

# Media and Advertising Guide

Apr.-Jun. 2024 Edition



Yomiuri Shimbun Online (Yomiuri Online)

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# Media Guide

# Overview

Yomiuri Shimbun Online (Yomiuri Online) is the online edition of The Yomiuri Shimbun and boasts the most daily subscribers in the world.

The news website is one of Japan's largest and most reliable media and has been proven to greatly influence businesspeople and general consumers.

Readers have access to a large number of articles for free. Meanwhile, our print subscribers can access all the content and the newspaper viewer without additional fees. This pricing structure has enabled us to gather large volumes of traffic and to strengthen our print subscribers' loyalty while accumulating first party data.

Monthly Page Views  
**191 million**

Monthly Unique Browsers  
**29 million**

(Google Analytics, Average in Jul.-Sep. 2023)



# Topic : Recognized as a brand-safe medium

We take various measurements to ensure we are a brand-safe medium.

- We continuously monitor the figures and optimize.

IAS

- Viewability
- Brand Risk
- Ad Fraud

Brand Risk Percentage in Yomiuri Online (Jul.-Sep. 2022)



**0.33%**

(cf. Ave. in Japan 5.2%)



**0.08%**

(cf. Ave. in Japan 6.7%)

- JICDAQ certification.



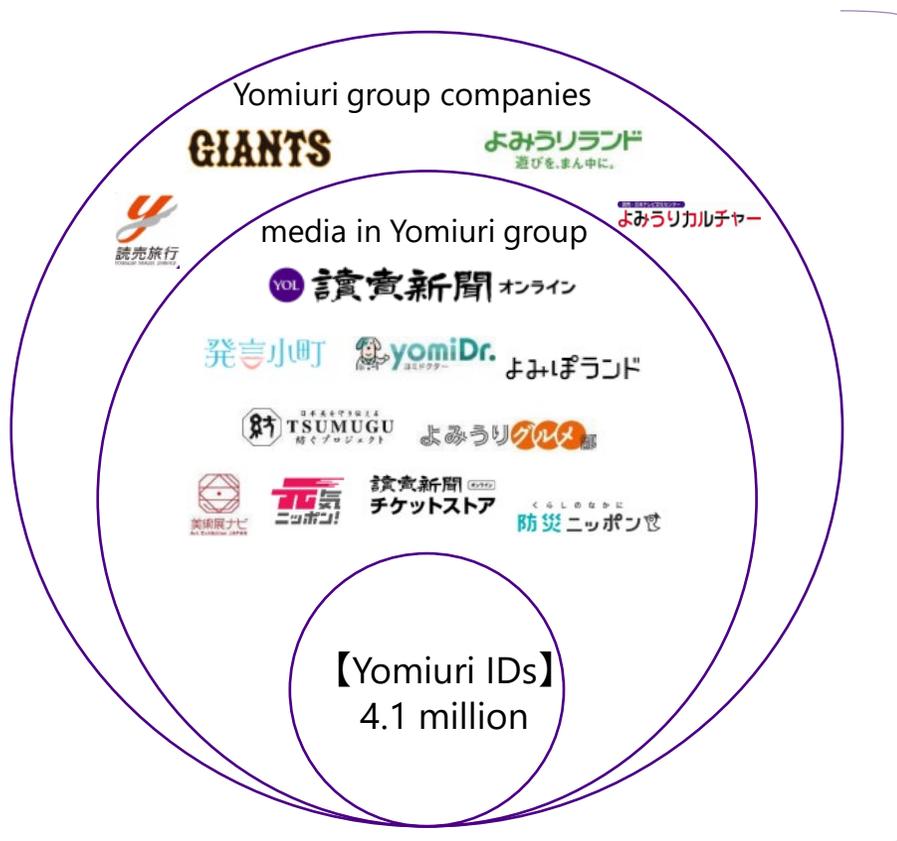
- We prevent low-quality ads from displaying by using an automatic tool in real-time.



Yomiuri received the Golden Award in IAS AWARD Media of the Year 2022.

# Topic : Our 1st party data “yomiuri ONE”

We have a strong customer data platform named “yomiuri ONE” that owns 270 million UB cookie IDs. It includes Yomiuri IDs that we maintain and members IDs of Yomiuri group companies, such as Yomiuri Travel Service Co., Ltd. and our professional baseball team, the Yomiuri Giants, etc. In the cookie-less world, we provide clients with reliable and effective solutions using “yomiuri ONE.”



【yomiuri ONE】  
5.6 million IDs  
270 million Unique Browsers

“yomiuri ONE” can be used for:



Targeting



E-mail ads



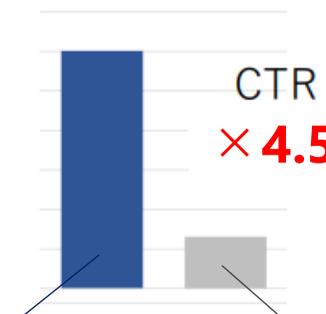
Analyzing



Reporting

<Example>

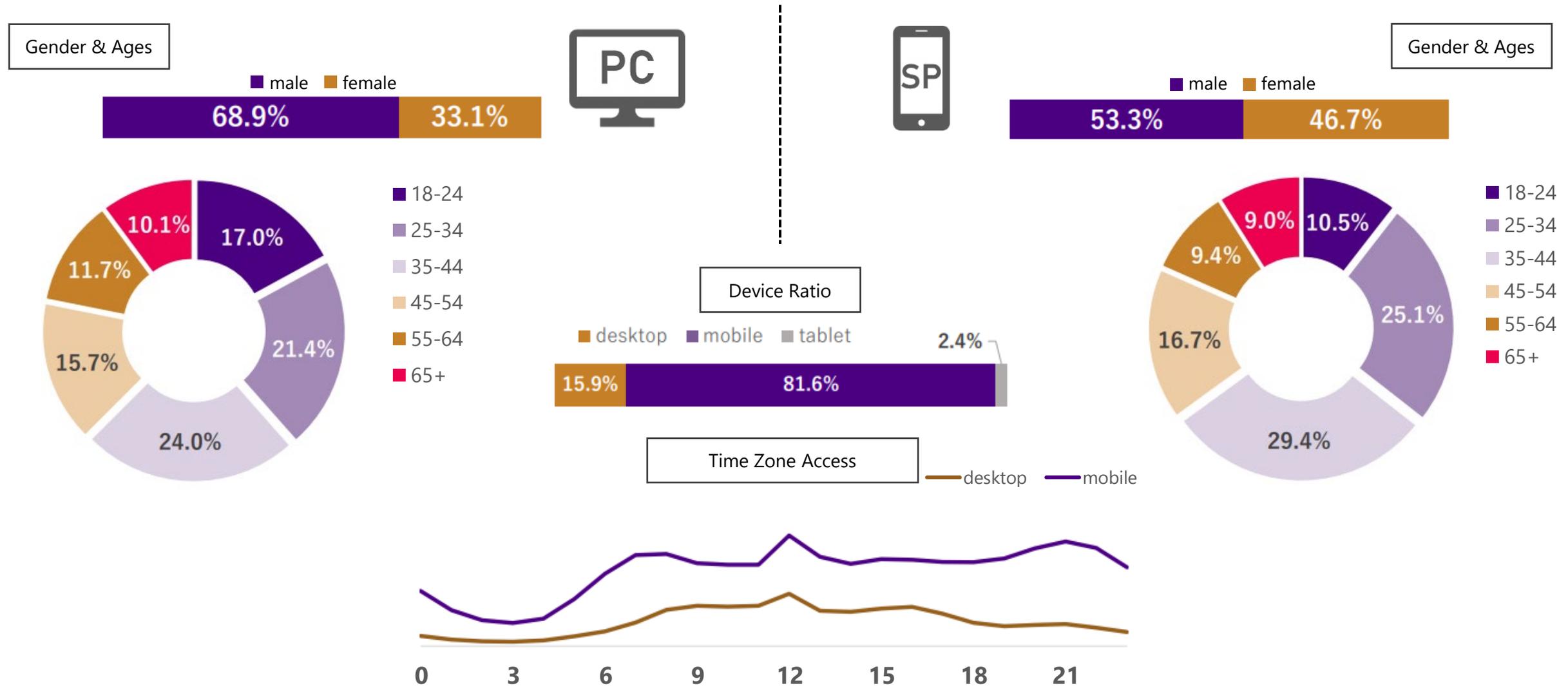
Client: Online game company  
Campaign: Display campaign on Yomiuri Online  
Format: Billboard



