



## Magazine

# Sports Graphic **Number**



Circulation : 111,667 copies

### NumberDo



### Number PLUS



## Event



We held running festival at the National Stadium on March 12, 2023. More than 2,200 people attended.

## Digital

# Sports Graphic **NumberWeb**



PV per month 106,380,000

UU per month 10,270,000

Data : the number of PV・UU (Feb.-Apr. 2023) Social media (2023.4)

## Subscription



### NumberPREMIER

New subscription website launched on March 30, 2023, where all articles from magazine Number can be read.

## Social



264,000 followers



98,000 likes



11,000 followers



15,000 subscribes



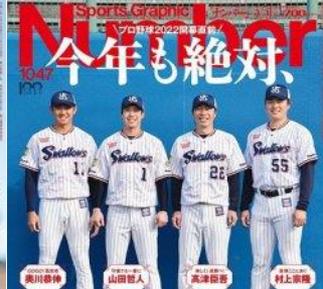
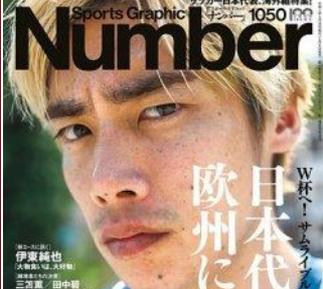
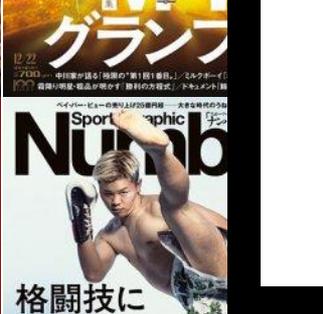
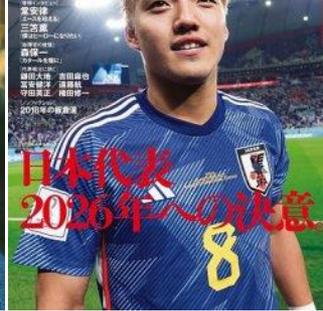
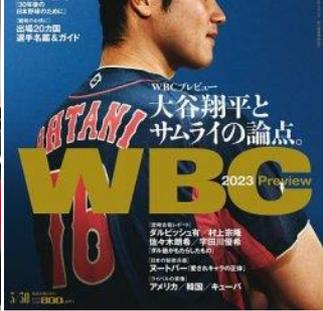
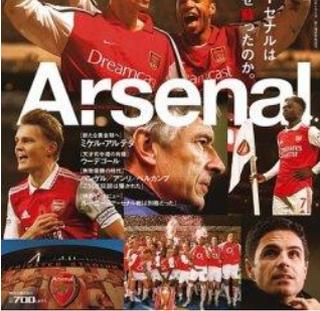
786,000 friends

## External partners



Magazine					
	Title	Scale		Publication	Overview
	Sports Graphic Number	111,667 copies	Proof or printing Oct.-Dec. 2022	Every other Thursday	Featuring beautiful photos of major and minor sports.
	NumberDo	80,000 copies	Publisher Estimate	Spring Autumn	General magazine for “doing sports”, launched on October 2010 whereas Number focuses on “watching sports”. Participatory events are also available.
	NumberPLUS	30,000~50,000 copies	Publisher Estimate	Irregular	Focus on the hottest events, competitions, teams, and athletes. Issued irregularly.
	Number Custom	Custom made	-	-	Mooks or booklets tailored to client’s needs.
Digital					
	Title	Scale		Update	Details
	NumberWeb	106,380,000 PV 10,270,000 UU	Feb.-Apr. 2023	Daily	Achieved 100 million PV with “sophisticated design” and “timely column”. Contents are updated daily with the hottest information.
	NumberPREMIR	Undisclosed	-	-	Subscription website where all articles from magazine Number can be read. Launched on March 30, 2023.
Social	Twitter	264,000 Followers	2023.4	Daily	Tweet articles on NumberWeb almost daily.
	Facebook	98,000 Likes	2023.4	Daily	Post articles on NumberWeb almost daily.
	Instagram	11,000 Followers	2023.4	Irregular	Post photos from our interviews and the process of making articles.
	YouTube	15,000 Subscribes	2023.4	Irregular	Distribute coverage of Number, PR videos of books, and interviews.
	LINE	7,860,000 Friends	2023.4	Tuesday Friday	Distribute popular articles from NumberWeb on Tuesdays and Thursdays.

\* These data are as of March 2023. Please contact us for the latest information.





“Winner take nothing” \_\_ Hemingway used this phrase for the title of his famous collection of short stories, but one of the main reasons why sports attract so many people is that there are always “winners” and “losers”. The gap between them is so deep, even if the difference in points is slight. That is why athletes practice very hard every day to keep themselves in good conditions, and to compete to the utmost limit in matches. There have been many emotions swirling around, and many dramas have been created.

