





## Nikkei Japan Business Magazine Subscribers

<b>Size of Universe</b>	300,159
<b>Price</b>	¥48/Name
<b>Source</b>	100% Subscriptions Sold
<b>Min Order Quantity</b>	¥120,000 Prepayment required on initial order.
<b>Update Frequency</b>	Anually

 <b>Postal</b>	300,159
 <b>eMail</b>	N/A
 <b>Landline</b>	N/A
 <b>Cell Phone</b>	N/A

## DESCRIPTION

Nikkei Business offers unsurpassed access to Japan's upscale business and financial decision makers. More than 80% of subscribers are top level executives and directors. Their average age is 48, and their average income 12 million Yen. These subscribers are corporate leaders looking for the best in financial management tools and strategies essential for effective decision making.

The professionals who have prepaid subscriptions to Nikkei Publications are:

- Generally more affluent
- Have higher levels of education
- Part of the world's second largest direct mail consumer market (outside of the U.S., Japan orders more items via direct mail than any other country.)

Please note:

-- NIKKEI publications are printed in Japanese (Kanji, Hiragana, Katakana alphabets).

-- Mail pieces must be in Japanese and pre-approved by Nikkei.

-- Payment must be made (bank wire) in YEN. USD prices are available upon request with some additional fees.

-- Prepayment is required on all orders.

-- Approval time takes approximately 5 working days.

-- Mailer must use an approved NIKKEI lettershop in Japan.

-- We will run counts on Nikkei after a sample mail piece and mail date is provided.

## SELECT

Business Leaders ¥6/Name  
Other Attributes ¥6/Name  
Geo Region ¥6/Name  
Set-Up Fee ¥35,000/Flat

## USAGE

Business Products/Services  
Financial Services  
Lead Generation  
Data Enhancement  
Investment Opportunities

## RESTRICTIONS

See Above

## LIST TERMS

The list is supplied for a one-time use. The list is seeded to detect unauthorized use. A sample mail piece must be submitted for the list owner's approval. Full payment must be received before the order will be dispatched.

## CANCELLATION POLICY

Orders cancelled 5 days prior to or after original mail date will require payment in full. Orders cancelled before the mail date will be subject to a \$150/file fee plus \$10/M running charges, plus production fees. The mailer will incur extra fees in addition to normal cancellation charges for names cancelled post merge/purge.

## PROCESSING OF ORDER AND DELIVERY

Allow one week upon receipt of the confirmed order.