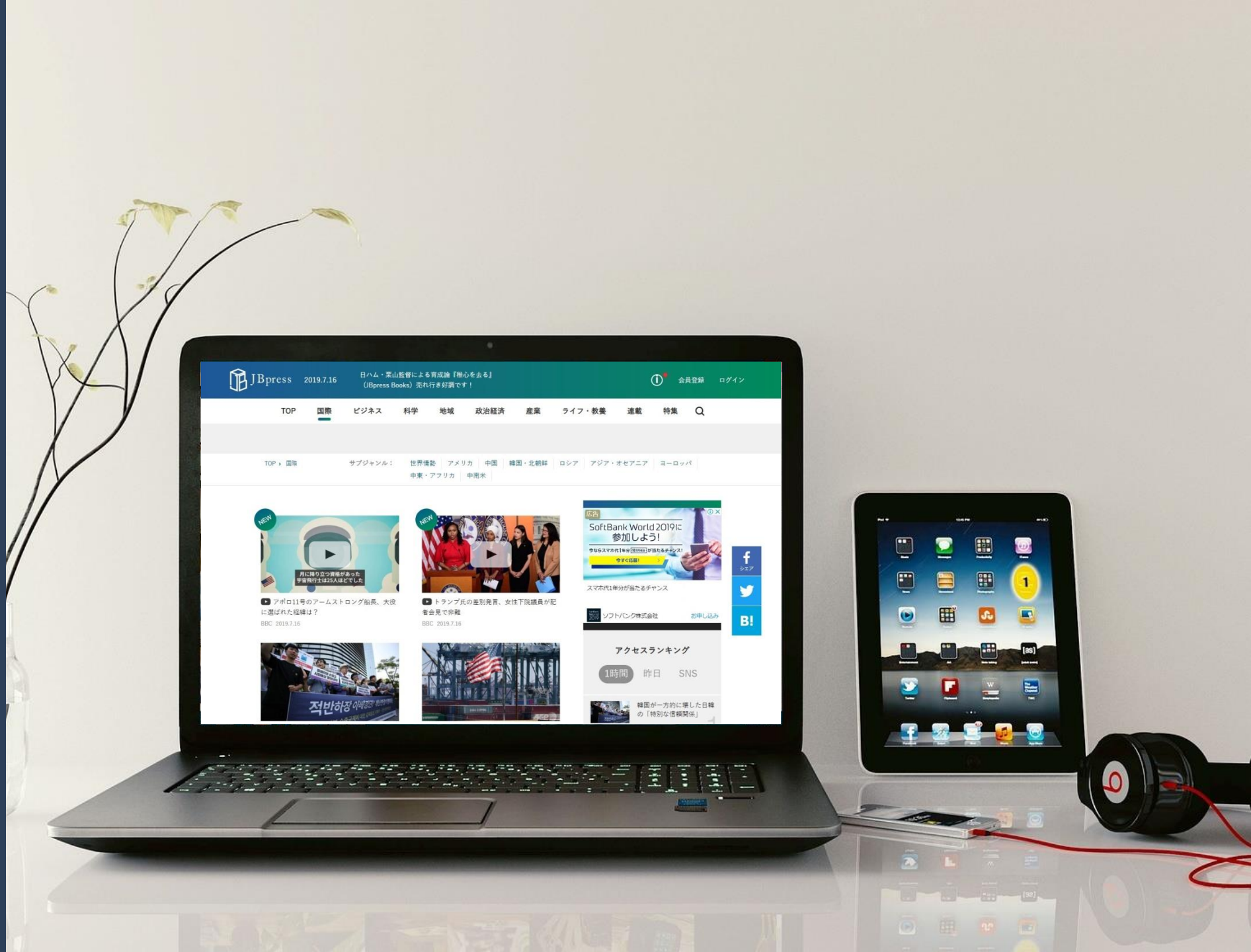


JBpress

Media Guide 2019 October

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What is JBpress ?

Operating company :
Japan Business Press Co., Ltd.

San Marino Shiodome 6th Floor 2-4-1,
Higashi-Shinbashi, Minato-ku, Tokyo

>> Ad Inquiries Overall
TEL 03-5577-4912
E-Mail : ad-ask@jbpress.co.jp

Management philosophy :
Richer Content, Better Life.

Succeed in the world with real intelligence

JBpress has gained the enormous trust of our readers with original columns from our special writers in the United States, China, Korea, Russia, and other countries, as well as translations of quality media such as "Financial Times" and "The Economist" and other content based on cool-headed journalism around the world.

