



<https://mon-ja.net/>

MEDIAGUIDE



Operated by **The Institute of Financial Literacy** / Produced by **Edit Inc.**



MonJa About this site

Concept

MonJa is a Japanese-language web media serving as a free consultation resource that provides solution-focused answers to questions and concerns — including casual ones — about money in daily lives.

Content

MonJa's content, produced by Edit Inc., offers information pertaining to NISA, iDeCo, investment trusts, insurance policies and FinTech, among others. Its information also covers lifestyle issues related to childbirth/childcare, education, marriage, retirement/pension and nursing care.

Advantage

- **Journalists of a leading Japanese financial publications company** give easy-to-understand insights and analysis about money-related matters.
- Rich in articles reflecting consumer perspectives
- Core users: Aged 25 to 44 with asset-building abilities
- **Financial literacy:** From **entry** to **advanced levels**

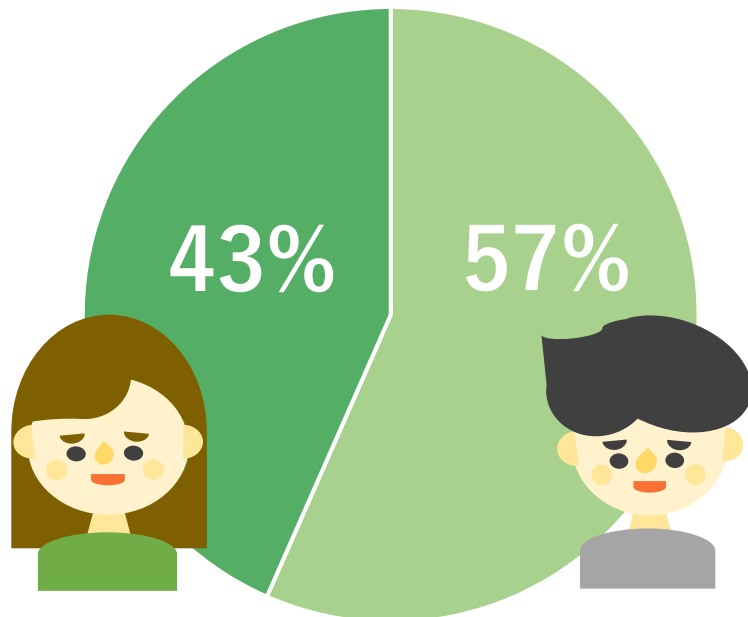




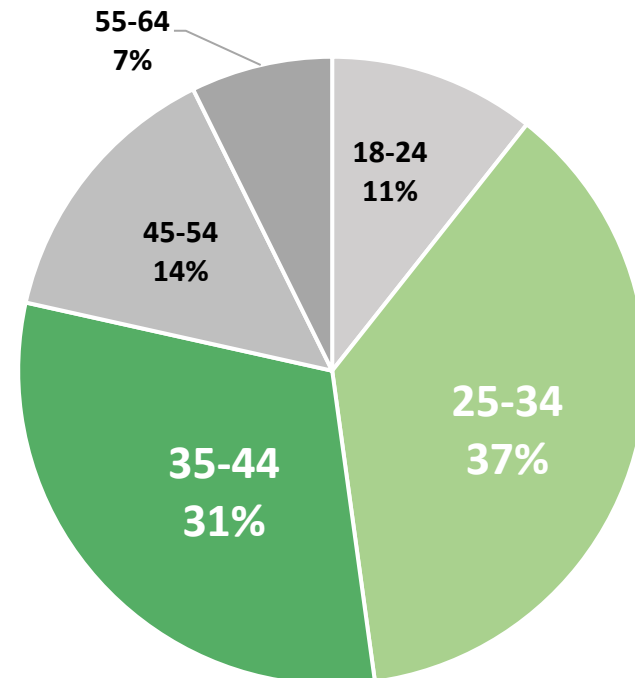
MonJa User attributes

Male to female ratio: Almost 50:50 / Main targets: 25 to 44-year-olds

**Males/females
Almost 50:50**



**Main targets: 25 to 44-year-olds
known for room to build assets**

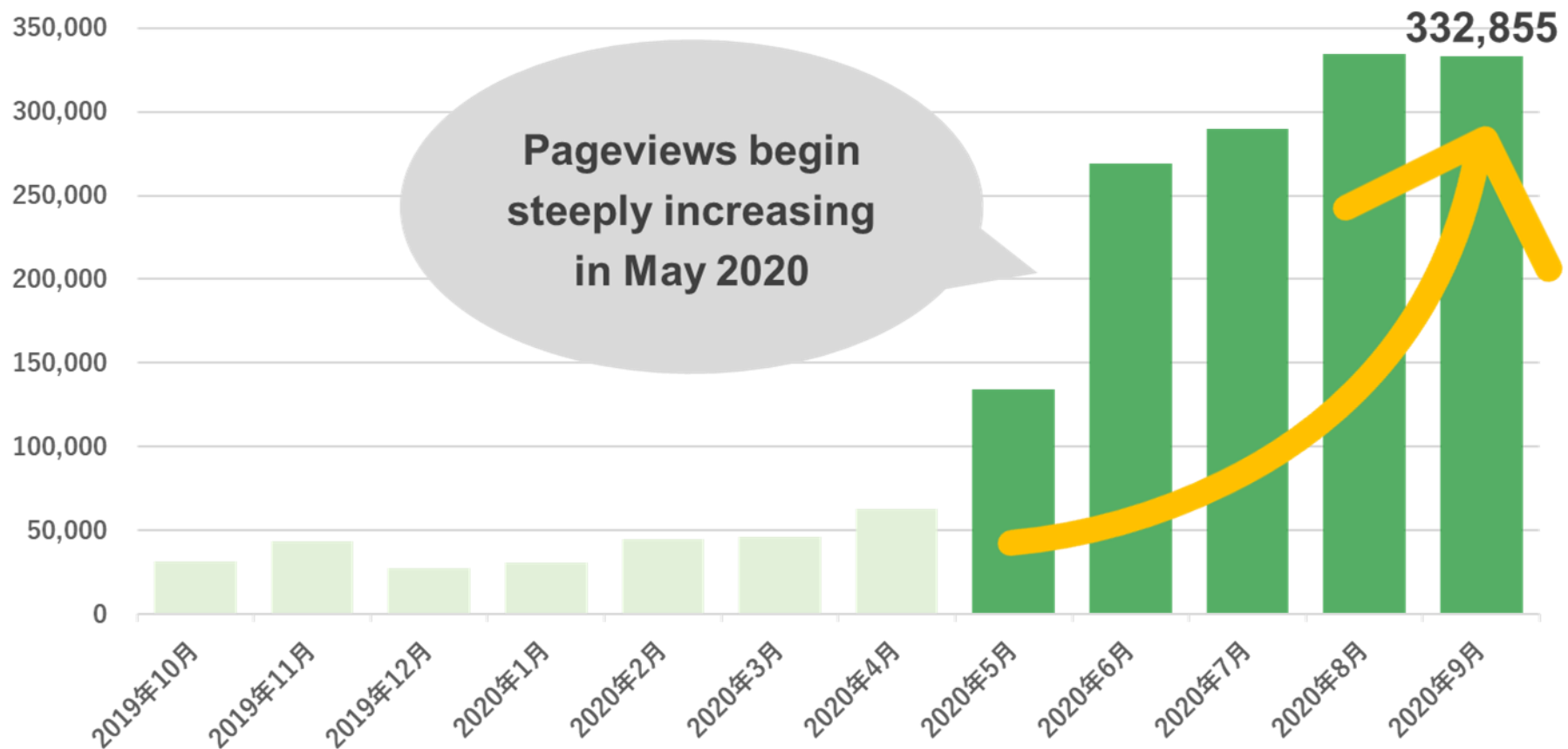




MonJa A fast-growing site / Part I

Usage of MonJa is on the steady rise in pageview (PV) terms

In September 2020, the monthly total of PVs tops 330,000; the number of users has surpassed 200,000.





MonJa A fast-growing site / Part I

