日经中文网 媒体资料 | 日經中文網 媒體資料

Nikkei Chinese.com Media Data 2026

Reach Chinese-speaking business audiences
Nikkei credibility. Multiple touchpoints.

Business Development Group, Global Business Unit,
Nikkei Inc.

August 2026

About Nikkei Chinese.com

Trusted Nikkei journalism for Chinese-speaking business professionals

日經中文網
NIKKEI——日本經濟新聞中文版

Nikkei Chinese.com, Nikkei Inc.'s Chinese-language news platform, was launched in March 2012.

Drawing on Nikkei's extensive reporting network in Japan and around the world, it delivers daily news and analysis on economic, political and business developments across Japan, Asia and global markets.

Serving readers in Mainland China, Taiwan and Hong Kong, Nikkei Chinese.com is the only Chinese-language news platform operated by a major Japanese newspaper.

Although traffic from Mainland China declined after internet restrictions tightened in 2017, readership has continued to grow across Taiwan, Hong Kong, Japan and other Chinese-speaking markets. In Mainland China, Nikkei Chinese.com distributes news through official WeChat and Weibo accounts. Since 2023, it has also expanded short-form video coverage on TikTok and rednote.

With strong reach among Chinese-speaking business professionals, Nikkei Chinese.com provides advertisers and partners with a credible platform for communicating across Chinese-speaking areas and beyond.



Simplified Chinese
cn.nikkei.com

Traditional Chinese
zh.cn.nikkei.com



Nikkei Group's Global Media Network

One trusted network across Japanese, English and Chinese markets

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Nikkei has been at the forefront of digital transformation in Japanese media, launching the Nikkei Online Edition in 2010 as Japan's first paid digital news service.
Its global expansion includes Nikkei Chinese.com, launched in 2012, and Nikkei Asian Review—now Nikkei Asia—launched in 2013. In 2015, the Financial Times joined the Nikkei Group, further strengthening its international media network.
Built on trusted, high-quality business journalism, Nikkei, Nikkei Asia and the Financial Times together ranked third worldwide in digital paid subscriptions in both 2023 and 2024.

Nikkei Online Edition (Japanese)



日本經濟新聞

Paid Online Edition subscribers
As of January, 2026

1,060,000

Financial Times (English)



FT
FINANCIAL TIMES

Digital paid subscriptions (FY2025)

