

# 東洋経済

T O Y O K E I Z A I

## O N L I N E

## Media Guide

2021

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Display Ads  
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# Toyo Keizai Online: The No. 1 business magazine-affiliated site in Japan; 200 million PVs per month

Toyo Keizai Online is an online medium launched in June 2003 by Toyo Keizai Inc., the publisher of *Weekly Toyo Keizai* and *Kaisha Shikiho*, a quarterly company databook. Since a major overhaul in November 2012, Toyo Keizai Online has seen rapid increases in PVs and UBs and has maintained the number one position among business magazine-affiliated sites.



## Features of Toyo Keizai Online

- 1. 200 million PVs per month; overwhelming capacity to attract viewers**

Articles from Toyo Keizai’s approximately 50 journalists and talented writers are featured every day. As a staple of economic news that can be read for free, the site has gained the support of many readers and continues to attract new viewers.
- 2. Maximum power of individual articles**

While newspaper companies and other news media distribute 20,000 or more articles each month, Toyo Keizai Online posts only about 500.  
The PVs per article are high, maximizing influence.
- 3. Well-informed readers accustomed to complex text**

Toyo Keizai Online articles are relatively long, and articles that extend to several thousand words are not uncommon.  
The site is favored by readers who are accustomed to lengthy text.
- 4. Viewed by a wide range of businesspeople from top managers to on-site personnel**

Toyo Keizai Online’s main readers are active businesspeople.  
The site boasts a broad viewership ranging from employers and executives to managers and on-site personnel.
- 5. Diverse range of articles beyond business, politics, and economics, including career development, education, and lifestyle**

Toyo Keizai Online presents articles in various genres written from unique perspectives. As well as articles on business, politics, and economics, the site features articles on lifestyle and child education favored by women.

# These are the readers of Toyo Keizai Online



40 years old,  
lives in Tokyo  
region,  
university  
graduate



Married, dual-  
income  
household, has  
children  
Lives in a single-family  
home, owns a car



Section chief-  
department  
manager class  
in a manufacturing  
companies with about  
1,000 employees



Have many chances  
domestic and abroad  
business trips  
actively involved in  
introduction of  
information systems



Has financial assets of  
10 million yen or  
more  
41.7%



Domestic travel at  
least once every two  
to three months  
Enjoys reading and  
movies, also likes  
running and other sports



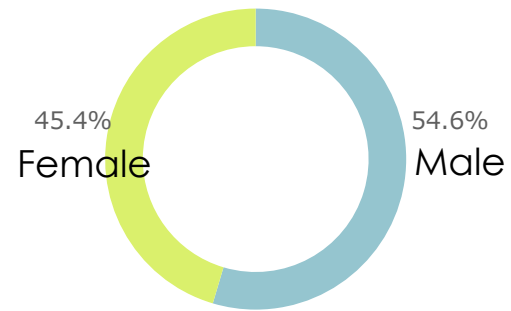
High interest in  
fashion, cosmetics,  
interior design, etc.  
High interest in social  
and environmental  
issues



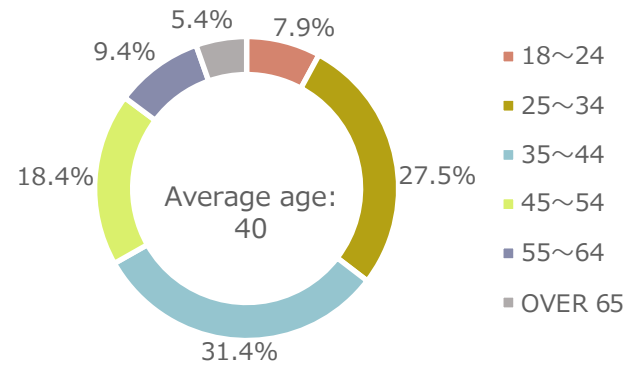
45.4%  
of readers are  
Women

Survey Summary  
Survey subjects: Sample of 1,000 employed men and women located throughout Japan who read Toyo Keizai Online  
Survey period: February 15, 2021 – February 19, 2021  
Survey organization: Online questionnaire by Rakuten Insight

