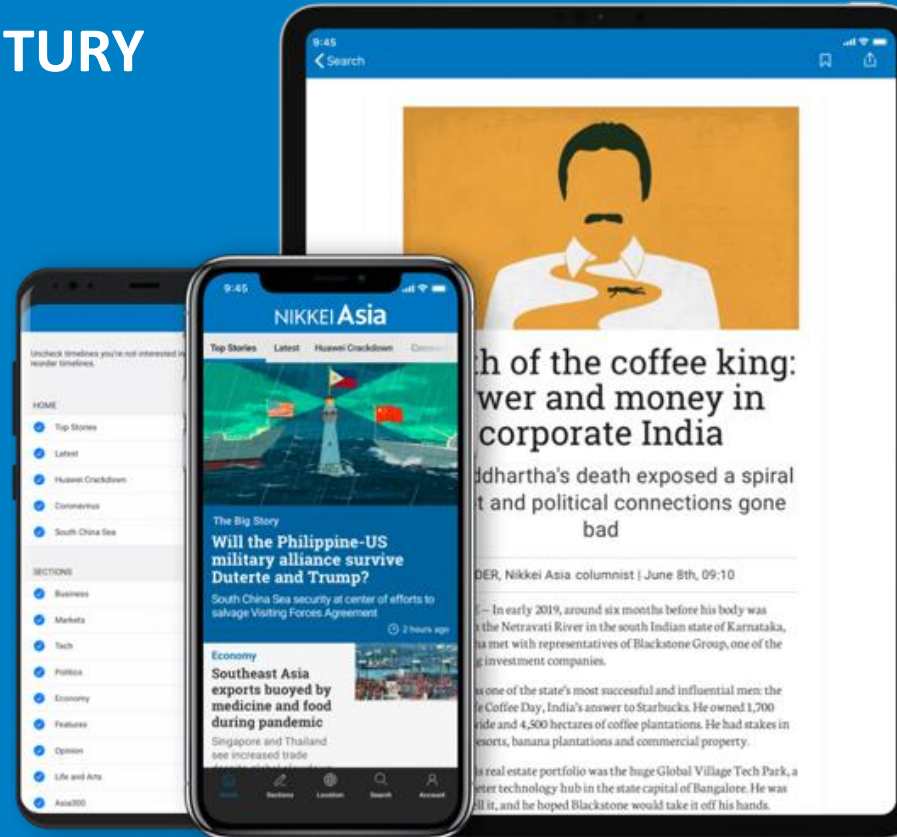


NIKKEI Asia

THE VOICE OF THE ASIAN CENTURY

Rebecca, Alvin
12th Feb 2025



PUBLISHED BY **NIKKEI**

ABOUT NIKKEI

148+
Years of Quality Journalism

37
Bases Globally

1500
Journalists

Founded in Japan in 1876, Nikkei has been providing unparalleled coverage of Japan's economy, with the groups business portfolio includes publishing, broadcasting, and the Nikkei 225 stock index. With 37 bases globally, 1500 journalist and the partnership with The Financial Times, Nikkei is ideally positioned to provide an Asian news and analysis to a global audience.

SOME OF OUR PRODUCTS

Database / case study platform...

NIKKEI
BizRuptors

NIKKEI
NEEDS

NIKKEI
scoutAsia

NIKKEI REAL ESTATE
MARKET REPORT
Japan Real Estate Information

Examples of our Publications

NIKKEI **Asia**

日本経済新聞 **Pro**

日経
MJ

FT FINANCIAL
TIMES

日経ヴェリタス
THE NIKKEI VERITAS

NIKKEI

NIKKEI Asia

WHO WE ARE AND WHAT WE OFFER

NIKKEI

| Mission

Our mission is to bring the voices and heartbeats of Asia's vibrant economies together with quality journalism and sound opinion, and to become an indispensable tool in your pursuit of professional success in Asia. If you already have topics that you are interested in and are looking for another resource to support your researches or studies, Nikkei Asia is your solution.