2,126,480

Nikkei Chinese.com



日經中文網

Free registered users
As of the end of July, 2026

37,516

NIKKEI ASIA (English)Launched 2013



NIKKEI Asia

Monthly unique users
As of the end of August, 2025

3,205,400

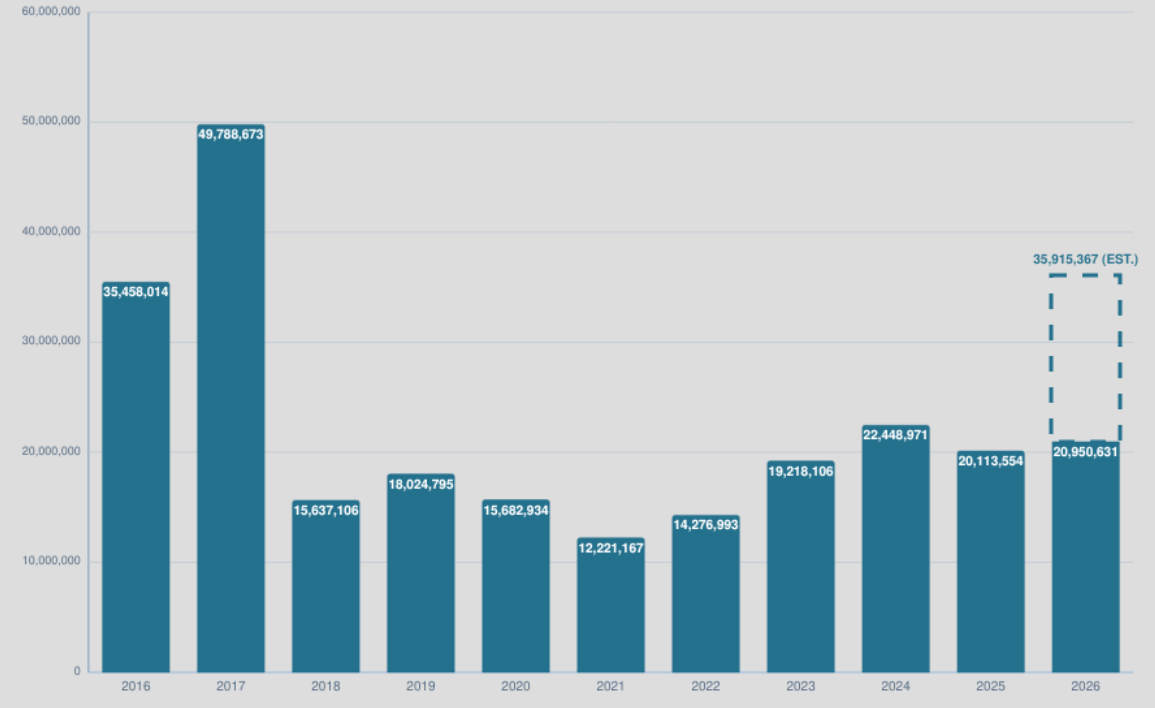
Audience Reach & 2026 Outlook

Sustained reach. More opportunities to connect.

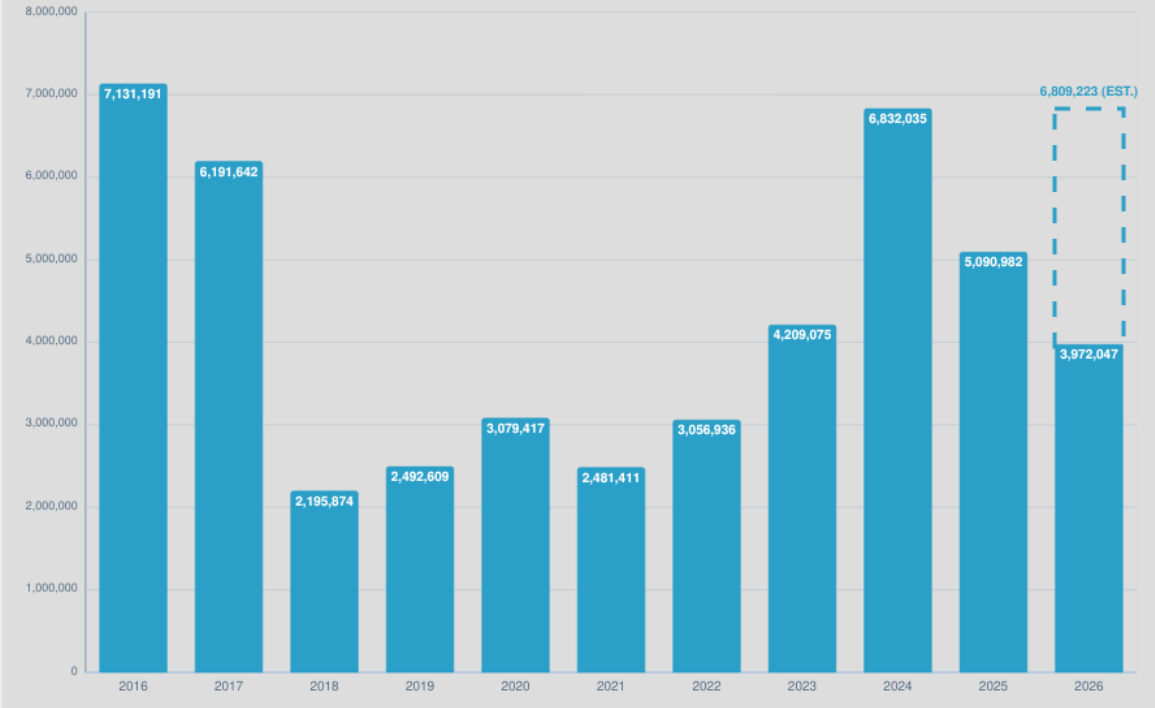
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Although access has been affected by internet restrictions in Mainland China since October 2017, readership continues to flow in from Taiwan, Hong Kong and other markets.

Annual Page Views (PV)



Annual Unique Browsers (UB)



2026 figures cover January–July. Dashed outlines show full-year estimates based on the January–July monthly average.

