

朝日新聞 — MEDIA GUIDE —  
DIGITAL

<https://www.asahi.com/>

The Asahi Shimbun  
Development and Co-ordination Office

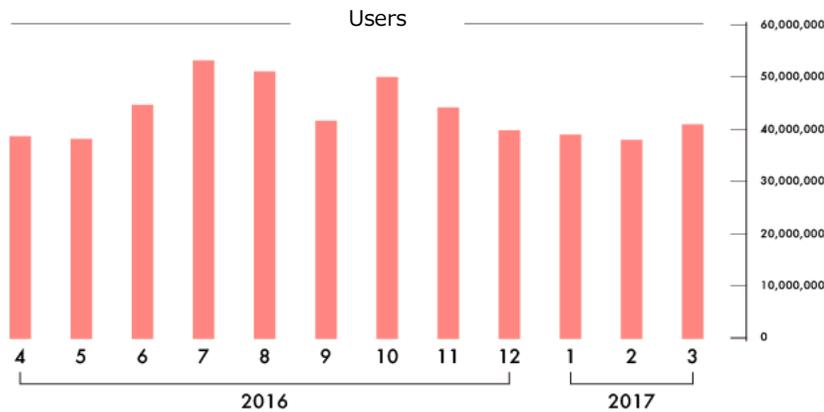
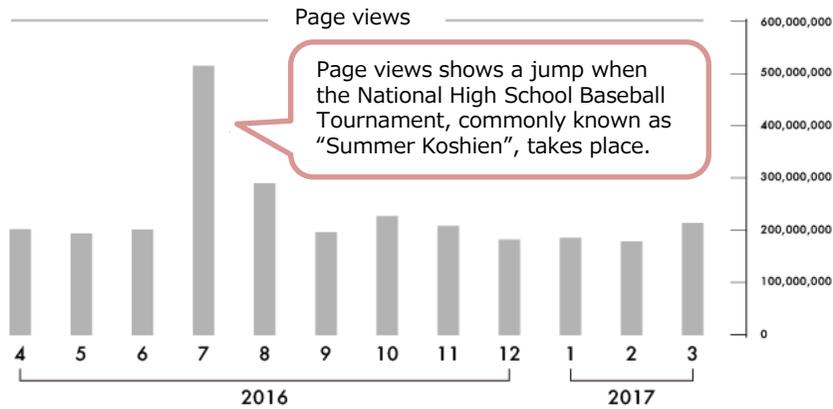
☎ 03-5540-7212

✉ [ad-info@asahi.com](mailto:ad-info@asahi.com)

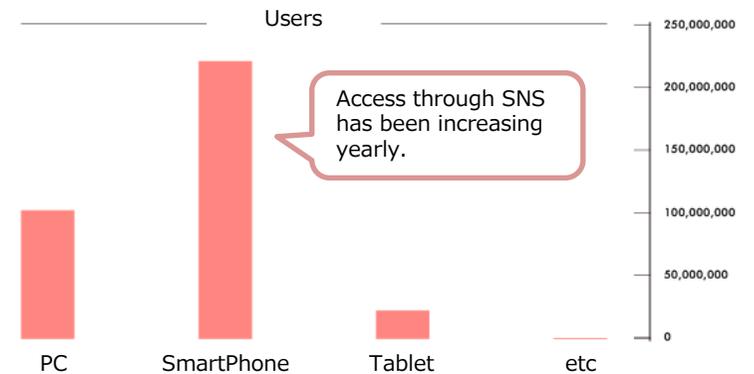
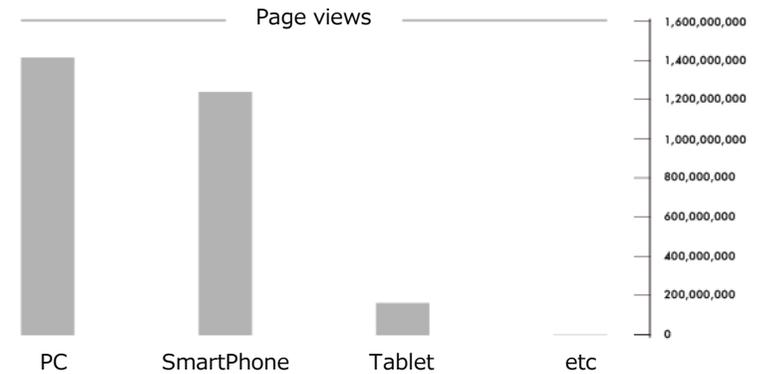
# Media Data

“The Asahi Shimbun Digital” is Japan’s leading online news site that reaches around 40 million users and receives 3 billion page views. It covers a wide range of subject areas, including news, sports and fashion.