Since 1980, “Sports Graphic Number” has been capturing the images and emotions of athletes with “beautiful and bold visuals” and “original writing”. Before the 2023 WBC, Shohei Ohtani appeared in our magazine. In his interview, he told us that watching Ichiro playing in the WBC when he was young was wonderful experience, and hoped that children would have that kind of experience. That is why he competed in the WBC, despite the tight schedule.

We will continue to convey the feelings of athletes and the excitement of sports through “Number” .

Tsuyoshi Nakamura, Editor-in-chief

## Media overview

Featuring beautiful photos of major and minor sports.



First Issue : April 1980  
 Publication day : Every other Thursday  
 Format : A4 size, saddle stitch, 112 pages  
 Print : cover and contents: 4 color  
 Circulation : 111,667 copies  
 with proof of printing Oct.- Dec. 2022  
 Price : ¥ 730 (including tax) \*  
 Deadline for advertising application : 30 days before the issue  
 Deadline for advertising manuscript : 10 days before the issue

## Advertising Price

Space		Price	Size (length × width)
Cover 4	4 color, 1 full page	¥2,100,000	252 × 197
Cover 2, spread	4 color, 2 full page	¥3,200,000	270 × 414
Cover 2, full page	4 color, 1 full page	¥1,600,000	270 × 207
Opposite cover 3, full page/ Cover3, full page	4 color, 1 full page	¥1,350,000	270 × 207
Opposite to table of contents	4 color, 1 full page	¥1,600,000	270 × 207
Center	4 color, 2 full page	¥3,000,000	270 × 414
Inset	4 color, 1 full page	¥1,500,000	270 × 207
Inset	4 color, Length one third	¥580,000	244 × 56
Below the table of contents	4 color, Width one sixth	¥400,000	40 × 182

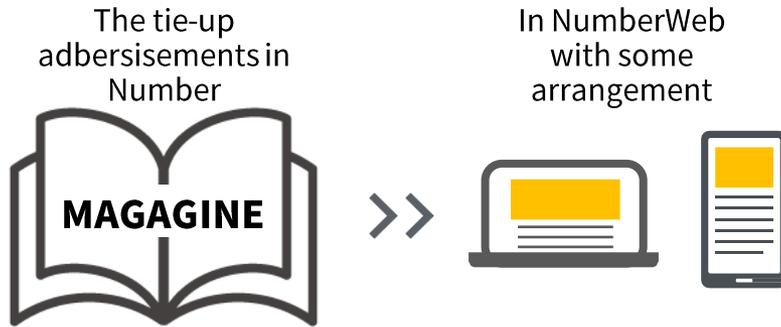
\*Excluding tax

# Advertisements reprint from “Number” to “NumberWeb”

The tie-up advertisements in Number will be published in NumberWeb with some arrangement.

It is a good plan that allows for multiple use of content.

