

ITmedia Business Online Media Guide

April 15, 2021

About ITmedia Business Online

ITmedia Business Online solves the "business challenges" of business people

ITmedia Business Online provides information on industry and economic trends and hints for solving business issues for business people facing changes in the corporate environment.

Main sections

- (1) Job category section : Management, general Affairs, human resources, sales, marketers, etc.
- (2) Industry section : Finance, retail, etc.
- (3) Issue-specific section : Work style reform, telework, etc.



Page Views
Unique Browsers
of Email
Subscribers

main
readers

Contents

Monthly traffic : 23M page views
Monthly users : 7M unique browsers
Numbers of e-mail magazine members : 100,000

As of Jan. 2021

Management, corporate planning, human resources and general affairs, finance, sales, business planning, product planning and development, marketing, etc.

- Company and industry news
- Job category section
- Industry section
- Issue-specific section

Target Audience

Action leaders who is highly sensitive to IT and business information and who take a leap forward in business



Work at **a user's company**

76%

LOB (Line of Business)

68%

Involved in
new projects

70%

Involved in
**deployment
of products**

65%

**Manager
and above**

71%

Top issues at work:

- **Digitalization of business**
- **Data analysis and Utilization**
- **Launching new business**
- **HR development and management**
- **Development of new products and services**
- **Work style of employees**

Matter of great interest:

- **DX (digital transformation)**
- **Data utilization business**
- **Latest use cases of robots and AI**
- **Security measures**

Media Overview

Specialized sections drive the digital utilization of "target readers"






How should we deal with changes in the corporate environment and the future of the economy?

For these changes, how should key persons be in **each job category**, such as general affairs, human resources, and marketers?

In each of these job categories, ITmedia Business Online has prepared contents that focus on the "use of IT" to help them break away from the old ways of thinking.

There will be **special sections on specific issues** that need to be addressed across all departments and job categories, such as reforming work styles and teleworking, as well as industry-specific themes to track the latest developments.

Sections for Specific Job Category

	Section name	
General affairs		攻める総務
Human resources		戦略人事の時代
Marketing		マーケティング・シンカ論
Financial		フィンテックで変わる財務
Management		トップインタビュー

Sections for Specific Business Challenges

	Section name	
Way of working		#SHIFT
Teleworking		日本を変える「テレワーク」
Financial industry		金融機関のデジタル活用
Retail Industry		リテール大革命

Sections for Specific Business Challenges : Financial Industry



“How to Survive the Wave of Financial Industry Digitization?”

<https://www.itmedia.co.jp/business/subtop/features/finance/>

The financial industry is experiencing a wave of digitization. How do we deal with blockchain, how do we rebuild customer contact points using data, and how do we improve the efficiency of store operations? ITmedia Business Online presents hints on how to utilize new technologies and win in the fierce competition.



▼ Examples of posted articles

The collapsing financial business model and what lies ahead: An Interview with Mr. Ohara of JAMP

<https://www.itmedia.co.jp/business/articles/2103/16/news012.html>

FFG's Minna no Bank aims for nationwide success under regional bank umbrella

<https://www.itmedia.co.jp/business/articles/2101/14/news096.html>

The Road to digital currency: The Bank of Japan’s keyman talks CBDC today

<https://www.itmedia.co.jp/business/articles/2011/25/news030.html>

Why are local securities firms changing their business model to become IFAs?

The growing horizontal division of labor in finance

<https://www.itmedia.co.jp/business/articles/2103/17/news054.html>

Is the restructuring of regional banks more than just a reduction in numbers?

