

MEDIA DATA 2020-2021

THE YOMIURI SHIMBUN

The most effective news media for advertising

Our Brands and Strength

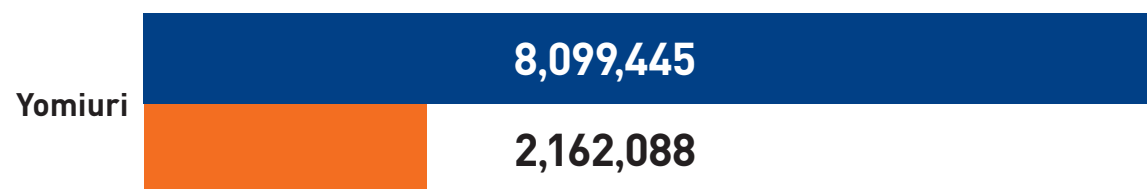
Founded in November 1874, The Yomiuri Shimbun is a national Japanese newspaper with a history spanning more than 140 years. It has the world's largest circulation, which is listed in the Guinness World Records.

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 and a musical orchestra, and managing commercial buildings in the city center of Tokyo. In addition, the conglomerate is actively engaged in contributing to society.



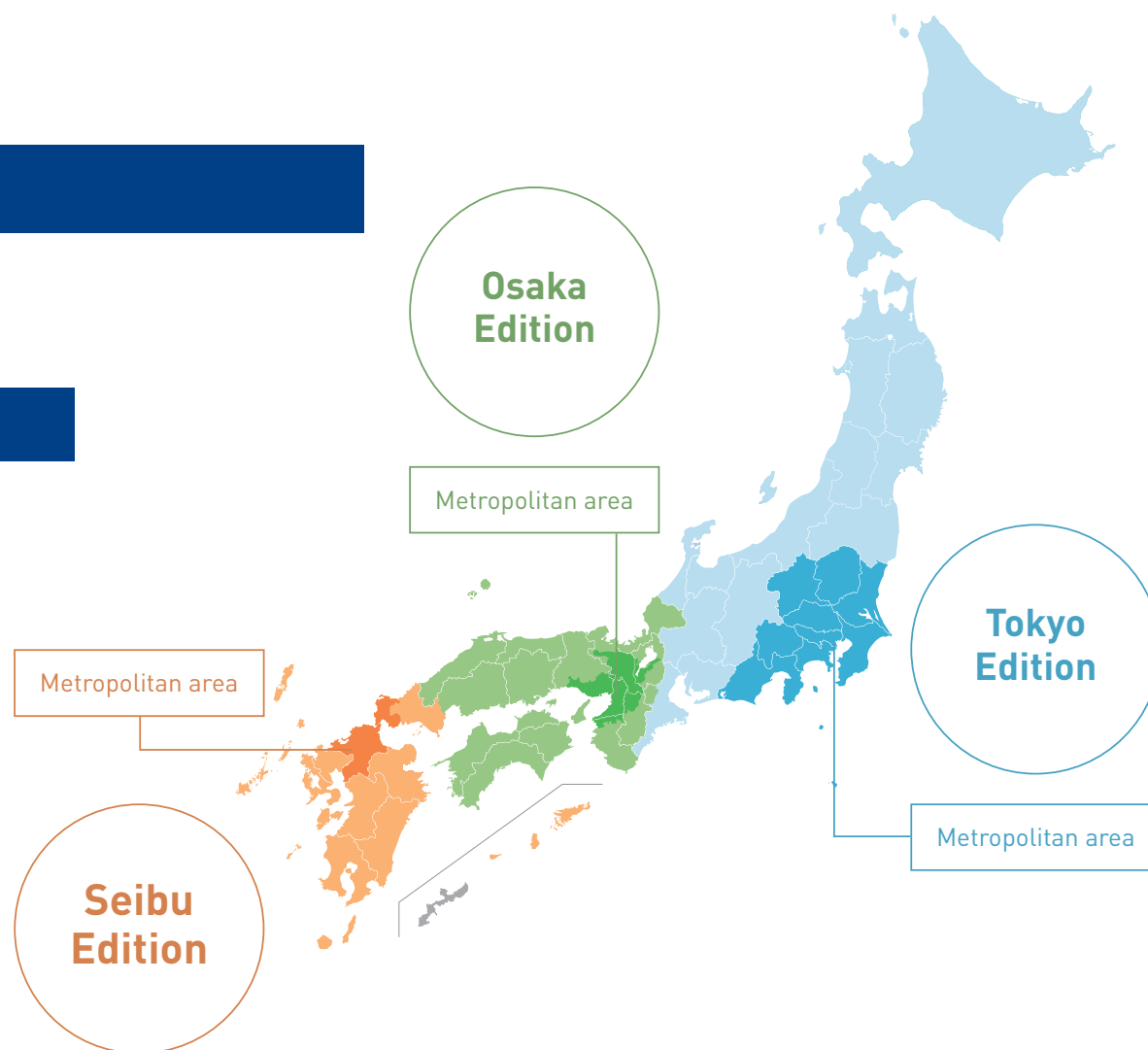
The Yomiuri Shimbun (National Edition)

