The Yomiuri Shimbun celebrated its 140th anniversary in 2014, and its title “The Yomiuri” boasts the longest history among Japan’s existing newspaper titles. The first issue of The Yomiuri Shimbun appeared on November 2, 1874 and the newspaper published its 50,000th issue on April 9, 2015. With its comprehensive, accurate and timely journalism, The Yomiuri Shimbun has gained the trust of its audience. It is dedicated to upholding readers’ right to know through fair and thoughtful editorial coverage while continuing to take advantage of new communication technologies and the most advanced printing capabilities.
Japan is the country where newspapers are read the most.

Japan is the world’s leading country in terms of daily newspaper sales.

Circulation per 1,000 adults in major countries (Unit: copy)

Japan has the highest percentage of newspapers readers.

Newspaper reach (Unit: %)

Door-to-door delivery system supports the high subscription rate.

The reason newspapers are read by so many people in Japan is the highly established door-to-door delivery system. The rate of home delivery in Japan is 95.2%. The Yomiuri Shimbun is delivered every day by around 79,000 staff members working at approximately 7,300 newspaper dealers throughout Japan. One of the characteristics of Japanese newspapers is the existence of a large number of long-term subscribers. Nearly 60 percent of our subscribers have been getting The Yomiuri Shimbun delivered to their home for over 10 years.

Circulation of newspapers worldwide (Unit: thousand copies)

Length of Yomiuri Shimbun subscription (n=18,416) (Unit: %)
Newspapers are accessed by over 80% of people

Access rate by media (n=3,801) (Unit: %)

<table>
<thead>
<tr>
<th>Media</th>
<th>Access Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>83.2%</td>
</tr>
<tr>
<td>Magazines</td>
<td>68.2%</td>
</tr>
<tr>
<td>Internet</td>
<td>66.8%</td>
</tr>
<tr>
<td>Radio</td>
<td>52.4%</td>
</tr>
</tbody>
</table>


In contrast to the entertainment value of TV, newspapers are recognized for their social value (n=3,801)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Newspapers</th>
<th>TV (NHK)</th>
<th>TV (Commercial stations)</th>
<th>Radio</th>
<th>Magazines</th>
<th>Search sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having influence on society</td>
<td>45.4%</td>
<td>43.9%</td>
<td>38.4%</td>
<td>10.6%</td>
<td>10.0%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Important to have access</td>
<td>30.9%</td>
<td>24.6%</td>
<td>17.7%</td>
<td>7.1%</td>
<td>4.1%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Covering global trends in various areas</td>
<td>28.7%</td>
<td>23.5%</td>
<td>18.2%</td>
<td>6.0%</td>
<td>4.3%</td>
<td>7.7%</td>
</tr>
</tbody>
</table>


Characteristics of various media sources (Top 5) (n=3,801)

<table>
<thead>
<tr>
<th>Media</th>
<th>Having influence on society</th>
<th>Intelligent</th>
<th>Dependable</th>
<th>Helps broaden perspectives</th>
<th>Indispensable source of information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>45.4%</td>
<td>42.9%</td>
<td>36.1%</td>
<td>35.8%</td>
<td>35.4%</td>
</tr>
<tr>
<td>TV (Commercial stations)</td>
<td>User-friendly</td>
<td>52.1%</td>
<td>48.3%</td>
<td>47.2%</td>
<td>41.1%</td>
</tr>
<tr>
<td>Search sites</td>
<td>Timely information</td>
<td>26.2%</td>
<td>25.9%</td>
<td>23.8%</td>
<td>23.7%</td>
</tr>
</tbody>
</table>


In addition to news articles, newspaper advertisements are highly recognized for their credibility and fairness

Evaluation of each advertising source/medium (n=3,801) (Unit: %)

<table>
<thead>
<tr>
<th>Medium</th>
<th>Information is reliable</th>
<th>Communicates corporate attitude and policies</th>
<th>Content is fair and accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper ad</td>
<td>40.2%</td>
<td>29.2%</td>
<td>25.3%</td>
</tr>
<tr>
<td>TV CM</td>
<td>31.2%</td>
<td>24.2%</td>
<td>16.9%</td>
</tr>
<tr>
<td>Radio CM</td>
<td>9.0%</td>
<td>2.6%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Magazine ad</td>
<td>5.4%</td>
<td>6.0%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Internet ad (PC)</td>
<td>4.9%</td>
<td>12.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Internet ad (Mobile)</td>
<td>3.4%</td>
<td>4.9%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>