Multiple sources provide a deeper understanding of business and let you look at trends from different angles. We give you easy access to unbiased news to help you keep abreast of the latest Asian news, wherever you are.

| Our journalists

With journalists from more than 15 nations, Nikkei Asia reflects the diversity of the region. Our dedicated staff of over 100 reporters and editors from around the globe is backed by The Nikkei -- one of the world's largest financial newspaper.



Nikkei Asia's news staff consists of journalists from more than 15 countries and regions.

NIKKEI

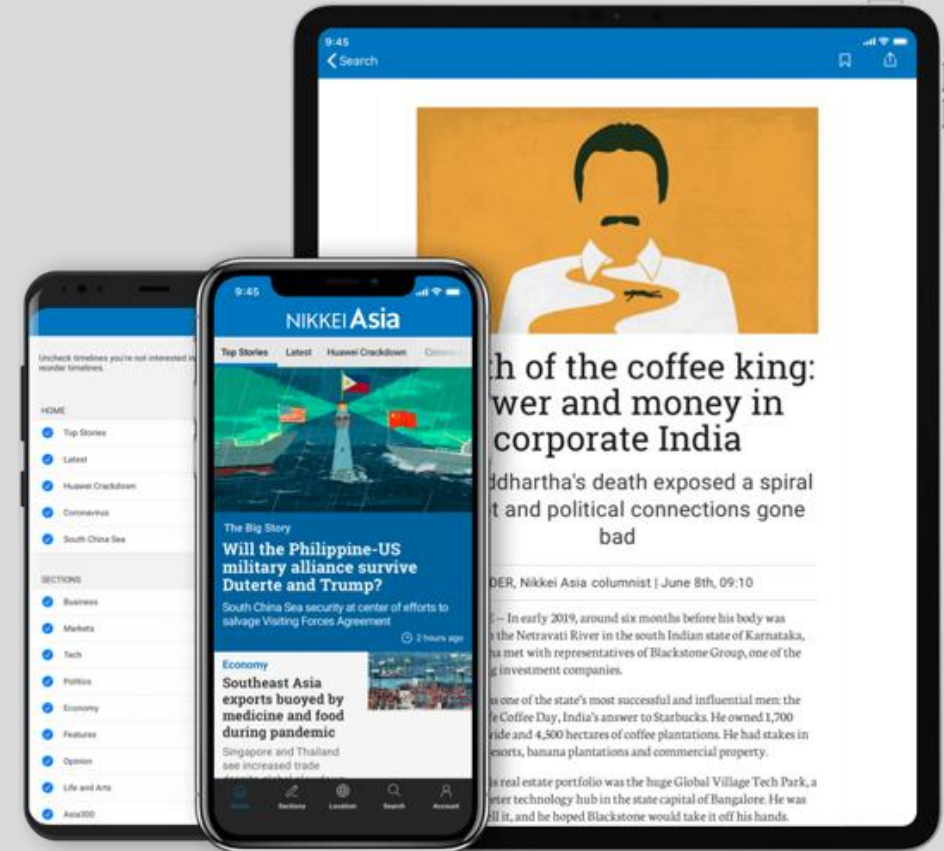
ABOUT NIKKEI ASIA

History

- Launched by Nikkei Inc in 2014, a media conglomerate who also owns the Financial Times (UK) & DealStreetAsia (SG).
- Flagship English-language publication of Nikkei Inc.

What we cover:

- In-depth business, economic and political analysis.
- Exclusive interviews of business and political leaders.
- Latest news on Asian startups and tech companies which are on track to attain unicorns or decacorns statuses.
- Deep insights from Asia's most influential thinkers.
- Colorful reporting on life and arts from all over the Asia.
- Trans-regional, horizontal coverage supported by our strong editorial network.



NIKKEI Asia Readers' Portfolio

Our Readers

- Nikkei Asia is read by business people from a wide range of industries, with finance at the forefront.
- Despite having a relatively young readership in their late 20s and 30s, Nikkei Asia is also characterised by a high proportion of management and C-suite readers.

