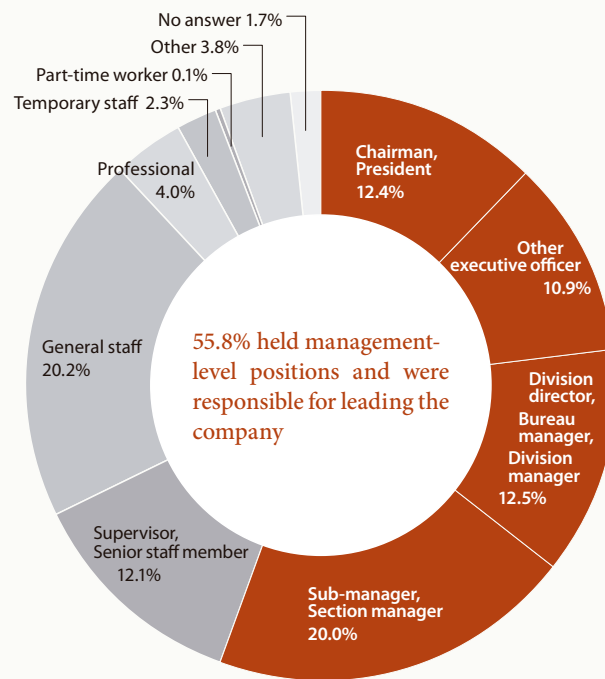


Solid support from those at the management level who are in a decision-making position

〈Question〉 We asked our readers about their business life

☆The mark denotes the tally from the 1,077 respondents (75.3% of the total) that said they either worked for a company or self-owned business

Q1. What is your business position ? ☆

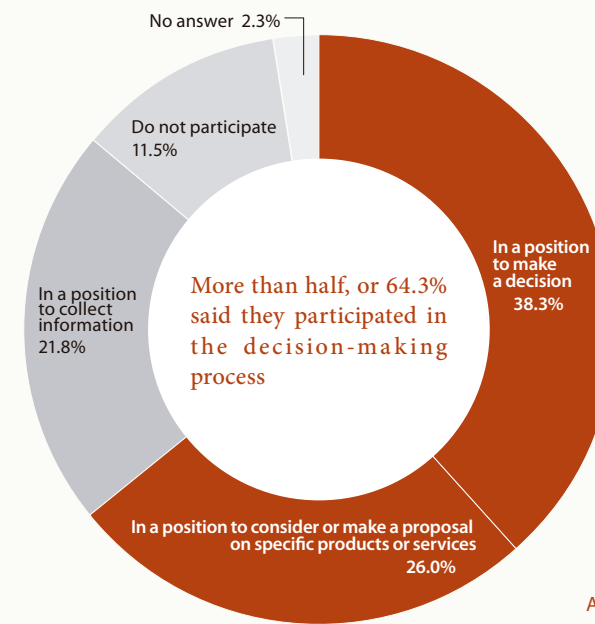


Q2. What type of work do you do ? ☆

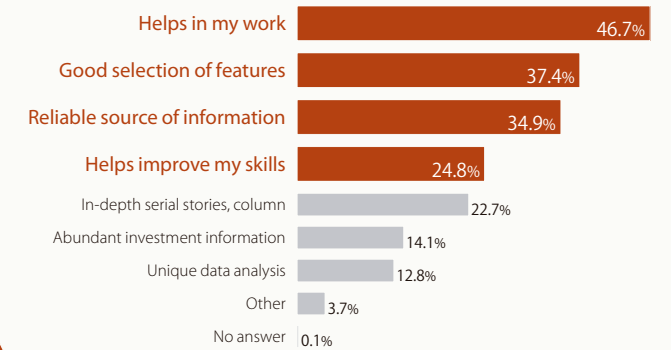
→ A little over 20% said management in general, followed by Sales and Distribution, Finance and Accounting



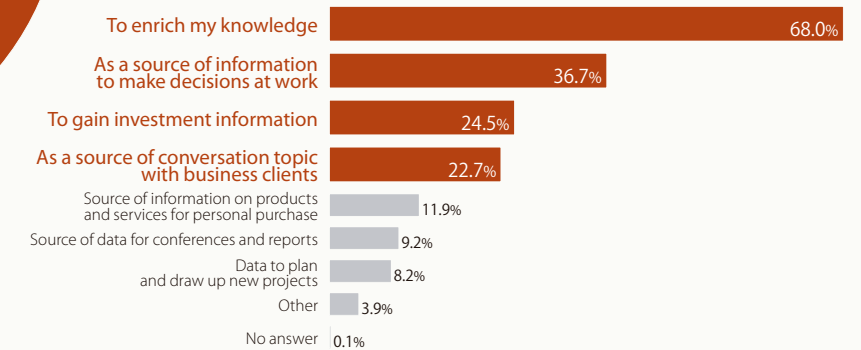
Q3. Do you play a role in the decision making process ? ☆



