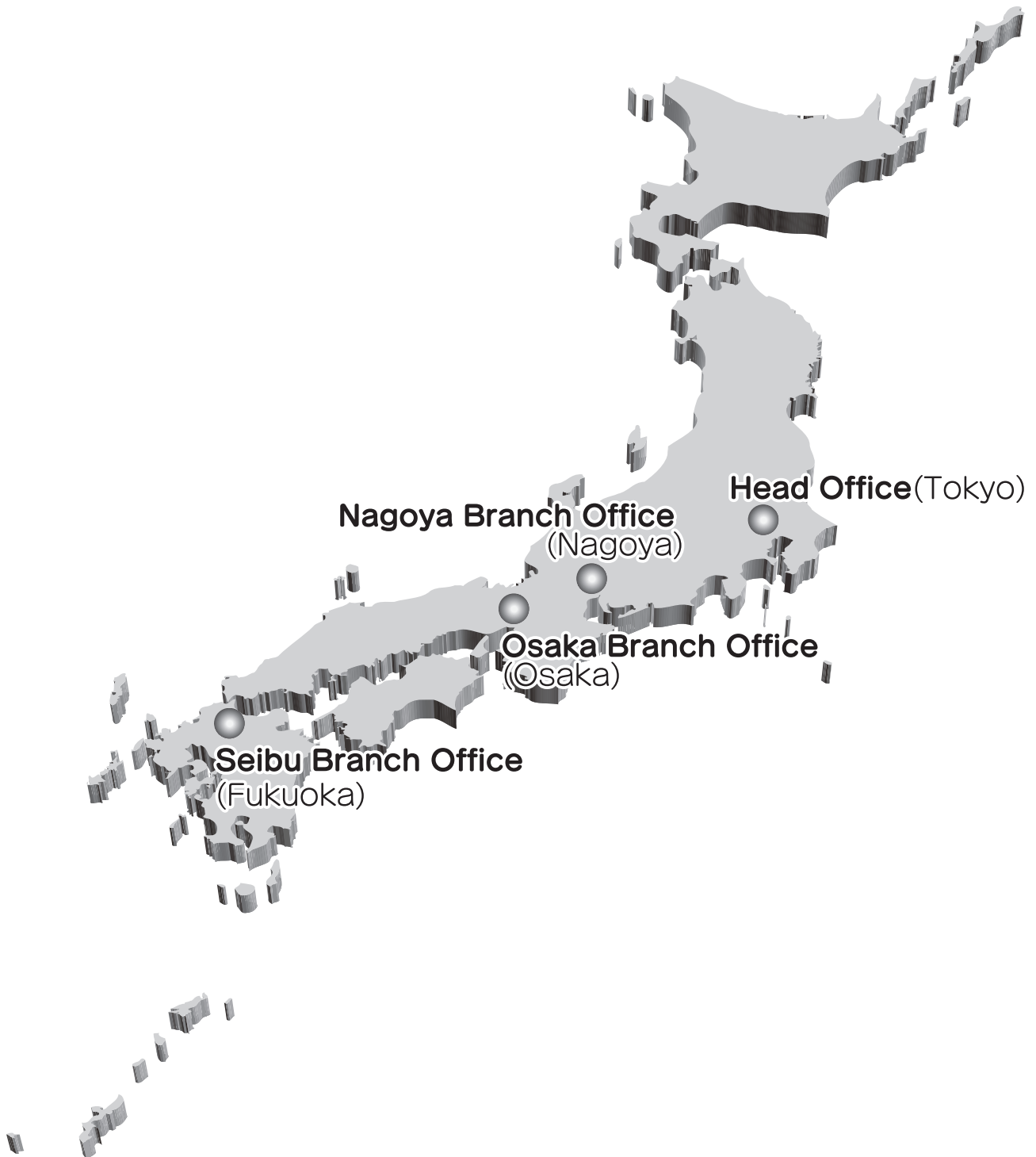


News gathering network throughout Japan

- In addition to our head office, we have branch offices in Tokyo, Osaka, Nagoya, and Seibu, as well as 37 news offices throughout the country to provide highly accurate news every day.



Highly informative articles

● Our keyword is “Monodzukuri”, “Technology”, and “SMEs”.

- We present up to 250 articles with essential information on corporate activities every day.
- Most of the news is related to business enterprises with no distinction given to size; all companies are covered thoroughly whether they are large, medium or small in scale. Our newspaper is full of news and information on all aspects of corporate activities: Corporate Information, Information on Developments within the Industry, as well as Local Government and the Ministry of Economy, Trade and Industry involvement.
- We have strong focus on moves and trends at home and abroad in the IT (Information Technology) area.
- We offer enhanced content with information organized to facilitate understanding. It is categorized by sectors that included “Machinery, Robots, and Aircraft”, “Automobiles”, “Electric Machines and Electronic Parts”, and “Information and Communication Technology”.



