

Nikkei Japan Personal Computing Magazine Subscribers

Size of Universe	300,675
Price	¥48/Name
Source	100% Subscriptions Sold
Min Order Quantity	¥120,000 Prepayment required on initial order.
Update Frequency	Anually

✉ Postal	300,675
@ eMail	N/A
☎ Landline	N/A
☎ Cell Phone	N/A

DESCRIPTION

This list is comprised of general PC Users who subscribe to the leading PC publication in Japan. 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

PC Users:

Corporate Management 11,003
 Commerce & Industry Service/Self Employed 7,987
 Manager 18,414
 Specialist 15,954
 Engineer 29,108
 Clerk 22,986
 Salesperson 6,550
 Service 4,918
 Student 1,984
 Other 72,884

Region:

Greater Tokyo 76,065
 Greater Osaka 36,324
 Greater Nagoya 31,658
 Greater Fukuoka 14,097

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

PC 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.