Targeted users with “yomiuri ONE”  
(10s-20s male who likes games)

Non-targeted users

# Audience Profile



Source: Google Analytics, Average in Jul.- Sep. 2023

# Audience Profile

Our audience covers the affluent population and those willing to spend money on asset management, travel, and luxury goods.

**15.8%**

of Yomiuri Online readers earn an annual individual income of 8,000,000+ JPY



Non-reader of Yomiuri Online : 7.6%

**20.6%**

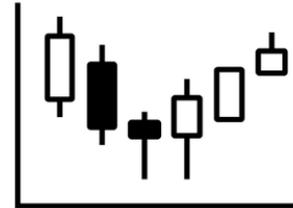
of Yomiuri Online readers own household assets of 30,000,000+ JPY



Non-reader of Yomiuri Online : 9.2%

**52.0%**

of Yomiuri Online readers are interested in asset management



Non-reader of Yomiuri Online : 44.4%

**31.7%**

of Yomiuri Online readers want to travel overseas (for travel or business)



Non-reader of Yomiuri Online : 26.1%

**28.5%**

of Yomiuri Online readers like purchasing luxury goods

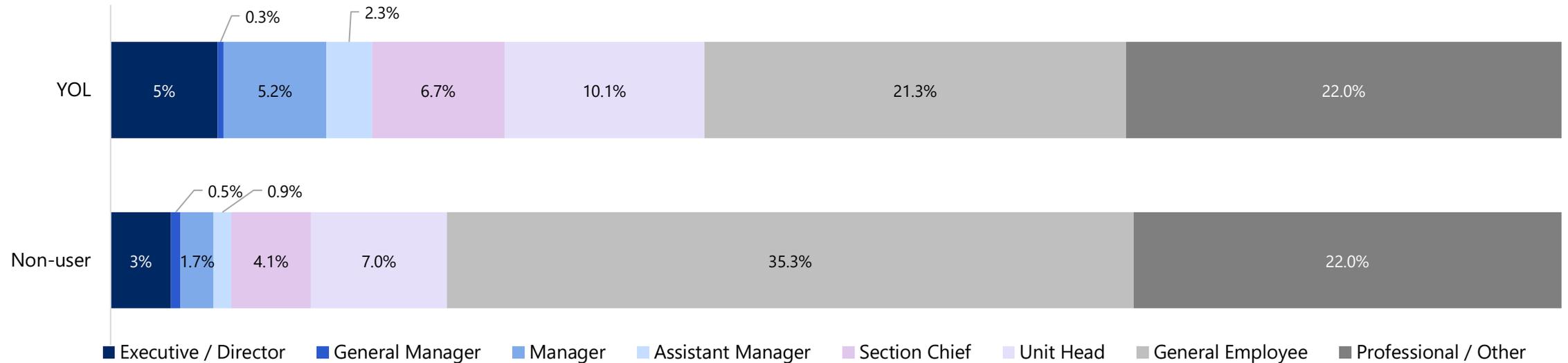


Non-reader of Yomiuri Online : 24.8%

Source: ACR 2023 (National) by Video Research Ltd.

Our audience covers decision-makers and influential managers.

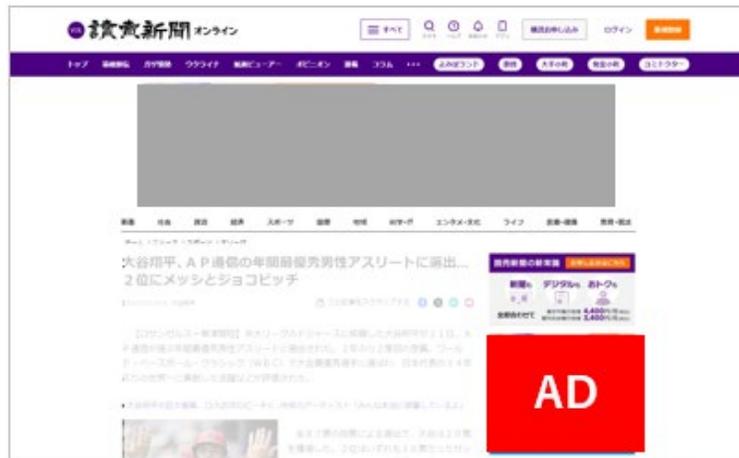
Position



Source: ACR 2023 (National) by Video Research Ltd.

# Display Ads

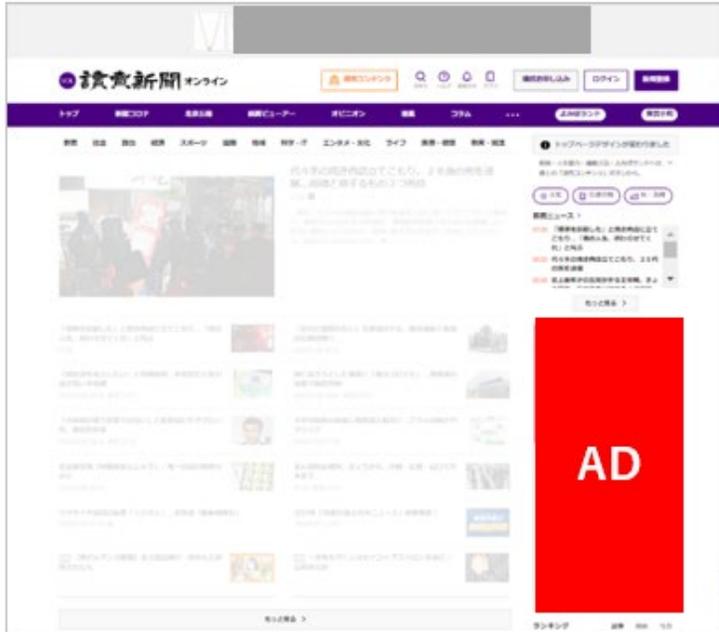
# 1st Rectangle (MPU)



\*The above images are for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>w300 × h250px</b>	<b>1,000 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>500,000 imps / 500,000 JPY</b>	

