



# DEMPA SHIMBUN DAILY

## 電波新聞

### MEDIA DATA 2004





# Looking for electronics partners in Japan?

## Dempa Shimbun Daily is your portal to success!



Dempa Shimbun supports your marketing effort by providing you with 295,000 readers.

Dempa Shimbun Daily covers all the hottest areas of electronics:

- IT, Information and Communications
- Semiconductors and Devices
- Electronic Components and Materials
- Home Electronic/Electrical Appliances
- Entertainment Electronics
- FA, Measuring Instruments
- Electronics Retailing



# Dempa Shimbun Daily



The Dempa Shimbun Daily is a leading B-to-B media that

provides electronics professionals with hot and timely information.

The Dempa Shimbun Daily is the world's only daily electronics industry

newspaper, with nationwide door to door distribution in Japan.

With quality readership and a high pass-around rate, Dempa Shimbun Daily

serves as a high cost-performance ad medium to reach decision-makers

in the industry.

**Language: Japanese**

**Circulation: 295,000** (Average circulation from January 2002 – June 2002.)

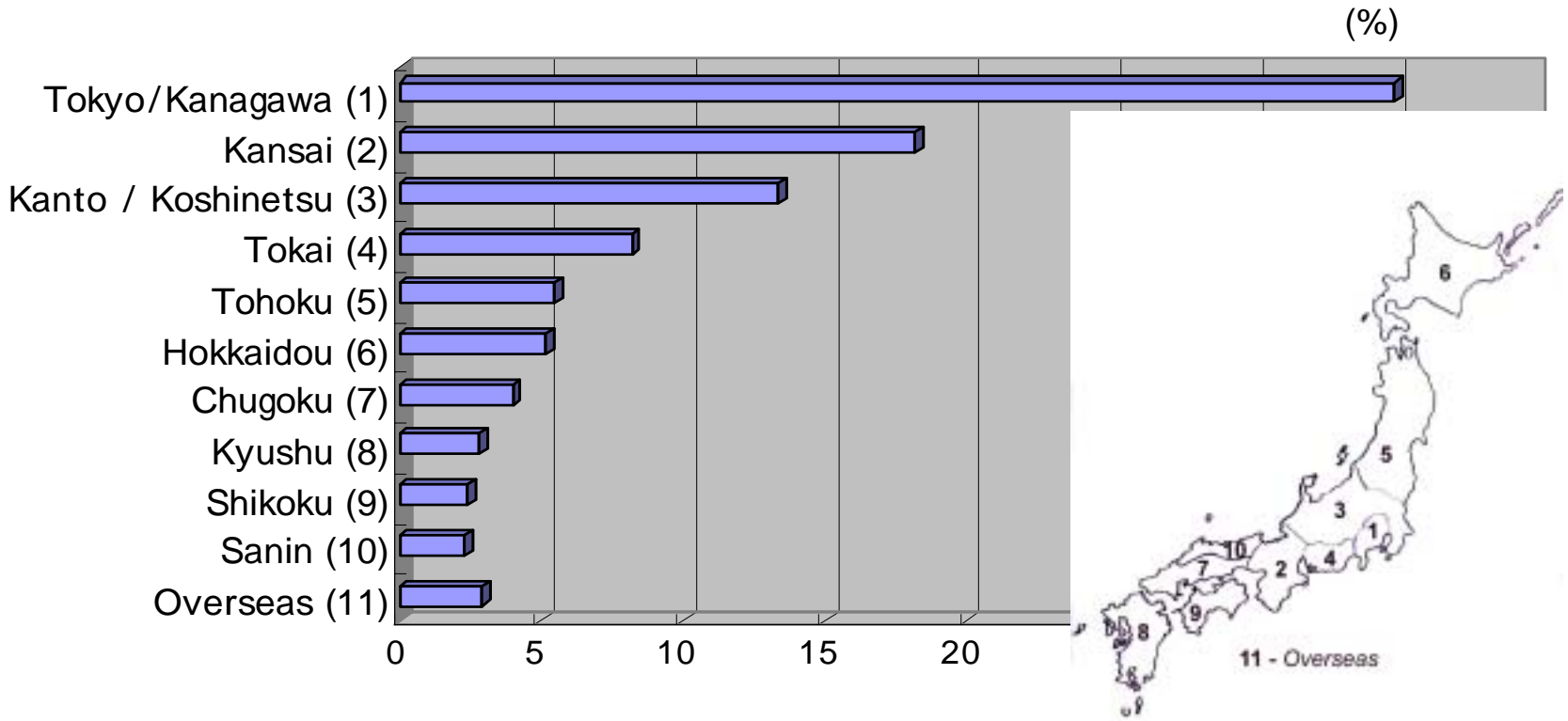
\* Pass-around rates: 5.2 readers per issue

