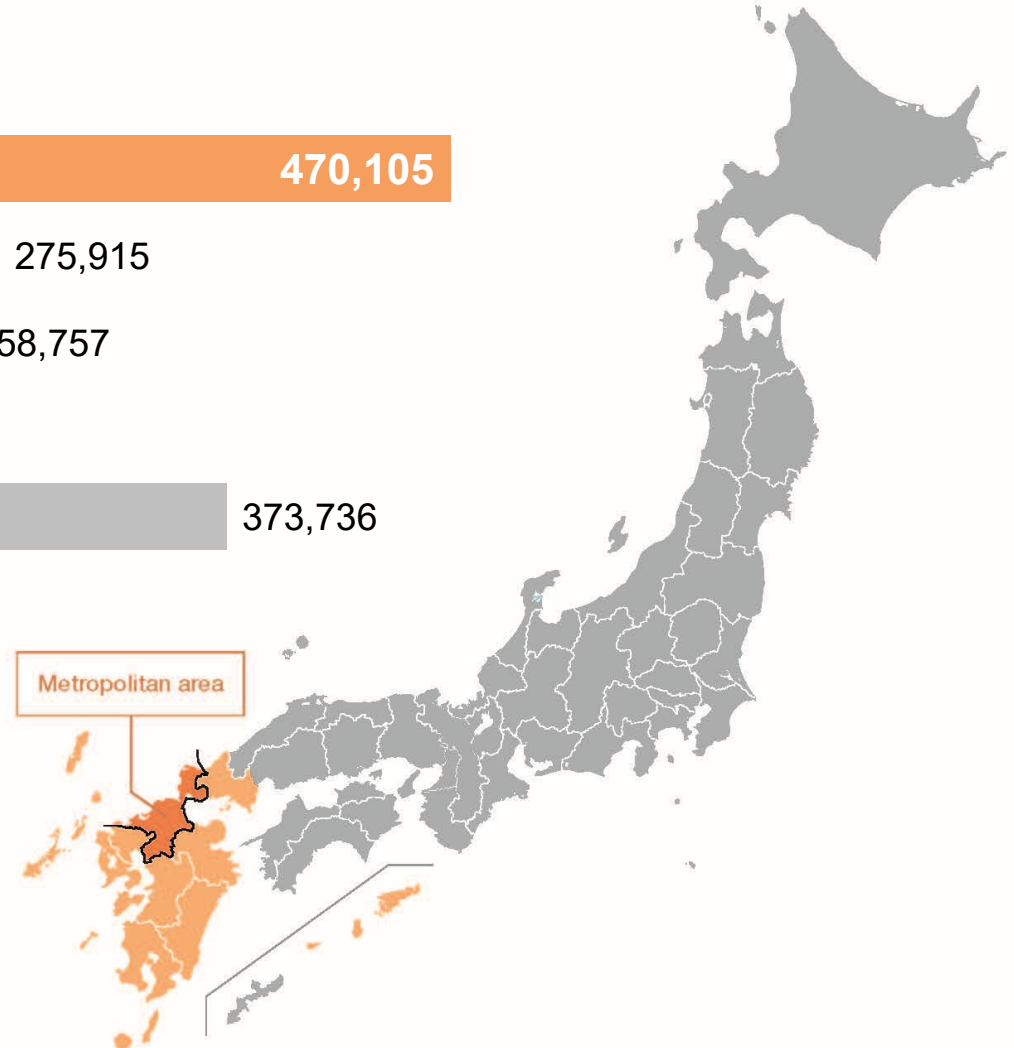


Source: ABC (average Jul.–Dec.2023)

## Circulation (Evening Edition)



Source: ABC (average Jul.–Dec.2023)