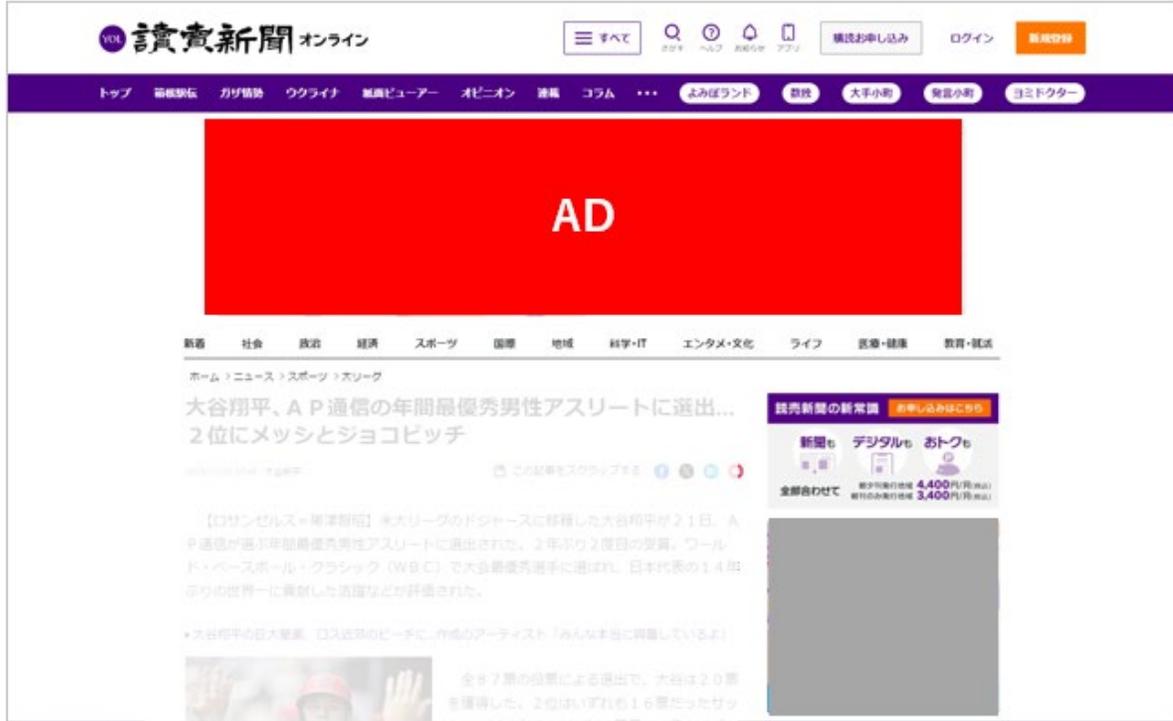
# 1st Double Rectangle (Half Page)



Device	Dimensions	Regular CPM (Gross)
 	<b>w300 × H600px</b>	<b>1,500 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>500,000 imps / 750,000 JPY</b>	

\*The above images are for illustration purposes only. Actual design may change.

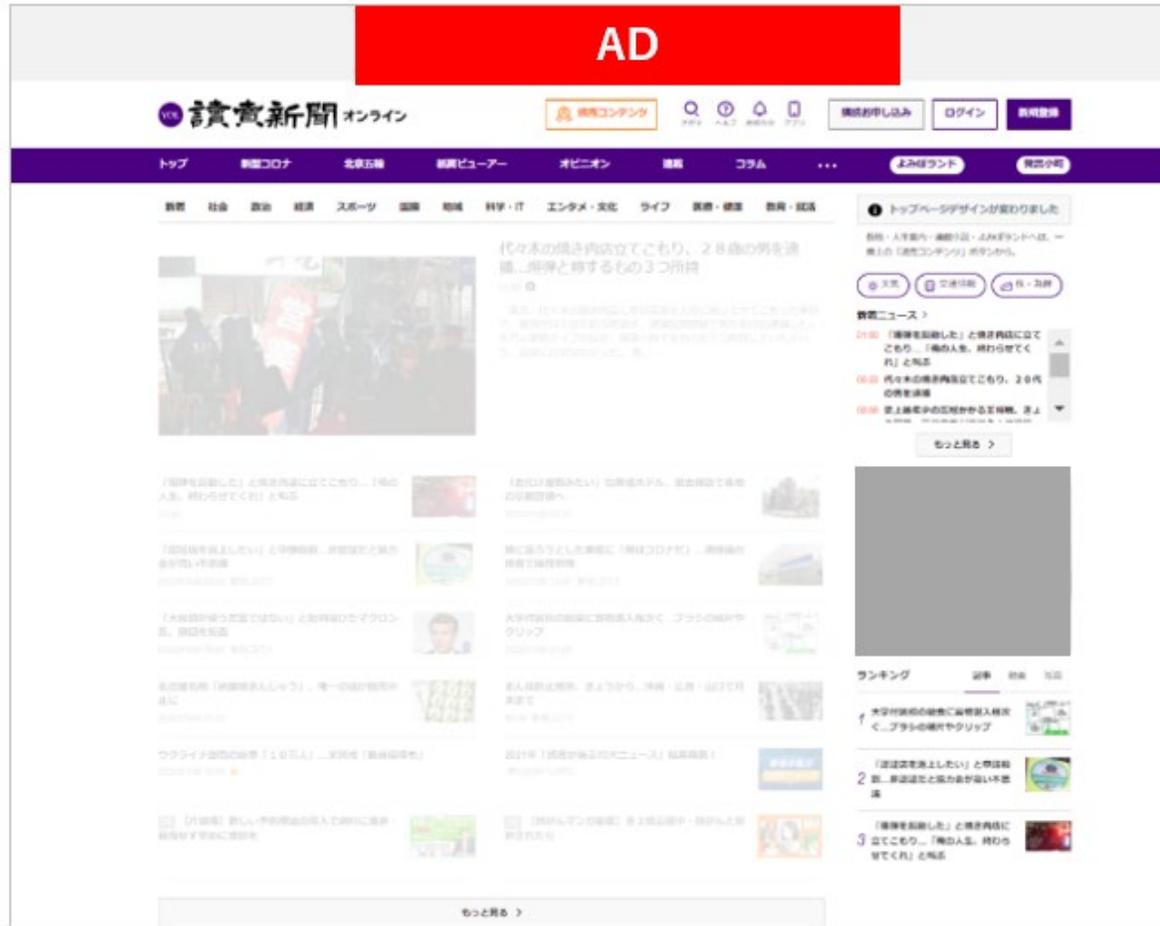
\*Not delivered to logged-in paid Yomiuri ID members.



\*The above image is for illustration purposes only. Actual design may change.

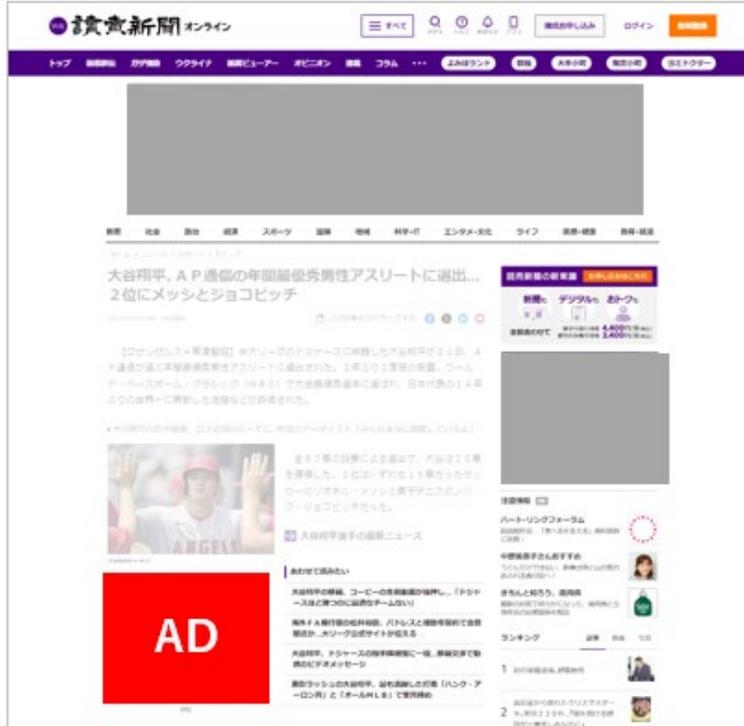
Device	Dimensions	Regular CPM (Gross)
 	<b>w970 × h250<sub>px</sub></b>	<b>3,000 JPY</b>
Ad Location	News Pages (excl. Homepage)	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 1MB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>200,000 imps / 600,000 JPY</b>	

\*Not delivered to logged-in paid Yomiuri ID members.