## Advertisements reprint



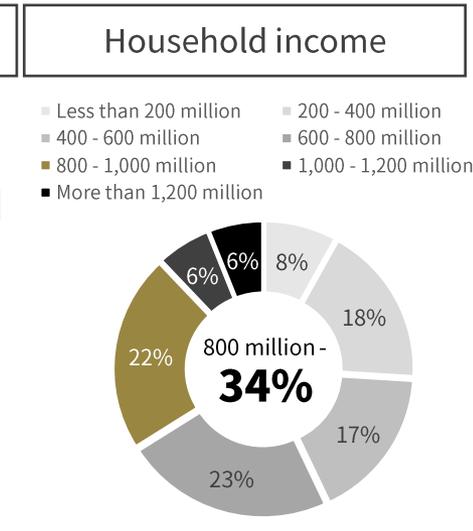
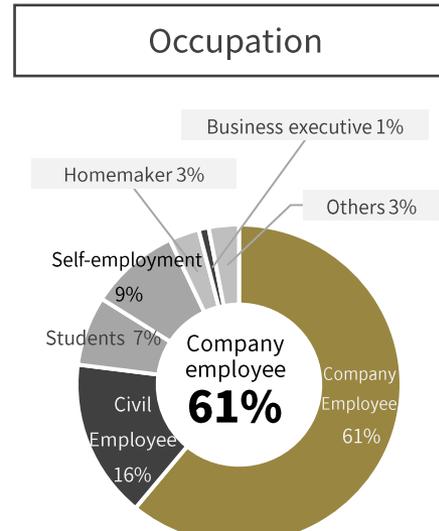
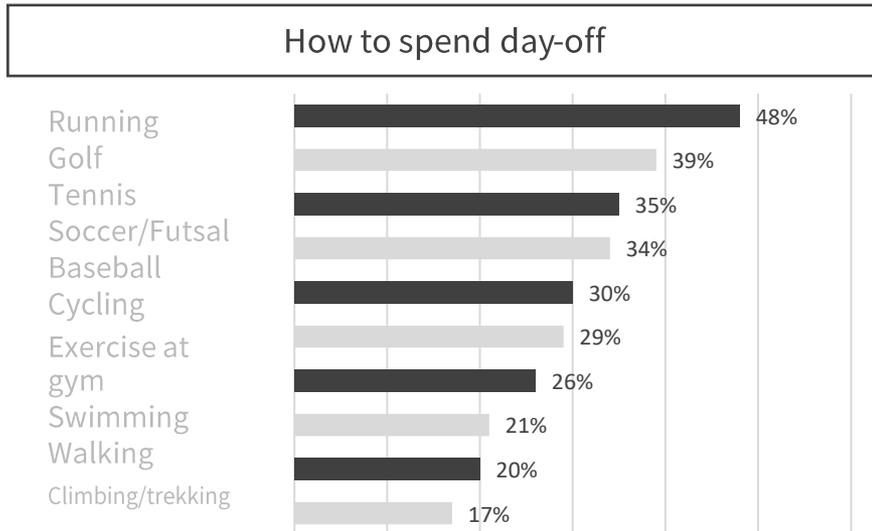
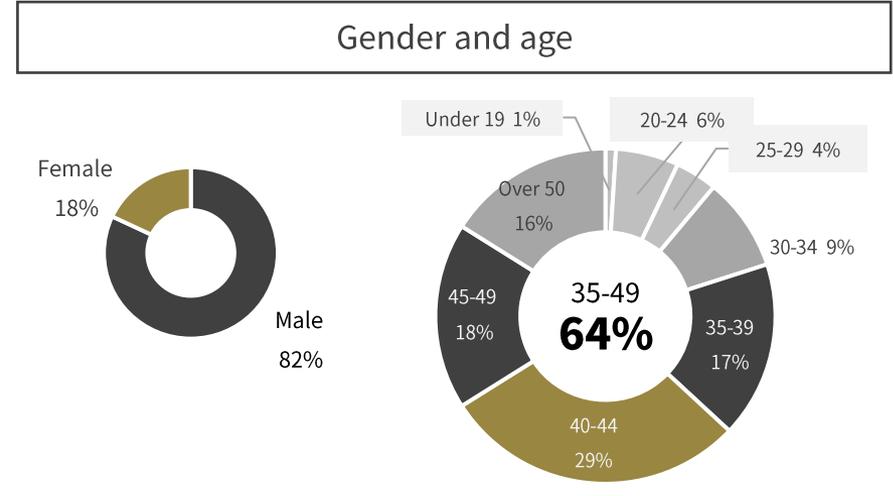
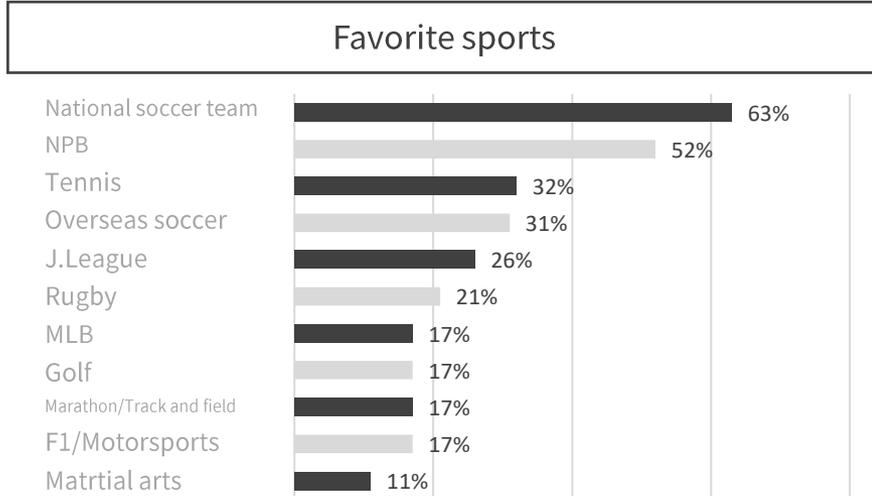
### remarks

- ※ When the guaranteed PV is not achieved during the posting period, we will extend the period or add inducement frame, and guide readers from other websites.
- ※ The cost of arranging online reprints is included.
- ※ In some cases, we need an extra fee for using advertisements for the secondary use.
- ※ Normally we will finish in 4 weeks without archives, but please let us know if you wish to extend the period.
- ※ The advertisement will be unavailable for paid subscribers on NumberWeb.
- ※ We usually do not post on social media with strongly advertising hashtag such as “#campaign” or “#item”.

