Practical information site for IT departments to innovate their business

ITmedia Enterprise 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

Cancelation Policy

About ITmedia Enterprise

Empower Your Future with Digital
-IT practice information media that gives companies the driving force to move into the future.

ITmedia Enterprise" is a specialized media that provides useful information for practical use with the aim of "solving business issues with the power of IT" across the boundaries between corporate information systems and line of business (LOB) divisions.

Enterprise IT in the age of connectivity will create business challenges that cannot be captured within the framework of conventional enterprise IT. The challenges themselves are also of a nature to rethink the very foundations of the industry. This medium introduces trends in enterprise IT systems, which are being required to meet increasingly diverse demands for agility, performance, cost efficiency, and operational sophistication, as well as IT policy trends by industry, such as finance, logistics, public services, food, and retail, in Japan and overseas. In addition, we will introduce trends in IT tactics and IT solutions in Japan and overseas based on multiple axes, including a specialized section on data-driven and business automation as a cross-industry theme.

Media Overview

Practical information site for business leaders to innovate their business with IT

Media configuration

The following cross-industry themes were established to introduce trends in domestic and international IT tactics and solutions along multiple axes

medium specification

Approximately 1.63 million Page Views / 1.06 million Unique Browsers
Approximately 190,000 newsletter subscriptions

*June 2022 actual

Digital Business +Design - Designing Data Driven Management

Under the theme of "Tactical Execution Capability to Promote Data Driven", which is a way of thinking and means to make business decisions based on data, we will introduce the ideal IT infrastructure for data-driven business operations, guidelines for architecture selection, examples of corporate practices, and technology trends.

Business Automation - The New Normal for Work in the Digital Age

Focusing on organizational management and automation and digitalization, including automation of back-office operations, business transformation, and digitalization promotion, this session will present information on how to achieve highly efficient automation with IT solutions.

Digital Native Leaders - Growing Your Organization with DX

With the themes of digital strategy, organizational transformation, and vendor management, how can we develop a digital strategy in collaboration with the field, and how can we create a system that enables the entire organization to move forward with it? This session will introduce the knowledge that leaders of the next generation of business should acquire.

Security - For those who protect information and systems

Based on the increasingly diverse IT infrastructure of the future, we support risk management and governance enhancement of increasingly complex corporate IT systems by delivering incident information as quickly as possible.

reader target

Leaders of DX in various industries, project leads and digital leaders

Digital leaders who drive DX to success
IT leadership level to support corporate growth in the era of digital natives and promote business digitization
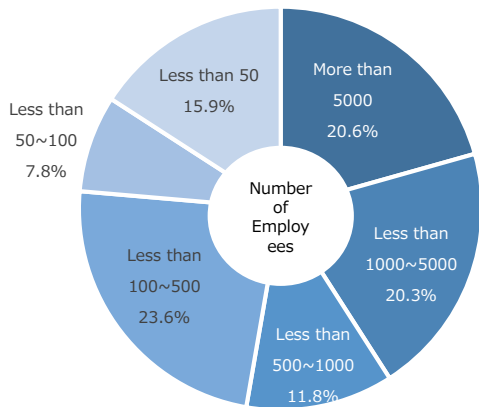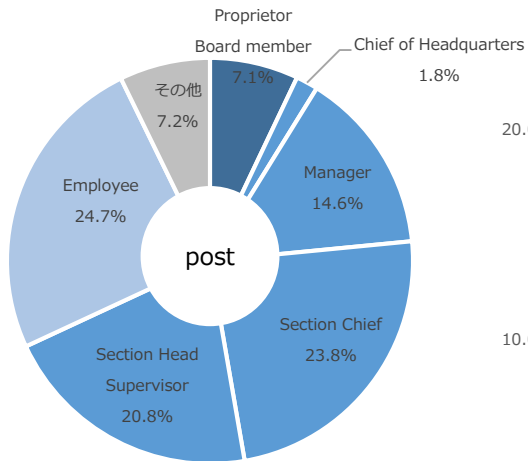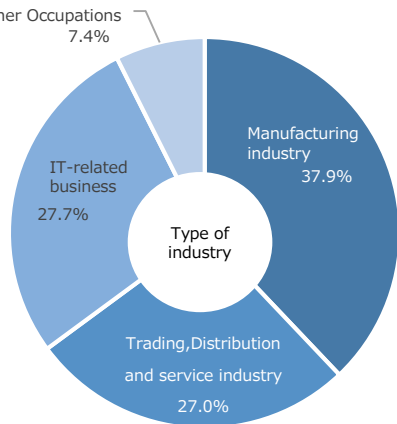
61%
User Company