Circulation



■ Morning edition
■ Evening edition

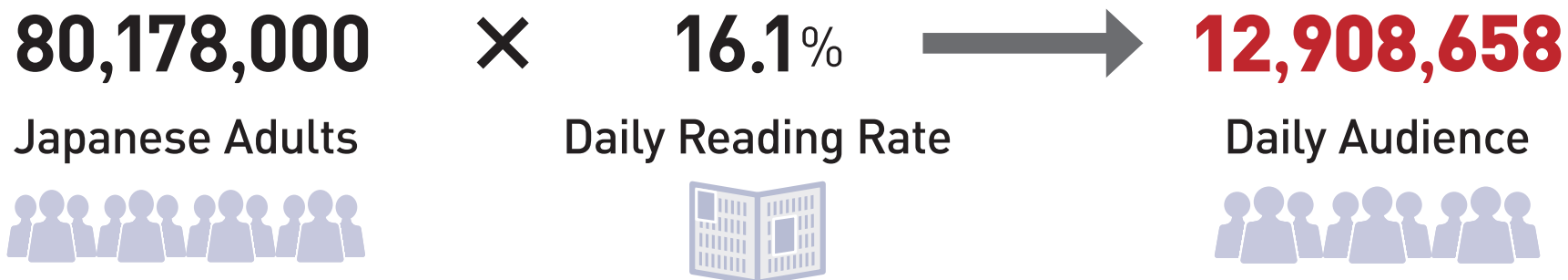
Source:ABC(average Jan.-Jun,2019)





Daily Audience (National Edition Area)

The actual number of readers is much larger than the circulation.



*J-READ 2018 by Video Research Ltd.

The number of Japanese adults is an estimation counted by the rate of 15 to 74 years old respondents in the J-READ research.

The daily reading rate is a weekly average of each day's rate for people who responded "having read (not necessarily with a subscription) The Yomiuri Shimbun on the day".

Tokyo Edition

Circulation

Morning edition	5,341,666
Morning edition Tokyo Metropolitan Area	4,382,202
Evening edition	1,338,747
Evening edition Tokyo Metropolitan Area	1,300,407

Source:ABC(average Jan.-Jun,2019)



Daily Audience (Greater Tokyo Area)

Yomiuri

8,201,934

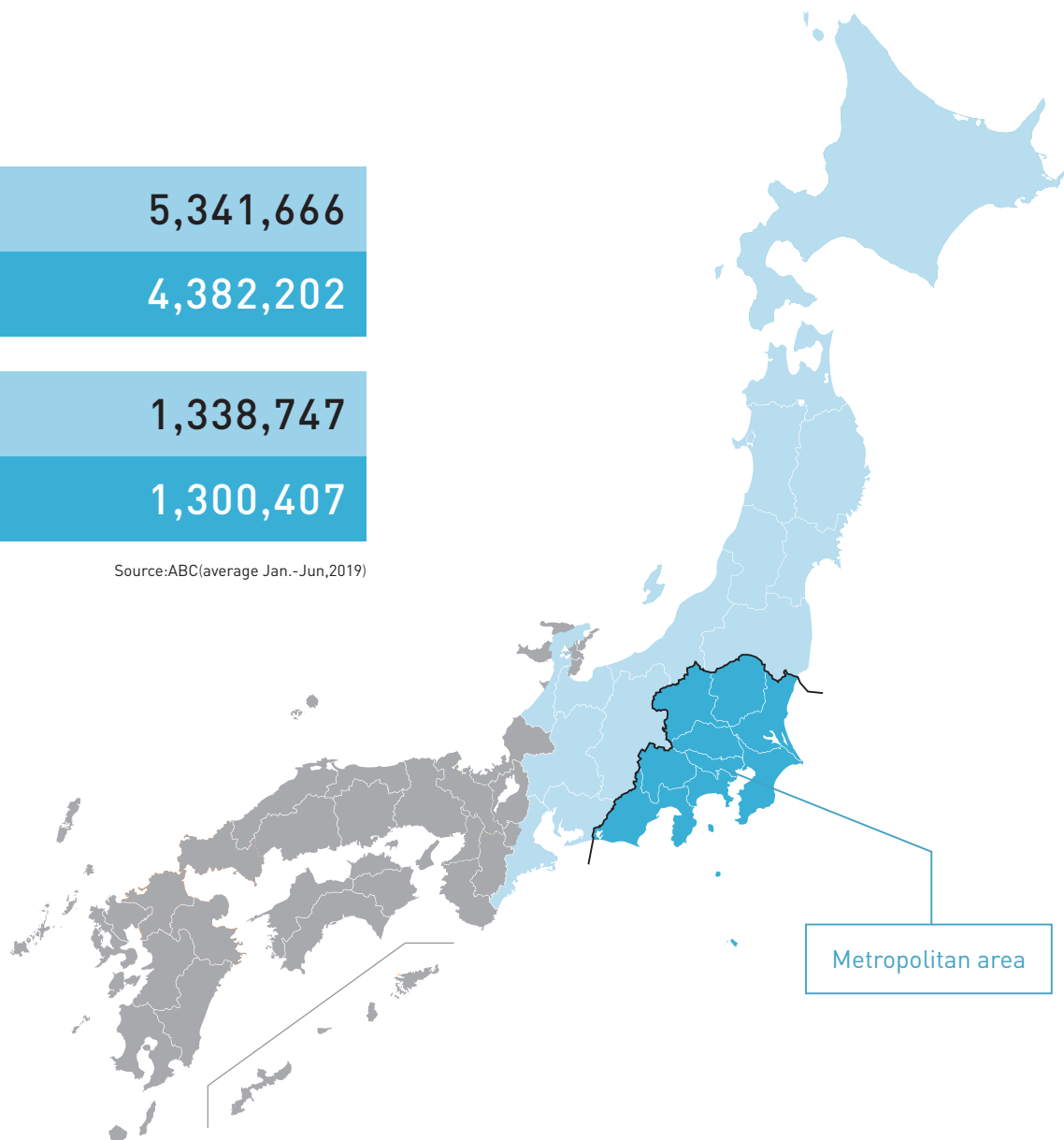
Asahi

5,573,109

Nikkei

2,278,315

Source:J-READ 2018



Osaka Edition

Circulation

Morning edition	2,109,488
Morning edition Osaka Metropolitan Area	1,555,696
Evening edition	782,668