Our media was fully redesigned in June 2019 and exceeded 60 million page views in July 2019. Based on the "fact" JBpress interprets the world with thorough realism. The main readers are "global realist" such as business managers and specialists.

I would like to ask for your support for "innovation driven media" JBpress, which is based on the principles of "Technology" "Global" and "Liberalarts" and embraces all aspiring innovators.

jbpress.ismedia.jp



Editor-in-Chief Hiroyuki Tsuruoka

Graduated from the University of Tokyo Faculty of Literature. Joined Nikkei BP after working as an electric maker and computer maker. After editing computer magazines and art and design magazines, he was involved in editing, managing, and launching business websites. In April 2008, he participated in the establishment of the Japan Business Press and became Deputy Editor of JBpress. Incumbent from April 2015.



Executive editor Satoshi Kawashima

Graduated from Graduate School of Science and Engineering, Waseda University. Joined Nikkei McGraw-Hill (now Nikkei BP). After being transferred to "Nikkei Business" in 1988, he was enrolled for 20 years. After serving as Deputy Editor, Silicon Valley Branch Director, Editor-in-Chief, Editor-in-Chief of "Nikkei Business Online", and publisher, he established Japan Business Press in 2008.

Category

Get to know the truth and the depth of the news, not just news.
It grasps not only the domestic tone of the debate in Japan, but also the trends of international politics and economy from a global point of view.

● INTERNATIONAL

- World affairs
- America
- China
- South Korea / North Korea
- Russia
- Asia and Oceania
- Europe
- Middle East / Africa
- Central and South America

● BUSINESS

- Management
- Person
- Marketing
- Organization
- IT / digital
- Research and Development
- Startup
- Human resource development
- Career / Skill
- Working style reform

● SCIENCE

- Space / physics
- Environment
- Medical
- Mathematical science
- Biology
- Chemistry

● REGION

- Regional economy
- Small and medium-sized enterprises
- Regional promotion
- Local autonomy

● POLITICAL ECONOMY

- Politics
- Current events / Society
- Security
- Economy

● INDUSTRY

- Automobile
- Energy and Resources
- Electric machine / Semiconductor
- Finance / Insurance
- Agriculture, forestry and fisheries
- Construction / Real estate
- Food / Eating out
- Retail / Wholesale
- Infrastructure
- Apparel
- IT / Communication
- Logistics / Transportation
- Manufacturing industry
- Service industry

● LIFE & CULTURE

- Life / Hobbies
- Health
- Money
- Food
- Book
- Art culture
- Sports
- History
- Academic
- Education



