





## Nikkei Japan Design Magazine Subscribers

|                           |  |
|---------------------------|--|
| <b>Size of Universe</b>   | 13,500   |
| <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>     | 13,500 |
|  <b>eMail</b>      | N/A    |
|  <b>Landline</b>   | N/A    |
|  <b>Cell Phone</b> | N/A    |

## DESCRIPTION

This list is the most effective source to reach Japan's design community. Nikkei Business Publications, Inc. is Japan's largest B-to-B publisher, and 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.

### Segments

#### Designers:

Management 1,421  
Advertising/PR 468  
Research/Marketing 180  
Product Planning 687  
Sales 324  
Designer 2,144  
Copywriter 14  
Technology Department 613  
Education/Public Sector 289  
Other 3,566

#### Region:

Greater Tokyo 5,128  
Greater Osaka 1,808  
Greater Nagoya 1,499  
Greater Fukuoka 531

#### 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

Designers ¥6/Name  
Other Attributes ¥6/Name  
Geo Region ¥6/Name

## USAGE

Business Products/Services  
Consultant  
Consumer Goods and Products  
Technology/IT Services  
Customer Retention

## 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.