

# EE Times Japan / EDN Japan Media Guide

<https://eetimes.itmedia.co.jp/>  
<https://ednjapan.com/>

January 2024 Edition

Contact Us

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# 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](#)



## Comprehensive information media for global electronics trends

It is a comprehensive electronics information media for all professionals in the electronics industry, including **engineers who design and develop** products that make full use of electronics technology, as well as **executives and managers**. It is the first to deliver electronics-related news from around the world by utilizing its global coverage network.

Covers **technology trends** and electronics industry **business** trends related to semiconductors, electronic components, displays, electronic measurement, design and development tools, electronic materials, and more. It also features **interviews with key persons in the electronics industry**, both in **Japan and abroad**, and **column articles by opinion leaders**. It is a media that supports professionals in the electronics industry who are active on the world stage with the latest information.

## Practical technical media for understanding the basics and applications of electronics design

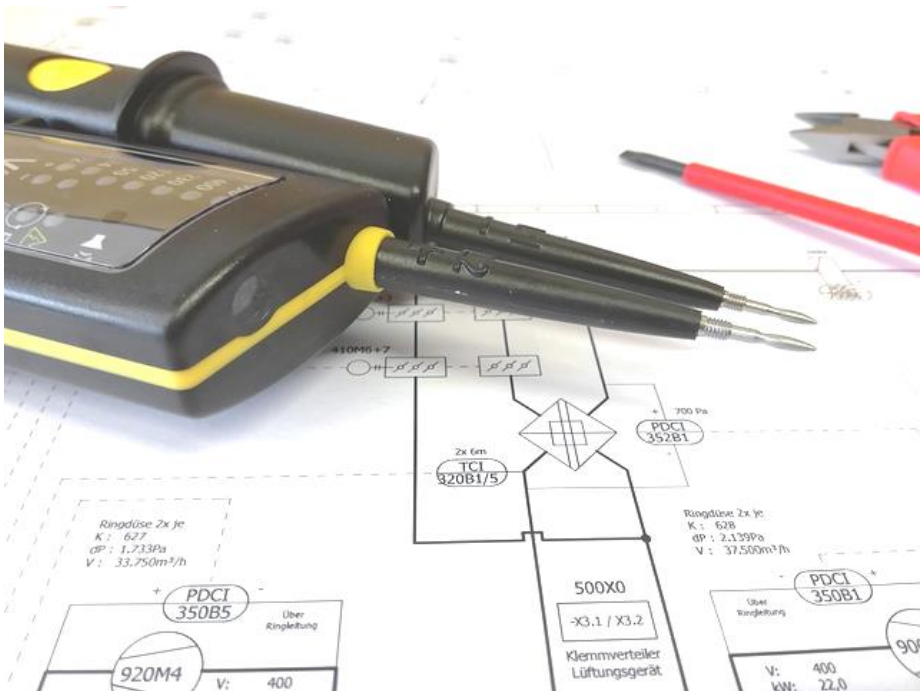
It is a specialized technical media dedicated to **practical information** useful to **engineers who develop and design** electronic devices and electronics technology.

Many of the articles covering everything from the basics of electronics technology to its applications and **introducing design know-how** are written by engineers from Japan and overseas who are actually active in the field of design and development. You can get technical information that is immediately useful in the field. In addition to technical articles, we also provide information on new semiconductors, electronic components, and measuring instruments, which is indispensable for daily product selection.

EDN Japan will continue to evolve as a media that helps engineers working in electronics design and development to solve problems and improve their skills.



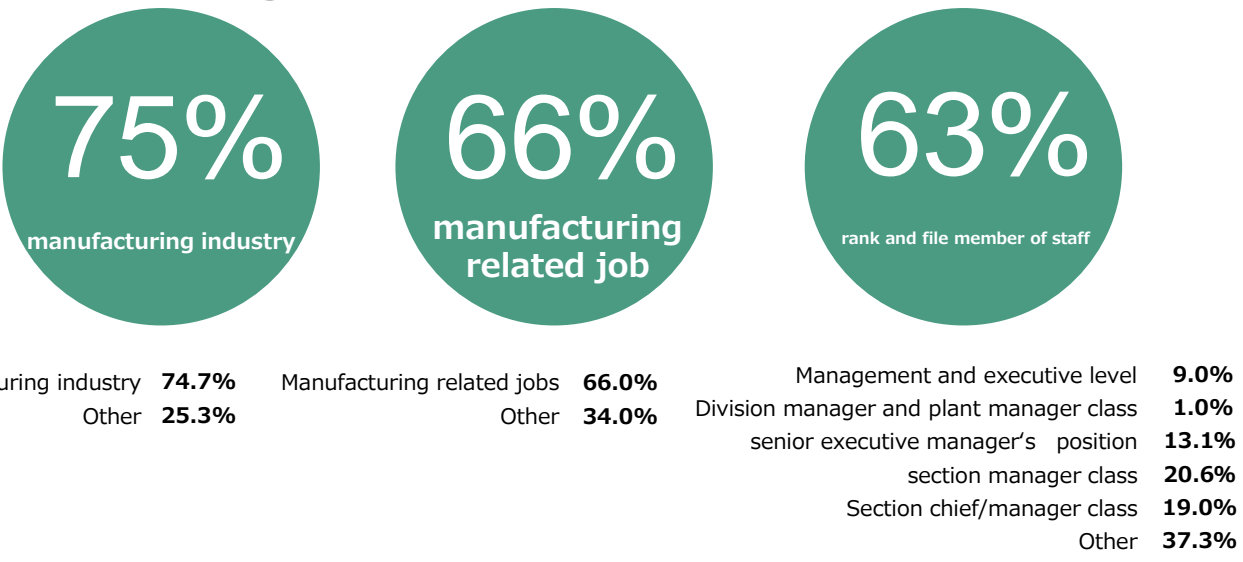
# Reader Target



Focusing on the electrical and electronic components industry and the precision equipment industry

Readers are mainly manufacturing-related professionals who work in the electronics industry.

EE Times Japan provides general industry information such as technology trends, business trends, and EDN Japan focuses on articles that explain the technology and introduce design know-how.



\*From "Electronics Design/Embedded Development E-Newsletter" subscriber data (October 2022)



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technology	Product Dissection	high-technology	Semiconductor Devices
Process Technology	power	Parts/Materials	sensing
communication technology	Test/Measurement		
Media Name	EE Times Japan		
I URL	<a href="https://eetimes.itmedia.co.jp/">https://eetimes.itmedia.co.jp/</a>		
I Page View	1,329,097 Page Views/month 350,563 Unique Browsers/month *October 2023 results		
I Number of newsletters distributed	Approx. 140,000 mails *Electronic device design/embedded development Mail magazine		