Q4. Why do you read the *Weekly Toyo Keizai* ? ☆
(Multiple answer)

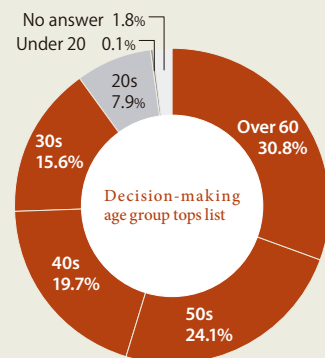


Q5. How do you utilize the *Weekly Toyo Keizai* ? ☆
(Multiple answer)

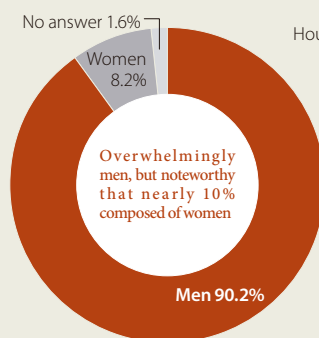


● Data on our readers / basics

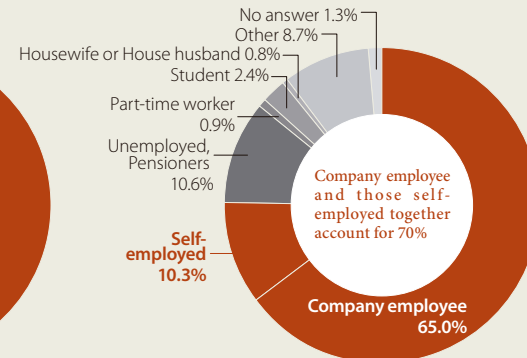
[Age]



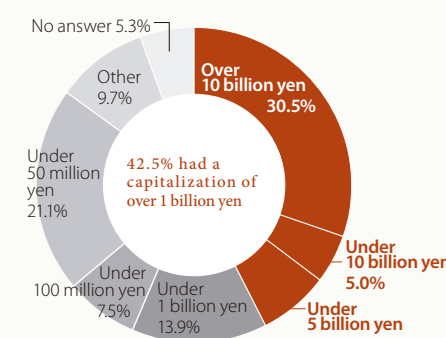
[Sex]



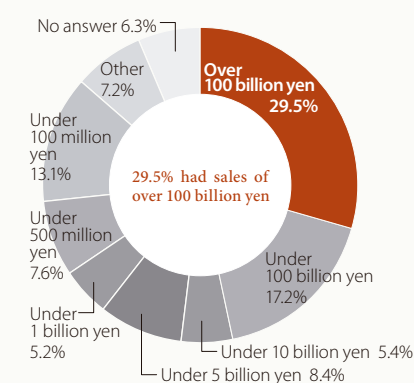
[Profession]



