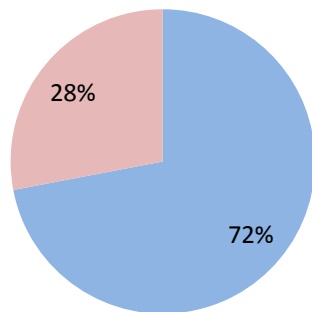


NIKKEI STYLE User Profile

Mainly 30s~40s age group who use both at work and during their free time, an 'Innovative Class' of business persons who actively invest in themselves

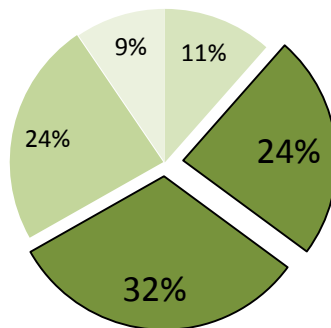
Gender

Male Female



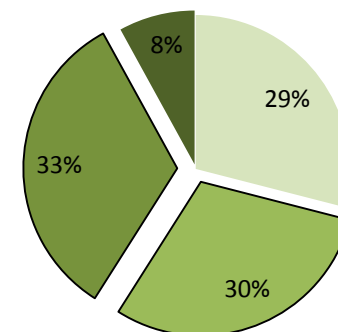
Age

Below 20 30s 40s 50s 60 or older



Annual Income (Nikkei Online)

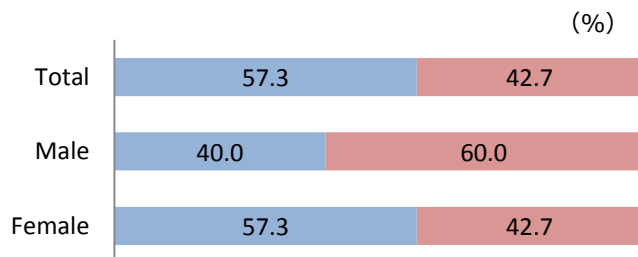
Less than 6 million JPY Between 6 and 10 million JPY
Between 10 and 20 million JPY More than 20 million JPY



Ratio of women on WOMAN SMART channel : 65%*
Ratio of women on Nikkei Online : 19%

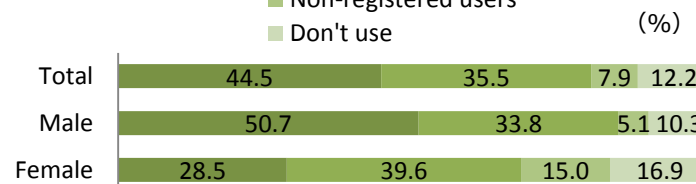
Viewing Method

Mobile PC



Nikkei Online Use

Paid registered users
Registered users
Non-registered users
Don't use



※2016 NIKKEI STYLE User Survey N=928 * Surveyed by Nikkei's own monitoring tool March-May 2016

NIKKEI STYLE Channel Introduction



MONO TRENDY

For people who like new things and are picky about what they choose. Offering a wide range from home appliances, daily necessities to digital gadgets and food.



Successful Career Navigation

Providing support with the necessary knowledge for people who want to train to increase their employability and be leaders in the global age.



WOMAN SMART

Mainly delivering the latest information, services and products on career and work styles. Also packed with contents to enrich your time off work.



Olympic and Paralympic Games

Offering a wide-range of viewpoints on the economy, culture, innovation, local creation, volunteering and more in relation to the Tokyo Olympic and Paralympic Games.



Money Institute

Delivering knowledge on techniques to economise household finances, solid asset making, investments, mortgages, insurance, taxes, inheritance and more.



National Geographic

In collaboration with National Geographic, our monthly magazine 'National Geographic Japan' offers information on world culture, nature and history.



Entertainment!

Providing fun to read articles on film, performance, music, TV shows, books, comics, subcultures and more.



Gourmet Club

Delivering delicious information to those who are always particular about where they eat when dining with clients.