## Practical technical media for understanding the basics and applications of electronics design

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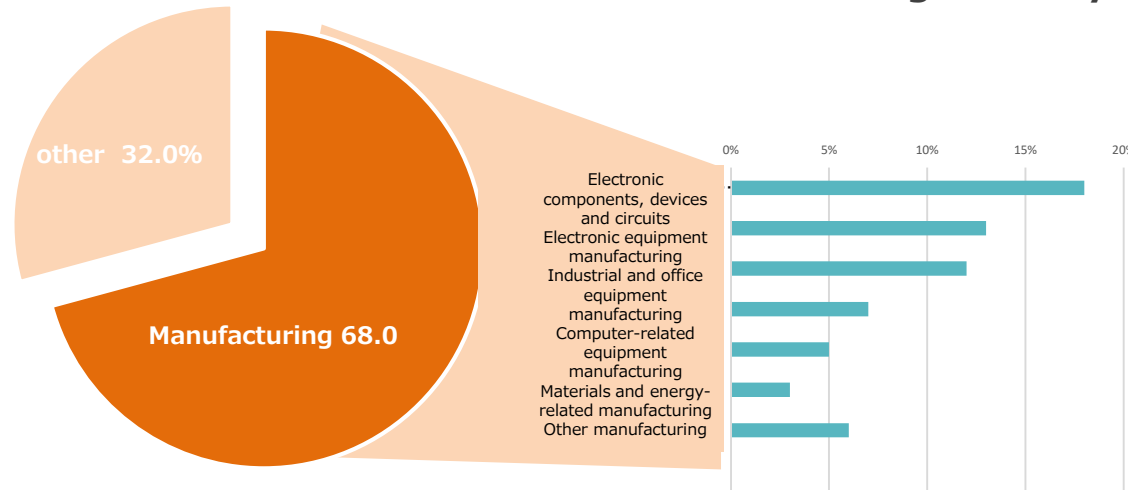
EDN Japan will continue to evolve as a media that helps engineers working in electronics design and development to solve problems and improve their skills.

analog	Power/Power Supply	logic	Memory/Storage
Parts/Materials	sensor	Wireless	Test/Measurement
Software/Development Environment	Design Ideas		

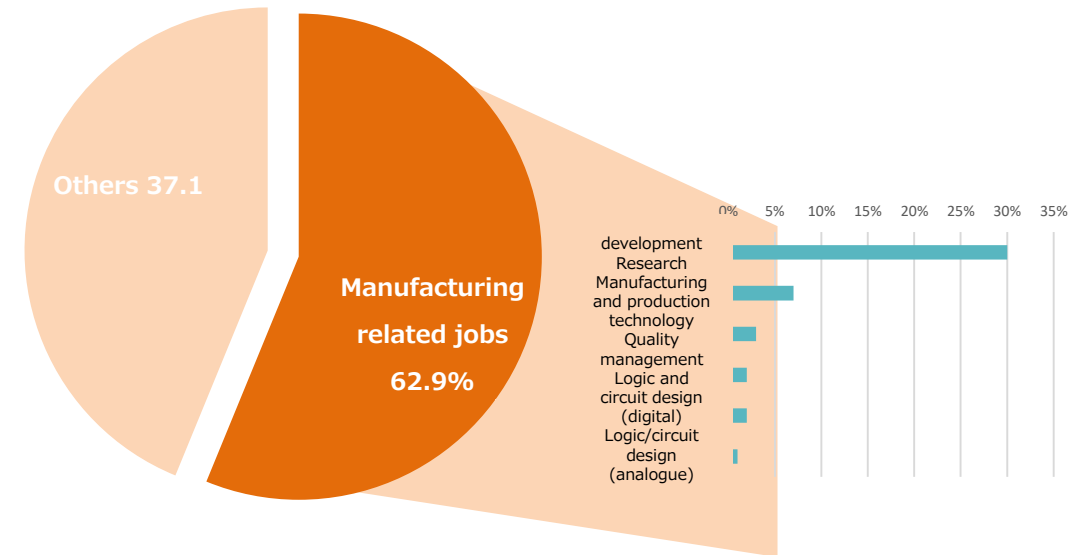
Media Name	EDN Japan
I URL	<a href="https://ednjapan.com/">https://ednjapan.com/</a>
I Page View	478,107 Page views/month 162,094 Unique Browsers/month *October 2023 results
I Number of newsletters distributed	Approx. 140,000 mails *Electronic device design/embedded development Mail magazine

# Reader Profile

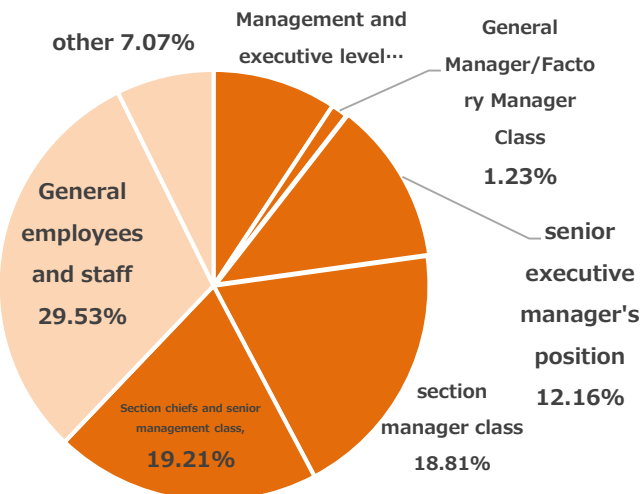
» About 70% of our readers work in the manufacturing industry.



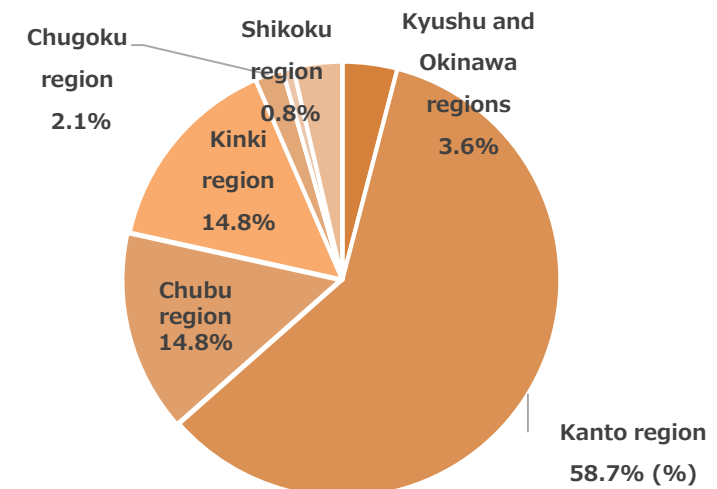
» About 60% of our readers are in manufacturing-related occupations.



» More than 60% of our readers are rank-and-file employees.



» Many viewers outside of the Kanto region



# Special site for the editorial feature "Manufacturing Innovation by "IoT"



## Manufacturing Industry in the IoT Era How should we stand up to them?

--Consolidates the latest trends in following technology

<https://www.itmedia.co.jp/topics/1606/iiot/>



Five industry-specific media outlets will present IoT information with a special focus on the manufacturing industry in a comprehensive special feature, **"Innovation in Manufacturing Brought about by the IoT."** The three topics are **"Connected Factories,"** **"Connected Technologies,"** and **"Connected Services,"** respectively.

We continue to publish about **20** information releases and planned articles **each month**, with a series of articles focusing on interviews with top executives of manufacturing companies regarding IoT. In addition, the company is also strengthening its information dissemination on IoT application case studies, which are currently being sought by the government and other organizations.

### Connected Factory (Smart Factory)

Keywords: Industry 4.0, "connected factory,"

Factory visualization, industrial network standards, etc.

The area of manufacturing IoT has attracted the most attention in the manufacturing industry IoT domain at the earliest time. This session will cover framework trends, key technologies and methods, and case studies, such as Germany's Industry 4.0 and the Industrial Internet Consortium in the United States. The benefits of the "connected factory" and key points for its realization will be introduced, focusing solely on what will happen to factories and manufacturing sites.

### Connected technology (smart connected devices)

Key words: edge computing, cyber-physical systems (CPS), IoT platform, artificial intelligence, machine learning, deep learning, various IoT standards and communication standards, etc.

