

What is The Yomiuri Shimbun?

Founded in November 1874, The Yomiuri Shimbun is a national Japanese paper with over a 140-year history. It has the world's largest circulation, which is registered by the Guinness World Records.

Media Conglomerate centered on The Yomiuri Shimbun

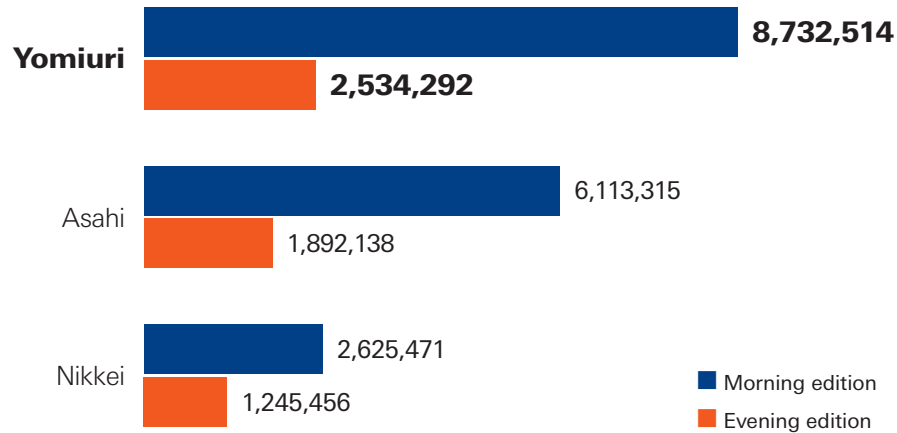
The Yomiuri Group is a media conglomerate centered on The Yomiuri Shimbun, and extending to other business fields in terms of culture, sports and leisure.



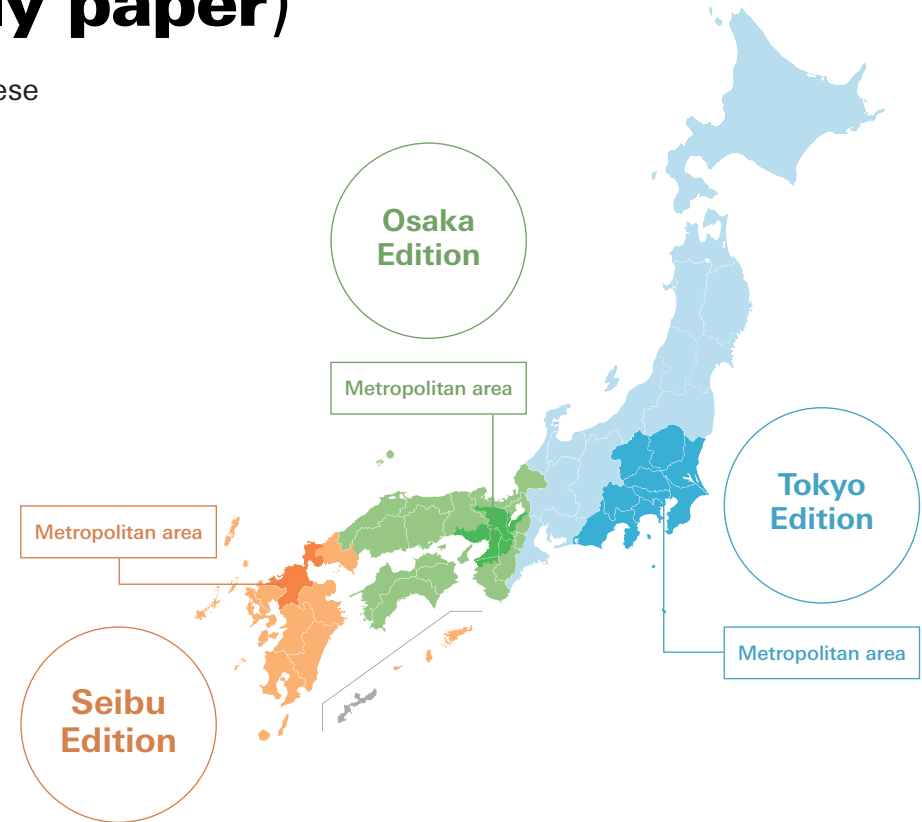
The Yomiuri Shimbun (Daily paper)

The Yomiuri Shimbun has the largest number of subscribers of all Japanese newspapers, read by over 20 million people every day.