Website & Social Media Reach

Reach wide audiences through a coordinated multi-channel network

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日經中文網

Website (Simplified &Traditional Chinese)

Total monthly PV 3.0M
Total monthly UB 567K

WeChat
Nikkei Chinese.com
official account
436K

Nikkei GO
59K

Weibo
Nikkei Chinese.com
official account
1.16M

X (formerly Twitter)
Nikkei Chinese.com
Traditional Chinese
645K

TikTok
Nikkei Chinese.com
official account
80K

rednote
Nikkei GO
official account
4K

*All audience figures are approximate. Social media figures as of end of July 2026; website figures are monthly averages for January to July, 2026.

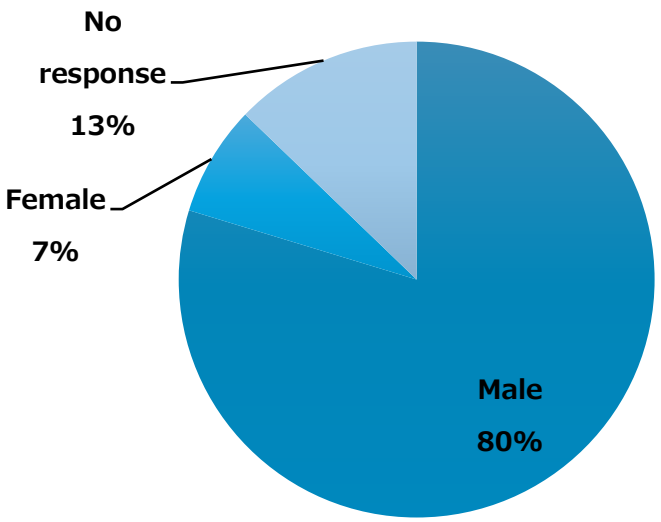
Audience Profile: Demographics

A predominantly working-age audience offers strong reach among business professionals

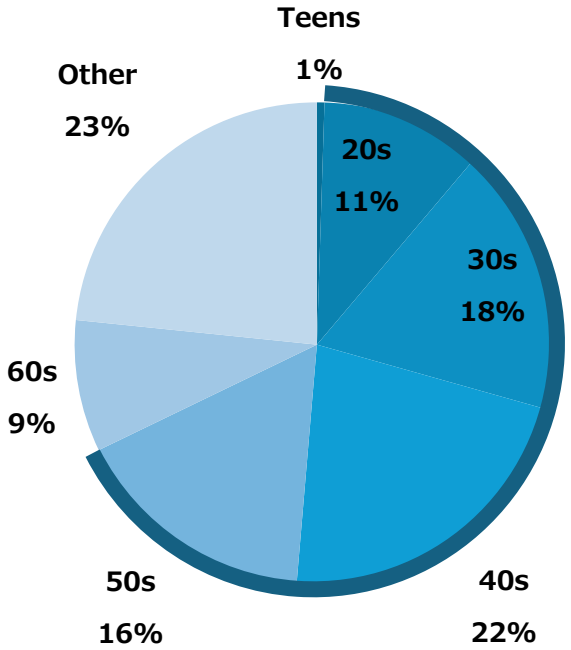
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*Free registered users as of end of July 2026; valid responses: 37,516

