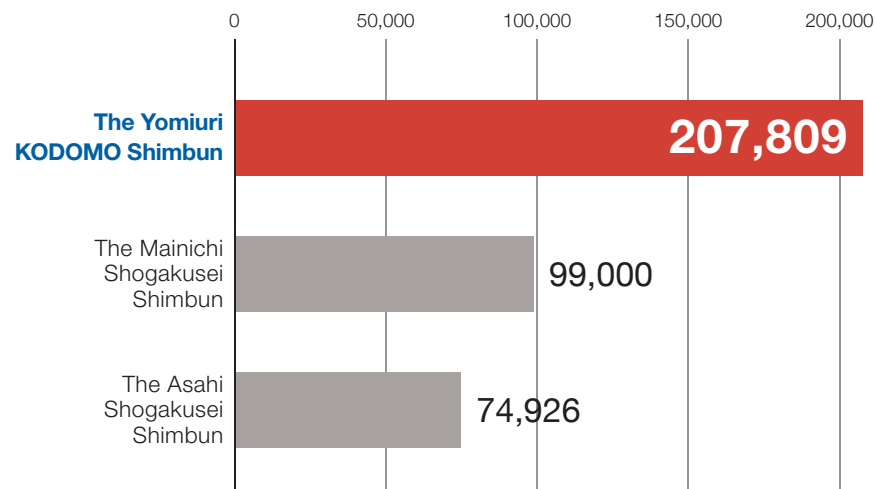


Newspaper for elementary school students

It has the largest circulation among newspapers for elementary school students (ages 7 to 12) in Japan.
It is read by families with a passion for education.

- ▶ Size: Tabloid format, 20 pages (all color)
- ▶ Published: Thursdays
- ▶ Published Area: All Japan
- ▶ Circulation: 207,809 copies, ABC (average Jul.-Dec.2021)
- ▶ <https://www.yomiuri.co.jp/kodomo/>

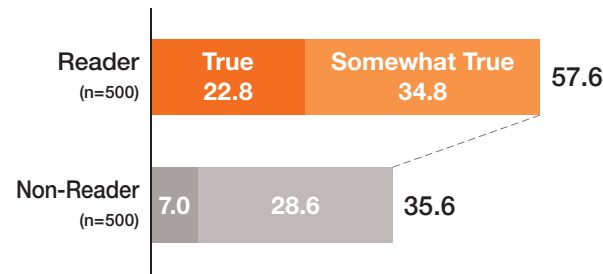
Comparison of circulation of newspapers for elementary school students



Tokyo metropolitan area and major Kansai areas
142,737 copies

(Nearly 60% of)
parents of readers don't mind
spending their money for the
education

I will spare no money on the education of my children/grandchildren (%)



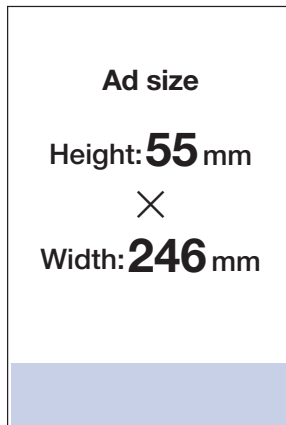
Investigation method: Internet research (by Cross Marketing)
Survey planning and design: The Yomiuri Shimbun
Survey period: January 14 to 16, 2022
Valid number of respondents: 1000s

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

* The Mainichi Shogakusei Shimbun self-proclaimed circulation

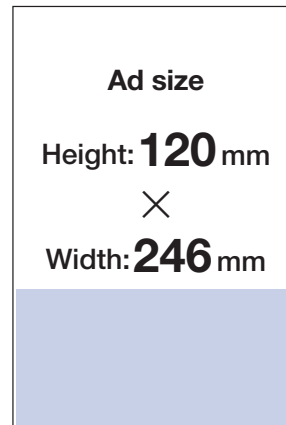
Ad Space and Size / Rate

< 1/6 page ad >



300,000 JPY
(per one ad excluding tax)

< 1/3 page ad >



1,200,000 JPY
(4 ads, excluding tax)

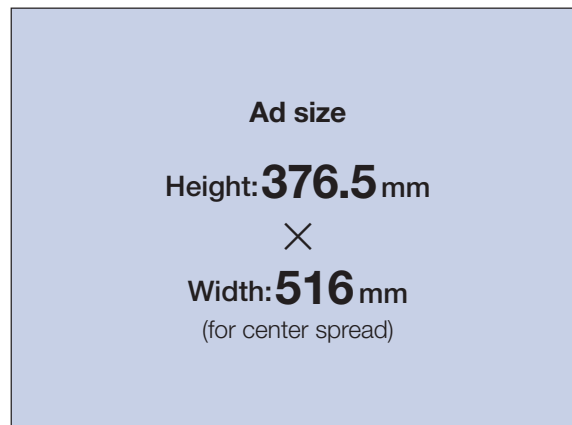
* Total 1,500,000 JPY (excluding tax) for 5 ads

< Full page ad >



900,000 JPY
(per one ad, excluding tax)

< 4-page ad on middle page >



3,200,000 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.