

A Community for Executives Changing Corporate Tomorrow

ITmedia Executive 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 ITmedia Executive?

A Community for Executives and CIOs Changing Corporate Tomorrows

The digitalization of business" is the most important theme of the company's business strategy.
Provides a variety of useful information for business, focusing on offline activities

ITmedia Executive was launched in 2007. It is "one of the largest executive communities in Japan" with approximately 7,900 participants (*), who are **section managers or above at listed companies or equivalent companies**, and discuss various corporate reforms with IT at the core.
(*Membership requirements: Section managers and above in listed companies and listed equivalent companies).

Today, IT is not only an indispensable element of a company's business, but IT is becoming the source of competitiveness. Nowadays, leaders are required to conceptualize IT from the perspective of business strategy and to reform business processes.

ITmedia Executive is a leading provider of information technology solutions to help Japanese companies improve their competitiveness.
We will discuss business transformation with IT at its core.

Media Overview



A membership-based media for senior-level corporate executives under the theme of "Corporate Transformation through IT. Provides a complex information-sharing community for business leaders in charge of management.

member

Number of members 7,935

For section managers and above in listed companies and listed equivalent companies

*February 2022

Membership
offer
contents

Join us and you will be able to participate in study sessions that include useful information for business, human resource development, lifestyle, and culture. (We are currently offering live streaming as well.)

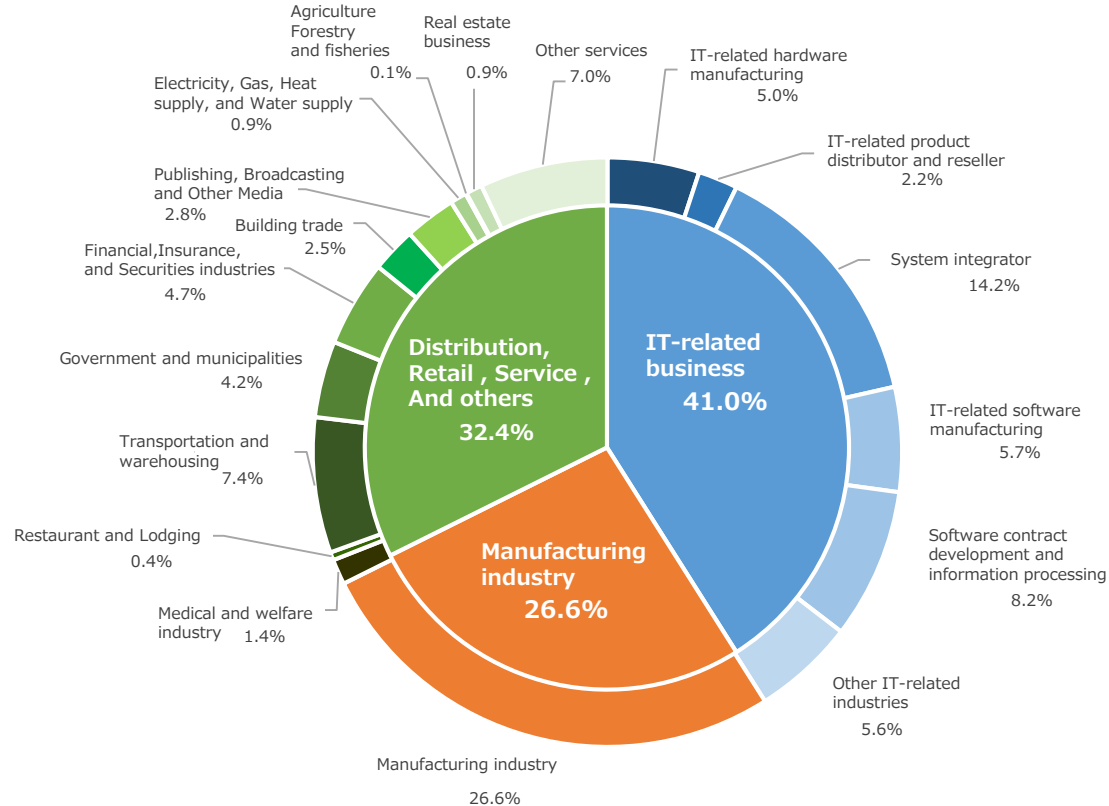
Each season, Eiji Asai, Executive Producer, picks up an article and presents it in the "ITmedia Executive eMagazine".

