

Mainichi Shimbun Digital The Mainichi

media guide

<https://mainichi.jp/>

Partner Relations Center
The Mainichi Newspapers Co.,Ltd

ad-toiawase@mainichi.co.jp

2023.4.1~

The Longest History of Japanese Newspapers

“The Tokyo Nichi Nichi Shimbun” is founded in Tokyo. It is Tokyo’s first daily newspaper, and the predecessor to “The Mainichi Shimbun”. We are highly evaluated in the reporting capability, and constantly pursuing the cutting edge of the times. We offer various digital services based on the latest technology.



The Tokyo Nichi Nichi Shimbun First edition

Awarded the Grand Prix

We have been honored 34 times in the editorial division of The Japan Newspaper Publishers & Editors Association (NSK) Award — the “grand prix” for Japanese newspapers — and has continually renewed the record for the most prizes.

Certified News Site

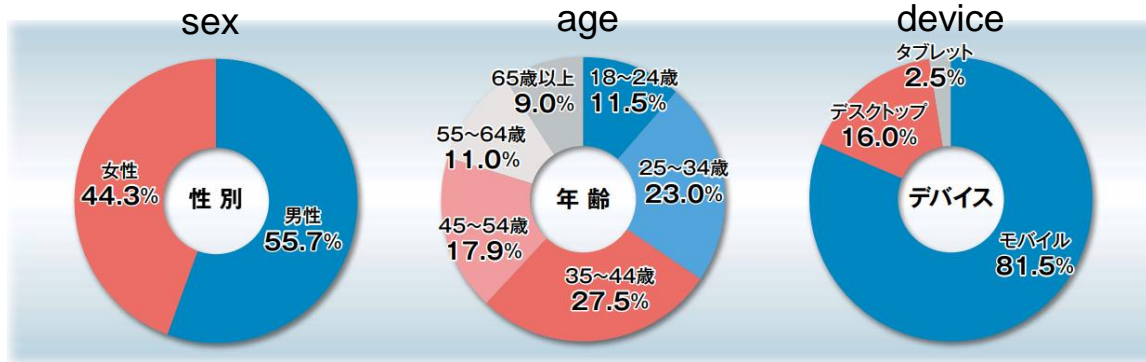
Our website have been certified as appropriate in both "Brand Safety" and “Against AD Fraud” by Japan Joint Industry Committee for Digital Advertising Quality & Qualify



Mainichi Shimbun Digital (Japanese)

<https://mainichi.jp/>

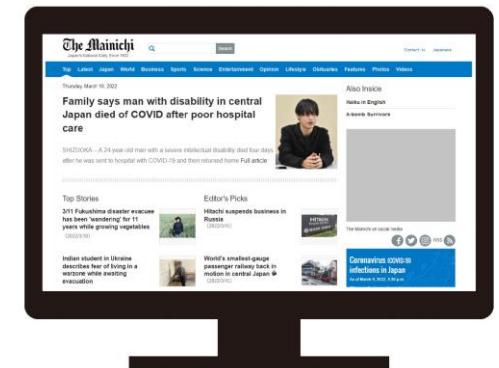
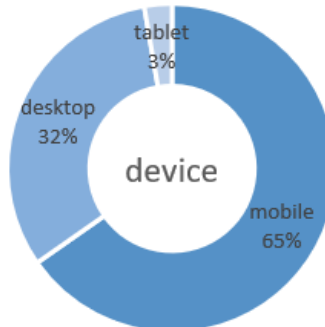
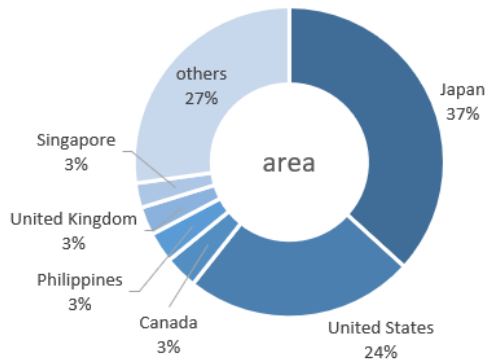
Monthly PV	100,000,000 PV
Monthly UU	32,000,000 UU



The Mainichi (English)

<https://mainichi.jp/english/>

Monthly PV	1,200,000 PV
Monthly UU	400,000 UU



PC Top Billboard



PC Top 1st Rectangle



PC 1st Rectangle



Price

[DeskTop]
 PC Top Billboard 3 yen / 1 imp
 PC Top 1st Rectangle 1 yen / 1 imp
 PC 1st Rectangle 0.7 yen / 1 imp

Before inquiring about placing an advertisement, please note that companies not going through a Japan-based advertising agency or sales representative must pay the full ad rate **in advance in Yen**. Also please note that advertisements and landing pages are screened according to our own criteria, and we may decline to carry your advertisement at our discretion. If you are not represented by an advertising agency in Japan, your advertisement may be carried only after screening is completed and we have confirmed payment of the advertising fee.

