

## Nikkei Japan Information Strategy Magazine Subscribers

<b>Size of Universe</b>	20,034
<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>	20,034
@ <b>eMail</b>	N/A
☎ <b>Landline</b>	N/A
☎ <b>Cell Phone</b>	N/A

### DESCRIPTION

This subscriber list is from a magazine focusing on corporate management and strategic application of information systems. 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

Corporate Managers:  
 Executive/Director 1,889  
 Manager 3,521  
 Clerk/Employee 2,738  
 Specialist 567  
 Other 9,498

#### Region:

Greater Tokyo 6,787  
 Greater Osaka 1,901  
 Greater Nagoya 1,213  
 Greater Fukuoka 482

#### 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

Corporate 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.