Newspapers are the first source of information in the morning

The time of day when people read newspapers (n=74,683)

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Use of the Internet by mobile phone</th>
<th>Use of the Internet by PC and tablet</th>
<th>Morning edition is read again at night</th>
<th>Reading of morning edition</th>
<th>Providing the first source of information in the morning</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00-6:00</td>
<td>49.3%</td>
<td>57.5%</td>
<td>24.2%</td>
<td>23.6%</td>
<td>23.5%</td>
</tr>
<tr>
<td>7:00-8:00</td>
<td>43.9%</td>
<td>52.4%</td>
<td>22.9%</td>
<td>22.8%</td>
<td>22.5%</td>
</tr>
<tr>
<td>9:00-10:00</td>
<td>38.4%</td>
<td>49.6%</td>
<td>21.7%</td>
<td>21.5%</td>
<td>21.3%</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>35.8%</td>
<td>48.3%</td>
<td>20.5%</td>
<td>20.2%</td>
<td>19.9%</td>
</tr>
<tr>
<td>13:00-14:00</td>
<td>34.1%</td>
<td>47.2%</td>
<td>19.7%</td>
<td>19.4%</td>
<td>19.1%</td>
</tr>
<tr>
<td>15:00-16:00</td>
<td>32.0%</td>
<td>45.4%</td>
<td>18.9%</td>
<td>18.6%</td>
<td>18.3%</td>
</tr>
<tr>
<td>17:00-18:00</td>
<td>29.9%</td>
<td>43.3%</td>
<td>17.9%</td>
<td>17.6%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

The Yomiuri Shimbun has the largest circulation in Japan

The Yomiuri Shimbun is a national newspaper maintaining the largest circulation both nationally and in the three major metropolitan areas.

Tokyo metropolitan area
- Population: Approx. 6.6 million
- GDP: Approx. $298 billion
- Penetration (n=33,742) (Unit: %)
  - YOMIURI: 32.4
  - ASAHI: 23.1
  - NIKKEI: 8.0

Osaka metropolitan area
- Population: Approx. 21 million
- GDP: Approx. $985 billion
- Penetration (n=14,483) (Unit: %)
  - YOMIURI: 23.9
  - ASAHI: 12.8
  - NIKKEI: 6.2

Source: Population = Basic Resident Register as of January 1, 2016
GDP = UN, National Accounts Main Aggregates Database, 2012
Source: J-READ, Annual Report of Prefectural Accounts 2012,
$1 = ¥79 (Basic foreign exchange rate as of December 2012)
Penetration = J-READ 2015

Source: Japan ABC (average Jan.-Jun., 2016) and The Yomiuri Shimbun
Circulation of Morning Edition (Metropolitan Area) is based on Japan ABC (average Jan.-Jun., 2016) and The Yomiuri’s company data.
Penetration among all individuals (n=88,774) (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>YOMIURI</th>
<th>ASAHI</th>
<th>NIKKEI</th>
</tr>
</thead>
<tbody>
<tr>
<td>All individuals in Japan (n=88,774)</td>
<td>20.7</td>
<td>16.9</td>
<td>5.4</td>
</tr>
</tbody>
</table>

Penetration among business people (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>Executives, board members, C-level officers (n=3,520)</th>
<th>Employees of listed company (n=12,166)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOMIURI</td>
<td>21.0</td>
<td>20.1</td>
</tr>
<tr>
<td>ASAHI</td>
<td>16.3</td>
<td>18.9</td>
</tr>
<tr>
<td>NIKKEI</td>
<td>11.0</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Penetration among people with high purchasing power (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>Those with annual household income of 15 million JPY or more (n=3,520)</th>
<th>Those with household financial assets of 100 million JPY or more (n=1,228)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOMIURI</td>
<td>22.3</td>
<td>27.5</td>
</tr>
<tr>
<td>ASAHI</td>
<td>20.5</td>
<td>25.4</td>
</tr>
<tr>
<td>NIKKEI</td>
<td>18.2</td>
<td>18.0</td>
</tr>
</tbody>
</table>