Unique visitors (Monthly)

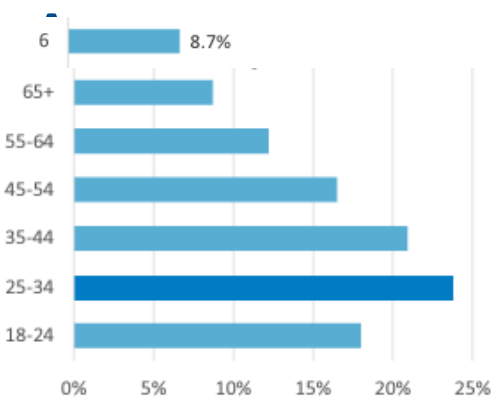
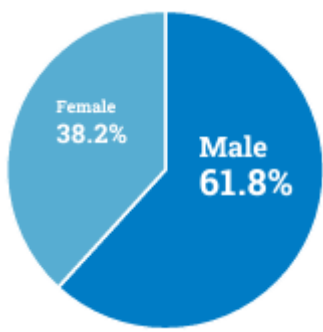
3,118,908

Page Views (Monthly)

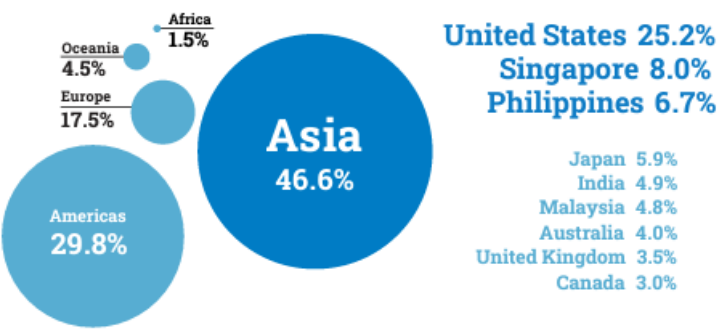
6,204,288



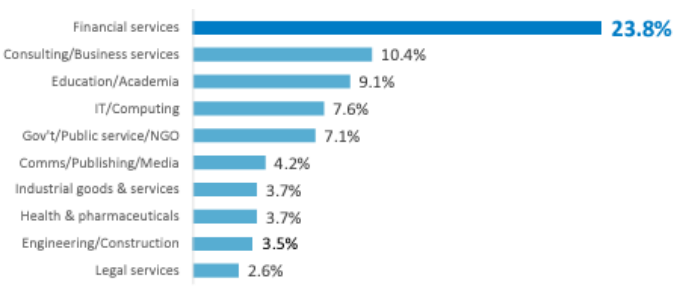
Gender



Readership by region



Industry

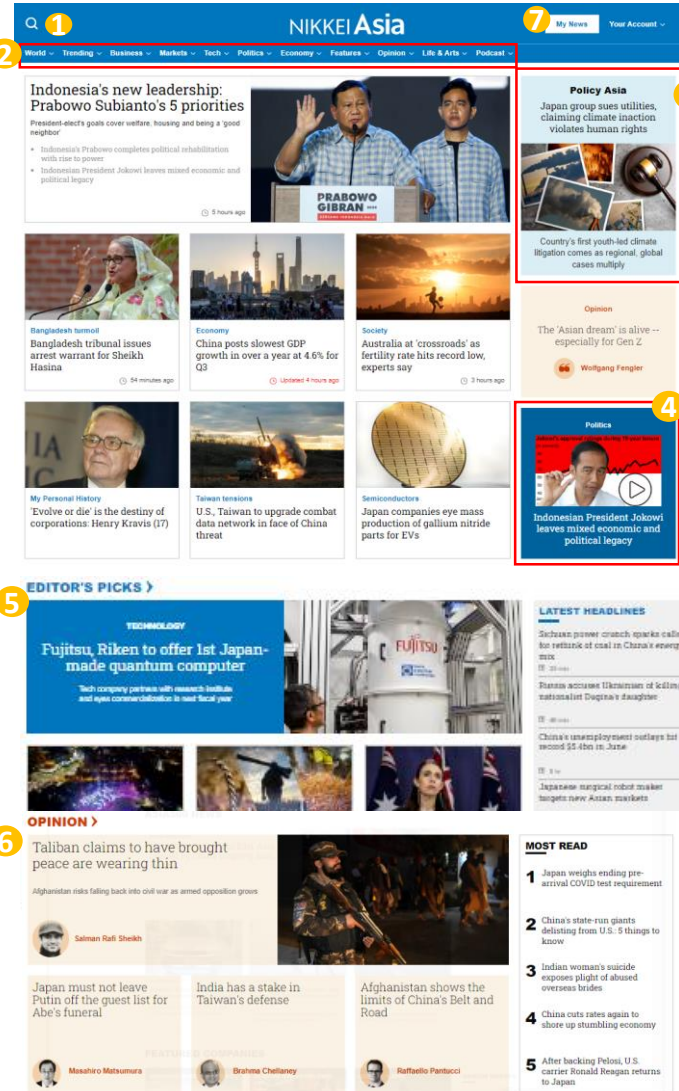


Source: Google Analytics Report as of Jan 2023 / Nikkei Asia CRM Data as of Jan 2023



SITE NAVIGATION

Explore Nikkei Asia using various functions available on the [website](#)



1

Search Box

Search for stories using a keyword or a company name

2

Navigation

Find news categorized by region, trending topics, business, markets, tech, politics and more

3

Feature Story of the Day

Different feature topics Daily

MON: Trading Asia | TUE: ASEAN Money | WED: Tech Asia | THU: China Up Close | FRI: Asia Policy Radar | Weekend: Asia Trend Stories

4

Podcast & Video Article

Listen to our latest podcasts on [Apple Podcasts](#) | [Google Podcasts](#) | [Spotify](#) | [Amazon Music](#) | [Voicy](#) | [YouTube](#)

5

Editor's Picks