Estimated total readers including pass-around readers :  $5.2 \times 295,000 = 1,534,000$



# DEMPA SHIMBUN DAILY Reader Analysis

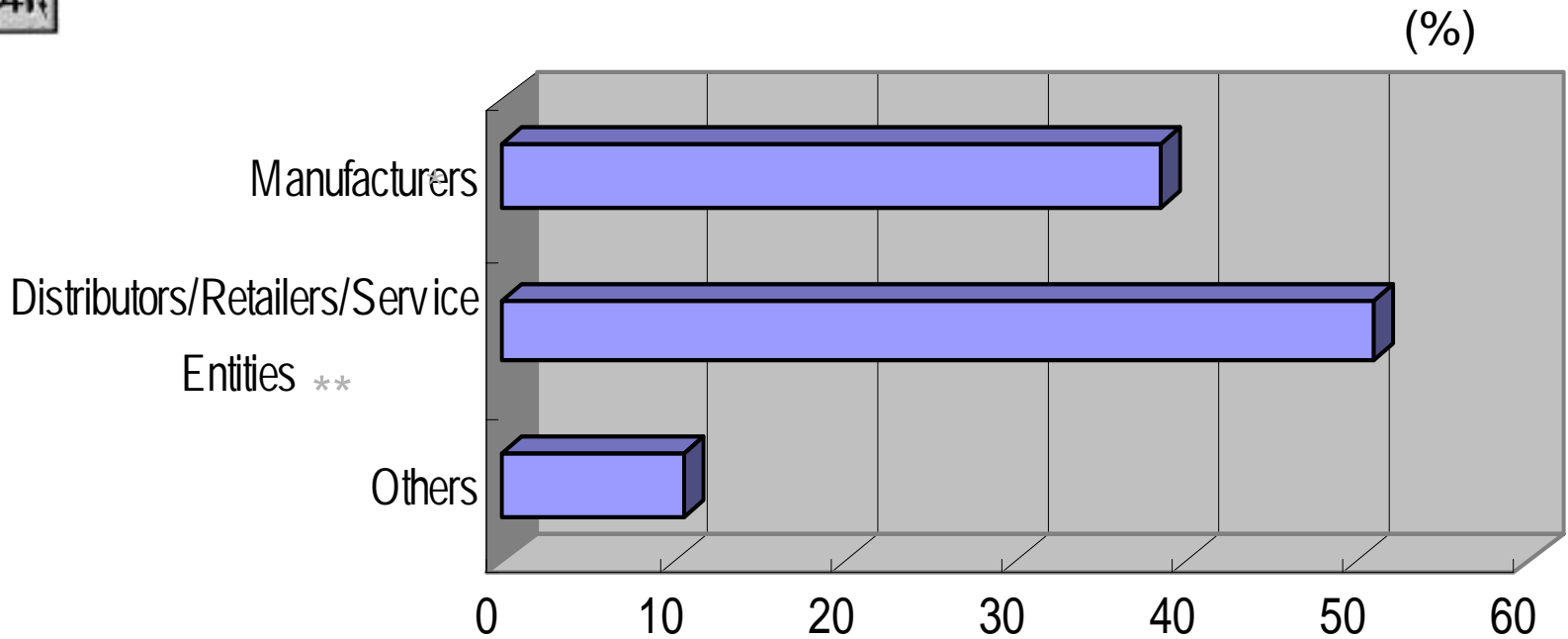
