Promotion プロモーション事業



Diverse Media Providing Strong Support to Client Businesses







ommunication with markets, consumers, and society at large, is key to conducting business effectively. Information overload is a problem today, and therefore we advocate communicating in a proactive and appropriate manner to help promote understanding and empathy toward corporate activity. Clear communication is a prerequisite for success in business, and can steer the success of failure of a business, and local governments and educational institutions are no exception.

Our business promotion activities support corporate information circulation and communication, helping businesses

Our communication channels include advertising in print media like WEEKLY TOYO KEIZAI and KAISHA SHIKIHO, or online advertising on TOYOKEIZAI ONLINE. In particular, our opening article, Aspect in WEEKLY TOYO KEIZAI, or participation in special advertising features in current topic themes, yields high readership appeal. Online advertising using cutting-edge technology also works effectively to attract potential customers, thanks to the high access numbers for TOYOKEIZAI ONLINE. We can also create public relation brochures and member magazines, DVDs, and websites targeting both Japan and abroad.

From Seminar Planning

and Management to Custom Publishing

Seminars are an effective way for businesses to reach potential customers directly. We take care of seminar planning,

from attracting participants to running the seminar itself. Thanks to our digital and print media outlets, we have proven the ability to attract participants, and we have growing number of repeat clients.

We also develop custom publications, in the form of books, magazine books, and more to circulate information. Upon content consultation, we possess the editorial strength to turn the creation and display of publications at bookstores a reality. Combine our comprehensive services for the most in satisfaction.







issues targeting managers, to financial management for individual investors and selfbusinesspeople, we plan and manage seminars covering a diverse range of themes







When it comes to getting the most out of Toyo Keizai's planning and network power, our custom publication track record has proven to be book to booklet publication, we are able to respond to the diverse needs of companies, local governments and educational institutions.

The Vast Reach of Cross-Media

There is an increasing need for cross-media expansion, which uses multiple types of media to circulate information.

For example, ad tie-ins linked to WEEKLY TOYO KEIZAI and TOYOKEIZAI ONLINE are extremely effective for reaching a varied mix of readers. Advertorials briefly summarizing content in seminars that have been held can be run in WEEKLY TOYO KEIZAI and TOYOKEIZAI ONLINE. Additionally, excerpts from custom publishing content can be posted to TOYOKEIZAI ONLINE.

Seminars are effective at communicating content directly to the selected audiences they target, and advertising in WEEKLY TOYO KEIZAI can appeal to management personnel, who constitute the largest group of its readers. Moreover, advertising on TOYOKEIZAI ONLINE can help attract a broader audience ranging in young businesspeople or those in middle management positions.

We strongly promote businesses by choosing the most effective media for the job, based on theme, target audience, and each media outlet's features. Thanks to the trust out Toyo Keizai brand has garnered from a wide range of management and business personnel, we have the ability to successfully carry out promotions spanning multiple types of media.



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