● The circulation of the NIKKAN KOGYO SHIMBUN (As of March 1, 2011)

Circulation by area

	2011.1	Composition
Tohoku & Hokkaido Area	18,119	4.29%
Metropolitan Area	208,090	49.24%
Chubu Area	56,932	13.47%
Kinki Area	86,331	20.43%
Chugoku & Shikoku Area	21,865	5.17%
Kyushu & Yamaguchi Area	31,270	7.40%
Total	422,607	100.00%

What's most remarkable of our newspaper is the number of subscription taken out by business place throughout Japan. Our newspaper receives wide support from subscribers in the metropolitan region comprising Tokyo, Kanagawa, Saitama and Chiba, and also in those areas where unique industrial projects and original local industries have been promoted and are growing.

Prefectures

Hokkaido	3,492	Tohoku & Hokkaido Area
Aomori	892	
Iwate	1,548	
Miyagi	4,812	
Akita	1,027	
Yamagata	2,575	
Fukushima	3,773	
Total	18,119	

Prefectures

Toyama	3,851	Chubu Area
Ishikawa	2,909	
Gifu	5,501	
Aichi	39,496	
Mie	5,175	
Total	56,932	

Prefectures

Tottori	664	Chugoku & Shikoku Area
Shimane	876	
Okayama	5,008	
Hiroshima	8,989	
Tokushima	937	
Kagawa	2,420	
Ehime	2,070	
Kochi	901	
Total	21,865	

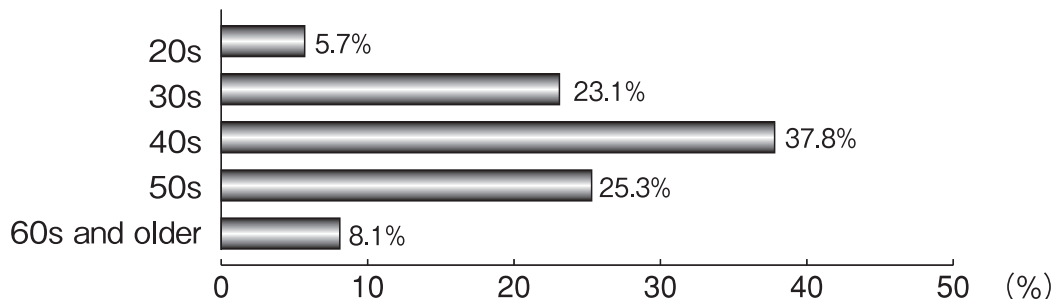
Ibaraki	9,400	Metropolitan Area
Tochigi	5,322	
Gunma	6,340	
Saitama	18,785	
Chiba	11,381	
Tokyo	99,274	
Kanagawa	27,643	
Niigata	5,281	
Yamanashi	1,650	
Nagano	7,506	
Shizuoka	14,127	
Overseas	1,381	
Total	208,090	

Fukui	6,320	Kinki Area
Shiga	4,784	
Kyoto	11,128	
Osaka	40,711	
Hyogo	19,208	
Nara	2,367	
Wakayama	1,813	
Total	86,331	

Yamaguchi	2,946	Kyushu & Yamaguchi Area
Fukuoka	17,012	
Saga	1,512	
Nagasaki	2,563	
Kumamoto	2,233	
Oita	1,944	
Miyazaki	1,337	
Kagoshima	1,328	
Okinawa	395	
Total	31,270	

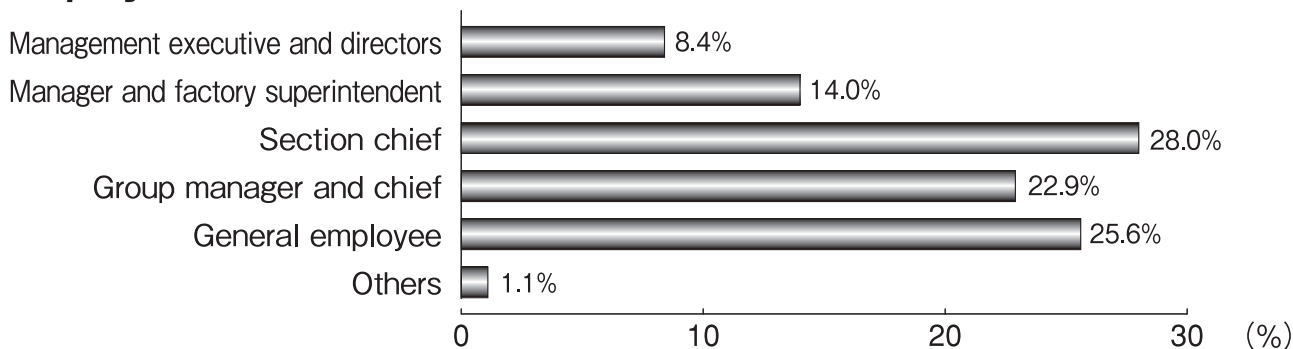
Age: The NIKKAN KOGYO SHIMBUN is read by people of all ages, but primarily by middle-aged people in core management positions.

