





## Nikkei Japan Communication Magazine Subscribers

|                           |  |
|---------------------------|--|
| <b>Size of Universe</b>   | 33,271   |
| <b>Price</b>              | ¥48/Name Prepayment required on initial order. |
| <b>Source</b>             | 100% Subscriptions Sold                        |
| <b>Min Order Quantity</b> | ¥120,000.                                      |
| <b>Update Frequency</b>   | Anually  |

|   |        |
|---|--------|
|  <b>Postal</b>     | 33,271 |
|  <b>eMail</b>      | N/A    |
|  <b>Landline</b>   | N/A    |
|  <b>Cell Phone</b> | N/A    |

## DESCRIPTION

Nikkei Business Publications, Inc. is Japan's largest B-to-B publisher. They maintain Japan's most prestigious professional mailing lists. They produce a multitude of industry-specific publications that reach over 1.3 million prepaid subscribers.

The professionals who have prepaid subscriptions to Nikkei Publications are active in their industry, and they want to stay informed about the latest news, innovations, and developments.

Readers of 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!)

20% commission off base price available to recognized list brokers.

Segments

Managers:

Corporate Strategy/Management 532

Communication System Planner 871

Communication System Developer & Designer 1,312

Communication System Operator & Manager 867

Communication Service Planner 402

Consulting 251

System Engineer 843

Software Designer & Developer 328

Hardware Designer & Developer 315

Sales/Marketing 1,467

Other 26,083

Region

Greater Tokyo 12,971

Greater Osaka 2,327

Greater Nagoya 1,521

Greater Fukuoka 714

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

Managers ¥6/Name

Other Attributes ¥6/Name

Geo Region ¥6/Name

## USAGE

Technology/IT Services

Telecommunication

Data Enhancement

## 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.