

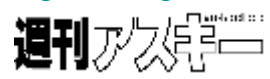
WEEKLY ASCII

publication facts

- Japan's only weekly PC magazine
- No.1 Circulation of 230,000 among Japanese PC publications
- Reaches 200,000 businesspersons every week
- Massive and nationwide distribution channels of 55,000 marketplaces
Weekly ASCII has been ordinarily distributed to franchised convenience stores (CVS), railways or subways transportation news stands, and chained bookstores throughout the country. More than half of copies of Weekly ASCII is sold in business area of major 3 cities(Tokyo, Osaka, and Nagoya) , while most of competitors' publications sold in middle-class residential area

media outline

magazine logo & cover



target audience
business PC users

circulation
215,406
100% paid publication
(publisher's own data Aug.2007)

publication frequency
weekly

sales method
- sold at CVS, news stands, and bookstores
- annual subscription

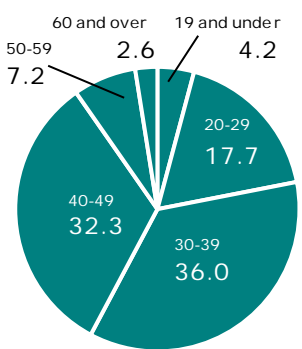
pages
174 pages per issue

typical audience

The typical audience of Weekly ASCII is a businessperson with highly PC literacy working in engineering, sale, management, and other professions.

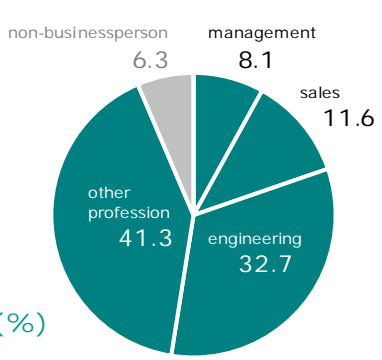
readership profile source: profile study Aug.2007

age (%)



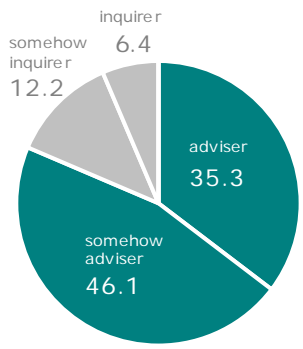
average : 37.5

profession (%)



businessperson : 93.7%

PC literacy*(%)



people with higher PC literacy : 81.4%

*Readers were asked, "Are you mostly on adviser's side or inquirer's side when some PC troubles come to face at your office or home?"

editorial features

Editorial coverage is wider than any competing titles.

In each issue, the editorial is divided into six categories; News, Reviews, Labs, Features, Regulars, and Advice. It provides accurate and unbiased advice on the latest products in the market, information on technological advancements, and the real issues which face computer users both at work and at home.

