

A background image showing a person's hands writing in a notebook with a pen. A laptop is visible in the background. The image is partially obscured by a large white circular graphic on the right side.

# ITmedia NEWS Media Guide

October 2024

# 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](#)

# Innovators read "First Media" first.

Covers a wide range of topics from the latest technology to business information  
It is the first "first media" read by innovators  
with high information sensitivity and the ability to transmit information.



ITmedia NEWS is a media that people, regardless of whether they are in the IT department or business department, who are considering business transformation through IT, or who have issues with their own business, come into contact with in order to keep abreast of events and a wide range of information happening in society as their first input.

The contents cover a wide range of topics, from the latest trends surrounding IT to business information. Therefore, readers are diverse, ranging from corporate decision makers and entrepreneurs to IT experts such as app developers and engineers, but they all share a high sensitivity to information and a "love of new and interesting things."

In addition, since many of them are active in sharing their opinions on social media, ITmedia NEWS has a higher power of social communication and diffusion than other media, which is one of its greatest characteristics.

For them, knowing information and emitting it are synonymous.

Good content always resonates - and spreads as "news" that you need to know about now. ITmedia NEWS builds media together with readers by providing information to support "innovators" in various industries.

# Media Overview



Media Power

Target

Approximately 14 million Page Views  
/ 6 million Unique Browsers  
Approximately 42,000 newsletter  
subscriptions

340,000 followers on Twitter account

\*January 2024 results

**Innovators with high sensitivity to IT and  
business information and ability to communicate**

Inspire and challenge startups, web developers, creators,  
information systems, and others who use technology to  
change their businesses.

**66%**  
New Projects  
involved in

**62%**  
For product introduction

**57%**  
Section Chiefs and above  
rank and file member of staff

# Focus Theme "Cloud"

## Cloud User - To be a change agent who transforms business and operations with cloud computing.

### Delivering Transformation Case Studies with Cloud Infrastructure for Business Leaders

Cloud User is a news site that provides useful information for business leaders who are using the cloud to evolve their businesses. The use of cloud infrastructure and other modern technologies is essential for companies to grow. To make this happen, business unit leaders and IT departments need to have IT knowledge as a common language. We will deliver examples of business transformation through the use of cloud computing as a driving force to create "I want to do this" in leaders.



Target

Article Example

Point

- Business leaders (in charge of business units) to advance their business by leveraging cloud infrastructure (IaaS) among other cloud services.
- Business unit personnel/managers who are moving forward with cloud adoption to achieve DX
- Information system department personnel/managers who are in the process of selecting and reviewing products to be introduced.
- [Orion Breweries Faces "Server Deployment Problem" after Office Relocation.](#)
- [How to Prevent Cloud Computing Mistakes? Ask "Uncle SaaS" who has compared over 100 SaaS](#)
- [Why there was no domestically produced IaaS in the "Government Cloud"?](#)

Readers feel that the challenges in using the system are **"lack of human resources," "cost effectiveness," "failure," and "operating costs."**

From Cloud User Readers Survey 2021

# Focus Theme "Creators"

## STUDIO --Hints for digital creators to create

### Information site for creators on topics and industry trends.

STUDIO is a news site for creators who use the power of digital technology to give shape to their images. STUDIO is a news site for creators who want to use the power of digital to give shape to their images. STUDIO will update your creativity with the power of information.

STUD/O by NEWS  
デジタルクリエイターへの創造ヒント

Worlds, Andy Weir's attracting and wildly popular daily word game, is joining The New York Times portfolio of original, engaging puzzle games that delight and challenge solvers everyday.

Wordle, Andy Weir's attracting and wildly popular daily word game, is joining The New York Times portfolio of original, engaging puzzle games that delight and challenge solvers everyday.



2021年11月17日



Target

Article Example

3DCG, video, web technology and applications, games, CAD, design, illustration, and Sound, design, data analysis and computational processing, manufacturing, etc. Creators and engineers who use digital technology for creative activities

- [Google halts development of "FLoC" de-Cookie technology and announces new "Topics](#)
- [Tips," Twitter's throw-away service, also supports ethereum.](#)
- [Is tracing now in a state of "tsumi-"? What is the problem that emerged at the end of quotations, homages, and reconstructions?](#)

# Focus Theme "SaaS Business New Development"

## SaaS Business Research Institute

### Information site for SaaS business leaders

The SaaS market is expanding rapidly, and the SaaS Business Institute is a news site for SaaS business startups and growth leaders. The SaaS Business Institute provides information on successful case studies of other companies, points to consider when designing a business model that often stalls, and information on services (subscription management support, various tools/APIs, etc.) that are useful for launching a SaaS business.