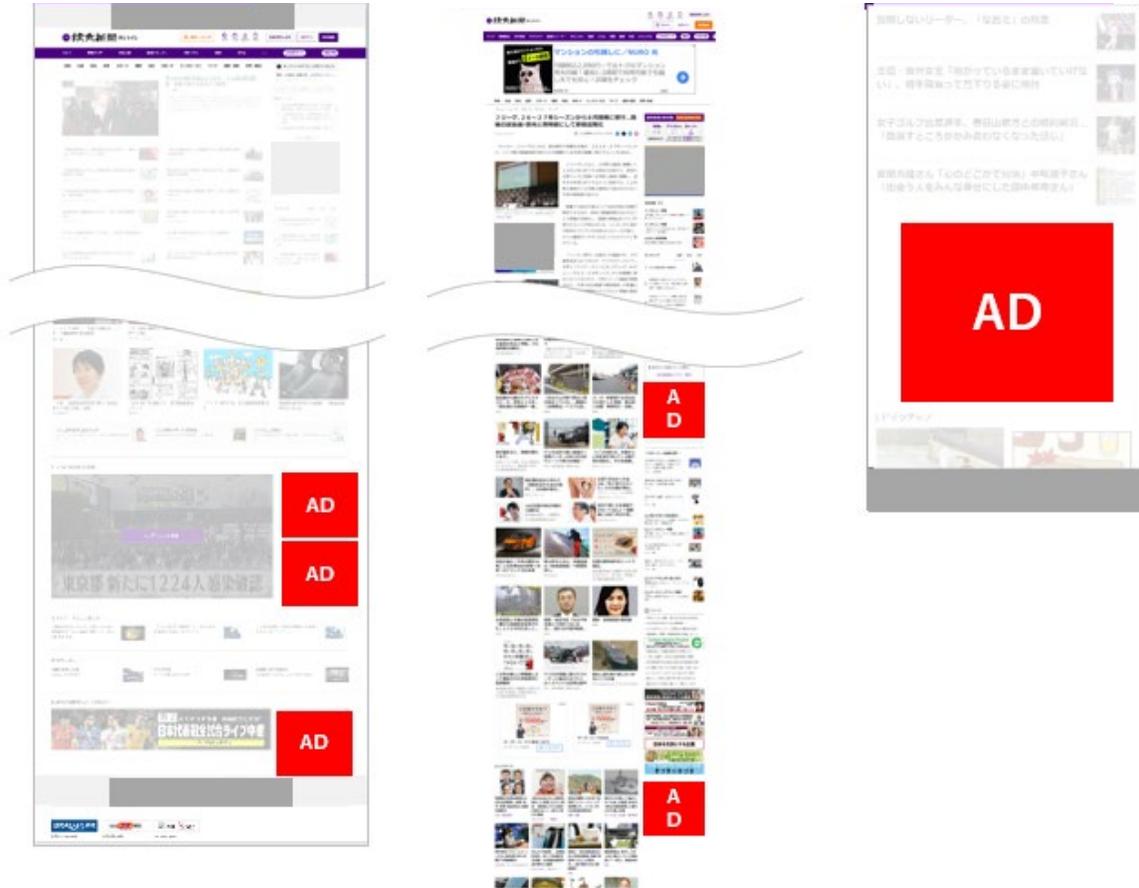
\*The above image is for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>w728 × h90<sub>px</sub></b>	<b>3,000 JPY</b>
Ad Location	Homepage	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>200,000 imps / 600,000 JPY</b>	



\*The above images are for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>w300 × h250<sub>px</sub></b>	<b>5,000 JPY</b>
Ad Location	News Pages (excl. Homepage)	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>100,000 imps / 500,000 JPY</b>	



\*The above images are for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>w300 × h250</b> px	<b>PC 1,000 JPY</b> <b>SP 3,000 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>PC 500,000 imps / 500,000 JPY</b> <b>SP 200,000 imps / 600,000 JPY</b>	



\*The above images are for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>w320 × h50px</b>	<b>1,000 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 15 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>500,000imps / 500,000 JY</b>	



Device	Dimensions	Regular CPM (Gross)
 	<b>w320 × h180px</b>	<b>3,000 JPY</b>
Ad Location	News Pages (excl. Homepage)	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 15 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>200,000 imps / 600,000 JY</b>	

\*Not delivered to logged-in paid Yomiuri ID members.

\*The above images are for illustration purposes only. Actual design may change.

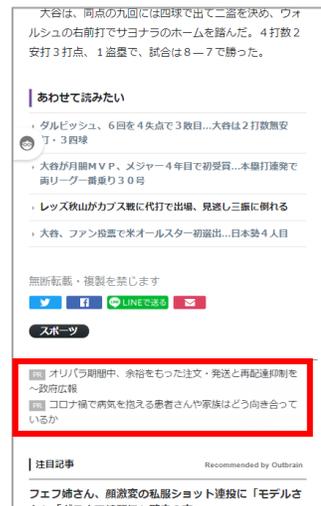
# In-Feed Ads

# Thumbnail Text (Run Of Site)



\*The above images are for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>w100 × H100px</b> Up to <b>12</b> (title), up to <b>32</b> (body) characters	<b>300 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 50KB *Loops are not applicable. *Platform dependent characters and half width kana are not permitted. *Both full and half width count towards 1 character.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>2,000,000imps / 600,000 JPY</b>	



Device	Dimensions	Regular CPM (Gross)
 	up to <b>32</b> characters	<b>200 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	*Platform dependent characters and half width kana are not acceptable. *Both full and half width count towards 1 character.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>2,500,000 imps / 500,000 JPY</b>	

\*The above images are for illustration purposes only. Actual design may change.

# Video Ads



\*The above image is for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
	In the case of placing <b>16:9</b> video, Non-video ad space is <b>W526 × H250px</b>	<b>5,000 JPY</b>
Ad Location	News Pages (excl. Homepage)	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed / SOV 100%(150% Regular CPM)	
Display Method	Rotation / SOV100%	
File Types	Video: MP4, MOV / up to 4MB *Sound only plays when viewer clicks speaker button within the video ad space. Banner: JPG, PNG, GIF / up to 1MB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 1 for video and up to 4 for banner (an additional charge of 100,000 JPY applies) *The count includes creative replacements/swaps.	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>200,000 imps / 1,000,000 JPY</b>	

\*Not delivered to logged-in paid Yomiuri ID members.



