A business platform that anticipates the direction of the economy

NIKKEI BUSINESS MEDIA GUIDE

Nikkei Business Electronic Edition Media Guide

日経ビジネス

Greetings from the Publisher

A must-read for CEOs.
Media in pursuit of innovation

3 principles of Nikkei Business

1 Provision of information based on multifaceted analysis

Provide information helpful for decision making to executives and business leaders to deepen our readers' knowledge

2 Proactive ideas for a new era

In-depth content that digs deeper with a unique perspective you can only read in Nikkei Business

3 Dispatch the latest trends and information on hot companies

Support our readers' futures by reporting the worldwide market direction and the latest business trends

Circulation
122,000

Web membership
2.15 million

An economic media helpful for business
78.9%

Publisher of Nikkei Business: Takeshi Matsui

Quickly turn knowledge and insights into weapons

Nikkei Business Electronic Edition

Monthly page views: 9,712,214
Monthly unique browsers: 3,255,001
Registered members: 2,153,303
(As of October 2025)

The five advantages of the Electronic Edition

1 **Quickly get an overview of the article**
Quickly get an overview of the article from “Three Points of This Article”

2 **Freely customize your areas of interest**
Use Tabs to select the topics and features you’re interested in to customize your top page

3 **Freely move back and forth between PC and smartphone**
Your article viewing history is saved automatically.
Use the Clip function toremember articles when you’re on the move for viewing at your leisure on PC later.

4 **Get a bird’s eye view of changes from past to present**
A new feature that gives you a bird’s eye view of our archive of approximately 70,000 articles. Nikkei Business TIME MACHINE

5 **Daily insights and findings**
Daily delivery of quotes and leadership tips from executives
TIPS OF THE DAY

Nikkei Business Editor-in-Chief
Shinichiro Kumano


Nikkei Business Editor-in-Chief : Shinichiro Kumano

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Electronic Edition

The Strengths of Nikkei Business in Numbers

The most read media by business leaders

Executives and professionals

61.8%

Expanding possibilities for large scale projects and negotiations

Reading status in companies with 1,000 or more employees

37.8%

Deep analysis and a unique perspective

Ratio of business person using Nikkei Business more than other media

65.4%

Strong interest in DX

Ratio who selected AI, DX, and data utilization as areas of interest

58.1%

*Average of 3 items

As a group that drives the Japanese economy

Annual household income of 10M Yen or more

46.3%

【Reader Survey Summary】

- ■ Survey target: Nikkei Business subscribers, Nikkei Business Digital Edition registered members and paid members
- ■ Survey period: July 17 - 24, 2024 ■ Survey method: email notification, online survey
- ■ Valid responses: 916 ■ Survey implemented by: Nikkei BP / Nikkei BP Consulting

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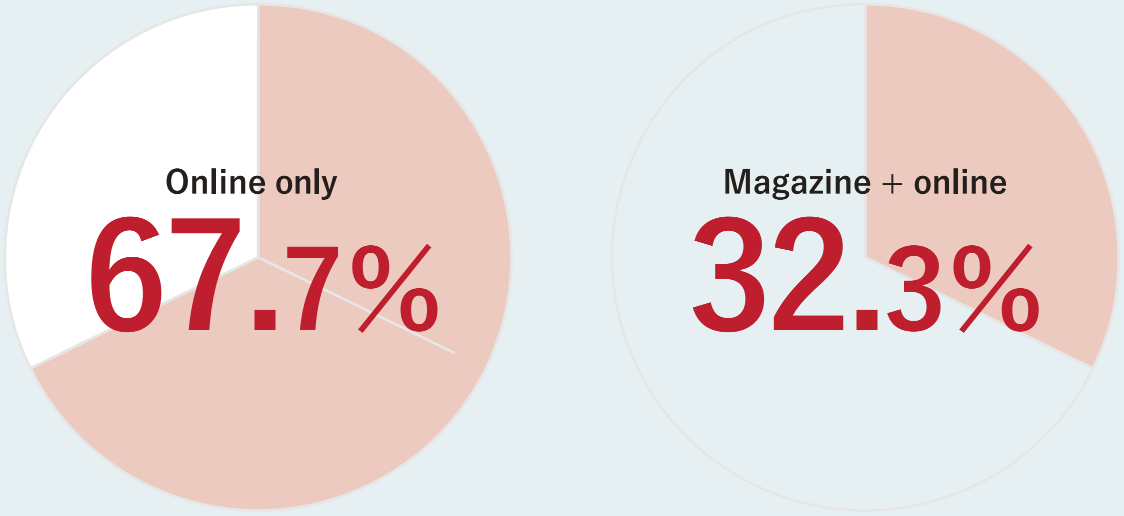
Electronic Edition

【 Subscribers profile 】

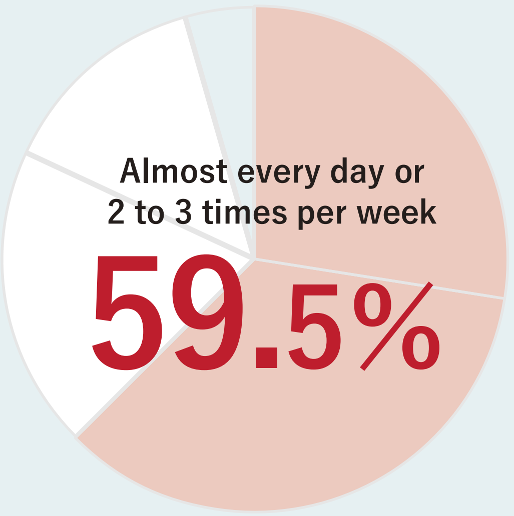
Viewing situation

Two out of three readers read online only



Electronic Edition access

More than half access frequently



Almost every day ·········· 26.2%
2 to 3 times per week ····· 33.3%
Once per week ················· 18.3%
2 to 3 times per month ·········· 12.9%
Less than once per month ········· 9.3%

