



# Media Kit

## 2020

As contents cover wider topics, engaged users are increasing.

Average Oct-Dec 2019 by Google Analytics

- Monthly average

1,670,000 PV

860,000 UU

- Accounts on



Facebook



Twitter



Instagram

- Contents are distributed to



Yahoo Japan!



LINE



SmartNews



goo news



## Contents supporting the working women's work style



### News & Columns

Daily news and columns



### Skills

Skills useful for business



### Beauty

Up-to-date for fashion and cosmetics and tips bringing out your charm



### Travel

Information from weekend-trips to resorts



### Entertainment

Novel topics for movies, books, TV programs, and so on.



### Lunch Report

Lunch reports for working women

### Love & Marriage

### Astrology Horoscope

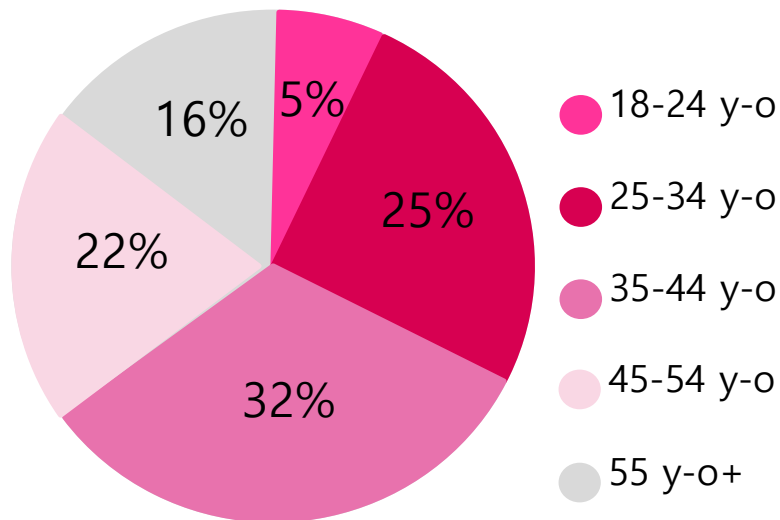
### Private Consultation

### Food

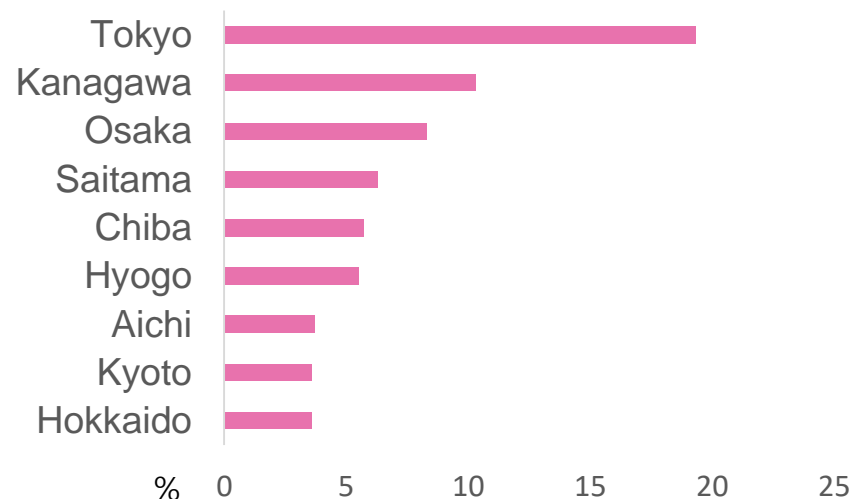
### Cats

60% of the users are 25 to 44 years old.  
40% live in Tokyo Metropolitan Area.