Device



Dimensions

16:9 video

Regular CPM (Gross)

5,000 JPY

Ad Location

News Pages (excl. Homepage)

Running Period

TBA

Guarantee Form

Impressions Guaranteed / SOV 100%(150% Regular CPM)

Display Method

Rotation / SOV100%

File Types

Video: MP4, MOV / up to 4MB

\*Sound only plays when viewer clicks speaker button within the video ad space.

Simultaneous Creatives Permitted

Up to 1 (an additional charge of 100,000 JPY applies)

Material Deadline

5 business days before running

Minimum Unit

200,000imps / 1,000,000 JPY

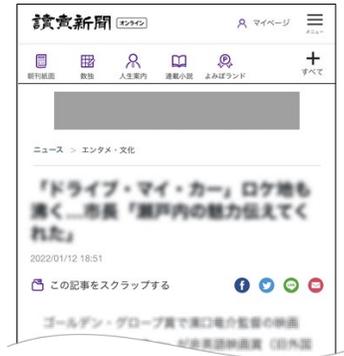
\*Not delivered to logged-in paid Yomiuri ID members.

\*The above images are for illustration purposes only. Actual design may change.



\*The above image is for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	<b>16:9</b> video <b>w300 × h81</b> px	<b>4,000 JPY</b>
Ad Location	Homepage / News pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	Video: MP4, MOV / up to 4MB *Sound only plays when viewer clicks speaker button within the video ad space. Banner: JPG, PNG, GIF / up to 1MB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 1 (an additional charge of 100,000 JPY applies)	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>200,000 imps / 800,000 JPY</b>	



\*The above images are for illustration purposes only. Actual design may change.

Device	Dimensions	Regular Price (per 1000 views, gross)
	<b>16:9</b> video	<b>2,500 JPY</b>
Ad Location	News Pages (excl. Homepage)	
Running Period	TBA	
Guarantee Form	Views Guaranteed * We count as views when the video is played.	
Display Method	Rotation	
File Types	Video: MP4, MOV / up to 4MB *Sound only plays when viewer clicks speaker button within the video ad space. *Video plays automatically when scrolled over.	
Simultaneous Creatives Permitted	Up to 1 (an additional charge of 100,000 JPY applies)	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>200,000 views / 500,000 JPY</b>	

\*Mobile In-Read Video is not delivered to logged-in paid Yomiuri ID members.



\*The above images are for illustration purposes only. Actual design may change.

Video ads will be displayed on the lower right of the browser, play automatically, and continue to be displayed when users scroll over.

Device	Dimensions	Regular CPM (Gross)
 	<b>16:9</b> video	<b>5,000 JPY</b>
Ad Location	Homepage, News Pages	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed	
Display Method	Rotation	
File Types	Video: MP4, MOV / up to 4MB *Sound only plays when viewer clicks speaker button within the video ad space.	
Simultaneous Creatives Permitted	Up to 1 (an additional charge of 100,000 JPY applies)	
Material Deadline	7 business days before running	
<b>Minimum Unit</b>	<b>200,000 imps / 1,000,000 JPY</b>	

\*Prior confirmation of ad material and landing page by our editorial department is needed.  
\*Not delivered to logged-in paid Yomiuri ID members.

# Rich Ads



\*The above image is for illustration purposes only. Actual design may change.

Device	Dimensions	Regular CPM (Gross)
 	① W1140 × H250 px ②③ W120 × H1000 px ④ W300 × H250 px	<b>7,000 JPY -</b>
Ad Location	News Pages (excl. Homepage)	
Running Period	TBA	
Guarantee Form	Impressions Guaranteed (CPM7,000JPY) SOV 100% (CPM12,000JPY)	
Display Method	Rotation / SOV100%	
File Types	JPG, PNG, GIF / ①up to 1MB ②③④150KB	
Material Deadline	5 business days before running	

\*Prior confirmation of ad material and landing page by our editorial department is needed.

\*Not delivered to logged-in paid Yomiuri ID members.

# Options

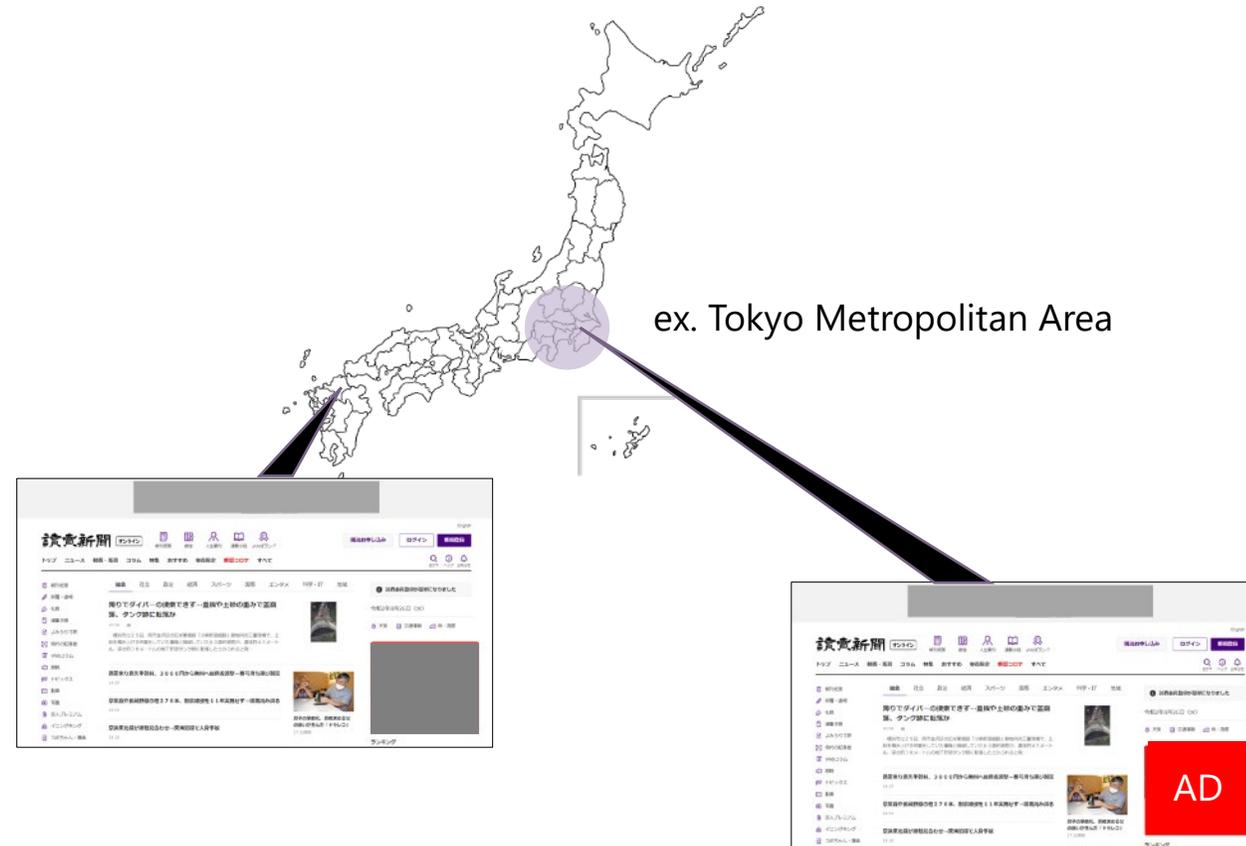
We deliver various demographic targeting using our customer data platform “yomiuri ONE”, which accumulates Yomiuri ID data and estimates data using Yomiuri's unique algorithm.