Reason for reading Nikkei Business

Important source of information for business leaders

*Source: Nikkei Business reader survey, July 2024

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Electronic Edition

【 Subscribers profile 】

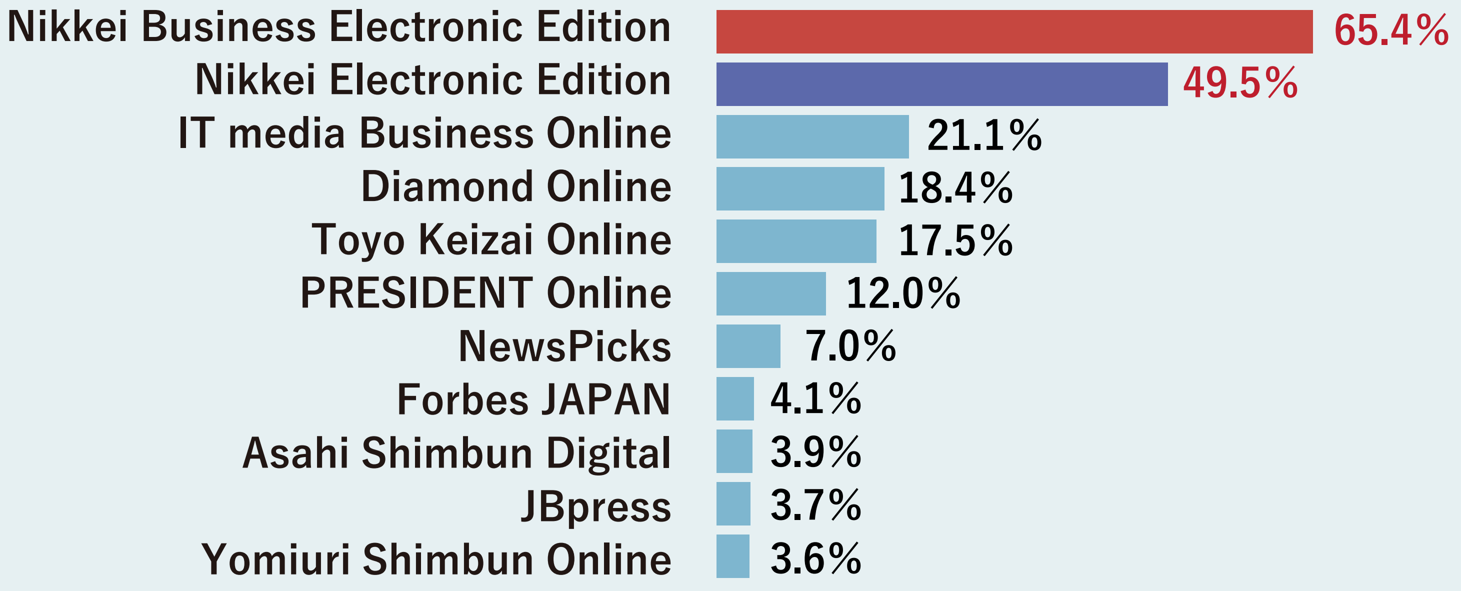
The perception of Nikkei Business

Supports business in a **trustworthy, practical** manner

Media trustworthiness

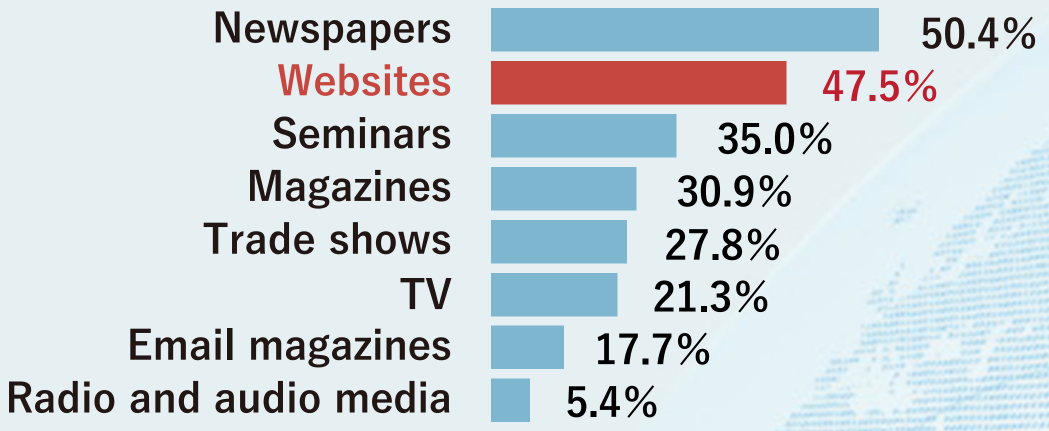
Strong trust for the Nikkei brand

*Top 10 occupations listed



Trustworthiness by media type

Second highest trustworthiness after newspapers



*Source: Nikkei Business reader survey, July 2024

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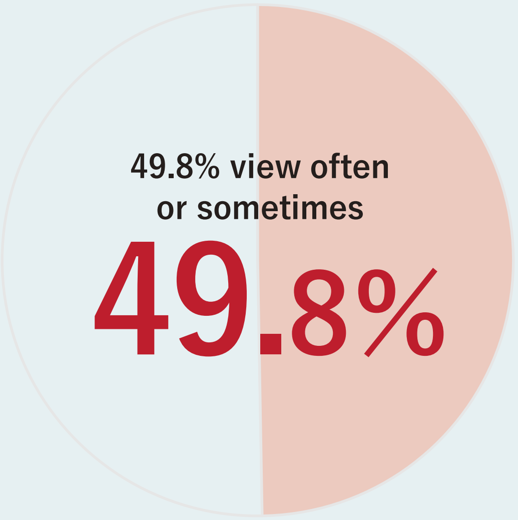
Electronic Edition

【 Subscribers profile 】

Ad viewing

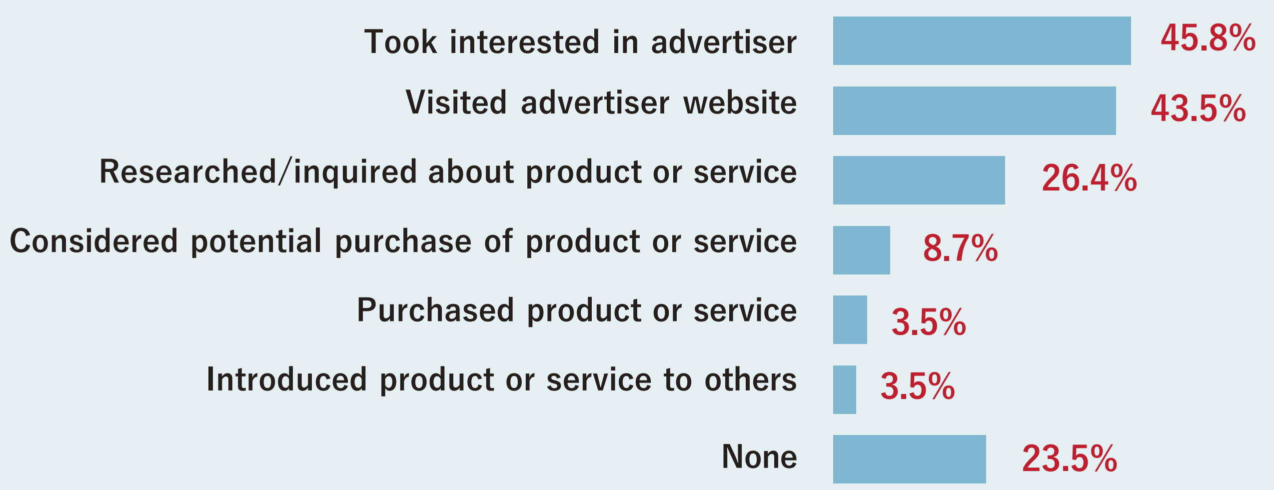
About 50% of readers view ads



View often · · · · · · · · · · 9.6%
View sometimes · · · 40.2%
Do not view often · · · · · · · 23.4%
Almost never view · · · · · · · 18.5%
Not aware/not sure · · · · · · · 8.3%