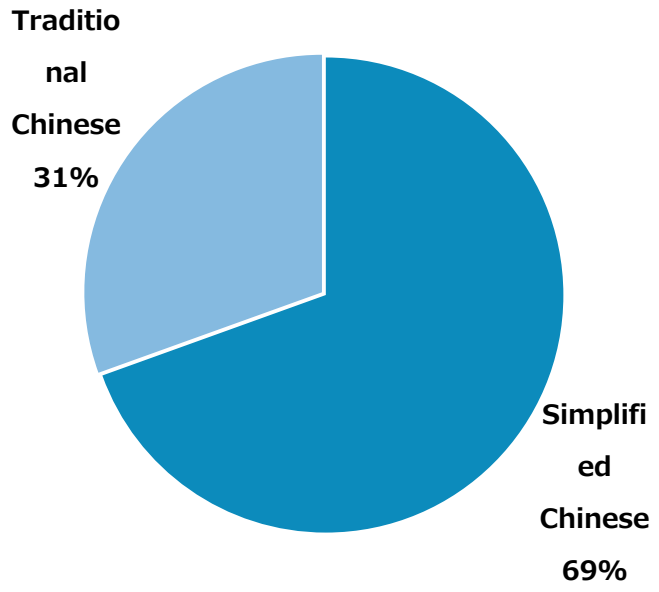
Gender



Age



Simplified vs. Traditional Chinese



***Percentages may not total 100% due to rounding.**

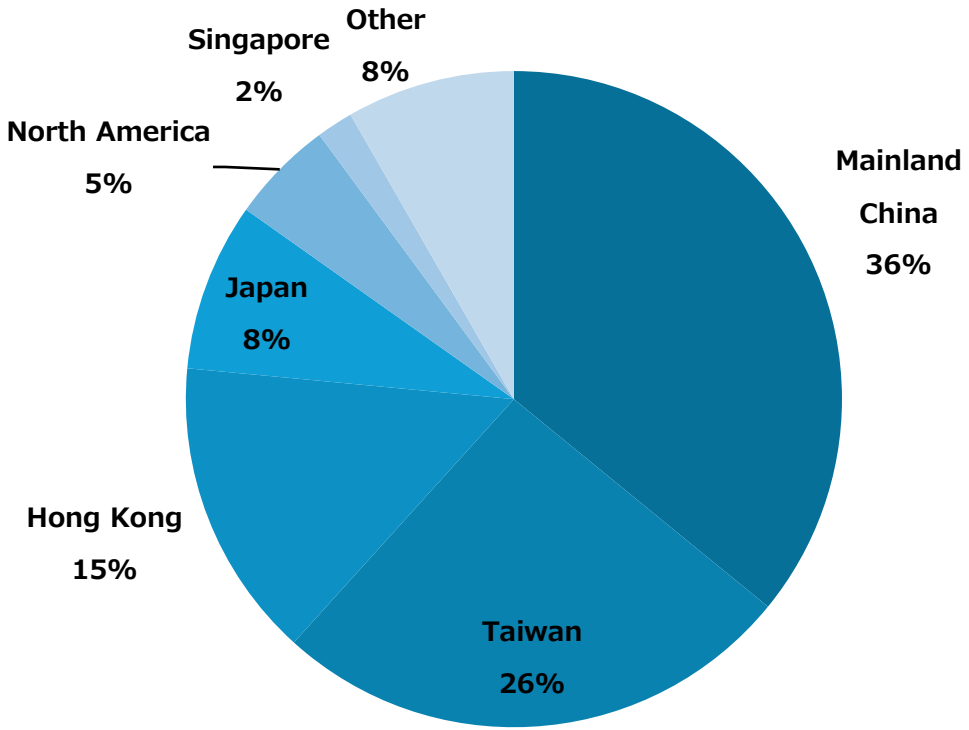
Audience Profile: Geographic Reach

Reach business audiences across Mainland China, Taiwan, Hong Kong, Japan and beyond

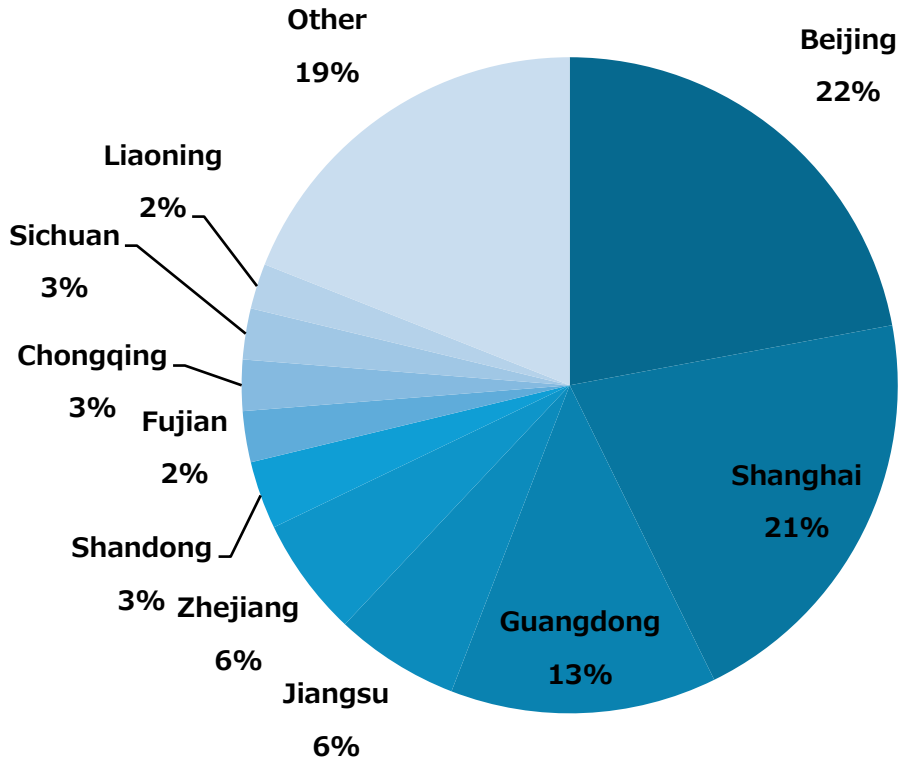
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Main Access Markets