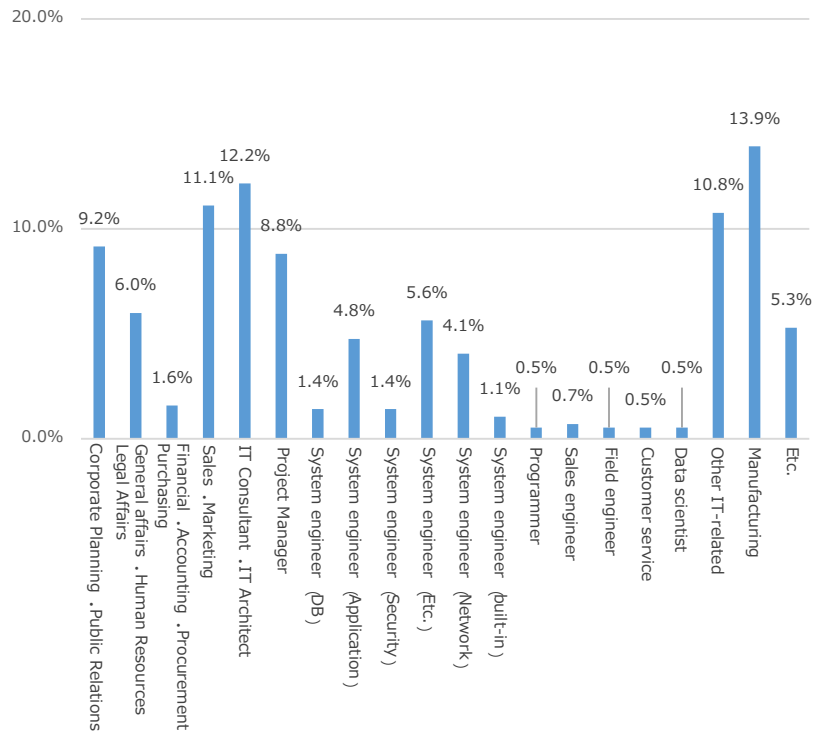**68%**
Section Chiefs or above rank

74%
Developing and implementing strategies for DX.

Reader Attributes

Type of industry

- Manufacturing industry 37.9%
- Trading,Distribution and service industry 27.0%
- IT-related business 27.7%
- Other Occupations 7.4%

post

- Manager 14.6%
- Section Chief 23.8%
- Section Head Supervisor 20.8%
- Employee 24.7%
- その他 7.2%
- Board member 7.1%
- Proprietor
- Chief of Headquarters 1.8%

Number of Employees

- More than 5000 20.6%
- Less than 1000~5000 20.3%
- Less than 500~1000 11.8%
- Less than 100~500 23.6%
- Less than 50~100 7.8%
- Less than 50 15.9%

Type of occupation

Occupation	%
Corporate Planning .Public Relations	9.2%
Legal Affairs	6.0%
General affairs .Human Resources	1.6%
Financial .Accounting .Procurement	11.1%
Purchasing	
Sales .Marketing	12.2%
IT Consultant .IT Architect	8.8%
Project Manager	1.4%
System engineer (DB)	4.8%
System engineer (Application)	1.4%
System engineer (Security)	5.6%
System engineer (Etc.)	4.1%
System engineer (Network)	1.1%
System engineer (built-in)	0.5%
Programmer	0.7%
Sales engineer	0.5%
Field engineer	0.5%
Customer service	0.5%
Data scientist	10.8%
Other IT-related	13.9%
Manufacturing	5.3%
Etc.	