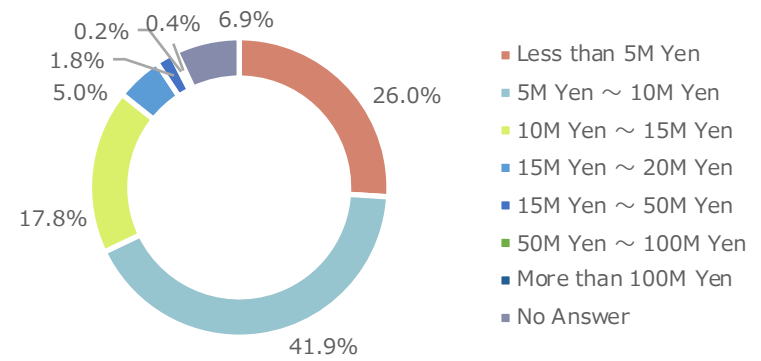
Gender



AGE



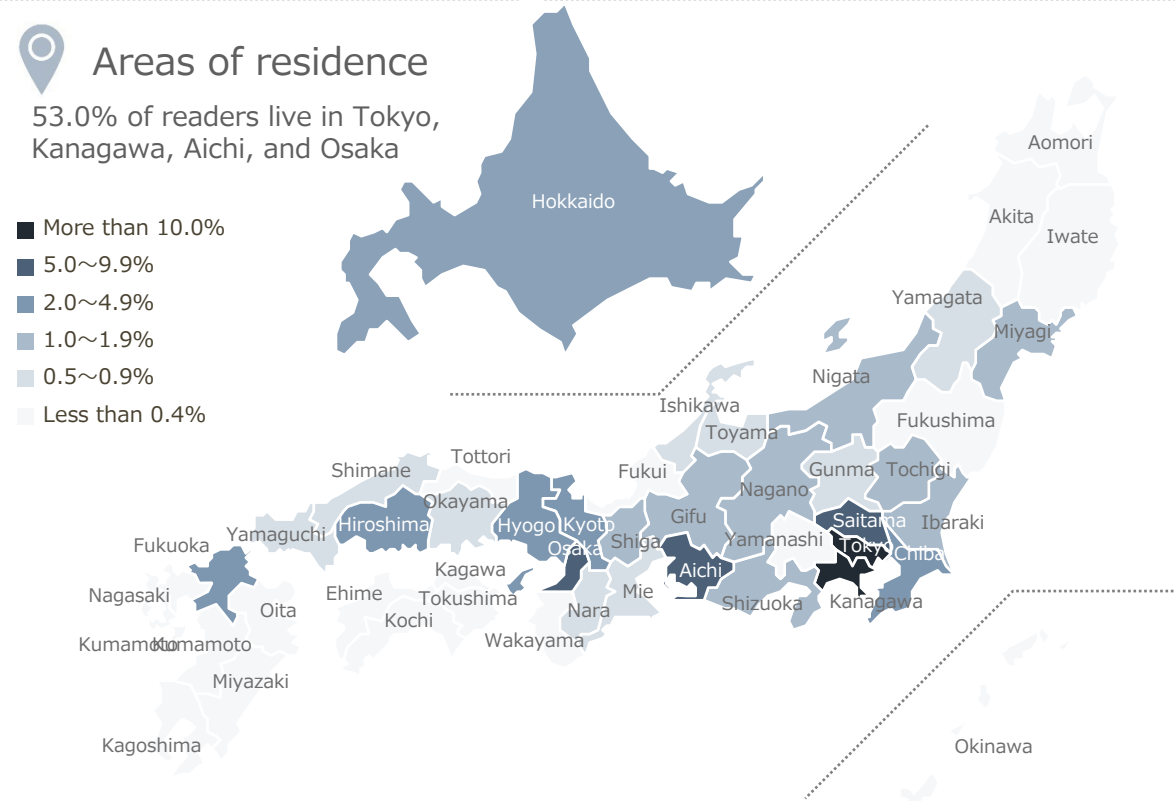
Average household income



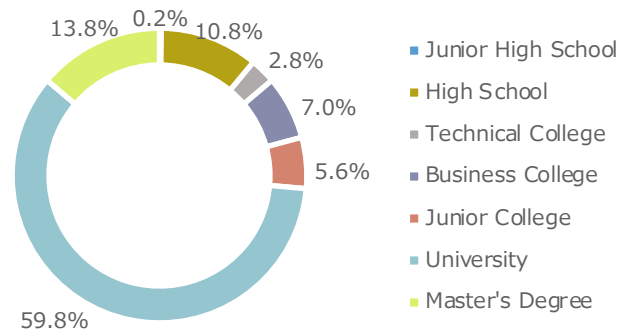
Areas of residence

53.0% of readers live in Tokyo, Kanagawa, Aichi, and Osaka

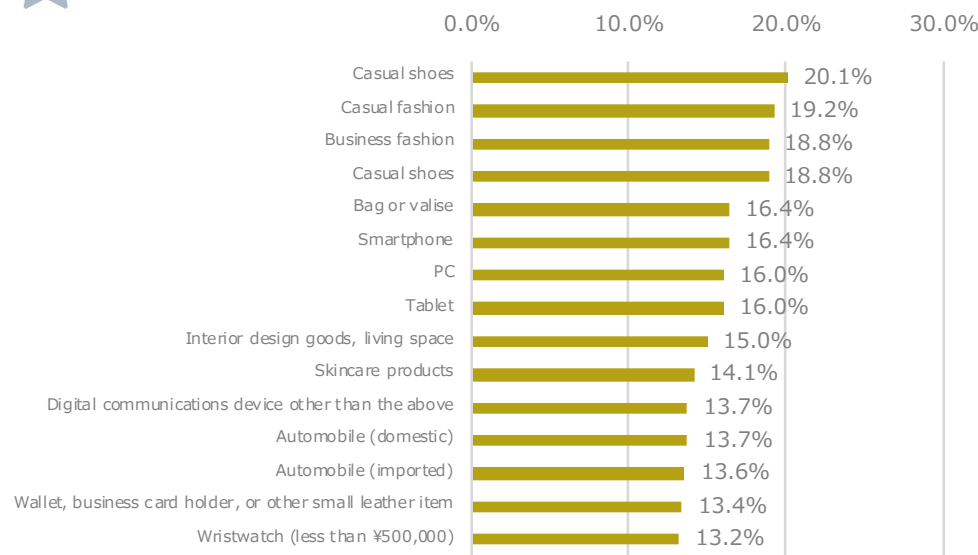
- More than 10.0%
- 5.0~9.9%
- 2.0~4.9%
- 1.0~1.9%
- 0.5~0.9%
- Less than 0.4%



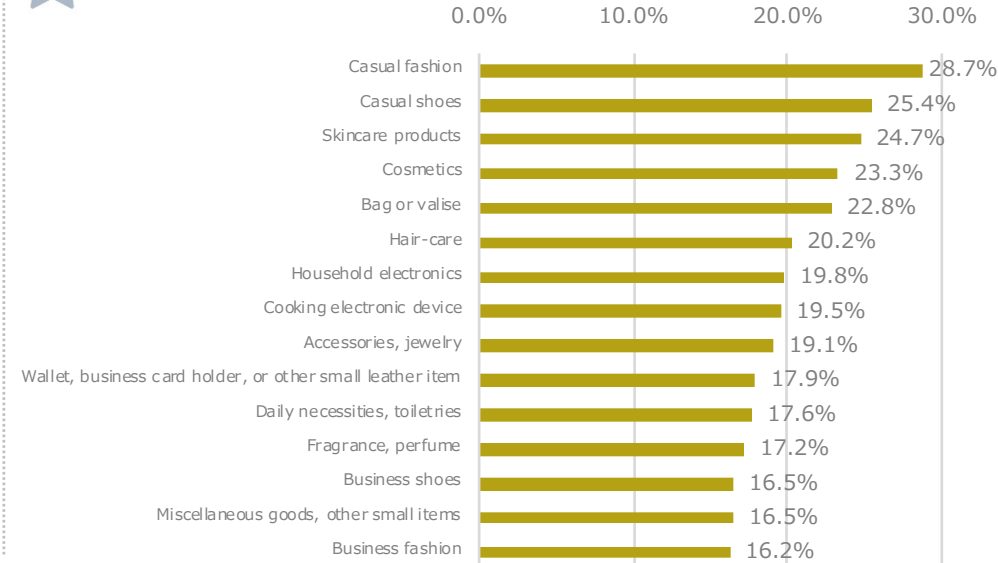
Academic History



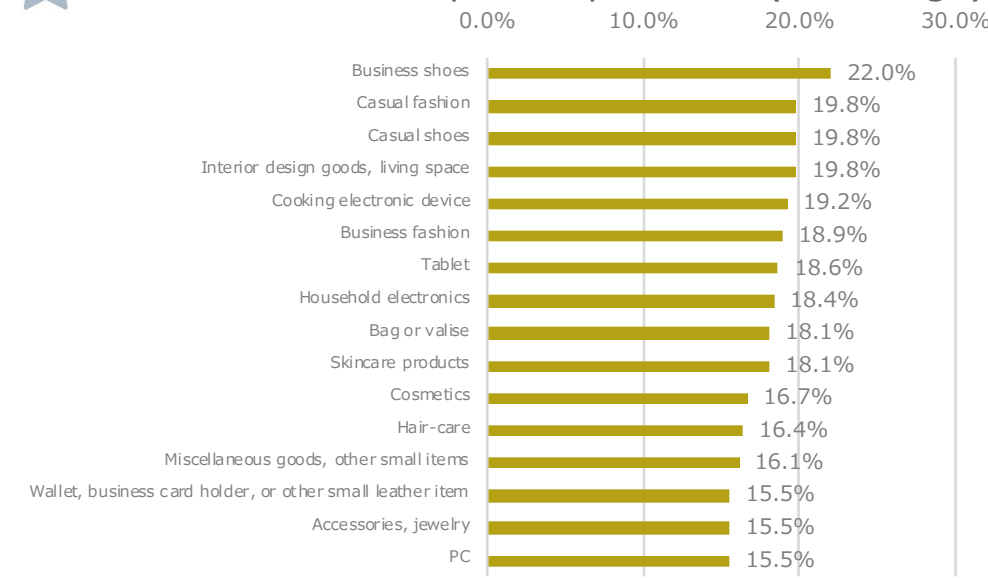
★ Items that readers plan to purchase (men)



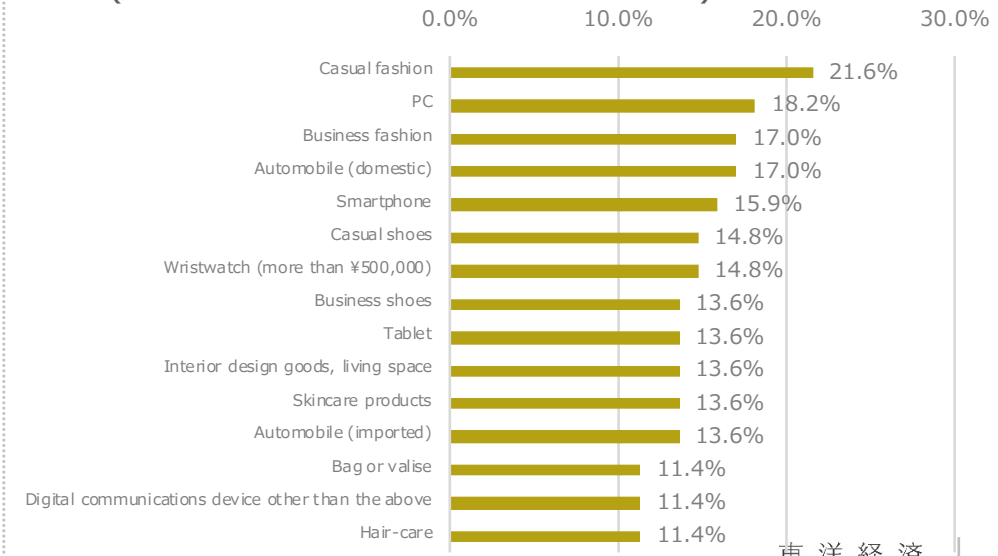
★ Items that readers plan to purchase (women)