● **Age**



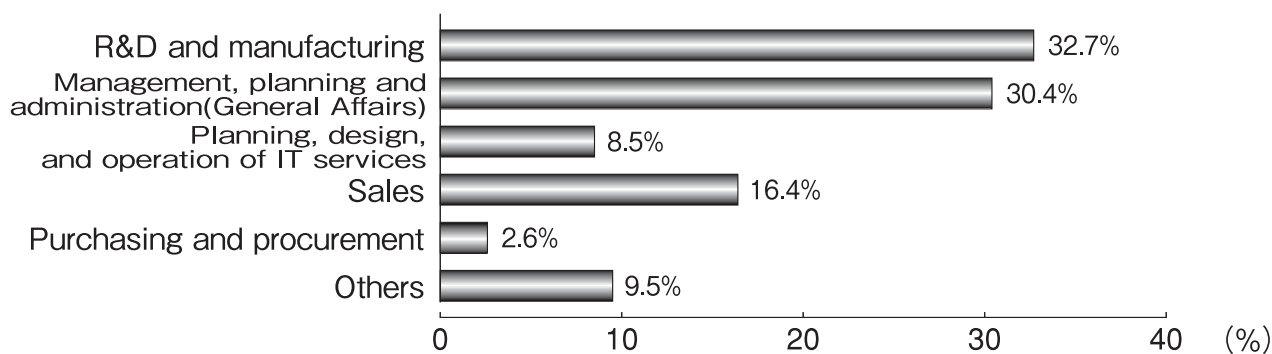
Employment Status: The newspaper is read by people in all positions within a company, from the top executives to the employees.

● **Employment Status**



Job Type: The newspaper is primarily read by people engaged in research and development, manufacturing, business planning, and sales.

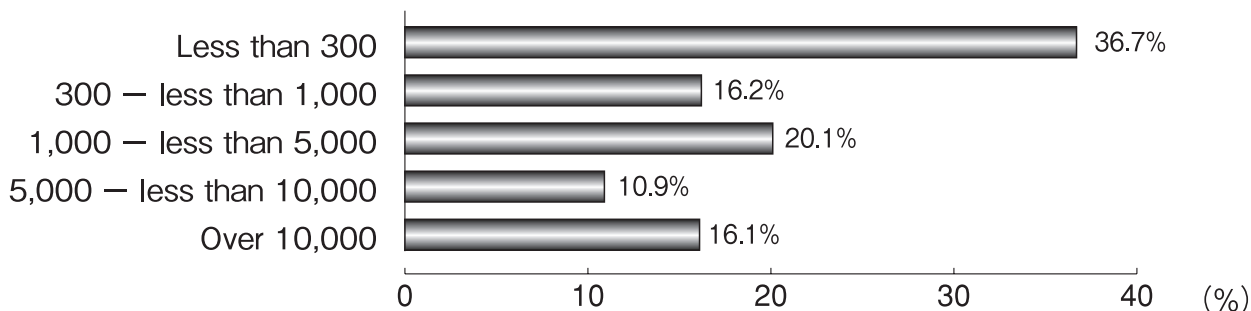
● **Job Type**



※From subscriber surveys of the NIKKAN KOGYO SHIMBUN in 2011 (Internet survey conducted by Goo Research)