Ages



Residence

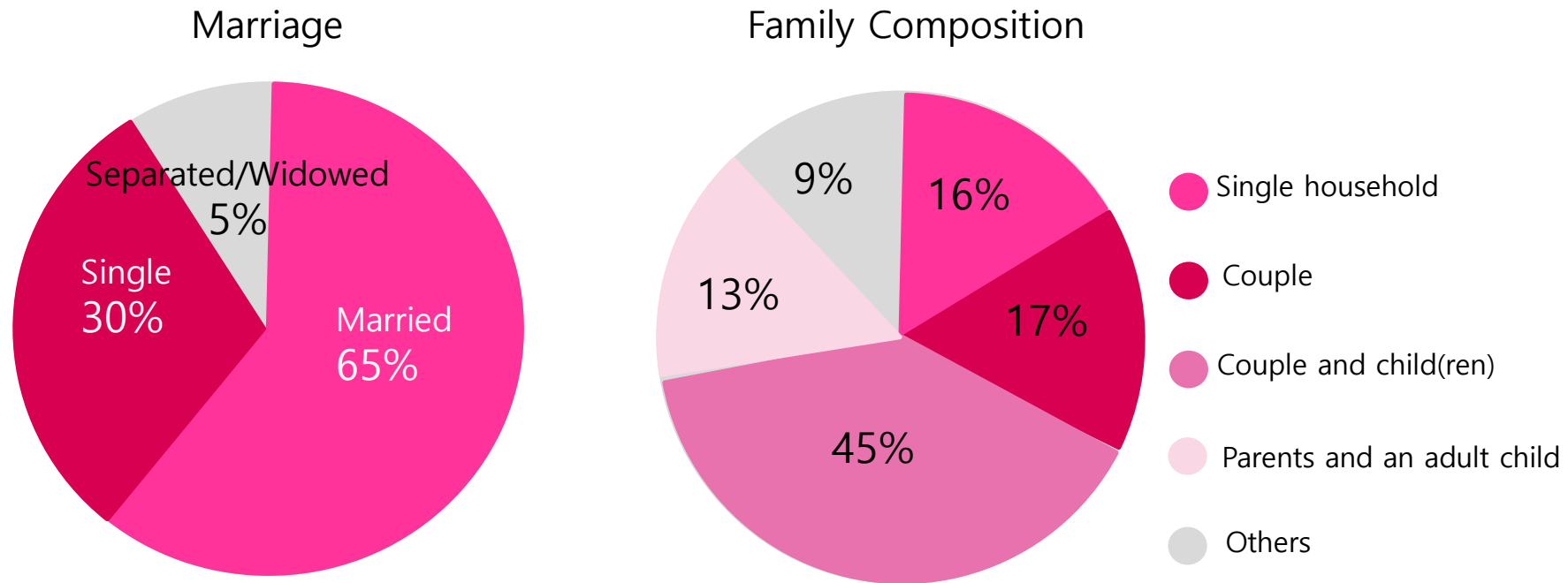


N=507 (female: 407)

Otekomachi users survey November 2019 by NTTCom Online Marketing Solutions Corporation

More than 60% are married.

Many live with their parents before marriage.