ITmedia will deliver information to support IT strategy development, including the ITmedia Executive Security Seminar, a live-streaming seminar hosted by ITmedia.

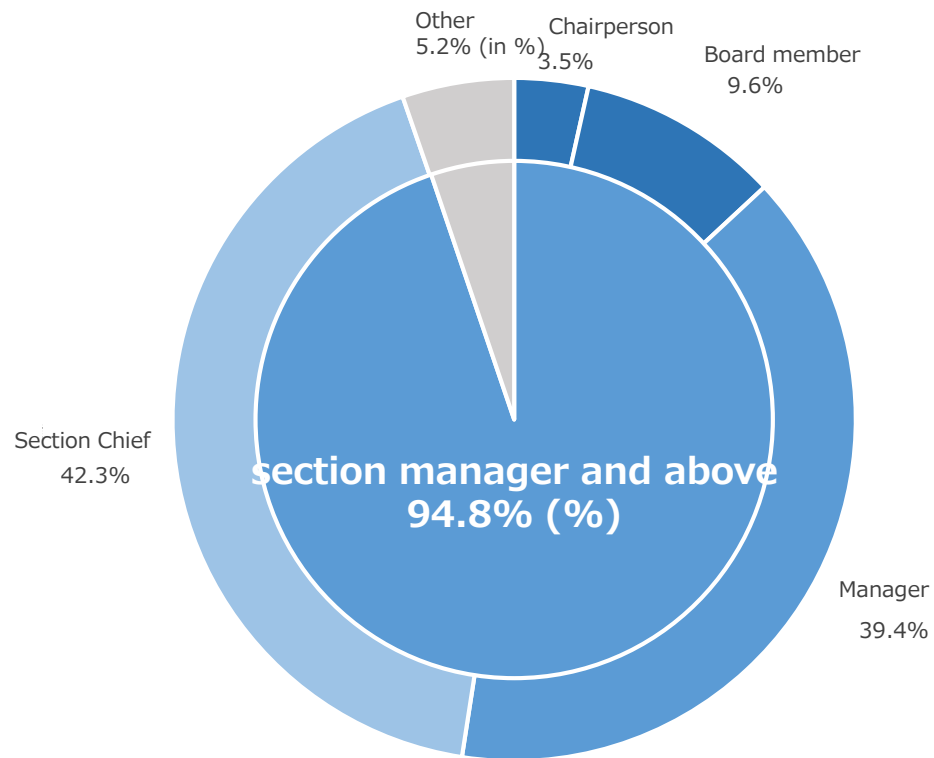
ITmedia Executive Member Digest

- ✓ **Number of members: 7,935 (as of February 2022)**
- ✓ **Age group Volume zone: 40s and 50s**
- ✓ **Most frequent work location: Tokyo (61%)**
- ✓ **Percentage of user companies: 59% (of which 45% are in the manufacturing industry)**
- ✓ **Position: 52% manager level and above, 95% section manager level and above**
- ✓ **Employee size: 59% with 1,000 or more employees**
- ✓ **Annual sales: 100 billion or more 45**

