

# MEDIA GUIDE

NNA-News Net Asia-  
[ Kyodo News Group ]



Direct Email Information

## Direct Email Details



## Outline

Dedicated emails are sent to each user of NNA services.  
It can be used for seminar announcements, questionnaire surveys, and overseas marketing for services or products.

## Feature

You can target business people related to Asia by country/region, area, or industry.

現在NNAの有料サービスをご利用いただいている方へアジアのセミナー情報をご案内しています。

JAC-NNAセミナー2019のご案内

- ・2019年税務調査動向～税務署別の指摘傾向や特徴  
PT. Japan Asia Consultants 取締役社長 光武 大地 氏
- ・海外事業展開におけるリサーチの重要性  
YAMADA Consulting Group Co., Ltd. General Manager 芝崎 守 氏
- ・第二期ジョコウィ政権の政治～展望と課題  
立命館大学 国際関係学部 本名 純 教授

[https://www.nna.jp/corp\\_contents/seminar/2019/191206\\_idr/](https://www.nna.jp/corp_contents/seminar/2019/191206_idr/)

2019年も2カ月半を残すところとなりました。  
毎年恒例のJAC-NNA合同セミナーを開催いたします。

今回のセミナーでは税務・経済指標、海外事業展開におけるリサーチの重要性に関する解説に加え、立命館大学の本名純教授によるインドネシア政治に関する講演をお届けします。

NNAインドネシアと有料サービスをご契約いただいているお客様300名様を無料にてご招待いたします（先着順）。

皆様のご参加をお待ちしています。

※講演はいずれも日本語となります。  
※ご招待の対象は12月1日時点で各サービスを契約中のお客様となります。

日時 2019年12月6日（金）  
セミナー 15:00～18:10（受付14:30）  
懇親会 18:15～

場所 World Trade Center 1 18th Floor, MERCANTILE ATHLETIC CLUB  
Jl. Jenderal Sudirman Kav 29-31, Jakarta

定員 300名

詳細 [https://www.nna.jp/corp\\_contents/seminar/2019/191206\\_idr/](https://www.nna.jp/corp_contents/seminar/2019/191206_idr/)

## Usage examples

- ・ Information on various seminars/events held overseas
- ・ Information on Asian Business Seminars held in Japan
- ・ Questionnaire survey on personnel system & human resource development in Japanese companies
- ・ Information on products, services, or e-newsletter membership

## Recent clients

Yano Research Institute / Cybozu / Japan Management Association / Organization for Small & Medium Enterprises and Regional Innovation / Creditsafe Japan / ASHITA-TEAM / Nomura Research Institute

draft format	word count	cost
text format	no limit	JPY 55,000 ~ (JPY 50,000~ Tax exc.)

※ Minimum charge of JPY 50,000 is applied even if the number of deliveries x price per delivery is less than JPY 50,000.

## Targeting Mail for NNA Paid Service Members



**Segment: by Country/Region**  
**JPY 110 per mail** (JPY 100 Tax exc.)

Country/ Region	Thailand
	Indonesia
	Singapore
	Philippines
	Malaysia
	India
	Myanmar
	Korea
	Hong Kong
	Taiwan

**Segment: by Industry/Area**  
**JPY 165 per mail** (JPY 150 Tax exc.)

Only in Thailand, Malaysia, and Indonesia

Industry	automobiles, motorcycles, transportation equipment
	electricity, electronics
	food, beverage
	chemicals, plastics
	steel, metal
	machine
	transportation, warehouse
	IT, communication
	trading company, retail, wholesale

Only in Japan

Area	Kanto (Tokyo & 6 prefectures)
	Kansai (6 prefectures)
	Tokai (4 prefectures)
	by prefecture

- ※ The number of deliveries depends on the conditions.
- ※ Minimum charge of JPY 50,000 is applied even if the number of deliveries x price per delivery is less than JPY 50,000.
- ※ We may not accept some orders depending on the delivery target, product, or conditions.
- ※ Please contact us if any segment other than the above is required.

## Targeting Mail for NNA Club



Email delivery to NNA Club members who are highly interested in Asian business trends. There are 50,000 members in Japan and Asia. About 70% of them are living in Japan.

### ► NNA Club Membership Attributes

Gender	male
	female
Age	~20s
	30s
	40s
	50s
	60s~

Country/Region of residence	Japan
	Taiwan
	Korea
	Thailand
	Indonesia
	Singapore
	Philippines
	Malaysia
	Vietnam
	India
	Myanmar
	Laos/Cambodia
	Australia/New Zealand

**Targeting Mail for NNA Club**  
**JPY 88 per mail** (JPY 80 Tax exc.)

- ※ The number of deliveries depends on the conditions.
- ※ We may not accept some orders depending on the delivery target, product, or conditions.
- ※ Please contact us if any segment other than the above is required.

## Draft format/Delivery mail sample



【アジアセミナー情報】

**Title** about 30 full-width characters

-----  
現在NNAの有料サービスをご利用いただいている方にアジアのセミナー情報をご案内しています。  
-----

**Body**

about 39 full-width characters x 30-50 lines

-----  
配信元：株式会社NNA 本社営業部  
Tel 03-6218-4331 E-mail crossmedia@nna.asia

配信不要の方は、crossmedia@nna.asia までメールにてご連絡下さい。  
-----

### Draft format

Draft format : text format (no file attachment & image insertion)

Word count : 【Title】 about 30 full-width characters

【Body】 about 39 full-width characters x 30-50 lines

Please do not use machine-dependent characters as they may be garbled.

①②③④⑤ (月)(火)(水)(木)(金) (株)(有)(代)TEL など

Link URL: If you wish to count the total number of clicks,  
we will convert it to a measurement URL.

Submission deadline: 3 business days before the delivery date

We can also prepare the delivery draft for you.

Send the draft to

**crossmedia@nna.asia**



### Notes

- Please confirm the delivery date before you apply.
- We check the delivery draft in advance based on our regulations.
- Please make sure the delivery date is within one month from the application date.

### Application deadline

Please fill in the required items on the prescribed application form and send it at least 10 business days before the publication.

### Cancellation policy

- From the official application date to 5 business days before the publication (start date) - 50% of the advertising rate
- 4 - 2 business days before the publication - 80% of the advertising rate
- 1 business day before the publication - 100% of the advertising rate

### Contacts

#### **NNA JAPAN Co., Ltd.**

Head Office Sales & Marketing Dept.  
Advertising Team

**E-mail : [crossmedia@nna.asia](mailto:crossmedia@nna.asia)**

**TEL : +81-3-6218-4331**