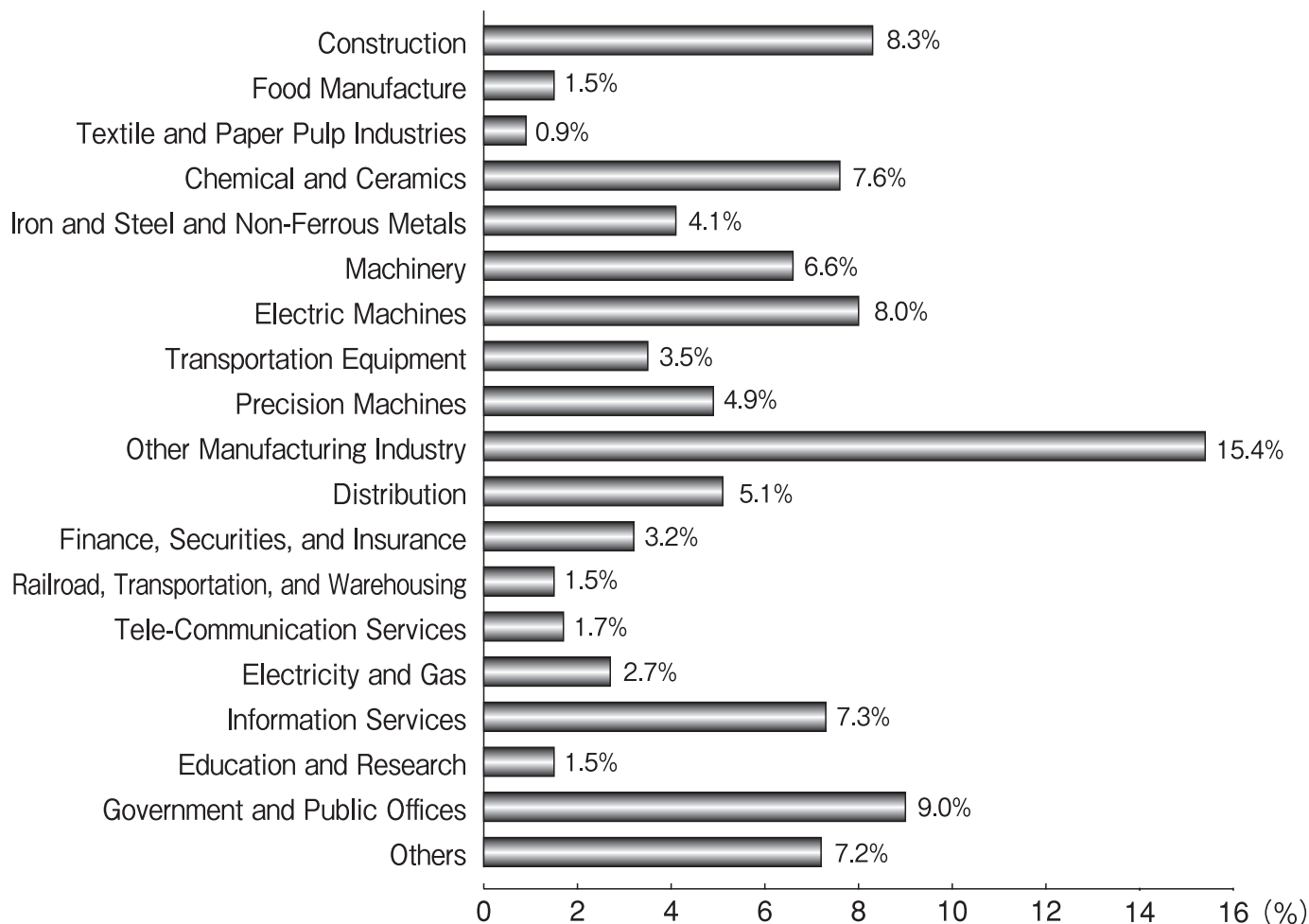
Corporate Size: Our primary Support is from the small-and-medium-sized enterprises.

● **Corporate Size**



Sectors: People in a wide range of sectors read the newspaper, including the manufacturers of machinery and electric machinery, and those in the information services industry.

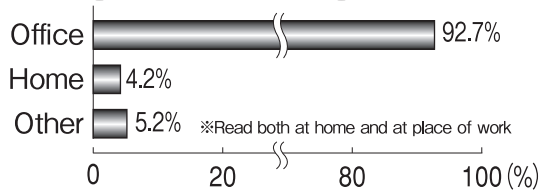
● **Sectors**



From subscriber surveys of the NIKKAN KOGYO SHIMBUN in 2011 (Internet survey conducted by Goo Research)

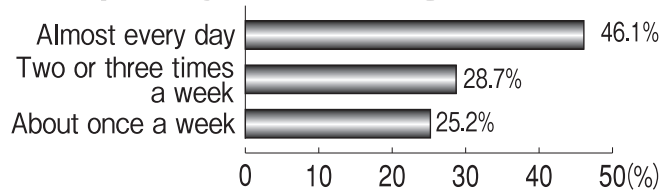
Our subscriber of our newspaper is read in office.

