

Problem Solving Media for IT Experts

@IT Media Guide

Updated September 6, 2022

Note :

Please use this translation only for your convenience. The Japanese version is the official page, and even in the event that there is a discrepancy or inconsistency between the Japanese version and the English version (this translation), the Japanese version will govern. The information is subject to change, so please contact us for further information.

Note: please also carefully read our advertising criteria and cancellation policy at the URL below.

[Advertising Criteria](#)

[Cancellation Policy](#)

What is @IT?

"Transform your business" - a technical media for IT experts.



For all IT professionals, @IT provides the most detailed information available anywhere to help you gather information and solve problems for system construction, service development, and operation.

Especially in recent years, as the trend of digital transformation progresses and business and IT are directly connected, IT experts are expected to play the roles of "creators" who understand business and incorporate it into new value, and "servicers" who support business promotion.

Through articles such as technology explanations, technology comparisons, case studies, and news, @IT will consider and promote digital transformation of companies and society together with IT experts.

One of the largest specialized media in Japan trusted by IT leaders

Providing feature articles, series of articles, tips, news, etc., with a focus on technical explanations and system design and construction. @IT has great support from IT engineers.

Media configuration

Useful information at every step in building the system
Transmission from
4 categories

cloud

Windows

Server Storage

OSS

Network Management

cloud native

security

AI IoT

AI & Machine Learning

application development

Agile/DevOps

hypertext markup language

programming

database

Testing and debugging

medium specification

Approx. 9.3 million Page Views
/ 3.97 million Unique Browsers
Approximately 450,000 newsletter
subscriptions *June 2022 actual

reader target

- Technology Leaders for Business Transformation
- Involved in "systems" that realize business/service transformation and influence corporate IT strategies.

59%.
User Company
belongs to

67%.
Section Chiefs and
above
rank and file
member of staff

71%
cloud native
Interested in

Career advancement support media for IT engineers who think and act proactively for further growth.

These days, the elimination of belonging to a company guarantees a career that will continue into the future. We support IT engineers in the 2021 era who choose and build their own careers through articles on career building, business skills, legal explanations, career case studies, and a blog portal where engineers can interactively communicate with each other.

contents

life plan

- Introduction of a thought process for finding the meaning of work
- Interview with a globally active engineer

career-up support

- Kaggle Grandmaster Interview
- Interviews with engineers active in the IT industry who talk about their work, their joys, and the technologies they are involved with.
- How the IT industry works, its conventions, and how to choose the right IT company for you

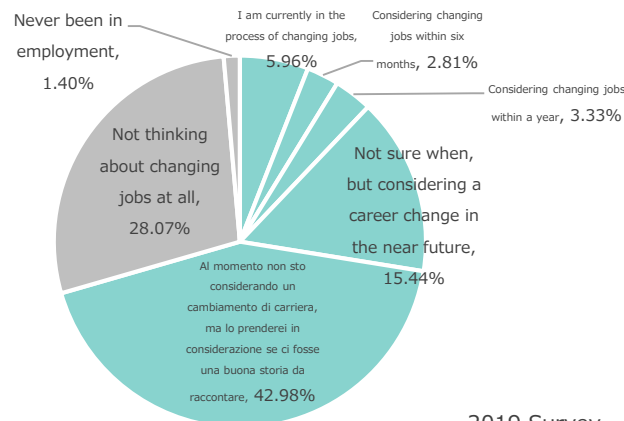
Skills Improvement Support

- A Reintroduction to Basic Mathematics for Becoming an "AI" Engineer
- Explanation of how to prevent and deal with problems using actual IT litigation cases as examples
- How to think about and tackle a career change

reader target

Engineers considering career development and skill improvement

About 70% of the potentials have some idea about job change opportunities



2019 Survey

Focus Themes

In this era of rapid progress in DX, this report covers cutting-edge trends, know-how, and basic explanations in both the SoR and SoE areas.