Target

Article Example

Keywords

- Business unit leaders and directors responsible for launching/growing SaaS business
- Engineer responsible for system development of services
- Management/planning departments considering entry into the SaaS business
- [How to properly deal with the "churn rate" that SaaS companies fear: Interview with SmartHR, which has a retention rate of over 99%.](#)
- [Why Japan's Latecomers Can Compete in the Competitive Sales Support SaaS Market: Finding Opportunities in the Voice of the Frontline](#)
- [How to avoid becoming a B2B SaaS startup that "just gets your people to use it" How to correctly identify user issues](#)
- Subscription management support consulting
- Management systems for subscriptions
- API Service
- SDK
- Data integration between SaaS, etc.



# Focus Theme "DX Human Resources/Careers"

## Job Search Lab

### Information site for the next career move for DX professionals

A career information site for digital transformation (DX) professionals who will transform businesses by making full use of digital technology. This site explores the nature of careers for DX professionals and their possibilities.



Target

DX personnel who are willing to change jobs or aim to advance their careers  
Businessmen who are considering turning to DX human resources

Article Example

- [If you win the game, you get a final interview, "Shogi Recruitment" at AI venture "Strong people are good at programming."](#)
- [LINE expands work locations to almost the entire country, new system to create work rules for each department. Up to JPY 100,000 per month for transportation expenses.](#)
- [IT Engineers' "35-Year-Old Retirement Theory" Has Changed: Why Demand for IT Engineers Over 40 Has Risen in the Job Market](#)

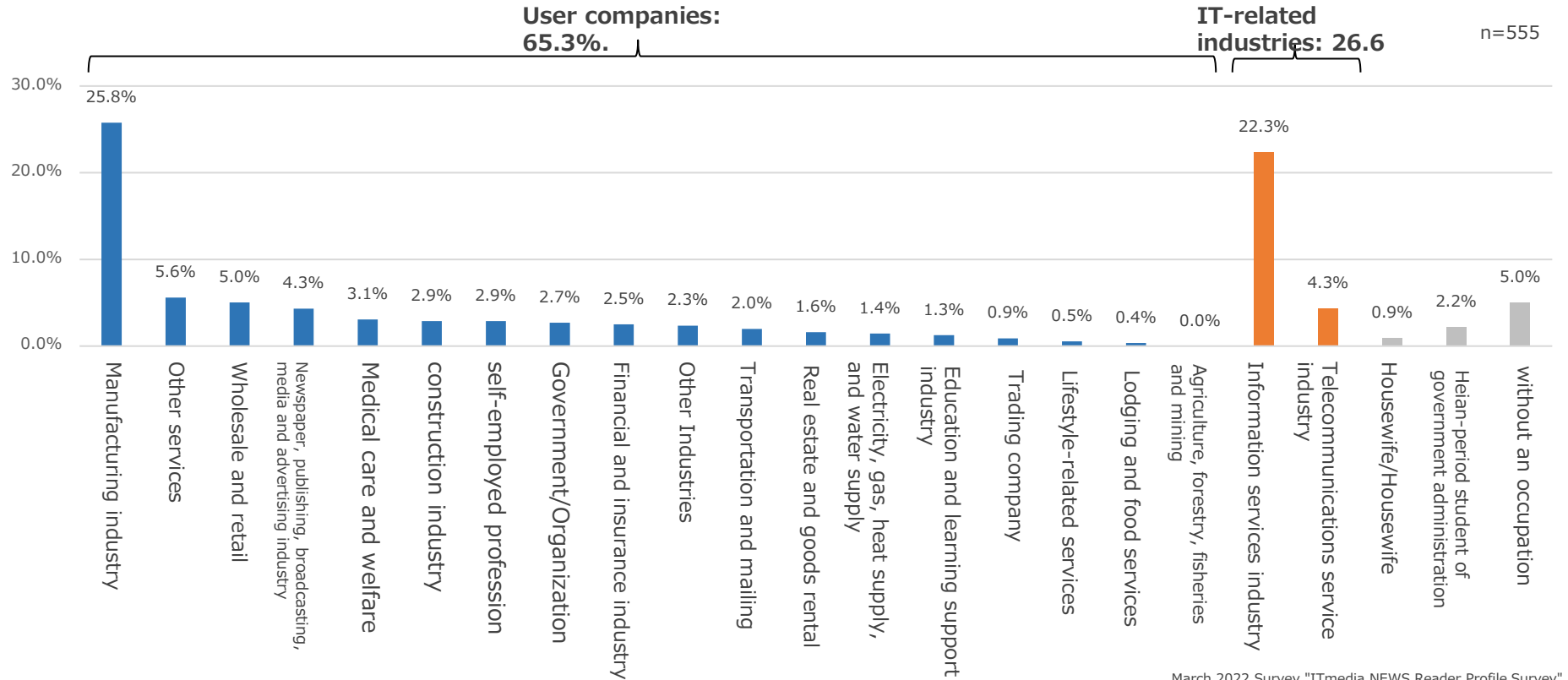
Topics

Career advancement for DX personnel  
Interviews with job seekers  
Information on recruitment and human resource systems



# Reader Attributes - Industry

- Please choose one that applies to the type of business you work in.