Permanent Corner: Data Driven Management

Digital Business|+Design
データドリブン経営をデザインする

**Digital Business +Design
Designing Data Driven Management**

theme

Tactical execution skills to advance data-driven

- Data Driven Management
- ERP renewal
- Information Infrastructure Integration
- CX Reform
- Business-to-business data collaboration and data exchange
- traceability

- risk management
- BPR
- Corporate Organization Reform
- Operations Automation
- AI Utilization
- Paperless, etc.

target

- Practical leader in digital business and DX promotion
- (including IT and non-IT departments)
- IT procurement personnel in business to management departments
- Digital business creation practitioners and xTech trend watchers

contents

Case studies and practical methodologies for transforming organizational practices and business models through the power of digital and design

- management foundation reform
- Democratization of data management and data analysis
- CX Reform
- Municipal DX, Financial DX, Logistics Tech...

What is Snowflake so great and what can it do? Technical characteristics and possibilities as seen by IT architects
https://www.itmedia.co.jp/enterprise/articles/2109/01/news010.html

Toyota and NTT aim for the future with "Woven City
https://www.itmedia.co.jp/enterprise/articles/2111/10/news012.html

What is Isetan Mitsukoshi's "Omotenashi DX"? DX infrastructure proven by a department store covered with legacy systems
https://www.itmedia.co.jp/enterprise/articles/2112/24/news065.html

Permanent Corner: Automation of Operations

業務の自動化
～デジタル時代の仕事の新常識～

Business Automation - The New Normal for Work in the Digital Age

theme

Focus on organizational management and automation digitalization Tips for achieving the highest efficiency in business automation.

- RPA
- AI-OCR
- BPR

- process mining
- Workflow Automation
- Automation of back-office operations
- iPaaS (Integration Platform as a Service)

target

- Practical leader in digital business and DX promotion
- (including IT and non-IT departments)
- IT procurement personnel in business to management departments
- Digital business creation practitioners and xTech trend watchers

contents

Tips for Effective Business Automation Process Mining to get to the heart of business automation

- De-paper and Digitalization: The Growing Automation of Municipal Operations
- Set up business automation that transcends departments The Art of Business SaaS x Business SaaS Automation
- Interviews with organizations that practice business automation (assuming municipal or corporate case studies)
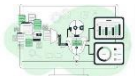
Is there a future for "Galapagosized" Japanese RPA tools? Explore the problems from a comparison of Japanese and U.S. organizations.
https://www.itmedia.co.jp/enterprise/articles/2202/16/news007.html

How do local governments proceed with DX? Three years after the introduction of RPA, the Ibaraki Prefectural Government has come up with a realistic solution:
https://www.itmedia.co.jp/enterprise/articles/2109/24/news095.html

DXで組織を成長させる
DIGITAL NATIVE
LEADERS

Digital Native Leaders - Growing Your Organization with DX

theme

The next generation of business leaders must learn to Knowledge of relationship building to "accompany" vendors and consultants or "co-create" with partner companies

- Digital Strategy
- DX
- in-house production
- joint creation
- Accompanying SI, Consulting

target

- Persons in charge of IT strategy in organizations such as companies and municipalities
- Persons in charge of operations and implementation, including infrastructure and applications (in a position to consider both business efficiency and the functions required by IT)
- Management and executives responsible for IT strategy in small and medium-sized enterprises

contents

How to lead your organization in your digital strategy

- Example of a company that developed a DX strategy, implemented it, and involved the organization in its progress e.g., a case study of a person in charge of migrating mission-critical systems to the cloud and establishing in-house production.
- Starting from scratch, the path to a "data-driven" organization
- Flexible Shigoto Digitally Explore strategies for hybrid work

The Impact of "60% Positive" Vendor Throwing: How Large Companies Can Get Out of Zubzub Dependence on DX:
https://www.itmedia.co.jp/enterprise/articles/2111/26/news095.html

TEPCO's Challenge How to advance DX while having legacy systems:
https://www.itmedia.co.jp/enterprise/articles/2201/18/news068.html