Introducing "connecting technologies" to realize the benefits of IoT and how IoT will change product development; product development to meet the requirements of IoT such as power saving, processing power saving, space saving, and setting saving; and combining with technologies such as artificial intelligence and machine learning. Edge computing technology and related standard trends will be introduced. The development environment that will change as a result of the IoT, such as the integrated development of mechanical, electrical, and software components, will also be discussed.

### Connected services (smart services = business innovation through IoT)

Keywords: connected cars, automated driving, driver assistance, servicing manufacturing, remote monitoring, automatic control, predictive maintenance, recommendation functions, power-by-the-hour

The industrial cut will introduce how the business model of the manufacturing industry will change as a result of the IoT in products and other areas. The IoT will be used to create added value, such as automated driving through connected cars in the automotive industry, and predictive maintenance in industrial and medical equipment, etc. The report will also cover the trend toward "servicing," in which the value created by products is sold rather than the products themselves.



# Editorial Feature "Edge Computing Strikes Back" Special Site

MONOist

EE Times Japan

EDN Japan

Tech Factory

## Edge Computing Strikes Back

---What the use of data to be turned in the field can bring about.

Introducing the latest technology trends and application examples

<https://monoist.atmarkit.co.jp/mn/subtop/features/edgecomputing/>



現場でデータ処理を行う「エッジコンピューティング」が盛り上がりを見せている。「エッジリッチ」とされるようにAIや分析技術、リアルタイム制御技術などを加える動きも加速し、現場での情報処理と実践の世界が広がる。なぜクラウドだけではためなの。その最新の技術動向と、活用事例を紹介する。

### TOP STORY

#### いまさら聞けない「エッジコンピューティング」



IoT活用やCPU集約の中で、あらためて脚光を浴びている「エッジコンピューティング」。このエッジコンピューティングはどのようなことで、製造業にとってどのような意味があるのかを5分で分かるように簡単に分かりやすく説明します。

#### 機械学習の2つの壁「分類モデルの選定」と「過学習」への対処法



さまざまなデータを用いた機械学習でスマートな製品開発を目指す上で課題になるのが、「分類モデルの選定」と「過学習」への対応だ。本稿では、分類モデルと過学習について概説するとともに、基礎的な対処法について説明する。

### APPLICATION

#### いまさら聞けない「エッジコンピューティング」



手軽に設置できるAIカメラに新機種、処理性能3倍でPythonやAWS IoTにも対応



人の操作を命令を自動実行するエッジAI、三番機が2022年にも製品販売へ



エッジは強く上位は弱く結ぶ。"真につなげる"スマート工場への道筋が明確に



IoT utilization in the manufacturing industry is expanding and is being introduced in a variety of forms. In particular, many manufacturing companies are enthusiastically promoting the use of IoT in their manufacturing sites, such as smart factories. However, only a few companies are achieving results. In other words, many companies are "working on it but not achieving results."

We believe that in order to overcome this situation, we need to **disseminate information that focuses on specific points. Therefore, we have decided to launch an IoT spin-out special feature in addition to the special feature site "Innovation in Manufacturing Brought about by the IoT" that we have been developing since 2016. As a first step, we will establish a new special site on edge computing, "Edge Computing Strikes Back."**

The movement to add AI, analytical and real-time control technologies, as considered "edge rich," is also accelerating, expanding the world of information processing and practice in the field. Why not just the cloud? This presentation will **introduce the latest technological trends and case studies of its utilization.**

### APPLICATION

Keywords.

Factory edge computing, predictive maintenance, remote monitoring, image inspection



From both technological trends and application case studies, the Disseminating Manufacturing Smart Factory Initiatives

### TECHNOLOGY

Keywords.

Edge analytics, edge servers, edge AI technology, real-time control

### Sample articles:

#### Why Edge Computing is Re-Exciting Again

<https://monoist.atmarkit.co.jp/mn/articles/1910/17/news055.html>

The edges are tied strongly and loosely at the top.

The path to "truly connected" smart factories is clear.

<https://monoist.atmarkit.co.jp/mn/articles/2001/09/news067.html>

●How to deal with two barriers to machine learning: selection of classification models and overlearning.

<https://monoist.atmarkit.co.jp/mn/articles/2004/07/news017.html>

# Editorial Feature "5G People to Things" Special Site

MONOist

EE Times Japan

EDN Japan

Tech Factory

## 5G People to Things

--Wireless technology in an "unexplored era"

5G Changes the Field Today: Tracking the Latest Wireless Technology Trends

<https://eetimes.itmedia.co.jp/ee/subtop/features/5g/>



5G (第5世代移動通信) の登場で無線は、人と人だけでなく、人とモノ、モノとモノをつなぎ、社会を大きく変えていくこととしている。5Gを中心とした最新無線技術トレンドを追うとともに、製造業を中心に5Gで変わる現場の今をお伝えする。

### TOP STORY

5Gインフラでシェア拡大狙うIntel、4製品を発表



Intelは2020年2月24日(米国時間)、5Gインフラ向けに、新しい「第2世代 Intel Xeonスケーラブル・プロセッサ」の他、「Atom P9000」、ストラクチャードASIC「Diamond Mesa (開発コードネーム)」、イーサネット NIC (Network Interface Card)、「イーサネット 7000シリーズ・ネットワーク・アダプター」を発表した。

5Gで加速する、NTTドコモの共創ビジネスとIoTへの取り組み

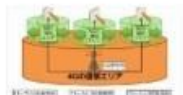


青田清之氏が主催、「5G時代のビジネス協創に向けた取り組み」をテーマに、5Gがもたらす企業への影響とNTTドコモの取り組みについて紹介した。

エレクトロニクス製造および実装技術の集大成である「インターネッティヤパン2020」(2020年1月15~17日、東京ビッグサイト)の特別講演に、NTTドコモ 5G・IoTソリューション推進室 所長 佐藤 隆 氏が登壇し、エッジユースケースを軸に、5Gがもたらす企業への影響とNTTドコモの取り組みについて紹介した。

### トレンド

ローカル5G、NSAからSAへの移行が加速的課題に



新型コロナウイルス対策にこそ、5G/10T/ATが活用されるべき



5G対応基地局市場、2023年は11兆3530億円規模へ



MWCで開かれた、モバイル業界への7つの注目



5G (5th generation mobile communications) has finally started commercial services in Japan, and according to a JEITA survey, **global demand for 5G market is expected to grow at an average annual rate of 63.7%, reaching approximately \$960,000,000,000 by 2025.**

Taking advantage of 5G's characteristics of ultra-high speed, high capacity, ultra-low latency, ultra-reliability, and multiple simultaneous connections, it is expected to be used not only in mobile networks as in the past, but also in a wide variety of applications ranging from factories to medicine, automobiles, and entertainment.

However, because it is a new technology, including millimeter wave, many people have **questions such as "Is it really usable?" and "What do I need to do to introduce it?"** This special site introduces the **latest 5G technologies and trends**, and provides information **related to the planning and development of 5G-compatible devices and services.**

### Trends ● Tracking the latest technological trends

5G/IoT/AI **should be** used to combat the new Corona.