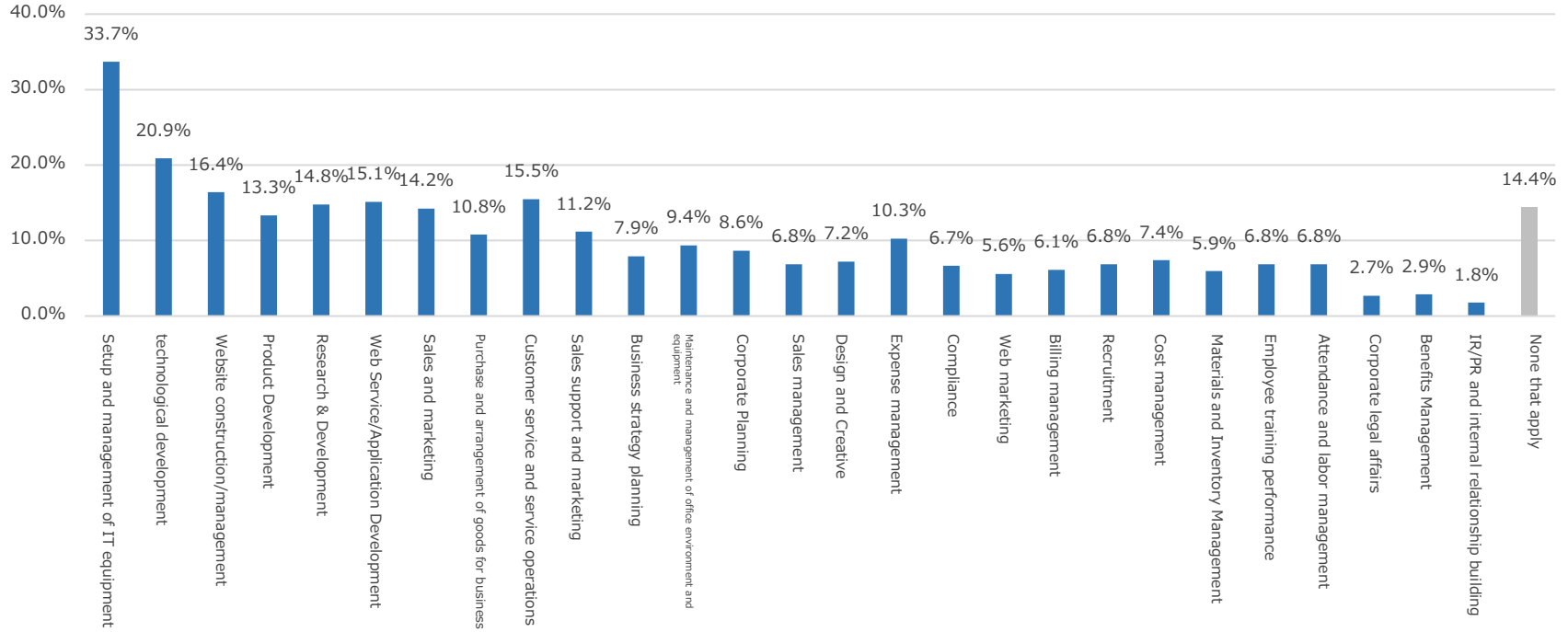


March 2022 Survey "ITmedia NEWS Reader Profile Survey"