Ad viewing behavior

Advertising triggers roughly half of behavior



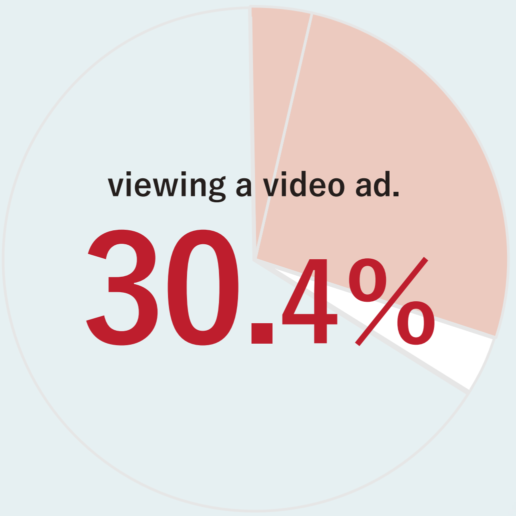
Ad impression

High praise for ad practicality

Online video ad viewing behavior

One in three viewers take action!

30.4% have inquired about or purchased products or services frequently or several times after



Frequently · · · · · · 3.5%
Several times · · 26.9%
Only once · · · · · · · · · · · · 4.1%
Never · · · · · · · · · · · · · · 65.5%

*Source: Nikkei Business reader survey, July 2024

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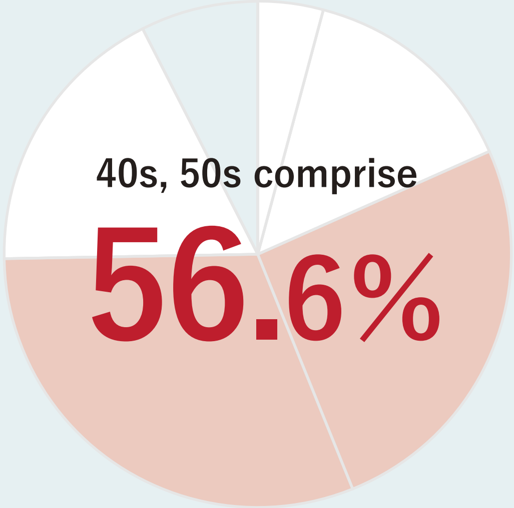
【 Online reader profile 】

Age

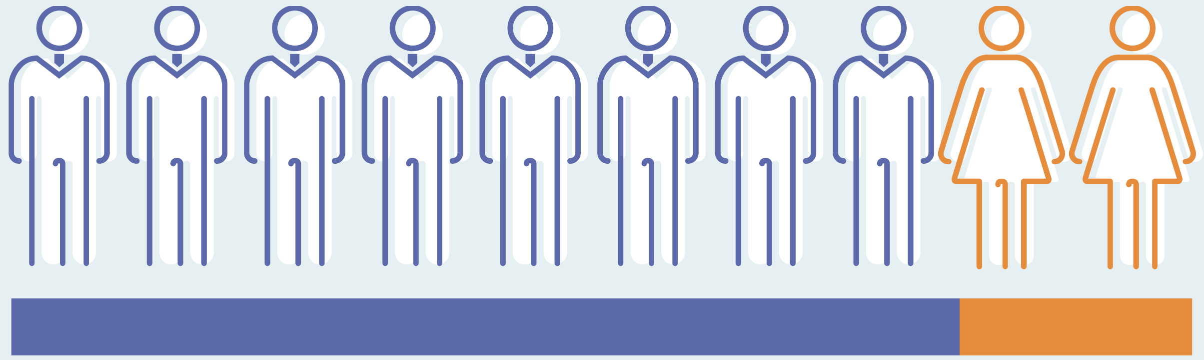
Roughly half are core employees aged 40s and 50s



20s and under	4.2%
30s	14.2%
40s	**25.8%**
50s	**30.8%**
60s	17.7%
70s and over	7.3%