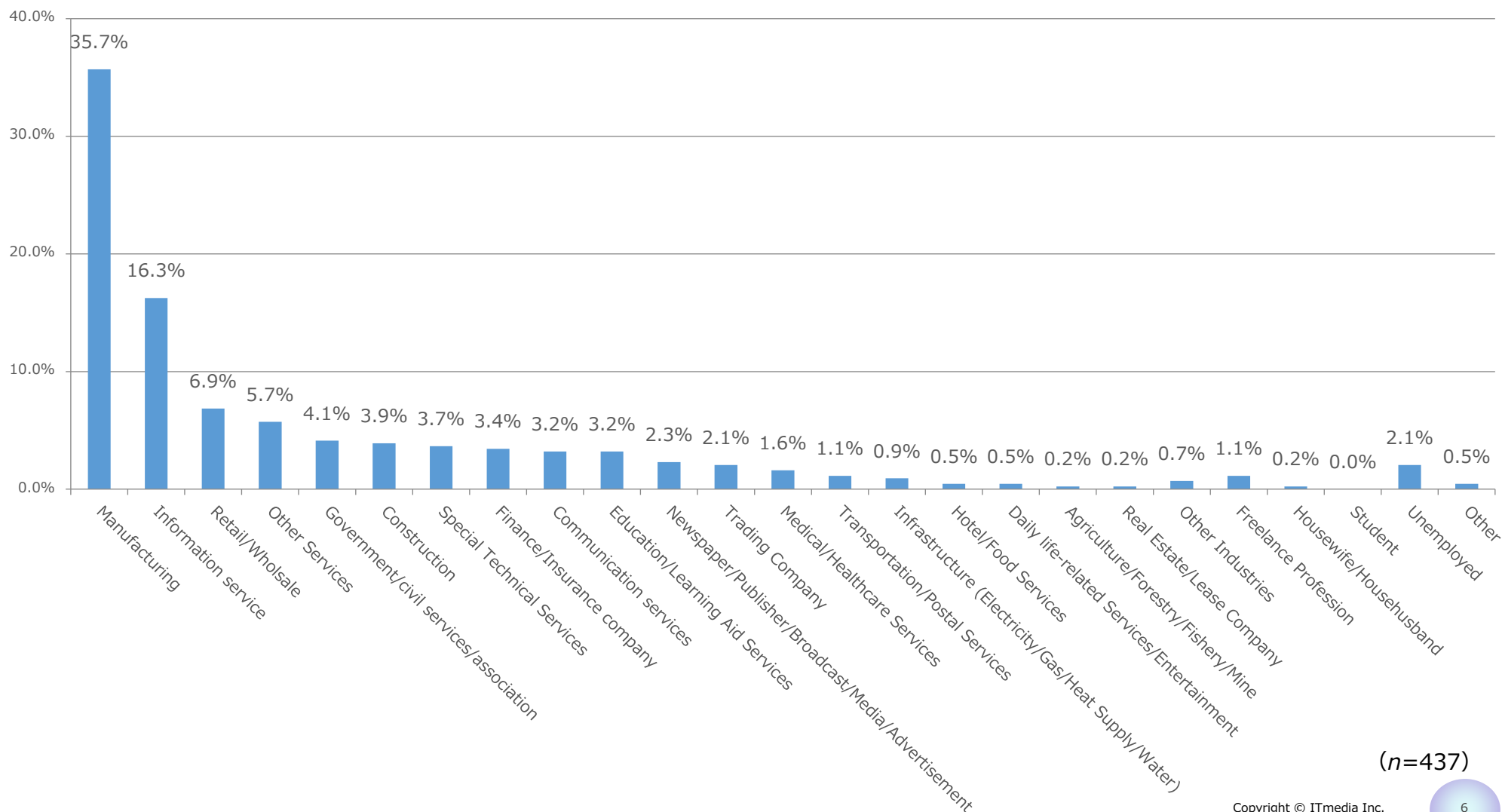
Can they put aside their pride and use their strengths?