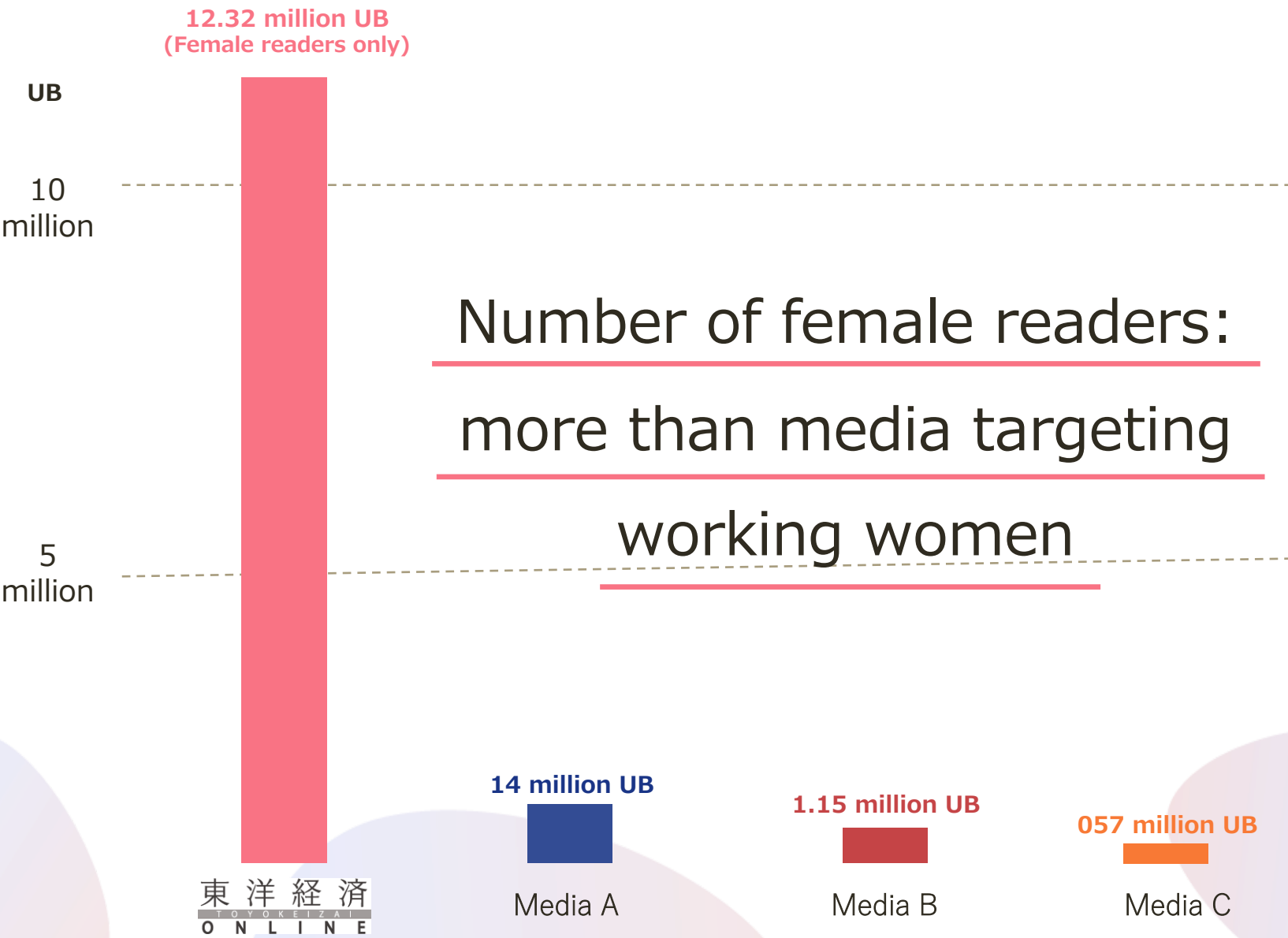


★ Items that readers plan to purchase (18-34 age)



★ Items that readers plan to purchase (Annual income over ¥10 million)





東洋経済  
ONLINE

Media A

Media B

Media C

I am the same as everyone else at work and in my private life and “things that are a little better than average” make me happy



Illustrations: Maki Hirochi

I have no models, so I will win on my own! A star of the “lost generation”



The ideal is to be healthy by doing things my way without working too hard



| Age/Position      | 30s, finance, general employee                              | 40s, major manufacturer, manager   | 30s, service industry, general employee                                 |
|-------------------|---|--|---|
| Cosmetics Fashion | I spend a little more than average on cosmetics and fashion | I spend lavishly on cosmetics and fashion  | I minimize fashion and jewelry purchases                                |
| Brands            | I like popular brands                                       | I like famous foreign brands   | I’m more interested in stories than brands                              |
| Dietary habits    | I eat quick and simple meals at home                        | I’m busy every day so even on weekdays I eat out or get takeout                      | I prefer organic for foods and cosmetics                                |
| Eating out        | I emphasize word-of-mouth and good value                    | I emphasize atmosphere and service   | I like restaurants that have a concept                                  |
| Health techniques | I take a bath or stretch for my health                      | I maintain my figure through yoga and dietary supplements                            | I’m careful to spend time on sleeping, eating, taking a bath, and so on |
| Asset management  | I steadily manage assets using NISA or iDeCo                | I manage assets using complex methods such as investment trusts and foreign-exchange | I’m currently studying asset investment                                 |

## Display Ads

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# Display Ads

A wide range of option is available from banner ads to text ads.

We can respond flexibly to specification of the ad period and the number of impressions. Please contact us with any questions.

**\*Please inquire whether posting an ad is possible.**

**\*Ads are posted at 11:00 a.m. Japan time on the first day of posting.**

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These are the options for rectangle ads that incorporate viewability measurements from Integral Ad Science (IAS) and expend budget only on impressions that are certain to have been seen by users.



Rectangle SP below article

Rectangle SP within article



First rectangle PC and Second rectangle PC

| Display  | Position                                  | Period      | Ad size                    | Remarks                               |
|----------|---|-------------|----------------------------|---------------------------------------|
| Rotation | Rectangle SP below article                | From 1 week | Width 300 × height 250 px. | Displayed on both PCs and smartphones |
|          | Rectangle SP within article               |             |                            |                                       |
|          | Rectangle SP below article summary        |             |                            |                                       |
|          | First rectangle PC<br>Second rectangle PC |             |                            |                                       |

\*Minimum 1-week posting period without the final day guaranteed.

## Implementation fees

¥1.0 million-  
(w/o tax)



Guaranteed no. of vimp.  
500,000 vimp.\*

\*1 vimp. means an imp.  
displayed for at least 1 second  
in one half of the banner area.

## Submission deadline

10 business days in advance.  
Late submission incurs a  
50,000-yen special fee.

## Report submission target

Within 5 business days after  
distribution ends

Distribution of rectangle ads targeting a specific article category or segment. Higher than normal CTR can be expected.



Rectangle  
SP below  
article



First  
rectangle  
PC

|            | Frame                         | Display  |              | CPM    | Ad size                       |
|------------|-------------------------------|----------|--------------|--------|-------------------------------|
| Short term | Rectangle SP<br>below article | Rotation | start 1 week | ¥2,500 | Width 300 ×<br>height 250 px. |
| Long term  | First rectangle<br>PC         |          | 12 weeks     | ¥1,600 |                               |

\*Minimum 1-week posting period without the final day guaranteed.

### Implementation fees

Short term (start 1 week)

¥500,000

(w/o tax)



Guaranteed no. of imp.  
200,000 imp.

### Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

### Report submission target

Within 5 business days after distribution ends

### Long term (12 weeks)

¥3.6 million-

(w/o tax)



Guaranteed no. of imp.  
2,250,000 imp.