Subscribers (National Edition)



Source:ABC(average Jul.-Dec,2017)



Readers (National, Morning Edition)

	Copies	The number of readers per one household	Readers
Yomiuri	8,732,514	2.3	20,084,782
Asahi	6,113,315	2.3	14,060,625
Nikkei	2,625,471	1.8	4,725,848

The number of Yomiuri subscribers is almost equal to the sum of Asahi's and Nikkei's subscribers.
Morning edition (nationwide)

Newspaper	Copies
Yomiuri	8,730,000
Asahi	6,110,000
Nikkei	2,630,000

Approx. 8,740,000 (Sum of Asahi and Nikkei)

Source:ABC(average Jul.-Dec,2017)

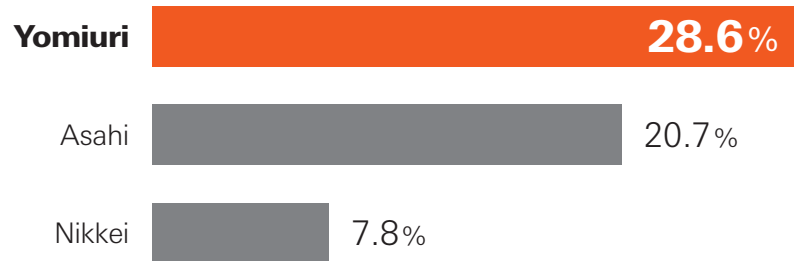
Tokyo Edition

Subscribers

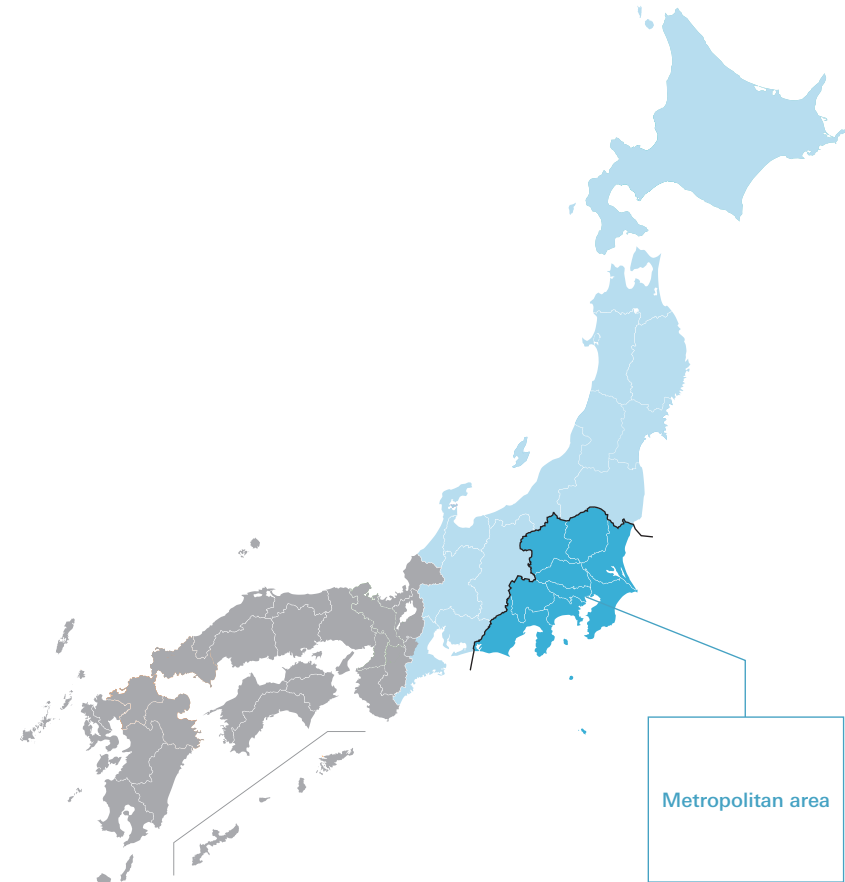
Morning edition	5,791,257
Morning edition Tokyo Metropolitan Area	4,748,102
Evening edition	1,520,633
Evening edition Tokyo Metropolitan Area	1,476,848

Source:ABC(average Jul.-Dec,2017)

Penetration rate Tokyo Metropolitan Area



(n=33,650)
Source:J-READ2017



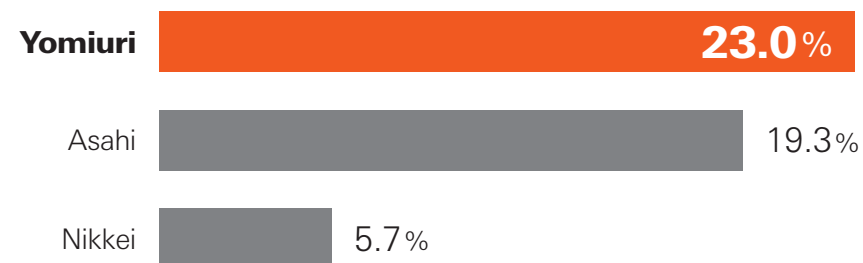
Osaka Edition

Subscribers

Morning edition	2,200,385
Morning edition Osaka Metropolitan Area	1,616,537
Evening edition	961,367