Age and gender composition (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>All individuals in Japan (n=88,774)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-19</td>
<td>20%</td>
<td>7.7</td>
</tr>
<tr>
<td>16-24</td>
<td>30%</td>
<td>9.8</td>
</tr>
<tr>
<td>25-34</td>
<td>40%</td>
<td>10.5</td>
</tr>
<tr>
<td>35-44</td>
<td>50%</td>
<td>10.7</td>
</tr>
<tr>
<td>45-54</td>
<td>60%</td>
<td>10.0</td>
</tr>
<tr>
<td>55-64</td>
<td>70%</td>
<td>10.5</td>
</tr>
<tr>
<td>65+</td>
<td>80%</td>
<td>10.6</td>
</tr>
</tbody>
</table>

Penetration (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Individuals in Japan (n=44,187)</td>
<td>21.1</td>
<td>18.0</td>
</tr>
<tr>
<td>15-19</td>
<td>3.004</td>
<td>18.6</td>
</tr>
<tr>
<td>20s</td>
<td>6,535</td>
<td>18.8</td>
</tr>
<tr>
<td>30s</td>
<td>8,388</td>
<td>18.5</td>
</tr>
<tr>
<td>40s</td>
<td>9,114</td>
<td>18.3</td>
</tr>
<tr>
<td>50s</td>
<td>7,777</td>
<td>19.3</td>
</tr>
<tr>
<td>60s</td>
<td>9,968</td>
<td>21.4</td>
</tr>
</tbody>
</table>

Occupation composition (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>Salaried administrative or research</th>
<th>Salaried manual worker or laborer</th>
<th>Sales or service</th>
<th>Management</th>
<th>Specialist or freelance</th>
<th>Student</th>
<th>Homemaker</th>
<th>Other</th>
<th>Retired / Not working</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Individuals in Japan (n=88,774)</td>
<td>13.8</td>
<td>11.3</td>
<td>12.2</td>
<td>3.7</td>
<td>11.1</td>
<td>21.5</td>
<td>9.8</td>
<td>9.1</td>
<td>9.7</td>
</tr>
<tr>
<td>YOMIURI readers (n=18,416)</td>
<td>12.4</td>
<td>11.2</td>
<td>12.3</td>
<td>4.1</td>
<td>10.6</td>
<td>23.3</td>
<td>9.5</td>
<td>9.6</td>
<td>9.6</td>
</tr>
</tbody>
</table>

Penetration (Unit: %)

<table>
<thead>
<tr>
<th></th>
<th>Salaried administrative or research</th>
<th>Salaried manual worker or laborer</th>
<th>Sales or service</th>
<th>Management</th>
<th>Specialist or freelance</th>
<th>Student</th>
<th>Homemaker</th>
<th>Other</th>
<th>Retired / Not working</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOMIURI</td>
<td>12,247</td>
<td>9,863</td>
<td>11,152</td>
<td>3,307</td>
<td>6,517</td>
<td>9,835</td>
<td>19,032</td>
<td>4,555</td>
<td>8,047</td>
</tr>
<tr>
<td>ASAHI</td>
<td>18.7</td>
<td>21.0</td>
<td>20.4</td>
<td>23.0</td>
<td>19.7</td>
<td>19.9</td>
<td>22.6</td>
<td>20.0</td>
<td>22.1</td>
</tr>
<tr>
<td>NIKKEI</td>
<td>19.7</td>
<td>10.9</td>
<td>17.5</td>
<td>18.5</td>
<td>17.6</td>
<td>18.6</td>
<td>18.5</td>
<td>15.4</td>
<td>17.6</td>
</tr>
</tbody>
</table>

Source: J-READ 2015
The Yomiuri Shimbun

Morning edition

The morning edition covers a wide range of topics in a maximum of 40 pages. While page layout is fixed depending on the day of the week, the order, total number of pages, and number of columns of advertisements will vary according to the volume of news.

City News

Reporting news on incidents, accidents and court cases from each region across Japan. The cartoon, which has run for over 30 years, is also popular.

Lifestyle

Providing information on life's essentials—housing, food and clothes—as well as family life. This page is particularly popular with female readers.

Economy & Business

Covering domestic and international economic trends, with a focus on Japan's economic policy and information relating to business.

Politics

Covering Japan's political trends including domestic politics, foreign affairs, security issues, elections, etc.