Gender

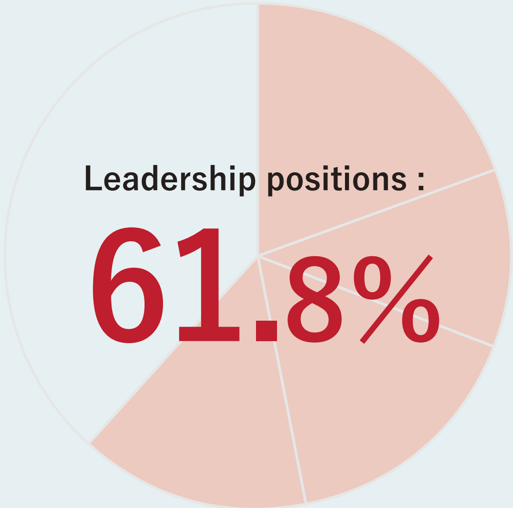
Approximately **80%** male



Men: 80.3%   Women: 19.7%

Position

Section manager and above : **47.0%**

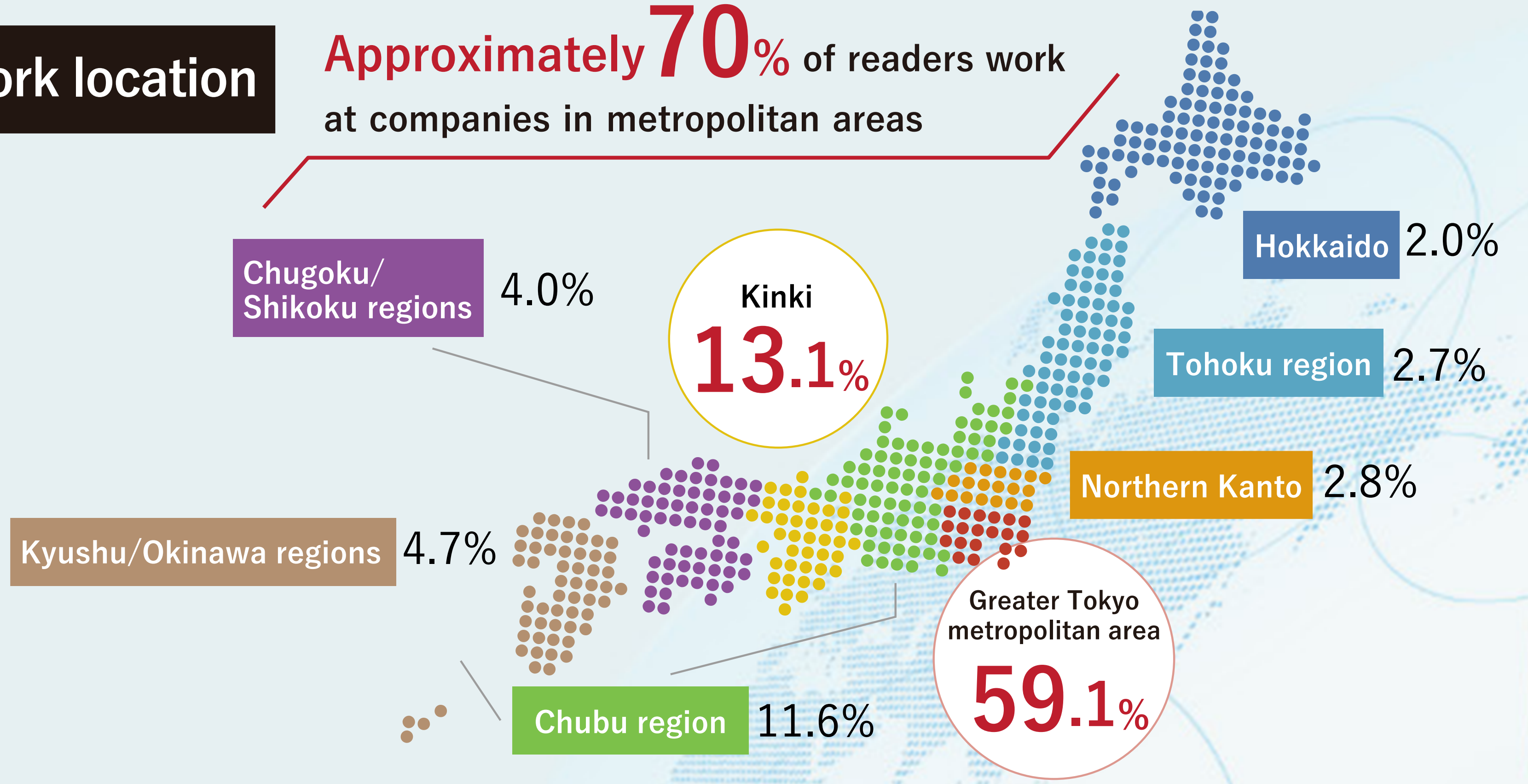


Executive, director, general manager class	**19.6%**
Department manager class	**11.4%**
Section manager class	**16.0%**
Team leader/chief class	**14.8%**
General employees	38.2%

Approximately 30% are department manager class or greater

Work location

Approximately 70% of readers work at companies in metropolitan areas

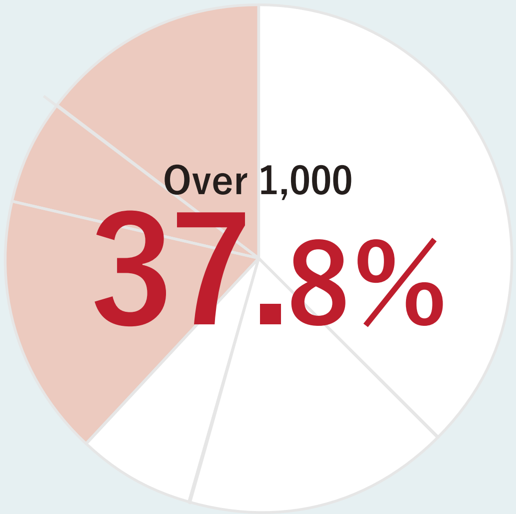


*Source: Subscriber data as of July 2025

Online reader profile 【 Business attributes 】

Number of employee

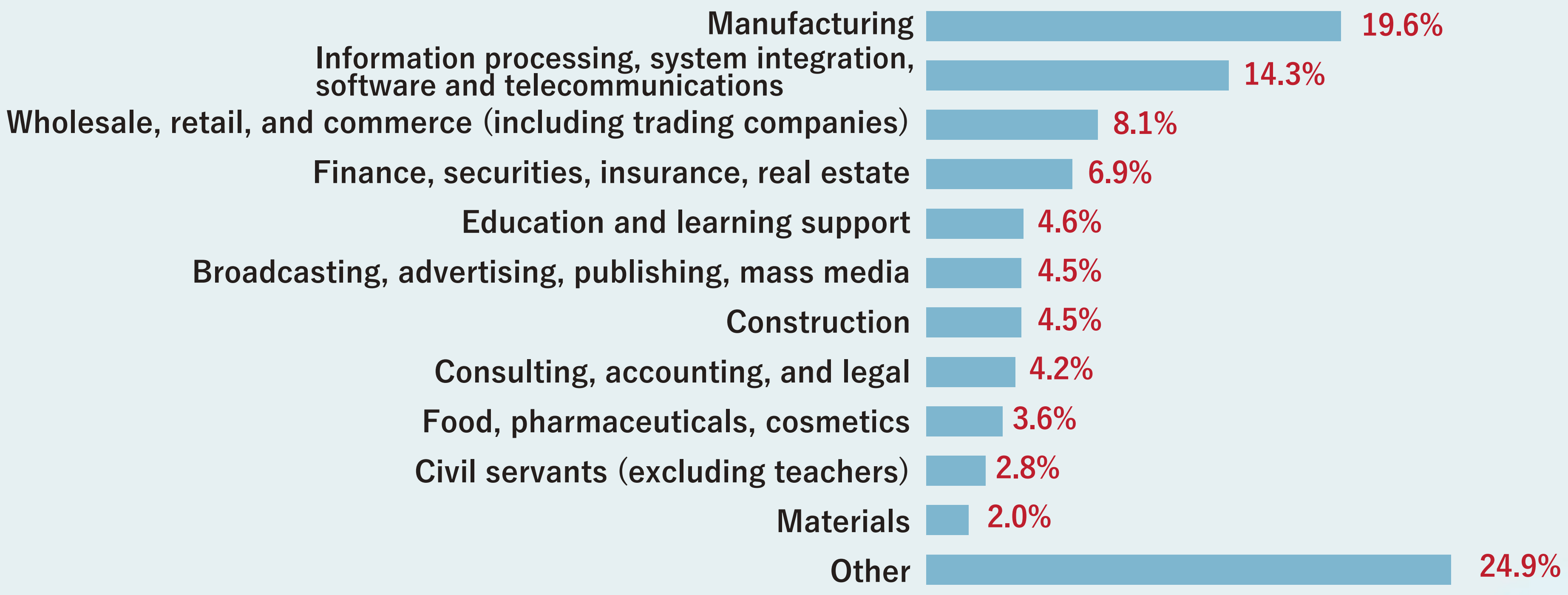
Approx. 40% of readers work at major companies with 1,000 or more employees