●Percentage of Reading

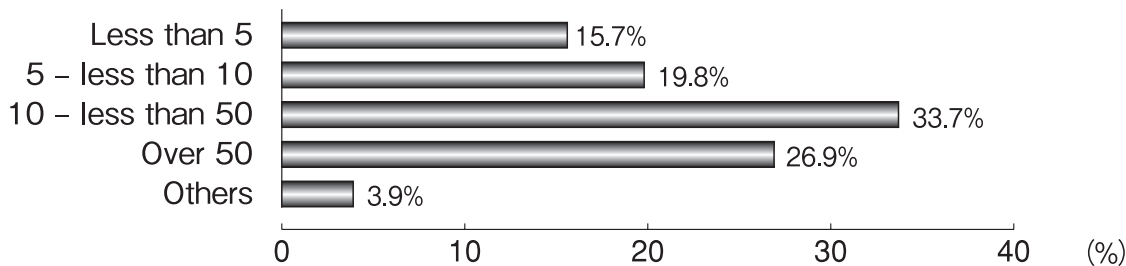


About 50% of our readers read the newspaper every day.

●Frequency of Reading

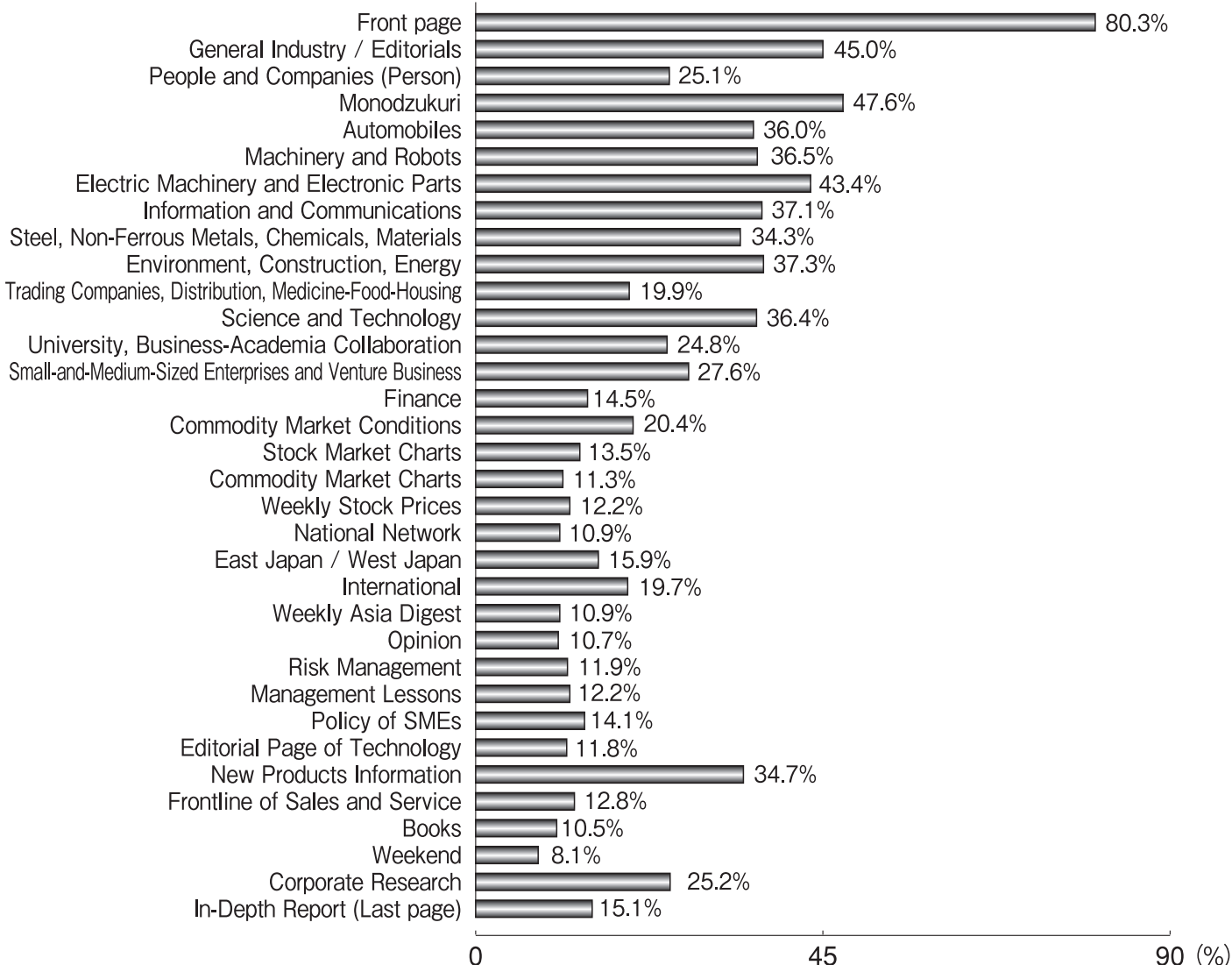


The newspaper is circulated among at least five people in about 80% of the companies where it is read.