Within Mainland China Major Access Regions



*Percentages may not total 100% due to rounding.

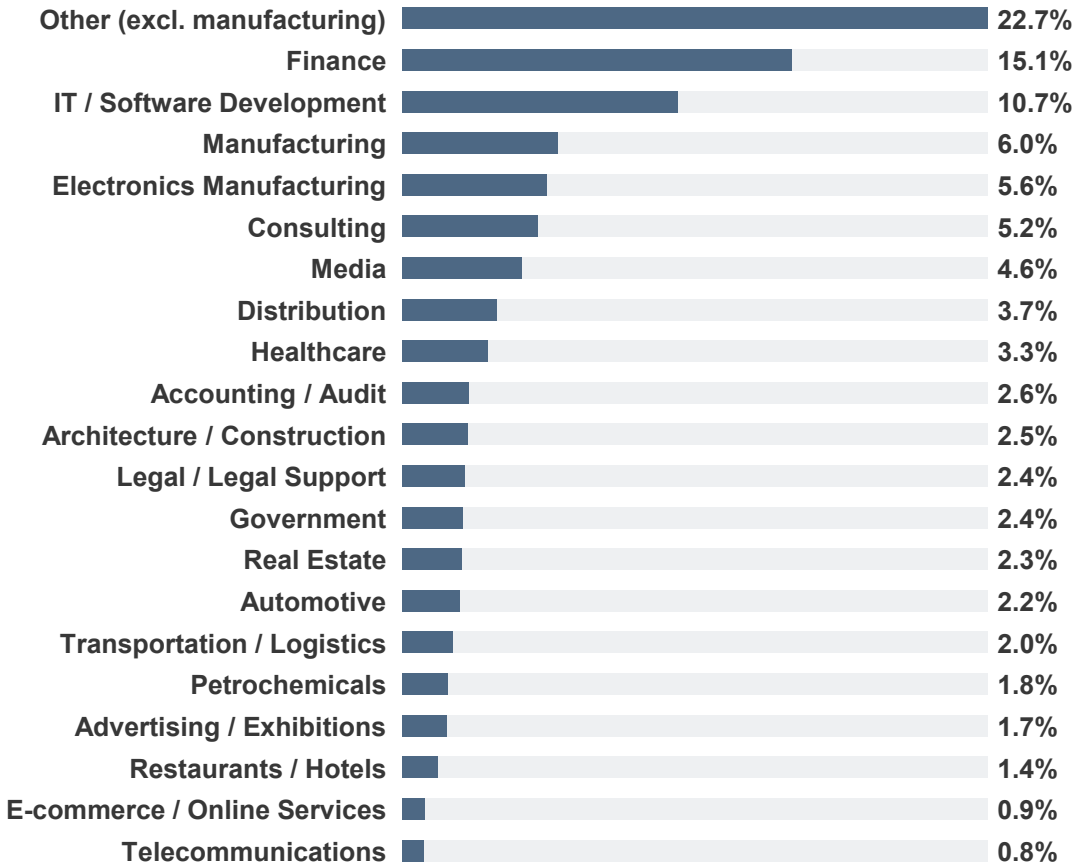
Audience Profile: Industry & Income

Nearly 40% work in finance, IT or manufacturing, and approximately half earn over JPY 9.5 million annually