1 - 99 …… 37.5%
100 - 499 …… 17.1%
500 - 999 …… 7.6%
1,000 - 4,999 …… 16.5%
5,000 - 9,999 …… 6.8%
10,000 or more …… 14.5%

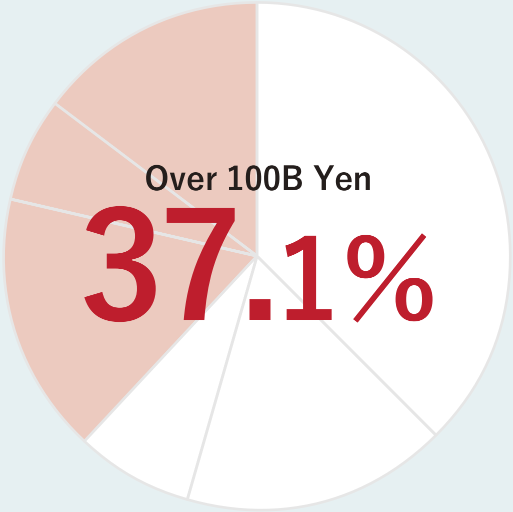
Industry

Readership from **diverse industries and sectors**



Sales

Approx. 35% of overall companies have sales of 100B Yen or more

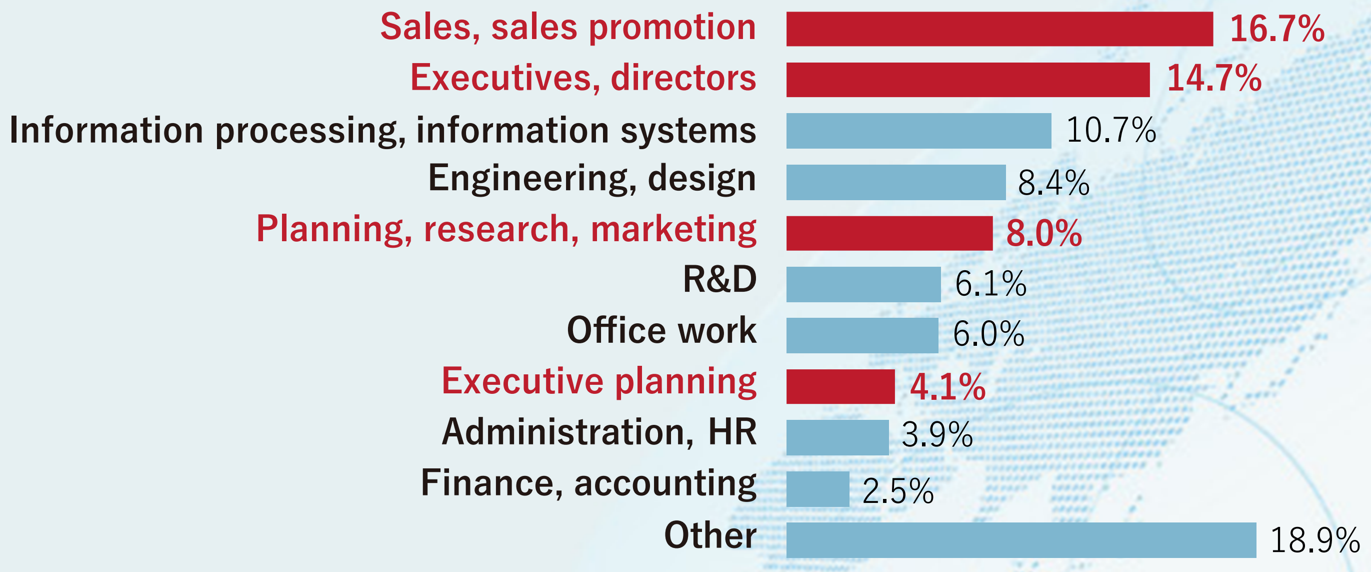


Under 1B Yen - under 5B Yen …… 24.8%
5B Yen - under 30B Yen …… 17.6%
30B Yen - under 100B Yen …… 12.3%
100B Yen - under 1T Yen …… 20.8%
1T Yen or more …… 16.3%
Private, non-profit organization, don't know 8.2%

Occupation

Approx. 40% deeply involved in promoting business

*Top 10 occupations



*Source: Subscriber data as of July 2025

Online reader profile 【 Business attributes 】

Challenges faced in business

Focus on digital transformation (DX), productivity, personnel, profitability

Keywords of personal interest

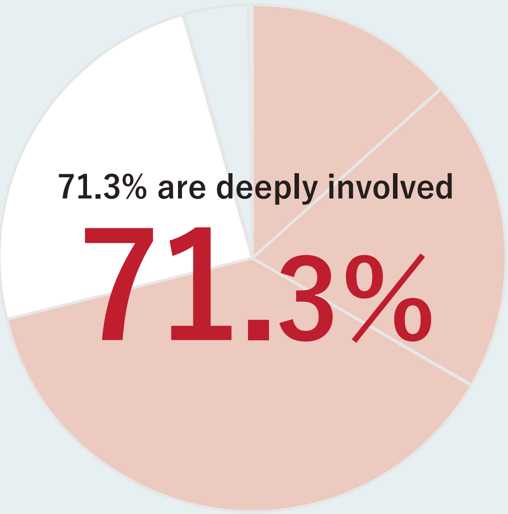
High interest in digital transformation

*Source: Nikkei Business reader survey, July 2024

Online reader profile 【 Business attributes 】

Decision-making authority

Over **70%** are deeply involved



Final approver ………… 13.6%
De-facto decision maker ………… 19.8%
Core member of deliberations ………… 37.9%
Offers opinions ………… 24.6%
Not involved at all ………… 4.1%