The sections most widely read are those for science and technology, environment and energy, Monodzukuri, and machinery and robots.

●Pages read (Multiple answers allowed)

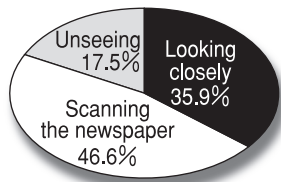


From subscriber surveys of the NIKKAN KOGYO SHIMBUN in 2011 (Internet survey conducted by Goo Research)

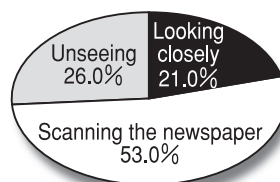
Readers of our newspaper are very interested in advertising.

●Advertisement Viewing by Page

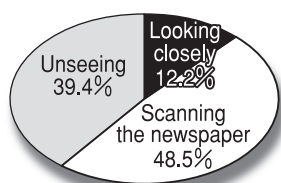
Front Page



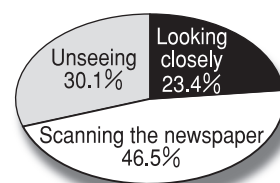
General Industry / Opinion



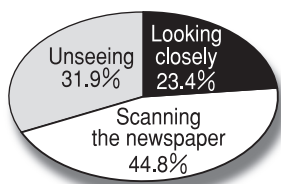
Personnel / Companies



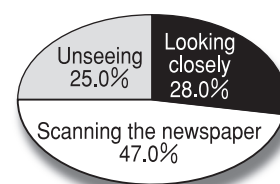
Automobiles



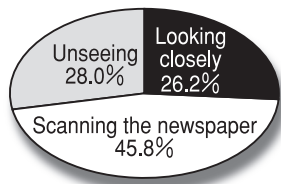
Machinery / Robots



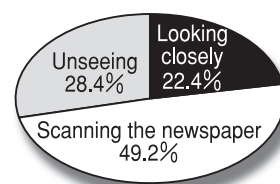
Monodzukuri



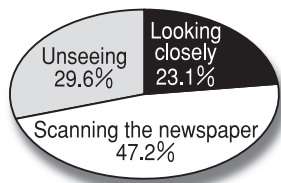
Electric Machinery /
Electronic Parts



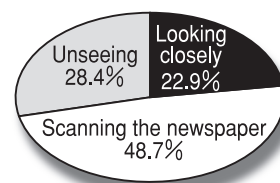
Information
and Tele-communication



Environment /
Construction / Energy



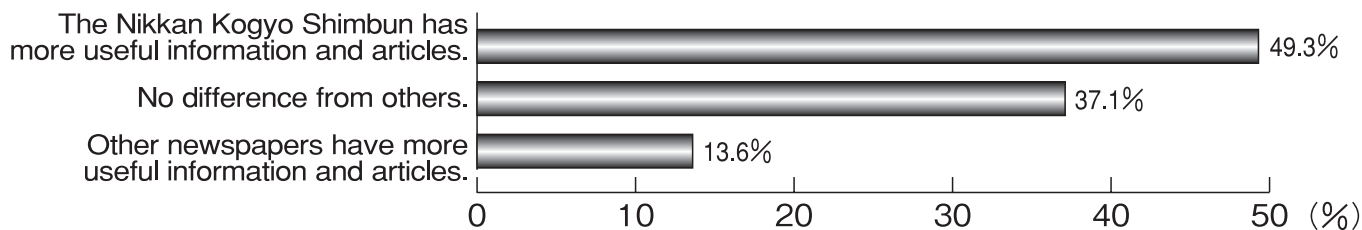
Science and Technology



From subscriber surveys of the NIKKAN KOGYO SHIMBUN in 2011 (Internet survey conducted by Goo Research)

Our newspaper has more useful information than other trade and technical newspapers.