Permanent Corner: Security

Security 情報とシステムを守る人たちへ **Security- For those who protect information and systems**
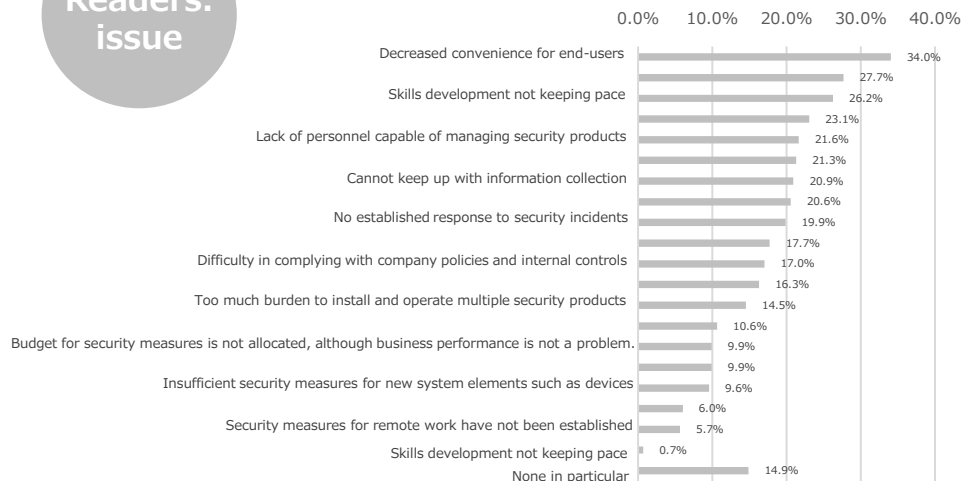
theme
Supporting risk management and governance of increasingly complex corporate IT systems by delivering incident information as quickly as possible based on the increasingly diverse IT infrastructure of the future
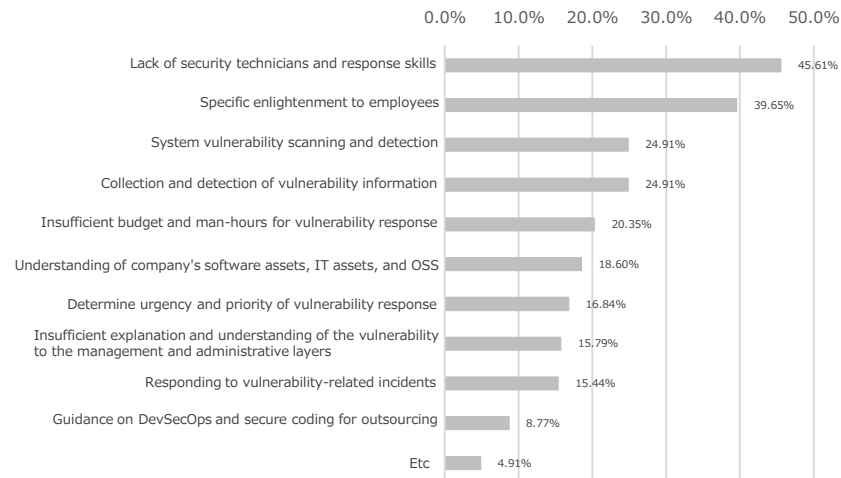
target
- Person in charge of IT strategy
- Operations personnel including IT infrastructure and applications

Readers. issue

Challenges in implementing security measures (multiple responses)

Category	%
Decreased convenience for end-users	34.0%
	27.7%
Skills development not keeping pace	26.2%
	23.1%
Lack of personnel capable of managing security products	21.6%
	21.3%
Cannot keep up with information collection	20.9%
	20.6%
No established response to security incidents	19.9%
	17.7%
Difficulty in complying with company policies and internal controls	17.0%
	16.3%
Too much burden to install and operate multiple security products	14.5%
	10.6%
Budget for security measures is not allocated, although business performance is not a problem.	9.9%
	9.9%
Insufficient security measures for new system elements such as devices	9.6%
	6.0%
Security measures for remote work have not been established	5.7%
Skills development not keeping pace	0.7%
None in particular	14.9%

