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**

- **Yomiuri**
  - Morning edition: 8,099,445
  - Evening edition: 2,162,088

- **Asahi**
  - Morning edition: 5,579,398
  - Evening edition: 1,725,445

- **Nikkei**
  - Morning edition: 2,333,087
  - Evening edition: 1,133,233

Source: ABC (average Jan.-Jun, 2019)
The actual number of readers is much larger than the circulation.

80,178,000 × 16.1% \rightarrow 12,908,658

Japanese Adults  Daily Reading Rate  Daily Audience

Yomiuri  12,908,658
Asahi  9,942,072
Nikkei  4,249,434

*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”.

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## Tokyo Edition

### Circulation

<table>
<thead>
<tr>
<th>Edition</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning edition</td>
<td>5,341,666</td>
</tr>
<tr>
<td>Morning edition Tokyo Metropolitan Area</td>
<td>4,382,202</td>
</tr>
<tr>
<td>Evening edition</td>
<td>1,338,747</td>
</tr>
<tr>
<td>Evening edition Tokyo Metropolitan Area</td>
<td>1,300,407</td>
</tr>
</tbody>
</table>

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

### Daily Audience (Greater Tokyo Area)

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yomiuri</td>
<td>8,201,934</td>
</tr>
<tr>
<td>Asahi</td>
<td>5,573,109</td>
</tr>
<tr>
<td>Nikkei</td>
<td>2,278,315</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Edition</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning edition</td>
<td>648,291</td>
</tr>
<tr>
<td>Morning edition Seibu Metropolitan Area</td>
<td>355,119</td>
</tr>
<tr>
<td>Evening edition</td>
<td>40,673</td>
</tr>
</tbody>
</table>

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

Daily Audience (Kyushu Area)

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yomiuri</td>
<td>852,544</td>
</tr>
<tr>
<td>Asahi</td>
<td>791,648</td>
</tr>
<tr>
<td>Nikkei</td>
<td>312,092</td>
</tr>
</tbody>
</table>

(Source: J-READ 2018)
Reader Profile (Gender & Age)

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

Source: J-READ2018

Surveyed up to 74 years old
Reader Profile (Occupational)

- Corporate Executive/Management
- Manual worker/Laborer
- Office worker/Researcher
- Specialist/Freelance
- Sales/Service
- Homemaker
- Retired/Not working
- Student
- Other

The Yomiuri Shim bun
(n=15,100)

- Corporate Executive/Management: 4.4%
- Manual worker/Laborer: 11.4%
- Office worker/Researcher: 10.4%
- Specialist/Freelance: 9.4%
- Sales/Service: 6.0%
- Homemaker: 27.7%
- Retired/Not working: 6.7%
- Student: 11.2%
- Other: 12.8%

All in national Japan survey
(n=87,178)

- Corporate Executive/Management: 4.1%
- Manual worker/Laborer: 14.0%
- Office worker/Researcher: 11.2%
- Specialist/Freelance: 10.5%
- Sales/Service: 6.4%
- Homemaker: 24.5%
- Retired/Not working: 9.7%
- Student: 9.9%
- Other: 9.7%

Source: J-READ2018
Reading Frequency in a Week (Morning Edition)

Approx. 80% read The Yomiuri Shimbun almost daily.

Yomiuri (n=15,100)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>77.4%</td>
</tr>
<tr>
<td>Middle</td>
<td>12.5%</td>
</tr>
<tr>
<td>Low</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

Asahi (n=12,180)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>72.6%</td>
</tr>
<tr>
<td>Middle</td>
<td>15.3%</td>
</tr>
<tr>
<td>Low</td>
<td>12.2%</td>
</tr>
</tbody>
</table>

Nikkei (n=6,003)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>51.1%</td>
</tr>
<tr>
<td>Middle</td>
<td>24.8%</td>
</tr>
<tr>
<td>Low</td>
<td>24.1%</td>
</tr>
</tbody>
</table>

Source: J-READ2018
Daily Audience

Most reach to decision-makers

C-Suite

- Yomiuri: 452,000
- Asahi: 338,000
- Nikkei: 234,000

General Manager/Managing Director

- Yomiuri: 39,000
- Asahi: 20,000
- Nikkei: 21,000

Source: J-READ2018
Daily Audience

Includes affluent consumers and investors

**Annual Household Income more than 20 million JPY**

- Yomiuri: 232,000 people
- Asahi: 199,000 people
- Nikkei: 170,000 people

**Household Financial Assets more than 100 million JPY**

- Yomiuri: 258,000 people
- Asahi: 219,000 people
- Nikkei: 51,000 people

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 x 786mm
(20.1" x 30.9")

15 Full Columns
(Full Page)
510mm x 379mm
(20.1" x 14.9")

7 Full Columns
237mm x 379mm
(9.3" x 14.9")

Quarter Page
254mm x 189mm
(10" x 7.4")

5 Full Columns
(One Third Page)
168mm x 379mm
(6.6" x 14.9")

5 Half Columns
168mm x 189mm
(6.6" x 7.4")

2 Half Columns
66mm x 189mm
(2.6" x 7.4")
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