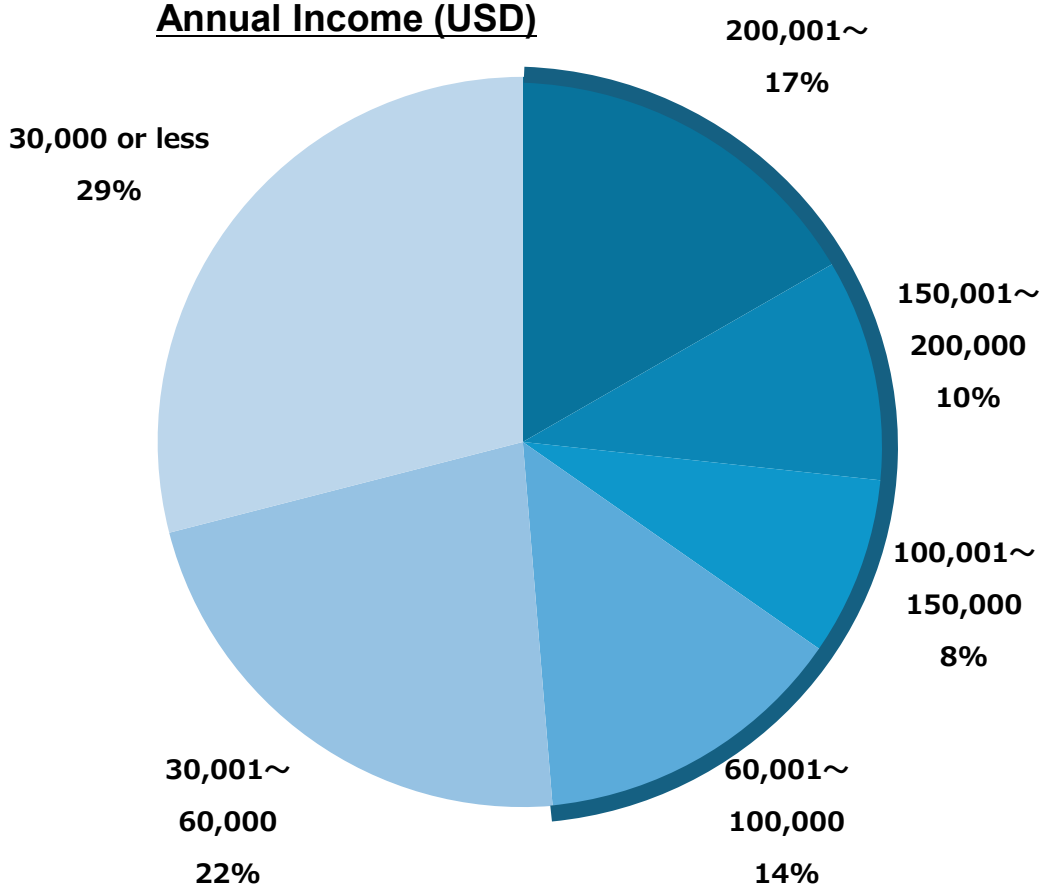
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Industry



Annual Income (USD)



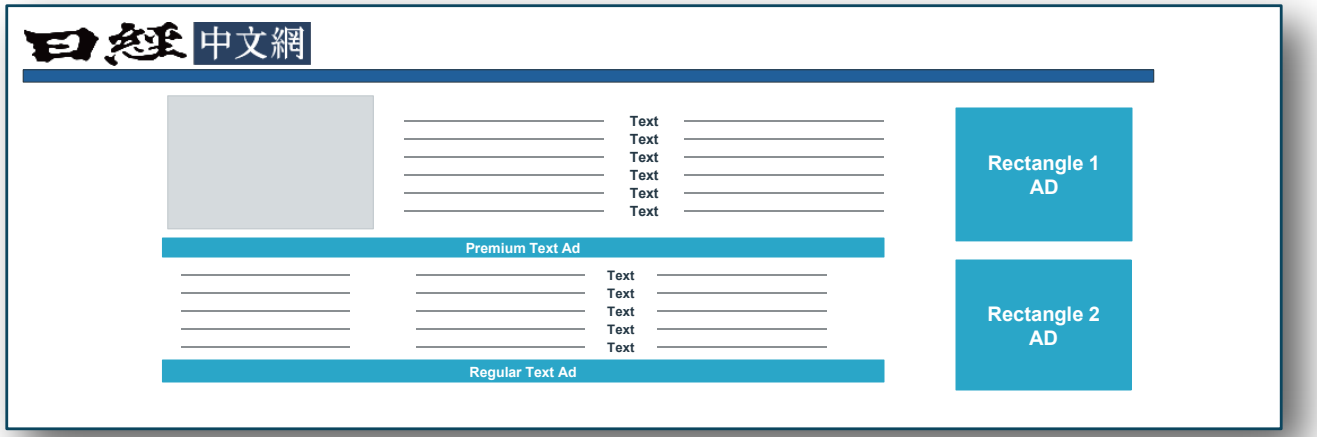
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Website Advertising Solutions