Comprehensive support for enterprise ITmodernization.

cloud native



Cloud Native Special Site, Cloud Native Central

Support for IT utilization by both leading cloud-native companies that are rapidly developing services to transform their business with cloud-native technologies and cloud-native oriented companies that are moving away from traditional on-premise based infrastructure infrastructures.

Keywords.

- container (e.g. shipping)
- kubernetes
- microservice
- CI/CD
- Operational monitoring and visualization
- Hybrid/Multi-Cloud
- private cloud
- software-defined
- Network as a Service
- Security as a Service
- IT Professionals

in-house production



- low-code development
- RPA
- Digital Business/DX
- UI/UX

AI / Data Analysis



- AI Platform
- neural network
- Machine Learning/Deep Learning
- edge computing
- AI Applications by Industry

security



- Zero Trust Security / SASE
- Endpoint Security
- Cloud Security
- SOC/CSIRT
- Security Human Resource Development

Special site "Cloud Native Central" <https://atmarkit.itmedia.co.jp/ait/subtop/cloudnative/>

Media
configuration

infrastructure

process

Development
and Operation

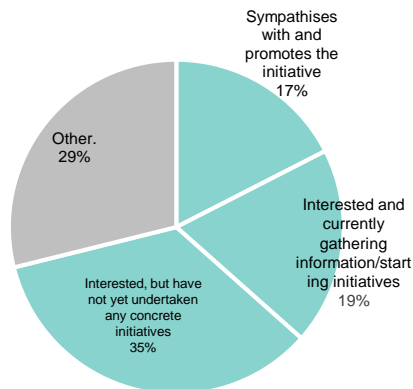
security

The articles are written in accordance with the trail map of CNCF (Cloud Native Computing Foundation), and help even those who are not familiar with cloud native technologies to learn the latest best practices and related technologies and take action to put them into practice. The articles are designed to help corporate personnel who were previously unfamiliar with cloud native technologies learn about the latest best practices and related technologies and take action to put them into practice.

reader
target

Sympathize with the concept of cloud-native and try to promote initiatives

IT staff of traditional/cloud oriented companies, IT staff of web-based companies



Cloud native is a **prerequisite**

Improvements in development productivity and **quality of deliverables** can be expected.
Lack of technicians who can respond to this issue is a challenge.

Leads to gaining **competitive advantage over** other companies

It is an **advantage to** develop your business

I think it will allow us to **focus on the real work of development.**



Cloud Native Central, a media outlet dedicated to cloud natives, helps companies implement cloud natives and We will seek ways to win the game rules in the DX era.

