



Site that puts you ahead of the times
nikkei TRENDYnet

nikkei TRENDYnet is a trend watching portal and stimulating source of information for business professionals. Our readers are information-sensitive consumers who have strong influence on their surrounding people. Having diverse interests, our readers are seeking information for creative lifestyle. Readers of nikkei TRENDYnet are actively looking for information for their next purchase. They are willing to shop online. Many purchase products and services after getting information on nikkei TRENDYnet.

Core users

Business people

Monthly page views

22,549,706 (as of November 2011)
 (SiteCensus (Nielsen//NetRatings))

Number of unique browsers

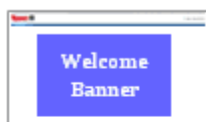
3,433,838 (as of November 2011)
 (SiteCensus (Nielsen//NetRatings))



<http://trendy.nikkeibp.co.jp/>

Advertising Space

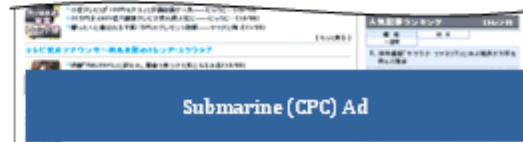
Welcome Banner



Main Site



Theme Site



Advertising rates

Menu	Rate	Specifications
Welcome Banner + Top Rectangle	JPY1,200,000 per week	Welcome Banner :640 (w) x 480 (h) pixels, Flash up to 50KB, GIF up to 50KB Animation: less than 6 seconds Exclusive to 2 advertisers Top Rectangle: 300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash up to 50KB, GIF up to 50KB Exclusive to 2 advertisers
First Rectangle	JPY800,000 per week	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash up to 50KB, GIF up to 50KB Exclusive to 4 advertisers
First Rectangle by Category Trend Digital Hit-kenkyujo Otonano-OFF	JPY850,000 per month JPY850,000 per month JPY850,000 per month JPY425,000 per month	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Exclusive to 3 advertisers Exclusive to 5 advertisers Exclusive to 1 advertisers Exclusive to 1 advertisers
Second Rectangle	JPY600,000 per week	300 (w) x 300 (h) or 300 (w) x 250 (h) pixels, Flash up to 50KB, GIF up to 50KB Exclusive to 3 advertisers
Text Ad (Topics)	JPY350,000 per week	Up to 38 two-byte characters Exclusive to 3 advertisers
Shop Guides	JPY300,000 per month	120 (w) x 60 (h) pixels, GIF up to 15KB, limited only to "Shop" ads Exclusive to 6 advertisers
Submarine (CPC) Ad	JPY120 per click	100 (w) x 100 (h) pixels, GIF up to 10 KB Title: Max 30 two-byte characters Text: Max 90 two-byte characters Exclusive to 4 advertisers
*Header Ad on TRENDYnet Mail	JPY250,000 per e-newsletter	38 two-byte characters x 5 lines

Accepted Formats

Nikkei BP only accepts banner ad materials created in GIF, JPEG or FLASH 6, 8, 10 formats for all of our websites.

Files Required

For GIF or JPEG format ads:

- GIF or JPEG file
- Link destination URL(to be included in the message body of your e-mail at the time of file submission.)

For FLASH format ads:

- SWF file: Flash object (Flash version 6, 8, 10)
- FLA file: Flash source file
- GIF or JPEG file: Backup to deliver to users unable to see a particular Flash movie
- Link destination URL shared for both SWF and GIF files (to be included in the message body of your e-mail at the time of file submission)

Submission Deadline

Material must be submitted ten working days before release to allow time for approval and testing, regardless of whether the ad is to be served by Nikkei BP or a third party.

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