## Advertisements reprint from “Number” to “NumberWeb”

	PV Guaranteed		Period Guaranteed
Publication price	¥ 1,500,000 -	Publication price	¥ 1,000,000 -
Guaranteed PV	40,000PV	Assumed PV	20,000 - 30,000PV
Assumed CTR	1 - 5%	Assumed CTR	1 - 5%
Period	More than 4 weeks	Period	4 weeks
Start day	Any weekday		
Deadline	30 – 40 business days before the issue		
Inducement Frame	<b>【PC】</b> ① On the right column <b>【RECOMMEND】</b> , put image and texts. ② Leading to the top area <b>【SP】</b> ① Space related to articles above. <b>【Recommend to you now】</b> ② Below articles, <b>【RECOMMEND】</b> space has image and texts ③ Leading to the top area		
	Announcement	Official Facebook and Twitter, one time each	
	Report	Number of PV, average time spent, gender, age, device used, access area	

Main readers are businesspeople in their 30s to 40s, who loves sports and can afford it.



Source : Questionnaire on the issue 869

## Media overview of media and advertising rates



General magazine for “doing sports”, launched on October 2010, whereas Number focuses on “watching sports”. Participatory events are also available.

First issue: October 2010  
 Publication: Spring/Autumn \*Subject to change  
 Format: A4 size, side stitch, 124 pages  
 Print: cover and contents: 4 color  
 Circulation: 80,000 copies  
 Deadline for advertising application : 30 days before the issue  
 Deadline for advertising manuscript : 10 days before the issue



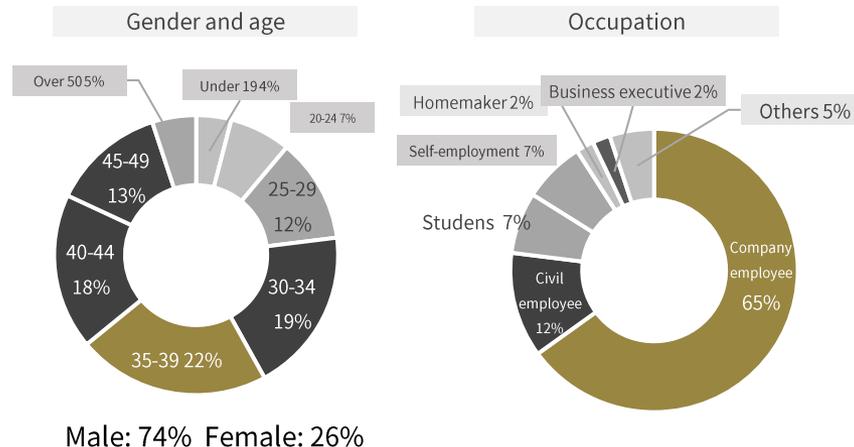
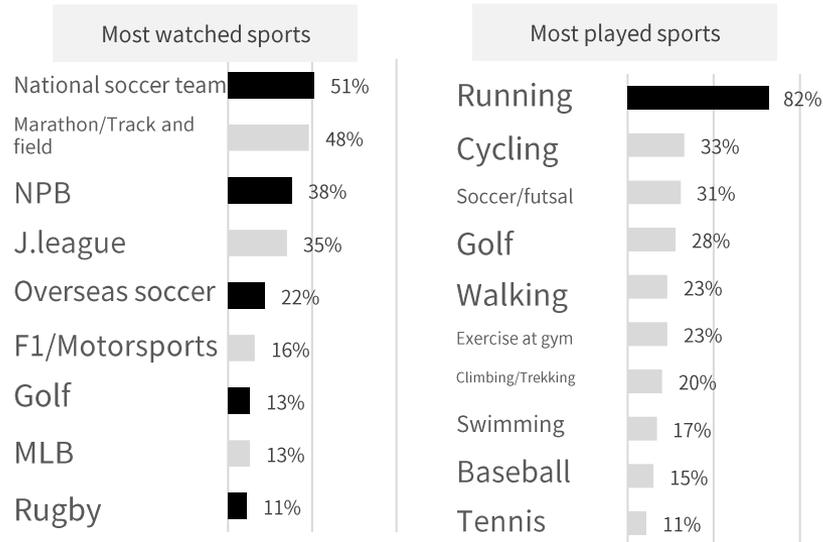
We held running festival at the National Stadium on March 12, 2023. More than 2,200 people attended.

Space	Price	Size (length×width)
Cover 4	¥2,100,000	225×197
Cover 2, spread	¥3,200,000	270×414
Opposite cover 2, full page	¥1,600,000	270×207
Cover 3, full page	¥1,350,000	270×207
Opposite to table of contents	¥1,600,000	270×207
4 color, 1 full page	¥1,500,000	270×207

\*Excluding tax

## Reader demographics

Readers enjoy many sports actively.