leader
Corporate
Image

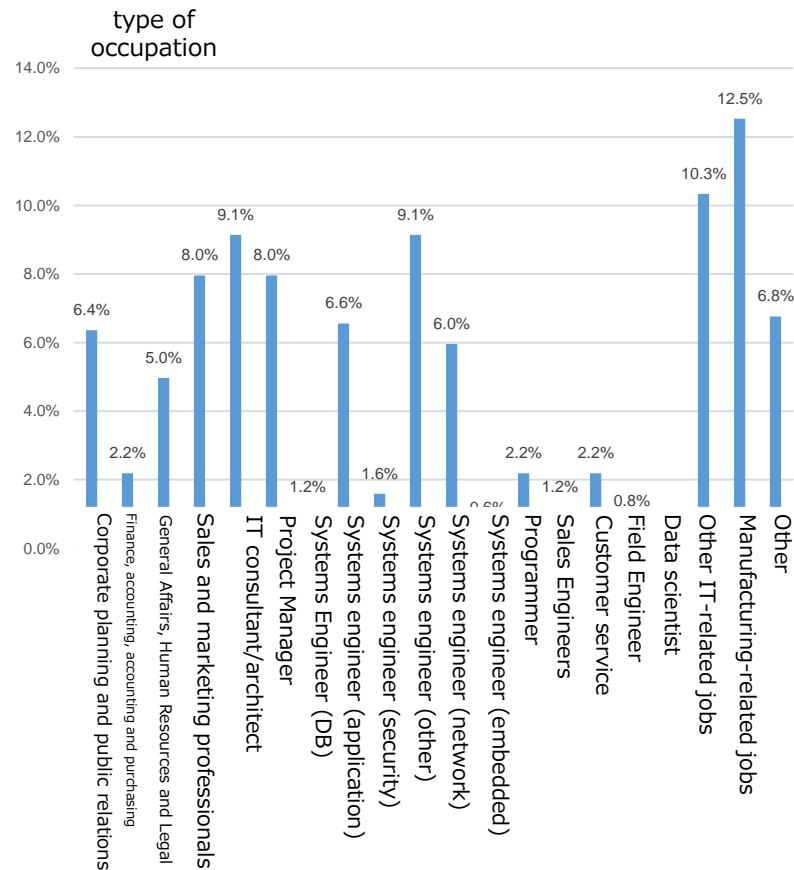
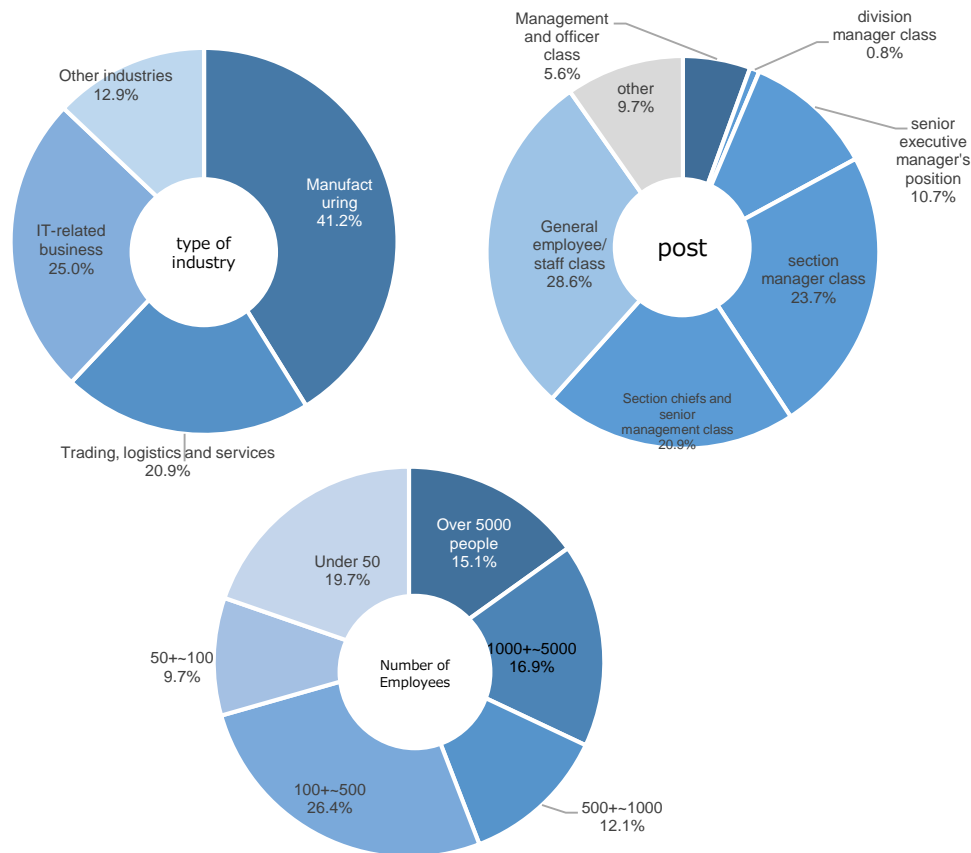
Google
(WWW search engine)
Apple
Amazon
Facebook
Tesla...