<https://eetimes.jp/ee/articles/2003/18/news033.html>

Local 5G, transition from NSA to SA is a technical challenge

<https://eetimes.jp/ee/articles/2004/06/news019.html>

### Devices/Development ● For those involved in the development of 5G-compatible devices

Millimeter wave packaging technology to support 5G mobile communication systems

<https://eetimes.jp/ee/articles/1912/06/news044.html>

Will the introduction of 5G change things? RF Chip Materials

<https://eetimes.jp/ee/articles/2003/06/news050.html>

### Introduction/Application ● To those who plan and operate related services

Transition to 5th generation (5G) mobile communication systems and challenges

<https://eetimes.jp/ee/articles/1911/19/news023.html>

Successful low latency delivery over 5G for use in VR telemedicine education solutions

<https://monoist.atmarkit.co.jp/mn/articles/2002/04/news030.html>

# Special site for the editorial feature "Connected Cars" Changing the Future of Mobility

MONOist

EETimes Japan

EDN Japan

スマートジャパン  
Smart Japan

BUILT  
Building×IT

Collaboration with IT  
area

@IT

ITmedia  
イテメディア

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イテメディア



The automotive industry is now entering a new phase. Not only are the functions of the car itself dramatically improving, but communication technologies such as 5G and telematics are evolving the car into a **"connected car,"** and new services involving industries other than the automobile industry, such as insurance, passenger services, and logistics, are being created.

The **"connected car,"** which is closely related to the IT industry, has a different sense of speed of innovation than the conventional automobile industry, which has introduced new models in a three to five year cycle. Leveraging this sense of speed, new companies from outside the automotive industry have been entering the market to start new businesses. The automotive industry, which is changing under the influence of these companies, is also trying to create a new form of mobility that is not limited to conventional vehicles, while involving society as a whole.

This special site will focus on the future of mobility through the following three approaches: **"Automated Driving,"** which covers the evolution of vehicle control technology, including sensing; **"Connectivity,"** which focuses on the technologies that enable vehicles to connect, essential for the creation of various services; and **"Social Innovation,"** which covers specific services that will change society. The "Connected Cars" will change the future of mobility from three perspectives.

Three perspectives  
Approaching the Future of the  
"Connected Car"

automatic operation  
(machine)

AUTONOMOUS VEHICLES

Keywords.  
Automated driving technology, ADAS, formation driving, electrification, unmanned driving  
Automotive electronics, artificial intelligence, deep learning, and

connectivity

CONNECTIVITY

Keywords.  
5G, telematics, ITS, connected cars, IoT, and  
Over-the-air updates (OTA), security

social reform

SOCIAL INNOVATION

Keywords.  
Mobility services, logistics, congestion relief, ridesharing, and  
Car sharing, car insurance, transportation in underpopulated areas



# Ad Menu



# Billboard banners (still/video)

Great impact! Billboard banners," which are displayed prominently at the top of the website, are now available on MONOist / EE Times Japan / EDN Japan / Smart Japan. It is possible to appeal with still images or to play video.

## ▼ Product specification (1): Only videos are displayed in big size



## ▼ Product Specification (2): Video is displayed left or right aligned (position can be selected)



### still image

page of a magazine	number of boxes	Publication Period	Charge	remarks
all	1	1 week ~	CPM\$72	5,000imp~ Guaranteed

- Size : 970 (right and left) x 250 (top and bottom)
- Capacity : Less than 150 KB
- File Format : gif, jpg, png / Looping not allowed
- Animation : 30 seconds or less
- Number of simultaneous listings : 3
- Number of replacements : One time during the period
- Deadline for submission : 3 business days before

### video

page of a magazine	number of boxes	Charge	Product Specifications
TOP/article page	1	view@ CPM\$120 Minimum implementation amount \$3,600	<p>▼ Specifications (1) Left and right: 970px / Top and bottom: 400px *Deployed within the sizes listed above.</p> <p>▼ Specifications (2) Left and right: 970px / Top and bottom: 250px Video: 444 x 250 px Still image: 526 x 250 px</p>

## ▼ Submission Rules

Submission Materials	file form (something takes)	capacity	Size	remarks	deadline for submitting manuscripts
video file	mp4	Within 2GB	Specification 1: 970 x 400 px max. 16:9 material recommended Specification 2: 444 x 250 px	Within 30 seconds	10 business days before
Thumbnail (still image)	gif, jpg, png	150KB or less	Video and still images of the same size horizontally and vertically	-	
static image file *Only in the case of specification ②.	gif, jpg, png	150KB or less	526 x 250 px	What is a thumbnail? Other materials recommended	

### ▼ Notes

The number of views and rates vary depending on the availability of other advertisements. Please contact our sales staff for more information. We will use the system provided by Loco Research, Inc. for distribution. If you wish to use a third-party delivery service arranged by your company using a different system, we will provide you with an imp guarantee. Please note that WelcomeScreen may be posted at the same time. Please understand. Fees and specifications are subject to change without notice. Reporting items: views, clicks, views (rate), 1/4 views (rate), 2/4 views (rate), 3/4 views (rate), completed video views (rate) Audio is turned off by default.

# Banner Ad (EE Times Japan/ EDN Japan)

## The Latest Trends in Electronics Technology Worldwide

Aimed at engineers and managers who design and develop products using electronics technology, this site provides technical information on semiconductors and electronic components, displays, networks, software, energy, design and analysis tools, and the latest industry trends.

Top page image



Article page image



trade (brand) name	page of a magazine	Publication Period	Start Date	Assumed IMP	number of boxes	Charge	unit price	File format	Size (W x H)	capacity
① super-banner	all	1 month	any	Imp guarantee	-	-	CPM \$48	gif, jpg, png	728 x 90	150KB less than
② W Super Banner	all	1 month	any	Imp guarantee	-	-	CPM \$60	gif, jpg, png	728x180	150KB less than
③ Rectangle	all	1 month	any	Imp guarantee	-	-	CPM \$48	gif, jpg, png	300x300/ 300x250/ 300x600	150KB less than

The menu for pure ads is the same for EE Times Japan/ EDN Japan. Pushdown Super Banners are only available for third-party distribution.

# Smartphone View

This is an advertising product that specializes in a user interface for smartphone access only.



**TOP side**

**Article page**

**(1) Rectangle**

**(2) Text**

■ Smartphone users different from PC version

Already 20% of all impressions Accessed from a smart phone.

## Advertising Products & Specifications

### ▼EE Times Japan

	trade (brand) name	page of a magazine	Publication Period	impression impression	number of boxes	Charge	unit price	File format	Size (W x H)	capacity
(1)	Smart Phone Rectangle	TOP, Articles	Optional (from 1 week or more)	imp guarantee (from 100,000 imps)	-	-	CPM \$42	gif, jpg, png	300 x 300 300 x 250	Less than 150KB
(2)	Smartphones Text	article	1 month	Assumed 440,000 imps	2	\$2,400	-	text	28 characters or less	-

### ▼EDN Japan

	trade (brand) name	page of a magazine	Publication Period	impression impression	number of boxes	Charge	unit price	File format	Size (W x H)	capacity
(1)	Smart Phone Rectangle	TOP, Articles	Optional (from 1 week or more)	imp guarantee (from 30,000 imps)	-	-	CPM \$42	gif, jpg, png	300 x 300 300 x 250	Less than 150KB
(2)	Smartphones Text	article	1 month	Assumed 1.01 million imps	2	\$600	-	text	28 characters or less	-

# Mail Magazine



## Email advertising that delivers information directly to readers

We have e-newsletters by industry and manufacturing process.

**Header/footer that** can be inserted at the top/bottom of the newsletter for editorial distribution and

**Special edition that** allows you to promote one email ad exclusively as an extra issue of the editorial newsletter.

Attribute-specific **targeted mailings** are available.