## Regional Breakdown





## DEMPA SHIMBUN DAILY Reader Analysis

### Type of Business

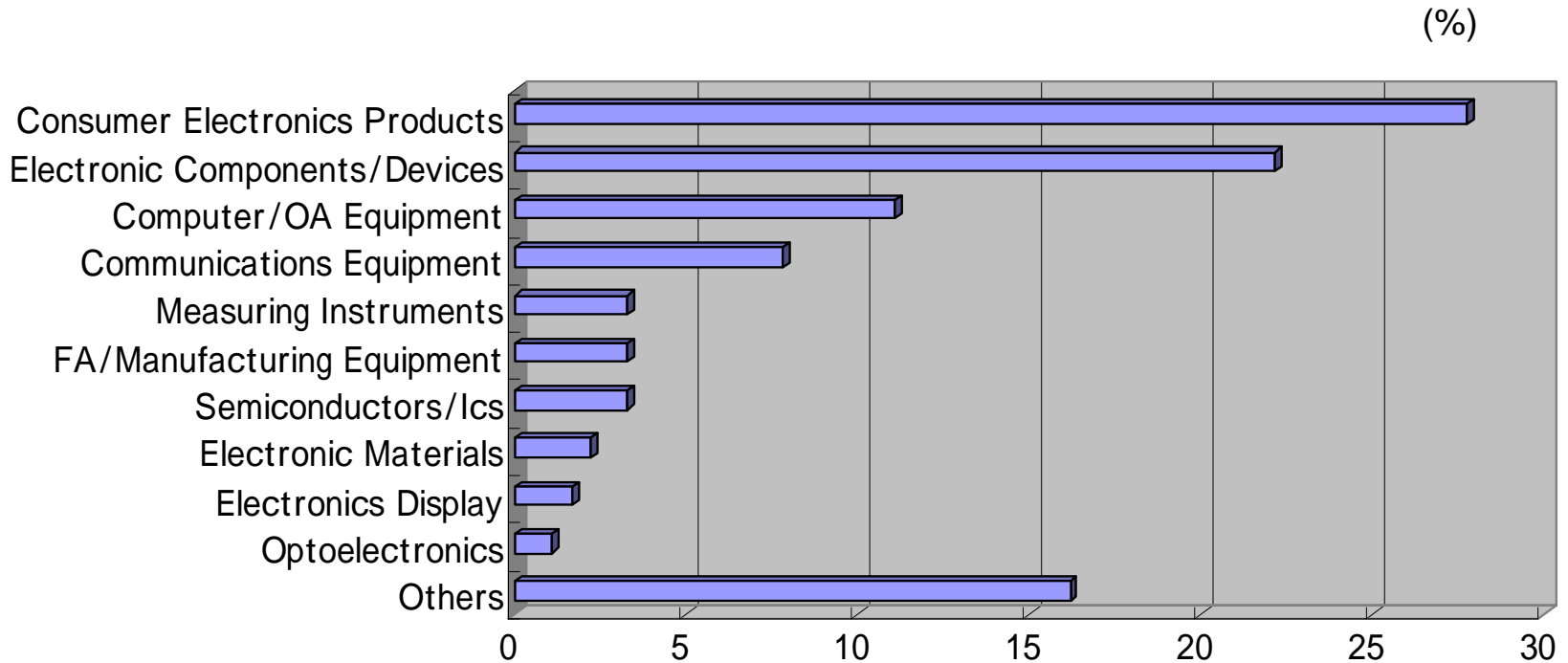


\* See page 7 for a breakdown of manufacturer types