# Reader Attributes - Responsibilities

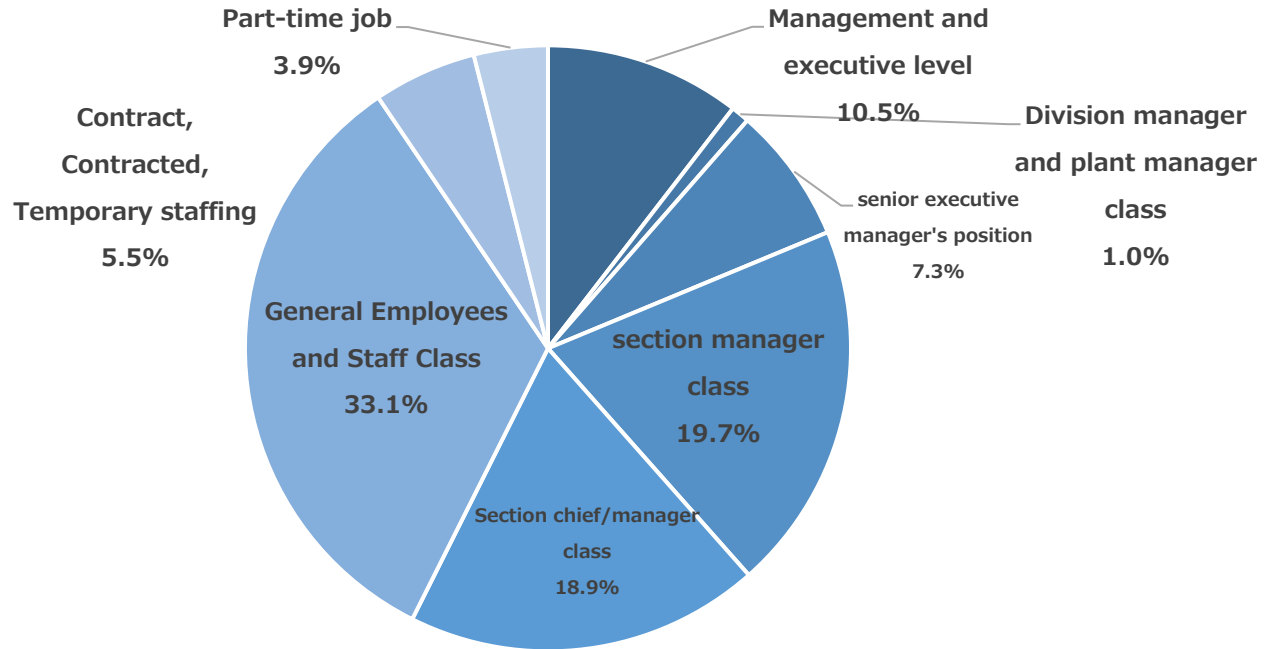
- Are you involved in any of the following types of business? Please select all that you are in charge of or involved in. (Multiple answers allowed)

n=555



# Reader Attributes -Position

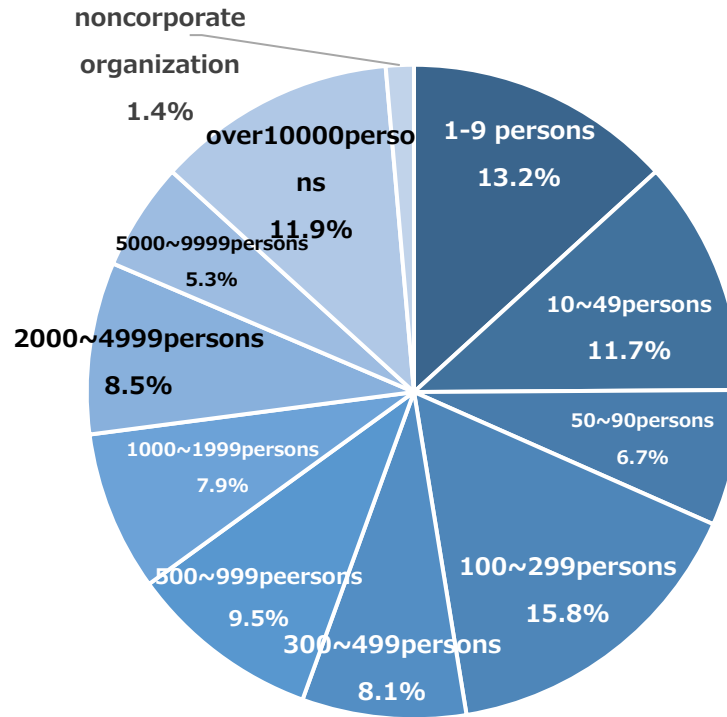
- Which of the following applies to your position? Please choose the one that comes closest.