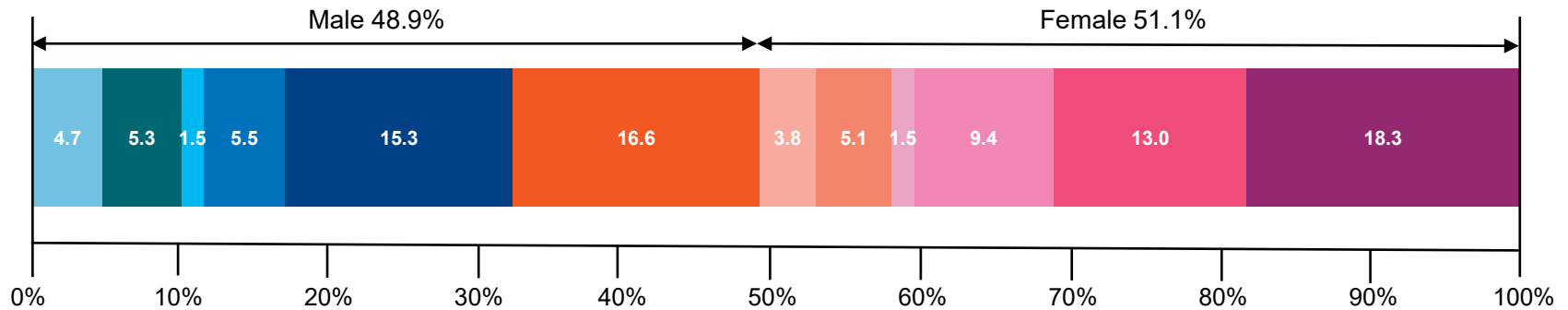
# Reader Profile (The Yomiuri Shimbun)

\*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

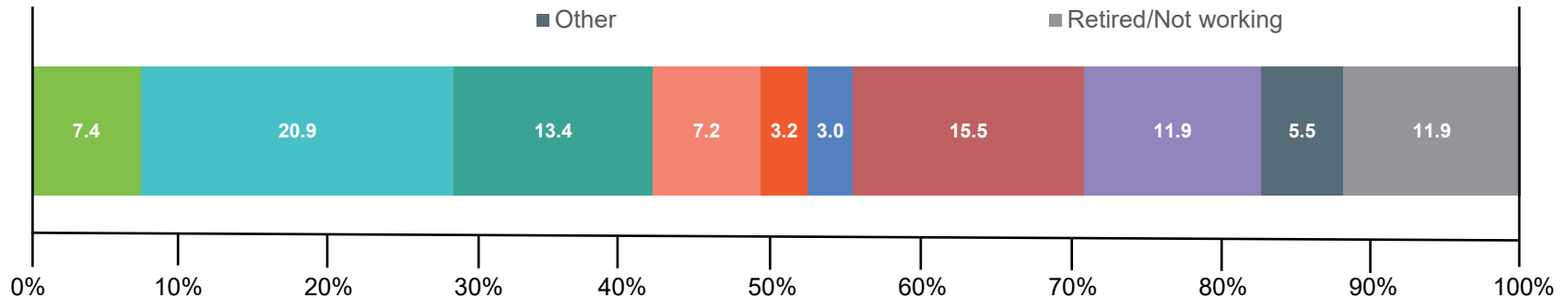


Source: ACR/ex 2023, by Video Research Ltd.