### Submission delimitation and deadline

10 business days prior. An express fee of 50,000 yen will be charged for submissions received after that date. The first time, 4 weeks later, and 8 weeks later, you need to submit three times.

### Report submission target

Midway reports will be submitted for two weeks after each submission. Reports for the entire period will be submitted within 5 business days of the end of delivery.

Smartphone Targeting Distribution Menu to be published in the same format as the article headline.



| Display  | Position                 | Period    | CPM    | Ad size  | Remarks                                       |
|----------|--------------------------|-----------|--------|--|---|
| Rotation | Top page<br>Article page | Arbitrary | ¥1,500 | Text<br>Within 20 words<br>Image<br>Width 300 × height 250 px. | Submit a minimum of three sets of manuscripts |

\*Minimum 1-week posting period without the final day guaranteed.

Implementation fees

¥600,000  
(w/o tax)

Guaranteed no. of imp.  
200,000 imp.

#### Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

#### Report submission target

Within 5 business days after distribution ends

## Category

- Business
- Politics & Economics
- Market
- Career & Education
- Life
- Train
- Automobile

## Age

- 20s
- 30s
- 40s
- 50s
- More than 60

## Sex

- Male
- Female

## Position

- Corporate manager
- General employee, staff
- Public servant
- Independent business
- Temporary and contract workers
- Housewife/Househusb and
- Student

## Area of residence

- 47 Prefectures

## Household income

- ¥4–6 million
- ¥6–8 million
- ¥8–10 million
- ¥10–15 million
- More than ¥15 million–

## Household structure

- Husband and wife
- Single
- Have a child

## Interests

- Money
- Luxury car
- Investment
- House and real estate
- Health
- Job change
- Self education
- School education

## Corporate size

- Big company
- Small company

## Job type

- Planning, research, and marketing
- Information technology
- Mechanic technology
- Research and Development
- Sales
- Customer service
- Accountant
- General affairs

## Annual sales

- Less than ¥50 billion
- ¥50 million~ ¥100 billion
- ¥100 billion~ ¥500 billion
- ¥500 billion~ ¥1 trillion
- ¥1 trillion ~ ¥5 trillion
- More than ¥5 trillion

## High class

- Manager
- High earner

## Employee size

- 10 to 30
- 30 to 50
- 50 to 100
- 100 to 200
- 200 to 300
- 300 to 500
- More than 500

## Classification

- Tokyo Stock Exchange First Section
- Tokyo Stock Exchange Second Section
- JASDAQ
- Mothers
- Local Listing
- Unlisted

## Industry

- Agriculture, Forestry
- Construction
- Manufacturing
- Wholesale, Retail
- Finance and Insurance
- Real Estate and Goods Rental
- Information and Communication
- Transportation and Postal Services
- Complex Services
- Service Industry (Other)
- Electricity, Gas, Heat Distribution, Water Supply
- Public Service
- Education and Learning Support
- Medical Care, Welfare
- Accommodation, Food and Beverage Services
- Academic research, professional and technical services
- Life Related Services, Entertainment

A rectangle frame for smartphone (SP) that supports viewable and targeting formats.



First  
Rectangle  
PC

| Frame              | Display  | Period      | Guaranteed no. of imp. | Ad size                     |
|--------------------|----------|-------------|------------------------|-----------------------------|
| First rectangle PC | Rotation | From 1 week | 500,000 imp.           | Width 300px<br>Height 500px |

\*If specifying the device type, please inquire in advance.

\*Minimum 1-week posting period without the final day guaranteed.

### Implementation fees

¥1,250,000  
(w/o tax)

 **Guaranteed no. of imp.**  
500,000 imp.

### Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

### Report submission target

Within 5 business days after distribution ends



An advertising menu that guarantees the number of clicks according to the budget.



Desktop



Mobile

| Page                         | Frame   | Display  | Period       | CPC           | Ad size  |
|------------------------------|---|----------|--------------|---------------|--|
| Ttop page<br>Article<br>page | Image & Text Topics board<br>Text PC Topics board<br>Text PC Trend watch<br>Image & Text SP | Rotation | From 2 weeks | Start<br>¥200 | Main text : Within 20 words<br>Sub text : Within 20 words<br>Image : Width320px<br>Height180px |

\*If specifying the device type, please inquire in advance.

\*Minimum 1-week posting period without the final day guaranteed.

### Implementation fees

¥0.6~2.4  
million-  
(w/o tax)

**Guaranteed Click.**  
3,000~12,000 Click

### Submission deadline

10 business days in advance. Late submission incurs a 50,000-yen special fee.

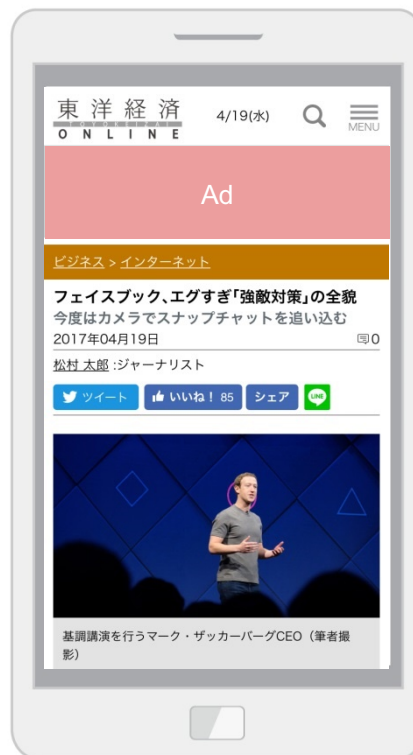
### Report submission target

Within 5 business days after distribution ends

Displayed on the top page of the smartphone version and the top of the articles page. These are the most prominent positions, and these frames acquire high impression numbers.



Top page



Articles page

Displayed on the top of the top page and the articles page.

#### Implementation fees

¥2.0 million-  
(w/o tax)



**Guaranteed no. of imp.**  
1,000,000 imp.

#### Submission deadline

10 business days in advance.  
Late submission incurs a  
50,000-yen special fee.

#### Report submission target

Within 5 business days after  
distribution ends

|                 | Display  | Position                  | Period         | Guaranteed no. of imp. | Fee (w/o tax) | Ad size                    |
|-----------------|----------|---------------------------|----------------|------------------------|---------------|----------------------------|
| Panel SP Header | Rotation | Top page<br>Articles page | From 1<br>week | 1,000,000 imp.         | ¥2,000,000    | Width 320 × height 100 px. |

\*Minimum 1-week posting period without the final day guaranteed.



Highly visible static image or video displayed at the top of the top page and articles page.



Articles page of the smartphone version



Top page of the PC version



First articles page of the PC version

### Implementation fees

¥1.0 million-  
(w/o tax)

Guaranteed no. of imp.  
200,000 imp.

### Submission deadline

15 business days in advance.  
Late submission incurs a  
50,000-yen special fee.

### Report submission target

Within 5 business days after  
distribution ends

|                                    | Display  | Position  | Period      | Guaranteed no. of imp. | Fee (w/o tax) | Ad size  |
|------------------------------------|----------|---|-------------|------------------------|---------------|--|
| Billboard SP                       | Rotation | Articles page   | From 1 week | 200,000 imp.           | ¥1,400,000    | Width 320 × height 180 px.   |
| Billboard PC (still image)         | Rotation | Top page<br>Each category page<br>First articles page | From 1 week | 200,000 imp.           | ¥1,400,000    | Width 970 × height 250 px.   |
| Billboard PC (still image + video) | Rotation | Top page<br>Each category page<br>First articles page | From 1 week | 200,000 imp.           | ¥1,600,000    | Still image<br>Width 526 × height 250 px.<br>Video<br>Width 444 × height 250 px. |

\*Minimum 1-week posting period without the final day guaranteed.

## Image and Text

An option for one-day exclusive ad of billboard SP and gate PC on the overall top and top of the category. The background color can be selected from among white, gray, light pink, light blue, light green, and light yellow and can be changed.