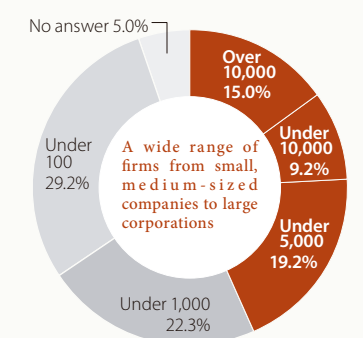
Q6. Company capitalization ☆



Q7. Company sales ☆



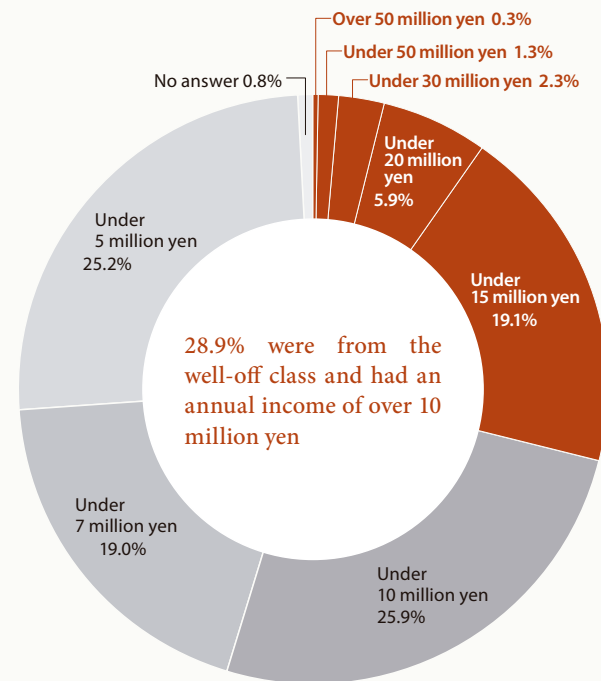
Q8. Number of employees ☆



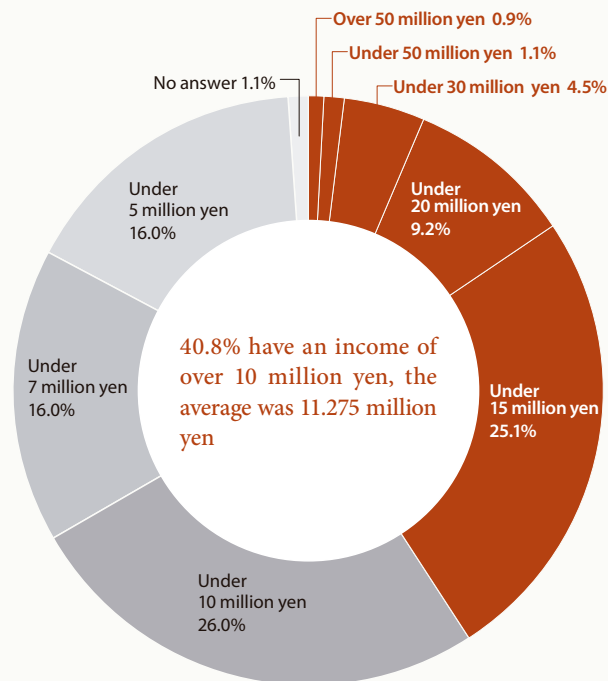
High-income, well-off individuals with purchasing power

〈Question〉 We asked our readers about their assets

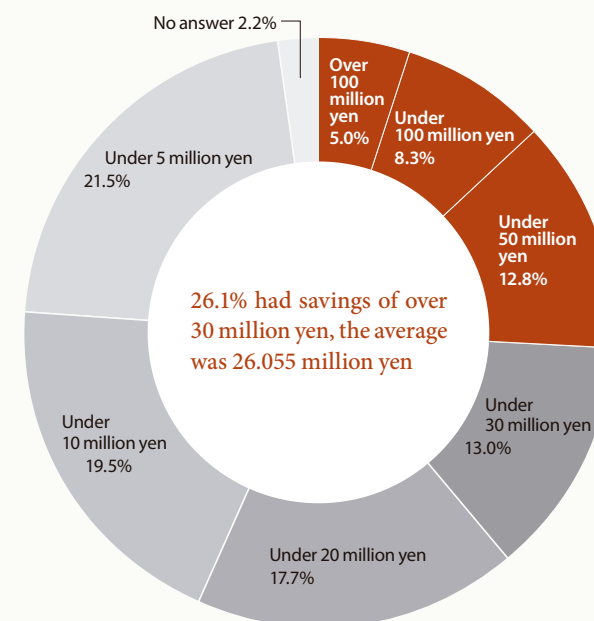
Q9. What is your annual income ?



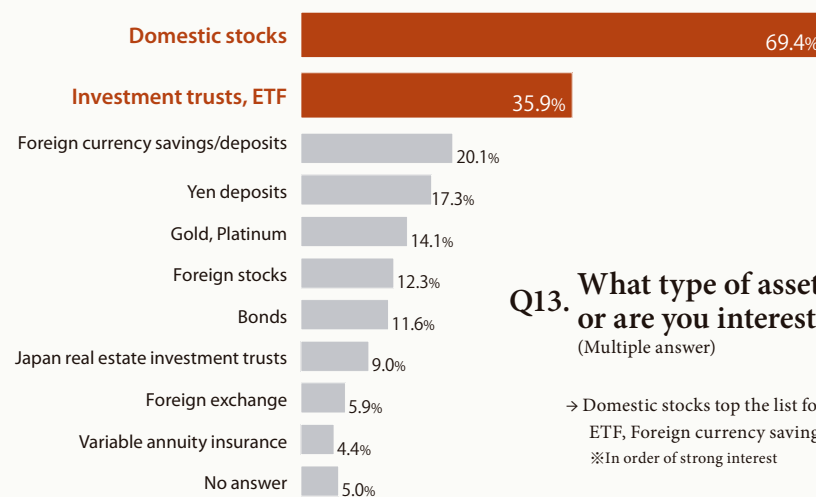
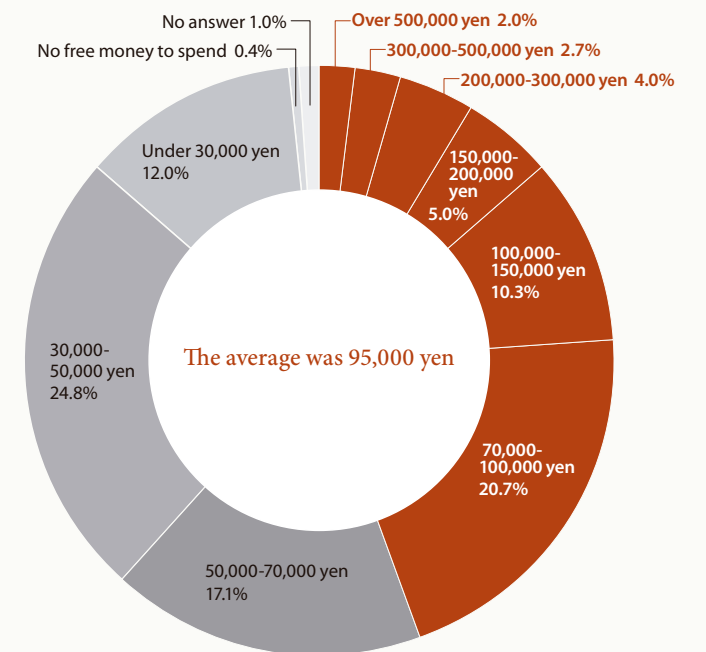
Q10. What is your total annual household income ?