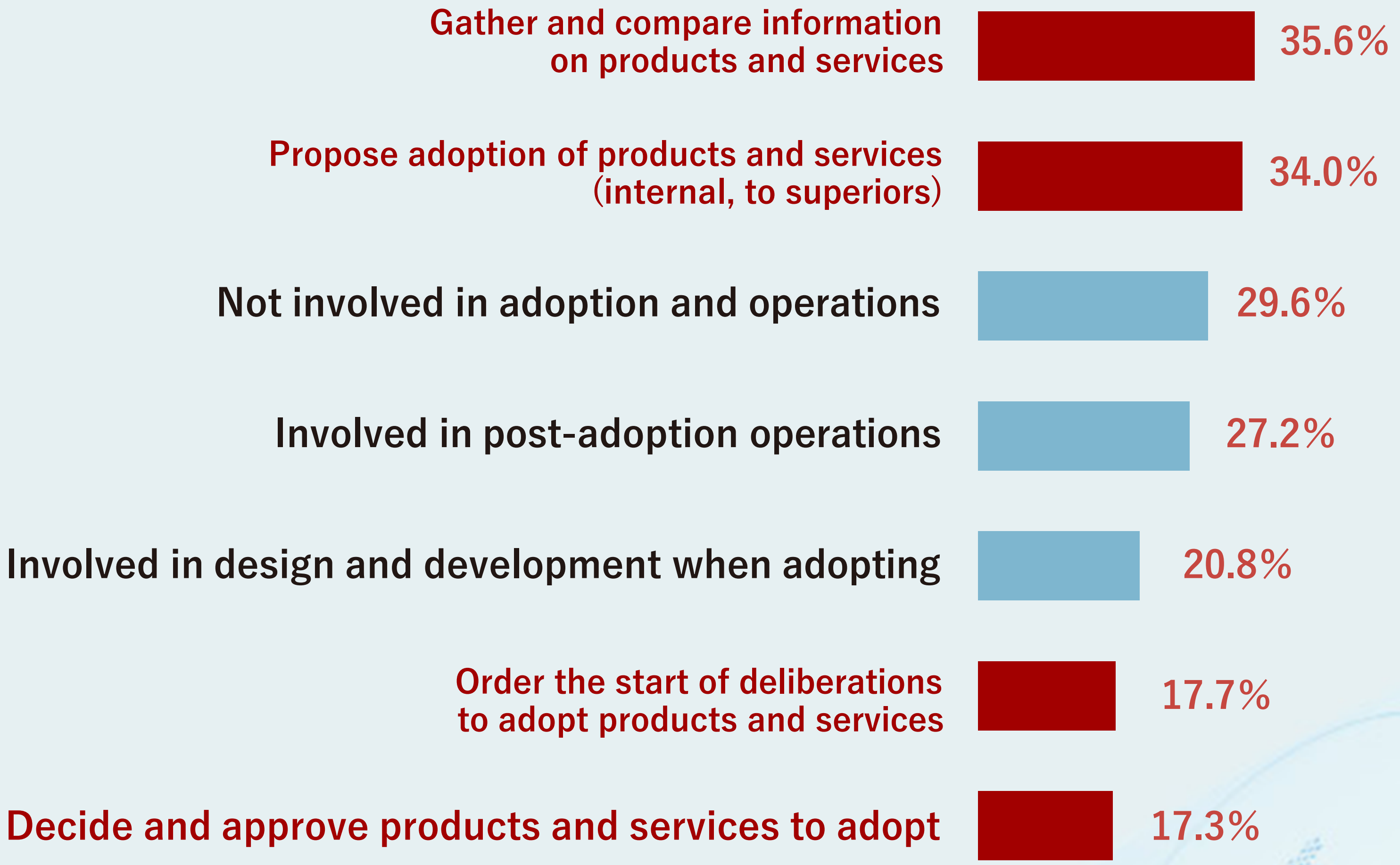
Degree of DX progress

Nearly half of companies face challenges in Digital Transformation (DX)

Adequate progress ………… 3.4%
Partial progress ………… 46.0%
Lack of progress in many areas ………… 37.7%
Almost no progress ………… 12.9%

Decision-making authority on adopting DX

Many readers are **involved**

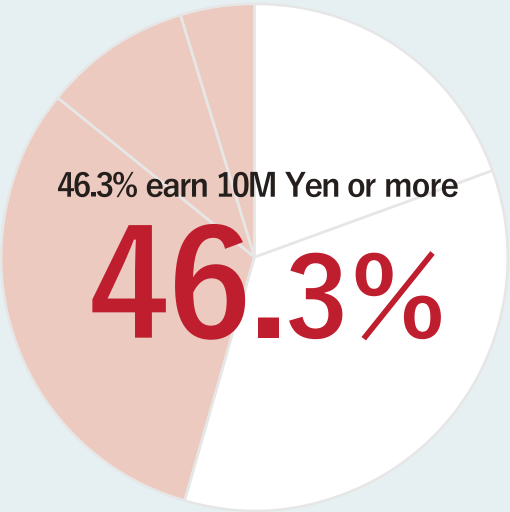


*Source: Nikkei Business reader survey, July 2024

Online reader profile 【 Personal data 】

Household income

Approx. 45% earn 10M Yen or more

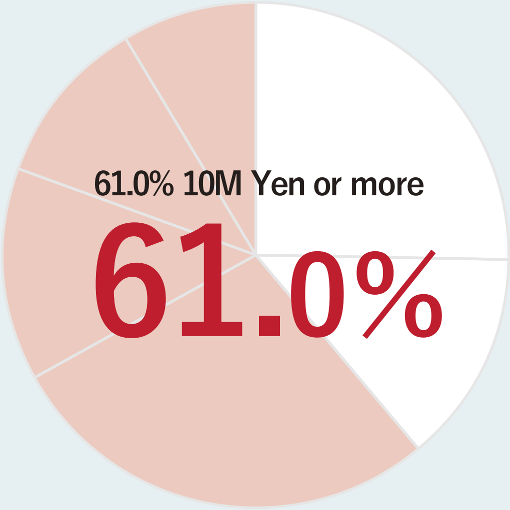


Under 6M Yen······················19.3%
6M Yen - under 10M Yen···········34.4%
10M Yen - under 15M Yen··31.0%
15M Yen - under 20M Yen···9.2%
20M Yen or more···········6.1%