JBpress by the Numbers

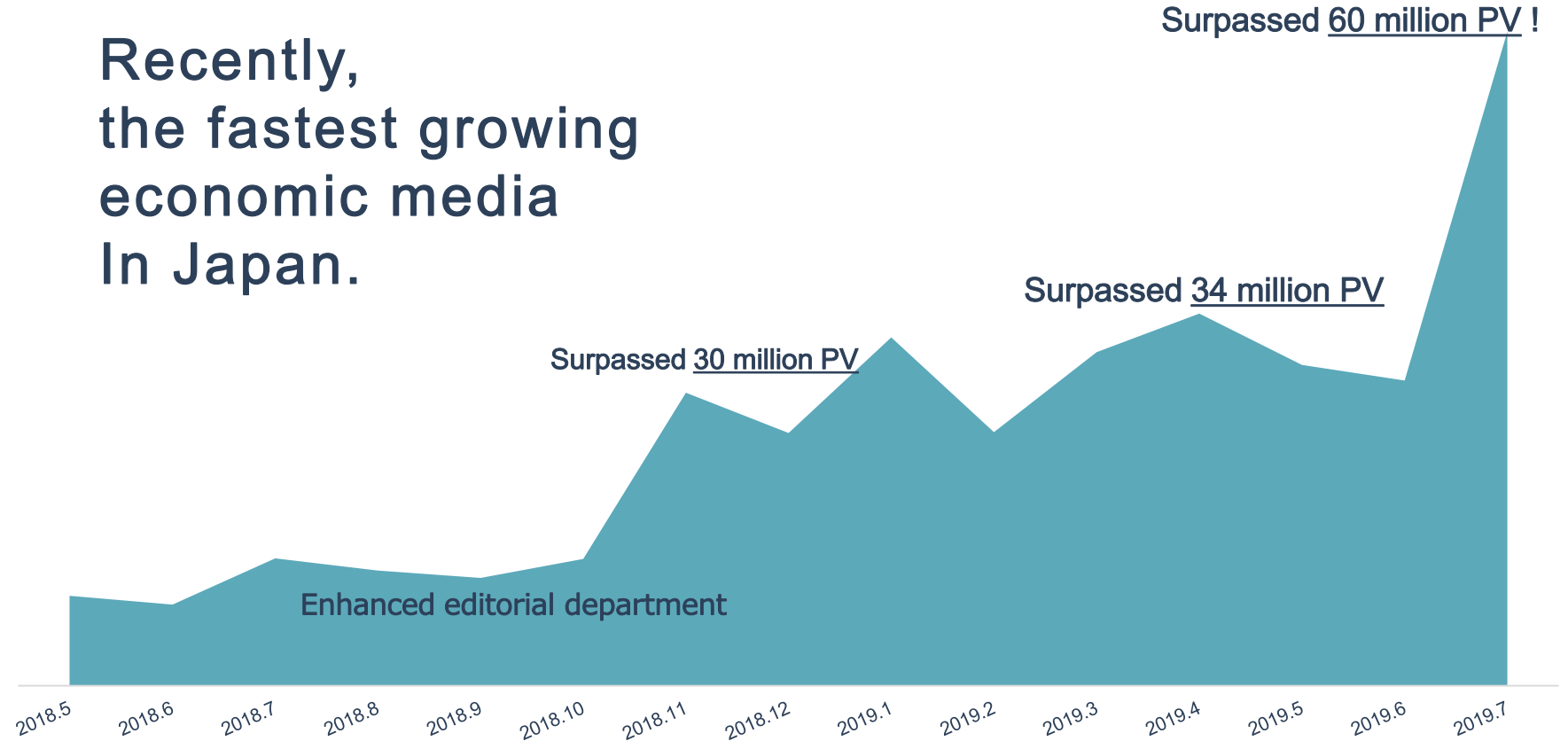
※As of July 2019

Monthly PV
60,000,000
Page View

Monthly UB
7,600,000
Unique Browsers

Membership
110,000
Users

Recently,
the fastest growing
economic media
In Japan.



User Profile (1)



