



# The Daily Manila Shimbun Web ADS

## 日刊まにら新聞ウェブ広告



www.manila-shimbun.com

The Daily Manila Shimbun Web is a digital news website managed by the one and only daily local Japanese online subscription-based newspaper that caters primarily to Japanese businessmen who are either based in the Philippines or Japan, The Daily Manila Shimbun. It is released daily, and The Daily Manila Shimbun's well-trained Japanese and Filipino reporters cover Philippine society, politics, economics, and Japanese-related stories daily, producing 400 to 500 stories per month. Because it is in digital format, it now has a Philippine Nationwide and International reach. Considering the growing interest in the Philippines to those living in Japan, the International reach makes it an even more valuable advertising medium to further promote your business on the most effective medium to reach your target Japanese market and its customers. As an advertising partner, The Daily Manila Shimbun provides specialized digital media solutions and services to the Japanese market through the following:

### ■ Users & Views

We have more than 30,000 visitors monthly, and the core users whose age bracket ranges between 20's to 40's mostly live in Japan. Given the fact that we only carry stories related to the Philippines, our visiting users to some extent are those who have of great interests in the country. We are gathering data from our questionnaires to find out more details of the varied interests, and therefore they are highly potential foreign visitors to the Philippines and are tough consumers.

#### \*Unique Users (Average monthly web visitors)

30,000~35,000 UU

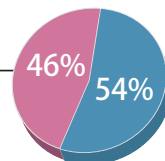
#### \*Page Views

300,000~500,000 PV

Internet Related services such as Email Newsletter, Twitter, Facebook BBS – provide real-time contact with Japanese readers

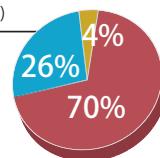
#### \*Gender

Male: 54%  
Female: 46%



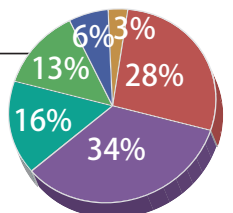
#### Web Portal: (Access by countries)

70%: Japan  
26%: Philippines  
4%: Others



#### Age group

18-24: 28%  
25-34: 34%  
35-44: 16%  
45-54: 13%  
55-64: 6%  
65- : 3%



### ■ Price list of Online Ads (price are subject to change without prior notice)

We have various types of banner ads and we can also do advertorial in our site, creating pages using our editorial resources for your needs, products or services.



#### Top Super Banner

Size: 728×90 px  
Price: JPY 70,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month  
Place: Next to our logo in the header space

#### Side Rectangle

Size: 300×250 px  
Price: JPY 60,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month  
Place: Top of the side bar

#### Inside Full Banner

Size: 468×60 px  
Price: JPY 40,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month  
Place: Inside of the all contents page

#### Side Half Banner

Size: 300×100 px  
Price: JPY 35,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month  
Place: Side bar



# The Daily Manila Shimbun Web ADS

## 日刊まにら新聞ウェブ広告



www.manila-shimbun.com

### ■ Specifications

- File Size: gif, jpeg, flash, etc. (within 1.5 mb)
- Submission Deadline: 5 working days before exposure.

\*All contents will be under the discretion of Daily Manila Shimbun Web.

Please note, we do not accept ads with contents having the following:

- Information against domestic or international laws
- Vague, ambiguous information / Unknown locations
- Exaggerations, false information or information that can be misunderstood
- Information that may create speculations
- Information that may create disorder or panic in society
- Information that are unscientific, superstitious, etc.
- Information that are libelous, violates privacy, disturbs businesses, or expresses any kind of discrimination.
- Information that violates pharmaceutical, medical or government laws.

### ■ Job Listing Ads

We recommend the Daily Manila Shimbun Web Job Listing Ads for Philippine related and emerging Japanese companies for recruiting your Japanese staff.

|                     |                |
|---------------------|----------------|
| Job listing Ads Fee | ¥6,500 / Month |
|---------------------|----------------|

\*Conversion to Peso from Yen is based on the rate on the day of transaction. Price Inclusive of 12% VAT.

For the contents of the Job listing ads, please submit information of the following:

- Company Name
- Text body (Briefly explain your company, job listing info briefly in 200 characters)
- Images (3 images, job listing image, company logo, etc)



広告に関するお申込みとお問い合わせ先:

提供元: 日刊まにら新聞 / STEP JP PRINTING SERVICE INC.

住所: 2/F, SDivision Bldg., 928 A. Arnaiz Ave.,  
Brgy San Lorenzo, Makati City

電話: (02)8551-8238 • 7904-6228 • 8807-8918

Mobile: 0917-5949764 (英語) • 0917-8544213 (日本語)

Email: tina@manilashimbun.com (英語)

advert@manilashimbun.com (英語)

ads@manilashimbun.com (日本語)