Source:ABC(average Jan.-Jun,2019)



Daily Audience (Greater Osaka Area)

Yomiuri

2,475,446

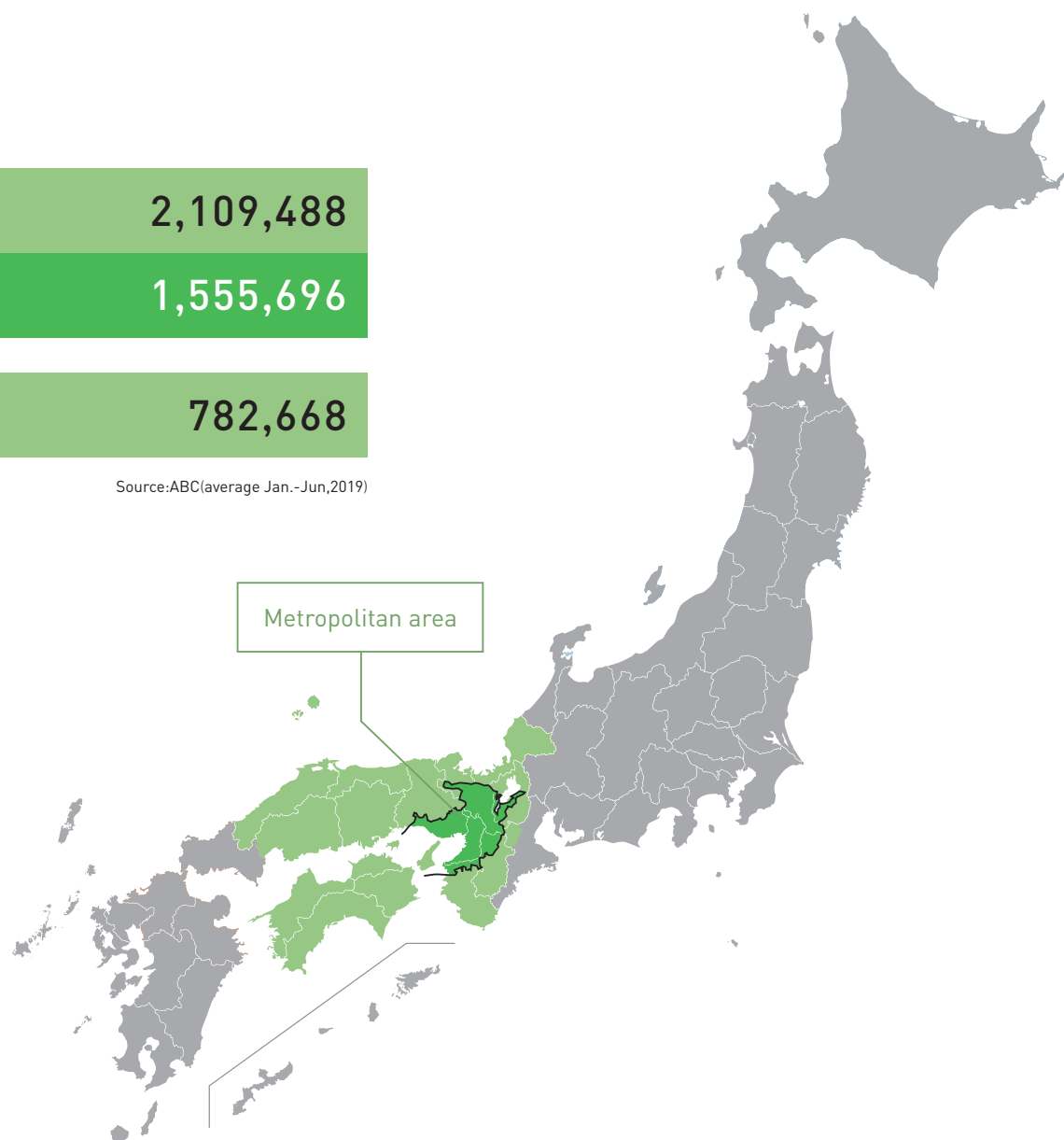
Asahi

2,086,050

Nikkei

792,699

(Source:J-READ 2018)



Seibu Edition

Circulation

Morning edition	648,291
Morning edition Seibu Metropolitan Area	355,119
Evening edition	40,673

Source:ABC(average Jan.-Jun,2019)



Daily Audience (Kyushu Area)