<https://www.itmedia.co.jp/business/articles/2011/12/news098.html>



Readers' Profile – by Industry

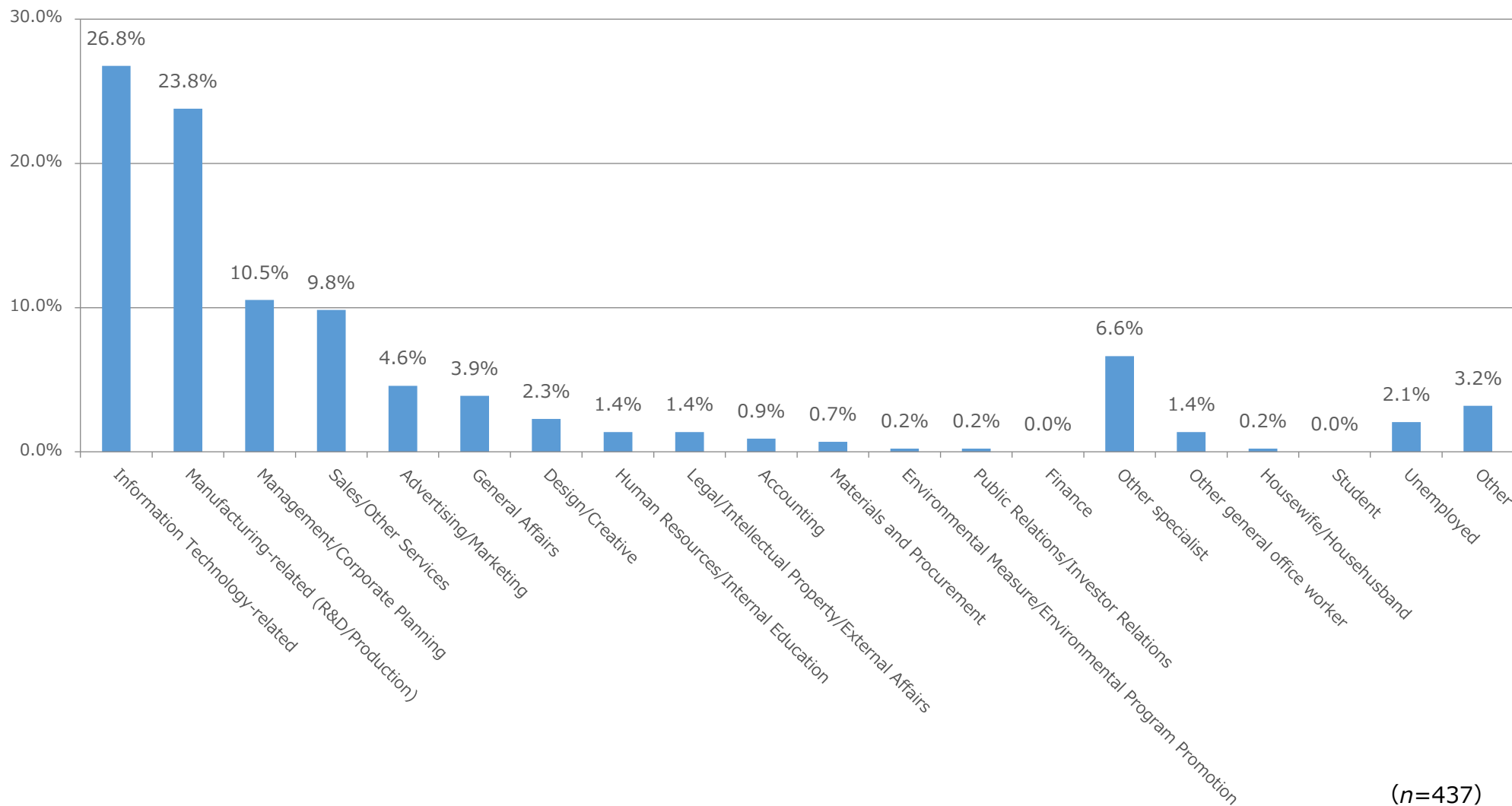
Q. Please select the industry that best describes the type of business you are in.



(n=437)