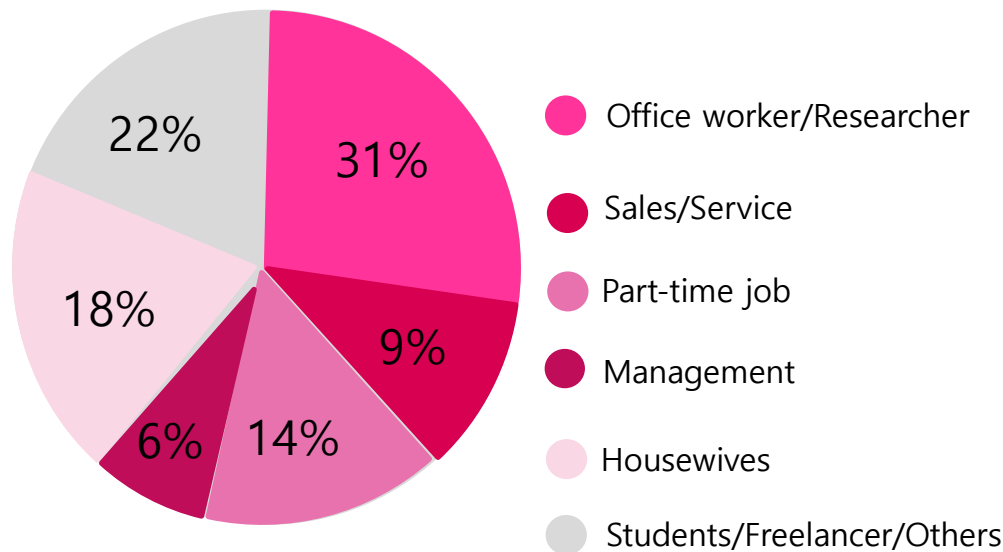


N=507 (female: 407)

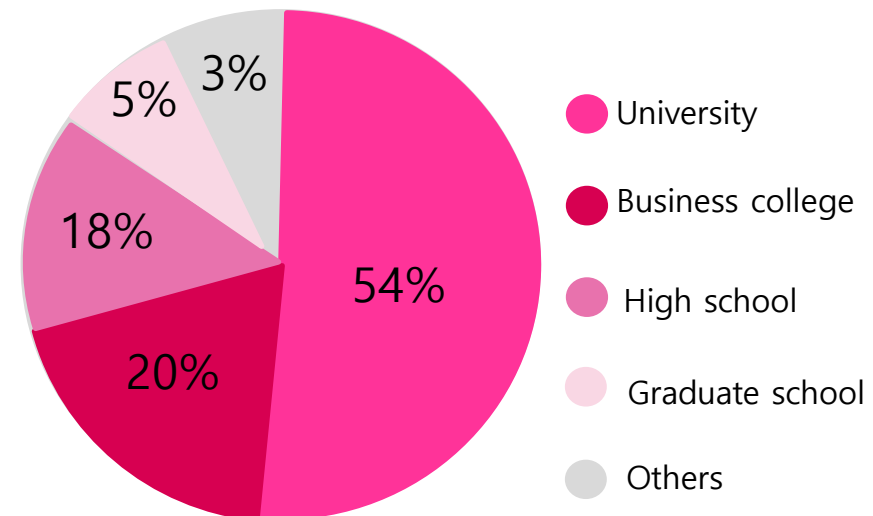
Otekomachi users survey November 2019 by NTTCom Online Marketing Solutions Corporation

More than 60% are working women.  
More than 50% graduated from university.

## Occupation



## Final Education



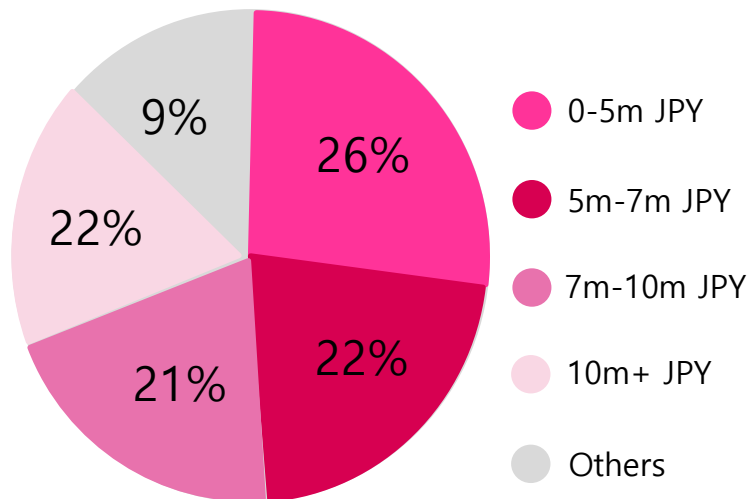
N=507 (female: 407)

Otekomachi users survey November 2019 by NTTCom Online Marketing Solutions Corporation