Q11. What is your household savings ?



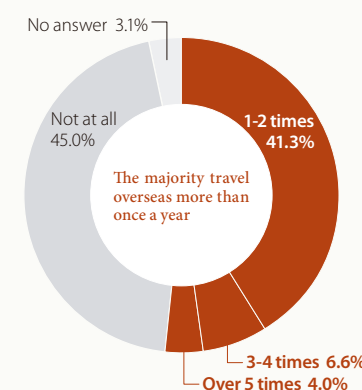
Q12. How much money are you free to spend a month ?



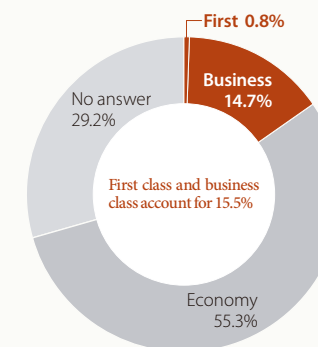
Q13. What type of asset management do you do or are you interested in ?
(Multiple answer)

→ Domestic stocks top the list followed by Investment trusts, ETF, Foreign currency savings/deposits
※In order of strong interest

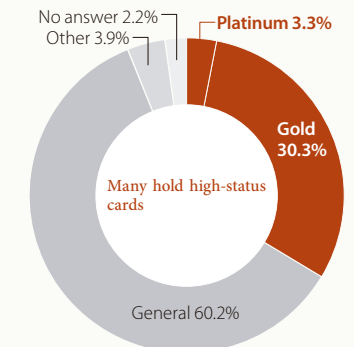
Q14. How often do you travel overseas in a year ?



Q15. Which class do you use when you fly ?



Q16. What is your main credit card ?



Ambitious and active, as well as eager to live a full private life

〈Question〉 We asked our readers about their interests and advertisements

Q17. What self-development areas are you interested in pursuing ?

(Multiple answer)

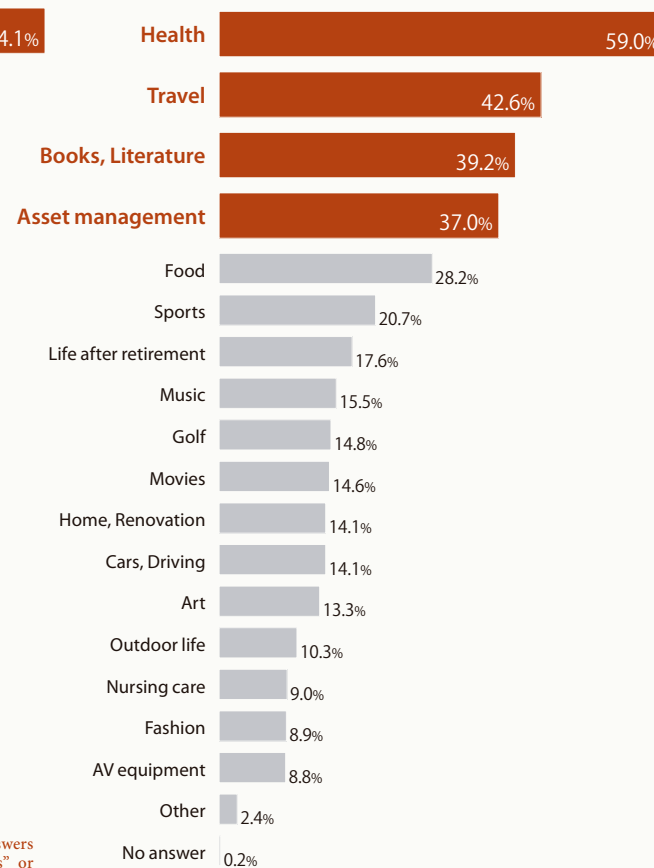
→ Many ambitious and intellectually-motivated business people