■ Want to reach the entire manufacturing industry and secure the distribution population by attracting customers, etc.

⇒ **Monodzukuri Comprehensive Edition**

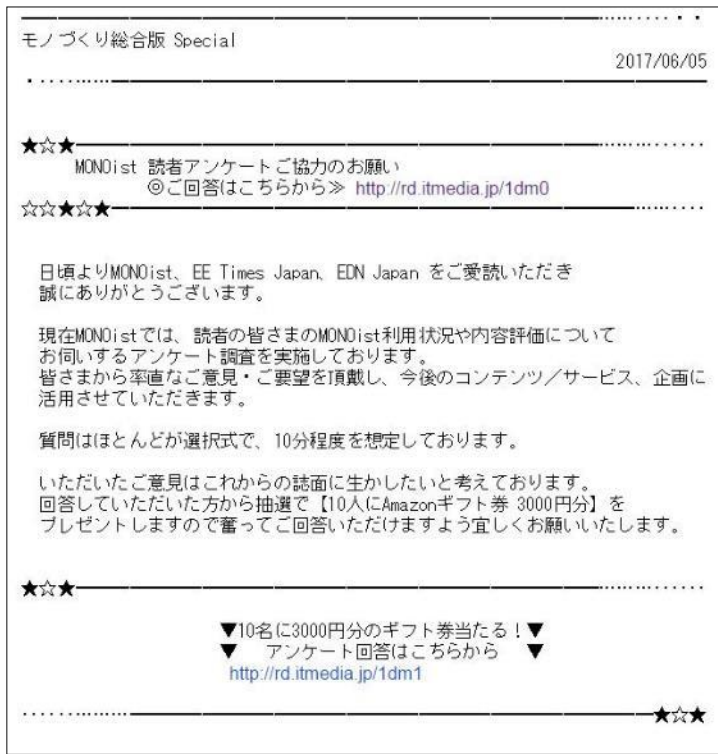
■ Want to reach readers who are interested in the theme

⇒ **Electronics/embedded development, mechanical design, manufacturing management**

Choose from **Automotive, FA, Medical Equipment**

■ Want to send out emails only to readers narrowed down by attribute criteria

⇒ **Targeting e-mail** (next section)



Media	e-mail magazine	space (room, area, outer space)	number of boxes	Manuscript Specifications			Number of deliveries	Delivery Date		Charge	
MONOist EE Times Japan	Electronics Design / Embedded Development E-Newsletter	header	2		Within 38 full-width characters (76 half-width characters)	× x 5 lines	Approx. 129,000	Weekly Mon-Fri	morning	\$1,800	
		Special Edition Email	1	Title: Main text:	Within 30 full-width characters (60 half-width characters) Within 38 full-width characters (76 half-width characters)	× x 1 line × 100 lines or less	Approx. 107,000	Weekly Mon-Fri	morning	\$11,400	
		Special Edition Email (HTML format)	1	*Please refer to the <a href="#">ad rate table on</a> page 31 and after for the manuscript specifications and submission method for HTML format Special Edition e-mails.				Approx. 107,000	Weekly Mon-Fri	morning	\$12,600
		header	2		Within 38 full-width characters (76 half-width characters)	× x 5 lines	Approx. 201,000	Every Thursday	morning	\$1,800	
EDN Japan	Monozukuri Sogo E-Newsletter	Special Edition Email (HTML format)	1	Title: Main text:	Within 30 full-width characters (60 half-width characters) Within 38 full-width characters (76 half-width characters)	× x 1 line × 100 lines or less	Approx. 168,000	Weekly Mon-Fri	lunch	\$13,440	
		Special Edition Email (HTML format)	1	*Please refer to the <a href="#">ad rate table on</a> page 31 and after for the manuscript specifications and submission method for HTML format Special Edition e-mails.				Approx. 168,000	Weekly Mon-Fri	lunch	\$14,640

### [Notes]

There are no ad reports for the header, middle, and footer. Please understand this in advance.

URLs for Special and Targeted emails will be changed to click-counting URLs at the time of delivery. Please be aware of this.

Supplemental information for creating mail magazine advertisements

URLs are limited to 3 URLs per 5-line ad, and up to 20 URLs per issue/special edition mail.

There will be one text ad.

Please submit your advertisement as a complete manuscript by e-mail. No proofreading or corrections will be made.

Please be sure to include a space before and after the URL of the link. Links may not work in some user environments.

Please be sure to use monospace fonts when preparing your manuscript.

Please refrain from using machine dependent characters.



# Targeting mail (MONOist/EE Times Japan/EDN Japan/Smart Japan)

Engineering Media has about 210,000 members in the manufacturing industry. Targeting Email can extract only the target you want to convey from among the members and deliver your message effectively. Please use this service for "Leading to white papers," "Product announcements," "Leading to campaign sites," "Attracting seminar attendees," and more.

Price : \$2,400~ / 1 time (tax not included)  
Available days for delivery : Weekdays  
Maximum number of deliveries: approx. 203,000

Number of engineering media members who obtained targeted e-mail permissions

Manuscript Rules (\*Please refer to the Manuscript Standards for information on how to submit manuscripts, prohibited characters, etc.)  
Subject: 30 characters or less  
Body: 38 characters or less (76 characters or less) x 100 lines or less  
Submission deadline: 3 business days before 6:00 p.m.  
Click count: Yes, up to 20 URL links (\*)

## List Price (excluding tax)

Action History Designation  
\$0.6 @ 1 mail  
(Text mail, data usage fee + delivery work fee included)

Member registration data  
\$1 @ 1 mail  
(Text mail, data usage fee + delivery work fee included)

Company Name  
\$1.2 @ 1 mail  
(Text mail, data usage fee + delivery work fee included)

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

## <Segment field>.

### ■ Industries

Agriculture, forestry, fisheries and mining  
Construction  
Trading companies  
Manufacturing  
Computer-related equipment manufacturing  
Computer software manufacturing  
Electronic components, devices, and circuits  
Electrical equipment  
Automobile and transportation equipment  
Industrial and office equipment  
Food, chemical, and pharmaceutical manufacturing  
Materials and energy-related manufacturing  
Other Manufacturing  
Information Services  
Packaged software industry  
SI (System Integrator)  
Contract development and information processing  
Embedded software  
IT consulting  
Other information processing and information services  
Telecommunications service providers  
Telecommunications carriers  
ISP, iDC, SaaS cloud providers  
Other telecommunication service providers

Wholesale and retail trade  
Electricity, gas, heat supply, and water supply  
Transportation and postal services  
Finance and insurance  
Real estate and goods rental  
Lodging and food services  
Lifestyle-related services and entertainment  
Professional and technical services  
Newspapers, publishing, broadcasting, media and advertising  
Education and learning support  
Medical care and welfare  
Other service industry  
Government/Organization  
Other Industry  
Free Trade  
Housewife/Househusband  
Student  
Unemployed

### ■ Occupation

Management and Corporate Planning  
Environmental measures and environmental promotion  
Construction and civil engineering related jobs  
Information Systems  
Internal Information Systems (CIO Manager)  
In-house information systems (planning and procurement)  
In-house information systems (development, operation and management)  
In-house information systems (other)  
IT Consultant  
IT Architect  
Project Manager  
System Analysis and Design  
Programming & Testing  
Maintenance and operation management  
Other Information System related jobs  
Monozukuri (R&D/Design/Production and Manufacturing Technology) related jobs  
Product planning  
Research  
Development  
Logic and circuit design (analog)  
Logic and circuit design (digital)  
Mechanical design (mechanism, chassis, etc.)  
Other Design  
Analysis and simulation  
Embedded software development (PM/Architect)  
Embedded software development (design/programming)  
Embedded software development (testing/quality control)  
Manufacturing/Production Engineering  
Production Management/Process Control  
Quality Control  
Other manufacturing-related jobs