Front

Reporting exclusive news stories over a long history, the Front page is the face of The Yomiuri Shimbun. The “Henshu Techo” (Editor’s Notes) column has many fans.

TV Listings

In today's world where electronic program guides dominate, many people continue to use the page due to its readability. Being located on the last page, it tends to catch readers' eyes.

Sports

Covers a variety of international sports, such as Major League Baseball, European soccer, tennis, and golf in addition to sports that are popular in Japan, such as professional baseball, J-League professional soccer, and Grand Slam tournaments.

Household Finances

Covers useful economic and consumption related information from the consumer's perspective. The latest trends and popular products attract readers’ attention.

International

Covers the political situation in countries all over the world, as well as important events, accidents, and issues of the moment.

General

Includes the Editorial, as well as articles linked to reporting on the top page.
Packed with highly topical articles and advertisements

Evening edition

The evening edition is issued every day except Sunday. In addition to news, it is full of highly topical articles that vary depending on the day of the week, such as fashion and entertainment.

Front

Covers the latest national and international news.

Sports

Covers sports news that could not be included in the morning edition due to the time difference because the match was held overseas, etc.

Fashion

Focuses on the latest fashions, such as trends of popular designers and brands.

Advertising space

Advertising space varies in size, allowing you to choose the optimal space for your purpose and budget.

Covers the latest national and international news.

Covers sports news that could not be included in the morning edition due to the time difference because the match was held overseas, etc.

Focuses on the latest fashions, such as trends of popular designers and brands.

Advertising supplements

Advertising supplements enable advertisers to select paper size and quality as well as target areas.

Table 2P

YONEX

380 mm (15.0 inches)

240 mm (9.4 inches)

237 mm (9.3 inches)

100 mm (3.9 inches)

1,597 mm (62.9 inches)

786 mm (30.9 inches)

379 mm (14.9 inches)

Annual advertising volume

The annual volume of advertisements posted on The Yomiuri Shimbun reaches the equivalent of 8,676 newspaper pages (fiscal year 2014, Tokyo edition), accounting for 45% of the overall pages. The high volume is the result of The Yomiuri Shimbun being consistently chosen by many advertisers.

Advertising supplement

Advertising supplements enable advertisers to select paper size and quality as well as target areas.

PANORAMA 8P

Canon

510 mm (20.1 inches)

225 mm (8.9 inches)

168 mm (6.6 inches)

120 mm (4.7 inches)

1,997 mm (78.5 inches)

786 mm (30.9 inches)

379 mm (14.9 inches)
Delivering domestic and international news 24 hours a day

**YOMIURI ONLINE (YOL)**

With over 250 million monthly page views, YOMIURI ONLINE is one of Japan’s largest news sites. It delivers domestic and international news 24 hours a day in real time and uses social media including Twitter, as well as providing video streaming services. Nearly 60% of YOMIURI ONLINE users are employed and over 80% of users view YOMIURI ONLINE from their PC.

**User profile**

**Gender**
- Male: 80.8%
- Female: 19.2%

**Age**
- 15-19: 4.0%
- 20-29: 12.3%
- 30-39: 41.5%
- 40-49: 24.0%
- 50-59: 11.1%
- Over 60: 19.2%

**Occupation**
- Salaried administrative or research: 19.7%
- Management: 3.1%
- Specialist or freelance: 4.3%
- Sales or service: 3.4%
- Self-employed: 3.1%
- Salaried manual worker or laborer: 7.9%
- Retired or unemployed: 22.7%
- Homemaker: 12.0%
- Student: 7.4%
- Agricultural, forestry industries and fisheries: 9.4%
- Other: 4.5%

**Access frequency**
- At least several times a day: 43.0%
- About several times a week: 31.7%
- About once a week: 15.9%
- About once a month: 4.1%
- Less than several times a month: 2.3%

**Access device**
- Mobile: 84.1%
- PC: 15.9%

**Advertising space**

**Billboard**
- (250 x 960 pixels)

**Rectangle**
- (250 x 300 pixels)

**Rectangle**
- (300 x 300 pixels)

**Leaderboard**
- (250 x 890 pixels)

**YOMIURI ONLINE access device**
- (n=1,612) (Unit: %)

**Monthly PV**
- Approx. 278 million
  (278,000,000)

**Monthly Unique Views**
- Nearly 34 million
  (33,580,000)

(Obs as of July 2016, Source: YOMIURI)

http://www.yomiuri.co.jp/ yomipre.jp

**Ote Komachi**

An online magazine targeting female readers with nearly 143 million monthly page views. It allows advertisers to invite users’ opinions on the popular “Hatsugen Komachi” bulletin board and put the results in the newspaper advertising. Nearly 60% of Ote Komachi users are 30-40s.