## Implementation fees

¥1.0 million-  
(w/o tax)

Expected no. of imp.  
100,000 imp.

## Submission deadline

15 business days in advance.  
Late submission incurs a 50,000-yen special fee.

## Report submission target

Within 5 business days after distribution ends

|                        | Display  | Position                      | Period  | Expected no. of imp.               | Fee (w/o tax) | Ad size   |
|------------------------|--|-------------------------------|---------|------------------------------------|---------------|---|
| Billboard SP + Gate PC | Limited to one company for one day<br>From 11:00 am to 11:00 am (next day) | Top page<br>Category top page | One day | 100,000 imp (total of both frames) | ¥1,000,000    | Top banner: width 1,020 × height 80 px.<br>Side banner: width 145 × height 600 px.<br>Rectangle: width 300 × height 250 px.<br>Billboard SP: width 320 × height 180 px. |

Displayed in a manner that covers the upper left and right of the PC screen. Dynamic and impactful expression is possible.



### Implementation fees

¥1.4 million-  
(w/o tax)



**Guaranteed no. of imp.**  
200,000 imp.

### Submission deadline

15 business days in advance.  
Late submission incurs a  
50,000-yen special fee.

### Report submission target

Within 5 business days after  
distribution ends

|         | Display  | Position            | Period      | Guaranteed no. of imp. | Fee (w/o tax) | Ad size   |
|---------|----------|---------------------|-------------|------------------------|---------------|---|
| Gate PC | Rotation | First articles page | From 1 week | 200,000 imp.           | ¥1,400,000    | Top banner: width 1,020 × height 80 px.<br>Side banner: width 145 × height 600 px.<br>Rectangle: width 300 × height 250 px. |

\*Minimum 1-week posting period without the final day guaranteed.

A video advertisement frame displayed below the article when it is being viewed. The video plays in a large size on smartphone screens for full impact.



### Implementation fees

¥2.0 million–  
(w/o tax)



**Guaranteed no. of views**  
500,000 views

### Submission deadline

15 business days in advance.  
Late submission incurs a  
50,000-yen special fee.

### Report submission target

Within 5 business days after  
distribution ends

\*There is variation in the control of the timing when playback starts depending on the environment.

\*There are limitations concerning the video file format. Please confirm the Submission Rules before submission.

|                  | Display  | Position      | Period          | Guaranteed no. of views | Fee (w/o tax) | Ad size                       |
|------------------|--|---------------|-----------------|-------------------------|---------------|-------------------------------|
| In-Read Video SP | Display time: within<br>15–30 sec.<br>(looping not possible) | Articles page | From 4<br>weeks | 500,000 views           | ¥2,000,000    | Width 640 × height<br>360 px. |

\*Minimum 4-week posting period without the final day guaranteed.

A video advertisement frame displayed below the article when it is being viewed. Options that cause user gaze to linger.



## Implementation fees

¥2.0 million–  
(w/o tax)



**Guaranteed no. of views**  
500,000 views

## Submission deadline

15 business days in advance.  
Late submission incurs a  
50,000-yen special fee.

## Report submission target

Within 5 business days after  
distribution ends

\*There is variation in the control of the timing when playback starts depending on the environment.

\*There are limitations concerning the video file format. Please confirm the Submission Rules before submission.

|                  | Display  | Position         | Period          | Guaranteed no. of views | Fee (w/o tax) | Ad size                       |
|------------------|--|------------------|-----------------|-------------------------|---------------|-------------------------------|
| In-Read Video PC | Display time: within<br>15–30 sec.<br>(looping not possible) | Articles<br>page | From 4<br>weeks | 500,000 views           | ¥2,000,000    | Width 640 × height<br>360 px. |

\*Minimum 4-week posting period without the final day guaranteed.

# Email Ads

Emails are sent each morning to inform readers about the latest articles on Toyo Keizai Online.

Toyo Keizai Email providing information about advertisers are also sent every day.

Advertiser information is distributed to users with high sensitivity to information gathering.

**\*Please inquire whether posting an ad is possible.**

- Toyo Keizai Online Editors Email ..... 23
- Toyo Keizai Email/Toyo Keizai Targeting Email ..... 24



Toyo Keizai Online Editors Email sent each morning to registered members of Toyo Keizai Online. You can specify the top line of the ad space in the body of the email.



The latest topics are sent to Toyo Keizai Online free members who wish to receive emails.  
(maximum of three frames per day)

No. of emails

Approx. 300,000

\*The number varies with each edition, so please confirm at the time of the proposal.

Day

Daily

Time

About 7:00 a.m.  
Japan time

Implementation fees

¥300,000  
(w/o tax)

Submission deadline

10 business days in advance.

Report submission target

There is a one-week measurement period after distribution, then within five business days after that.

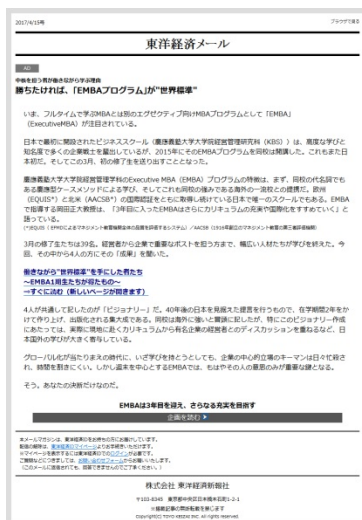
Display Ads

Email Ads

Submission Rules

| Manuscript specifications                 |   | Fee (w/o tax) |
|---|---|---------------|
| Toyo Keizai Online Editors Email ad frame | Image: 320 × 180 px./Title: No more than 20 characters/Body: No more than 85 characters (+ URL) | ¥300,000      |

Notice of advertiser advertorials is sent to all users by email. Targeted segments are also possible. Use to reinforce attraction of users to the advertiser's website, attract participants in seminars, and gain leads.



## Distribution

\*The number varies with each edition, so please confirm at the time of the proposal.

No. of emails

Approx. 320,000

- Format examples are available.
- When a formatted manuscript is received, we can provide an HTML conversion service.

Day

Distributed daily

Can be used to attract participants in seminars or for letters and so on.

- \*Format examples are available.
- \*Toyo Keizai can prepare manuscripts (for a separate fee).

The distribution time can be selected from (1) 10:30 a.m. or (2) 4:30 p.m. Japan time.

Targeting email is also possible!

Appeal to pinpointed users carefully selected by segment!  
The segment items are indicated on the following page.

## Implementation fees

Toyo Keizai Email

¥1.3 million  
(w/o tax)

Targeting email

¥300,000-  
(w/o tax)

## Submission deadline

By 16:30 10 business days before distribution.

## Report submission target

There is a one-week measurement period after distribution, then within five business days after that.

|                             | Manuscript specifications  | No. of emails   | Fee (w/o tax)                        |
|-----------------------------|--|-----------------|--------------------------------------|
| Toyo Keizai Email           | Image: at least 300 × 620 px./Title: No more than 40 double-byte characters/Body: No more than 40 double-byte characters x 100 lines | Approx. 320,000 | ¥1,300,000                           |
| Toyo Keizai Targeting Email | —  | —               | Starting at ¥80 per email, ¥300,000- |



**Age**

Narrow by year of birth

**Gender**

Men/Women

**Area of residence**

Prefecture

**Role**

■ Corporate manager

■ Officer

■ Department manager

■ Section chief

■ Assistant manager,  
senior staff■ General employee,  
staff

■ Other

**Occupation**

■ Company employee

■ Public servant

■ Self-employed,  
freelance■ Stay-at-home  
wife/husband

■ Part-timer

■ Other

**Household income**

■ Under ¥2 million

■ ¥4–6 million

■ ¥6–8 million

■ ¥8–10 million

■ ¥10–12 million

■ ¥12–15 million

■ ¥15–20 million

■ Over ¥20 million–

**No. of employees**

■ 1–9

■ 10–99

■ 100–499

■ 500–999

■ 1,000–1,999

■ 2,000–4,999

■ 5,000–9,999

■ 10,000 or more

**Annual sales**

■ Less than ¥100 million

■ ¥100 million–¥10 billion

■ ¥10 billion–¥100 billion

■ ¥100 billion–¥1 trillion

■ ¥1 trillion or more

**Industry**■ Manufacturing (machinery, electronics,  
precision instruments)

■ Manufacturing (other)

■ Service (IT)

■ Service (other)

■ Retail, dining

■ Foodstuffs, beverages, luxury foods

■ Pharmaceuticals, chemicals

■ Information systems, software

■ Consulting, think tank

■ Banking, securities, insurance, finance

■ Construction, housing, real estate

■ Trading company, wholesale

■ Resources, energy

■ Education

■ Forestry, fisheries, mining

■ Healthcare, welfare, nursing

■ Advertising, mass communications

■ Transportation

■ Information, communications

■ Government, public agency, public  
organization

■ Local government

■ Professional (attorney, CPA, tax  
accountant, etc.)