General Affairs, Human Resources and Education  
Finance/Accounting/Accounting  
Purchasing  
Public Relations, Advertising and Marketing  
Design and Creative Work  
Sales, sales, and service personnel  
Other Professional Positions  
Other General Employment  
Housewife/Househusband  
Student  
Unemployed

### ■ Position

Executive management and board level  
General Manager/Factory Manager Class  
General Manager  
Section manager class  
Section manager / chief  
General employee/staff class  
Contract, temporary, contracted, and dispatched employees

### ■ Location

Prefecture/Province

### Number of Employees

1 to 9 persons  
10 to 49  
50-99 persons  
100-299 persons  
300-499 persons  
500-999 persons  
1000-1999 persons  
2000-4999 persons  
5000 to 9999 persons  
More than 1,000 people  
Non-Corporate Organization  
Not applicable

### Annual sales scale

Less than \$600,000  
\$600,000 to less than \$1,200,000  
\$1,200,000 to less than \$1,200,000  
\$1,200,000 to less than \$60,000,000  
\$1,200,000 to less than \$60,000,000  
\$60,000,000 to less than \$120,000,000  
\$600,000,000 to less than \$1,200,000,000  
\$600,000,000 to less than \$1,200,000,000  
More than \$12,000,000,000

### ■ Matters related to introduction

Digital Semiconductors  
Digital Semiconductors  
Analog Semiconductors  
Measuring/Inspection Equipment  
EDA Tools  
Electronic Components/Materials  
Power Supplies  
Computers & Peripherals/Communication Equipment  
Electronic Equipment Related Services  
wireless technology  
LED display  
Programmable Devices  
Sensors  
Embedded Development  
Embedded Development Tools  
Embedded Boards  
Embedded Software  
robot  
Software Testing/Debugging  
In-vehicle Software  
Embedded Security  
Embedded OS  
FA/Control Systems  
Compliance with International Standards  
Mechanical Design  
CAD  
computer-aided engineering  
CAM/Machine Tools  
3D printer  
3D scanner  
Cutting/Molding  
Product Planning/Design

Manufacturing Management  
PDM/PLM  
production control  
ERP for Manufacturing  
SCM for Manufacturing  
Inventory Control  
production scheduler  
BOM  
Drawing Management/Document Management  
Manufacturing Cloud  
Other IT Solutions  
Consulting Services  
Power saving/storage/generation  
Energy-saving equipment (including LED lighting)  
Power generation systems (e.g., solar)  
energy storage system  
Energy Management Systems/Services  
Electric vehicle related (including parts/materials)  
Power supply service  
Carrier  
career enhancement  
reskilling  
language study  
Engineering Education  
Other

# Advertorial Article

## advertorial article

This is a generic term for a menu where editors plan and produce original advertising articles in the style of editorial articles that convey information about products, solutions, and services in an easy-to-understand manner to readers.

It can be implemented in formats to suit a variety of purposes, such as improving corporate and brand image, expanding commercial product recognition, and event reporting.

We provide a continuous communication contact with your readers by keeping your company's content published in the media.

## Extensive menu of advertorial articles



- Behavioral history targeting advertorial
- Page view guarantee advertorial
- Posting period guarantee advertorial
- Lead generation advertorial
- Re-direction and additional Induction Plan

EE Times Japan > Special > 「800Vから48V降圧」で自動車の“多様な電動化”に応えるVicor

Vicor オートモーティブグループディレクター 小川雅彦氏

「800Vから48V降圧」で自動車の“多様な電動化”に応えるVicor

2018年10月より本格的に自動車市場に参入したVicorは、日本でも車載ビジネス拡大に向けた体制を整えている。あらゆる電力レベルに合わせ、4種類の電源モジュールで300種以上の電力供給ソリューションを実現できるVicorは、日本ではどのような車載ビジネス戦略を打ち立てているのか。Vicorの日本法人とオートモーティブグループディレクターを務める小川雅彦氏に聞いた。

© 2021年08月24日 10時30分 公開 [PR/EE Times Japan]

印刷する 12 Share BI

世界各国で加速する自動車の電動化

——自動車では電動化の動きが加速しています。現在のEV（電気自動車）の市況をどのように分析していますか。

小川雅彦氏 国内外の自動車メーカー各社が、EV+FCV（燃料電池車）の開発を急加速している。例えば米・自動車メーカーでは2035年までにエンジン車を全廃。欧州のメーカーでは2035年に向け大型にEVへシフトする計画を打ち出している。これまで長年にわたり、全世界で生産される自動車におけるEVの割合は1〜2%と非常に少なかったことを考えれば、これらがいかにドラスティックな転換であるかが分かるだろう。

さらに、自動車メーカー各社は、これまでの比較的小規模な市場に向けてEVを販売していたが、メイン市場にも拡大する方向に舵を切っている。こうした状況から、2030年には、6350万台生産されるxEVのうち、EVはその半分以上となる2900万台になると予測されている。

The race to electrification

■ This year new vehicle estimates are even higher than last year

- New car sales are likely to drive customer demand
- Higher number of EV introductions

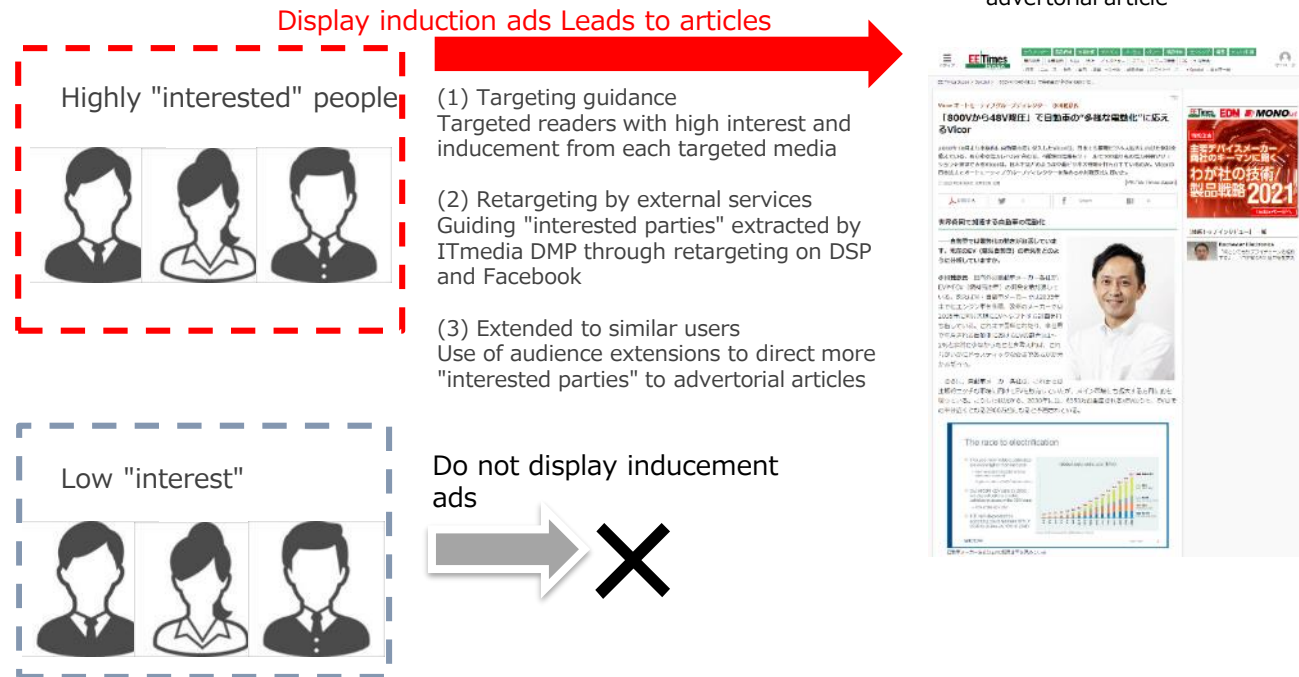
■ Out of 83M xEV cars by 2030, the expected battery electric vehicles to account for 28V cars, 60% of the xEV total