Type of industry

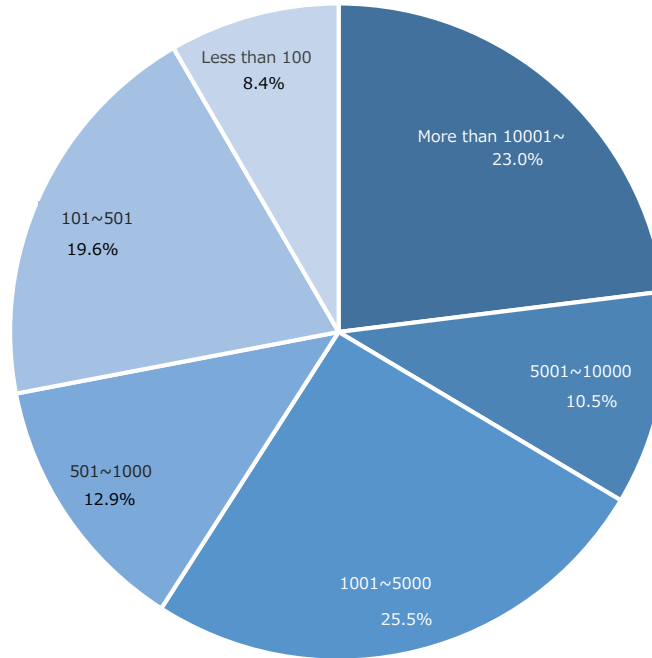


The largest number is in the manufacturing industry. Members from the finance, telecommunications, and distribution industries also registered.



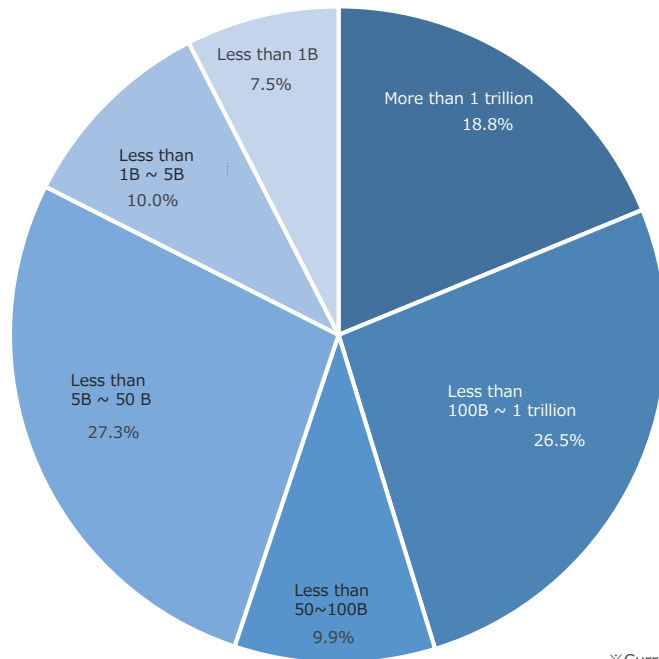
Managerial level and above: approx. 95

Number of Employees



59% with more than 1,000 employees and 23% with more than 1,001 employees

Annual sales scale



※Currency Unit : ¥ (Yen)

Annual sales of 100 billion yen or more: 45

Advertisement Menu

- Advertorial article
- Mail Magazine Ads

Ad Menu



Advertorial article plan for "ITmedia Executive," a membership media that provides a community for senior-level corporate professionals on the theme of corporate transformation through IT. This plan allows you to effectively reach out to managers and above who are involved in IT from all perspectives.

1,800,000 yen per month
(excluding tax, gross)

Guidance frame position

Image of advertorial article

(technical) specification

Top page



Article Page



side link

Top Links



Link below the article



Menu

Production of one advertorial article
Approximately 3,000-4,000 words, up to 3 illustrations
(with coverage)
Link can be set at the bottom of the article in the right column (blue frame in the left figure)
Viewing reports
(Page Views, Unique Browsers, companies viewed, etc.)

Guaranteed Publication Period

1 month

classified ad

ITmedia Executive Side Link (1 month)
ITmedia Executive Bottom Link (for 1 month)
ITmedia Enterprise Top Link (1 month)
ITmedia Enterprise Side Link (2 weeks)
ITmedia Enterprise Link below the article (2 weeks)

Other options, etc.

If you need to assign a celebrity or travel to a distant location for interviews, an additional fee will be charged.
We can also deliver excerpts from advertorial articles. Please contact us for details.

ITmedia Executive 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 the campaign website.



Implementation Fee

600,000 yen

(Tax not included, Gross)

Advertisement Specifications

Number of deliveries	Approx. 5,900
Delivery Date	Every Tuesday and Wednesday
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.