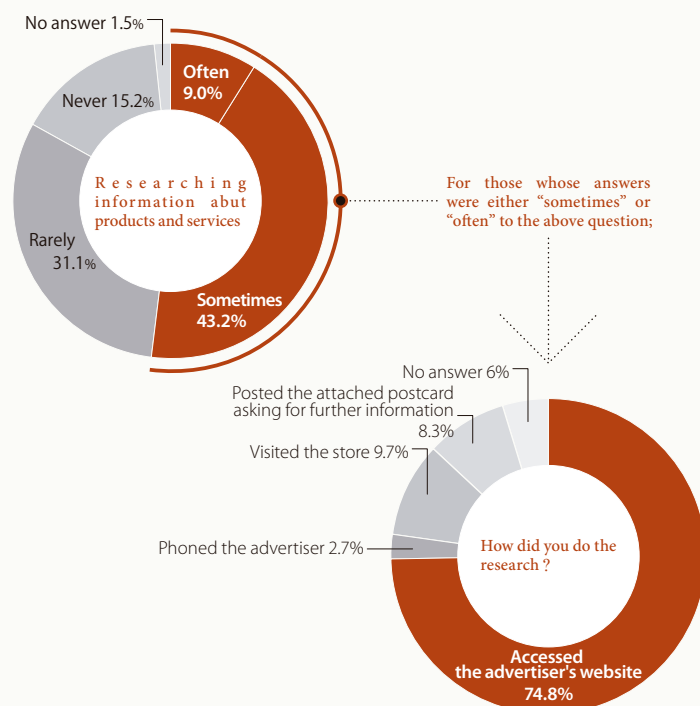
Q18. What topics are you interested in ?

(Multiple answer)

→ Wide range of private interests



Q19. Have you ever taken any action after seeing an advertisement in the *Weekly Toyo Keizai* ?



【 P2-6 Data on our readers, survey outline 】

How the survey was conducted: A two-page questionnaire was included in the November 20, 2010 edition (on sale from November 15) of the *Weekly Toyo Keizai*. We asked respondents to send their answers by mailing an accompanying postcard. There were a total of 1,430 valid responses. The survey was held from November 15 to December 15, 2010. The survey was designed by the Toyo Keizai Inc. The data was collected by the Yoron Kagaku Kyokai. ※ The data was rounded off to one decimal place.

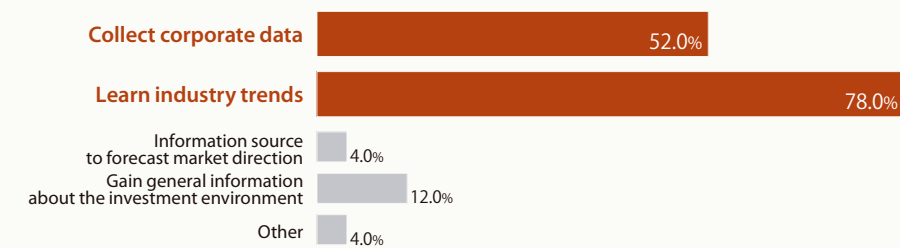
Stock market professionals see the magazine as a source of high-quality information

〈Question〉 We asked analysts about how they see the *Weekly Toyo Keizai*

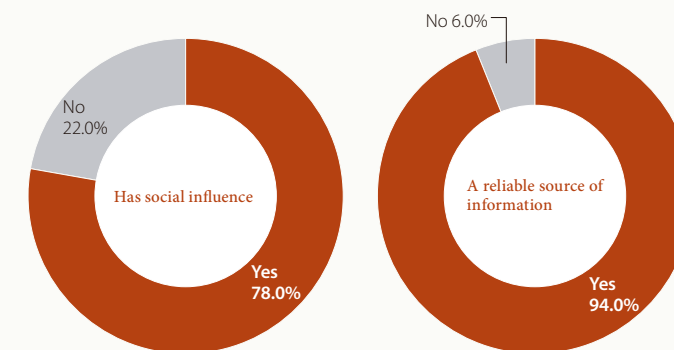
Q1. How do you use the magazine ?

(Multiple answer)

→ About 80% say they learn about industry trends, over half say they collect corporate information



Q2. What image do you have of the magazine?



【 P7 Analyst questionnaire, survey outline 】

How the survey was conducted: By post. Survey target: Questionnaires were sent to 82 analysts chosen by us that cover 27 business sectors at the top 17 securities firms. There were 50 valid responses. The survey was held from November 15 - December 15, 2010. The survey was designed by Toyo Keizai Inc. The data was collected by the Yoron Kagaku Kyokai. ※ The data shown was rounded off to one decimal place.

