

## Nikkei Japan Personal Computing Magazine Subscribers

<b>Size of Universe</b>	300,675
<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>	300,675
@ <b>eMail</b>	N/A
☎ <b>Landline</b>	N/A
☎ <b>Cell Phone</b>	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.