





## 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.