

June 18, 2025
SmartNews, Inc.

SmartNews Launches New Location-Based Ad Product “Pin With Radius Targeting”

*Effective advertising delivery to users frequenting designated areas on a map –
Supporting local store businesses and area marketing*

TOKYO, JAPAN (June 19, 2025) – SmartNews, whose mission is to deliver the world's quality information to the people who need it, announced today that it will begin rolling out a new geotargeting ad feature, “Pin With Radius Targeting” for its advertising platform.



SmartNews Ads

Map-based Pin with Radius Targeting

SmartNews's Geolocation Advertising Initiatives

SmartNews has proactively implemented location-based features such as the Rain Radar (which predicts rainfall in real-time on a map) and Local News (which delivers news tailored to specific regions). The geolocation ad product “SmartNews Hyper Local Ads,” launched in March 2024, has received high acclaim from advertisers and agencies alike. To further these efforts, SmartNews is introducing “Pin With Radius Targeting.” Existing services – “SmartNews Hyper Local Ads” (widely used by businesses) and “GeoLogic Ad” (offered by subsidiary GeoLogic Inc.) – will be discontinued on August 31 and October 31, 2025, respectively. Starting June 19,

2025, advertisers will be able to use the newly launched, more effective "Pin With Radius Targeting."

What Is "Pin With Radius Targeting?"

With this geotargeting feature, advertisers can use a map interface to define ad delivery areas based on municipalities or a radius around a custom point. Leveraging precise location data, ads are delivered to users who have either physically visited the area or are inferred to reside nearby. The platform supports web-based performance tracking, enabling seamless support from awareness to in-store visits within specific geographies.

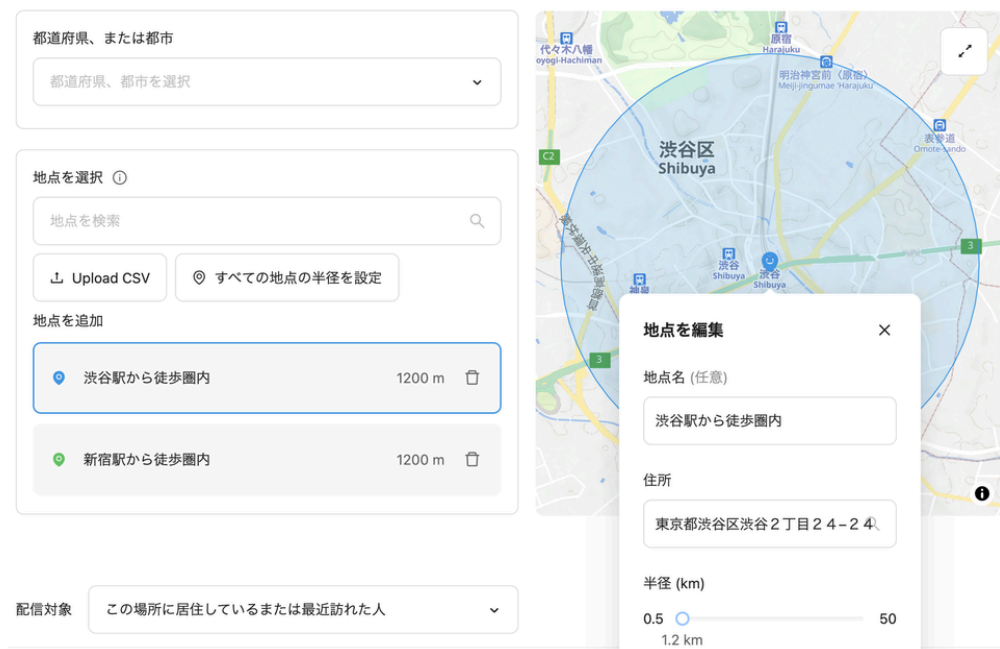


Image: Setting a delivery area using "Pin With Radius Targeting" feature on the Ad Manager UI.