Reasons for fast pageview growth:

MonJa's articles rank high on Google Search Engine on many occasions



In the wake of Google's May 2020 core algorithm update, there have been many cases in which MonJa's content ranks high on Google Search Engine.



Behind the core algorithm update is Google's policy of giving importance to YMYL.



YMYL or "**Your Money or Your Life**" is a Google term referring to "pages that can potentially impact the future happiness, health, economic stability and security of users."



In recent years, Google has continued to increase importance to the YMYL criteria in each core algorithm update.



MonJa's content has begun to rank high on the Google Search Engine on many occasions because MonJa is thought to have been recognized by Google as a website contributing to the YMYL goals.



MonJa A fast-growing site / Part I

Most highly-ranked keywords on Google

#1 「s&p500 投資信託」

「【徹底比較】S&P500に連動する投資信託まとめ」



#1 「ideco 手数料負け」

「絶対避けたいiDeCoの負けパターン！ 記者も回避にチャレンジ」



#1 「老後生活費」

「【夫婦／単身】老後生活費の平均と内訳は？」



#3 「節約」 ・ #3 「貯金」

「節約インスタグラマー「ののこ」さんに聞く 2年で300万円貯まる「がんばりすぎない」貯金術」



#4 「億り人」

「芸人から億り人へ。3億を稼ぐ投資術＜前編＞—投資家YouTuber井村俊哉さんに聞く—」



#4 「投資信託 利回り」

「利回り5%は昔なら預貯金だけで実現、ひと昔前なら投資信託。では現在は？」





MonJa A fast-growing site / Part II

Solid presence of followers on SNS

Followers on Twitter

9,004



Followers on Facebook

5,300



MonJa Content / Part I

Interviews with many prominent people



Economist **Emin Yurumazu**



Investment trust blogger **renny**



Kazunari Okuno
Norinchukin Value Investments Co., Ltd.