● **Beneficial information**



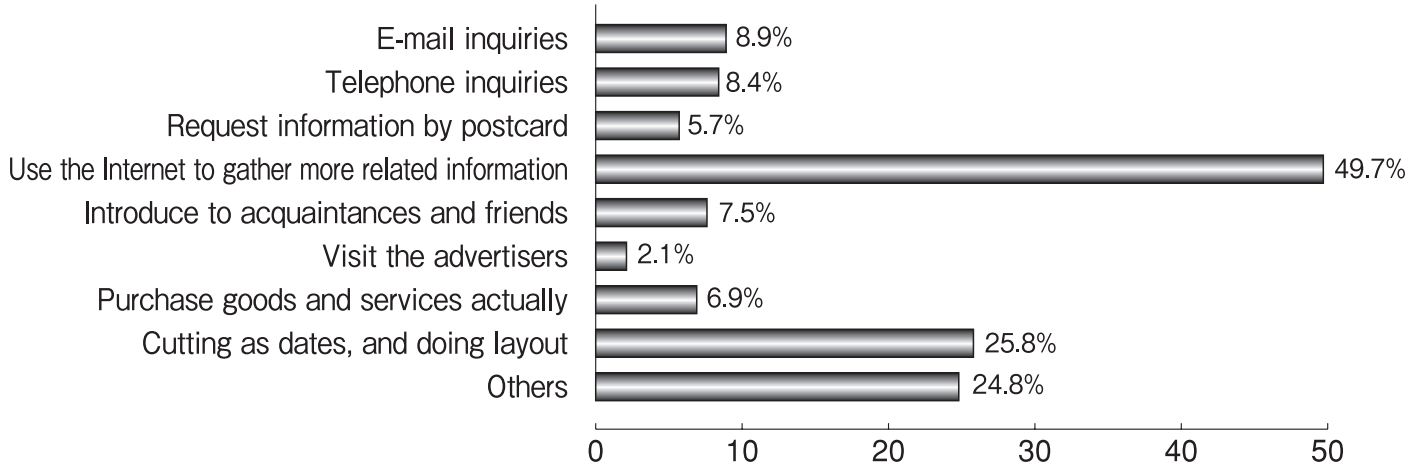
From subscriber surveys of the NIKKAN KOGYO SHIMBUN in 2011 (Internet survey conducted by Goo Research)

There is a lot of original business-related information (From the readers' questionnaire)

- When the subject of technological trends comes up with customers, the conversation goes very smoothly and we can exchange information. (Business Planning Division)
- There is information on SMEs as well as large companies. There are also articles about other companies, and a lot of useful articles and information about government and public offices. (General Affairs Division)
- There are articles about new technology from venture capital-backed companies that's difficult to find on the Internet. This is helpful for our adoption of technology. (Research and Development Division)
- The large business newspapers have an advantage in their coverage of the overall economy, but most of their articles are generalized. They don't cover more specialized aspects. Also, it is quicker to get information from the Internet, so their information on market conditions is already old. In comparison, I get the impression that the NIKKAN KOGYO SHIMBUN articles on technology adopted by companies and universities are very fresh. (Research and Development Division)
- I can read about technical information for industry and academia together. (Procurement and Purchasing Division)
- I am glad to be able to acquire information on industry from many perspectives from one source though I work at a small company. (Manufacturing Division)
- I usually don't read other newspapers, such as the Nikkei Shimbun or the Nikkei Sangyo Shimbun, but when I talk with people who do read other newspapers, they say that the NIKKAN KOGYO SHIMBUN provide unique perspective. I have the same impression whenever I have the chance to read it myself. (Manufacturing Division)
- Many of the articles are very helpful in my work, because they probe deeply to provide specific examples, and so are easy to understand. (Systems Development Division)
- The many articles about Monodzukuri are helpful for people who work at manufacturing companies. (Business Planning Division)
- There's a lot of good information useful to people at SMEs. (Executive)
- There's a great deal more information on manufacturing subcontractors, including that related to parts and materials, than other newspapers, and it's useful for business. (Manufacturing Industry / Research and Development)
- There is more specialized coverage of SMEs than in the major newspapers, and many of the companies that advertise are solid establishments. (Executive)
- We value them because they aggregate information from everywhere, and we can keep a close watch on affairs in research divisions in related sectors. (Research and Development Division)
- It's possible to get information on new products and corporate activities in real time, which is very helpful for our own business model. (Procurement and Purchasing Division)