## Occupation

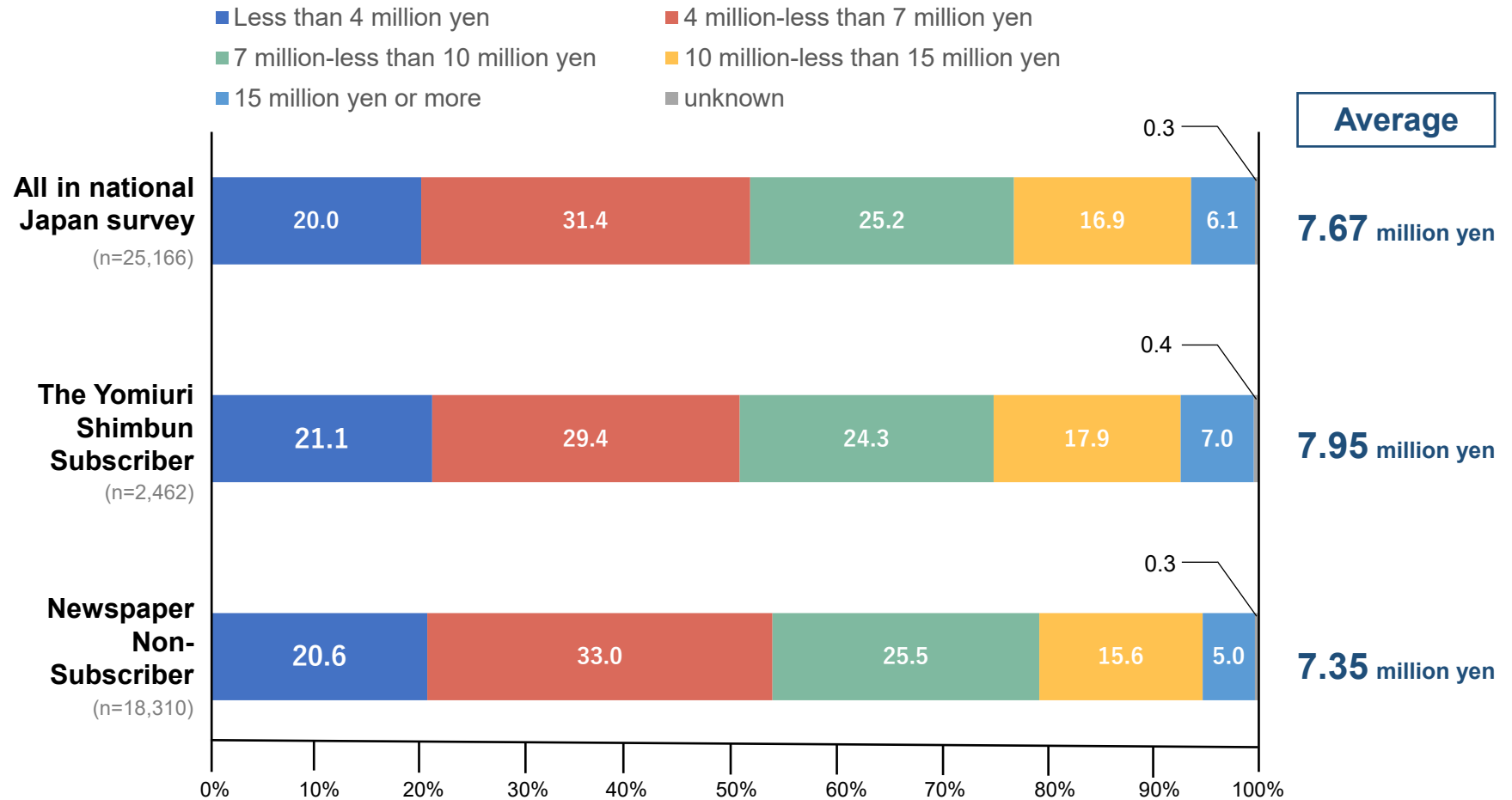
(n=2,462)

- 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

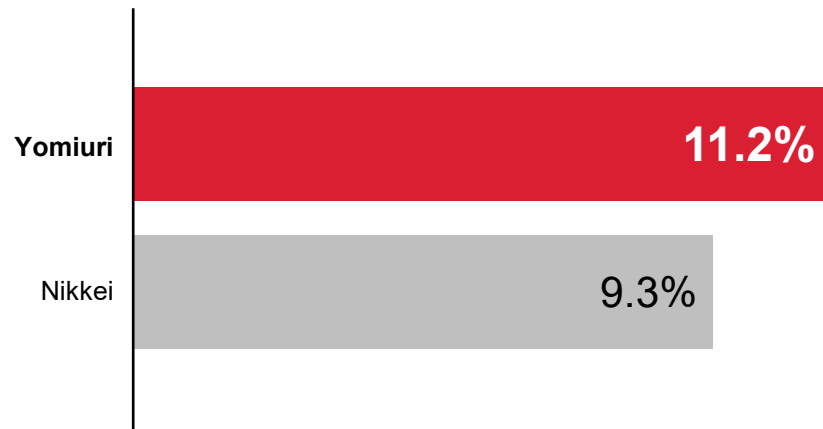


Source: ACR/ex 2023, by Video Research Ltd.