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ITmedia エグゼクティブ LIVE Live Streaming 視聴無料

セキュリティセミナー 2022春

ベストプラクティスがない危機対応
組織を強くするサイバーセキュリティ対策

2022年 2月3日(木)

Registration Closed

【基調講演Ⅰ-1】
株式会社Armoris 取締役兼 CTO
一般社団法人セキュアCTO 専任理事兼 CTO
「サイバーセキュリティマネジメント入門」著者
鎌田 敬介氏

**攻撃被害は拡大化
セキュリティは
最大のリスク**

**セキュリティに
絶対の正確性は
求められず**

**異業種の中で
浮き彫りになった
危機対応の課題**

開催概要

会期	2022年2月3日（木）
形式	ライブ配信セミナー
主催	ITmedia エグゼクティブ
協賛	無料
対象者	一財事業会社および官公庁関係における、経営責任 / CEO / CIO / 事業部門長・役員 / 経営企画部長・役員 / 情報システム部門長・役員など

[参加申込する](#)

※会場と同一地点での定員超過によるキャンセルも発生いたします。
※本会の開演時刻は2022年2月3日（木） 23:59までとなります。

コロナ禍で世界が混沌とする中、企業を助けたサイバー攻撃はその手始めになること、原爆と被爆が拡大していく。これは今までの企業の経験や勘や力や専門知識があることとは全く異なり、サイバーセキュリティという分野で経験が乏しい中で進んでいくことは明らかです。もちろん先人の知見は必ずしも参考にはならず、攻撃を受けた企業にとって他社の脅威であり得るかもしれません。サイバー攻撃対策は事業継続のための脅威であり、その対策は経営者の義務であることもあらうもののこと、業務次第で押がかかる場合にも迷わずかまどに着て身体付けて万が一実用性を高めたものとのトレーニングを通じて知識を進めることも求められます。

企業としてサイバーセキュリティ対策は必要ですが、ベストプラクティスがあるわけでもなく、企業としては手段で実施しなければならず、事前に十分な準備をするのも難しいようです。エグゼクティブのための1Dayセミナーでは、国内外の企業で実際に起きたサイバー危機対応の事例でつきりになった課題を取り上げ、平時から必要な観点について議論していただきます。

プログラム

基調講演Ⅰ-1 13:00~12:40
世界のなかから学ぶ、サイバー起因の危機競争急発生時における組織的対応のポイント

世界中で起きているサイバー起因の危機競争急発生の現状と背景を共有させていただきます。サイバー起因での危機対応は、ベストプラクティスがあるわけでもなく、企業としては手段で実施しなければならず、事前に十分な準備をするのも難しいようです。このセッションでは国内外の企業で実際に起きたサイバー危機対応の事例ベースに組織的な対応とどのようなノウハウが実践できるのかについて学びたいと思います。平時から必要となる備えについて考えたいと思います。

**株式会社Armoris 取締役兼 CTO
一般社団法人セキュアCTO 専任理事兼 CTO
「サイバーセキュリティマネジメント入門」著者
鎌田 敬介氏**

今回は、「サイバーセキュリティが、社会においてサイバーセキュリティの世界へ入る。20代後半から国内各所で活躍中運営責任者になりながら、国際標準や国内セキュリティに関する仕事をこなす。2011-2014 年 2 度連続で開催された「サイバーセキュリティ 登壇に就く。その後、米国に拠点を移し、サイバーセキュリティの分野で活躍することになり、現在は日本に帰国してサイバーセキュリティの分野で活躍中」という経歴をお持ちの方です。

Achievements

Title.	ITmedia Executive Security Seminar Spring 2022 ~Crisis Response without Best Practices Cyber Security Measures to Strengthen Organizations ~.	
Date and Time	Thursday, February 3, 2022, 13:00-17:00 *Archived until February 13	
form (something takes)	Live Streaming Seminars	
subject (of taxation, etc.)	Management level / CEO / CIO / Head of Business Unit / Head of Corporate Planning Department / Head of Information System Department / Head of Information System Department, etc. in general business companies and government organizations.	
entrance fee	free	
organizing	ITmedia Executive Editor	
support (*Alphabetical order)	CloudStrike K.K., Cyber Reason Japan K.K., Thales DIS Japan K.K., Hitachi Solutions, Ltd. and Rubrik Japan K.K.	
Total number of applicants	Number of viewers	participation rate
228	170	74.6% (%)

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.

Contact Us

ITmedia Inc.

Sales Division

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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.

