

The Nikkei Veritas

The Veritas is Nikkei's new weekly financial news tabloid aimed at institutional and affluent individual investors. The paper features contributions from top economists and foreign publications and incorporates the latest financial news from across the globe. With an exclusive internet site for subscribers, readers will be kept up to date and have an archive of 20 years of financial articles at their fingers.



Outline

Format: 72 page, weekly tabloid
 Circulation: 102,495 (8/31/08 edition)

Reader Profile

- Average Age: 45.5
- Average total household savings: \$322,857 (avg. Japanese household: \$86,381*1)
- Work in financial or related industry: 25.7%
- Currently own stock: 80.7% (avg. Japanese household: 32.1%*1)
- Investing for retirement: 81%
- Would like to invest in: ETF 38.2%; REIT 21.2%; FX 19.8%

Ad Rates

Full Page

4C ¥1,500,000 (approx. \$15,000*2)
 B&W ¥1,000,000 (approx. \$10,000*2)

Other Options

Back Cover ¥2,500,000 (approx. \$25,000*2)
 Advertorial page rate plus ¥300,000 (approx. \$3,000*2)

*1 Survey on Household Financial Assets, Central Council for Financial Services Information/ BOJ

*2 All rates based on a tentative exchange rate of \$1=¥100, final rate to be determined at time of billing