Data : Questionnaire on volume 8, 2014



# Sports Graphic NumberWeb

Media Guide  
From July to September 2023



NumberWeb has been growing “super” fast. In 2022, we achieved over 100 million PV per month four times. From big international events such as Olympics Games and World Cup to Koshien, draft meeting, and martial arts, we delve deep into topical and popular events.

Our editorial motto is “interesting and intormative” articles. Though sports are at the heart of our websites, we produce challenging articles, focusing beyond sports or athletes. For example, “shogi”, “M-1” as a comedy competition, and “food fighting” were not captured in the traditional framework of “sports” .

I believe that sports has the power to explode the voltage inside a person. We will create articles which evoke that emotion, and at the sometime, we will conceive new projects which transend the framework of sports.

There will be big sports events: Rugby World Cup in Autumn 2023, Hakone Ekiden 100th in early 2024, and Paris Olympics Games in the same year. We hope to make interesting efforts not only in these big events but also in other fields.

Asahito Takagi, Editor-in-chief



## Sports Graphic NumberWeb

**The theme is “Get excited in sports!!”.NumberWeb is full of sports articles that are worth reading!**

NumberWeb boasts over one hundred million PV for its “sophisticated design” and “readable column”. Main readers working sports-loving businesspeople who play a central role in their companies. They enjoy sports in their fulfilled lifestyles. The content is updated daily with the hottest information. It continues to evolve as a “one and only” web media.

## Media data

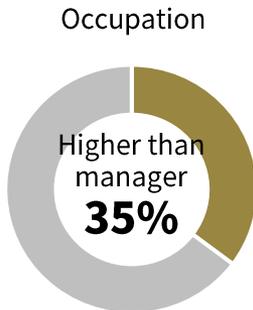
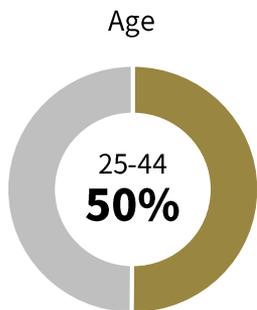
Editor-in-chief : Asahito Takagi  
URL : <https://number.bunshun.jp/>

- PV per month : 106,380,000 PV
- UU per month : 10,270,000 UU
- Twitter : 2,640,000 followers
- Facebook : 98,000 likes
- Instagram : 11,000 likes
- YouTube : 15,000 subscribes
- LINE : 7,860,000 friends

Data : the number of PV and UU (From Feb. to Apr.2023) Social media (April 2023)

## Reader Demographics

Main readers are sports-loving businesspeople in their 20s to 40s, who play a central role in their companies.



Why visit NumberWeb  
**Love sports 61%**

How to spend day-off  
**Watching sports 41%**

Average household income  
**¥ 7,850,000**

Average financial asset  
**¥ 13,430,000**

## Topics

# 179,240,000



We achieved a record, 179,240,000 PV in March 2023 as Samurai Japan won the world championship after dramatic battles.

There are many more events with high PV coming up, such as MLB and MLB, and the Rugby World Cup in September.

## NumberPREMIER



<https://number.bunshun.jp/premier/>

New subscription website launched on March 30, 2023, where all articles from magazine Number can be read.

In addition to winning and losing, we deliver profound articles that can be read “in depth”, such as human dramas around sports and themes which cut to the heart of social issues.



NPB



MLB



High school baseball



J.league



Overseas soccer



National soccer team



High school soccer



Golf



Horse racing



Martial arts



Motorsports



Basketball, tennis, figure skating, rugby, etc

Others

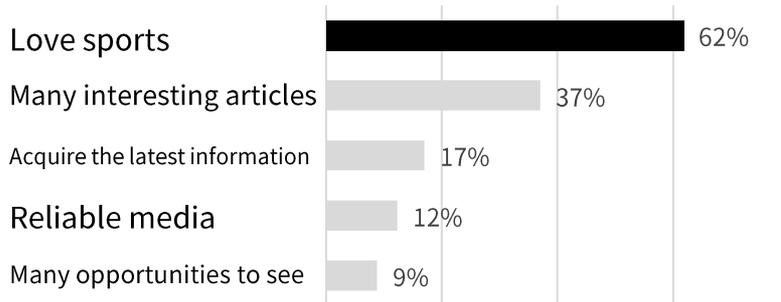
### Popular category ranking

Rank	Category	Average PV per month
1st	NPB	34,820,000PV
2nd	MLB	21,930,000PV
3rd	Martial arts	12,560,000PV
4th	National soccer team	3,860,000PV
5th	High school baseball	3,600,000PV

