

## Newspaper for elementary school students

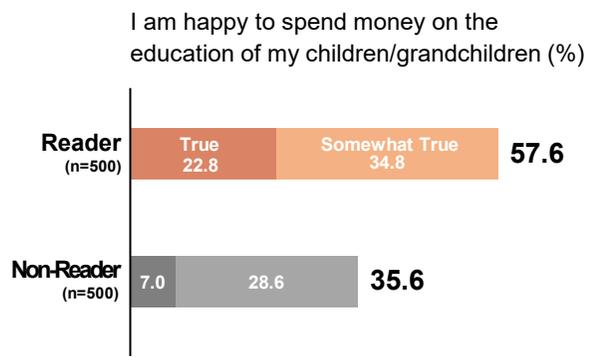
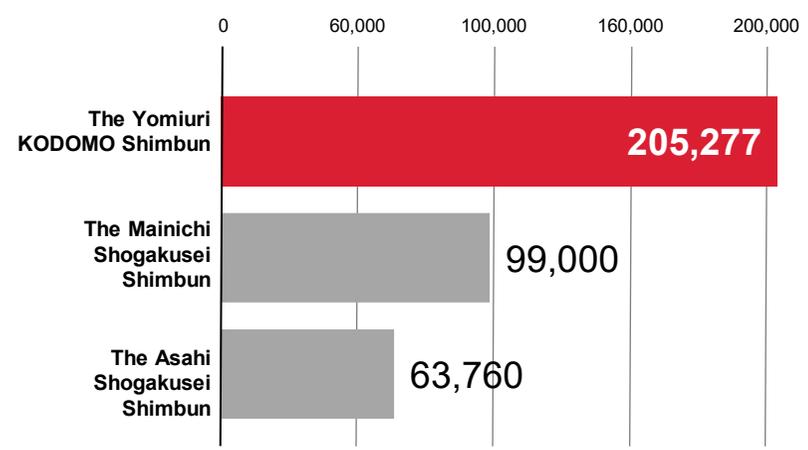
It has the largest circulation among newspapers for elementary school students (aged 7 to 12) in Japan. It is read by families with a passion for education.

- ▶ Size: Tabloid format, 20 pages (all color)
- ▶ Published: Thursdays
- ▶ Published Area: All Japan
- ▶ Circulation: 205,277 copies, ABC (average Jul.–Dec. 2023)
- ▶ <https://www.yomiuri.co.jp/kodomo/>

Comparison of circulation of newspapers for elementary school students

Tokyo metropolitan area and major Kansai areas 140,562 copies

(Nearly 60% of) parents of readers don't mind spending their money on education



Investigation method: Internet research (by Cross Marketing)  
 Survey planning and design: The Yomiuri Shimbun  
 Survey period: January 14 to 16, 2022  
 Valid number of respondents: 1,000s

Source: ABC (average Jul.–Dec. 2023)  
 \*The Mainichi Shogakusei Shimbun self-proclaimed circulation

# Ad Space and Size/Rate

## 1/6 page ad



**300,000** JPY  
(per ad excluding tax)

## 1/3 page ad



**1,200,000** JPY  
(4 ads, excluding tax)

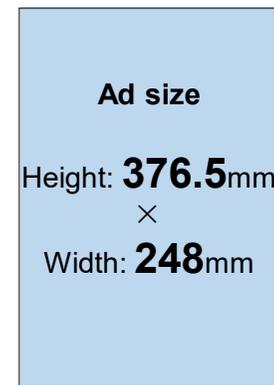
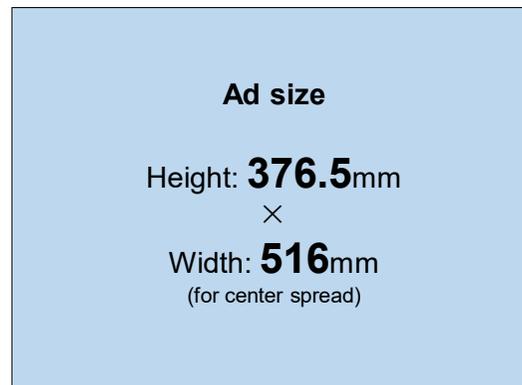
\*Total 1,500,000 JPY (excluding tax) for 5 ads

## Full page ad



**900,000** JPY  
(per ad excluding tax)

## 4-page ad on middle page



**3,200,000** 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 KODOMO Shimbun and The Yomiuri Chukosei Shimbun to showcase this content to elementary, junior high and high school students.

4-page special ad supplement in The Yomiuri KODOMO Shimbun on October 28, 2021

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