

## Nikkei Japan Home Builder Magazine Subscribers

|                           |  |
|---------------------------|--|
| <b>Size of Universe</b>   | 25,301   |
| <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>   | Annually                                       |

|                     |        |
|---------------------|--------|
| ✉ <b>Postal</b>     | 25,301 |
| @ <b>eMail</b>      | N/A    |
| ☎ <b>Landline</b>   | N/A    |
| ☎ <b>Cell Phone</b> | N/A    |

### DESCRIPTION

This subscriber list reaches home Construction Experts. It offers practical information for technical experts in the field of house building. 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

Construction Experts:  
Building Constructor 4,514  
House Designer 3,187  
Reconstruction Specialized Construction/Real Estate 1,364  
Architecture Designer 2,431  
Equipment/Lumber/Timber 1,088  
Sector/School 212  
Other 9,958

#### Region:

Greater Tokyo 4,897  
Greater Osaka 2,689  
Greater Nagoya 3,472  
Greater Fukuoka 1,249

#### 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

Construction Experts ¥6/Name  
Other Attributes ¥6/Name  
Geo Region ¥6/Name

### USAGE

Business Products/Services  
Construction  
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.