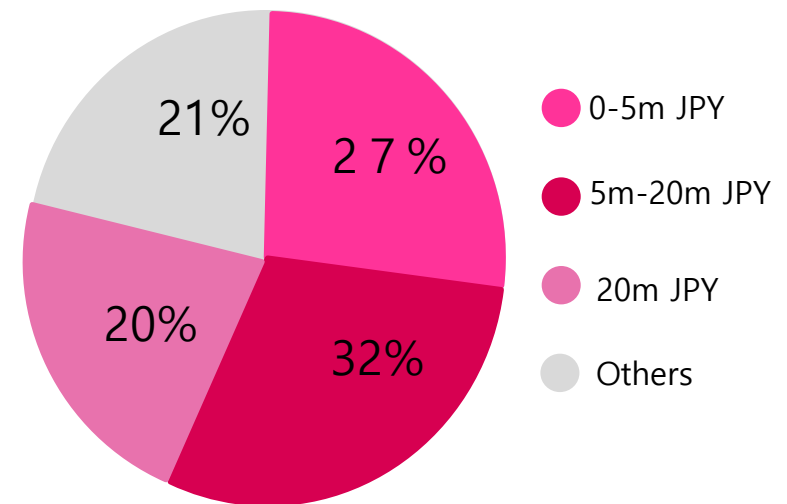
Approx. 50% have 7m+ JPY in their annual household income.

Approx. 50% have 5m+ JPY in financial assets.

## Household Income



## Financial Assets

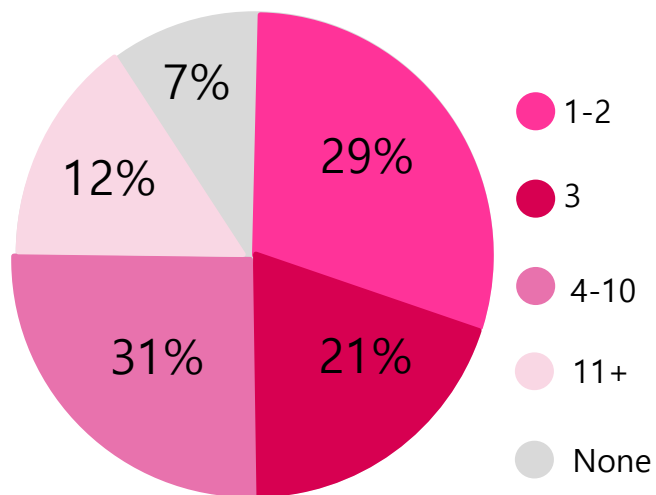


N=507 (female: 407)

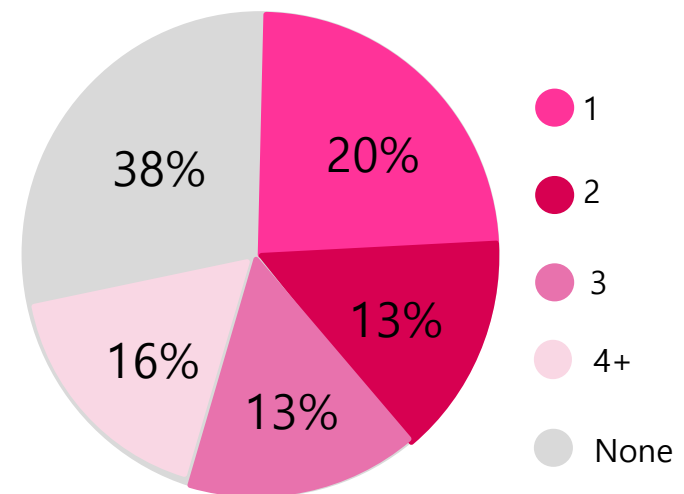
Otekomachi users survey November 2019 by NTTCom Online Marketing Solutions Corporation

The users include frequent travelers in both domestic and overseas trips in the past three years.

