Magazine 雜誌事業

Targeting Impartial Opinions



ur flagship magazine, the WEEKLY TOYO KEIZAI, was originally modeled after Britain's Economist magazine, and following its launch as a full-fledged general economic magazine under the name TOYO KEIZAI SHIMPO in 1895, this "longest selling magazine" boasts the highest number of issues in print domestically. Passing down the philosophy of "promoting a healthy economy and society" that accompanied its establishment, we continue to report objective and reliable information. We take pride in the fact that our publications have won the praise and broad support of business people for its unbiased views. Additionally, the WEEKLY TOYO KEIZAI occasionally offers special supplementary issues that dig deeply into topics such as life and damage insurance, universities, and railroads.

perspectives that is one step ahead.

The KAISHA SHIKIHO, first launched in 1936, is another notable publication that serves as the face of our company. Four times a year, it provides essential corporate evaluation information, from a basic data on all listed companies to unparalleled business forecasts based on interviews and extensive analysis. We've also responded to the stock investment demands of individual investors with careful stock selections in our publications KAISHA SHIKIHO PRO 500 and KABUSHIKI WEEKLY (Stock Investment Weekly). Furthermore, our KAISHA SHIKIHO GYOKAI CHIZU, updated annually, and including data on companies abroad, is full of abundant illustrations that no other magazine comes close to providing.

Our publications are supported by a

group of nearly 100 independent reporters and editors. Each one is in charge of certain areas, such as macro economy (financial policy, for example), automobile, IT, and so on, keeping a daily eye on trends in their assigned fields. Apart from the leading economic newspaper, there is no other media publisher that has dispatched as much manpower as we do into the economic field. Their coverage and editorial skills enable our publications to provide unique analyses with the multifaceted viewpoints.

業界研究

銘柄発掘

The work of our reporters is not only limited to what appears we publish on paper. With the advent of the digital age, they are no longer restricted to print, also write original, up-to-date articles for TOYOKEIZAI ONLINE, developing new



SHUSHOKU SHIKIHO Supports Students



At once time, all university students received a thick corporate research handbook during their final year in university. Although designed to help students research prospective employers, it only had good things to say about each company. This is, no doubt, because the content was paid for by corporations themselves.

We believed, however, students wanted to know the real face of each company, including what it's like to work there, and with impartial, objective information gathered by our reporters, we launched SHUSHOKU SHIKIHO (New Graduate Recruitment Handbook) in 1983. Promising no corporate promotion or monetary endorsement, instead of "advertising" companies it features only the truth, and in broader terms, exemplifies the true spirit of

In addition to these SOGOBAN (Comprehensive edition) and JOSHIBAN (Female edition) began publishing after the

Equal Opportunity Employment Act went into action. Followed by other additional series, the handbook has become a student favorite. Despite that, as more employment navigational sites became available online, its sales numbers plummeted. However, students soon realized that online information was not necessarily as trustworthy as text data, and when the job market for new entrants dried up around 2000 demand for the handbook series increased again. After the reconstruction period, people recognized the need for accurate information

Now, SHIKIHO means SHUSHOKU SHIKIHO, rather than KAISHA SHIKIHO, for students. Currently our handbook line-unfeatures the titles SOGOBAN, JOSHIBAN, and YURYO/CHUKEN KIGYOBAN (Excellent/Midium Size Companies edition). Coupled with our GYOKAI CHIZU, they make it possible for readers to research corporations and employment from multiple

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