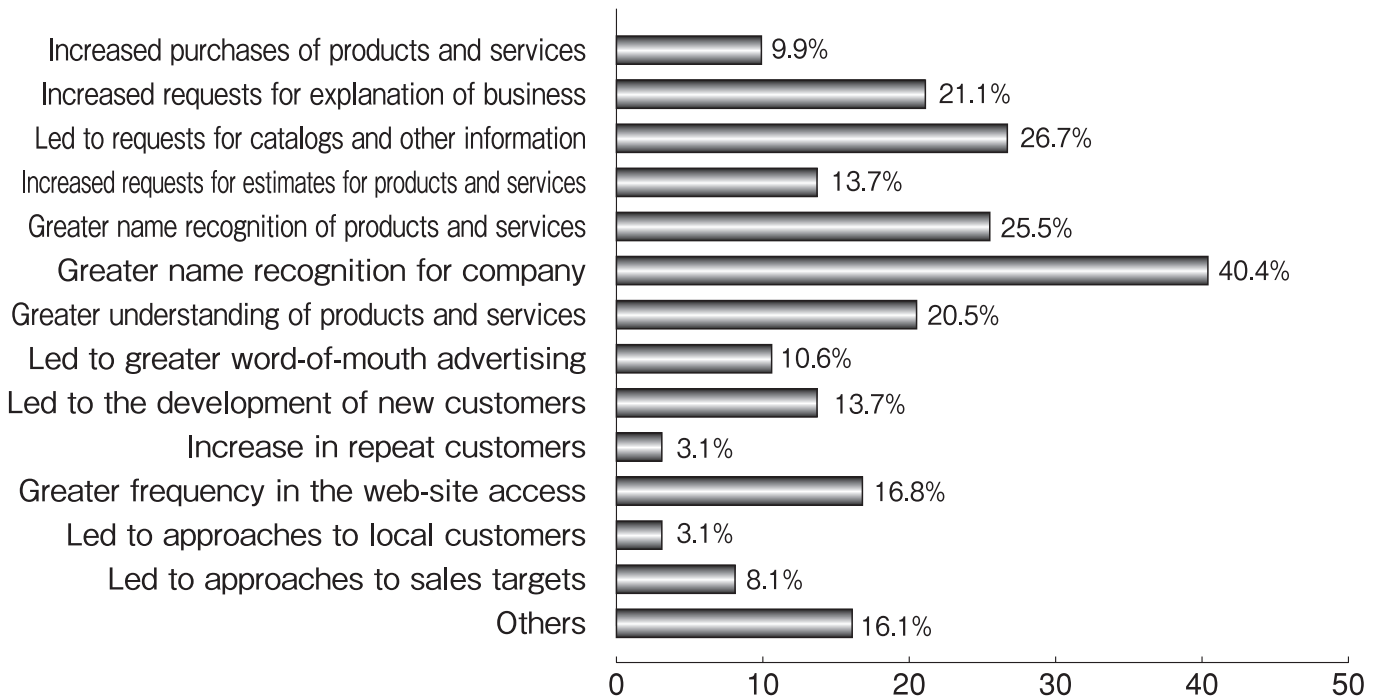
The subscribers who is reading advertisements not only request information materials, but also obtain information through the Internet.

●Purchasing behavior reading advertisements (Multiple answers allowed)



Running the advertisement on our newspaper increases the name recognition of the company and its products.

●Response after running ads (Multiple answers allowed)



From subscriber surveys of the NIKKAN KOGYO SHIMBUN in 2011 (Internet survey conducted by Goo Research)

Subscriber survey of the NIKKAN KOGYO SHIMBUN in 2011
 Period of Survey: January 2011
 Way of Survey: Questionnaire survey on the web-site to use Goo Research
 Subject of Survey: Subscribers of the NIKKAN KOGYO SHIMBUN extracted by preliminary survey of consumer monitor and salaried worker.
 Number of Valid Respondents: 813

What is the NIKKAN KOGYO SHIMBUN?

- An independent newspaper specializing in industrial news with news centers distributed across the country.
- We are enthusiastically supported by small-and-medium-sized enterprises that are the backbone of the Japanese manufacturing industry (Monodzukuri).
- We can make a valuable contribution to your business through our broad in-depth news coverage and advertisement.
- Our subscribers are leading executives with the authority to take our subscriptions as well as engineers and researchers.
- We are targeting our news coverage on business innovation generated by information technology.



Our newspaper is a reliable and cost effective instrument for developing B-to-B advertisement.

The future of the NIKKAN KOGYO SHIMBUN

With the advent of the computer network society represented by the Internet, a borderless severely competitive age has come about characterized by the global dissemination of diverse and advanced information. In contrast, the newspaper may be the slowest means of information communication. However, the absolute reliability provided by the newspaper format makes it indisputably superior to other forms of media where reliability and accuracy are the paramount considerations.



We will continue to focus strongly on delivering news which gives in-depth analysis of initial news reports, commentaries and forecasts.

Our goal is to create “a paper specializing in industry” that fully satisfies the requirements of our readers by providing a full variety of business news and information, occasionally including informed reports from experienced commentators, and which covers a broad range of enterprises from large to small-and medium-sized.

We will provide information to more enterprises by making full use of the web-site, and the media mix associated with symposiums and seminars.