Challenges in addressing vulnerabilities (multiple responses allowed)

Category	%
Lack of security technicians and response skills	45.61%
Specific enlightenment to employees	39.65%
System vulnerability scanning and detection	24.91%
Collection and detection of vulnerability information	24.91%
Insufficient budget and man-hours for vulnerability response	20.35%
Understanding of company's software assets, IT assets, and OSS	18.60%
Determine urgency and priority of vulnerability response	16.84%
Insufficient explanation and understanding of the vulnerability to the management and administrative layers	15.79%
Responding to vulnerability-related incidents	15.44%
Guidance on DevSecOps and secure coding for outsourcing	8.77%
Etc.	4.91%

Permanent Corner: Small and Medium Enterprises

A guide to IT use that works for small and midsize companies
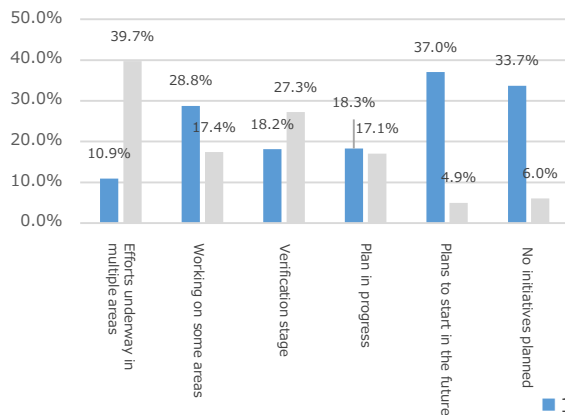
theme

Provides news, case studies, and IT utilization tips for small and medium-sized businesses to help them move forward in improving their business and operations.
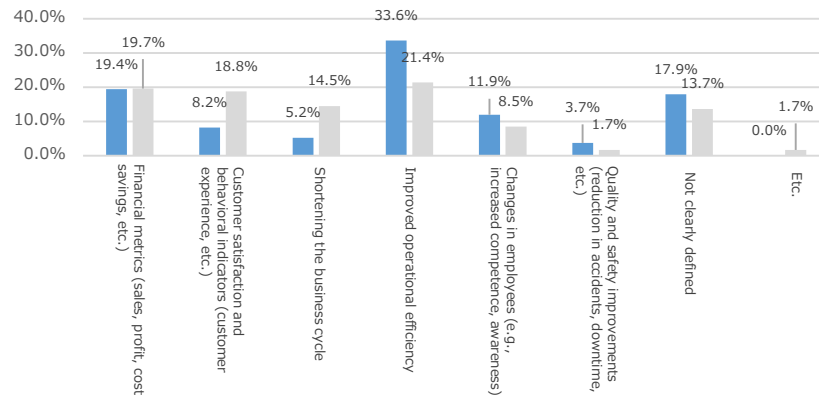
target

- Persons in charge of IT strategy for small and medium-sized enterprises
- Small and medium-sized enterprises and those in charge of digitizing and streamlining their business operations.

Readers. issue

DX Progress

Category	100-500 people	5000 or more people
Efforts underway in multiple areas	10.9%	39.7%
Working on some areas	28.8%	17.4%
Verification stage	18.2%	27.3%
Plan in progress	18.3%	17.1%
Plans to start in the future	37.0%	4.9%
No initiatives planned	33.7%	6.0%

Most important effectiveness indicator for the issue you want to solve

Category	100-500 people	5000 or more people
Financial metrics (sales, profit, cost savings, etc.)	19.4%	19.7%
Customer satisfaction and behavioral indicators (customer experience, etc.)	8.2%	18.8%
Shortening the business cycle	5.2%	14.5%
Improved operational efficiency	33.6%	21.4%
Changes in employees (e.g., increased competence, awareness)	11.9%	8.5%
Quality and safety improvements (reduction in accidents, downtime, etc.)	3.7%	1.7%
Not clearly defined	17.9%	13.7%
Etc.	0.0%	1.7%

■100-500 people ■5000 or more people

*Survey conducted in March 2022 n=567

Advertisement Menu

- Advertorial article
    - Behavioral history targeting advertorial
    - PV Guaranteed Advertorial
    - Lead Provisioning advertorials
- Middle page
- Audience Targeting Banners
- ITmedia Enterprise Targeted Email
- ITmedia Enterprise Special Edition Email
- 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.