\*PV is the average from January to March 2023, top 5 only

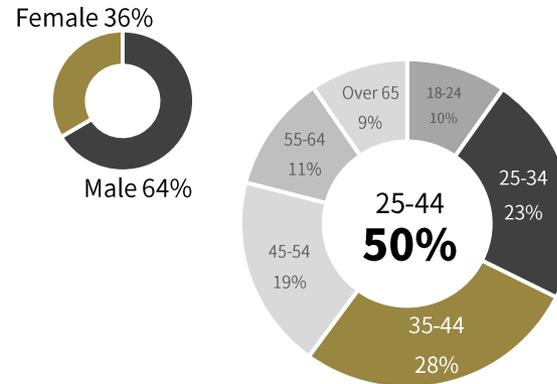
Main readers are sports-loving businesspeople in their 20s to 40s who play a central role in their companies.

## Why visit NumberWeb

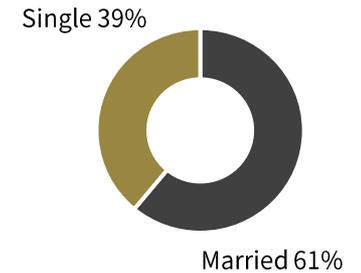


Top 5 only

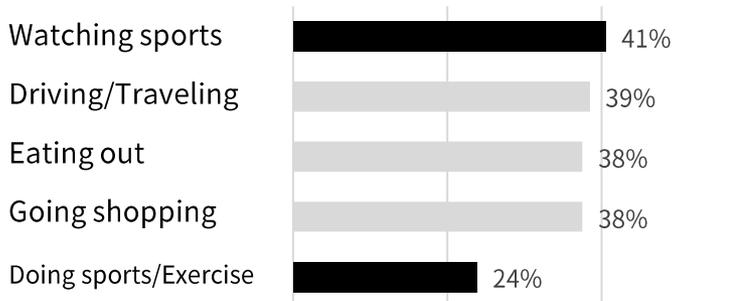
## Gender and age



## Marital status

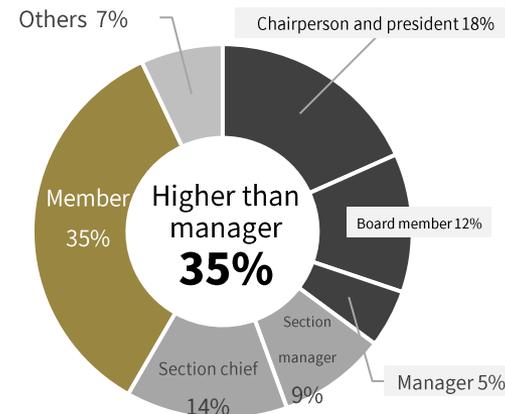


## How to spend day-off



Only top 5

## Position



Average household income  
**¥ 7,850,000**

Average financial asset  
**¥ 13,430,000**

Data : gender and age by Google Analytice From Nov.2033 to Apr. 2023, others by us in 2021



Sports Graphic  
**NumberWeb**

PV per month  
**106,380,000**

UU per month  
**10,270,000**

Data: From Feb. to Apr. 2023

## Subscription



### NumberPREMIER

New subscription website launched on March 30, 2023, where all articles from magazine Number can be read.



**2,640,000** followers



**98,000** likes



**11,000** followers



**15,000** subscribes



**7,860,000** friends

Data: April 2023

External partners



# Advertisements

From July to September 2023



1

**Famous athletes can be commissioned**

2

**From interviews to events, we use various formats to promote the appeal of the product.**

3

**We can attract businesspeople who play a central role in their company.**

	Name	Guaranteed	Period	Publication price	Production price	PV	Orientation day
1	Content-based native advertising, PV guaranteed	PV	More than 4 weeks	¥ 2,000,000	¥ 600,000	Guaranteed 40,000 PV	About 30-40 business days before the issue
2	Content-based native advertising, period guaranteed	period	4 weeks	¥ 1,500,000	¥ 600,000	Assumed 20,000 - 30,000 PV	About 30-40 business days before the issue
3	Paid publicity	period	4 weeks	¥ 800,000	Included in publication price	Assumed 4,000 - 6,000 PV	About 10 business days before the issue
4	Advertisements reprint from “NumberWeb” to “Number”	4 color, 2 full pages		¥ 1,500,000	Included in publication price	Content-based native advertisements in NumberWeb will be issued in Number with some arrangement.	
		4 color, 3 full pages		¥ 2,250,000	Included in publication price		
		4 color, 4 full pages		¥ 3,000,000	Included in publication price		
5	Custom plan (for secondary use of tie-up articles in owned media)	period	4 weeks	¥ 2,500,000 - *tie-up article: ¥ 2,000,000 - Making article: ¥ 500,000 -		Assumed 20,000 - 30,000 PV	About 30-40 business days before the issue
6	Social plan (Twitter)	period	4 weeks	¥ 2,700,000 - *tie-up article: ¥ 1,900,000 - Twitter advertisement: ¥ 800,000 -		Assumed 20,000 - 30,000PV	About 30-40 business days before the issue
7	Double reach plan (Yahoo!)	period	4 weeks	¥ 3,000,000 - *tie-up article: ¥ 1,800,000 - Yahoo! sponsored contents: ¥ 1,200,000 -		Assumed 20,000 - 30,000 PV *on Yahoo! 20,000 - 30,000 PV	About 30-40 business days before the issue

