





## Nikkei Japan Information Systems Magazine Subscribers

<b>Size of Universe</b>	41,002
<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>	41,002
 <b>eMail</b>	N/A
 <b>Landline</b>	N/A
 <b>Cell Phone</b>	N/A

## DESCRIPTION

### Information Systems Designers/Users

Provides support and practical info to IT engineers at both vendor and user companies to step up their skills for strategic implementation.

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.

The professionals who have prepaid subscriptions to Nikkei Publications are active in their industry, and they want to stay informed about the latest news, innovations, and developments.

Readers of Nikkei publications are:  
Generally more affluent  
Have higher levels of education  
Part of the world's second largest direct mail consumer market

\*\*Postal Addresses Only.

20% commission off base price available to recognized list brokers.

#### Segments

Information Systems Users:

Director/Manager 580

Software Development 2,860

Consulting Analyst 512

System Use/Maintenance 1,490

Hardware Designing/Development 82

Other Computer Related 670

Sales and Marketing 387

Professor/Teacher 285

Other 17,942

#### Region:

Greater Tokyo 18,762

Greater Osaka 4,492

Greater Nagoya 3,042

Greater Fukuoka 1,350

#### 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

Systems Users ¥6/Name

Other Attributes ¥6/Name

Geo Region ¥6/Name

## USAGE

Business Products/Services

Technology/IT Services

Telecommunication

## 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.