Read deep analysis on trending news, along with interviews with leaders in politics and business

6

Opinion

World-renowned economists and journalists discuss business, political and security issues in Asia.

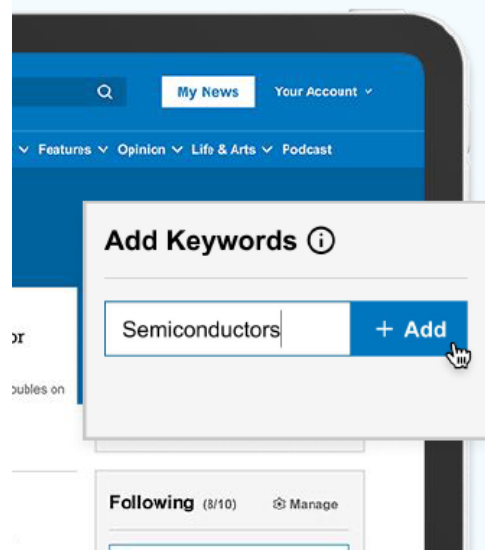
7

"My News" Feature (Next Page)

Register keywords of your interested topics, and articles would be automatically gathered and sent to you by daily emails. Saves navigation time and allows you to catch up on the latest information on topics of interest.

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“My News” Feature



Personalize your feed with the keywords that matter to you.

Experience a curated news journey that aligns with your preferences.



Current Trends

To keep up with current global's trends.



Company Names

Never miss your competitor's stories.

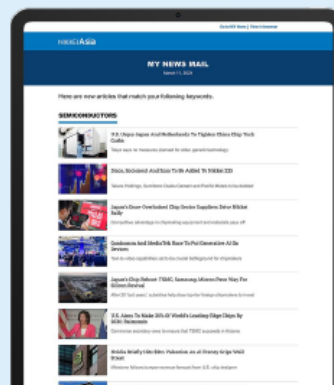


Topics of Interest to You

Follow the topics you like.

Get a daily email summary sent straight to your inbox.

Stay informed on the latest articles related to your followed keywords.