Page Views Guarantee

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

Detailed reporting

We will provide you with a viewing report at the end of the posting period 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 IT Media before

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

Highly "interested" people

Display guided ads
Directed to article

Low "interest."

Guided advertising.
Do not display
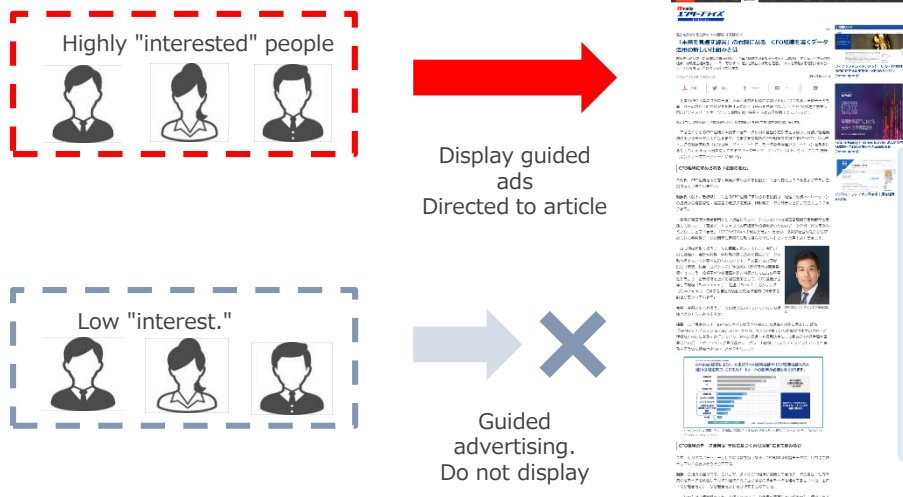
Usually with advertorial Comparison of Effectiveness

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.