Gender	Region	Job	Occupational Field	Household Income (JPY)	Interests
Male	Per Prefecture	Company Executives	Sales	-4,999,999	Asset Management
Female	Per Region	Employees (managerial position)	Production, Manufacturing	5,000,000-9,999,999	Car / Motorcycle
		Employees (general position)	Office Work	10,000,000-14,999,999	Watching Sports
Ages	Civil Status	Public Officers	General Affairs / HR	15,000,000-19,999,999	Beer
18-29	Married	Housewives	Business Planning and Development	20,000,000+	Wine / Western Alcohol
30-39	Unmarried	Self-employed	Public Relations / Advertising / Others		Movie / Watching Plays
40-49		Students			Childcare
50-59					E-shopping
60+		Position	Residence	Individual Income (JPY)	Cosmetics
		Executive level / Board Member level	Owner-occupied house	-4,999,999	Travel
		General Manager level	Owner-occupied apartment	5,000,000-9,999,999	
		Section Manager level	Rental apartment	10,000,000-14,999,999	
		General Staff		15,000,000-19,999,999	
				20,000,000+	
Child					
With Children					
Without Children					

\*150% base rate will be applied per targeted segment.

\*Please ask us to confirm our advertising inventory.

We can deliver or exclude ads in designated regions based on access data from IP addresses.

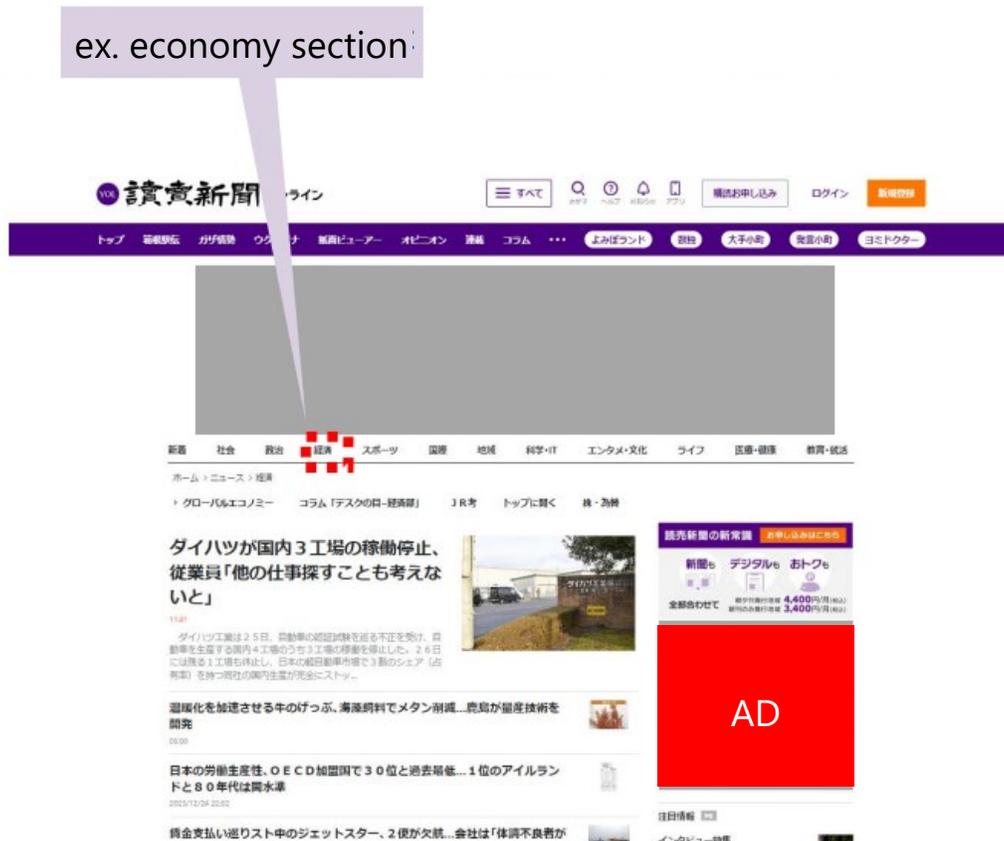


\*150% base rate will be applied.

\*Please ask us to confirm our advertising inventory.

We can deliver or exclude ads in designated sections.

ex. economy section



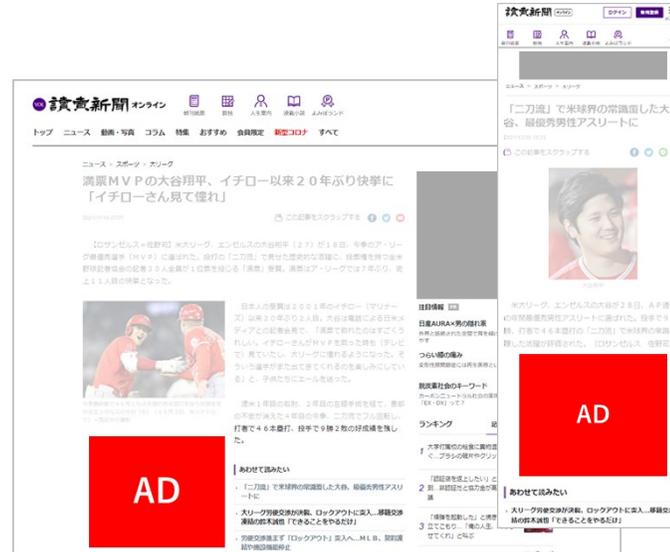
\*150% base rate will be applied.

\*Please ask us to confirm our advertising inventory.

We can deliver or exclude ads on content contextually related to the designated genres based on our original algorithm.

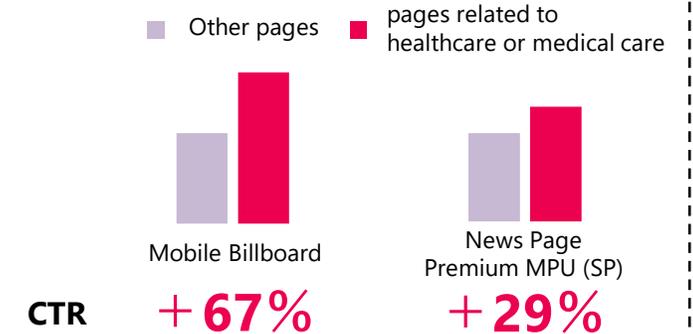
ex.

