

Nikkei Japan Information Strategy Magazine Subscribers

| | |
|---------------------------|--|
| Size of Universe | 20,034 |
| Price | ¥48/Name |
| Source | 100% Subscriptions Sold |
| Min Order Quantity | ¥120,000 Prepayment required on initial order. |
| Update Frequency | Anually |

| | |
|---------------------|--------|
| ✉ Postal | 20,034 |
| @ eMail | N/A |
| ☎ Landline | N/A |
| ☎ Cell Phone | 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.