Yomiuri

852,544

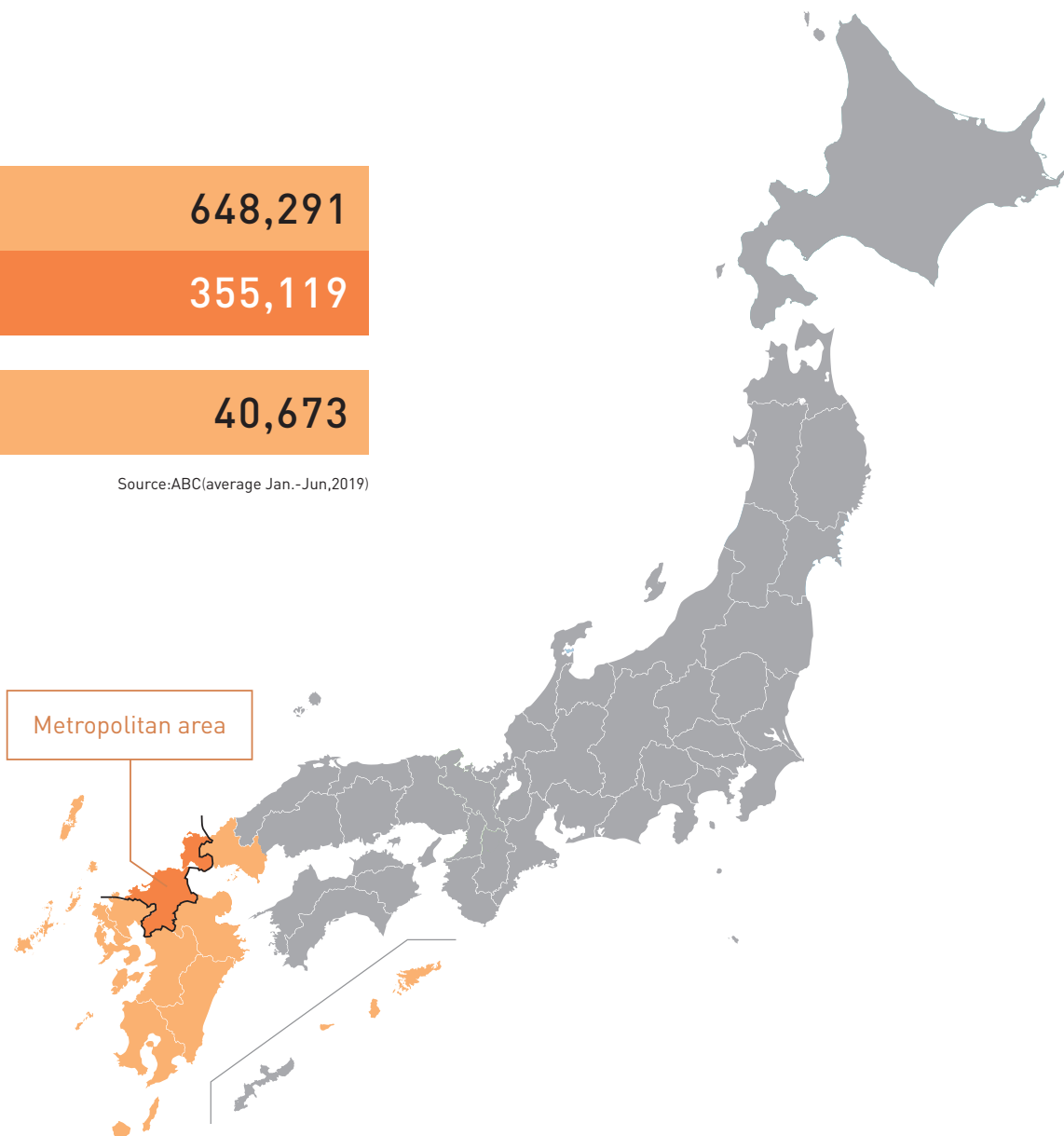
Asahi

791,648

Nikkei

312,092

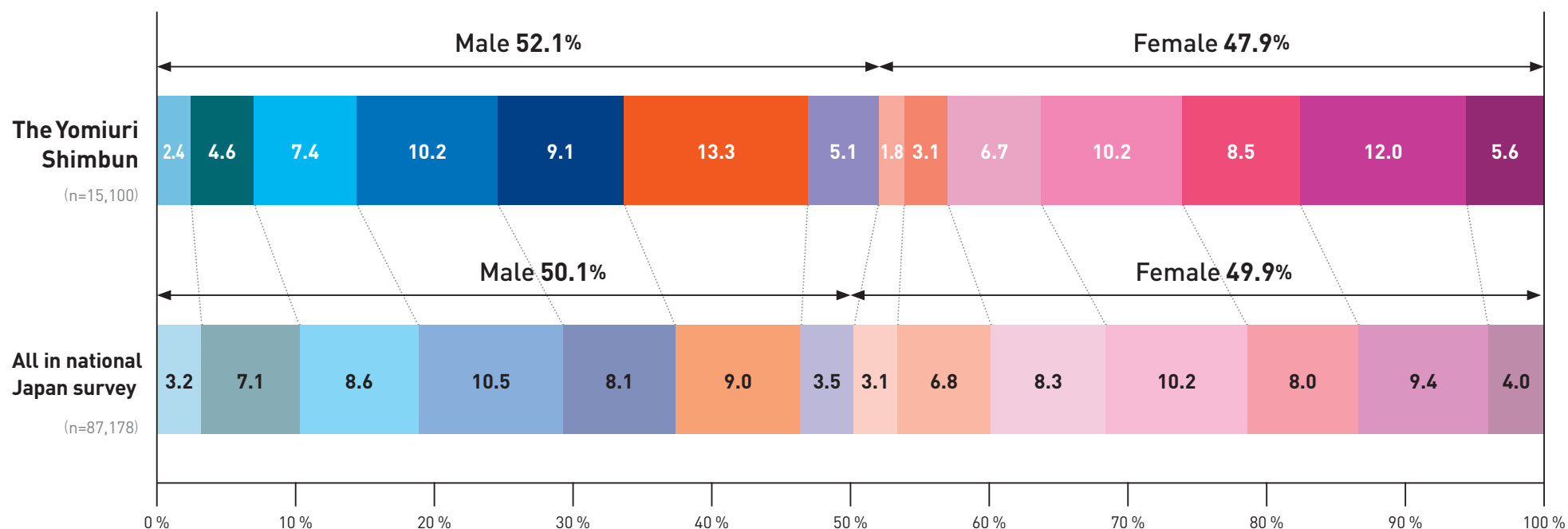
(Source:J-READ 2018)