- Vehicle, EV
- SDGs
- Luxury
- Fashion
- Housing
- Finance, Insurance
- Alcohol
- Healthcare, Medical care



<Example>

Display ads for advertorial content of healthcare

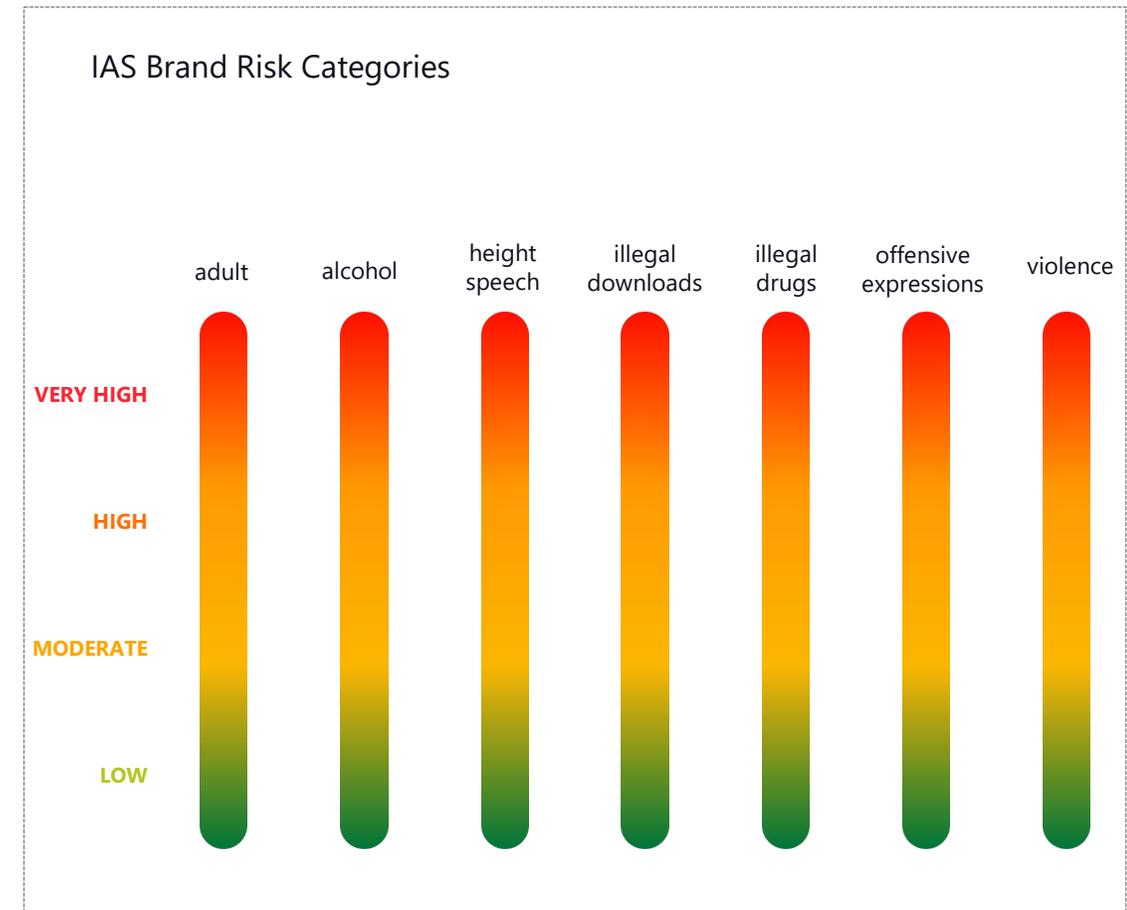
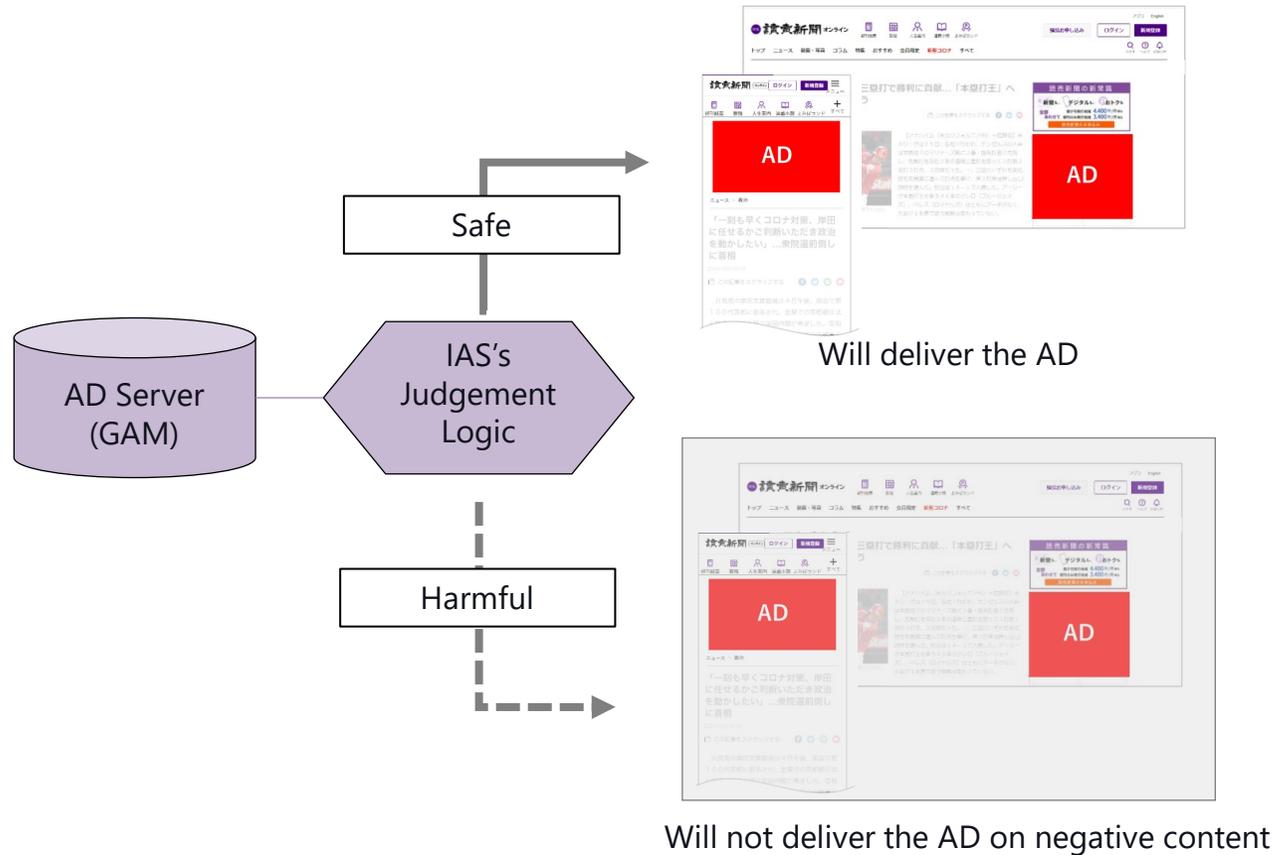


\*This option can be applied only for Mobile Billboard and News Page Premium MPU.

\*150% base rate will be applied.

\*Please ask us to confirm our advertising inventory.

We can avoid delivering ads on harmful content based on IAS measurements.



\*150% base rate will be applied.

\*Please ask us to confirm our advertising inventory.

With this option, we guarantee viewable impressions based on IAS measurements. MPU's will be displayed in various locations on the desktop.

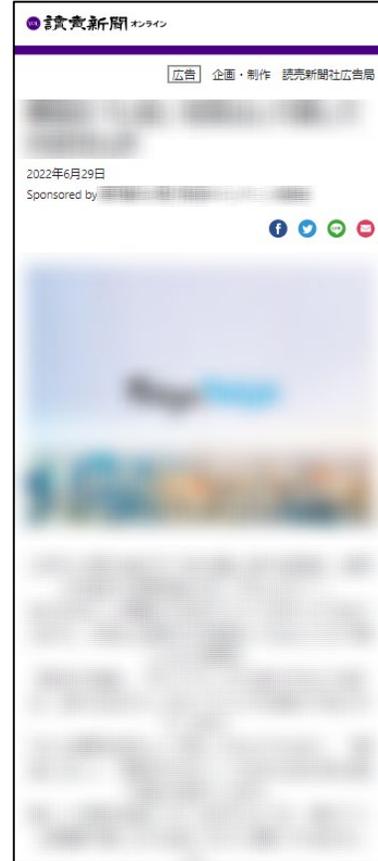


\*The above images are for illustration purposes only.  
Actual design may change.