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

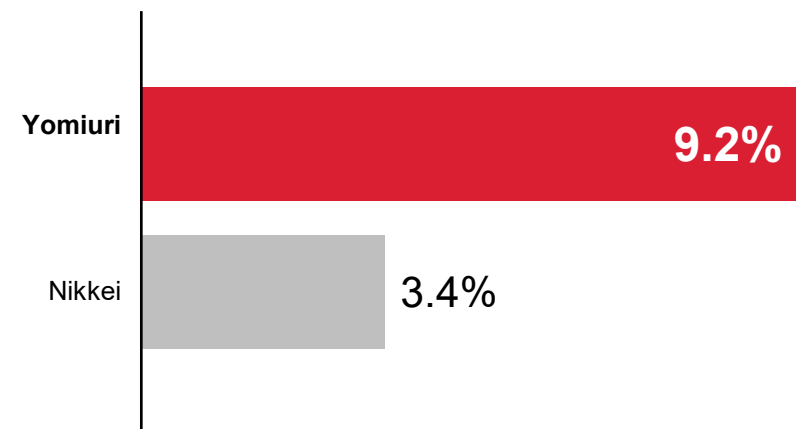
## Management organization at work

Worker at foreign companies



(n=560)

Worker at government office  
/local government



(n=1,367)

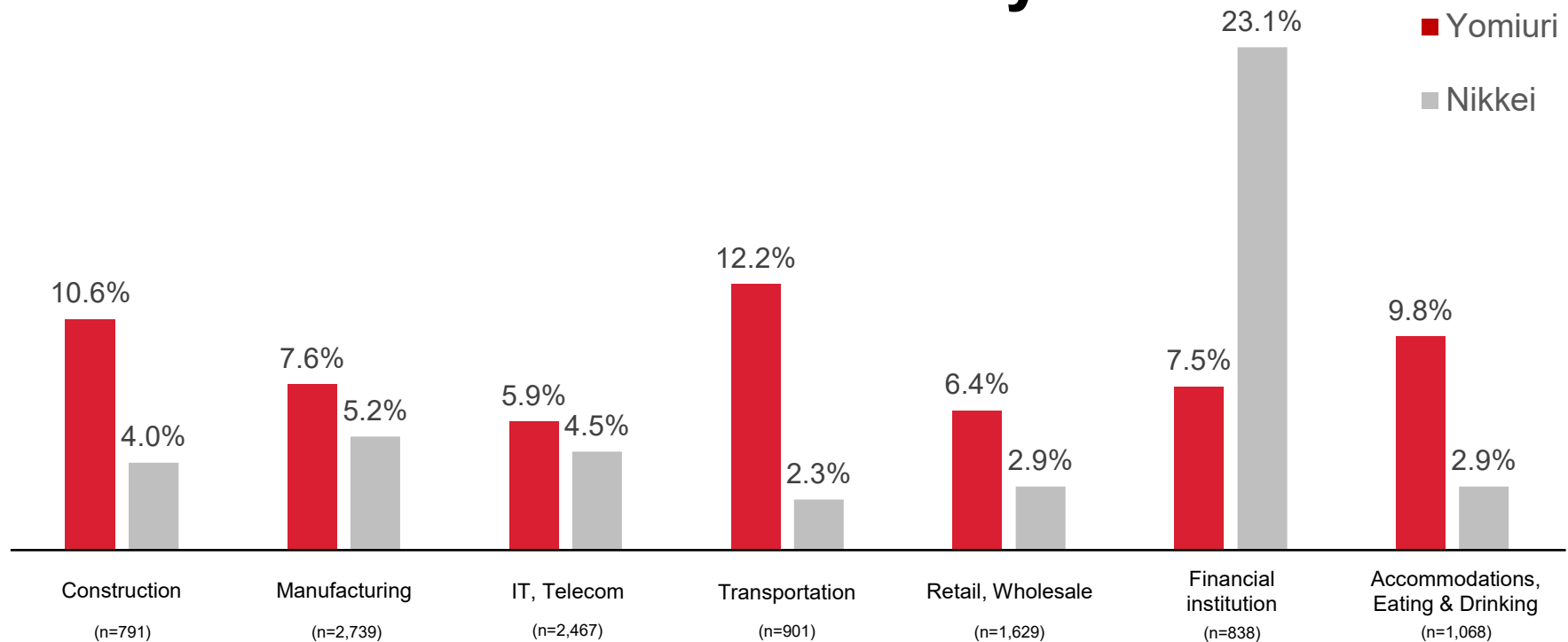
Source: ACR/ex 2023, by Video Research Ltd.

