



# The Daily Manila Shimbun Web 日刊まにら新聞ウェブ



www.manila-shimbun.com

The Manila Shimbun Web is a news site managed by the only daily local Japanese newspaper in the Philippines, The Daily Manila Shimbun, which has a wide circulation in Manila, Cebu, Davao as well as other parts of the country since 1992. Our seasoned Japanese and Filipino reporters cover current affairs in the Philippine society, politics, economics and Japanese-related stories on a daily basis producing 400 to 500 stories per month.

Considering the growing interest towards the Philippines in Japan, The Daily Manila Shimbun Website had a renewal launch in January 2014, expanding its reach even more to those who live in Japan. We provide cross-media solution from Print to Digital specialized to the Japanese market.

## Users & Views

Since the relaunching of the website in 2014, The Daily Manila Shimbun Website had a unique user statistics of about 30,000 per month, average equal distribution of gender ratio, aged 20~40 years old. 70% of viewers are from Japan, and a growing percentage of young user population residing in Japan who are taking an interest in information related to the Philippines.

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

30,000

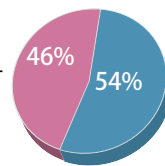
**\*Page Views**

200,000~500,000 PV

Internet related services such as E-mail Newsletter, Twitter, Facebook BBS – provide up-to-the-minute information and live interaction with Japanese readers.

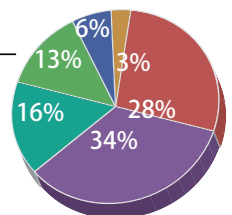
**\*Gender**

- Male: 54%
- Female: 46%



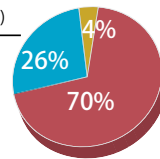
**Age group**

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



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

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



## Price list of Online Ads

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

## Ad Sizes

### Top Super Banner

Size: 728×90 px  
 Price: JPY 60,000  
 Duration: 1 month  
 Place: Next to our logo in the header space

### Side Rectangle

Size: 300×250 px  
 Price: JPY 50,000  
 Duration: 1 month  
 Place: Top of the side bar

### Inside Full Banner

Size: 468×60 px  
 Price: JPY 40,000  
 Duration: 1 month  
 Place: Inside of the all contents page

### Side Half Banner

Size: 300×100 px  
 Price: JPY 35,000  
 Duration: 1 month  
 Place: Side bar



## STEP JP Printing Service, Inc.

2/F, 928 A. Arnaiz Ave., Brgy San Lorenzo, Makati City  
 Advertising Department: Please look for Ms. Tina/Ms. Donna/Mr. Yamanaka  
**Tel.** 8890-8480 **Telefax.** 8895-4245  
**Mobile:** 0917-594-9764 ; 0917-538-3387  
**Email:** tina@manilashimbun.com / donnaaliangan@manilashimbun.com  
 adsdept@manila-shimbun.com.ph / advert@manilashimbun.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.

<b>Job listing Ads Fee</b>	<b>¥25,000 / Month</b>
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\*Conversion to Peso from Yen is based on the rate on the day of transaction. Price exclusive 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)

For Questions & Inquiries:

**Daily Manila Shimbun / STEP JP PRINTING SERVICE INC.**

928 Spaces Bldg., Arnaiz Ave., Makati City

Tel. (632)8890-8480 / Telefax: (632) 8551-8238 (Philippines)

Ask for Ms. Donna/Ms. Tina/Mr Yamanka

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ads@manilashimbun.com (Japanese)

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