Financial assets

Approx. 60% manage10M Yen or more

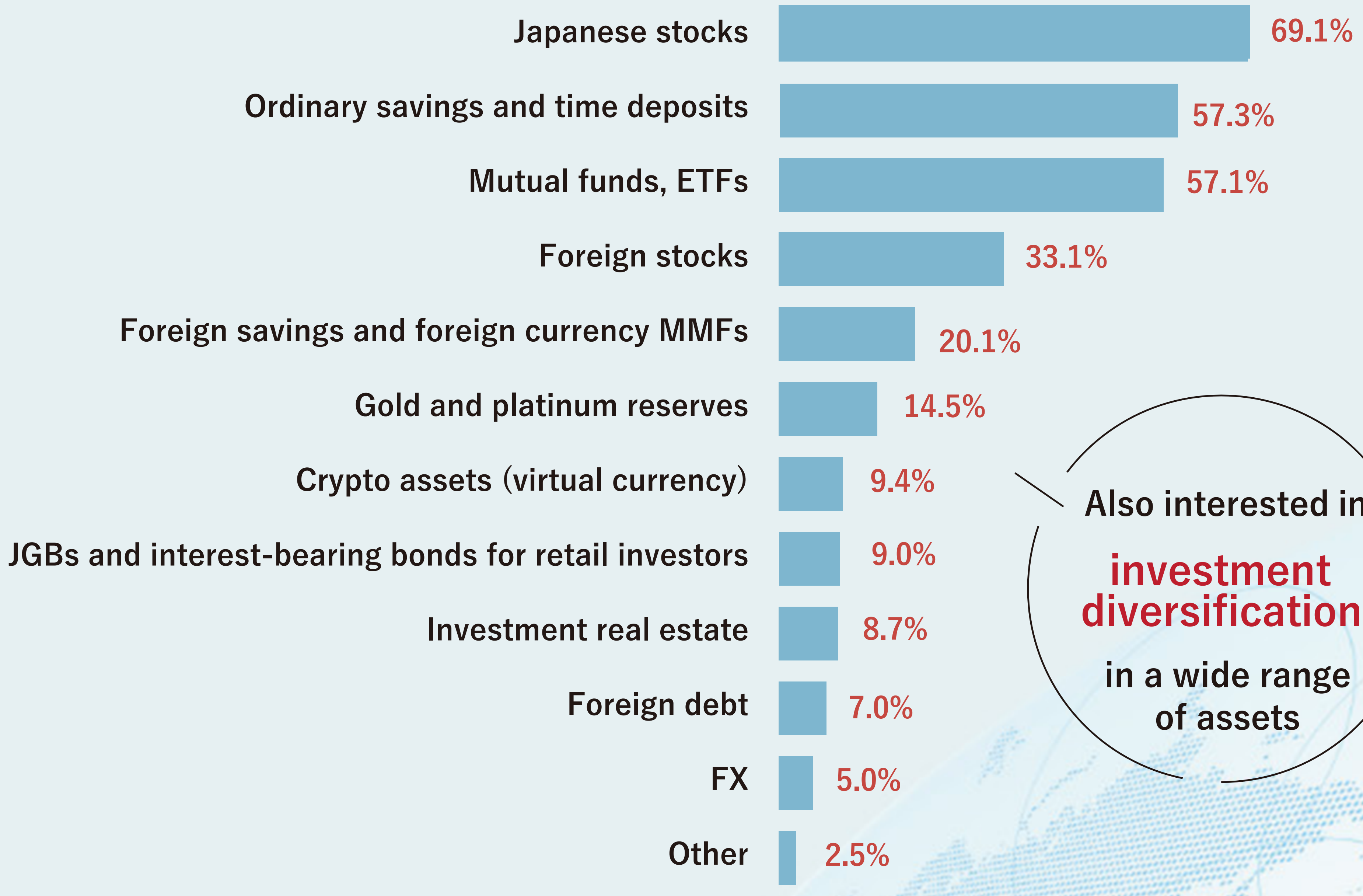
*Savings and investments (excluding real estate)



Under 5M Yen······················25.4%
5M Yen - under 10M Yen············13.6%
10M Yen - under 30M Yen···28.0%
30M Yen - under 50M Yen···13.6%
50M Yen - under 100M Yen··11.0%
100M Yen or more·············8.4%

Types of financial assets

Readers mainly own **Japanese stocks and mutual funds**



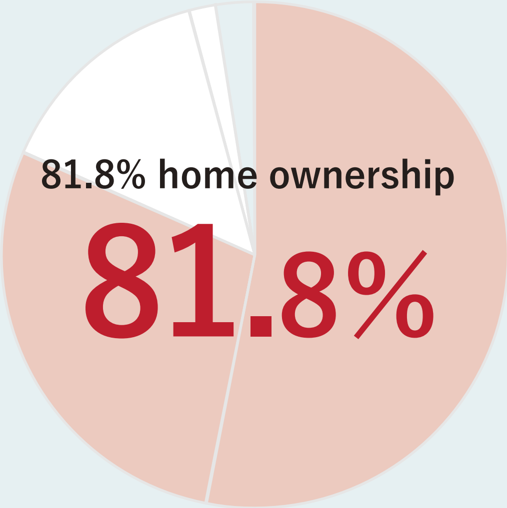
Also interested in **investment diversification** in a wide range of assets

*Source: Nikkei Business reader survey, July 2024

Online reader profile 【 Personal data 】

Housing situation

High ratio of home ownership

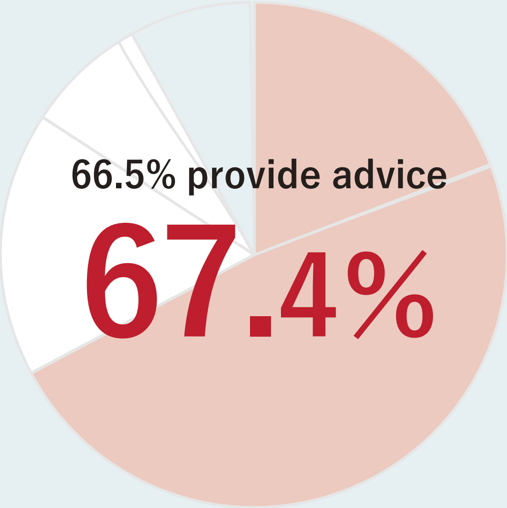


- **Home ownership (detached house) · · 53.3%**
- **Home ownership (condominium) · · · · · 28.5%**
- Rental (apartment, condominium) · · · · · · · · · · · · · · 14.1%
- Rental (detached house) · 1.7%
- Other · 2.4%