Reader Profile (Gender & Age)

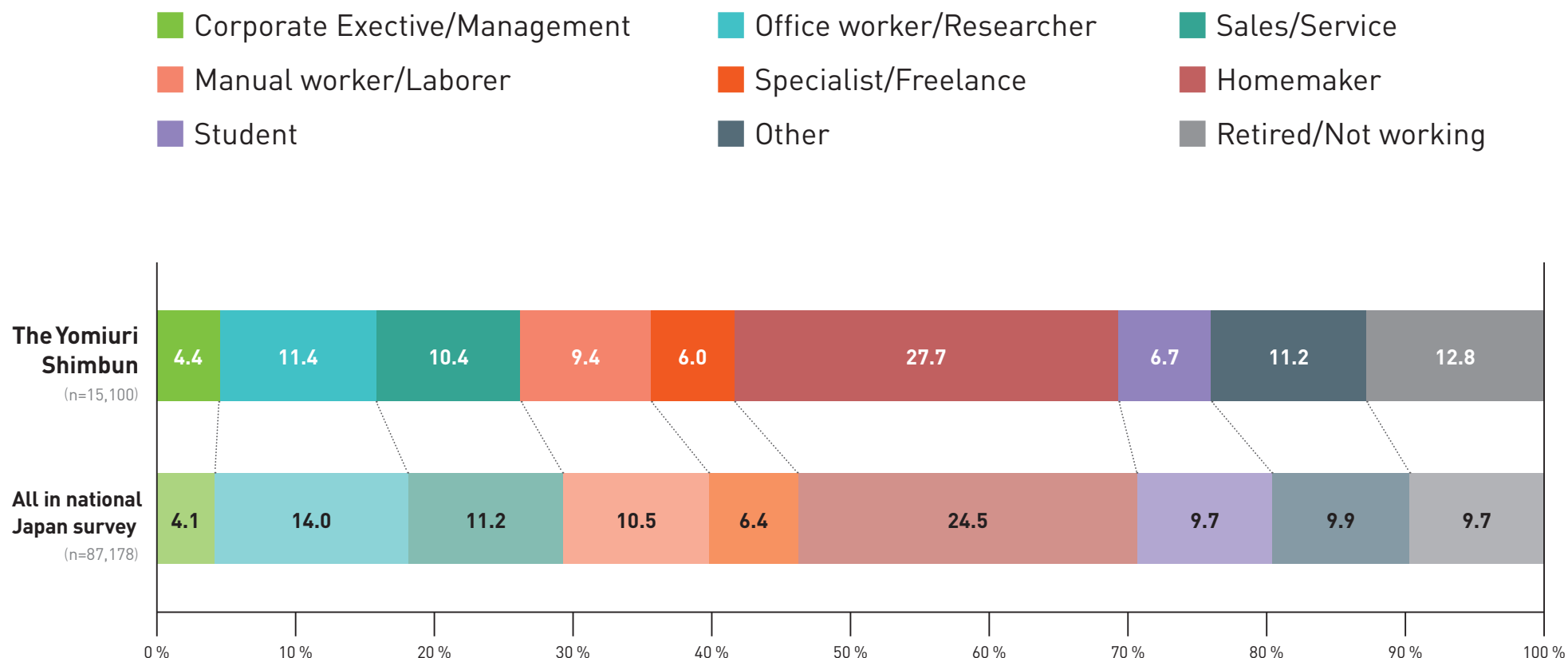
Male 15-19 Male 20s Male 30s Male 40s Male 50s Male 60s Male 70-74
 Female 15-19 Female 20s Female 30s Female 40s Female 50s Female 60s Female 70-74

※ Surveyed up to 74 years old



Source: J-READ2018

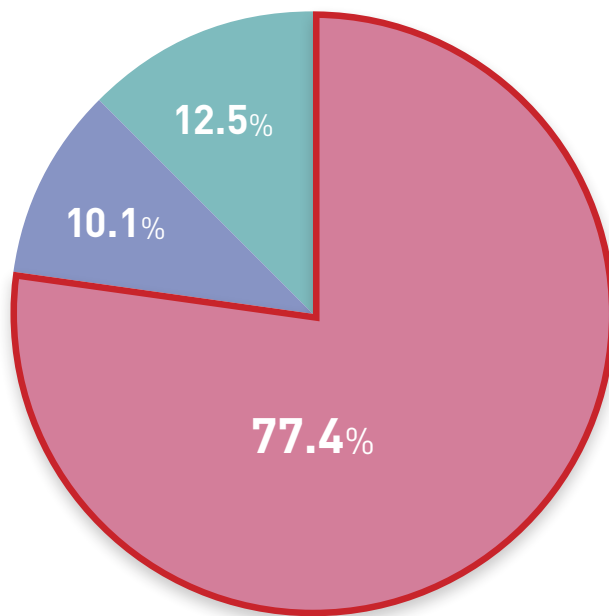
Reader Profile (Occupational)



Source: J-READ2018

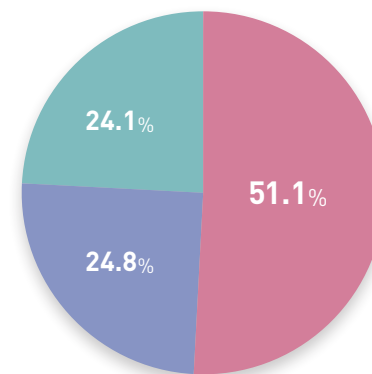
Reading Frequency in a Week (Morning Edition)

Approx. 80% read The Yomiuri Shimbun almost daily.

