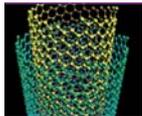
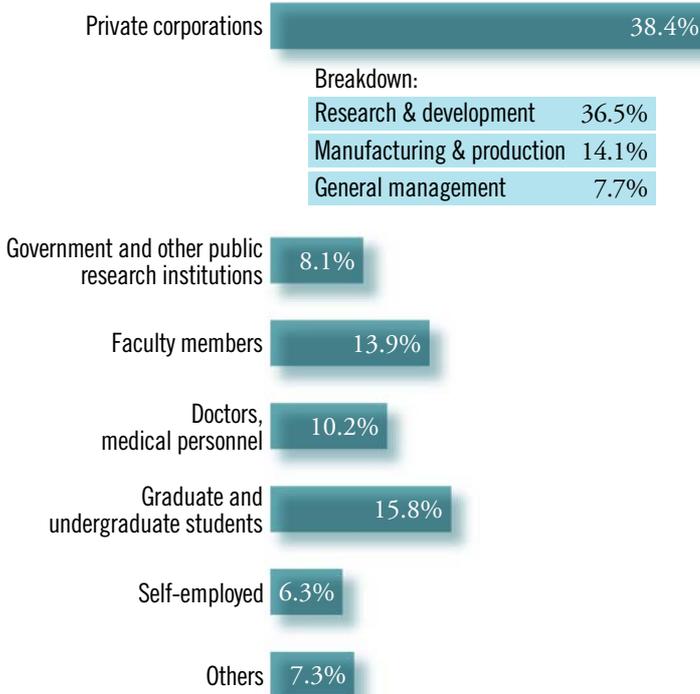


The core of our readership is comprised of researchers working at corporations, universities and various research institutions. The readers are highly educated, with one out of four readers having completed graduate school. A majority of the readers specialize in medicine, biology, biotechnology and engineering-related fields but are eager to gather information on areas other than their specialty. They are seeking to broaden their perspectives and to find inspiration in the latest scientific information from various fields.



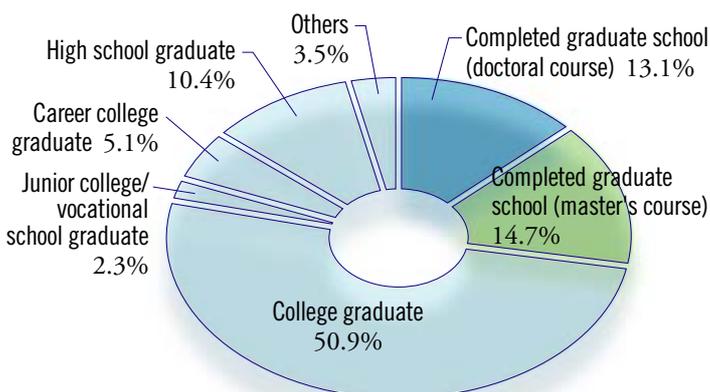
Core readership comprised of researchers and engineers

Occupation



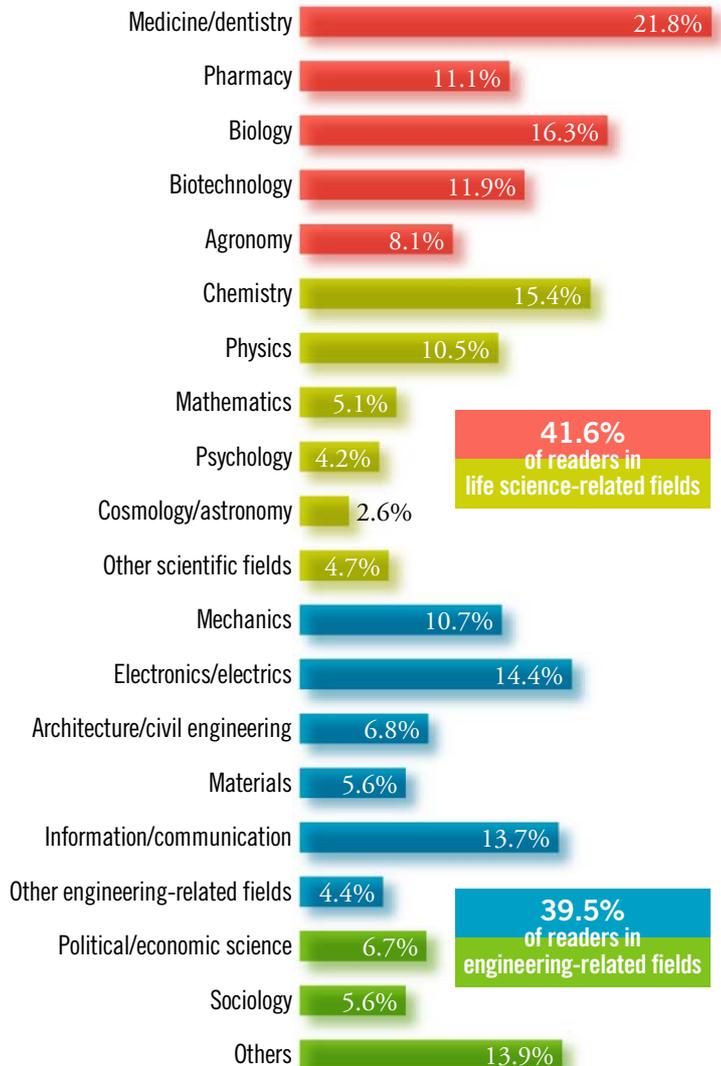
Highly educated: 27.8% completed graduate school, 50.9% are college graduates