Domestic Trips



Overseas Trips



N=507 (female: 407)

Otekomachi users survey November 2019 by NTTCom Online Marketing Solutions Corporation





C

B

Sponsored by ○○○○○

五輪のプレシーズンである今季は、どんな曲がふさわしいのでしょうか。今季は五輪の  
実・地域計出場枠がかかることもあり、得意分野の王道で臨む選手が多いようです。

### Ⅱ 「1年間満存」という作戦も

難しいのは、極端な言い方ですが、「ベストのものを作りに上げない」ように注意する必要がありますということです。「最高のものは五輪本番に取っておく」ためです。

少し前までは、同じプログラムを学年続けて使うことが珍しくありませんでした（現職美大選手が所属している佐藤康二先生は現役時代、毎年同じ曲に使ったことがあるそうです）。しかし、最近はその「固定」もめらめらしているようです。や、プログラムの1は季節の切り」というケースが多くなっています。夏節ではなおさらです。「桜井節が夏節イヤーに親類のプログラムを作ろうとするので、必ずしも作れるとは限らない」（元五代代表選手）ため、当分作るのではなくてです。

前回2014年ソチ五輪で対戦相手がショートプログラムで使った「エデンの東」は、熱狂をかけた曲でした。実は、前シーズンにおおまかなプログラムは完成していましたが、「これなら五輪で戦える。これ以上のものはない」と練習が中断、1年間、五輪イヤー用に固持したと買われています。



難しいのは、極端な言い方ですが、「ベストのものを取り上げない」ように注意する必要があるということです。「最良のものは五輪本番に取っておく」ためです。

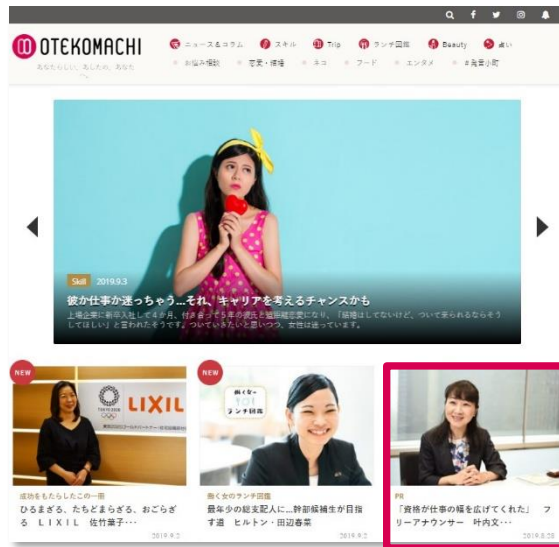
| 荒川満平は五輪直前に曲を書いた

やはり、開墾地で受けるものが偏重です。大半を占める地元の知客が湧けば、やがてともじゃー

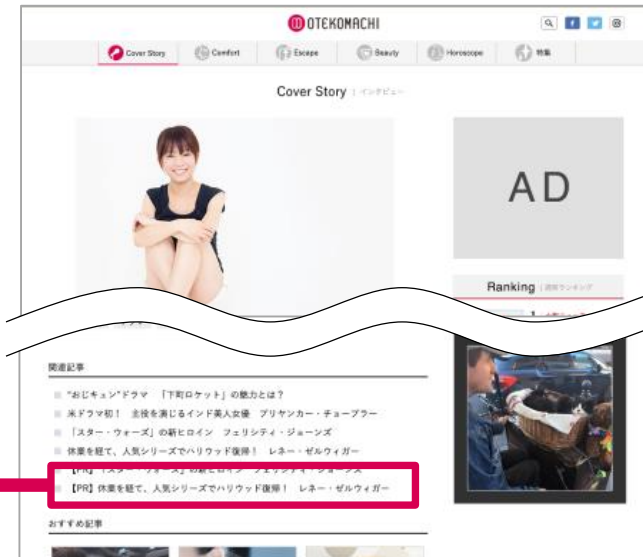
### Ranking

c. YouTube video can be embedded in the article with its tag information

## Home page



## Article pages



Headline of sponsored post with Image, with 'PR' credit

Headline of Sponsored post with 'PR' credit

## Sponsored post page



Client's website

popIn

Outbrain

Content Discovery Platforms

Rate for 1 Content: **3,000,000 JPY** ( Gross rate, including agency's commission, excluding taxes )

- Output of One Content:

- Has 2,000 – 3,000 characters in Japanese and 3 – 5 photos
- Runs for 4 weeks with a Headlined Image Link in Top or Article page
- Archived for at least 3 months
- Guaranteed 15,000 Pageviews

- Included:

- Editing work of Otekomachi  
based on the original information source and images provided by the client
- Translation work from English to Japanese (If requested)

- Not Included:

- Any work outside Japan (e.g.: Photo shooting or Interviewing)
- Production of MPU ad on the Sponsored Post

- Reporting:

- Pageviews of Sponsored Post
- Unique Browsers of Sponsored Post
- Clicks on MPU, etc.