● economist interview

〈A valuable information source that offers clues〉

Yasunari Ueno, chief market economist at Mizuho Securities

The *Weekly Toyo Keizai* excels in focusing on themes that link contemporary economic matters with people's daily life. It goes without saying that it is a high-quality economic magazine. But its value lies, not only in the macroeconomic and company information that it provides, but also for the distinctive value-added point of view that it offers. All the articles include trademark coverage by Toyo

Keizai reporters as well as comments from outside experts. In addition, the magazine's tables and charts make the magazine worth saving. It is an invaluable information medium. The work of an economist requires making a painstaking analysis and examination of the facts. However, there is the danger of becoming rigid as we closely monitor the world of macroeconomics and markets. Reading

the *Weekly Toyo Keizai* helps us retain our powers to think flexibly. It also throws light on matters that we were unaware of as economists. This enables us to form a fresh opinion and a distinctive point of view. The *Weekly Toyo Keizai* is a magazine that has provided me with many clues, and I value and make use of it as an important source of information.

profile Born in 1963. Graduated from Sophia University Faculty of Humanities, Department of History. Entered Board of Audit of Japan in 1986. Entered Fuji Bank (current Mizuho Bank) in 1988. Worked as a currency exchange dealer, and later as an economist for currency, money and bond markets. Has held the current position since 2000. Named No.1 in an economist ranking by *Nikkei Koshasai Jaho* for six years in a row (2002-2007). He was overall the top economist in a ranking of economists who made the most accurate forecasts in a study conducted by *Toyo Keizai Toukei Geppo* (fiscal 2005). He was named top economist in a ranking by *Nikkei Veritas* (2011). He was appointed a member of the Ministry of Finance Budget Bureau's tax panel. He has written a number of books including "No End to Deflation" (published by Toyo Keizai Inc), "A Countdown to State Bankruptcy" (Asahi Shimbun Publications Inc)

●Comparing the 5 major business magazines

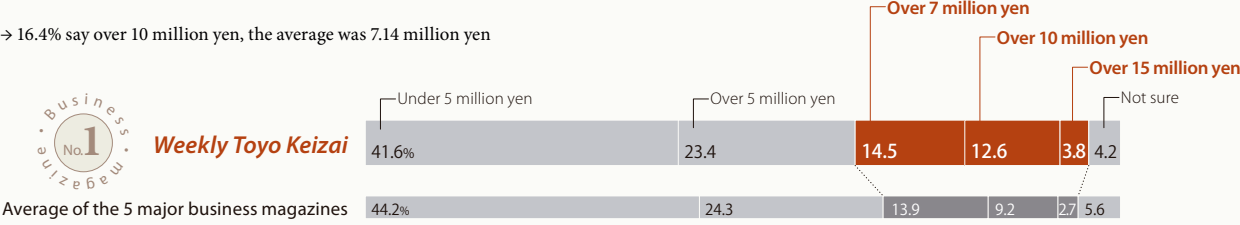
The Weekly Toyo Keizai has the solid support of high-income readers economically well off

〈Question〉 We compared different business magazines* and their readers

* Weekly Toyo Keizai, Nikkei Business, Weekly Diamond, President, Weekly Economist

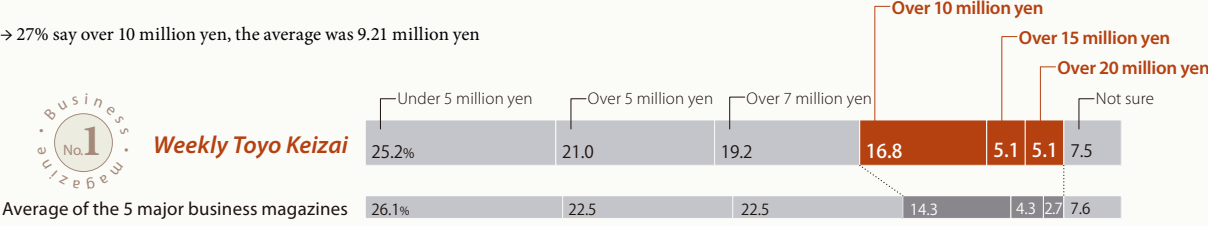
Q1. What is your personal annual income ?

→ 16.4% say over 10 million yen, the average was 7.14 million yen



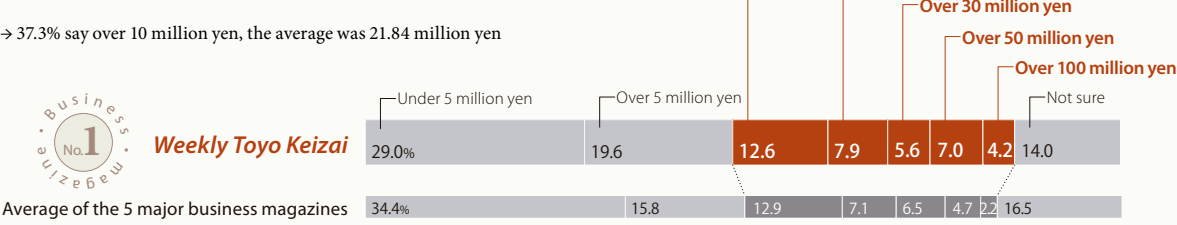
Q2. What is the annual income of your household ?