CloudNative

dead end

general
business

Reader Attributes



Ad Menu

- Advertorial article project
 - Behavioral history targeting advertorials
 - PV Guaranteed advertorials
 - Lead Provisioning advertorials
- middle page
- Audience Targeting Banners
- @IT DMP Targeting Email
- @IT News Special Edition Mail
- Seminar Planning

Features of our advertorial articles

Editors who know their readers best

Planning and editing by



Media editors who write and edit the news articles delivered by the media on a daily basis use their knowledge to propose content that promotes reader understanding and engagement. We are involved in the production process from start to finish.



Effective reader leads

ITmedia's numerous sites have a wide range of advertising and

Combined with audience expansion distribution that utilizes reader behavior data accumulated in the "ITmedia DMP", we will obtain efficient reader browsing.

PV Guarantee



We offer a menu of guaranteed PV numbers. We commit to the numerical target of your campaign. It is also possible to resume directing readers to advertorial articles once the publication period has ended.

Detailed reporting



After the posting period, we will provide you with a viewing report so that you can properly evaluate your campaign and utilize it in your next campaign.

Behavioral history targeting advertorial

Advertorial article ads that direct only those with high interest and concern based on readers' behavioral data

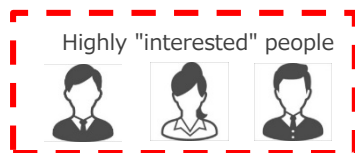
Based on readers' behavioral data (article browsing history), we identify their interests and direct only those with a high level of interest to the advertorial.

Raise awareness among "highly interested" and "interested people".

Since inducement advertisements are displayed only to those who are highly interested and concerned, it is expected to be effective in increasing awareness, especially among those who are interested and concerned.

Reach people who have never visited ITMedia before

Linking reader behavior data to external services. Extended distribution allows us to reach readers who have never visited ITmedia and Enables you to capture the same "people of interest" in external media. Expands the reach of your readers.



Display guided
ads
Directed to article



Guided
advertising.
Do not display

Implementation Fee

1,900,000 Yen (excluding tax, Gross)

Advertisement Specifications

Guarantee form	PV Guarantee
Guaranteed PV	10,000 Page Views
Publication Period	Minimum 1 week to estimated 1 month (to be terminated as soon as guaranteed PV is achieved)

(technical)
specification

- Production of 1 **advertorial** article
- Approximately 3,000-4,000 words, no more than 3 illustrations (with interviews)
- Includes content posting fee
- Viewing reports (PV, UB, companies viewed, etc.)

Media @IT

Usually with advertorial Comparison of Effectiveness

Article Dwell Time
Approx. 1.8 times

Number of readers who read the article to the end

Approx. 1.5 times

Compared with the average of projects conducted from April to September 2019.

- Keywords can be freely selected, but we may ask you to make adjustments if the number of UBs in our company falls below 100,000 UBs.
- This service is an extended audience distribution and external media plan.
- ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified).
- ITmedia will prepare the guidance draft (cannot be confirmed or specified in advance).
- Induction ads will be suspended as soon as the guaranteed PV is achieved, but are guaranteed to remain up for at least one week.

Behavioral history targeting advertorial

Warranty PV, Price and Notes

Guaranteed PV	3,000 PV	4,000 PV	5,000 PV	10,000 PV	15,000 PV	20,000 PV	30,000 PV	50,000 PV
Price	1,500,000 yen	1,600,000 yen	1,700,000 yen	1,900,000 yen	2,500,000 yen	3,000,000 yen	4,000,000 yen	6,000,000 yen

*The conditions for implementing behavioral history targeting advertorials can be set by selecting from the genres listed on the ITmedia Audience Dashboard (<https://promotion.itmedia.co.jp/audience/dashboard>) or by using any combination of keywords. You can set the conditions by selecting from the genres listed on the ITmedia Audience Dashboard () or by combining any keyword.

*The expected period of achievement will vary depending on the number of PVs. *Please submit your desired genre, keywords, and other conditions at the time of application. If the conditions have not been determined at the time of application, the expected publication period may be extended.

