

# Ad Rates of Mainichi Shimbun

The MAINICHI NEWSPAPERS is the oldest daily in Japan. As leading newspaper, we have published for over 145 years in Japan.

## 15 columns (Full Page) 51.1 × 38.0cm (¥)

Edition	National	Tokyo	Osaka
Morning	25,920,000	13,320,000	9,735,000
Metropolitan	22,110,000	11,325,000	8,280,000
Evening	17,490,000	9,480,000	7,410,000

## 10 columns (2/3 Page) 33.9 × 38.0cm (¥)

Edition	National	Tokyo	Osaka
Morning	17,590,000	9,040,000	6,610,000
Metropolitan	14,990,000	7,680,000	5,620,000
Evening	11,870,000	6,440,000	5,020,000

## 7 columns (1/2 Page) 23.7 × 38.0cm (¥)

Edition	National	Tokyo	Osaka
Morning	12,971,000	6,664,000	4,872,000
Metropolitan	11,060,000	5,663,000	4,144,000
Evening	8,757,000	4,746,000	3,703,000

\* Half of 7 columns (1/4 page) 23.7cm × 18.8cm is half the price of 7 columns (1/2 Page).

## 5 columns (1/3 Page) 16.8 × 38.0cm (¥)

Edition	National	Tokyo	Osaka
Morning	9,595,000	4,930,000	3,605,000
Metropolitan	8,180,000	4,190,000	3,065,000
Evening	6,480,000	3,515,000	2,740,000

\* Half of 5 columns (1/6 page) 16.8cm × 18.8cm is half the price of 7 columns (1/2 Page).

## 3 columns (1/5 Page) 10.0 × 38.0cm (¥)

Edition	National	Tokyo	Osaka
Morning	5,949,000	3,057,000	2,235,000
Metropolitan	5,073,000	2,598,000	1,899,000
Evening	4,014,000	2,175,000	1,698,000

## 1 column (1/15 Page) 3.2 × 38.0cm (¥)

Edition	National	Tokyo	Osaka
Morning	2,047,000	1,052,000	769,000
Metropolitan	1,746,000	894,000	654,000
Evening	1,381,000	749,000	584,000

## Color Charges (¥)

Edition		National	Tokyo	Osaka	Kyushu	Nagoya	Hokkaido
One Extra Color	Morning	4,841,000	2,200,000	1,507,000	902,000	528,000	242,000
	Evening	3,700,000	1,815,000	1,188,000	638,000	440,000	-
Multi-Color (Up To 7 Columns)	Morning	5,772,000	2,805,000	1,573,000	1,100,000	671,000	264,000
	Evening	4,139,000	2,090,000	1,320,000	660,000	506,000	-
Multi-Color (Up To 15 Columns)	Morning	6,772,000	3,135,000	2,090,000	1,210,000	726,000	363,000
	Evening	4,869,000	2,420,000	1,560,000	770,000	605,000	-

\* 10% discount on morning rates for ads run in Metropolitan editions.

## Morning Editions (¥)

Edition	Space		National	Tokyo	Osaka	Kyushu	Nagoya
head	4.0cm height ×	Open rate	967,000	-	-	-	-
	5.6cm wide	Contract rate	841,000	-	-	-	-
Island	3.9cm ×	Open rate	810,000	395,000	270,000	124,000	64,000
	5.9cm wide	Contract rate	700,000	328,000	239,000	112,000	58,000
Stick out ads.	6.6cm ×	Open rate	1,092,000	534,000	365,000	164,000	86,000
	5.25cm wide	Contract rate	947,000	454,000	318,000	148,000	77,000
Large stick out ads.	10cm ×	Open rate	1,618,000	794,000	538,000	244,000	127,000
	5.25cm wide	Contract rate	1,400,000	675,000	465,000	220,000	114,000

\* Tokyo includes Hokkaido edition.

