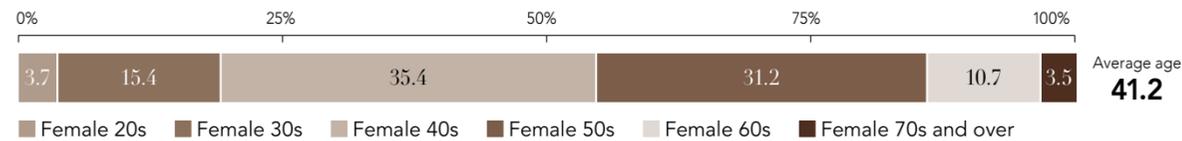
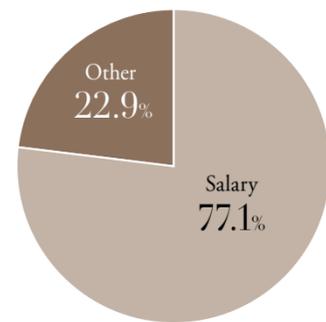


In areas where THE NIKKEI MAGAZINE STYLE Ai is issued, females in their 30s and 40s make up a larger segment of The Nikkei readers than they do for other newspapers. In other words, it is read chiefly by active women.

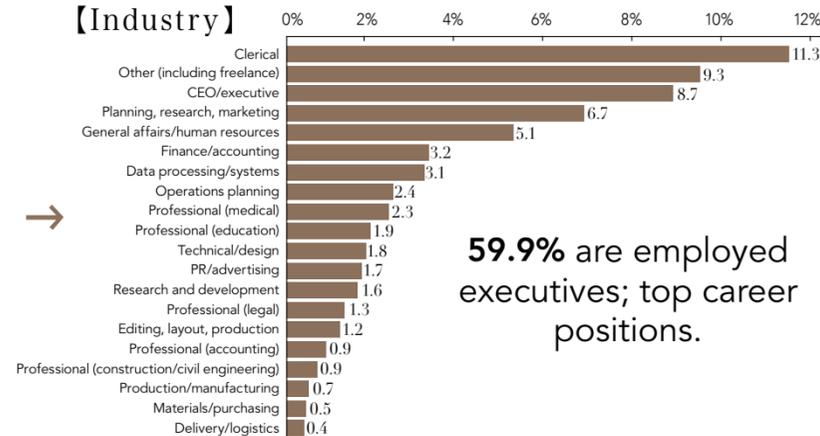
【Age】



【Occupation】

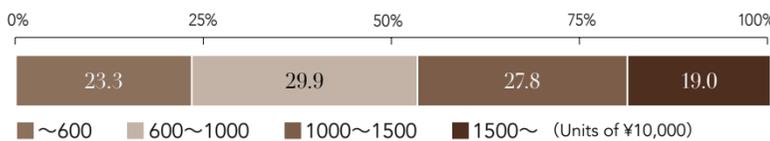


【Industry】



59.9% are employed executives; top career positions.

【Annual household income】



Almost half, **46.8%**, have high annual incomes of **10 million yen** or more.

Responses to Ai

"An 8-page tie-up in another magazine resulted in no response at all. 2 pages in Ai brought the largest number of inquiries we've ever had." (Fashion)
 "We have to keep our staff on their toes because new customers holding the magazine show up at all of our stores." (Cosmetics)
 "Customers bought the entire outfit right out of the magazine." (Fashion)
 "The month after the tie-up, only our women's products were up in sales." (Watches)

List of ad fees

Menu	No. pages	Fee	Ad size
First spread (after the cover 2)	2P	¥5,800,000	H350mm × W518mm
Second spread	2P	¥5,500,000	H350mm × W518mm
Third spread	2P	¥5,200,000	H350mm × W518mm
Fourth spread	2P	¥5,200,000	H350mm × W518mm
Cover 4	1P	¥3,600,000	H350mm × W259mm
Table of Contents and Editor's letter	1P	¥2,700,000	H350mm × W259mm
Column (1)	1P	¥2,600,000	H350mm × W259mm
Column (2)	1P	¥2,600,000	H350mm × W259mm
Center page	1P	¥2,500,000	H350mm × W259mm
Center spread	2P	¥5,000,000	H350mm × W518mm

• Tie-ups require an additional ¥375,000 (gross) in production fees.
 • An additional 8% consumption tax will be added to all fees.