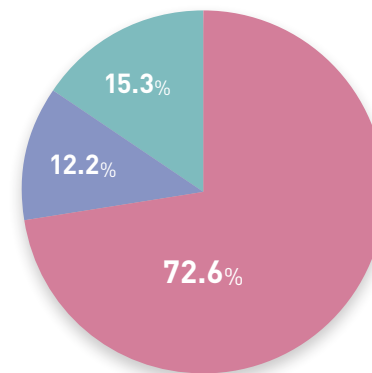


Yomiuri (n=15,100)

High	6 or more days a week
Middle	3 to 5 days a week
Low	1 to 2 days a week



Nikkei (n=6,003)



Asahi (n=12,180)

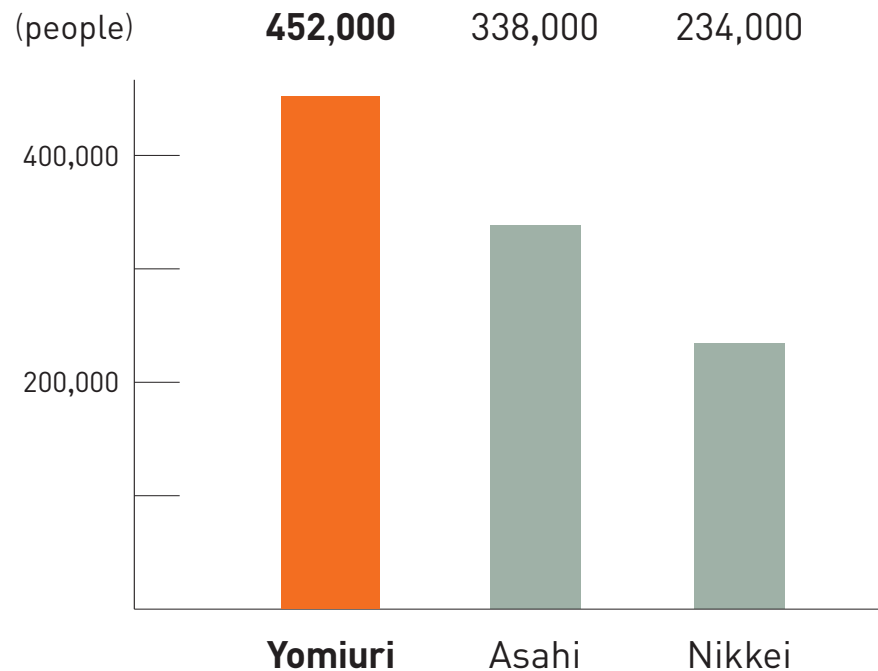
Source: J-READ2018



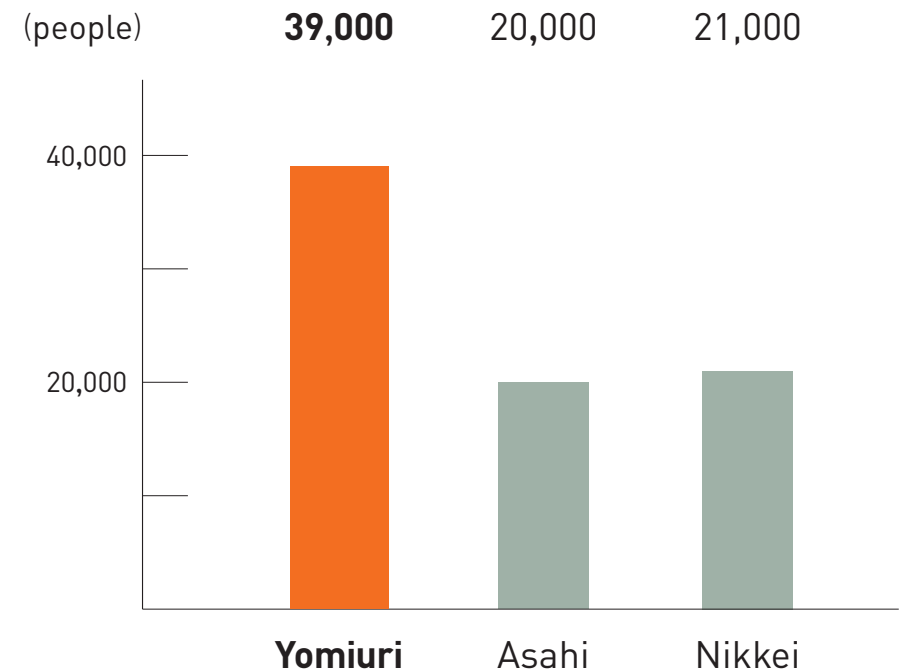
Daily Audience

Most reach to decision-makers

C-Suite



General Manager/Managing Director

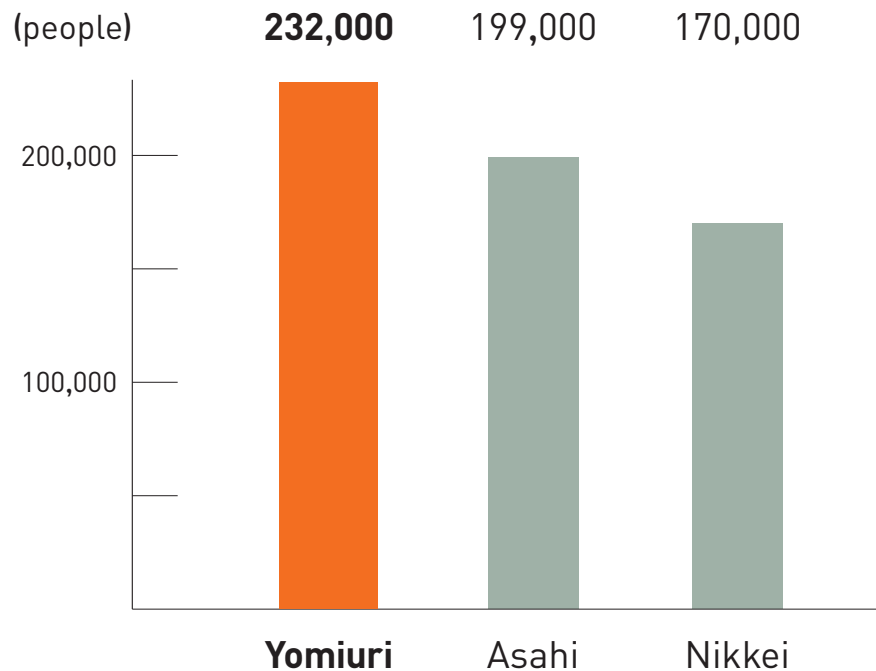




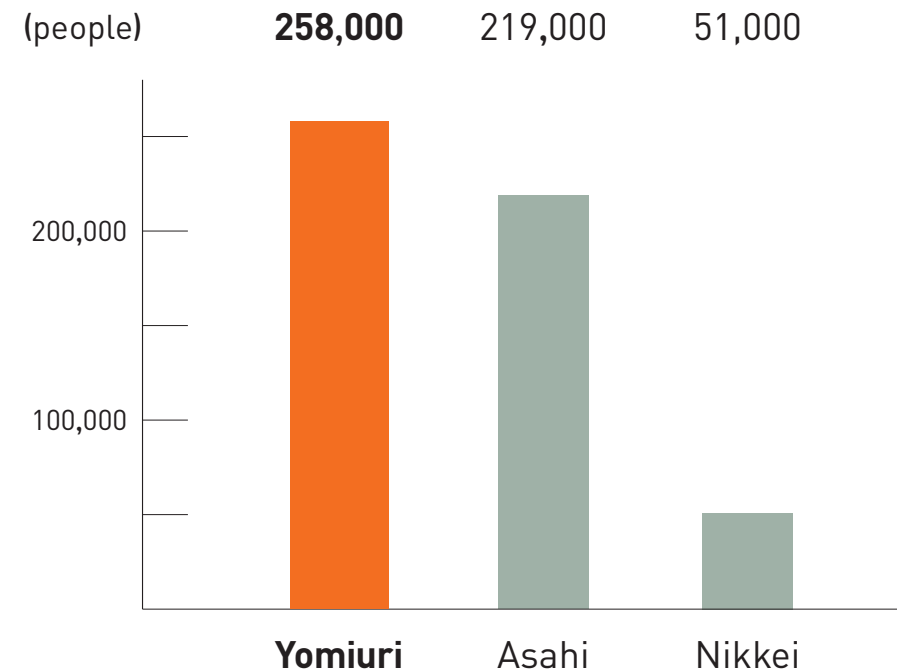
Daily Audience

Includes affluent consumers and investors