# 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

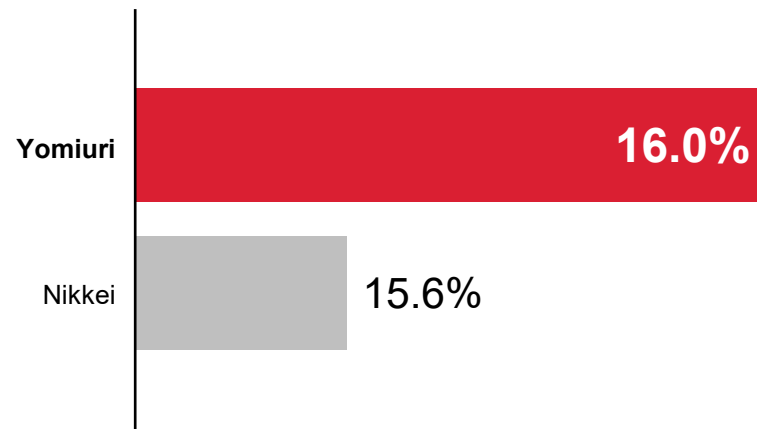


Source: ACR/ex 2023, by Video Research Ltd.

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

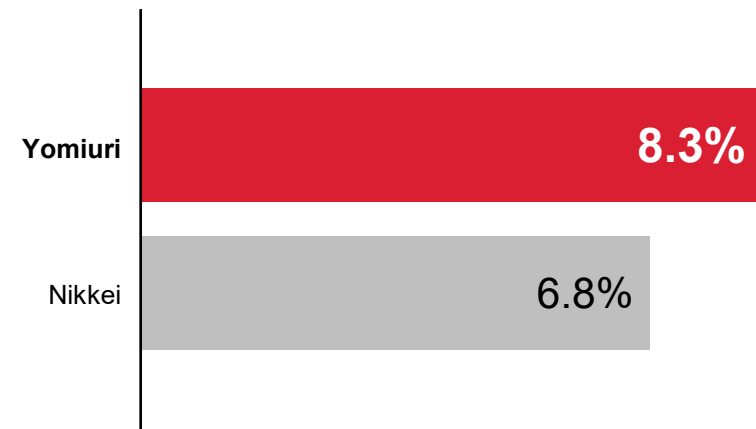
## Includes affluent consumers and investors

Household financial assets of  
at least JPY 30 million



(n=2,786)

Interested in asset management



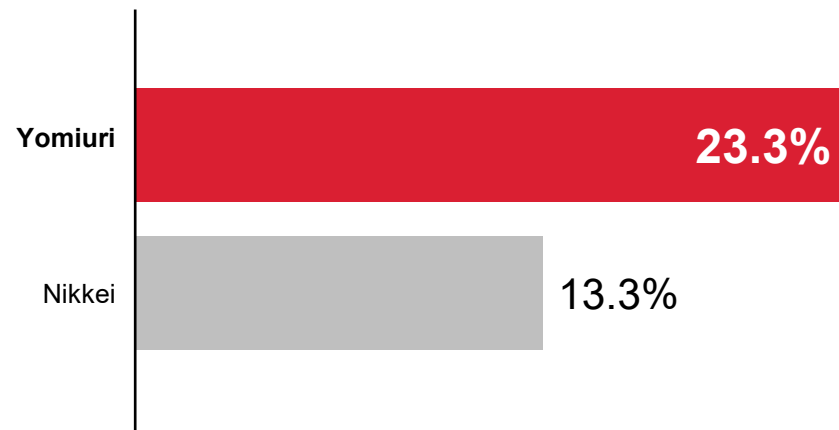
(n=11,632)