- Note:

- Sponsored Post content needs to follow the ad auditing regulation and editorial policy of Otekomachi
- Order Deadline : 10 weeks prior to the advertiser's preferred starting date
- Material Deadline : 9 weeks prior to the advertiser's preferred starting date

# Display Ad "Top Billboard"

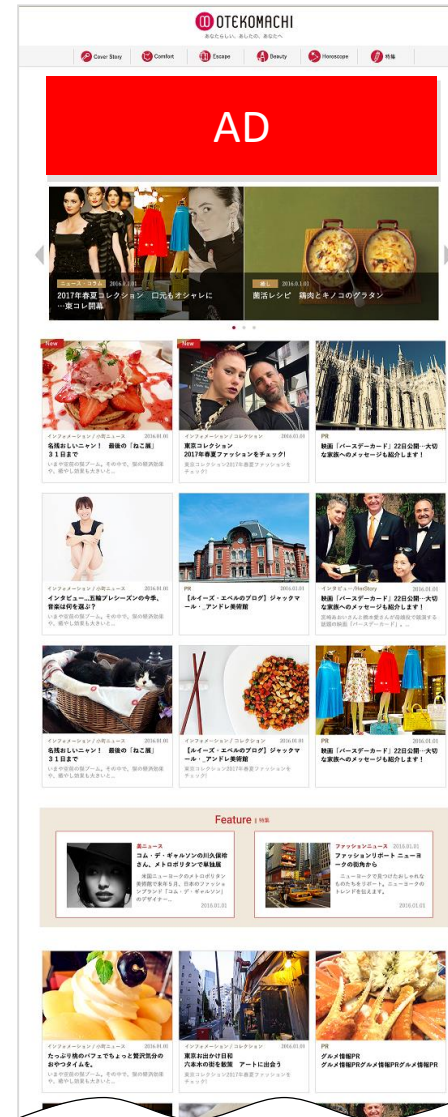
CPM 2,000 JPY (gross)

(CPM 5,000 JPY for video ad)

## Details

Device	Desktop, Tablet and Mobile
Insertion period	2 weeks minimum
Insertion page	Home page
Display method	Rotation
Impression	100,000 imps minimum
Size	Desktop :970 x 250 pixels Mobile :320 x 180 pixels
File format	GIF or JPG
File size	under 1 MB
Playtime	up to 30 seconds
Loops	not applicable
ALT tags	not applicable
Submission deadline	5 business days prior to insertion

## Desktop /Tablet



## Mobile





CPM 1,000 JPY (gross)


## Details

Device	Desktop, Tablet and Mobile
Insertion period	4 weeks minimum
Insertion page	Home page
Display method	Rotation
Impression	200,000imps minimum
Size	300 x 250 pixels
File format	GIF or JPG
File size	under 1 MB
Playtime	up to 30 seconds
Loops	not applicable
ALT tags	not applicable
Submission deadline	5 business days prior to insertion

## Desktop site



## Mobile site



## Notices

### (1) System maintenance or system failure

- In principle, posting compensation does not apply when advertisement distribution is suspended as a result of system maintenance that has been announced in advance.
- In principle, posting compensation does not apply when advertisement distribution is suspended as a result of system failures caused by events such as major accidents, natural disasters, and force majeure.