Readers' Profile – by Job Function

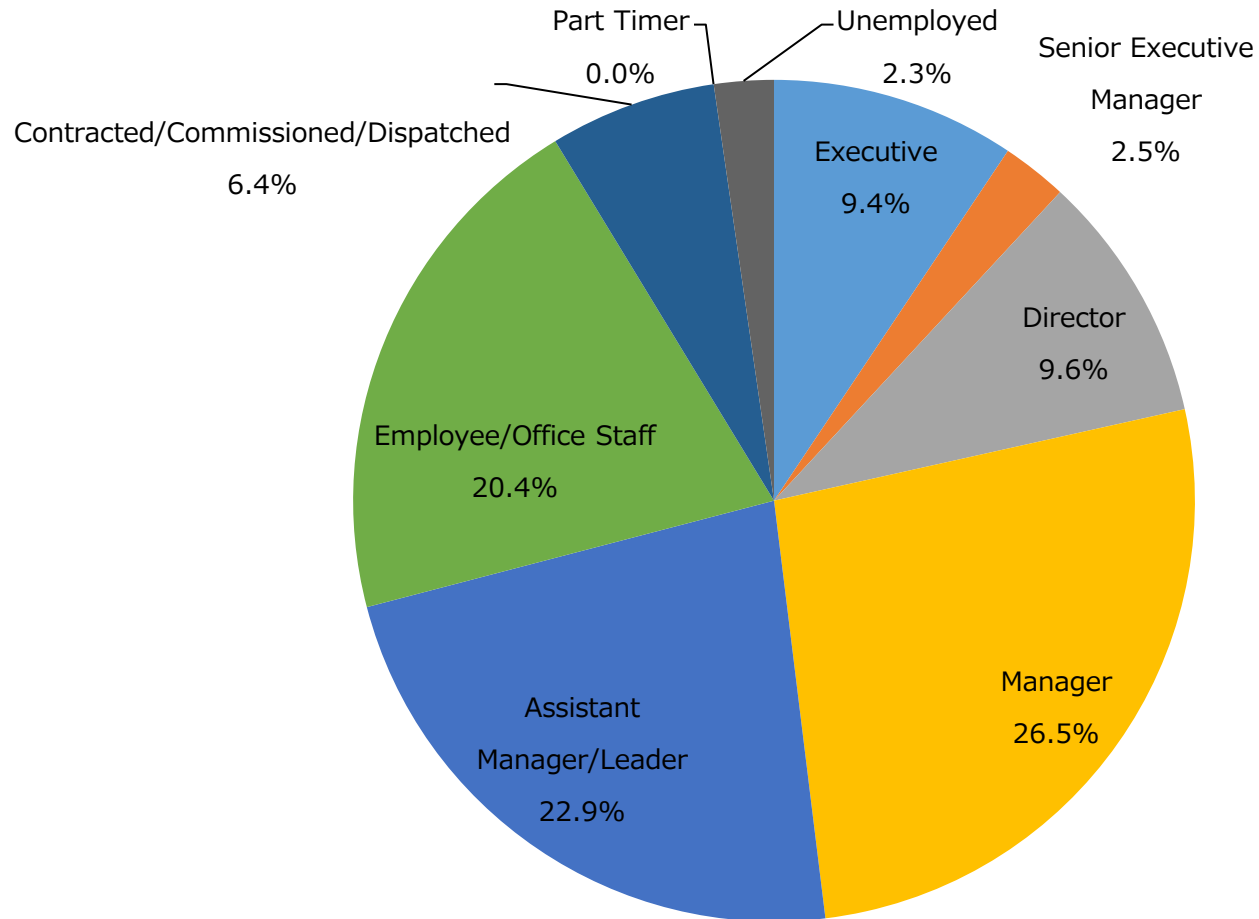
Q. Please select one that applies to your job function.



(n=437)

Readers' Profile – by Job Title

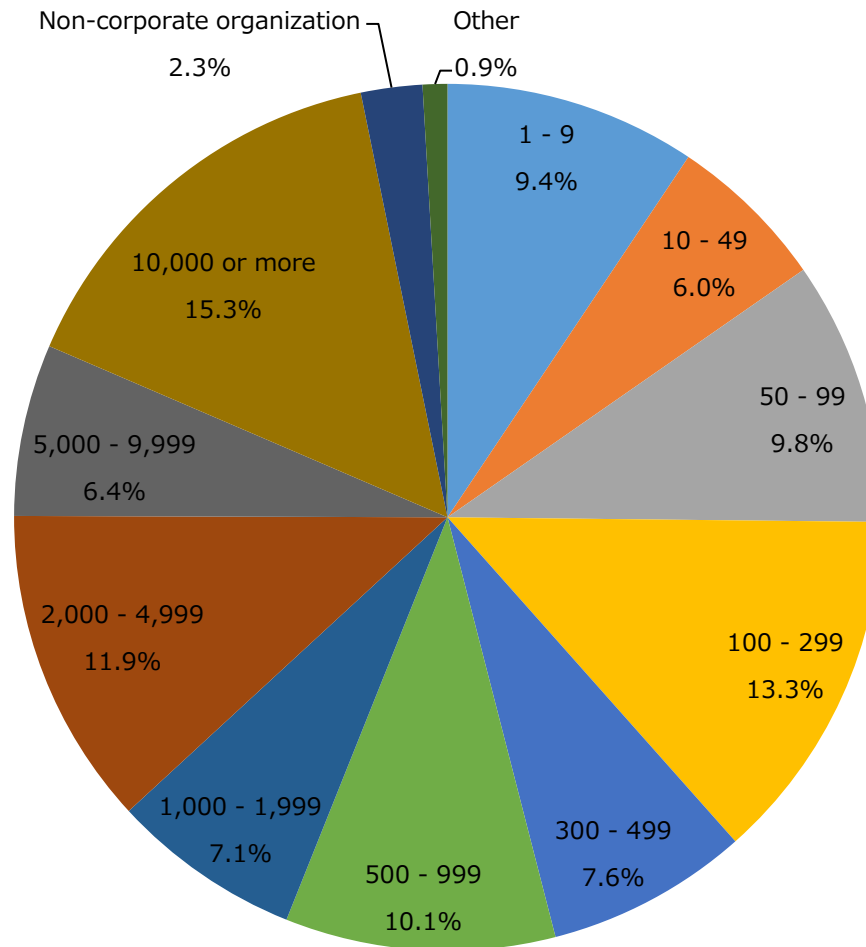
Q. Which of the following applies to your job title? Please choose the one that is closest to you.