Academic background



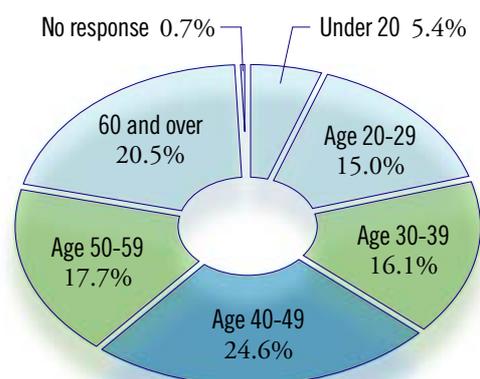
Majority in medicine, biology/biotechnology, engineering-related fields

Areas of specialty

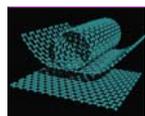


Widespread support centering on people in their forties

Age

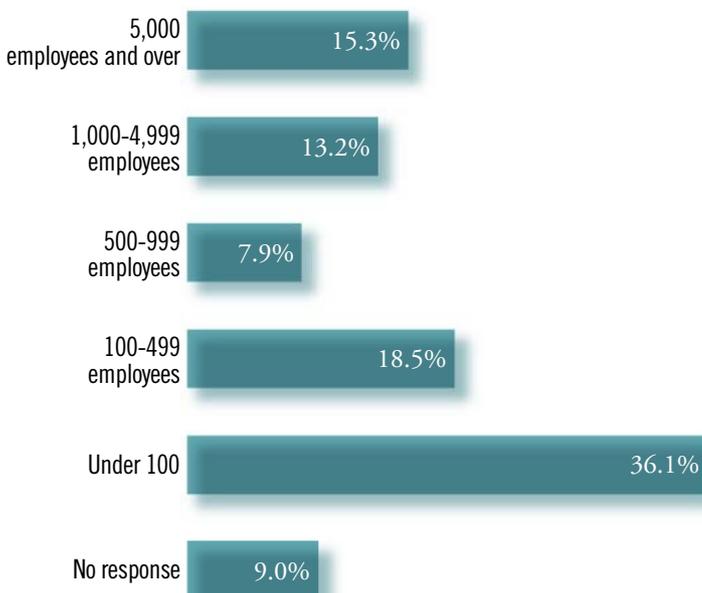


Many NIKKEI SCIENCE readers work on the front lines of research and development in large and medium-sized companies. Many are also upper-income workers, with one out of four readers having annual incomes of 10 million yen and above. There are subscribers in all parts of the country, with a large proportion focused in the metropolitan area and major urban areas.



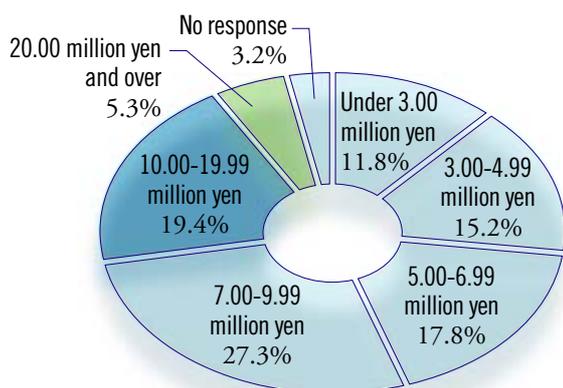
Many readers work for large and medium-sized companies and are eager to gather information

Size of place of employment



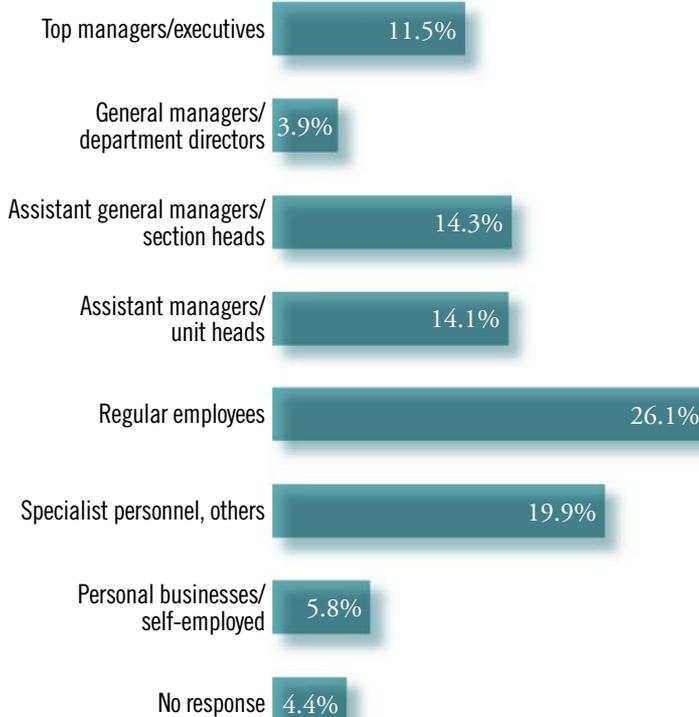
One out of four readers have annual incomes of 10 million yen and over

Annual income



Many readers are on the front lines of research and development

Position



Nationwide, with a focus on the metropolitan area

Geographic distribution