■ Other

**Job type**■ Corporate planning, business  
development

■ General management

■ Accounting, finance

■ Consultant

■ Planning, research, marketing

■ Publicity, public relations

■ Sales, marketing

■ Manufacturing, production,  
inspection

■ Research, development, design

■ Information system, IT engineer

■ Designer, creator

■ Administration, legal affairs

■ Labor, personnel, human  
resource education

■ Purchasing, logistics, materials

■ Professional (attorney, CPA, tax  
accountant, etc.)

■ Educator

■ Other

**Interests**

■ Politics, social issues

■ Macro economics

■ Industry, companies

■ Business,  
management

■ Accounting, finance

■ Human resources

■ Marketing, sales

■ IT

■ Self-improvement,  
qualifications■ Job hunting, new  
employment

■ Money, investing

■ Hobbies, culture,  
crafts

■ Childcare, education

# Submission Rules

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## How to request display ads and email ads

When requesting display ads and email ads, confirm in advance that advertising space is available and send an application email to the address below.

**Address for ad requests: [ad-ask@toyokeizai.co.jp](mailto:ad-ask@toyokeizai.co.jp)**

Fill in the email subject (title) and body according to the example. We will reply with an email acknowledging the request.

\*Please send one email for each frame. If requesting multiple frames, please send emails equal in number to the number of frames requested.

\*If you have a replacement manuscript, please send it at the time of submission.

\*If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column (see page 7 of the submission Rules).

\*In the case of advertisers and advertising companies placing ads for the first time, the advertising fees must be paid in advance for the first three ads (payment must be made five business days before the ad starts running). Please inquire for details.

### Example of request email

#### Display ads

##### Email subject (title)

Request: 18/04/01-18/04/28; Toyo Keizai Online; Viewable rectangle PC: XX Co., Ltd.

##### Email body

Advertiser: XX Co., Ltd.      ←Input the full company name  
 Advertising company: XX Co., Ltd.      ←Input the full company name  
 Media: Toyo Keizai Online  
 Ad menu/Frame: Viewable rectangle PC      ←Input the ad menu name and frame name  
 Number of displays: 500,000 imp.      ←If the number of impressions is guaranteed, input "guaranteed imp."  
 Ad period: 18/04/01-18/04/28      ←If the period is guaranteed, input "guaranteed period"  
 Request amount: ¥750,000  
 Ad details: XX advertisement  
 Link URL: [http://\\*\\*\\*\\*.co.jp/](http://****.co.jp/)      ←If the link address is not complete at the time of the request, provide a summary of the advertiser's corporate information  
 Remarks: Keko Toyo Tel: 03-xxxx-xxxx Email: [xxx@xxxx.co.jp](mailto:xxx@xxxx.co.jp)  
 Input contact information and special matters, if any

#### Email Ads

##### Email subject (title)

Request: 18/04/01; Toyo Keizai Online Editors Email XX Co., Ltd.

##### Email body

Advertiser: XX Co., Ltd.      ←Input the full company name  
 Advertising company: XX Co., Ltd.      ←Input the full company name  
 Media: Toyo Keizai Online Editors Email  
 Posting date: 18/04/01  
 Request amount: ¥200,000  
 Ad details: XX advertisement  
 Link URL: [http://\\*\\*\\*\\*.co.jp/](http://****.co.jp/)      ←If the link address is not complete at the time of the request, provide a summary of the advertiser's corporate information  
 Remarks: Keko Toyo Tel: 03-xxxx-xxxx  
 Email: [xxx@xxxx.co.jp](mailto:xxx@xxxx.co.jp)  
 Input contact information and special matters, if any

## How to complete the submission email for display ads and email ads

Fill in the link URL, manuscript file name, and other necessary information along with the “ad order receipt details” in the order receipt email sent by Toyo Keizai, attach the manuscript to the email, and send it to the following address.

**Address for submission: [ad-send@toyokeizai.co.jp](mailto:ad-send@toyokeizai.co.jp)**

Fill in the email subject (title) and body according to the example. We will reply with an email confirming receipt of the submission.

\*If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column (see page 7 of the submission Rules).

\* Please comply strictly with submission deadlines. If submissions are late, the ad start date or ad placement date may be changed.

### Example of submission email

#### [Manuscript replacement/multiple simultaneous ads]

**We can accept up to two manuscripts per week. Please indicate the ad periods for each manuscript at the time of submission and submit all manuscripts at the same time.**

### Display ads

#### Email subject (title)

Submission: 18/04/01-18/04/28; Toyo Keizai Online; Viewable rectangle PC: XX Co., Ltd.

**Email body** \*The information in all items from those concerning the advertiser to the request amount should be transferred from the order receipt email (Ad Order Receipt Details).

Advertiser: XX Co., Ltd. ←Input the full company name  
 Advertising company: XX Co., Ltd. ←Input the full company name  
 Media: Toyo Keizai Online  
 Ad menu/Frame: Viewable rectangle PC ←Input the ad menu name and frame name  
 Number of displays: 500,000 imp. ←If the number of impressions is guaranteed, input “guaranteed imp.”  
 Ad period: 18/04/01-18/04/28 ←If the period is guaranteed, input “guaranteed period”  
 Request amount: ¥750,000  
 Ad details: XX advertisement  
 Link URL: http://\*\*\*\*.co.jp/ ←If the link address is not complete at the time of the submission, provide a summary of the advertiser’s corporate information  
 Manuscript file: \*\*\*\*.gif  
 Remarks: Keko Toyo Tel: 03-xxxx-xxxx Email: xxx@xxxx.co.jp  
 Input contact information and special matters, if any

### Email Ads

#### Email subject (title)

Submission: 18/04/01; Toyo Keizai Online Editors Email XX Co., Ltd.

**Email body** \*The information in all items from those concerning the advertiser to the request amount should be transferred from the order receipt email (Ad Order Receipt Details).

Advertiser: XX Co., Ltd. ←Input the full company name  
 Advertising company: XX Co., Ltd. ←Input the full company name  
 Media: Toyo Keizai Online Editors Email  
 Posting date: 18/04/01  
 Request amount: ¥200,000  
 Ad details: XX advertisement  
 Link URL: http://\*\*\*\*.co.jp/ ←If the link address is not complete at the time of the submission, provide a summary of the advertiser’s corporate information  
 Manuscript file: \*\*\*\*.txt  
 Remarks: Keko Toyo Tel: 03-xxxx-xxxx  
 Email: xxx@xxxx.co.jp  
 Input contact information and special matters, if any

## Image Ad PC Submission Rules (Submission Deadline, File Format, File Size, etc.)

### Submission deadline

Please submit the manuscript **at least 10 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

### File format

GIF, JPEG, PNG

\*We are unable to accept image files and content other than the above.

### Files required for submission

GIF, JPEG, and PNG Format

- (1) GIF, JPEG, or PNG file;
- (2) Link URL (one site) \*Specify separately in the submission email

\* If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.

\*Frequency control of interstitials is performed every 12 hours (the number of displays originating from user access is controlled).

\*Be sure to make linked sites accessible by noon of the business day prior to the ad start date. Also, making major changes to the advertisement and changing the link destination through redirecting and the like during the ad period are prohibited.