→ 27% say over 10 million yen, the average was 9.21 million yen



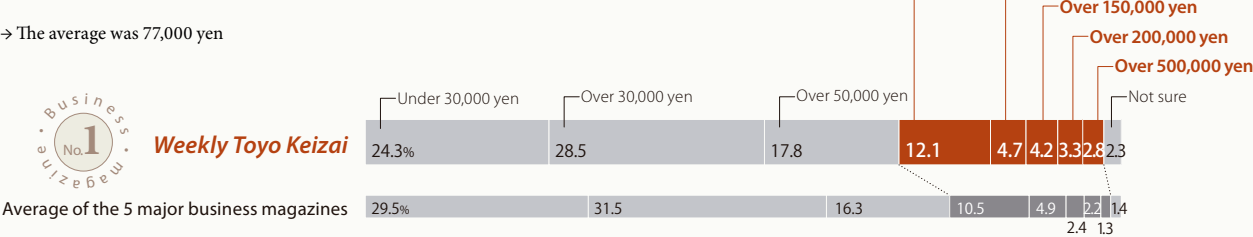
Q3. What is the savings of your household ?

→ 37.3% say over 10 million yen, the average was 21.84 million yen



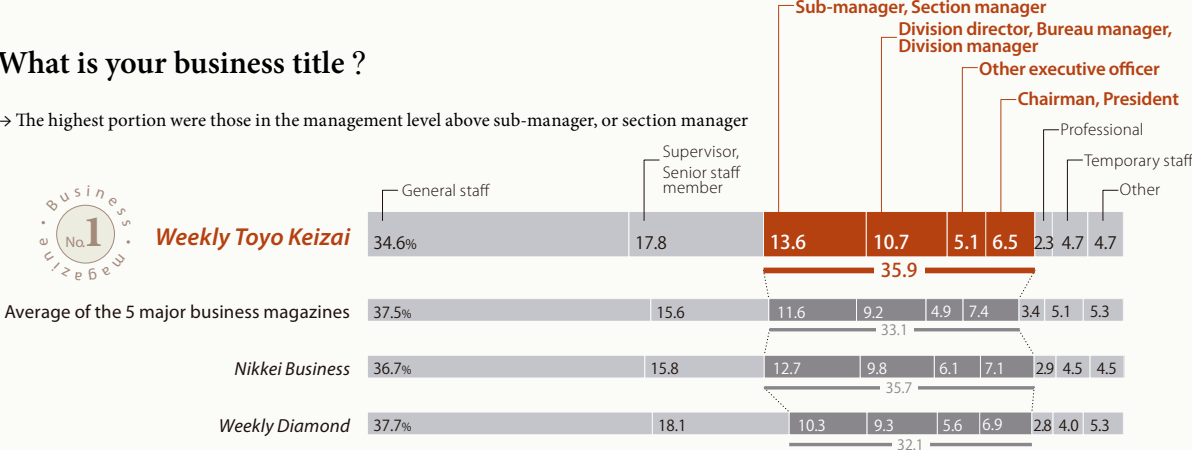
Q4. How much money are you free to spend each month ?

→ The average was 77,000 yen



Q5. What is your business title ?