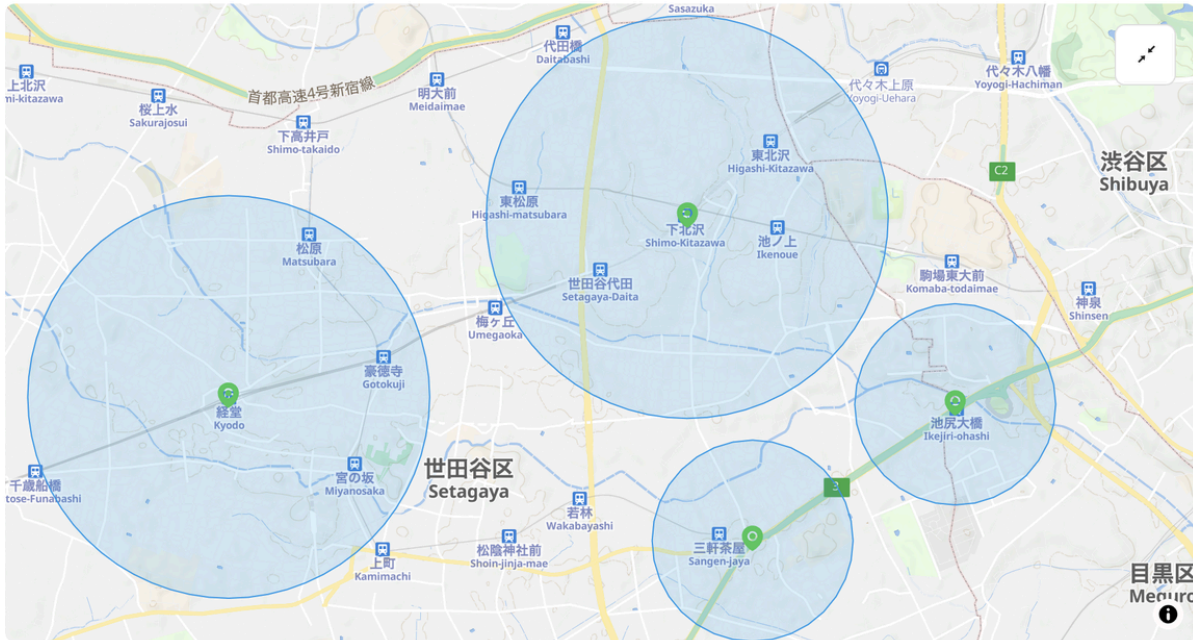


Image: Setting a delivery area using “Pin With Radius Targeting” feature on the map.

The product uniquely enables reach to audiences connected to specific areas – often hard to reach through social media or traditional ad networks – by using proprietary location intelligence. Ads appear alongside news articles, ensuring brand messaging reaches users who seek trusted information. Beginning in July 2025, the feature will be incorporated into SmartNews’s new [Self-Serve Ads](#) service, allowing advertisers to immediately adjust settings and budgets with increased flexibility.

Use Cases for “Pin With Radius Targeting”

Ideal for small-to-medium-sized businesses such as local retailers, restaurants, and gyms, this targeting method effectively increases awareness and drives foot traffic by reaching individuals who regularly move through specific areas. Larger enterprises with nationwide outlets can also tailor campaigns based on area-specific demand and market area characteristics. It’s especially useful for test marketing when launching a new product nationally – allowing localized campaigns to refine market entry strategy cost-effectively.

Early Registration for "Self-Serve Ads" (including “Pin With Radius Targeting”) Now Open

Starting in July 2025, the upcoming "Self-Serve Ads" will support ad placements using “Pin With Radius Targeting.” Early registration with promotional perks is now open. Advertisers who download preliminary materials by June 30, 2025, will receive ¥80,000 worth of ad credits. Early registration is available on the SmartNews Ads website.

SmartNews Ads "Self-Serve Ads" Early Registration Application

https://adslp-jp.smartnews.com/selfserve_prereg.html

SmartNews remains committed to helping advertisers of all sizes tackle their marketing challenges and achieve measurable outcomes. Through continued platform innovation and support expansion, SmartNews aims to deliver even greater value to its advertising partners.

About SmartNews Ads

SmartNews Ads is an advertising solution that delivers content through the SmartNews app via various formats, including in-feed, video, and display ads. It integrates valuable advertisements as informative content tailored to users' interests.

For a detailed overview and documentation of our SmartNews Ads offering, please visit:

<https://ads.smartnews.com/home/>

Advertiser Inquiries:

 ads-promotion@smartnews.com

About SmartNews, Inc.

Founded in 2012, SmartNews is a leading global information and news discovery company, dedicated to delivering quality information to the people who need it. SmartNews provides news that matters to millions of readers using powerful AI discovery, a team of award-winning journalists offering thoughtful curation, and deep partnerships with more than 3,000 trusted global publisher partners.