● Male to Female ratio

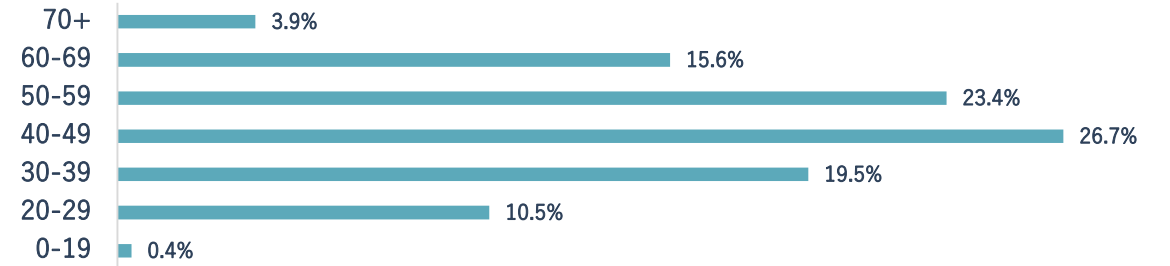


Male
86%

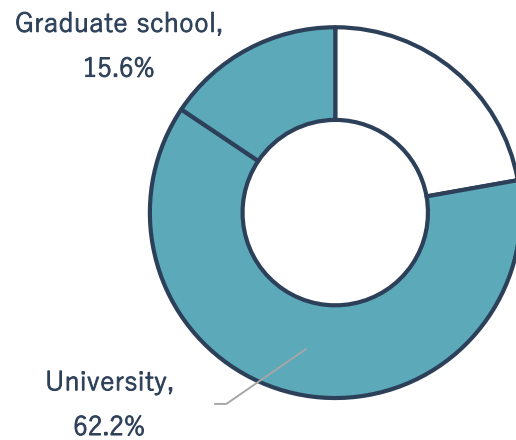


Female
14%

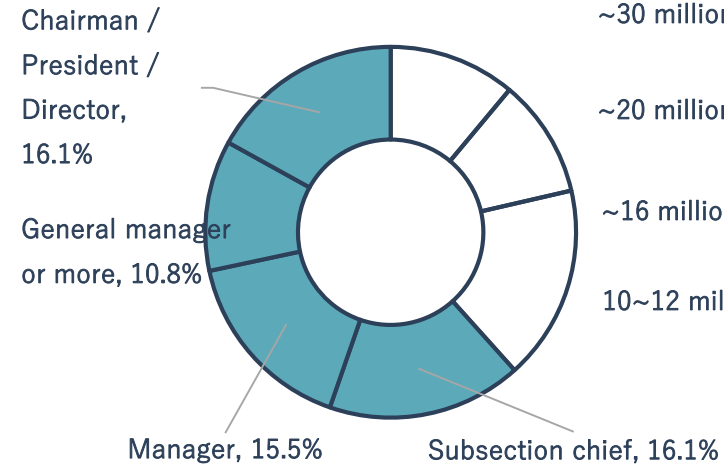
● Age



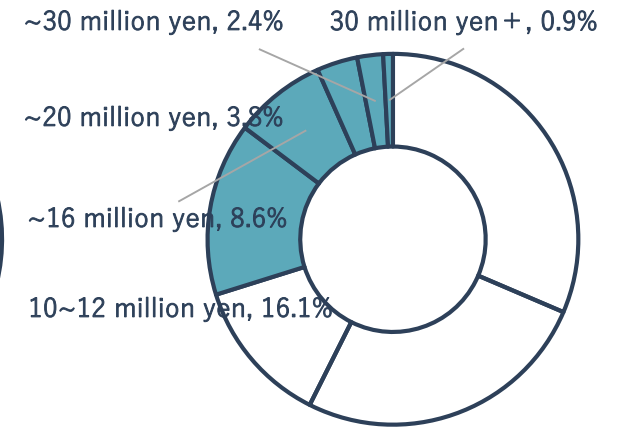
● Final Education



● Position



● Annual income



※From JBpress Membership registration data

User Profile (2)



● Percentage of users whose annual household income is 14 M yen or more

① JBpress	8.43%
② Bloomberg	5.79%
③ WEGDE Infinity	4.82%
④ THE WALL STREET JOURNAL	3.92%
⑤ The Nikkei ※media body part	3.74%
⑥ DIAMONDD online	3.71%
⑦ Nikkei Business Online Edition	3.48%
⑧ REUTER	3.27%
⑨ TOYO KEIZAI ONLINE	3.08%
⑩ Yomiuri Shimbun ※media body part	2.98%
⑪ PRESIDENT Online	2.81%
⑫ Gendai Business	2.61%
⑬ The Asahi Shimbun	2.11%
⑭ The Huffington Post Japan	1.89%
⑮ AFPBB News	1.57%
⑯ BLOGOS	1.05%

● Percentage of users above manager

① JBpress	24.70%
② THE WALL STREET JOURNAL	23.46%
③ Bloomberg	20.58%
④ REUTER	17.81%
⑤ Gendai Business	15.61%
⑥ Nikkei Business Online Edition	15.45%
⑦ PRESIDENT Online	15.10%
⑧ WEGDE Infinity	14.44%
⑨ Yomiuri Shimbun ※media body part	14.32%
⑩ The Nikkei ※media body part	14.22%
⑪ DIAMONDD online	12.68%
⑫ TOYO KEIZAI ONLINE	12.51%
⑬ The Huffington Post Japan	11.83%
⑭ The Asahi Shimbun	11.59%
⑮ AFPBB News	11.09%
⑯ BLOGOS	10.52%

※From Nielsen's 「Internet audience rating survey (September 2017) 」 (PC : Home&Work PANEL)

AD Menu [Display Ad]