\*\* See page 8 for a breakdown of business types



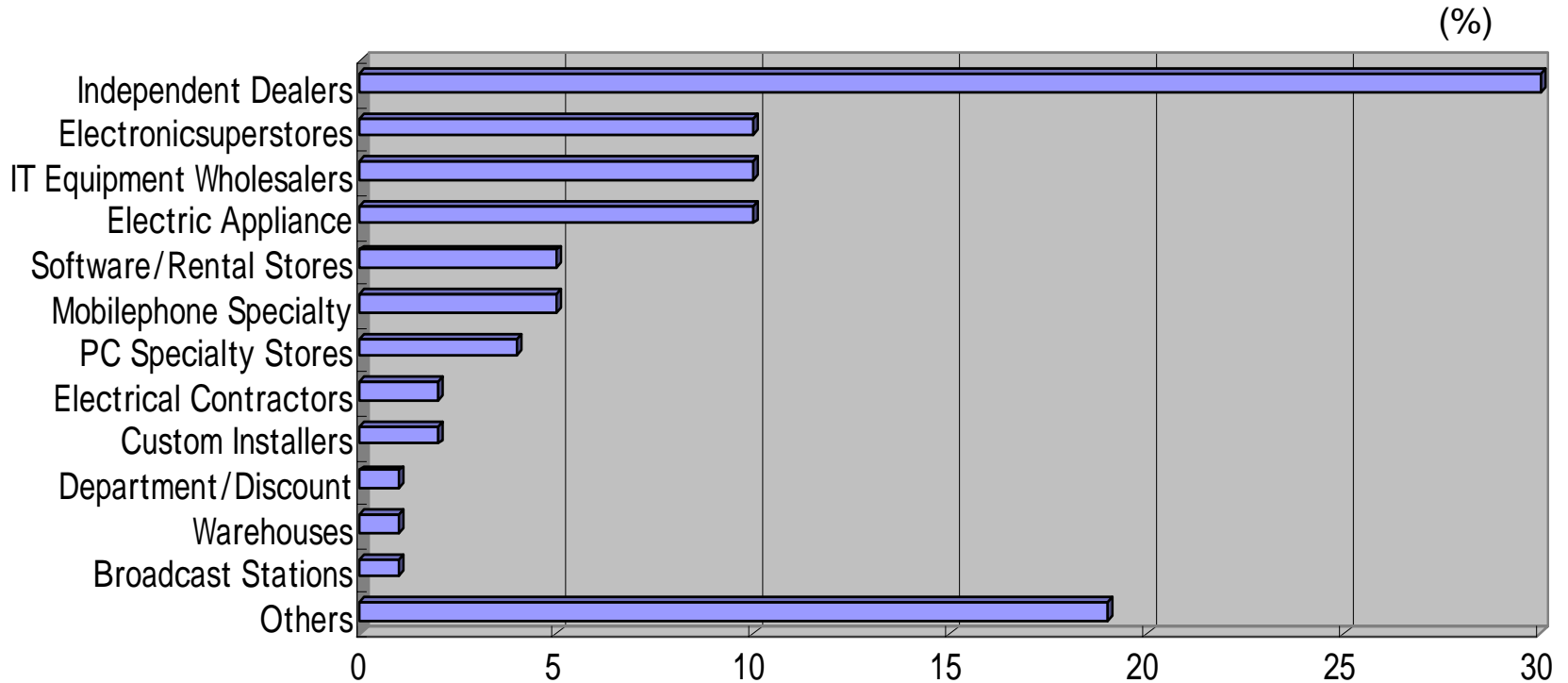
## DEMPA SHIMBUN DAILY Reader Analysis Breakdown of manufacturers