### (2) Advertisement audit

Audit is conducted on advertisements and advertisement link destinations based on the Yomiuri Shimbun Advertisement Examination Guidelines. Depending on the results of the audit, modifications of creative content or link destinations may be requested

- Within the site and pages of the Yomiuri Online, arrangement of insertion placement to avoid conflict of advertisers considering their industry or content of the advertising is not conducted.
- In principle, the name of the advertiser is to be stated clearly, excluding text advertisements and thumbnail images.
- The Yomiuri Online page should be returned to from the link destination by pressing the “back” button on the browser.
- If a pop-up screen is to launch at the link destination, configure it with the convenience of the user in mind. Creative modifications may be requested in the case of intensely flashing or overly-bright images.
- In reference to Guidelines for Picture Techniques Used in Broadcast Programs, especially in Animation Programs (The Japan Commercial Broadcasters Association), harmful animated expression is to be avoided.

### (3) Creative contents that cannot be posted

- Disguised advertisements (advertisement made to seem like windows, cursors, buttons, etc of a PC OS or application that could cause the user to erroneously mouse-over or click the imitated element)
- Advertisements disguised as the Yomiuri Online
- Other advertisements that the Yomiuri Online deem as unfit for posting

## Insertion order and submission method

Submit the advertising materials by email to “Special Ad Design Department”, The Yomiuri Shimbun in accordance with JIAA recommended format.  
Please submit all at once if multiple materials are planned to be posted.

## Submission deadline

- Three business days prior to the insertion date for GIF files and text ad.
- Five business days prior to the insertion date for FLA/SWF files and TAGs for third-party ad serving.
- Seven business days for third-party ad serving if test distribution is to be conducted.

## Timing for commencement of advertising posting

- Posting commencement timing: 00:00 on the initial posting date
  - Posting confirmation timing: up until 12:00 of the day of posting commencement (up until 12:00 of the following business day if posting commencement falls on a weekend or holiday). Posting compensation shall not apply if there are any insufficiencies with the posting that occurs before the confirmation timing.
  - Posting completion timing: 24:00 of the posting completion date
- \*If requested in advance, it is possible to designate the posting start time or switch posting within the advertising posting period. Please make inquiries if necessary.

## Technical specification

For details, refer below and to the YOL Advertising Guide at the following link:

<http://www.yomiuri.co.jp/adv/ad/format.htm> \*Japanese Only

### (1) Display advertising

- File format: SWF, GIF or JPG

Flash materials: If flash materials (including third-party ad serving) cause an interference with contents of the Yomiuri Online, GIF material will be posted for replacement until the problem is resolved.

- Third-party ad serving: Be sure to contact any staff of the Yomiuri Online with the name of service provider in advance. In addition, comply with the technical specification and submit both the ad Tags and actual materials files for audit and backup.

\*Make sure there is an exterior frame around the advertising content. Note that if the boundaries between the advertising and site content are unclear, modifications may be requested.

\*For video advertisements, the audio should be off by default.

### (2) Text advertising

- Machine dependent characters, single-byte katakana characters, and single-byte double quotation marks ("") cannot be used.

- Both double-byte and single-byte alphanumeric characters count as one character.

- Line break designations can be made for advertising option with at least 2 lines of text display. However, if the number of characters per line exceeds the stipulated amount, modifications may be requested.

### (3) Common regulations

- During the posting period, up to 4 creatives can be accepted. If 5 or more creatives are submitted, an additional fee of JPY 100,000 shall be charged from the 5th creative for each additional one.

- The changing of link destinations also counts as an additional creative.

- The optimization of content, decreasing the number of creative for the purpose of the creative optimization also counts as an additional creative.

- If an emergency creative change or suspension of posting becomes necessary, these requests can be supported if it is within business hours. However, the time by which this will be reflected cannot be designated. If it is outside of business hours, support shall be provided on the following business day.

- Please disclose the link destination by 2 business day prior to the posting commencement date. If disclosure is not possible, please send materials that provide an understanding of the site contents.

- For posting methods that differ from standard way, such as advertisements with interactive functions or bulk creative file distribution through third-party as serving, additional fees may apply, so please make inquiries in advance.

- Even if these regulations are complied with, the advertisement may not be displayed correctly in some cases depending on the users' OS and browser settings.