(n=437)

Readers' Profile – by Company Size

Q. Please select the number of employees at your company



(n=437)

Advertisement

Advertorial - “ITmedia Business Online Special”

“ITmedia Business Online Special” is an advertorial created by ITmedia’s editors

“ITmedia Business Online Special” is our service brand in which our editors plan and produce an original advertorial in the style of native articles.

This advertorial service enables you to convey product and service information in an easy-to-understand manner to readers. In addition to this, this can be implemented in a variety of formats to suit various purposes, such as improving corporate and brand image, expanding product recognition, and recruitment activities.

“ITmedia Business Online Special” provides continuous communication with readers and build your own brand in the market.

The screenshot shows a web page from ITmedia Business Online Special. The article title is "3日間の「ハッカソン」体験が逆転をもたらす「日本企業はDX不戦敗」というにはまだ早い、一歩踏み出すことから世界は変わる". The article text discusses the importance of DX (Digital Transformation) for Japanese companies and the role of hackathons. It mentions that while many companies are starting to move, they are still in the early stages. The article is written by 横井氏 (Yokoi) and is dated 2021年01月27日 10時00分 公開. The page also features a sidebar with links to related content, including "Model Changer", "Microsoft Azure Virtual Training Days", and "1日のワークショップ 3日間のハッカソンが変える Azure Light-up Hackathon Workshop". At the bottom of the page, there is a photo of two people sitting at a table, working on laptops, with a Microsoft logo in the background.

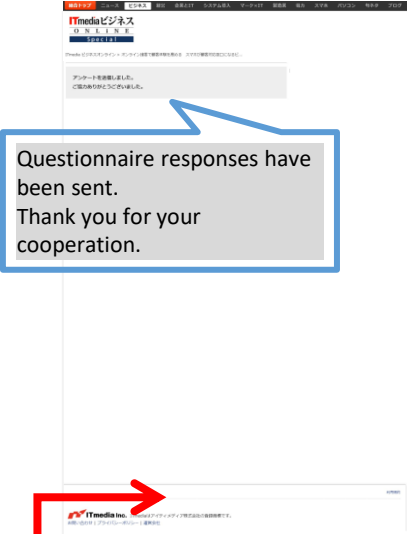
日本マイクロソフトの横井羽衣子氏 (左) とゼンアーキテクトの三宅和之氏 (右)

ITmedia Business Online – Lead Generation Advertorial

During the advertorial period, original questionnaires can be conducted to obtain leads and responses from viewers.



Post answer page



After completing the questionnaire, the next page will open.

Responses and respondents' personal information (Estimated 50 leads)



Price

JPY 2,000,000

(Tax is not included / Gross rate)

Specification

Guarantee	Insertion term guaranteed
Insertion term	1 month
Included services	1 advertorial production (including interview) Approx. 2,000 – 3,000 Japanese characters, 1 or 2 photos and illustrations Questionnaire form production Lead generation (Estimated 50 leads) Access report (Page Views, Unique Browsers, browsing companies, etc.)
Published media	ITmedia Business Online
Traffic drivers	ITmedia Business Online Top Link (1 month) Side Link (1 month) Link under Article (2 weeks) Smartphone Link (2 weeks) ITmedia Business Online e-Newsletter PR edition (1 time) ※For traffic drivers to the questionnaire

- ※ The reward for the questionnaire is a condition of its implementation. ITmedia will prepare the benefits for readers.
- ※ Acquired leads can be downloaded from the admin site. (Updated daily)
- ※Please prepare your own questions for the questionnaire. Up to 10 questions.
- ※ The reporting content for the advertorial section includes Page Views, Unique Browsers, time spent on the page, attributes of the companies that viewed the article, and company names (excerpt). The reporting content for the Special (article) section includes page views, unique browsers, time spent on the page, attributes of the companies that viewed the article, and company names (excerpt).
- ※ The report will not be provided for the page after the response.
- ※ The number and attributes of personal information of questionnaire respondents are not guaranteed.

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee <ul style="list-style-type: none"> Until 41 days before the seminar: 50% of the advertising fee Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. <ul style="list-style-type: none"> Venue Fee/ ITmedia's Operating Fee Any other costs incurred as a result of customizing program 	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research

ITmedia Inc.

Sales Division

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※All prices in this document are gross and do not include tax.

※Page designs may change without notice.