## DEMPA SHIMBUN DAILY Reader Analysis

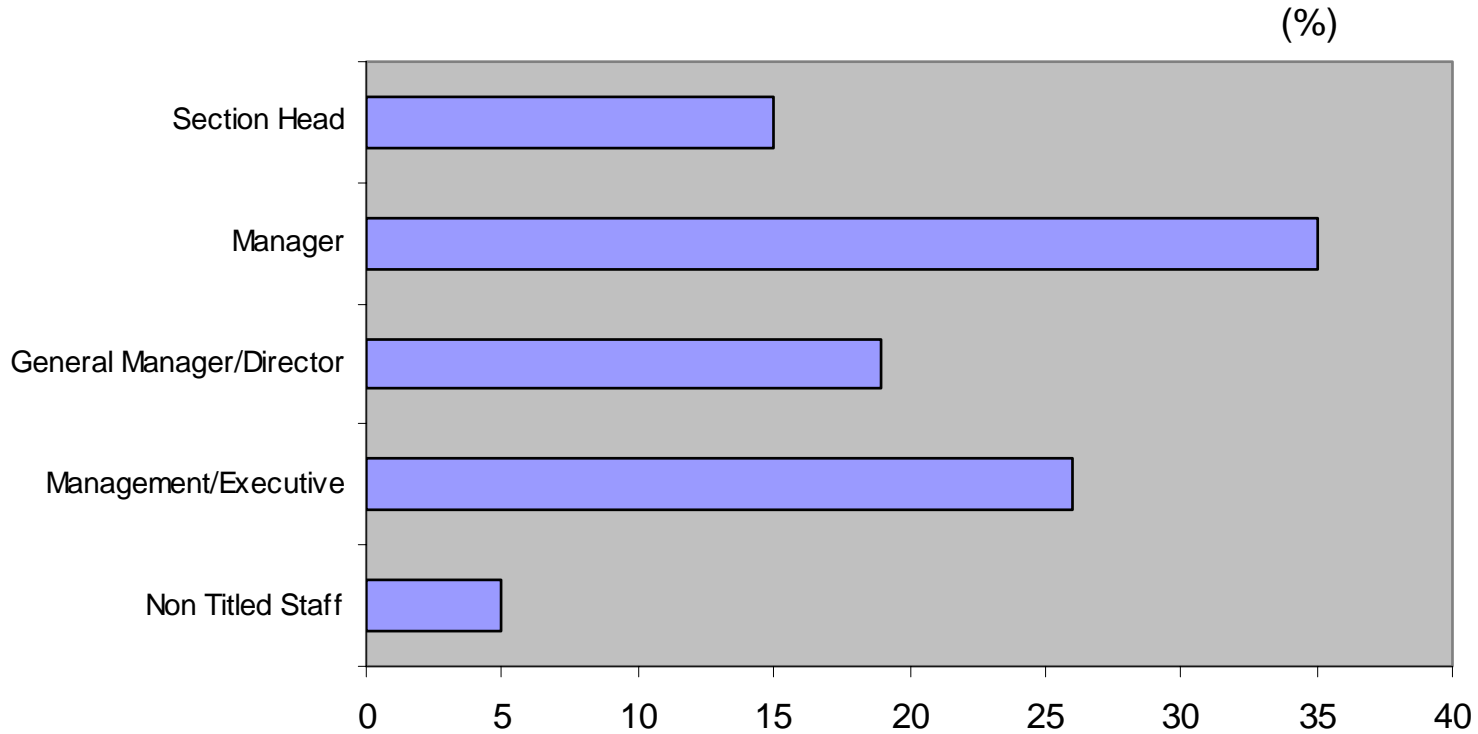
# Breakdown of Distributor/Retailer/Service Entities