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

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

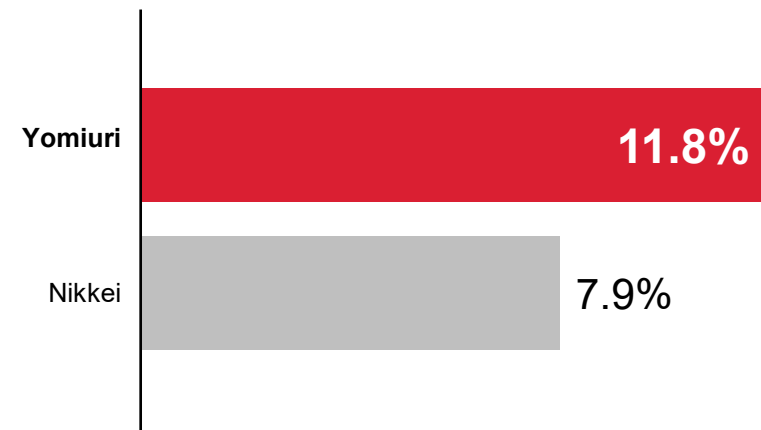
## Performs well in the tourism and luxury brand sector

People who travel abroad at least twice a year



(n=157)

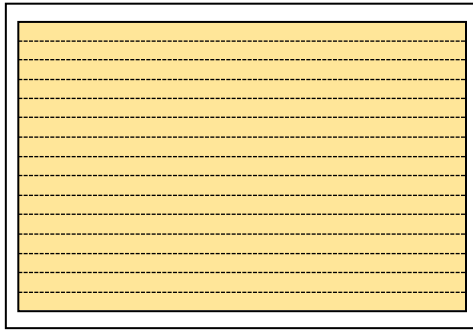
People who are interested in luxury brands



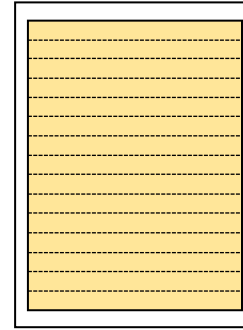
(n=2,394)

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

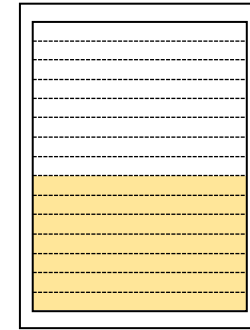
# Print Ad Space and Size



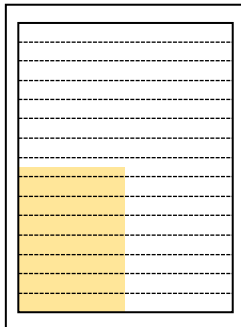
**Center Spread**  
510mm × 786mm  
(20.1" × 30.9")



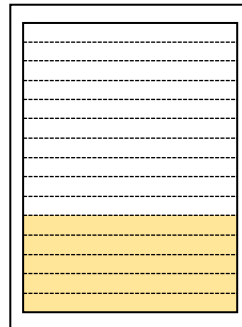
**15 Full Columns**  
(Full Page)  
510mm × 379mm  
(20.1" × 14.9")



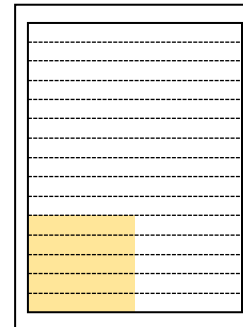
**7 Full Columns**  
237mm × 379mm  
(9.3" × 14.9")



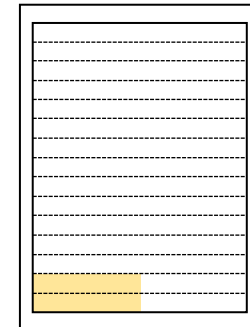
**Quarter Page**  
254mm × 189mm  
(10" × 7.4")



**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")

# Contact

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