n=507  
\*Only for employed persons

# Reader Attributes -Employee Size

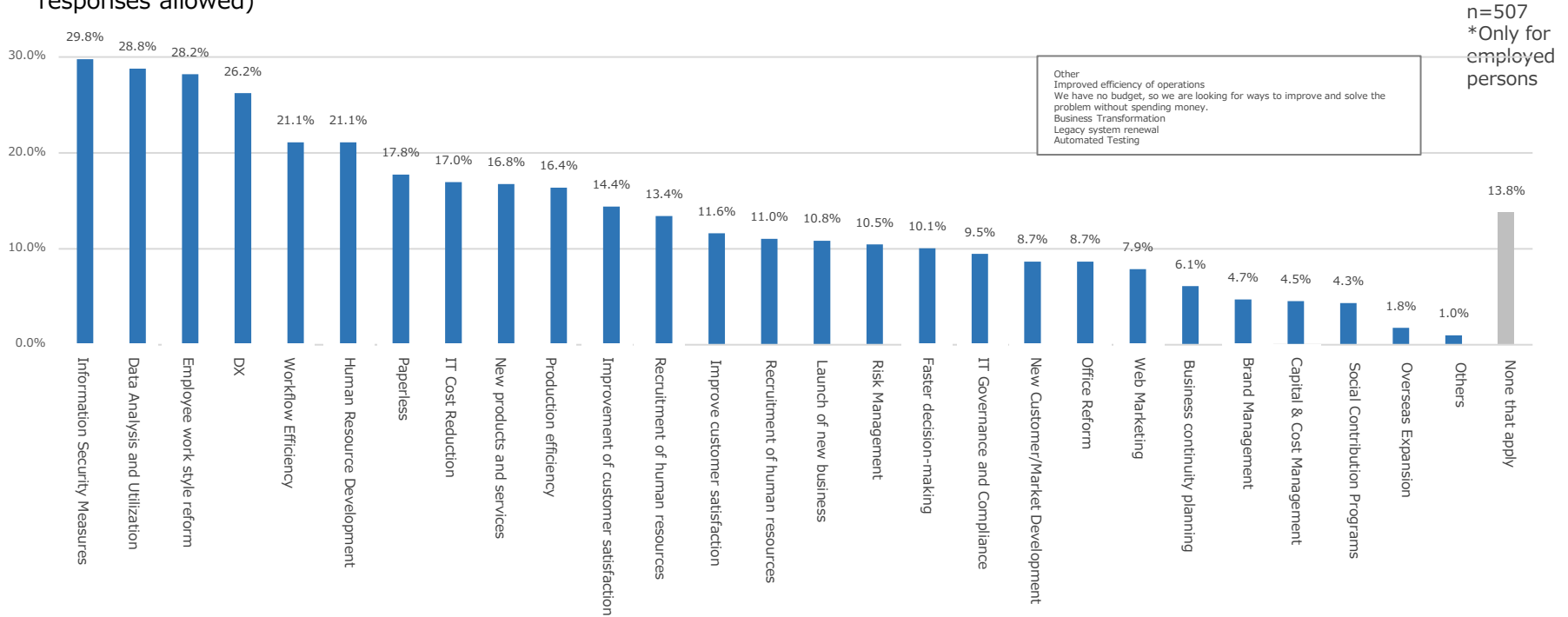
- Please select the number of employees at your company.



n=507  
\*Only for employed persons

# Challenges at your company

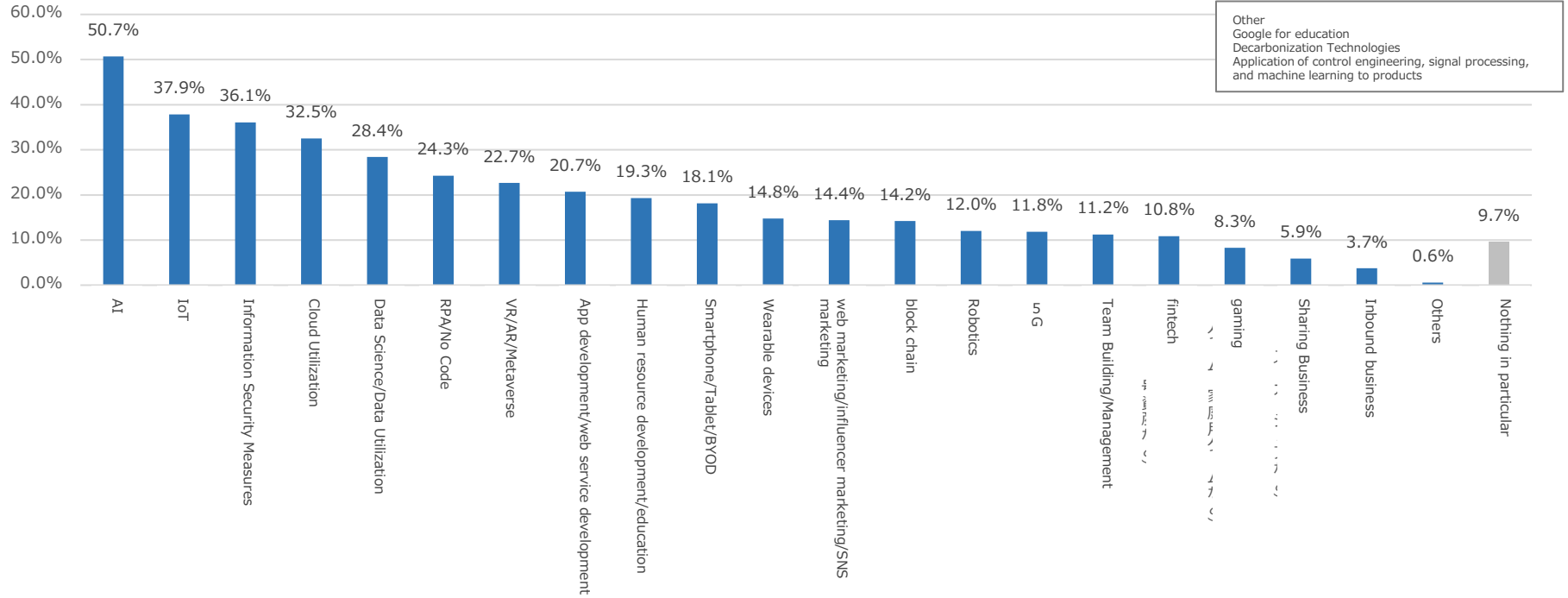
- Please select any number of the topics listed below that you would be willing to pay to achieve/improve at your place of work. (Multiple responses allowed)