■ ICE vehicle production, according to a report from 87% in 2020 to as low as 12% in 2040

自動車メーカー各社はEVの開発に急を感している

# Behavioral History Targeting Advertorial

Identification of "interests" based on readers' behavioral data  
(article browsing history)  
Only those who are "highly interested" will be directed to the  
advertorial article.



## Implementation Fee

\$20,400

(Tax not included, Gross)

## Advertisement Specifications

Guarantee form	Page View Guarantee
Guaranteed Page View	5,000Page View *Fees based on Page View are on the next page.
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
menu	Production of 1 advertorial article Approximately 4,000 words and no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page View, Unique Browsers, companies viewed, etc.)
Article Publication	EE Times Japan or EDN Japan

Keywords can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers. This service is an extended audience distribution and external media plan.  
Target media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan  
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 Page View is achieved, but are guaranteed to remain up for at least one week.

### ☑ Increase awareness, especially among "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 out to people who have never visited ITmedia

Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests and concerns" who have never visited ITmedia on external media. This will broaden the reach of your readers.

# Behavioral History Targeting Advertorial

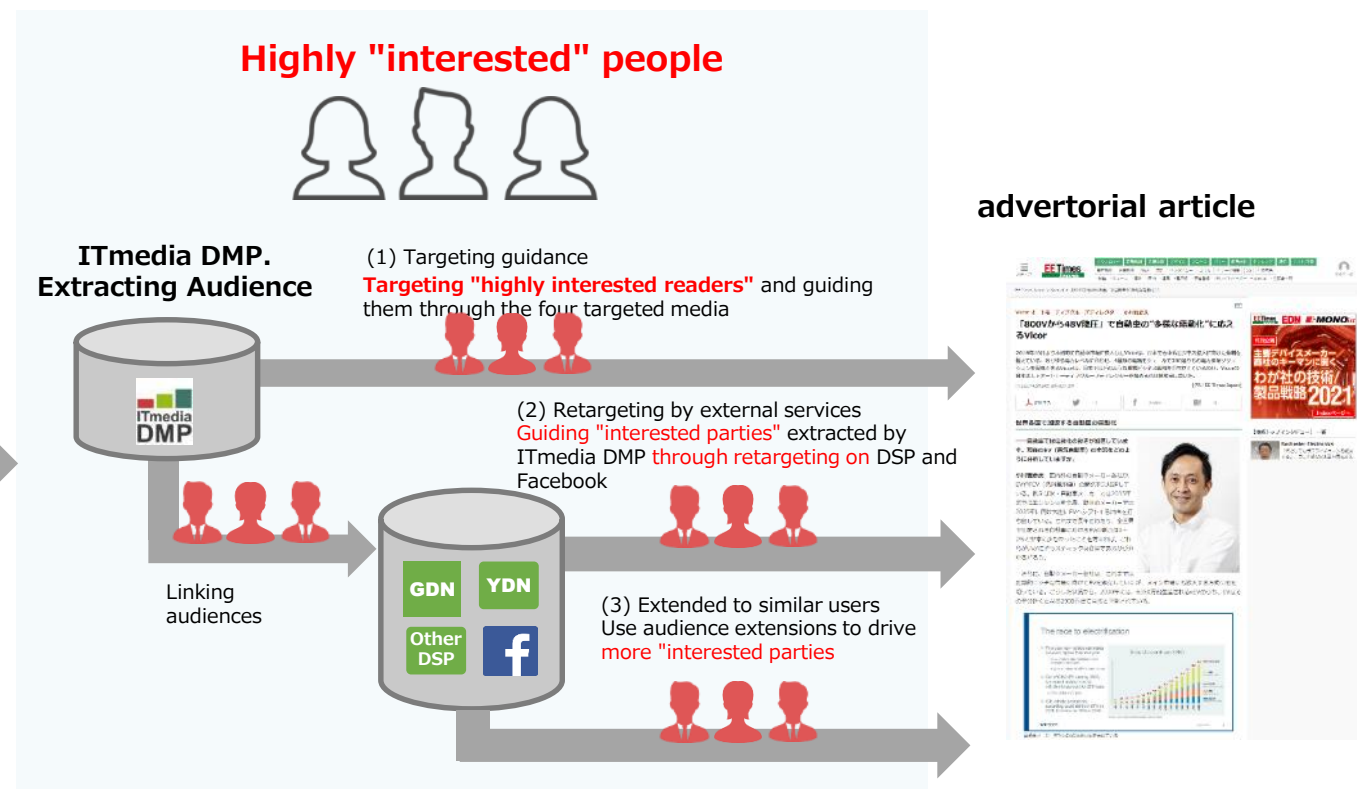
## Guaranteed Page View & Price

Guaranteed Page View	3,000 Page View	4,000 Page View	5,000 Page View	10,000 Page View
Price	\$20,400	\$19,200	\$20,400	\$27,600

## Delivery Mechanism

**Specify segment**  
Using the reader's article browsing history, the  
Extracts "highly interested readers."

**Example: Readers of articles containing keywords related to power supply design**



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



# EE Times Japan Special/EDN Japan Special (advertorial article)

We produce and publish article-based advertisements (PR contents) in accordance with your company's requirements. We can create content such as interviews with top management, case studies, exhibition reports, product introductions, etc., in accordance with your promotional objectives. Ideal for developing promotions for the electronics industry.

## Standard Plan (3,000 - 4,000 characters) \$15,600

Content: Production of one advertorial article (1html) (including content publication costs)

Implementation period: 1 month

Induction frame \*Common

EM ALL Sidelinks (1 month)

EE Times Japan top link or EDN Japan top link (1 month)

EE Times Japan / EDN Japan Links below the article (1 month)

EM Smartphone View Smartphone Link (1 month)

In case of re-submission of the first draft: \$3,600

In case of revisions after the final proofreading: \$1,200  
will be charged separately.

### Position of inducement frame



Top page

EM ALL  
side link

Top Links



Article Page

EM ALL  
side link

Link below  
the article

## EE Times Japan Special / EDN Japan Special 【Guaranteed Page View】



Offer Price

## Example of Guidance

2,000 Page Views  
Guarantee  
\$14,400

The above prices are for the Standard Plan (approx. 4,000 characters)

We offer this service at gross price, excluding tax  
In case of re-submission of the first draft: \$3,600  
In case of revisions after the final proofreading: \$1,200  
will be charged separately.