NumberWeb create unique tie-up advertisements featuring celebrities and athletes, with a layout design resembles NumberWeb articles.

PC



SP



\*Advertisement image

PV guaranteed, content-based native advertisement	
Publication Price	¥ 2,000,000
Publish price	¥ 600,000
Guaranteed PV	40,000 PV
Assumed CTR	1-5%
Period	More than 4 weeks
Start day	Any weekday (11-12:00 a.m. 6-8:00 p.m.)
Deadline for application	30-40 business days before the issue
Inducement frame	【PC】
	① On the right column 【RECOMMEND】 , put image and texts.
	② Leading to the top area
Announcement	【SP】
	① Space related to articles above. 【Recommend to you now】
	② Below articles, 【RECOMMEND】 space has image and texts
Report	③ Leading to the top area
	Official Facebook and Twitter, one time each
	The number of PV, average time spent, gender, age, device used, access area

NumberWeb create unique tie-up advertisements featuring celebrities and athletes, with a layout design resembles NumberWeb articles.

PC



SP



\*Advertisement image

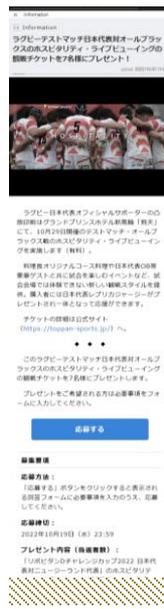
Period guaranteed, content-based native advertisement	
Publication Price	¥ 1,500,000
Publish price	¥ 600,000
Assumed PV	20,000 -30,000 PV
Assumed CTR	1-5%
Period	4 weeks
Start day	Any weekday (11-12:00 a.m. 6-8:00 p.m.)
Deadline for application	30-40 business days before the issue
Inducement frame	【PC】
	① On the right column 【RECOMMEND】 , put image and texts.
	② Leading to the top area
Announcement	【SP】
	① Space related to articles above. 【Recommend to you now】
	② Below articles, 【RECOMMEND】 space has image and texts
Report	③ Leading to the top area
	Official Facebook and Twitter, one time each
Report	The number of PV, average time spent, gender, age, device used, access area

These pages are produced based on materials supplied from clients without interviewing or taking photos. It is suitable for breaking news release, as It can be produced in a short time.

PC



SP



\*Advertisement image

Paid publicity	
Publication Price	¥ 800,000
Publish price	Included in the above price
Assumed PV	4,000 - 6,000 PV
Assumed CTR	1 - 5%
Period	4 weeks
Start day	Any weekday (11-12:00 a.m. 6-8:00 p.m.)
Deadline for application	About 10 business days before the issue
Inducement frame	<p>【PC】 On the right column 【INFORMATION】 , put image and texts.</p> <p>【SP】 Below articles 【INFORMATION】 , put image and texts.</p>
Announcement	None
Report	None

PC

Top area

Contents



SP

Top area

Contents



Inducement frame		content-based native advertisement	Paid publicity
①	PC	On the right column 【RECOMMEND】 , put image and texts.	●
②	PC	Leading advertisements on top area	●
③	PC	On the right column 【INFORMATION】 , put image and texts.	●
④	SP	Space related to articles above 【Recommend to you now】	●
⑤	SP	Below articles 【RECOMMEND】 , put image and texts.	●
⑥	SP	Leading advertisements on top area	●
⑦	SP	Below articles 【INFORMATION】 , put image and texts.	●

# Advertisements reprint from “NumberWeb” to “Number” Sports Graphic NumberWeb

The tie-up advertisements in NumberWeb will be published in Number with some arrangement. It is a good plan that allows for multiple use of content.

## Advertisements reprint

The tie-up advertisements in NumberWeb



In NumberWeb with some arrangement



## Ads reprint from “NumberWeb” to “Number”

4c2p	¥ 1,500,000
4c3p	¥ 2,250,000
4c4p	¥ 3,000,000

# **Optional Advertisements**

Optional menu can be ordered in addition to others.