# Topics of interest

- Please select all of the topics listed below that interest you as a business. (Multiple answers allowed)

n=507  
\*Only for employed persons



Other  
Google for education  
Decarbonization Technologies  
Application of control engineering, signal processing, and machine learning to products

# Ad Menu

# 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



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



# Advertorial: Report

We report on the following items

- Page Views (page views)
- Unique Browsers (number of unique browsers)
- average length of stay
- Number of clicks on links to external sites

- Industry \*
- Annual sales scale \*
- Employee Size \*
- Prefecture \*

- Name of the company \*

## Report Image

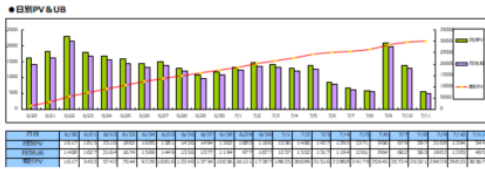
### 掲載結果のご報告

2022/07/13 09:44  
アドメディア・ラボ株式会社

クライアント名: OO株式会社様  
掲載期間: 2022/06/20(月) ~ 2022/07/11(月)

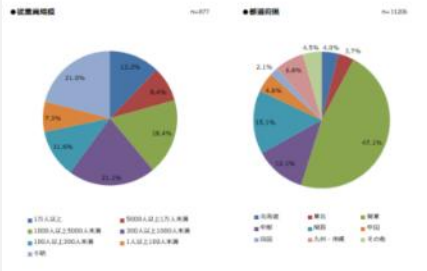
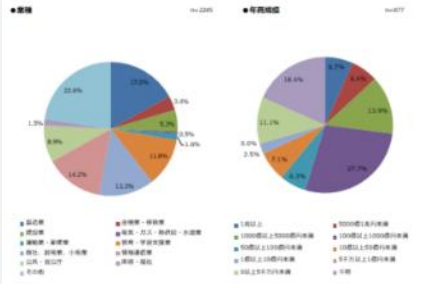
掲載結果	ページビュー (PV)	ユニークブラウザ (UB)	滞在時間
ホームページ/記事/URL	26,367	13,048	0:04:02

記事内/外部リンククリック数	リンクURL	クリック数
記事内/外部リンク	リンクURL	クリック数
記事内/外部リンク	https://www.ohmada.co.jp/tech_advertising/	112
記事内/外部リンク	https://www.ohmada.co.jp/tech_advertising/	762
記事内/外部リンク	合計	774