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NIKKEI Asia Newsletter Preferences

Customize your reading experience, never miss a thing on topics you concern the most

"Your Account" on <https://asia.nikkei.com/> → Under "Profile & Newsletters"

DAILY

- ✓ **Asia Daily Briefing**
Never miss a story that matters with our Asia briefing, a daily summary of the day's top stories.
[See a sample newsletter](#)
- ✓ **Japan Update**
Get important stories about Japan from our daily update, a combination of the best articles from Nikkei Asia and Nikkei.
[See a sample newsletter](#)

WEEKLY

- ✓ **Editor-in-Chief's Picks**
Our best stories, hand-picked by our editor, delivered to your inbox every week.
[See a sample newsletter](#)
- ✓ **Indo-Pacific Diaries**
The Indo-Pacific is the arena for the 21st-century superpower rivalry. We offer insight into the people and trends shaping the region.
[See a sample newsletter](#)
- ✓ **China Up Close**
A must-read column examining the people and ideas shaping modern Chinese politics.
[See a sample newsletter](#)
- ✓ **Your Week in Asia**
A weekly lineup of Asia's biggest business, economic and political events.
[See a sample newsletter](#)
- ✓ **#techAsia**
The inside story on the Asia tech trends that matter, weekly, from Nikkei Asia and the Financial Times.
[See a sample newsletter](#)
- ✓ **Pick of this week's Opinion**
A roundup of original views and fresh thinking from trusted experts, every Saturday.
[See a sample newsletter](#)

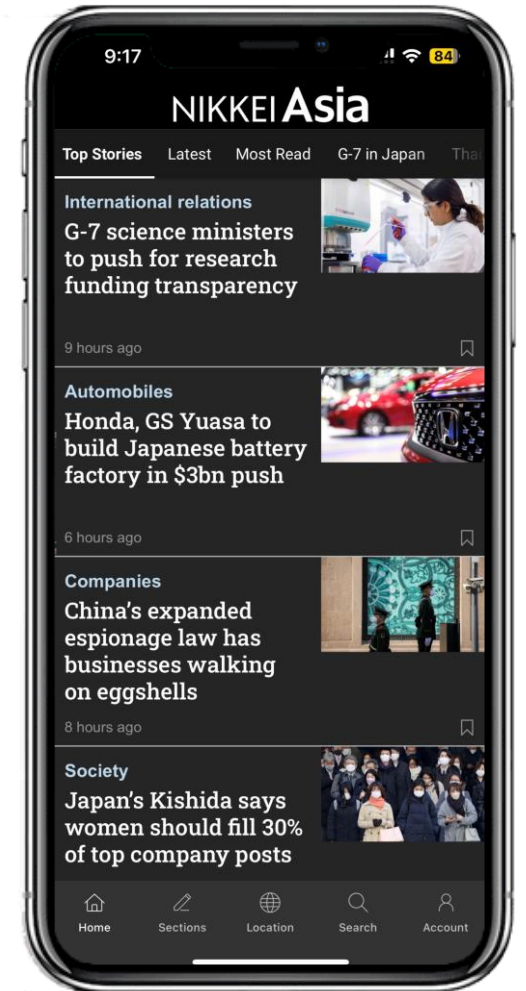
OTHER

- ✓ **Breaking News and Special Features**
Stay ahead with instant updates delivered to you as the news breaks.
- ✓ **Life & Arts Monthly**
Experience Asia's diverse art, culture and food scenes through our monthly update.
[See a sample newsletter](#)

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THINGS TO NOTE

- Nikkei Asia is available on the **Apple App Store** & **Google Play Store**.
- Join our occasional webinars and events!
- Follow Us on Facebook, Instagram, X & LinkedIn – get the latest news on your social media newsfeed.
- Listen to our Podcasts.
- Know how other readers are responding to a said article on social media via comments & tweets.



NIKKEI

UPCOMING WEBINAR



<https://nikkeiforum.com/jia/en/index.html>

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Thank you

INQUIRIES

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Email: hkna@nex.nikkei.com

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