Optional choice		Price		Remarks
1	Advertisements reprint from “Number” to “NumberWeb”	PV guaranteed	¥ 1,500,000 -	<ul style="list-style-type: none"> <li>Tie-up advertisements in Number will be published in NumberWeb with some arrangement.</li> <li>Fellows the specifications for content-based native advertisements.</li> <li>It is a good plan that allows for multiple use of content.</li> </ul>
		Period guaranteed	¥ 1,000,000 -	
2	Extend or republish inducement frame	PV guaranteed	¥ 1,200,000	<ul style="list-style-type: none"> <li>Inducement frame to tie-up pages can be extend or republished.</li> <li>Guaranteed PV: 40,000, Assumed CTR to LP: 0.03 - 0.10%, advertising period : more than 4 weeks</li> </ul>
		Period guaranteed	¥ 800,000	<ul style="list-style-type: none"> <li>Inducement frame to tie-up pages can be extend or republished.</li> <li>Assumed PV: 20,000 - 30,000, Assumed CTR to LP: 0.03 - 0.10%, advertising period : 4 weeks</li> </ul>
3	Archive	1 month	¥ 30,000	<ul style="list-style-type: none"> <li>You could extend the period of tie-up pages.</li> <li>It is necessary to consult, in case of celebrities apper in advertisements.</li> </ul>
		1 year	¥ 300,000	
4	Social media post the performer’s account	1 time	¥ 200,000	<ul style="list-style-type: none"> <li>Tie-up advertising performer will post on one social media account.</li> <li>They usually do not post on social media with strongly advertising hashtag such as “#campaign” or “#item”.</li> <li>Some advertising performers may not able to respond.</li> <li>There will be no reports on the post.</li> </ul>
5	Video production	¥ 1,000,000 -		<ul style="list-style-type: none"> <li>Production price varies depending on the contents, so please contact us.</li> <li>We will make a separate estimate for rich media advertisement production.</li> </ul>
6	Inducement menu to tie-up articles	¥ 500,000 -		<ul style="list-style-type: none"> <li>We have varieties of options on inducement frame for guid users and readers of NumberWeb.</li> <li>Please see another page for details.</li> </ul>

We offer Inducement menu to tie-up pages for guiding both potential users and readers of NumberWeb. We will fix it for clients.

Media	Name	Active users, etc	Volume zone	Assumed pay per click	Start day	Minimum amount
	Twitter	45,000,000	20s to 40s (Average is 35)	¥150 - 200	5 business days after the issue	¥1,000,000
	Facebook	26,000,000	Late 20s to 40s	¥80 - 120	5 business days after the issue	¥500,000
	Instagram	33,000,000 accounts	Late 20s to 40s	¥100 - 120	5 business days after the issue	¥500,000
	popIn	Native ad network, largest scale in Japan	30s to 40s	¥40 - 80	5 business days after the issue	¥500,000
	LOGLY	Native ad network, largest scale in Japan	30s to 40s	¥40 - 80	5 business days after the issue	¥500,000
	GDN/YDA	Google Display Network Yahoo! Display Ads	all	¥50 - 100	5 business days after the issue	¥500,000
	Yahoo! news sponsored contents	Yahoo! Advertising for display	all	¥20 - 40	1 month after the issue	¥1,000,000
	LINE DIGEST SPOT for account media	786,749 ※Subscribes for NumberWeb May 11th, 2023	Older than 40s	¥50 - 80	11 business days after the issue	¥1,000,000

Remarks

※ All amounts in the chart are listed in net. When you wish have a inducement menu, the total amount is from ¥ 1,000,000

※ The outcome may differ from the actual one as it is based on the past result.

※ Assumed pay per click differ a lot depending on service, so please think it is for your reference.

※ As the judging criteria differ from media, some advertisements may not be allowed to deliver.

※ As for popIn and LOGLY, please express the names shown below. "Advertiser name or item names on media name", "Advertiser name × media name", and "Media name × advertiser name".

※ As for Yahoo! news sponsored contents and LINE DIGEST SPOT for account media, PV is on Yahoo! or on LINE, not on NumberWeb.

## About tie-up advertisements

Bungeishunju Ltd. Media Division  
**Team for Number**

Email address for contacts  
[ad.number-g@bunshun.co.jp](mailto:ad.number-g@bunshun.co.jp)

## About video and banner advertisements

Bungeishunju Ltd. Media Division  
**Team for Web advertisements**

Email address for contacts  
[ad.web-g@bunshun.co.jp](mailto:ad.web-g@bunshun.co.jp)

Please see below for media materials for video and banner advertisements  
[https://www.bunshun.co.jp/Portals/0/documents/numberweb/numberweb\\_rich\\_ad.pdf](https://www.bunshun.co.jp/Portals/0/documents/numberweb/numberweb_rich_ad.pdf)

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Media guide, feature schedule, and other latest information on the media we publish are available.

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