\*The ad start time is 11:00 a.m. Japan time on the first day of posting.

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

### Maximum file size (same for GIF, JPEG, and PNG)

| Advertising Menu | Image size                 | File size           |
|------------------|----------------------------|---------------------|
| Rectangle        | Width 300 × height 250 px. | No more than 150 KB |
| Double rectangle | Width 300 × height 500 px. | No more than 150 KB |

### Maximum number of manuscripts (same for GIF, JPEG, and PNG)

We can accept up to two manuscripts per week.

**The submission deadline for replacement manuscripts is 10 business days prior to the ad start date.**

### Animation length and replay speed

Interstitial (GIF)

- Animation duration is limited to 15 seconds (looping not possible)

Rectangle

- Animation duration is limited to 15 seconds
- Even if the animation loops, the total duration is limited to 15 seconds
- GIF format animated advertisements are limited to 5 frames per second

## Image Ad Submission Rules (PC Version, html5)

### Submission deadline

Please submit the manuscript **at least 10 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

### Specifications/submitted manuscript

|                                  | Submission Rules   |                   | Remarks  |
|----------------------------------|--|-------------------|--|
| <b>Manuscript</b>                | Html file  | No more than 1 MB |  |
| <b>Video distribution format</b> | Streaming or progressive download  |                   |  |
| <b>Link settings</b>             | One  |                   | We will set links. Please submit link URLs separately. |
| <b>Polite load</b>               | Mandatory  |                   |  |
| <b>Frame border</b>              | Mandatory  |                   |  |
| <b>Sound</b>                     | Not permitted  |                   |  |
| <b>Time</b>                      | Stationary up to 15 seconds  |                   | If longer than 15 seconds, please inquire.             |
| <b>ALT text</b>                  | Not permitted  |                   |  |
| <b>Frame rate</b>                | <b>Up to 30 frames/sec.</b>  |                   |  |
| <b>Prohibitions</b>              | <ul style="list-style-type: none"> <li>•Page transition other than by click action by the user is prohibited.</li> <li>•Embedding and reading external files and other comparable conduct are prohibited.</li> </ul> |                   |  |

\* If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.

\*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

\*The ad start time is 11:00 a.m. Japan time on the first day of posting.

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)

## Image Ad Submission Rules (Third-Party Distribution)

- If you request third-party distribution of ads, be sure to indicate this and the name of the third-party distribution service in the remarks column.
- If notice is not provided at the time of the request, we may not be able to implement third-party distribution even if a request is made at the time of manuscript submission.
- Even if the third-party distribution is tagged in the submitted manuscript, please attach the manuscript to be distributed (gif, jpg, png) to the submission email so that we can confirm the details of the ad.
- The file size limits are in principle the same as for ordinary distribution.
- Page transition within the same browser screen after clicking on a banner ad is prohibited.

### Security checks

- Even in the case of a service currently approved by us, we may suspend ad placement in cases where a new security related problem is discovered.
- In cases where a third-party distribution service that has not been approved by us is used, we will perform the security checks designated by us. The security check takes approximately two weeks to perform, so please be sure to contact us before making a request.
- Please note that if a problem is discovered during the security check, we may decline the use of the third-party distribution service.

- \*The main third-party distribution services with which we have worked in the past are cci, DAC, sizmek, and Google.
- \*The ad start time is 11:00 a.m. Japan time on the first day of posting.
- \*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

## Image and Text Ad SP Submission Rules

### Submission deadline

Please submit the manuscript **at least 10 business days prior** to the start date.

### Image manuscripts

GIF、JPEG、PNG

\*We are unable to accept image files and content other than the above.

### Prohibited characters in text manuscripts

Prohibited characters (examples of machine-dependent characters) \*Use of other characters may also be prohibited.

No. K.K. TEL (株) (有) (代) mm cm km mg kg I II III IV V VI VII VIII IX X ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ (1)(2)(3)(4)(5)(6)(7)(8)(9)(10) (月)(火)(水)(木)(金)(土)(日)

### Characters that may be used in text manuscripts

Kanji, hiragana, double-byte katakana, numerals (single-byte), alphabetic characters (single-byte) and some symbols (single-byte; double-byte “!” and “?”)

\*Some kanji characters not included in the list of characters in common use are excluded.

\*The number of alphabetic characters may vary depending on the font.

### Specifications/submitted manuscript

| Advertising Menu      | Image size                 | File size           |
|-----------------------|----------------------------|---------------------|
| Panel SP Header       | Width 320 × height 100 px. | No more than 150 KB |
| Viewable rectangle SP | Width 300 × height 250 px. | No more than 150 KB |

### Warnings

\*For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.

\*The ad start time is 11:00 a.m. Japan time on the first day of posting.

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)



## In-Read Video PC Submission Rules

### Submission deadline

Please submit the manuscript **at least 15 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

### Display environment

OS: Windows Vista, Windows7, Windows8

Browser: Chrome (most recent version automatically updated), Firefox (most recent version automatically updated), or Internet Explorer 10 or later

Flash plugin validity: 10 or later

JavaScript valid

\*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

### Specifications/submitted manuscript

|   | File format | Video codec | Sound codec | Size in pixels             | Size              | Duration   | Bit rate                            |
|---|-------------|-------------|-------------|----------------------------|-------------------|------------|-------------------------------------|
| <b>Video file formats</b><br><br>*Please prepare a file in one of these formats | mp4         | H.264       | AAC         | Width 640 × height 360 px. | No more than 4 KB | 15–30 sec. | Video: 1,000 kbps<br>Sound: 64 kbps |
|   | flv         | H.263       | AAC         | Width 640 × height 360 px. | No more than 4 KB | 15–30 sec. | Video: 1,000 kbps<br>Sound: 64 kbps |

### Reports

Number of views, number of complete replays, number of clicks, CTR

### Warnings

\*Frequency control is performed every 12 hours.

\*The number of simultaneous placements is limited to one. Manuscript replacement during distribution is not possible.

\*We recommend the progressive distribution method.

\*Please note that we are unable to perform any copyright processing regarding submitted materials.

\*The ad start time is 11:00 a.m. Japan time on the first day of posting.

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)

## In-Read Video SP Submission Rules

### Submission deadline

Please submit the manuscript **at least 15 business days prior** to the start date. It is necessary to confirm display and operation, so please comply strictly with the deadline.

### Display environment

OS: Android 4.0 or later, iOS 5.0 or later

\*Please note that ads may not be transmitted or may not be properly displayed or controlled and there may be instances where some time is required until the ad is displayed depending on the communications environment, terminal, unique OS specifications, use status of the user's terminal, and other factors.

### Specifications/submitted manuscript

|                    | File format | Video codec | Sound codec | Size in pixels             | Size              | Duration   | Bit rate                            | Link destinations                                  |
|--------------------|-------------|-------------|-------------|----------------------------|-------------------|------------|-------------------------------------|--|
| Video file formats | mp4         | H.264       | AAC         | Width 640 × height 360 px. | No more than 4 KB | 15–30 sec. | Video: 1,000 kbps<br>Sound: 64 kbps | One site (transition from an external link button) |

### Reports

Number of views, number of complete replays, number of clicks, CTR

### Warnings

- \*Frequency control is performed every 12 hours.
- \*The number of simultaneous placements is limited to one. Manuscript replacement during distribution is not possible.
- \*We recommend the progressive distribution method.
- \*The recommended sound sampling rate is 44 to 48 kHz.
- \*The recommended sound level peak of the sound source is -3 to -6 dB
- \*Be sure to submit materials for which approval has been obtained from the copyright holder. Please note that we are unable to perform any copyright processing regarding submitted materials.
- \*If a claim is received from a user, we may suspend at placement.
- \*Even if there are no problems regarding the specifications, we may refuse add distribution or placement or request correction of manuscripts in consideration of user claims or usability.
- \*The ad start time is 11:00 a.m. Japan time on the first day of posting.
- \*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)

## Gate PC and Billboard SP Ad Submission Rules

### Gate PC

Manuscript size: No more than 100 kB for top banners, side banners, and rectangles

Animation: within 15 sec. (looping not possible)







Number of simultaneous submissions: One (manuscript replacement is not possible)

Link URL: One (clickable within the entire area of the ad content)

ALT text: Not permitted

Manuscript size: Top banner: width 1,020 × height 80 px., side banner: width 145 × height 600 px., rectangle: width 300 × height 250 px.