Delivery Mechanism

Specify segment

Using the reader's article browsing history, the
the
in a specific field.
Extracts "highly interested readers."



Example: Related to "security
Readers of articles containing
the keyword

ITmedia DMP. Extracting Audience



(1) Targeting guidance

Targeting "highly interested readers" and directing them within the four target media

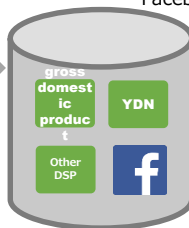


(2) Retargeting by external services

Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook



Linking audiences



(3) Extended to similar users

Audience extensions are used to
Induce more "interested parties"



advertorial article



*When using DSP or SSP, we use our own whitelist to ensure the safety of the surface.

Re-direction plan (behavioral history targeting)

Guiding readers to advertorial articles that have expired by adding them again

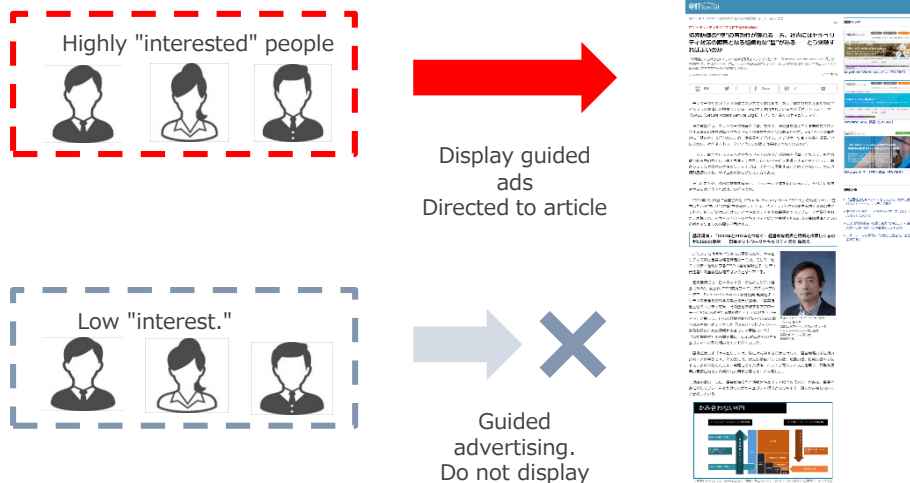
Enables full utilization of the content produced.

➤ Raise awareness among "highly interested" and "interested people".

Since inducement advertisements are displayed only to those who are highly interested and concerned, it is expected to be effective in increasing awareness, especially among those who are interested and concerned.

➤ Reach people who have never visited ITMedia before

Linking reader behavior data to external services. Extended distribution allows us to reach readers who have never visited ITMedia and Enables you to capture the same "people of interest" in external media. Expands the reach of your readers.



Implementation Fee

5,000PV~ : @200yen

10,000PV~ : @150yen

50,000PV~ : @110 yen

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	PV Guarantee
Guaranteed PV	Any from 5,000PV or more
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed PV is achieved)
menu	Additional guidance to existing content Viewing report (PV, UB, companies viewed, etc.)
Media	@IT

We will charge 200,000 yen for inducement fee and a separate publication fee. In addition, we will estimate the cost of any revisions to the text, etc.

Keywords can be freely selected, but we may ask you to make adjustments if the number of UBs in our company falls below 100,000 UBs.

This service is an extended audience distribution and external media plan.

ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified).

ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

Inducement ads will be suspended as soon as the guaranteed PV is achieved, but are guaranteed to remain up for at least one week.