[Attention]

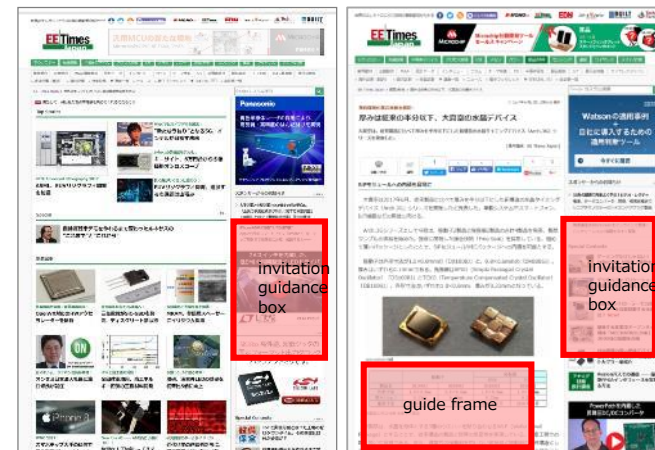
We may not be able to guarantee the number of Page Views depending on the content of the advertisement. Please consult with us in advance.

The scope of Page View is all article pages posted on PCs and smartphones.

The space and content of the inducement ads will be left to us.

Induction ads will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week (estimated one month).

We can also guarantee more than 2000Page View. Please contact us for the number of Page Views that can be guaranteed and pricing.



# EE Times Japan/EDN Japan × TechFactory Special (advertorial article planning & lead generation)

We create advertisements in the form of articles (PR content) in accordance with the requirements of the company.  
We will post the leads on the lead generation platform "TechFactory" and also use inducements from specialized media to acquire leads. By incorporating inducements from media with a large number of highly specialized readers, we can smoothly acquire high quality leads.

The collage illustrates the workflow of the TechFactory Special service. It includes screenshots of EE Times Japan articles, the TechFactory Special interface, and a green arrow indicating the flow from a special inducement frame to a 'Read more' link and finally to article reading.

**TechFactory special guided quota**

**Special inducement frame → "Read more" → article reading**

## From \$14,400

- TechFactory "Editorial advertorial article" production, 50 leads (non-segmented) included
- Changes to lead attributes and number of leads are also possible. Please contact us for details

### ■ Remarks

This menu is a lead acquisition plan at TechFactory.  
advertorial articles published on TechFactory do not include post-production reports such as Page View, Unique Browsers, etc.  
The maximum lead acquisition period is 2 months.  
When we receive an application with a guaranteed number of leads, as soon as the acquisition is complete, the media will not be directed to the site.  
It will be suspended, but we guarantee publication for at least one week.  
Revision of the first proof: \$3,600 , Revision of the second proof: \$1,200  
The following charges will be added to the total  
Prices are exclusive of tax/gross.



# Re-direction plan (behavioral history targeting)

Provide additional reader guidance for advertorial articles that have already expired.

Enables full use of produced content

Display induction ads Leads to articles



- (1) Targeting guidance  
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services  
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users  
Use of audience extensions to direct more "interested parties" to advertorial articles



Do not display inducement ads



advertorial article



Implementation Fee

2,000Page View ~ :  
CPM \$6,000 (Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page View Guarantee
Guaranteed Page View	Any from 2,000Page View or more
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
menu	Additional guidance to existing content Viewing report (Page View, Unique Browsers, companies viewed, etc.)
Media in which the subject ad article is published	EE Times Japan or EDN Japan

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.

Keywords can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers. This service is an extended audience distribution and external media plan.

Target internal media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan  
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 Page View is achieved, but are guaranteed to remain up for at least one week.

## ☑ Increase awareness, especially among "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 out to people who have never visited ITmedia

Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests and concerns" who have never visited ITmedia on external media. This will broaden the reach of your readers.



# EE Times Japan/EDN Japan Re-targeting Plan (Page View Guarantee)

Provide additional reader guidance for advertorial articles that have already expired.

Enables full use of produced content

EE Times Japan/EDN Japan  
Dedicated advertorial article inducement  
space in TOP, article pages, etc.

advertorial article



Implementation Fee

1,000 Page Views  
\$6,000

2,000 Page Views  
\$7,200

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page View Guarantee
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
menu	Additional guidance to existing content Viewing report (Page View, Unique Browsers, companies viewed, etc.)
Media in which the subject ad article is published	EE Times Japan or EDN Japan

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.

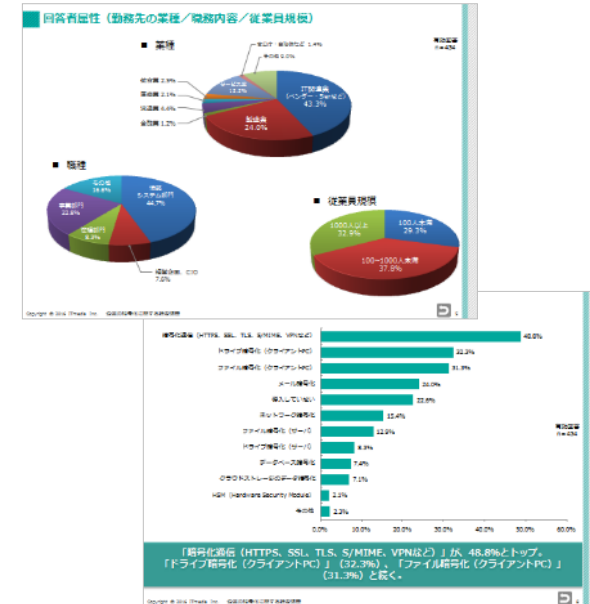
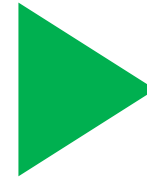
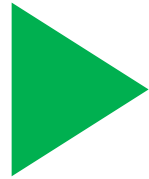
The space and content of the inducement ads will be left to us.

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

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

# "Market Research"

Research conducted by media outlets that know the industry and its readers well.  
It highlights the challenges and demands of the industry and its readers.



## ■ Model price: \$18,000 or over

### 【Notice】

We will conduct the survey using a web-based survey system (SurveyMonkey, etc.) and the delivered report will be statistical data. The report will be statistical data and will not contain any personal information.

Delivered report is a simple tabulation and graphing of the collected responses (PPT/PDF)

Questions and questionnaires will be designed based on the applicant's draft questions, and will be reviewed by ITmedia staff.

The name of the survey subject (the applying client) will be listed on the survey form.

Due to the specifications of the survey system, we cannot guarantee that we will be able to design all the questions you request.

The standard expected number of responses is 200 and the number of questions is 15. The number of responses is a standard number and is not guaranteed.

Prices vary depending on the number and content of questions and target number of responses

Cross tabulation (\$600), free response classification (\$2,400), and debriefing session (\$2,400) are available as paid options.

# Theme Site Sponsor

Exclusive ownership of specialized sections focused on specific themes to cultivate prospective customers



Rates: Please contact your sales representative.

# Contact Us

## ITmedia Inc.

### Sales Division

E-Mail : [sales@ml.itmedia.co.jp](mailto:sales@ml.itmedia.co.jp)

Office : 3-12 Kioi-cho, Chiyoda-ku, Tokyo 102-0094, Japan  
Kioicho Building 13F

Web : <https://promotion.itmedia.co.jp>

All prices in this document are gross and do not include tax.  
Please note that the page design is subject to change.



Contact Us ITMedia Corporation Sales Division

Kioicho Building, 3-12 Kioicho, Chiyoda-ku, Tokyo 102-0094, Japan (12/13F)

Mail: [sales@ml.itmedia.co.jp](mailto:sales@ml.itmedia.co.jp)

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