**YOMIURI PREMIUM**

YOMIURI PREMIUM is a paid site only for The Yomiuri Shimbun newspaper subscribers. Its layout provides smartphone and tablet users with high visibility and operability. In addition to the latest news, the site offers feature and commentary articles as well as columns. Another popular function is the “Page Viewer,” enabling users to read the morning edition of the Yomiuri Shimbun in its original image format.

http://www.yomiuri.co.jp/komachi/
Delivering information globally and nurturing a print-publishing culture

English language

The Japan News

The Yomiuri Shimbun is the only major Japanese newspaper company that publishes an English-language daily. The Japan News carries a wide variety of articles translated from The Yomiuri Shimbun. By offering English-language coverage of Japan in areas ranging from politics to sports, The Japan News is helping spread information about Japan to a global audience.

Circulation 22,395

Source: Japan ABC (Average Jan.-Jun. 2015)

For children

The Yomiuri KODOMO Shimbun

The Yomiuri KODOMO Shimbun is a weekly newspaper with “fun and useful” as its motto. It encourages children to be interested in news through the use of many full-color photos, illustrations, and graphics. Its reader range from kindergarteners to junior high school students, with elementary school students as its main target. In many families, parents and children read the paper together.

Circulation 192,468

Source: Japan ABC (Average Jan.-Jun. 2015)

For teens

The Yomiuri Chukosei Shimbun

The Yomiuri Chukosei Shimbun is a weekly newspaper launched in November 2014 for junior high and high school students. It is a comprehensive newspaper for teens, consisting of the main news section, which can be read as a study guide, and pages featuring club activities, learning, and fashion. It won the top prize in the editorial category of the World Association of Newspaper and News Publishers (WAN-IFRA) World Young Reader Prize in July 2015.

Circulation 73,276

Source: Japan ABC (Aug. 2015)

Group Capabilities of Yomiuri Shimbun

Professional baseball team

The Yomiuri Giants is the most popular team in the history of Japanese baseball. As parent company of the Giants, The Yomiuri Shimbun holds many events to give fans moments of excitement, emotion and inspiration.

Art exhibitions

The Yomiuri Shimbun has organized many significant exhibitions and introduced art from around the world to the public. In 2014, the Yomiuri Shimbun organized the Orsay Museum exhibition. The exhibition attracted around 700,000 people.

Professional orchestra

The Yomiuri Shimbun is the only newspaper company in the world to have its own professional orchestra. Since being established in 1962, the Yomiuri Nippon Symphony Orchestra has invited top-class conductors from around the world to its rostrum, and has enthralled audiences with many memorable performances.

Japan’s leading publishing house

Chuokoron-Shinsha publishes literary works, paperback books and series. As well as its monthly literary magazine launched in 1987 and a magazine for women, it also issues Marie Claire Style every month in a unique way, folded inside The Yomiuri Shimbun.

Source: Japan ABC (Aug. 2015)

Source: Japan ABC (Average Jan.-Jun. 2015)
Overseas news coverage network

The Yomiuri Shimbun boasts 27 bureaus in major cities abroad. Utilizing our connections, we deliver timely and accurate news, with comprehensive coverage of politics, business, society and culture.

The Yomiuri Shimbun Office

THE YOMIURI SHIMBUN TOKYO ADVERTISING OFFICE
1-7-1 Otemachi, Chiyoda-ku, Tokyo 100-8055, Japan
E-mail: int@yomiuri.com

PARIS ADVERTISING OFFICE
32 Avenue de l’Opera, 75002 Paris, France
Tel: +33-1-42-33-13-39  Fax: +33-1-42-33-07-40  E-mail: ad-emea@yomiuri.com

BANGKOK REPRESENTATIVE OFFICE
18th Fl., The Regent House, 183 Ratchadamri Rd., Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +66-2-254-3924  Fax: +66-2-254-3925  E-mail: ad-apac@yomiuri.com

You can download PDF files.

http://adv.yomiuri.co.jp/m-data/english/index.html