

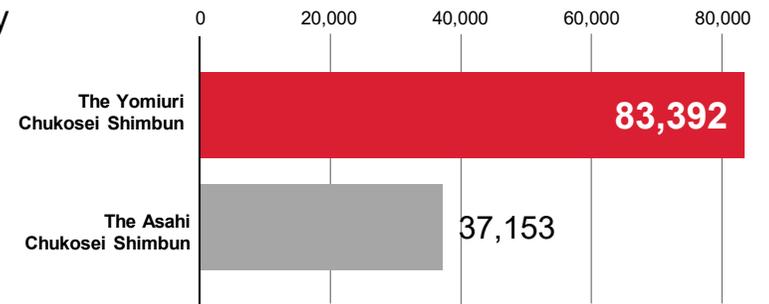
Newspaper for junior high and high school students



It has the largest circulation in Japan as a newspaper for junior high and high school students (13 to 18 years old). Readers are highly aware of news and the world, and it is read by wealthy families.

- ▶ Size: Tabloid format, 24 pages (all color)
- ▶ Published: Fridays
- ▶ Published Area: All Japan
- ▶ Circulation: 83,392 copies, ABC (average Jul.–Dec. 2023)
- ▶ <https://www.yomiuri.co.jp/teen/>

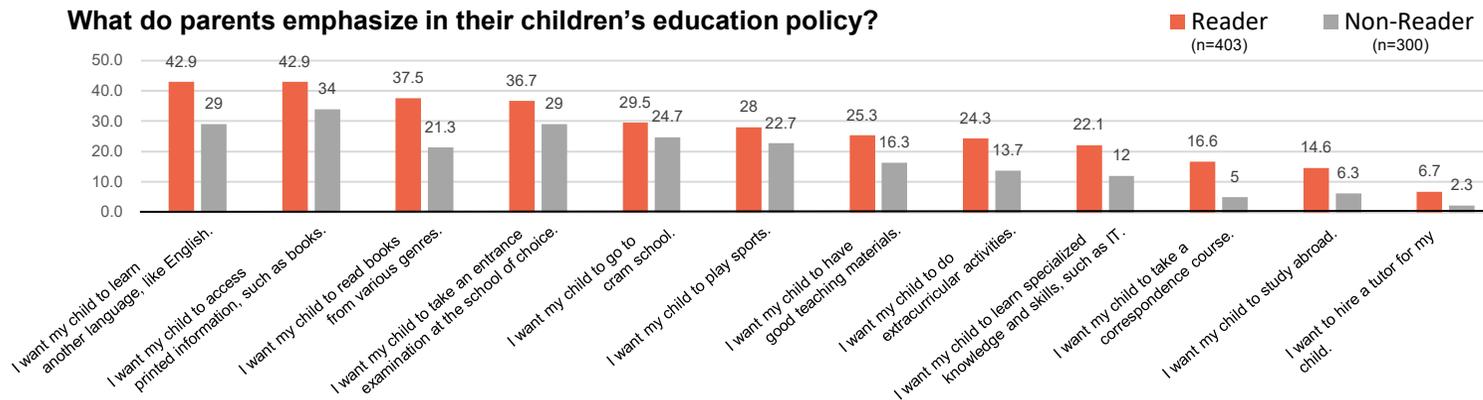
Comparison of circulation of newspapers for junior high and high school students



Source: ABC (average Jul.–Dec. 2023)

Readers are more motivated than non-readers to take entrance exams, acquire language skills, study abroad and read books from various genres.

What do parents emphasize in their children's education policy?



Investigation method: Internet research (by Cross Marketing)
 Survey planning and design: The Yomiuri Shimbun
 Survey period: January 14 to 17, 2022
 Valid number of respondents: 703

Ad Space and Size/Rate

1/3 page ad



600,000 JPY

(4 ads, excluding tax)

*Total 750,000 JPY (excluding tax) for 5 ads

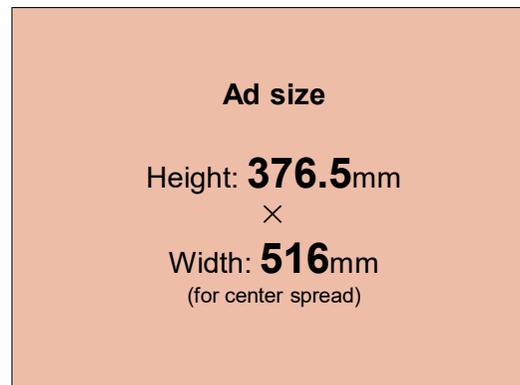
Full page ad



450,000 JPY

(per ad excluding tax)

4-page ad on middle page



1,800,000 JPY
(per ad excluding tax)

A four-page, special feature advertisement can be published on the middle page (8 pages also possible). These can be extracted from the paper and stored. You can also print a specified number of copies.

Campaign Case

4-page ad on middle page

IKEA Japan K. K. “Life with SDGs”

IKEA Japan K. K. had run an SDGs project organized by The Yomiuri Shimbun in 2021. The project involved making a booklet titled “Think about Gender Equality.” It features an interview with the Swedish Ambassador to Japan by Japanese high school students and interviews with IKEA Japan K. K. coworkers by Yomiuri editor in education. Young readers can learn more and gain a deeper understanding of gender equality from this booklet. We also published a summarized version in the special ad supplements (4 pages) in The Yomiuri Chukosei Shimbun and The Yomiuri KODOMO Shimbun to showcase this content to elementary, junior high and high school students.

2021年(令和3年)11月12日 読売新聞

PR **読売SDGs新聞**

2021年(令和3年)11月12日 保存版

SUSTAINABLE DEVELOPMENT GOALS

ジェンダー平等を考える

スウェーデン

スウェーデン主眼

SDGs エクステンション

教育ネットワーク

2021年(令和3年)11月12日

SDGs 探検ブック

ジェンダー平等を考える

ジェンダー先進国 スウェーデン

くらしの中にSDGs 日本は世界一20位

ジェンダー平等 日本は世界一20位

ジェンダー先進国

The booklets were delivered to 130 schools, including elementary, junior high, and high schools nationwide, through The Yomiuri Shimbun educational network.



4-page special ad supplement in The Yomiuri Chukosei Shimbun on November 12, 2021