Atsugiri Jason

MonJa Content / Part II

A large variety of contributors/collaborators



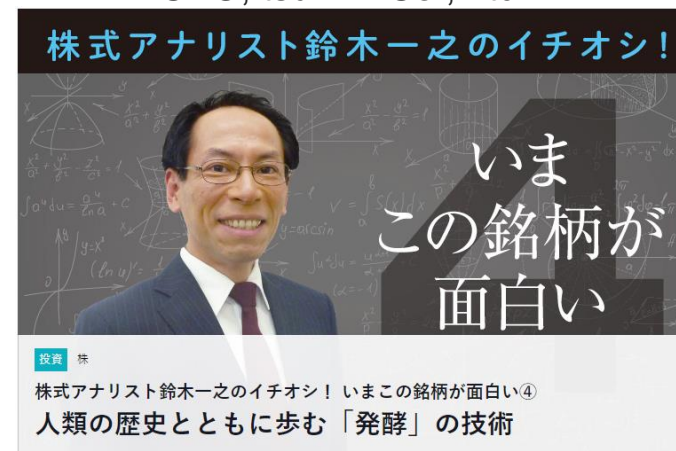
Ken Shibusawa, Chairman & CEO,
Commons Asset Management, Inc.



Asumi Kantake (right)
CEO, tsumiki Co., Ltd.



Instagram influencer **Mochiko**



Stock analyst **Kazuyuki Suzuki**

Many investment trust-related articles



Special feature:
“Challenges of Active Funds”



COVID-resilient investment trusts



Introductory series by Eto & Tafa: ETFs



Thorough comparison:
Top-10 robotic investment trusts



MonJa Solutions

MonJa helps the cohort of individuals with potential to build assets further act now to do so!



MonJa approaches influencers

To help raise people's interest in asset building, MonJa provides articles featuring experiences by prominent investors, frugal living trips by economical homemakers and influencers' views on "money." Readers find it compelling to share such firsthand information.



Contributors/ collaborators

MonJa carries contributions from and interviews with financial service professionals, leading economists and prominent financial planners with a view to ensuring that its readers can have access to correct information and knowledge essential for asset building



Edit Inc.



- Provides quality articles and content backed by many years of experience and a wealth of knowledge
- Stays aware of the YMYL criteria, exercising its achievements-proven creativity so as to better serve to people's happiness and economic stability

MonJa readers



People conscious of the need to enhance personal wealth

and actually with potential to do so are expected to tap MonJa's YMYL-sensitive resources
⇒ They are certain to acquire essential tips for embarking on better asset building efforts



MonJa

Website advertising rates

Rates (excluding tax)

	PC/smartphone	Rate (monthly)	Number of ad frames	Size
Ad above article (1 spot for each article)	Only on smartphone	¥150,000	1 frame by 6 firms by rotation	320 × 50 pixels
Ad within article (2 spots for each article)	PC/smartphone	¥150,000	2 frames by 6 firms by rotation	300 × 250 pixels
Infeed ad	PC/smartphone	¥100,000	Ad positioned by rotation	360 × 240 pixels (pixel size) Each ad headline must be up to 40 characters (incl. spaces) regardless of half-width and full- width. Images are subject to reduction, depending on placement positions.
Rectangle ad	Only PC	¥50,000	1 frame by 5 firms by rotation	300 × 250 pixels

NEW!

This rate is effective in and after September 2020

Notes regarding banner ad placement:

- File formats: JPEG, PNG, GIF (animation acceptable). (As for other file formats, please consult with us)
- When an ad uses the white color in the background and its edge touches the outer frame, the whole of the outer frame must be encircled by a solid line to clearly indicate where the banner and the site is separated.
- No transparent ad (transparent color) acceptable

Production of landing page (LP)

- It is possible to produce an LP within for public-relations purposes to be placed in a relevant website.
- We offer to produce an LP that can fit the world that is created by MonJa. The data used for this LP may be available for secondary use.
- Users will be attracted to your LP via each banner ad mentioned above.
- Rate (excluding tax): ¥ 300,000~

Cancellation

- A cancellation on and after the scheduled ad launch date, your company will be subject to full (100%) advertising charge.
- In the event of work actually done for ad and LP production, your company will be obliged to pay the production costs as required.



MonJa Web ad placement positions

【Top page】



(PC)



(Smartphone)

【Article page】



(PC)



(Smartphone)

For further information, contact

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