

ニュースダイジェスト

Doitsu**NewsDigest** 

Doitsu News Digest is a Dusseldorf based free magazine.

We mainly deliver German news and living information to Japanese residents living in Germany and through this we have been promoting and building a positive relationship between

German and Japanese communities in Germany for **over 20 years**.

Our circulation is 16,000, which makes us the largest circulated Japanese magazine in Germany.

It has also been inserted in the Nikkei News International (Japan's Economic Times) which is one of the largest edition business newspapers in Japan. With this service we are now able to deliver our magazine to an even wider audience, including Japanese companies who subscribe to Nikkei News International.

To advertise in our sister magazine Eikoku News Digest(UK) is also available on request.



Our Useful Contents

- Latest Germany, Japan and world news
- Analyzing major German newspapers
- Classified (Recruitment, Property, Lessons, etc.)
- Latest Cinema information and Event Listing
- Columns for Culture, Gourmet and Entertainment
- Regional information

Our Services

- Management of Doitsu News Digest (Printed & Online)
 - Production & Design
- Design (Leaflet, Brochure, Logo, Goods) / Print / Web Construction
Translation / Event Coordination

Japanese Community in Germany

According to the statics of the Ministry of Foreign Affairs of Japan in 2015:



The Number of
Japanese Residents in Germany

39,902

The Number of
Japanese Companies in Germany

1,684

Magazine

340 x 235mm / Full Colour Printed

- Each magazine is an insert of the Nikkei News International (Japan Economic Times).
- This newspaper will be delivered directly to subscribers.



Doitsu News Digest

First issued: April 1994
Circulation: 16,000
Page: 24 Pages
Issued: Every 1st and 3rd Friday
www.newsdigest.de



Eikoku News Digest

First issued: October 1985
Circulation: 20,000
Page: 24-32 Pages
Issued: Every 1st and 3rd Thursday
www.news-digest.co.uk

Distribution / Readership in Germany

● Pickup Points & Distribution

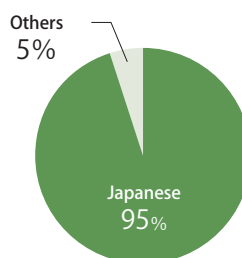
Approx. **350** Places

- Restaurants, Supermarkets, Stores 45%
- Public Institutions 20%
- Japanese Companies 18%
- Hotels, Travel Agencies 10%
- Others 7%
(Beauty Salons, Communications media etc.)

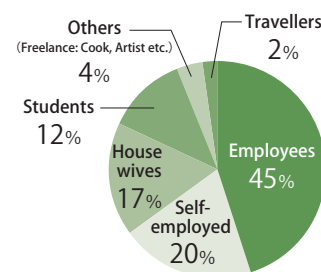
● Subscribers

Approx. **300-350**

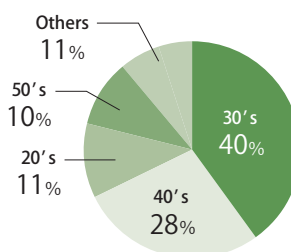
- **Insertion** **1,160** copies
into Nikkei News International
(Japan Economic Times)



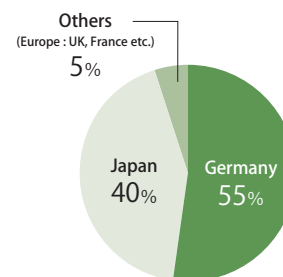
Nationality



Occupation



Age



Website Access Information

Website / e-Book

1. Updating the latest news everyday
2. Blogs and various useful information (Life, sightseeing, transport, etc.)
3. Classified, columns and back numbers of editorial features
4. e-book for the whole content of the magazine with back numbers

Website Visitors (monthly average)

Doitsu News Digest
UU : Approx. **140,000**
PV : Approx. **300,000**

Eikoku News Digest
UU : Approx. **110,000**
PV : Approx. **320,000**

Total PV ca. 620,000