## DEMPA SHIMBUN DAILY Reader Analysis

### Breakdown of Job titles

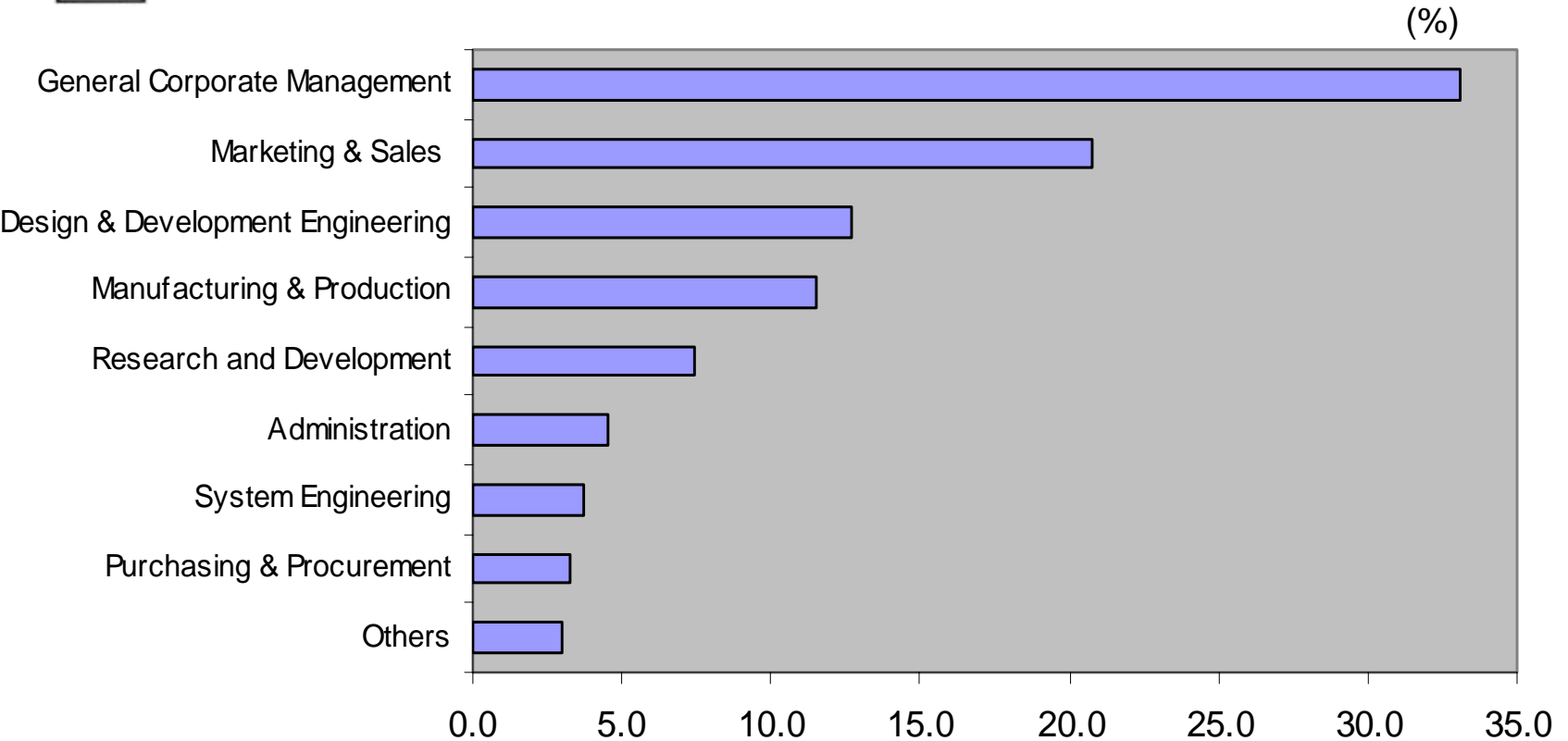


\* Note: This analysis is based on the readers in the category of Manufacturers shown on page 6.



## DEMPA SHIMBUN DAILY Reader Analysis

### Breakdown of Job Functions



\* Note: This analysis is based on the readers in the category of Manufacturers shown on page 6 .



## Advertising Spaces and Rates

Spaces	Rates	Width(mm) x Height(mm)
15 columns (Full Page)	¥3,615,000	386 x 536
10 columns	¥2,410,000	386 x 356
7 columns	¥1,687,000	386 x 248
5 columns	¥1,205,000	386 x 176
1/2 of 5 cols.	¥602,500	192 x 176
1/4 of 5 cols.	¥301,250	94 x 176

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