Source:ABC(average Jul.-Dec,2017)

Penetration rate Osaka Metropolitan Area



(n=14,315)
Source:J-READ2017



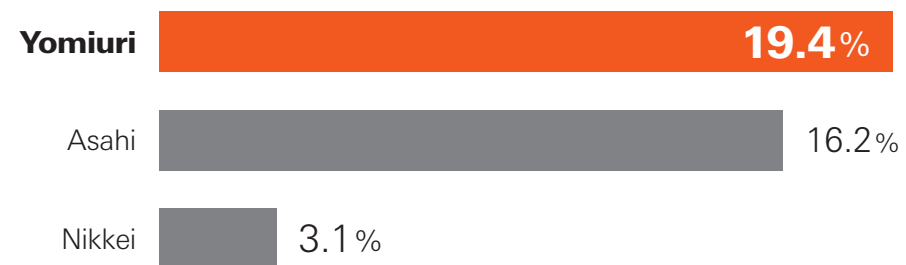
Seibu Edition

Subscribers

Morning edition	740,872
Morning edition Seibu Metropolitan Area	411,356
Evening edition	52,292

Source:ABC(average Jul.-Dec,2017)

Penetration rate Seibu Metropolitan Area

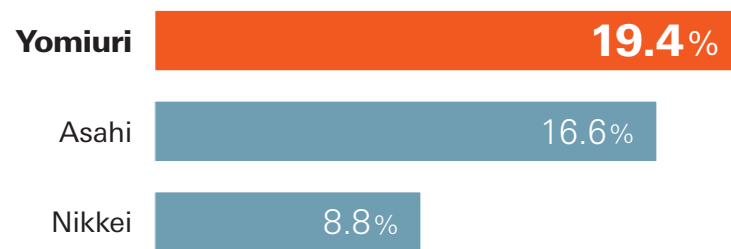


(n=4,441)
Source:J-READ2017

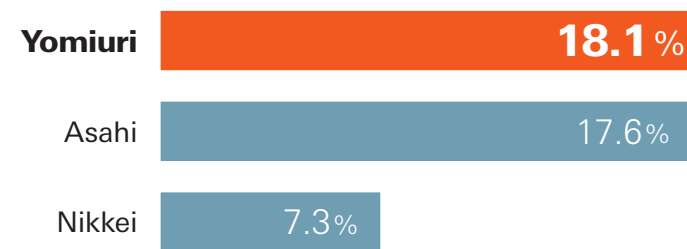


The Yomiuri Shimbun makes it possible to reach a lot of business leaders.

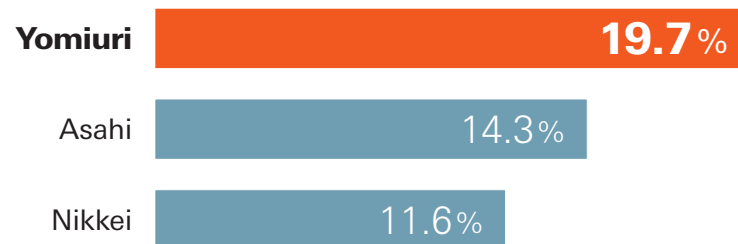
Employees in the company listed on the 1st section of the TSE



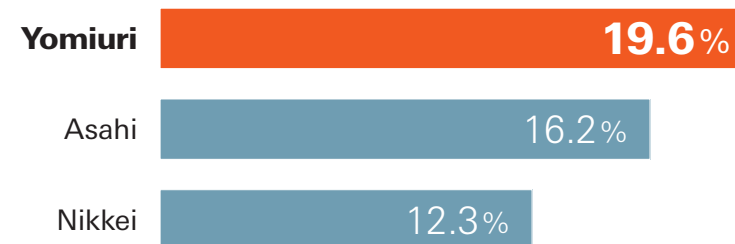
Administration/Research



Corporate Executives



Division Managers

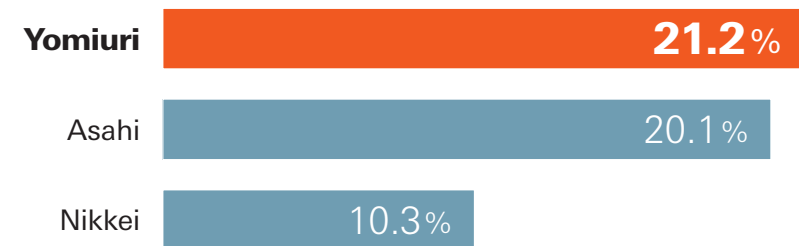


The Yomiuri Shimbun has a high penetration into the high income demographic.

Annual household income of 20 million JPY or over



Household financial assets of 20 million JPY or over (20yrs old or over)



All rates above are penetration rates. Source: J-READ2017