Child advancement

Approx. 60%
of parents involved in school and career selection

*Only respondents with children nearing school enrollment and employment



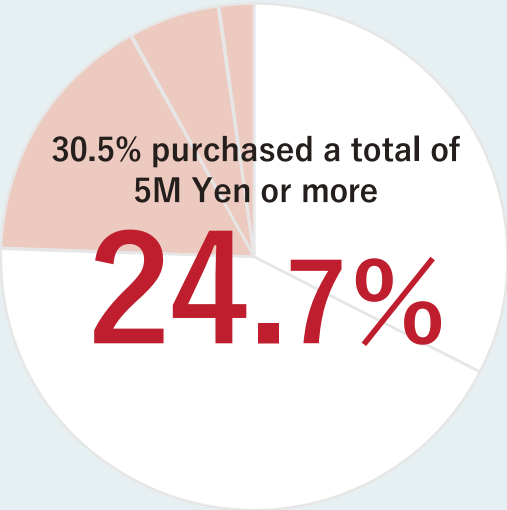
Degree of information gathering, advice on school and career selection

- **Enthusiastic help, advice · · 19.4%**
- **Some help, advice · · · · · · · · · 48.0%**
- Cannot say either way · · · · · · · · · · · · · 17.1%
- Little help, advice · · · · · · · · · · · · · · · · · · · 7.7%
- Almost no help, advice, left up to child · 7.8%

Car purchase price

Approx. 25%
of readers purchased cars at 5M Yen or more

*Only car owners responded.Total amount shown when multiple cars owned.



- Under 3M Yen · · · · · · · · · · · · · · · · · · · 32.5%
- 3M Yen - under 5M Yen · · · · · · · · · · 42.8%
- **5M Yen - under 7M Yen · · 16.1%**
- **7M Yen - under 10M Yen · · 5.9%**
- **10M Yen or more · · · · · · · · · 2.7%**

Topics of interest

Readers with **diverse interests**

Domestic travel	69.5%
Dining	59.7%
Entertainment (film, music, theater, TV, etc.)	53.3%
Reading	49.7%
Overseas travel	42.2%
Health care (health maintenance, improvement)	41.3%
Investment management	40.8%
Digital devices (computers, smartphones, peripherals)	38.0%
Cars, motorcycles	28.4%
Cooking	24.9%
Luxuries such as alcohol, cigarettes	22.5%

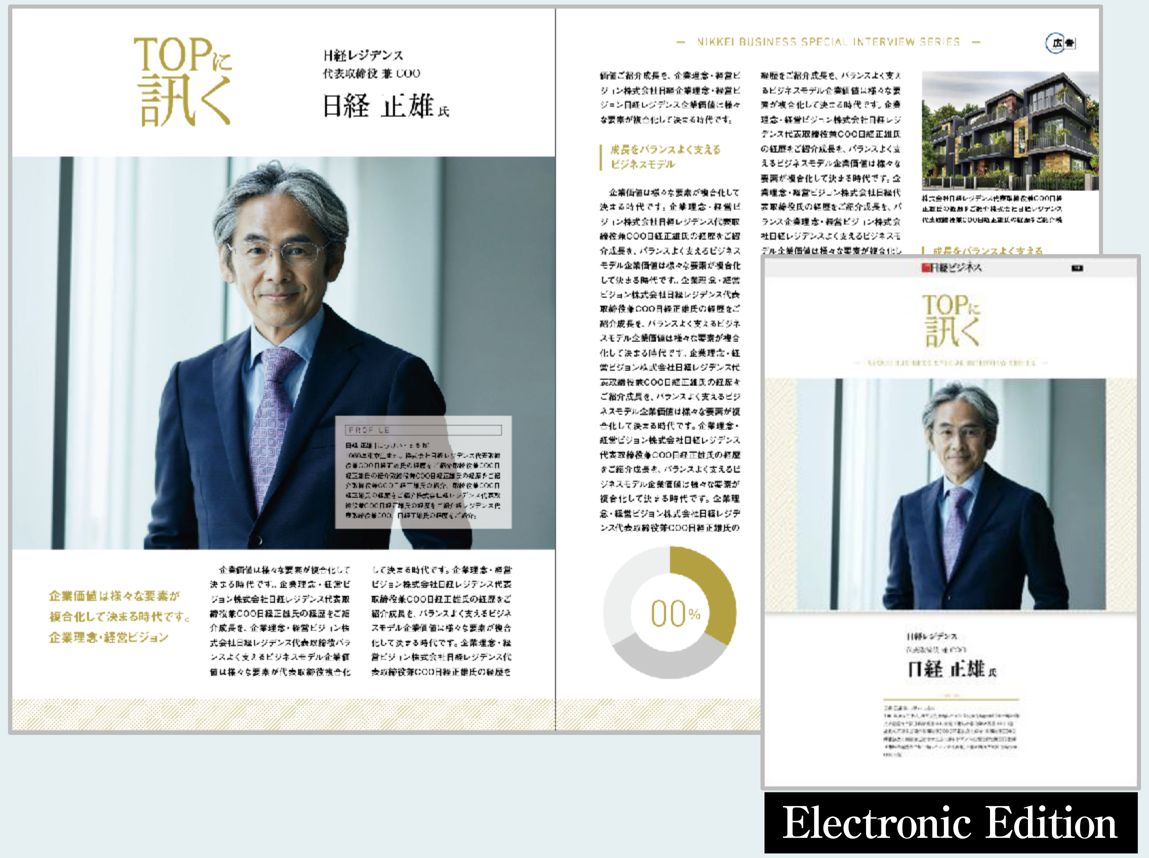
Home, remodeling	21.0%
Gym	16.2%
Senior lifestyle	15.9%
Golf	15.4%
Nursing issues	15.1%
Childcare (education, lessons, etc.)	14.7%
Inheritance	14.0%
Beauty, fashion	13.0%
Volunteering, social contribution	13.0%
Adornment (watches, accessories, etc.)	12.3%

*Source: Nikkei Business reader survey, July 2024

Nikkei Business Special Ad Features

The Ad Features of “Ask the Top”, “New Market Strategy”, and “Move Forward Together” at Nikkei Business help you achieve effective promotions for improving your brand by digging deeply into your executive vision, corporate strategy, and growth trajectory.

Ask the Top



Top of companies can offer their own messages at important milestones such as new president appointment, executive strategy renewal, management integration, and the achievement of good business performance.

New Market Strategy

Dispatch messages targeting new market development and expansion, ex. new business launch, new product and technology development, and new service launch and renewal.

Move Forward Together

Dispatch messages to your business partners, including stronger partnerships with customers, promoting understanding of your services, and successful case studies geared toward expanding your sales channels.

The above designs are standard format.

*These are visual samples to understand this offering, and not actual advertisements.

Advertising applications and inquiries

Advertising applications and inquiries

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