## Evening Editions (¥)

Edition	Space		National	Tokyo	Osaka	Kyushu	Nagoya
head	4.0cm height ×	Open rate	620,000	300,000	231,000	73,000	49,000
	5.6cm wide	Contract rate	533,000	252,000	200,000	65,000	44,000
Island	3.2cm ×	Open rate	525,000	241,000	204,000	67,000	42,000
	7.0cm wide	Contract rate	451,000	200,000	179,000	60,000	38,000
Stick out ads.	6.6cm ×	Open rate	708,000	324,000	278,000	88,000	56,000
	5.25cm wide	Contract rate	613,000	276,000	241,000	80,000	50,000
Large stick out ads.	10cm ×	Open rate	1,058,000	483,000	418,000	131,000	83,000
	5.25cm wide	Contract rate	917,000	411,000	364,000	119,000	74,000

## The Mainichi Newspapers

Advertising Department : 1-1-1, Hitotsubashi, Chiyoda-ku, Tokyo 100-8051 Japan  
Tel : 81-3-3212-3283 Fax : 81-3-3211-3598



# The Mainichi Shimbun has the most storied history of any daily newspaper in Japan.

**1872** The Tokyo Nichi Nichi Shimbun is founded. The Tokyo Nichi Nichi Shimbun is Tokyo's first daily newspaper. Today, successor Mainichi Shimbun is Japan's oldest extant daily newspaper.

**1875** The paper begins the world's first home delivery service. The Mainichi Shimbun began the home delivery system that underpins Japan's newspaper circulation rate, among the world's highest.

**1876** Osaka Nippo is founded.

**1888** Osaka Nippo becomes Osaka Mainichi Shimbun. The change marks the beginning of the unbiased neutrality characteristic of the Mainichi Shimbun.

**1900** Japan's first female reporter debuts. Japan's pioneer woman reporter joins the reporting staff of the household topics page.

- 1911** Osaka Mainichi Shimbun and Tokyo Nichi Nichi shimbun merge. Mainichi establishes the Sunday Mainichi magazine, the English-Language Mainichi, and the Braille Mainichi. The Braille Mainichi continues to be issued as Japan's only Braille newspaper.
- 1922** Mainichi founds the Weekly Economist, Japan's leading economic magazine.
- 1923** The mastheads of the Osaka Mainichi Shimbun and Tokyo Nichi Nichi Shimbun are unified under the name Mainichi Shimbun.
- 1943** The Mainichi Newspapers Co. institutes its corporate philosophy and launches a new format.
- 1991** Mainichi opens the Jam Jam Internet website. (The website name is now "Mainichi.jp")
- 1995** On February 21, Mainichi celebrated its 145<sup>th</sup> anniversary.



"The Sunday Mainichi" magazine.



"The Weekly Economist" magazine.



Web-site "The Mainichi"

# Winner of a record 28 japan newspaper publishers and editors association awards

The Japan Newspaper Publishers & Editors Association Award (NSK Award) is the most prestigious prize in Japanese journalism, the equivalent of a media MVP award. In the first year of the NSK Awards the Mainichi Shimbun received the award in the Editorial Division, and has gone on to win a total of 28 awards, the most of any newspaper.

Reference information	The number of NSK Awards in the Editorial Division won by Newspaper companies			
	Mainichi	28awards	Yomiuri	15awards
	Asahi	23awards	Kyodo	15awards
	Sankel	14awards	Nikkei	16awards