SP Header Banner



Size	320 x 100	320 x 180
Price	0.8yen/imp	1.8 yen/imp

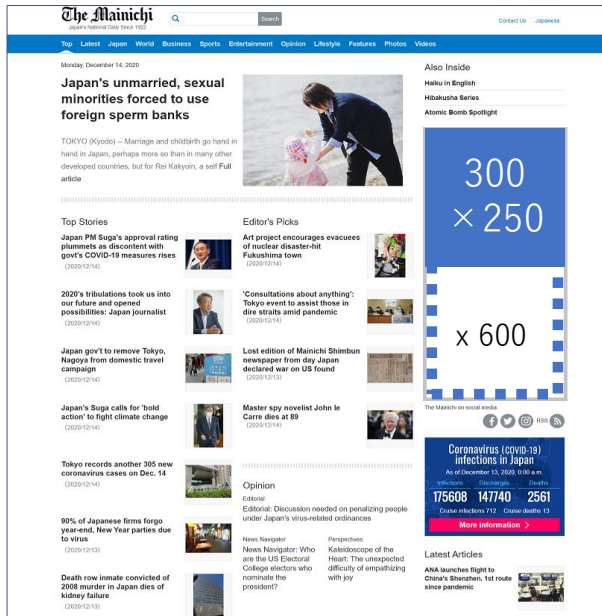
SP 1st Rectangle



Price	SP 1st Rectangle 0.7 yen / 1 imp
-------	-------------------------------------

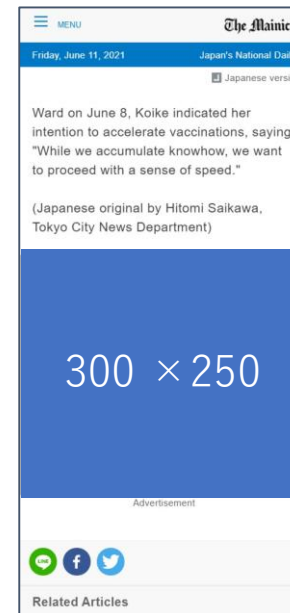
Before inquiring about placing an advertisement, please note that companies not going through a Japan-based advertising agency or sales representative must pay the full ad rate **in advance in Yen**. Also please note that advertisements and landing pages are screened according to our own criteria, and we may decline to carry your advertisement at our discretion. If you are not represented by an advertising agency in Japan, your advertisement may be carried only after screening is completed and we have confirmed payment of the advertising fee.

The Mainichi PC Rectangle The Mainichi PC Double Rectangle



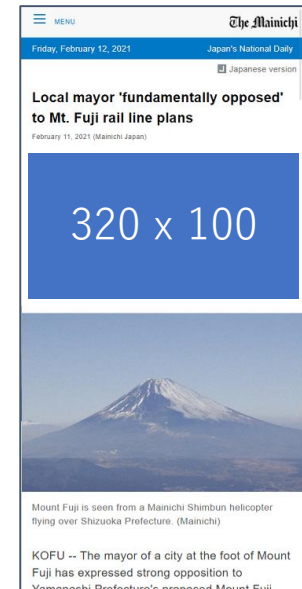
Menu	The Mainichi PC Rectangle	The Mainichi PC Double Rectangle
Size	300 × 250	300 × 600
price	1 yen /imp	1.5 yen /imp

The Mainichi SP Rectangle



size	300 x 250
price	1 yen/imp

The Mainichi SP Header Banner



size	320 x 100
price	0.8yen/imp

Before inquiring about placing an advertisement, please note that companies not going through a Japan-based advertising agency or sales representative must pay the full ad rate **in advance in Yen**. Also please note that advertisements and landing pages are screened according to our own criteria, and we may decline to carry your advertisement at our discretion. If you are not represented by an advertising agency in Japan, your advertisement may be carried only after screening is completed and we have confirmed payment of the advertising fee.

Feel free to contact us ad-toiwase@mainichi.co.jp

Tie-up ads



Product overview	Tie-up ads are available in our site. Advertiser's credit will be put in the articles, and Ad spaces will be labeled as "Ad" or "PR".
Page Views	Japanese: Estimated 10,000 views of Ad content page English: Please contact us for details
Posting period	4 weeks
Price	2,000,000 Yen ~ *Excluding tax

Before inquiring about placing an advertisement, please note that companies not going through a Japan-based advertising agency or sales representative must pay the full ad rate **in advance in Yen**. Also please note that advertisements and landing pages are screened according to our own criteria, and we may decline to carry your advertisement at our discretion.
If you are not represented by an advertising agency in Japan, your advertisement may be carried only after screening is completed and we have confirmed payment of the advertising fee.

Feel free to contact us ad-toiawase@mainichi.co.jp