### One-day exclusive ad background color

|   |            |         |   |              |         |
|---|------------|---------|---|--------------|---------|
|  | White      | #FFFFFF |  | Light green  | #F0FFF0 |
|  | Light pink | #FFF0F5 |  | Light yellow | #FFFEE0 |
|  | Light blue | #F0F8FF |  | Gray         | #DCDCDC |

### Billboard SP (video)

Number of simultaneous submissions: \*Frequency: Every 12 hours

One (manuscript replacement is not possible)

Link URL: One

ALT text: Not permitted

Video submission guidelines

Format: MP4

Size: No more than 1920×1080 px. (16:9)

At the time of distribution, videos will be distributed at 320 × 180 px. size.

Duration: Within 15 or 30 seconds

### Common to all type Warnings

\*If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.

\*The ad start time is 11:00 a.m. Japan time on the first day of posting.

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

### Common to all type Submission deadlines

Please submit the manuscript **at least 15 business days prior** to the ad placement date.

## Billboard PC & SP (still image) and Billboard PC (still image + video) Ad Submission Rules

### Billboard PC (still image)

Manuscript size: No more than 300 KB \*Frequency: Every 12 hours  
 Number of simultaneous submissions:  
 One (manuscript replacement is not possible)  
 Link URL: One (clickable within the entire area of the ad content)  
 ALT text: Not permitted  
 Manuscript size: Width 970 × height 250 px.

### Billboard SP (still image)

Manuscript size: No more than 100 KB \*Frequency: Every 12 hours  
 Number of simultaneous submissions:  
 One (manuscript replacement is not possible)  
 Link URL: One (clickable within the entire area of the ad content)  
 ALT text: Not permitted  
 Manuscript size: Width 320 × height 180 px.

### Billboard PC (still image + video)

Manuscript size: No more than 300 KB \*Frequency: Every 12 hours  
 Number of simultaneous submissions: One (manuscript replacement is not possible)  
 Link URL: One (clickable within the still image area)  
 ALT text: Not permitted  
 Manuscript size: Still image: width 526 × height 250 px.  
     Video submission guidelines  
     Format: MP4, MOV, WEBM, OGV  
     Size: No more than 1920×1080 px. (16:9)  
     At the time of distribution, videos will be distributed at ad size. Duration: Within 15 or 30 seconds

\*In cases where YouTube videos are used, specify the URL of the YouTube video to be distributed.

### Common to all type Warnings

- \*If the banner background color is white, there is a risk it will be incorporated into the page, so a border line is required.
- \*The ad start time is 11:00 a.m. Japan time on the first day of posting.
- \*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

### Common to all type Submission deadlines

Please submit the manuscript **at least 15 business days prior** to the ad placement date.

## Email Ad Submission Rules (Toyo Keizai Online Editors Email Ads)

### Submission deadline

Please submit the manuscript **at least 10 business days prior** to the ad placement date.

### Manuscript format

Image: width 320 × height 180 px. (no more than 100 KB recommended)

Title: No more than 20 characters

Body: No more than 85 characters (+ URL)

\*Only HTML emails are sent.

\*Be sure to submit a URL with http://or https://.

\*In principle, the linked website should be publicly available at the time of submission. Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.

### Text manuscript

- For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.
- Set the text editor to display spaces and confirm the manuscript.
- When preparing the manuscript, please use a monospaced font.  
If a proportional font is used to prepare the manuscript, the layout may be distorted when displayed depending on the email reception environment.

### Prohibited characters in text manuscripts

Prohibited characters (examples of machine-dependent characters) \*Use of other characters may also be prohibited.

No. K.K. TEL (株) (有) (代) mm cm km mg kg I II III IV V VI VII VIII IX X ①②③④⑤⑥⑦⑧⑨⑩ (1)(2)(3)(4)(5)(6)(7)(8)(9)(10) (月)(火)(水)(木)(金)(土)(日)

### Characters that may be used in text manuscripts

Kanji, hiragana, double-byte katakana, numerals (double-byte/single-byte), alphabetic characters (single-byte) and some symbols (double-byte)

\*Some kanji characters not included in the list of characters in common use are excluded.

\*The number of alphabetic characters may vary depending on the font.

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m. Japan time, Monday to Friday, excluding holidays)

## Email Ads Submission Rules (Toyo Keizai Email/Toyo Keizai Targeting Email)

### File format

Please submit using the Excel file that can be found on the Toyo Keizai promotion site (<https://biz.toyokeizai.net/ad/draft/>). If an image is used, submit the image file at the same time (at least 320 px wide, no more than 620 px high).

### Manuscript format

Title: No more than 40 double-byte characters

\*"Toyo Keizai Email" will be inserted after the title.

Body: No more than 100 lines × 40 double-byte characters

\*Excluding the header and footer

**\* It is necessary to insert "Produced by: [advertiser name]" after the body text.**

\*Be sure to submit a URL in the manuscript with <http://> or <https://>.

\*Be sure to insert double-byte spaces before and after URLs in text.

\* In principle, the linked website should be publicly available at the time of submission. Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.

### Text manuscript

- For a text manuscript, do not insert text directly into the body of the email; attach a manuscript file prepared using a text editor.
- Set the text editor to display spaces and confirm the manuscript.
- When preparing the manuscript, please use a monospaced font.

If a proportional font is used to prepare the manuscript, the layout may be distorted when displayed depending on the email reception environment.

### Prohibited characters and characters that may be used

- The same as periodically distributed emails.

- For ruled lines, use the `<hr>` tag rather than a symbol (-).

\*If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)

### Click count URL

Link URLs will be replaced with a measurement URL.

\*If replacement with a measurement URL is not needed, please indicate this at the time of request.

(In this case, it will not be possible to report the number of clicks.)

### Targeting email segments

Age/gender/role/industry/job type

\*Details concerning the categories can be confirmed in the media guide.

### Submission deadline

Please submit manuscripts **by 4:30 p.m. (Japan time) at least 10 business days prior** to the ad placement date.

### Header and footer

We will insert a header and footer specified by us.

- Please comply strictly with submission deadlines.  
If submissions are late, the ad start date or ad placement date may be changed.
- In principle, the linked website should be publicly available at the time of submission.  
Also, making major changes to the ad and changing the link destination through redirecting and the like after submission are prohibited.
- \* If there is a problem with the display, a response will be made during business hours (10:00 a.m.–6:00 p.m., Monday to Friday, excluding holidays)
- Addition of double-byte character parameters is not supported.

## Advertising

inquiries and requests:

Hours: 10:00 a.m. –6:00 p.m. (Japan time)

\*We will respond to inquiries made after 6:00 p.m.  
the following business day.

**For inquiries and  
requests**



[ad-ask@toyokeizai.co.jp](mailto:ad-ask@toyokeizai.co.jp)

**To submit ads**



[ad-send@toyokeizai.co.jp](mailto:ad-send@toyokeizai.co.jp)

### Toyo Keizai Promotion Ad

<https://biz.toyokeizai.net/ad/>

Information on Toyo Keizai magazine  
and digital advertising

### TOYO KEIZAI BRAND STUDIO

<https://biz.toyokeizai.net/-/brandstudio>

Provides services to advertisers by using  
Toyo Keizai's production capabilities

### Toyo Keizai Inc.

<http://corp.toyokeizai.net/>

<https://biz.toyokeizai.net/ad/english/>

Business Promotion Division  
Media Sales Department

1-2-1 Nihonbashi Hongokucho, Chuo-ku, Tokyo  
103-8345, Japan

Tel: 81-3-3246-5551 Fax: 81-3-3279-0332

### Toyo Keizai Online

<https://toyokeizai.net>

### Toyo Keizai Online twitter

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