

Corporate Profile

The largest daily circulation of 240,000 in Toyama Prefecture

The Kitanippon Shimbun is the only newspaper which is headquartered, published and printed in Toyama Prefecture. Its daily circulation is over 240,000 and its newspaper market share in Toyama Prefecture is 60%. The Kitanippon Shimbun has been widely supported by the people of Toyama, and awards given to its articles proved the Kitanippon Shimbun worthy of such readers' trust. Those awards include the Japan Newspaper Publishers & Editors Association Award in 2007 for the scoop on the failure of high school students at a local senior high school to meet the required curriculum, and the Newspaper Advertising Award in 2008 for the advertisement series "Kyoiku no Ima to Korekara wo Kataru." Not only fulfilling its responsibilities as a leading newspaper in the local journalism but also corresponding to the rapidly growing internet society, we have been expanding our service as integrated information media. In 2010, we launched a web newspaper "webun," seeking the future of journalism in the Internet Age as well as providing enjoyment and easy reading by utilizing various functions unique to the website.

The Kitanippon Shimbun opens the future with its readers

The Kitanippon Shimbun is also working on local revitalization. For the creation of new values of our hometown, we have promoted locally produced food ingredients, and held campaigns for the rediscovery of attractions in Toyama. At the same time, we have been considering the desirable future direction of this region by running features on the pressing issues such as medical care and an aging society. For the promotion of local sports, we have also supported and covered the teams based in Toyama—the football team KATALLER TOYAMA, which joined the J-League in 2009, and the baseball team TOYAMA Thunderbirds (BC League).

In today's advanced information society where media has become more and more diversified, the role of newspaper has become bigger and bigger. We must sharpen our spirit of journalism in order to relate to our readers more and gain further trust from the local communities. We will move forward, reflecting on the fundamental standpoint of newspapers and what newspapers can do for Toyama and better people's lives.

Corporate Profile

Headquarters	2-14 Azumi-cho, Toyama City 930-0094 Japan Tel 076-445-3300
Business	Daily newspaper printing/publishing
Year of Foundation	1884
Representative	President/CEO Hitoshi ITAKURA
Branches	Takaoka, Niikawa, Tonami, Kanazawa, Tokyo, Osaka
Sub-branch/ Offices	<ul style="list-style-type: none"> ● Sub-branches: Nanto, Imizu, Himi ● 19 offices (Osawano, Oyama, Tateyama, Kamiichi, Yatsuo, Fuchu, Asahi, Nyuzen, Kurobe, Namerikawa, Himi, Imizu, Daimon, Shinminato, Fukuno, Inami, Fukumitsu, Johana, Oyabe) ● 1 office outside Toyama Prefecture (Hida)
Paid-in Capital	JPY 495 million
Number of Employees	286 (as of December 2014)
Business Performance	Net sales JPY10.370997 billion Current net income JPY446.436 million (as of March 2014)
Daily circulation	240,351 (as of April 2014) Newspaper market share in Toyama Prefecture: 60%
Affiliates	Kitanippon Shimbun Kaihatsu Center, Kitanippon Shimbun Service Center, Toyama City FM, Toyama Soft Center