Device	Dimensions	Regular vCPM (Gross)
 	<b>w 300 × h 250px</b>	<b>2,000 JPY</b>
Ad Location	Homepage / News Pages	
Running Period	TBA	
Guarantee Form	Viewable Impressions Guaranteed *Impressions viewed over half dimension for over 1 second based on IAS measurements will be counted as viewable impressions.	
Display Method	Rotation	
File Types	JPG, PNG, GIF / up to 150KB / up to 30 seconds* (GIF) *Loops are not applicable.	
Simultaneous Creatives Permitted	Up to 4 (an additional charge of 100,000 JPY applies from the 5th creative) *Count includes creative replacements/swaps	
Material Deadline	5 business days before running	
<b>Minimum Unit</b>	<b>500,000 viewableimps / 1,000,000 JPY</b>	

# Advertorials

Our professional team will create reliable and attractive content. Advertorial webpages will be edited by our content management system.



Device	Estimated PVs	Regular Rate (Gross)
 	<b>10,000-</b> PVs	Advertising Rate <b>1,500,000-</b> JPY Production Fee <b>600,000-</b> JPY
Traffic Drivers	Yomiuri Online and other external media	
Running Period	4 Weeks -	
Guarantee Form	PVs Guaranteed	
Required Asset	Please complete the provided briefing form to clarify the objective, targets, etc. and provide images.	

- \*AD/PR credit and client name will be inserted at the top of the content.
- \*If you want targeted delivery, we will offer a separate estimate for the advertising rate.
- \*If we need to travel out of Tokyo for interviews or to shoot footage, we will offer a separate estimate for the production fee.
- \*We can also offer customized plans.

\*The above images are for illustration purposes only. Actual design may change.

Our professional team will create reliable and attractive content. Advertorial webpages will form beautiful and rich designs with HTML.



Device	Estimated PVs	Regular Rate (Gross)
	<b>20,000-</b> PVs	Advertising Rate <b>3,000,000-</b> JPY Production Fee <b>1,200,000-</b> JPY
Traffic Drivers	Yomiuri Online and other external media	
Running Period	4 Weeks -	
Guarantee Form	PVs Guaranteed	
Required Asset	Please complete the provided briefing form to clarify the objective, targets, etc. and provide images.	

- \*AD/PR credit and client name will be inserted at the top of the content.
- \*If you want targeted delivery, we will offer a separate estimate for the advertising rate.
- \*If we need to travel out of Tokyo for interviews or to shoot footage, we will offer a separate estimate for the production fee.
- \*We can also offer customized plans.

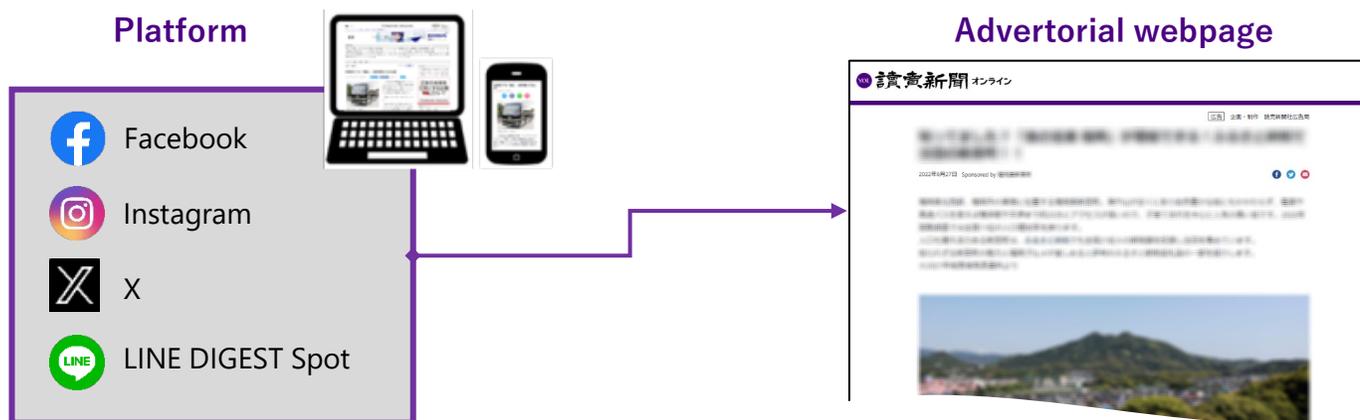
\*The above images are for illustration purposes only. Actual design may change.

We run advertising posts on Facebook/Instagram or X using our advertising account. This boost is only shown to the core target, making it possible to complement basic traffic drivers.

Platform		Estimated Clicks	Running Period	Regular Rate (Gross)
Facebook	Placement optimization will be applied.	4,000 Clicks	2 Weeks -	1,400,000- JPY
Instagram				
X				
LINE DIGEST Spot		ASK		

\*We do not guarantee the above clicks.

\*Estimated clicks vary based on target setting.



\*The above image is for illustration purposes only. Actual design may change.

YOMIURI BRAND STUDIO is a professional team specializing in content creation.

- The studio consists of many experienced journalists and alliance companies.
- The studio has produced a large number of campaigns with domestic and overseas government agencies. This fact is proof of its credibility.



See the homepage for more details (<https://brandstudio.jp/>).

\*Production fees vary based on content. Please ask us for more information.

# Targeted E-mail

We can distribute e-mail to Yomiuri ID users using "yomiuri ONE" targeting.



Regular Rate (Gross)

Non-targeting: **@60** JPY

1 Attribute: **@80** JPY

2 Attributes: **@90** JPY

\*Please ask us for the maximum distribution number based on your target.

Distribution Date & Time

TBA

Creative Specifications

- AD/PR credit will be inserted in the subject and the body.
- Fixed header and footer will be inserted.
- From 1,000 to 1,200 characters are recommended for the body.
- One image of W640 × H360px can be inserted.

**Minimum Unit**

**500,000 JPY, regardless of the maximum distribution number**

\*The above image is for illustration purposes only. Actual design may change.

<Attribute Options>

Gender	Region	Job	Occupational Field	Household Income (JPY)	Interest
Male	Per Prefecture	Company Executives	Sales	-4,999,999	Asset Management
Female	Per Region	Employees (managerial position)	Production, Manufacturing	5,000,000-9,999,999	Car / Motorcycle
		Employees (general position)	Office Work	10,000,000-14,999,999	Watching Sports
		Public Officers	General Affairs / HR	15,000,000-19,999,999	Beer
		Housewives	Business Planning and Development	20,000,000+	Wine / Western Alcohol
		Self-employed	Public Relations / Advertising / Others		Movie / Watching Plays
		Students			Childcare
					E-shopping
					Cosmetics
					Travel
Ages	Civil Status	Position	Residence	Individual Income (JPY)	
18-29	Married	Executive level / Board Member level	Owner-occupied house	-4,999,999	
30-39	Unmarried	General Manager level	Owner-occupied apartment	5,000,000-9,999,999	
40-49		Section Manager level	Rental apartment	10,000,000-14,999,999	
50-59		General Staff		15,000,000-19,999,999	
60+				20,000,000+	
Child					
With Children					
Without Children					