PV Guaranteed advertorials

PV-guaranteed advertorial articles that focus on expanding awareness more broadly

Media TOP/article page, etc.
Dedicated inducement frame for advertorial articles



Advertorial article



Implementation Fee

3,000 PV¥1,500,000
4,000PV ¥1,700,000

(Tax not included, Gross)

Advertisement Specifications

Guarantee form

PV Guarantee

Publication Period

Minimum 1 week to expected 2 months
(Ends as soon as the guaranteed PV is achieved)

menu

Production of 1 advertorial article
Approximately 3,000-4,000 words, no more than 3 illustrations (with interviews)
Includes content posting fee
Viewing reports (PV, UB, companies viewed, etc.)

Media

@IT

The space and content of the inducement ads will be left to us. ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).
Inducement ads will be suspended as soon as the guaranteed PV is achieved, but are guaranteed to remain up for at least one week.
We also have advertorial products that are guaranteed for a period of time. Please contact us for details.

Re-direct plan (PV guarantee advertorial)

Guiding readers to advertorial articles that have expired by adding them again

Enables full utilization of the content produced.

Media TOP/article page, etc.
Dedicated inducement frame for advertorial articles



Advertorial article



Implementation Fee

3,000PV ~ : @ 400 yen
4,000PV ~ : @ 400 yen

(Tax not included, Gross)

Advertisement Specifications

Please specify any number of PV up to 5,000PV

Guarantee form

PV Guarantee

Publication
Period

Minimum 1 week to expected 2 months
(Ends as soon as the guaranteed PV is achieved)

menu

Additional guidance to existing content

Viewing report (PV, UB, companies viewed, etc.)

Media in which
the subject ad
article is
published

@IT

We will charge 200,000 yen for inducement fee and a separate publication fee. In addition, we will estimate the cost of any modifications to the text.

The space and content of the inducement ads will be left to us. ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

Inducement ads will be suspended as soon as the guaranteed PV is achieved, but are guaranteed to remain up for at least one week. Additional inducement products with a guaranteed term are also available. Please contact us for details.

Lead-providing advertorial articles

During the advertorial period, your company's original survey will also be included.
By conducting the survey, you can obtain leads/survey information from your visitors



Post-Response Page

The questionnaire has been sent.
Thank you for your cooperation

After answering
the questionnaire
Next page

Responses and
Respondent's
personal
information
Estimated 50
cases



Implementation Fee

2,000,000 yen (tax not included, Gross)

Advertisement Specifications

Guarantee form	term warranty
Publication Period	1 month
menu	Production of 1 advertorial article Approximately 2,000-3,000 words, no more than 2 illustrations (with interviews) Survey form production Profile acquisition (50 expected) Viewing reports (PV, UB, companies viewed, etc.)
benefit	Special TOP Links
guide frame	@IT Top Links (1 month) Side link (1 month) Link below the article (2 weeks) @IT News Special edition 1 time *For survey guidance

*We will make the granting of survey benefits a condition of implementation. We will prepare the rewards for readers.

*Acquired leads can be downloaded from the management site. (Updated daily)
Please prepare your own survey questions. No more than 10 questions.
Special (article portion) reporting includes PV, UB, time spent, attributes of companies that viewed the article, and names of companies (some excerpts).
No reporting will be done on the pages after the responses are made.
The number and attributes of survey respondents' personal information are not guaranteed.

Middle page

Create a special website as an option for article ads

Along with storing your company's articles, we will also manage a page that can be used for brand strategy.

▼Image of listing (Template Plan)



▼Image of listing (customized plan)



Rate Plans

Template plan: From 6,000,000yen

Package contents for the lowest possible price.
2 advertorial articles 10,000PV guaranteed
One middle page production and publication
Middle page maintenance/update 3 months
Induction package for 3 months

*This plan is to be created using a template.

Customized plan: From 8,650,000yen

Package contents for the lowest possible price.
3 advertorial articles 10,000PV guaranteed
One middle page production and publication
Middle page maintenance/update 3 months
Induction package for 3 months

*This plan is to be created using a template.

*None of the plans can be implemented only on the middle page. Please combine the middle page with the publication and inducement of the page. Please inquire about the article menu, number of articles, and prices.
*Can be conducted at @IT, ITmedia Enterprise, ITmedia NEWS, and ITmedia Business Online.