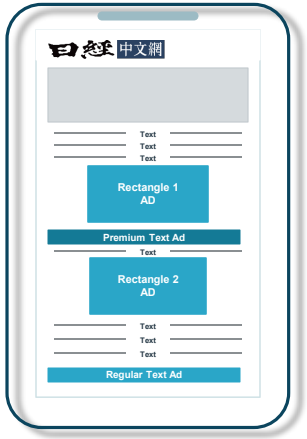
Flexible formats. Smarter ways to engage.

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Desktop Site | Placement Examples



Mobile Site | Placement Examples



Ad Formats

- **Rectangle 1**
  300×250 pixels
- **Premium Text**
  Up to 24 characters
- **Rectangle 2**
  300×250 pixels
- **Regular Text**
  Up to 33 characters

Advertising Formats & Rates

Placement	Size	Format / File Size	Est. Placement Period	Guaranteed Impressions	CTR (Est.)	Rate (JPY)
Rectangle 1	W300 × H250 pixels	GIF/JPEG/PNG, max. 50 KB	1 month	500,000	0.087%	1,500,000
Rectangle 2	W300 × H250 pixels	GIF/JPEG/PNG, max. 50 KB	1 month	500,000	—	1,000,000
Premium Text	Up to 24 characters	-	1 month	—		450,000
Regular Text	Up to 33 characters	-	1 month	—		300,000

*Rectangle 1 and Rectangle 2 are sold on a guaranteed-impression basis. Rates exclude creative production, translation and consumption tax.
*Please contact us for sponsored-content opportunities.

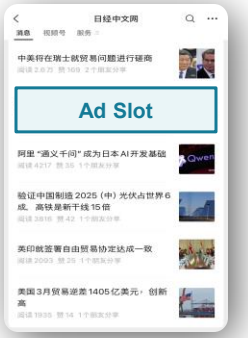
Social Media Advertising Solutions

Target campaigns by market with established social media channels

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Mainland China

WeChat
Approx.
436K



Weibo
Approx.
1.16M



Taiwan, Hong Kong & Chinese-speaking markets

X
(formerly Twitter)
Approx.
645K



Social Media (SNS)	Placement	Size	Format	No. of Posts	Rate (JPY)	Est. PV
WeChat	Nikkei Chinese	2nd headline	Up to 1,000 characters + 3 images	1 post	750,000	2,000～ 5,000
	Nikkei GO				—	200～ 500
Weibo	Official account	Short Weibo	Up to 140 characters + max. 2 images/video	1 post	500,000	2,000～ 5,000
		Long Weibo	Up to 1,000 characters + max. 2 images/video	1 post	750,000	
X (formerly Twitter)	Official account		Up to 140 full-width characters + 1 image	1 post	500,000	5,000～10,000

*Rates exclude creative production, translation and consumption tax. Sponsored-content opportunities and posting availability are subject to confirmation.
RMB reference rate: RMB 1 = JPY 22.7; actual rates may vary.

Advertising Process

A clear, end-to-end process—from planning and creative review to delivery and reporting

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Consultation & Preparation

1 Consultation

Share your timing, budget and objectives

2 Proposal & Order

We recommend the right plan.
Confirm your order by email.

3 Creative Submission

Send us your creative materials

Review & Confirmation

4 Content Review

We review the materials and discuss any adjustments

5 Final Confirmation

Submit final materials and confirm placement details

Delivery & Reporting

6 Delivery

Campaign goes live

7 Reporting

Receive campaign performance results

Indicative Timeline

- **By 21 business days before delivery**
- **By 10 business days before delivery**
- **By 3 business days before delivery**
- **Delivery date**
- **7 business days after delivery**

Contact ad@nikkeichina.com

Not sure about timing or format yet?
Please contact us—we'll help identify the right approach.

Notes

- Accepting placement order, wording and content of the materials are subject to review by Nikkei Chinese.com. We may request adjustments where necessary.
- Timelines are indicative and may vary depending on placement details and the review process.



Reach Chinese-speaking markets with Nikkei Chinese.com

For advertising and sponsored-content inquiries, please contact our sales team.

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