Circulation: 615,000
 (Tokyo 500,000, Kansai 100,000, Nagoya 15,000)

Home-delivered
 (Folded into The Nikkei on the fourth Sunday of the month)

[Contact for queries about advertising in Ai and about ads themselves]

Kodansha
2nd Business Division
2nd Business Advertising Division
 2-12-21 Otowa, Bunkyo-ku,
 Tokyo 112-8001
 TEL 03-5395-3641 FAX 03-3945-9128

Nikkei, Inc.
7th Section, Cross-media Accounts
 1-3-7 Otemachi, Chiyoda-ku,
 Tokyo 100-8066
 TEL 03-6256-7480 FAX 03-6256-7908

THE NIKKEI MAGAZINE STYLE



MEDIA GUIDE 2017

THE NIKKEI MAGAZINE STYLE Ai is a fashion magazine, a publication of The Nikkei aimed at its female readers, especially those aged 35 to 49, leaders in the business world. Ai is a high quality magazine on a par with overseas fashion journals.



We, the Ai editors, can say two things with confidence. The first is that we have the trust of our readers. Readers say that the products we professionals choose to carry in the magazine are all good ones—and these veteran consumers are the ones who should know. The other is the response we get based on the credibility we have earned. We have had unstintingly favorable reaction to ads, especially tie-ups, for premium jewelry, watches and clothes, as well as accessories and cosmetics. Articles aim to be long on creativity and short on flattery. We at Ai want nothing more than to make use of our influence to secure a happy connection between our clients and readers.

THE NIKKEI MAGAZINE STYLE Ai
 Hideshi Fujitani, editor-in-chief

KODANSHA

For information on ad planning and special features, see AD STATION
<http://ad.kodansha.net/>

With circulation of 615,000 and a sophisticated readership, Ai has built up an excellent reputation.

The main Ai readers are women aged 35 to 49 who have careers in the Tokyo area.

Another large segment is wives of members of the business elite. All are women who have fulfilling professional and private lives.

On the frontline of society

Both married and single, our readers work in major corporations. Many are middle managers or on their way into these leadership positions, and have ambition to build their careers. Annual household income is over 10 million yen with total assets of more than 30 million yen.



Trends are important, and so are standards.

Readers check out the latest trends, but choose standards of reliable brands they know they will use for many years. They recognize good materials and fabric, tailoring, and function.



Luxury brands are part of these women's daily routine.

Ai readers entered the world of name brands in their 20s and make most of their purchases at major department stores. They refer to regular high-ticket purchases as "special treats for myself."



Readers actively collect information.

Readers actively collect information, and always do research before taking any kind of action. Along with the Internet, they also rely on their networks of friends.

Some comments from readers

- "Products are selected in very good taste." (middle manager at manufacturer)
- "My problem is that Ai gets me wanting all these things first thing Sunday morning." (physician)
- "The large photographs are beautiful and easy to see." (CEO)
- "I can go right out and buy cosmetics I know are suited to my age group." (finance)
- "I love looking at the beautiful pages, and never throw them out." (middle manager at foreign affiliate manufacturer)
- "It's easy to grasp the different ideas about what I need to buy each season." (corporate consultant)

- Focusing only on products readers want now, we use bold visuals on generously sized pages to link directly to purchase intention.
- The publication comes out on Sunday morning, a time when the target can relax and enjoy a highly satisfying line-up of products and articles.



Fashion

Clothing, shoes, bags, jewelry and watches. Ai keeps a sharp eye on trends while focusing on what women really need. We also introduce must-haves for our target, such as sophisticated suits, jackets and accessories.



Beauty

This group of women doesn't want to spend too much time or effort on cosmetics, but has no trouble investing in products they are convinced are good. Ai chooses items that are effective and will look good on the target. We include a range of products: makeup, skin care, body care, fragrance, inner care and health information aimed at the desire of our readers to be beautiful while dealing with specific beauty issues they may have.



Culture

Columns, interviews and other articles offer ideas for travel and stimulate the desire for knowledge and self-improvement, as well as to broaden our readers' perspective.

