

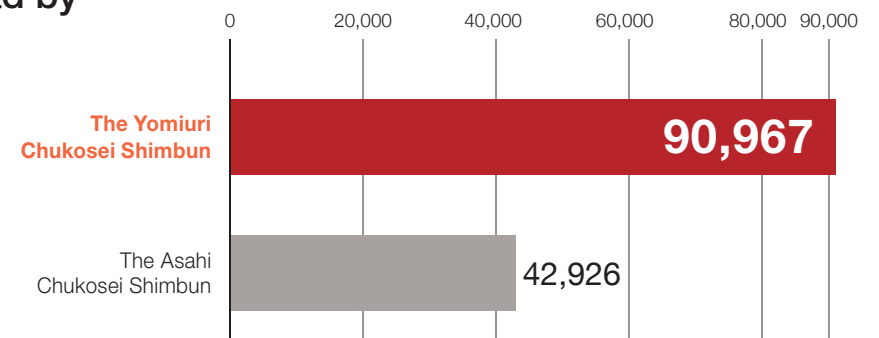
Newspaper for junior high and high school students



It has the largest circulation in Japan as a newspaper for junior high and high school students (13 to 18 years old). Readers are highly conscious and read by wealthy families.

- ▶ Size: Tabloid format, 24 pages (all color)
- ▶ Published: Fridays
- ▶ Published Area: All Japan
- ▶ Circulation: 90,967 copies, ABC (average Jul.-Dec.2021)
- ▶ <https://www.yomiuri.co.jp/teen/>

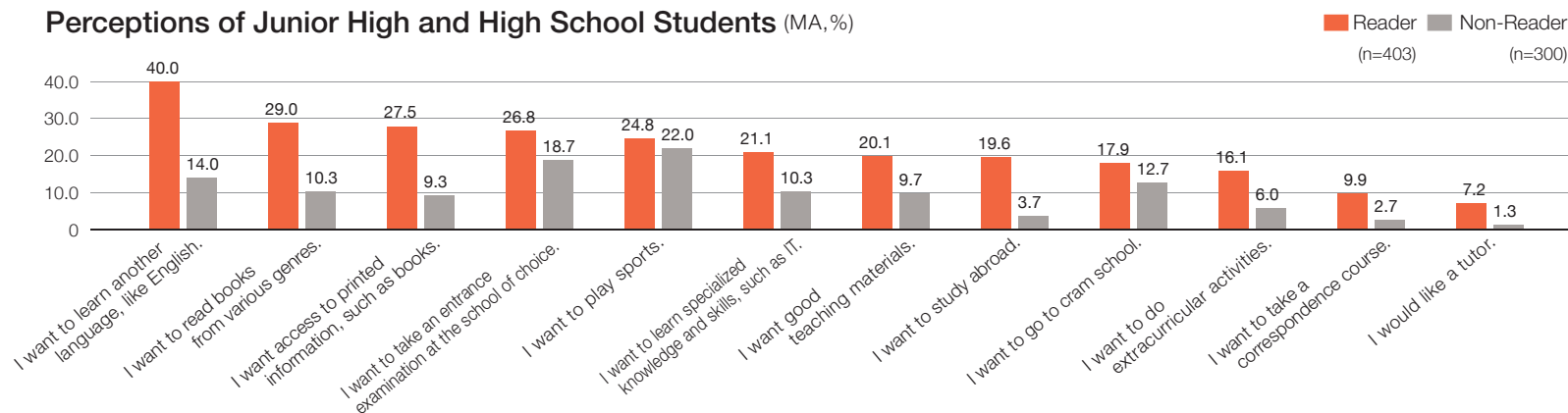
Comparison of circulation of newspapers for junior high and high school students



Source:ABC (average Jul.-Dec,2021)

Readers are more motivated than non-readers to take entrance exams, acquire language skills, study abroad and read books from various genres.

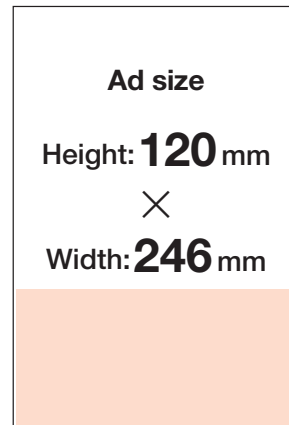
Perceptions of Junior High and High School Students (MA, %)



Investigation method: Internet research (by Cross Marketing)
Survey planning and design: The Yomiuri Shimbun
Survey period: January 14 to 17, 2022
Valid number of respondents: 703s

Ad Space and Size / Rate

〈1/3 page ad〉

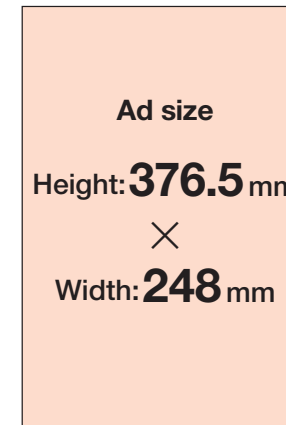


600,000 JPY

(4 ads, excluding tax)

* Total 750,000 JPY (excluding tax) for 5 ads

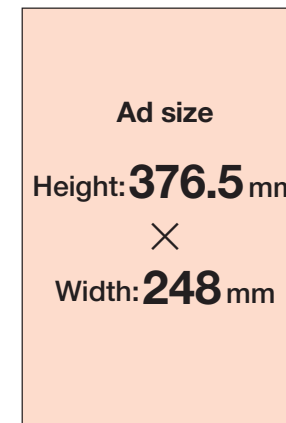
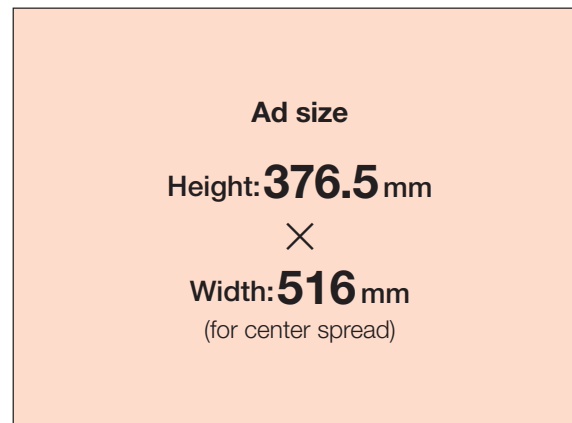
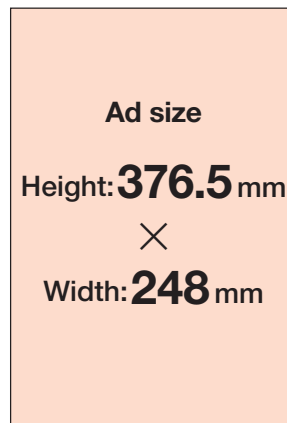
〈Full page ad〉



450,000 JPY

(per one ad, excluding tax)

〈4-page ad on middle page〉



1,800,000 JPY

(per one ad excluding tax)

A four-page, special feature advertisement can be published on the middle page (8 pages also possible).

These can be extracted from the paper and stored. You can also print a specified number of copies.