Audience Targeting Banners



Readers' interests, as identified by their browsing history of specialized content, and Targeting banners that cross company information linked to ITMedia ID registration information and IP addresses



Audience Targeting Rectangle

- Rectangle banner on the first view of each media outlet
- Minimum implementation 10,000imp ~ / imp unit price 3.0yen / implementation price 300,000yen ~
- Estimated duration of imp digestion: 1 month ~.
- Submission size: 300pixel (left/right) x 250pixel (top/bottom) (or 300pixel (top/bottom)) less than 150KB

Audience Targeting Billboards

- Display a large size banner directly below the global navigation
- Minimum implementation 50,000imp ~ / imp unit price 6.0yen / implementation price 300,000yen ~.
- Estimated time for imp digestion: 2 weeks ~.
- Submission size: 970pixel (left/right) x 250pixel (top/bottom), less than 150KB

Audience Targeting in Leads

- Enables advertisements to be displayed to readers after they have read the article without any discomfort and in a natural flow
- Minimum implementation 50,000imp ~ / imp unit price 6.0yen / implementation price 300,000yen ~.
- Estimated time for imp digestion: 2 weeks ~.
- Submission size: 640pixel (left/right) x 300pixel (top/bottom), less than 150KB

*If the conditions you specify do not meet the minimum implementation imp, we will consult with you regarding the terms and conditions and the duration of the listing.

Option: audience targeting banner

page of a magazine

ITmedia TOP, ITmedia NEWS, ITmedia Business Online, ITmedia Enterprise, ITmedia Executive, ITmedia Marketing, @IT, TechTarget, Keymans Net, MONOist, EE Times Japan EDN Japan, Smart Japan, BUILT

Targeting Conditions

behavioral targeting	Contact content containing specific keywords
	Contact specific URL
	Contacting content with specific keywords, etc.
Attribute targeting	Industry Type of job (members only) Position (members only) Size of employees
	Sales Size Access Device Prefecture Browser OS

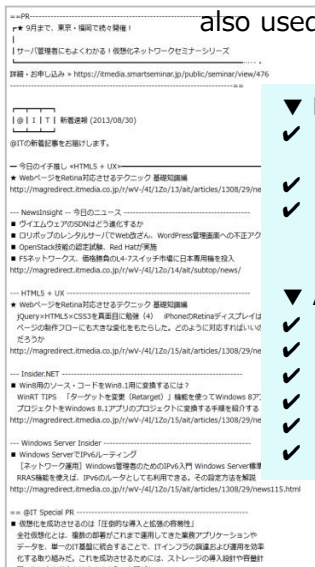
Manuscript Specifications

File size less than 150 KB Deadline for submission: 3 business days prior to the deadline Number of replacements: Once during the period

@IT DMP Targeting Email



Exclusive advertisements are distributed to users who have obtained opt-in permission from the "@IT News" mail magazine. In addition to the existing attribute data of ITmedia ID members, the reader behavior data accumulated in the "ITmedia DMP" is also used for more accurate targeting.



▼ Behavioral Data

- ✓ Contact content related to specific keywords
- ✓ Contact specific URL
- ✓ Contact with specific media, features, etc.

▼ Attribute Data

- ✓ type of industry
- ✓ type of occupation
- ✓ duty station
- ✓ post
- ✓ Number of Employees
- ✓ Annual sales scale

Price

targeting terms	per mail unit price	Condition Example
Company Name	¥100	Company Name
Use of ITMID member registration data	¥80	Industry, job title, location, position, number of employees, size of annual sales, etc.
Action history data use	¥50	Viewed articles, keywords, access devices, browsers, OS, etc.

In case of combining conditions, the unit price will be the higher one.

Example: In the case of a targeting condition combining "job title (unit price: 80 yen)" and "articles viewed (unit price: 50 yen)," the unit price will be 80 yen.