Annual Household Income
more than 20 million JPY



Household Financial Assets
more than 100 million JPY



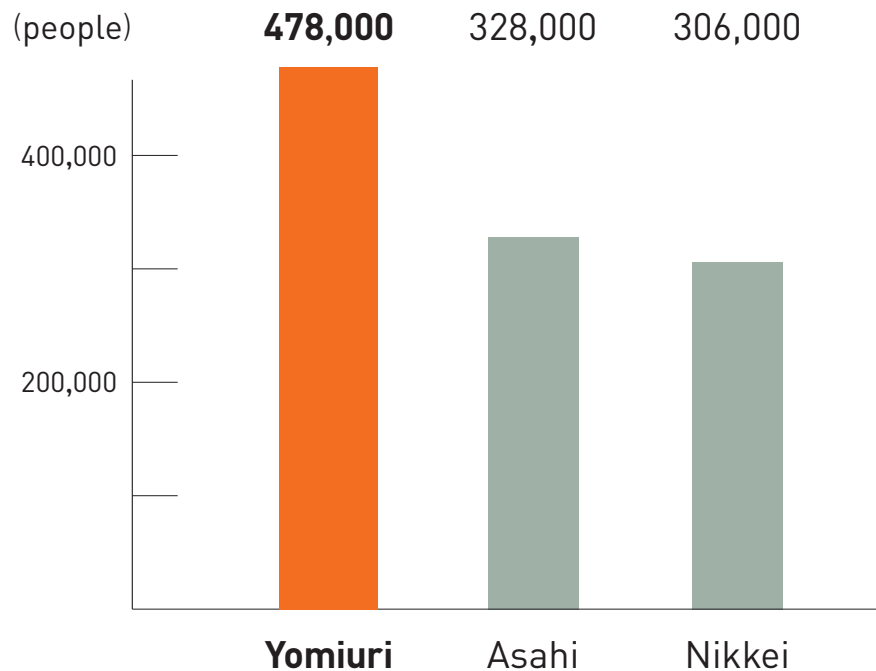
Source: J-READ2018



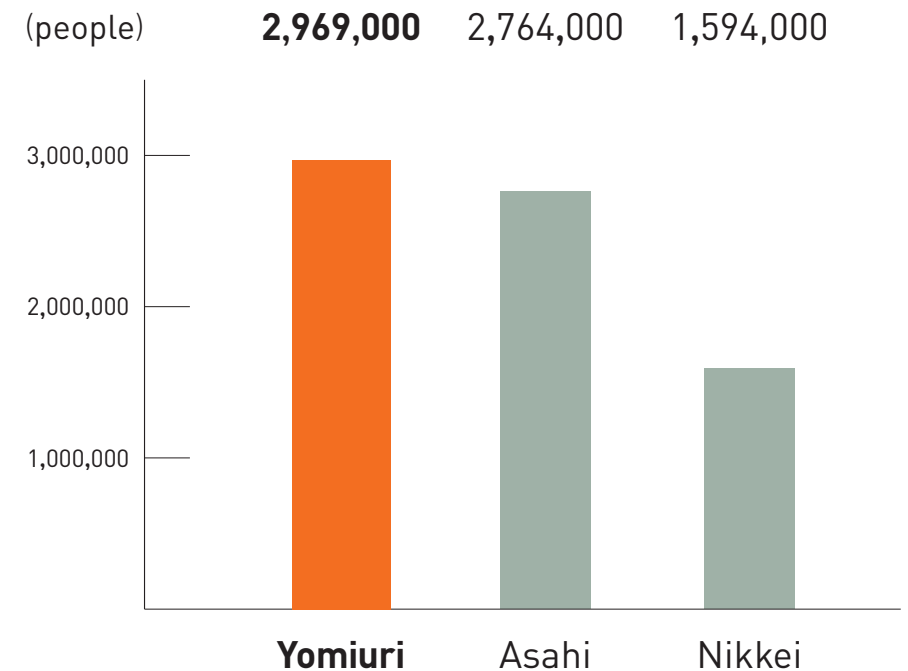
Daily Audience

Shows high performance in the tourism sector

Travel abroad at least twice a year

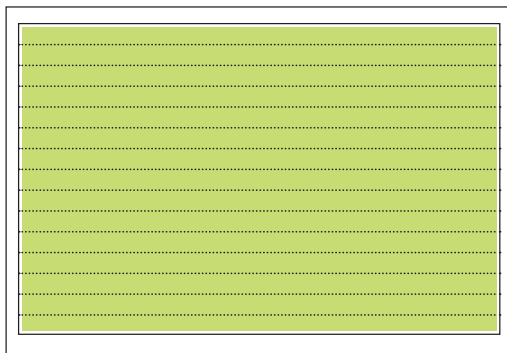


Have traveled abroad for more than two weeks at least once



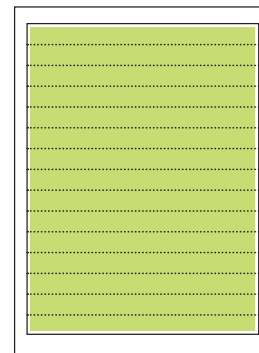
Source: J-READ2018

Print Ad Space and Size