### 掲載結果のご報告

2022/07/13 09:44  
アドメディア・ラボ株式会社



### 掲載結果のご報告

2022/07/13 09:44  
アドメディア・ラボ株式会社

記事掲載結果	記事掲載結果	記事掲載結果
1 記事掲載結果	11 記事掲載結果	21 記事掲載結果
2 記事掲載結果	12 記事掲載結果	22 記事掲載結果
3 記事掲載結果	13 記事掲載結果	23 記事掲載結果
4 記事掲載結果	14 記事掲載結果	24 記事掲載結果
5 記事掲載結果	15 記事掲載結果	25 記事掲載結果
6 記事掲載結果	16 記事掲載結果	26 記事掲載結果
7 記事掲載結果	17 記事掲載結果	27 記事掲載結果
8 記事掲載結果	18 記事掲載結果	28 記事掲載結果
9 記事掲載結果	19 記事掲載結果	29 記事掲載結果
10 記事掲載結果	20 記事掲載結果	30 記事掲載結果
31 記事掲載結果	41 記事掲載結果	51 記事掲載結果
32 記事掲載結果	42 記事掲載結果	52 記事掲載結果
33 記事掲載結果	43 記事掲載結果	53 記事掲載結果
34 記事掲載結果	44 記事掲載結果	54 記事掲載結果
35 記事掲載結果	45 記事掲載結果	55 記事掲載結果
36 記事掲載結果	46 記事掲載結果	56 記事掲載結果
37 記事掲載結果	47 記事掲載結果	57 記事掲載結果
38 記事掲載結果	48 記事掲載結果	58 記事掲載結果
39 記事掲載結果	49 記事掲載結果	59 記事掲載結果
40 記事掲載結果	50 記事掲載結果	60 記事掲載結果
41 記事掲載結果	61 記事掲載結果	71 記事掲載結果
42 記事掲載結果	62 記事掲載結果	72 記事掲載結果
43 記事掲載結果	63 記事掲載結果	73 記事掲載結果
44 記事掲載結果	64 記事掲載結果	74 記事掲載結果
45 記事掲載結果	65 記事掲載結果	75 記事掲載結果
46 記事掲載結果	66 記事掲載結果	76 記事掲載結果
47 記事掲載結果	67 記事掲載結果	77 記事掲載結果
48 記事掲載結果	68 記事掲載結果	78 記事掲載結果
49 記事掲載結果	69 記事掲載結果	79 記事掲載結果
50 記事掲載結果	70 記事掲載結果	80 記事掲載結果
51 記事掲載結果	81 記事掲載結果	91 記事掲載結果
52 記事掲載結果	82 記事掲載結果	92 記事掲載結果
53 記事掲載結果	83 記事掲載結果	93 記事掲載結果
54 記事掲載結果	84 記事掲載結果	94 記事掲載結果
55 記事掲載結果	85 記事掲載結果	95 記事掲載結果
56 記事掲載結果	86 記事掲載結果	96 記事掲載結果
57 記事掲載結果	87 記事掲載結果	97 記事掲載結果
58 記事掲載結果	88 記事掲載結果	98 記事掲載結果
59 記事掲載結果	89 記事掲載結果	99 記事掲載結果
60 記事掲載結果	90 記事掲載結果	100 記事掲載結果

# Page View Guaranteed Advertorial

Page view guaranteed advertorial which attracts readers of ITmedia NEWS.

Home page/article pages, etc.  
Ads for traffic creation take the readers to the advertorial.

Advertorial



Rate

JPY 2,400,000 (excluding tax, Gross)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	10,000 Page Views
Traffic creation 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 3,000-4,000 words, no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Advertorial insertion	ITmedia NEWS

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 article products that are guaranteed for a period of time. Please contact us for details.

# Page View Guaranteed Advertorial across DX Media

Page view guaranteed advertorial which attracts readers of ITmedia DX-related websites such as ITmedia NEWS and ITmedia Enterprise.

Home page/article pages, etc.

Ads for traffic creation take the readers to the advertorial.

Advertorial



Rate

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

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	10,000 Page Views
Traffic creation 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 3,000-4,000 words, no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Advertorial insertion	ITmedia NEWS, ITmedia AI+, ITmedia Business Online, @IT, ITmedia Enterprise, ITmedia Marketing

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 article products that are guaranteed for a period of time. Please contact us for details.

# Behavioral History Targeting Advertorial (Page View Guaranteed)

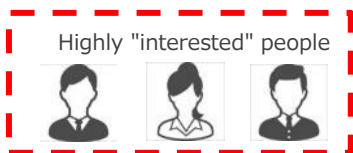
Interests" are identified based on readers' behavioral data (article browsing history). Only those with a high level of "interest" will be directed to the advertorial article.

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

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

## ➤ Reach people who have never visited ITMedia before

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

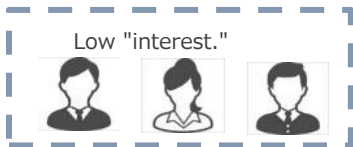


Usually with advertorial article  
Comparison of Effectiveness

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.



Rate

**JPY 1,700,000** (excluding tax, Gross)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	5,000Page Views *Fees based on Page Views are on the next page.
Traffic creation period	Minimum 1 week to estimated 1 month (to be terminated as soon as guaranteed Page Views is achieved)
Menu	<p>Production of 1 advertorial article</p> <p>Approximately 3,000-4,000 words, no more than 3 illustrations (with interviews)</p> <p>Includes content posting fee</p> <p>Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)</p>
Advertorial insertion	ITmedia News

- 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.