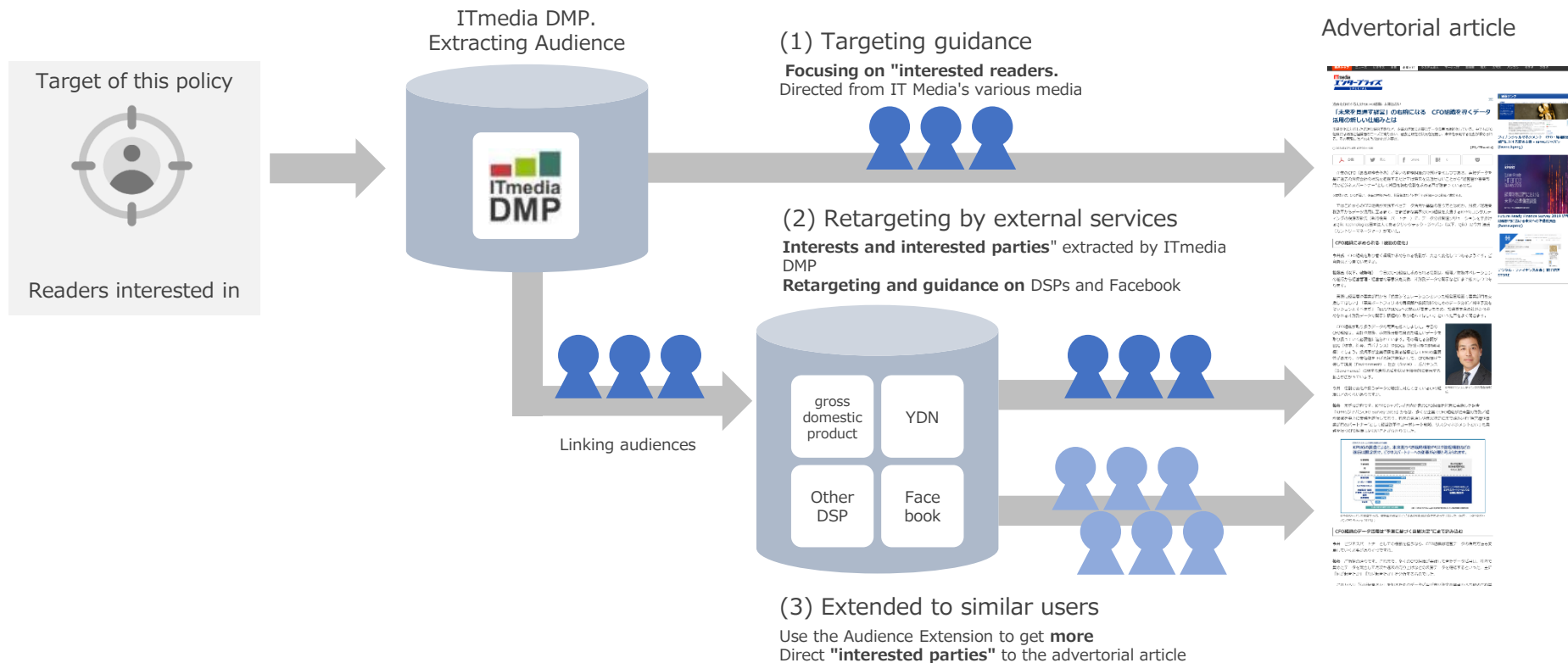### Implementation Fee

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

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	10,000 Page Views
Publication Period	Minimum 1 week to estimated 1 month (to be terminated as soon as guaranteed Page Views is achieved)
(technical) specification	Production of 1 advertorial article
	Approximately 3000-4000 words, up to 3 illustrations (with coverage)
	Includes content posting fee
	Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	ITmedia Enterprise

- 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.
- 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 Page Views is achieved, but are guaranteed to remain up for at least one week.

Image of action history targeting advertorial inducement

Increased effectiveness of listing by guiding target audience + similar users

Target of this policy

Readers interested in

ITmedia DMP.
Extracting Audience

Linking audiences

gross domestic product | YDN

Other DSP | Face book

(1) Targeting guidance
 Focusing on "interested readers.
Directed from IT Media's various media

(2) Retargeting by external services
Interests and interested parties" extracted by ITmedia DMP
Retargeting and guidance on DSPs and Facebook

(3) Extended to similar users
Use the Audience Extension to get **more**
Direct **"interested parties"** to the advertorial article

Advertorial article

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

Behavioral history targeting advertorial

Warranty Page Views, Price and Notes

Guaranteed Page Views	3,000 Page Views	4,000 Page Views	5,000 Page Views	10,000 Page Views	15,000 Page Views	20,000 Page Views	30,000 Page Views	50,000 Page Views
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/audiencedashboard) 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 Page Views.   *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
in a specific field.
Extracts "highly interested readers."

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

**ITmedia DMP.
Extracting Audience**

ITmedia DMP

Linking audiences

Gross domestic product   YDN

Other DSP   f

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

(1) Targeting guidance
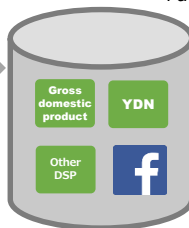Targeting "highly interested readers" and directing them within the four target media

(2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook

(3) Extended to similar users
Audience extensions are used to Induce more "interested parties

Advertorial article

FUJITSU

Re-direction plan (behavioral history targeting)