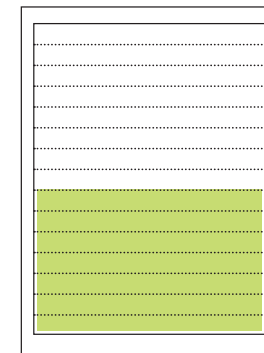
Center Spread

510mm × 786mm
(20.1" × 30.9")



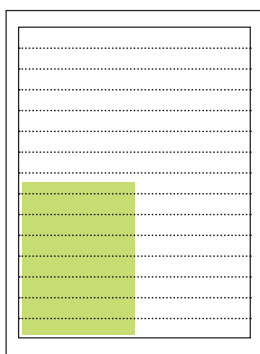
15 Full Columns

(Full Page)
510mm × 379mm
(20.1" × 14.9")



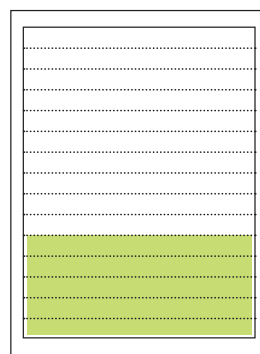
7 Full Columns

237mm × 379mm
(9.3" × 14.9")



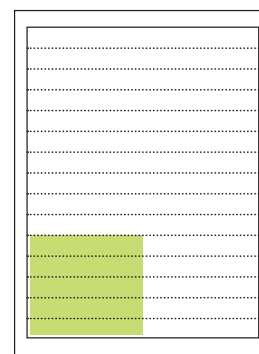
Quarter Page

254mm × 189mm
(10" × 7.4")



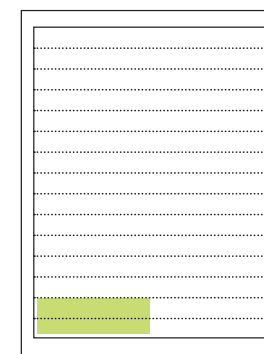
5 Full Columns

(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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