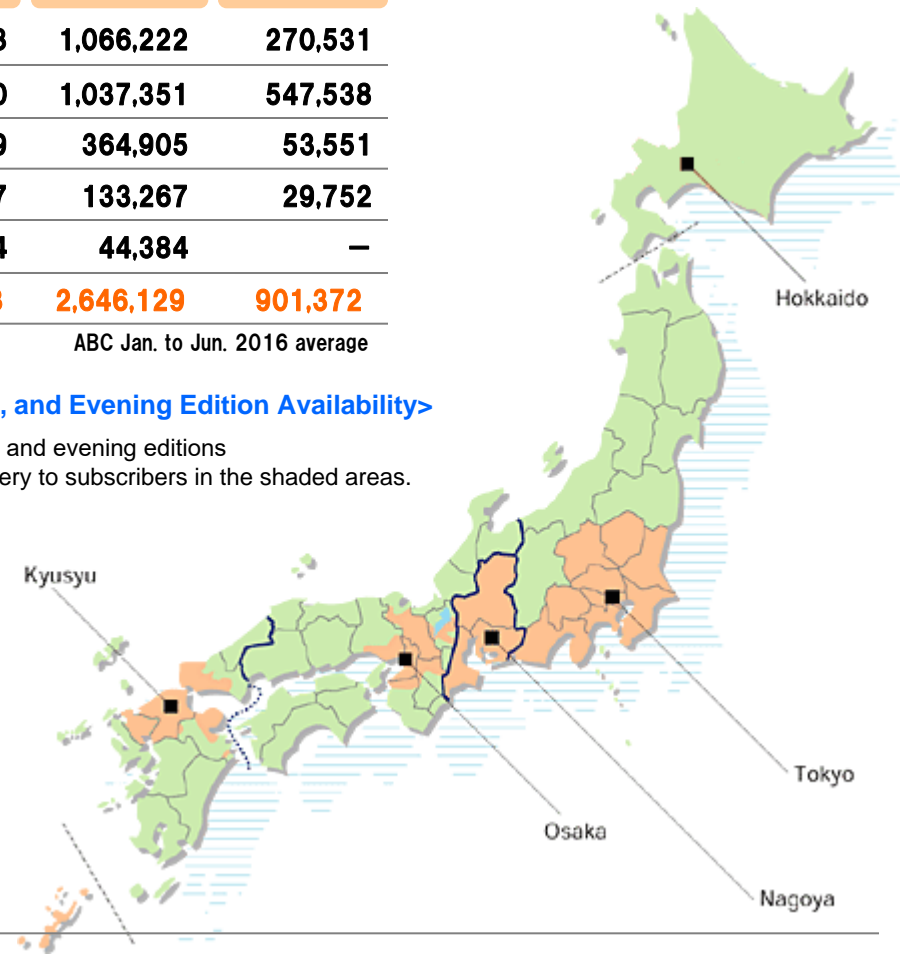
# Circulation and Distribution of the Mainichi Shimbun

Edition	Morning	Metropolitan	Evening
Tokyo	1,203,213	1,066,222	270,531
Osaka	1,187,390	1,037,351	547,538
Kyusyu	525,359	364,905	53,551
Nagoya	133,267	133,267	29,752
Hokkaido	44,384	44,384	—
<b>Total</b>	<b>3,093,613</b>	<b>2,646,129</b>	<b>901,372</b>

ABC Jan. to Jun. 2016 average

### <Morning, Metropolitan, and Evening Edition Availability>

... Both the metropolitan and evening editions are available for delivery to subscribers in the shaded areas.



**Publication** : Mainichi Shimbun  
**Publishing** : The Mainichi Newspapers Co. Ltd  
**Company Address** : 1-1-1, Hitotsubashi, Chiyoda-ku,  
**City/Postcode** : Tokyo 100-8051  
**Country** : JAPAN  
**Telephone** : Area Code 03, Number 3212-3283  
**Fax** : Area Code 03, Number 3211-3598  
**Year established** : February 21, 1872  
**Frequency** : Daily morning and evening editions (no Sunday evening edition)  
**Language of Publisher** : Japanese  
**Circulation** : Morning edition (ABC) 3,093,613 Jan.~Jun.2016 average  
 Evening edition (ABC) 901,372 Jan.~Jun.2016 average

**Color ads** : Four-color ads available  
**Double-Page** : Available  
**Pre-printed inserts** : Unavailable  
**Type page** : 380mm width × 511mm height  
**Print** : Offset and letterpress  
**Number of columns** : 15 horizontal columns  
**Ad closing dates** : Black and white ads (Screen: 140 lpi) 2 days prior to publication  
 Color ads (Screen: 200 lpi) 5 days prior to publication  
**File Format** : EPS (Adobe Post script level 2) PDF (PDF x1/a)



Mainichi Newspaper Tokyo-headquarters.