Gate Banner

1,000,000 JPY / 100,000 imps
2 weeks

① Billboard Banner

1,000,000 JPY / 200,000 imps
1 week

② Rectangle Banner

300,000 JPY / 300,000 imps
2 weeks

③ Double Rectangle Banner

540,000 JPY / 300,000 imps
2 weeks

④ ⑤ Text Ad / Native Ad

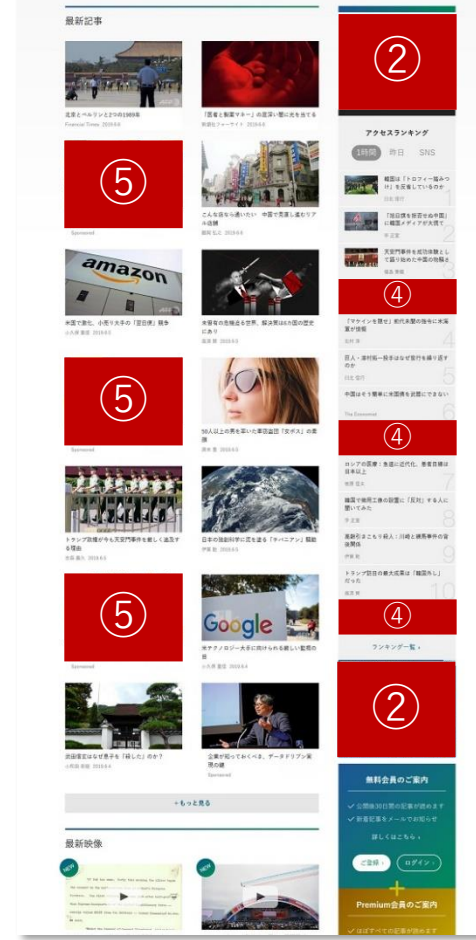
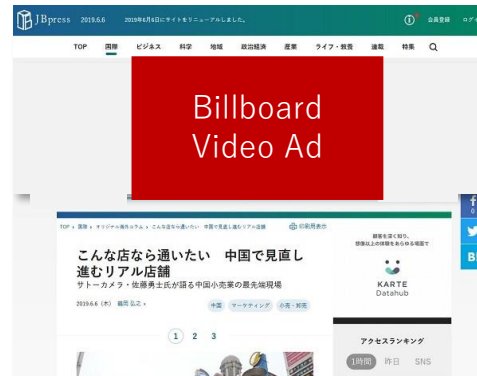
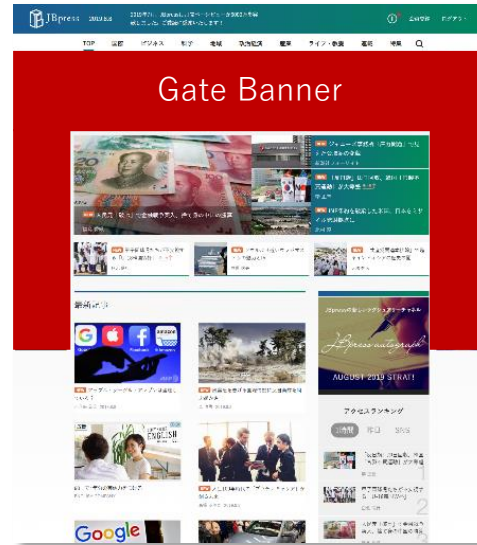
160,000 JPY / 800,000 imps
2 weeks

Billboard Video Ad

700,000 JPY / 100,000 imps
2 weeks

In-Read Video Ad

700,000 JPY / 200,000 imps
2 week



AD Menu

[Display Ad Spec]

Menu	Gate Banner	① Billboard Banner	② Rectangle	③ Double Rectangle
Number of Ad Unit	1/2 weeks	1	2	1~2
Size	Header : W1280 x H200px Sides : W140 x H600px	W970 x H250	W300 x H250px	W300 x H600px
File Format	GIF/JPEG	GIF/JPEG	GIF/JPEG ※GIF Animation available	GIF/JPEG ※GIF Animation available
Capacity	80KB	80KB	50KB	80KB
Loop	Not available	No limit	No limit	No limit
Creative change	Once a week	Once a week	Once a week	Once a week
Insertion method	Paste	Rotation	Rotation	Rotation
Note	3 rd party ad servings are not available	Insertion periods are negotiable	Insertion periods are negotiable	Insertion periods are negotiable

Menu	④ Text Ad	⑤ Native Ad
Number of Ad Unit	3	3(Top page)/14(Article Page)
Size	Within 33 full-width characters	[image] W300 × H169px [text] Within 30 full-width characters
File Format	—	[image] GIF/JPEG ※GIF Animation not available
Capacity	—	[image] 50KB
Loop	—	Not available
Creative change	Once a week	Once a week
Insertion method	Rotation	Rotation
Note	Insertion periods are negotiable	Insertion periods are negotiable

Menu	Billboard Video Ad / In-Read Video Ad
Number of Ad Unit	1
Size	W640 x H360px
File Format	MP4 (Codec : H264/ACC)
Capacity	10MB以内
Video duration	Within 30 seconds
Creative change	Not available
Frame rate	Within 20fps
Bit rate	200-250Kbps
Audio	Stereo 32Kbps / 64Kbps
Note	Please contact us for 3 rd party ad servings

AD Menu [Others]

Advertorial

1,900,000 JPY / 10,000 PV Guarantee
1,300,000 JPY / 6,000 PV Guarantee
(Production cost Included)

Mail Magazine Ad

*Header Ad (5 lines text)
Within 33 full-width characters x 5 lines
250,000 JPY

*1 line text Ad

Within 33 full-width characters + URL
70,000 JPY

Targeting Mail Ad

Title : Within 30 full-width characters
Ad Space text :
Within 38 full-width characters x 50 lines
200,000 JPY ~
(Please contact us for target segments)

Advertorial



Mail Magazine



Targeting Mail