## Monthly Access



## Devices



※The survey was conducted by The Asahi Shimbun Digital during the period of April 2016 to March 2017. Data from Adobe Analytics.



# Related Media

We provide a number of digital pages to meet the needs of the users. You can choose a type of media according to your products and target audiences.



Asahi Shimbun Digital 【and】

**&M**  
アンド・エム

PV	UU
<b>9,940,285</b>	<b>2,907,257</b>

Mainly targeted at sophisticated men in their 40s to 50s who enjoys both work and private life.



Asahi Shimbun Digital 【and】

**&w**  
アンド・ダブルユー

PV	UU
<b>6,676,355</b>	<b>1,230,714</b>

Mainly targeted at independent women in their 30s to 40s who lead busy life.



**BAZAAR**  
**&BAZAAR**  
アンド・バザール

PV	UU
<b>592,993</b>	<b>306,171</b>

"&BAZAAR" specializes in shopping. It was launched in 2017.



Asahi Shimbun Digital 【and】

**&TRAVEL**  
アンド・トラベル

PV	UU
<b>1,100,491</b>	<b>269,030</b>

"&TRAVEL" was launched in 2017, for travelers who are interested in a new style of journey.



**withnews**  
ウィズニュース

PV	UU
<b>77,000,000</b>	<b>5,800,000</b>

A theme of an article can be requested by users. Popular amongst young smartphone users.



**sippo**  
シッポ

PV	UU
<b>5,209,322</b>	<b>582,973</b>

Information media on pets. It includes useful tools like a search on veterinary clinics.



**moovoo**  
ムーブ

PV	UU
<b>28,000,000</b>	<b>4,400,000</b>

"Moovoo" is a web magazine which includes short movies that introduce new trends and recommend new items.



**潮日本**  
チャオリーベン

PV	UU
<b>約1,000,000</b>	—

Information media on shopping and leisure in Japan, for foreign visitors mainly from China, Chinese Taipei and Hong Kong.



**MedPeer**  
メドピア

"Medpeer" is a website for exclusive use of doctors. It is a preferred choice for those advertisers, who wish to reach doctors.

※PV and UU are monthly data. For more notes, please refer to web pages.

We have many official SNS accounts to maximize the communication with users. We are posting inside stories from interview, photos and live coverage.

# SNS Accounts

 <p><b>朝日新聞ニュース</b> @asahi follower <b>1,200,838</b></p>	 <p><b>朝日新聞ニュース</b> @asahicom follower <b>225,697</b></p>	 <p><b>東京社会部</b> @Asahi_Shakai follower <b>173,462</b></p>	 <p><b>バーチャル高校野球</b> フォロワー <b>89,676</b></p>	 <p><b>官邸クラブ</b> フォロワー <b>85,730</b></p>
 <p><b>バーチャル高校野球</b> @asahi_koshien follower <b>117,375</b></p>	 <p><b>国際報道部</b> @asahi_kokusai follower <b>112,266</b></p>	 <p><b>朝日新聞</b> follower <b>86,442</b></p>	 <p><b>東京報道編成局</b> フォロワー <b>71,496</b></p>	 <p><b>アピタル</b> フォロワー <b>56,126</b></p>
 <p><b>moovoo</b> @moov.ooo follower <b>85,375</b></p>	 <p><b>日本購物攻略</b> @jpshopguide follower <b>77,861</b></p>	 <p><b>withnews</b> @withnewsjp follower <b>19,184</b></p>	 <p><b>読書面</b> フォロワー <b>55,010</b></p>	 <p><b>ブック・アサヒ・コム</b> フォロワー <b>34,746</b></p>
			 <p><b>スポーツ部</b> フォロワー <b>34,610</b></p>	 <p><b>デジタル編集部</b> フォロワー <b>33,473</b></p>
			 <p><b>♪吹奏楽コンクール♪</b> フォロワー <b>22,148</b></p>	 <p><b>NMB 48 班</b> フォロワー <b>20,716</b></p>
			 <p><b>陸上担当</b> フォロワー <b>19,498</b></p>	 <p><b>将棋取材班</b> フォロワー <b>15,100</b></p>

※2017/09/13 時点でのフォロワー数

## Mainly Ads menu

### Tie-up Ads / Native Ads

Tie-up ads are very flexible in design. We provide Native ads which suit on media design and style. Users are used to reading articles, and more likely to read the ads all the way.

### Rich Ads

Rich ads are great in making impact on users visually. For example, "Gate ad" surrounds the top page of The Asahi Shimbun Digital.

### Targeting Ads

Effective tools to reach your target audience. You can choose age, gender and area as basic attributes but also a managerial position, business types, retargeting and so on.

### Display Ads

Display ads have the high viewability. You can choose the most optimal menu depending on the your needs. It is very useful for your branding.