



# The Daily Manila Shimbun Web ADS

## 日刊まにら新聞ウェブ広告

www.manila-shimbun.com

The Manila Shimbun Web is a news site managed by the one and 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 well-trained 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 interests toward the Philippines in Japan, The Daily Manila Shimbun Web just had a renewal launch on expanding our reach even more to those who live in Japan.

We provide cross-media solution from Print to Digital specialized in Japanese. As your partner in business, we cater to your needs by:

### ■ 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

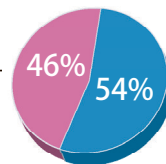
#### \*Page Views

300,000~500,000 PV

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

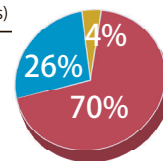
#### \*Gender

Male: 54%  
Female: 46%



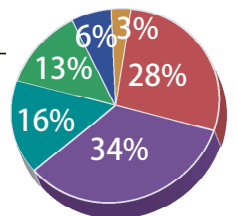
#### Web Portal: (Access by countries)

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

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 150,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month

#### Side Rectangle

Size: 300×250 px  
Price: JPY 100,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month  
Place: Top of the side bar

#### Side Half Banner

Size: 234×60 px  
Price: JPY 50,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month

#### Inside Full Banner

Size: 468×60 px  
Price: JPY 100,000  
PHP ( The prices are subject to change due to exchange rate fluctuations.)  
Duration: 1 month  
Place: Inside of the all contents page