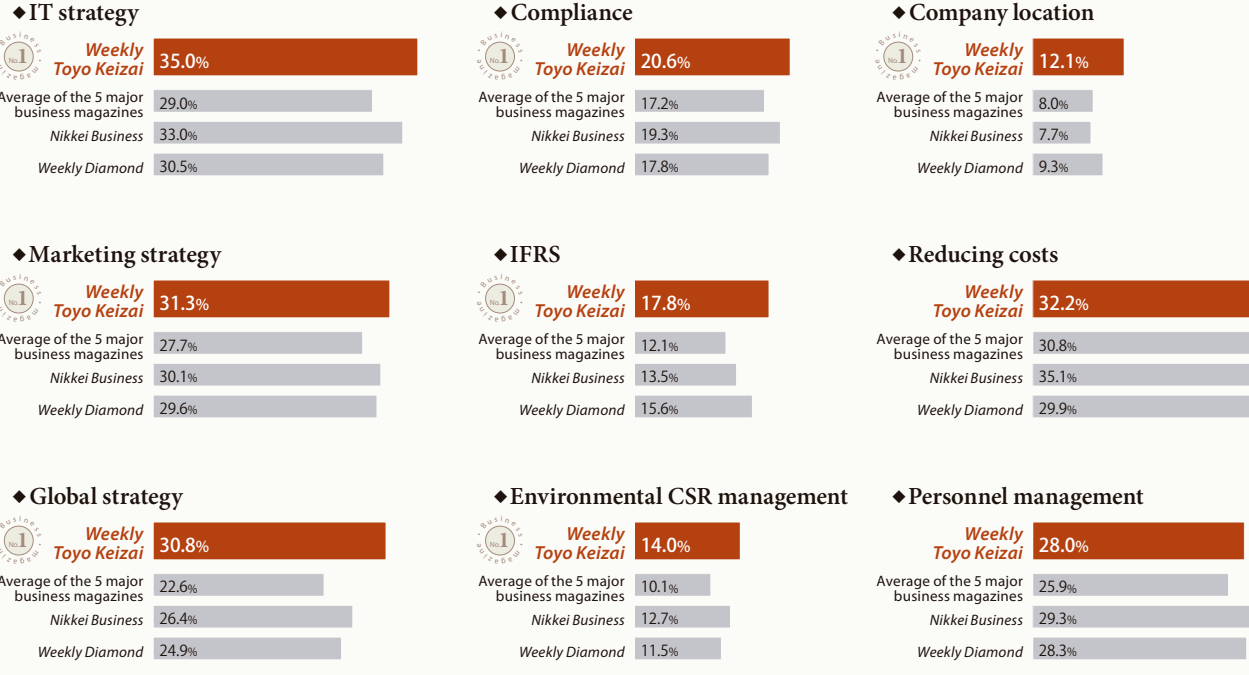
→ The highest portion were those in the management level above sub-manager, or section manager



Q6. What are your areas of interest in business management ?

(Multiple answer)

→ No. 1 in 7 areas



【 P8-9 Outside survey, survey outline 】

How the survey was conducted: Internet. The survey area: nationwide. Respondents were chosen from Video Research Ltd's Internet monitors, employed male and female workers between the ages of 20-70 years old(company salary workers and self-employed) who read the Weekly Toyo Keizai, Nikkei Business, Weekly Diamond, President and Weekly Economist. There were 552 valid responses. The survey was held between December 11-12, 2010. The data was collected by Video Research Ltd. ※The data was rounded off to one decimal place.

An effective means of approaching the targeted reader

Not only do we provide improved cost performance through the multiple use of one information, the cross-section use of various medium helps increase and prolong the period of exposure, thus widening the distribution of information. Approaching readers in different age groups and linking to corporate websites also contribute to an uninterrupted flow of communication.

〈PDF〉

You can post an article to your company website by using a PDF file.

〈Offprint〉

Articles can be made into offprints and used as data for seminars, IR meetings and hiring activities.

〈Seminars〉

Toyo Keizai will provide full support in planning seminars, inviting guests and the overall management of seminars. Not only can Toyo Keizai provide attractive speakers that cannot be found elsewhere, it can also target the clients you seek by drawing on its vast customer database. You can readily judge the success of the seminar by the reaction of the participants. Details of the seminar can be put together in a report and published in Toyo Keizai's medium, including the *Weekly Toyo Keizai*. An offprint can also be created.

〈Services included〉

Advertisements can be included in the *Weekly Toyo Keizai* mailed to our subscribers. Advertisements can also be carried in *LIVE*, a magazine sent to our subscribers.

〈Magazine〉

週刊東洋経済

Weekly Toyo Keizai

A wide variety of advertising space available

Various designs for advertorials

Position

Features

〈Made-to-order〉

- ◆Business ASPECT Beginning Opening page catches most attention
- ◆BUSINESS CORE Center Coated paper used
- ◆BRIDGE After the first feature story Space to follow the key story

〈Standard〉

- ◆Credo After the table of contents Message from top leaders given in the first person
- ◆ONE & ONLY After the table of contents Focus on products and technology
- ◆interaction After the table of contents An in-depth look of themes in an interview format
- ◆The Vision Within the article An interview of leaders in a Q&A format
- ◆BUSINESS WAVE Inside back cover For corporations
- ◆CAMPUS WAVE Inside back cover For undergraduate and graduate students

〈Specials〉

- ◆Serial
- ◆Free style
- ◆Special advertorial



〈Web〉

東洋経済
TOYOKEIZAI
ONLINE



<http://toyokeizai.net/>

〈Mail Magazines〉

Advertisements can be sent using the *Toyo Keizai On-line Mail Magazine* which is posted every Wednesday with updated information to interested standard members of *Toyo Keizai On-line*.

In conjunction with Toyo Keizai publications 〈Multimedia〉

Maximum use is made of the features of our various medium to develop advertisements that will reach our diverse readers.

〈Customized publishing, Company history, Communication tools〉

We support corporate activities in various ways.