Minimum fee: 200,000 yen

Manuscript Rules

- Subject : within 30 characters
- Main text: 38 double-byte characters (76 single-byte characters) or less x 100 lines or less
- Deadline for submission : 6:00 p.m. 3 business days prior to the deadline
- Click count : Yes
- Number of URL links : up to 20
- Please refer to the submission standards for submission methods, prohibited characters, etc.

Please note that the link URL will be changed to a click-counting URL at the time of distribution.

@IT News Special Edition Mail

One-company exclusive email advertising that allows you to reach readers directly

Effective in attracting seminar visitors and directing them to campaign sites.



Implementation Fee

¥1,210,000

(Tax not included, Gross)

Advertisement Specifications

Number of deliveries	<ul style="list-style-type: none">- IT Strategies Approx. 237,000 letters- Operation management/construction Approx. 197,000 messages- System development Approx. 201,000 messages- Security Approx. 175,000 mails- Career/Skill Development approx. 128,000
Delivery Date	Every Tuesday and Thursday
Manuscript Specifications	<p>Title: 30 characters or less</p> <p>Body: 38 characters or less x 100 lines or less</p> <p>Deadline for submission : 6:00 p.m. 3 business days prior to the deadline</p> <p>Click count: Yes</p> <p>Number of URL links : up to 20</p> <p>Please refer to the following for the submission method, prohibited characters, etc.</p> <p>Please see the submission criteria.</p>

The link URL will be changed to a click-counting URL at the time of distribution.
Please understand this in advance.

Advertorial article production schedule

Estimated schedule

The schedule for publication will be provided separately after application. For details, please contact our sales representatives.



The "production to proofreading" period includes initial proofreading, proofreading again, and proofreading again. The proofreading phase includes the initial proofreading, re-proofreading, and proofreading.

Precautions

The copyright of the article ads produced belongs to the Company and its production staff (writers, photographers, etc.).

Please contact our sales representative if you wish to use printed materials for secondary use.

If you need to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.

Please note that the following additional fees may be incurred if the advertiser makes major changes to the agreed-upon content after the application has been submitted.

Re-submission of the first draft: 300,000

Revision after proofreading: 100,000

Please contact us about re-coverage requests. *All prices are exclusive of tax and gross.

Seminar Planning

Regular media-sponsored digital events on a variety of topics
Sponsorship allows us to deliver sessions, distribute materials, and provide leads for applicants.

Event Results for FY2021

theme	Title.	Session Content	all applicants
security	ITmedia Security Week Summer 2021 The "New Normal" Cybersecurity Transformation Ahead of Growth Trajectory	https://enq.itmedia.co.jp/on24u/form/sec2106?partnerref=itm_atit_ev	1501
DX	ITmedia DX Summit Vol.8 DX, a new DX technology and data that has started running all at once, is back on a growth trajectory.	https://enq.itmedia.co.jp/on24u/form/dxsm2106?partnerref=itm_atit_ev	977
security	ITmedia Security Week Fall 2021 Don't Expect Too Much from Zero Trust? The "New Normal" of Security Transformation	https://enq.itmedia.co.jp/on24u/form/sec2108?partnerref=itm_atit_ev	1532
DX	ITmedia DX Summit Vol.9 DX Overcoming Adversity: The Art of Breakthrough	https://enq.itmedia.co.jp/on24u/form/dxsm2109?partnerref=itm_atit_ev	964
security	ITmedia Security Week Winter 2021 DX Drives Increased Risk of Cyberattacks: No Time to Wait, "New Normal" Security Transformation	https://enq.itmedia.co.jp/on24u/form/sec2112?partnerref=itm_atit_ev	1279
security	ITmediaSecurity Week 2022 Spring Business and work styles change with digital technology. What should be the cyber security measures for the "new normal"?	https://enq.itmedia.co.jp/on24u/form/sec2203	1525



Contact Us

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

Please note that the page design is subject to change.