Guiding readers to advertorial articles that have expired by adding them again
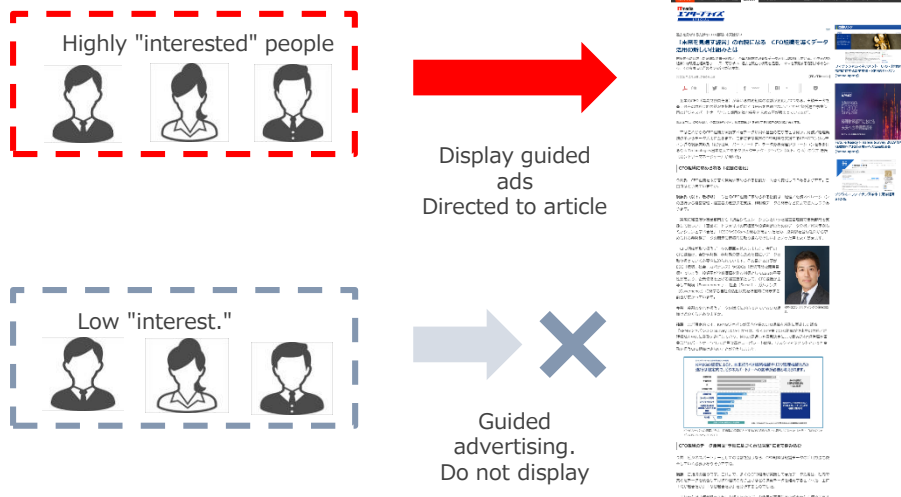Enables full utilization of the content produced.

➢ **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 IT Media before**

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

Highly "interested" people

Display guided ads
Directed to article

Low "interest."

Guided advertising.
Do not display

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	Any from 5,000Page Views or more
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Additional guidance to existing content Viewing report (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	ITmedia Enterprise

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.
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.
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 Views is achieved, but are guaranteed to remain up for at least one week.

PV Guaranteed Advertorial

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 Page Views ¥1,500,000
4,000 Page Views ¥1,700,000

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
Menu	Production of 1 advertorial article
	Approximately 3000-4000 words, up to 3 illustrations (with coverage)
	Includes content posting fee
	Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	ITmedia Enterprise

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 Views 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 Guaranteed Advertorial)

Guiding readers to advertorial articles that have expired by adding them again
Enables full use of the content produced.

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

Advertorial article

Implementation Fee

3,000Page Views: @ ¥400
4,000Page Views: @ ¥400

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
Menu	Additional guidance to existing content
	Viewing report (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	ITmedia Enterprise

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 Page Views 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

survey

アンケートを送信しました。
ご協力ありがとうございました。

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 2000-3000 words, up to 2 illustrations (with coverage)
	Survey form production
	Profile acquisition (50 expected)
	Viewing reports (Page Views, Unique Brosers, companies viewed, etc.)
Guide Frame	ITmedia Enterprise
	Top Links (1 month)
	Side link (1 month)
	Link below the article (2 weeks)
	@IT side link (2 weeks)
	ITmedia Enterprise Special edition email (1) *for guiding the survey

*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 Page Views, Unique Browsers, 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 6,000,000 yen

Package contents for the lowest possible price.
2 advertorial articles 10,000Page Views 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 8,650,000 yen

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

*This plan is created by utilizing 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 in a natural flow and without discomfort
- 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.

Audience Targeting Banners

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

ITmedia Enterprise Targeted 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 × 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.

ITmedia Enterprise Mail Magazine (Special Edition)

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

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

ITmedia Enterprise Mail Magazine

¥840,000

Number of deliveries	Approx. 151,000 letters
Delivery Date	Every week Monday-Friday

ITmedia Enterprise SME Communications

¥510,000

Number of deliveries	Approx. 62,000 letters
Delivery Date	Every week Monday-Friday

Advertisement Specifications

Manuscript Specifications	Title: 30 characters or less
	Body: 38 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.

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 changing with digital technology What should be the cyber security measures for the "New Normal"?	https://enq.itmedia.co.jp/on24u/form/sec2203	1525
Retail DX	Retail DX Conference 2022	https://retailguide.tokubai.co.jp/seminar/13520/	643

Advertorial article production schedule

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

Application Coordination of coverage	News coverage	Production - Proofreading	Start of Publication	Reporting
1.5 months prior to publication	1 month prior to publication	1 month to 3 business days prior to publication		1 to 2 weeks after the end of publication

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.

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.

ITmedia Inc.