# Behavioral History Targeting Advertorial

## Rate card based on the guaranteed page views

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
Rate	JPY 1,500,000	JPY 1,600,000	JPY 1,700,000	JPY 1,900,000	JPY 2,500,000	JPY 3,000,000	JPY 4,000,000	JPY 6,000,000

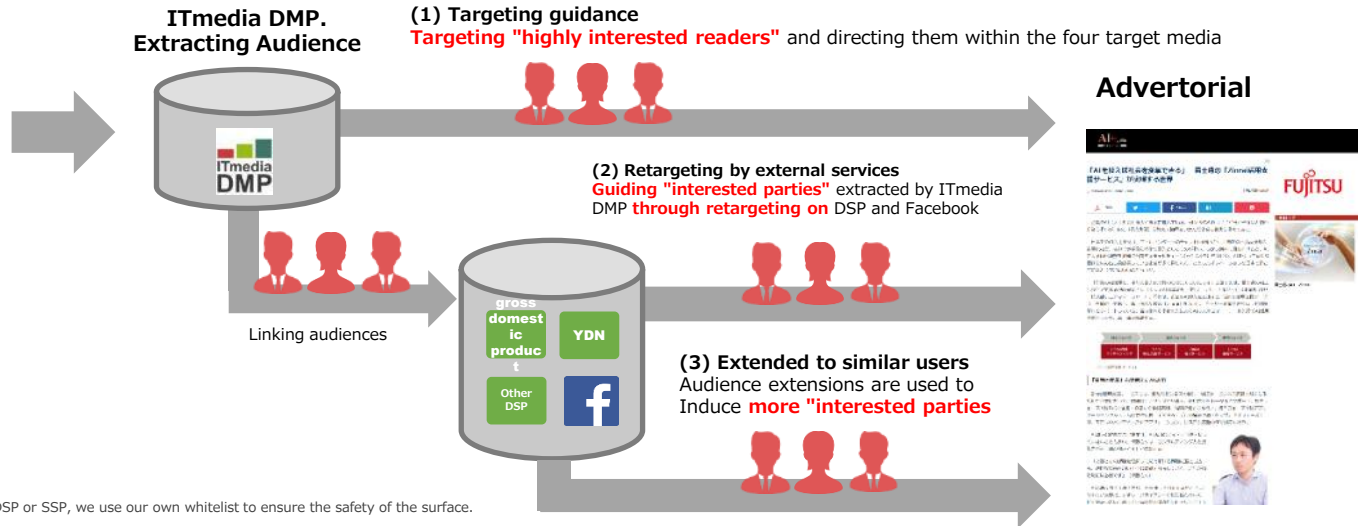
- \*Conditions for implementing behavioral history targeting advertorial articles can be set by selecting from the genres listed on the [ITmedia Audience Dashboard](#), or by combining any keywords.
- \*The estimated achievement period will vary depending on the number of page views.
- \*Please submit your desired genre, keywords, and other conditions at the time of application. If the conditions have not been decided 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"**  
\*When using DSP or SSP, we use our own whitelist to ensure the safety of the surface.



# Advertorial Push Targeting / ABM

Advertorial program of "push" type, in which contents of your products/services are pushed to deliver via email

Email image

※Actual design may change.

**予測不可能を可能に変える 人流データ活用でデータドリブン実践の「第一歩」を踏み出そう**

先行き不透明な時代に、企業が事業を興業するためにはデータの活用が必須で、「人海なし」「活用できるデータなし」「活用するイメージも湧かない」という壁にぶつかってデータドリブン実践の「第一歩」でつまずく企業は何をすべきか。利用できるデータを提供するサービスを検討するの一つの手段かもしれない。

世界情勢や社会環境が変動する今、顧客のニーズや行動を予測することはますます難しくなっている。先行き不透明な時代に企業が生き残るための判断材料を提供するのがデータ分析だ。しかし、人材不足や活用できる状態にデータが整備されていないことを理由に、データ分析に踏み出せない企業も多い。

2022年11月2日に開催された「リテール未来会議2022 -Retail DX Conference-」で、「リテール業界の多様な導入事例から学ぶKDDI人流データ活用」と題してKDDIの本郷広氏（経営戦略本部 データマネジメント部 部長）が講演した。

山本氏は、新型コロナウイルス感染症（COVID-19）で多くの企業が一気にリモートワークへと切り替えたことに言及し、「オフィス出社が当たり前だった頃になんにも短期間で働き方が劇変するなど、誰も想像しなかっただろう。昨日の常識が明日には通用しない。まさに予測不可能なVUCA（Volatility, Uncertainty, Complexity, Ambiguity）の類文字を取った用語。予測不可能 時代に突入した」と述べた。

**「KDDI Location Analyzer」とは**  
KDDIの持つ位置情報データと種別などの属性データ（ファクトデータ）を連携し、顧客および競業事業者の傾向の高い分析を可能にするセルフ分析ツール（GIS）

**予測不可能を可能に変える「人流データ」とは？**

予測不可能な状況下であっても、企業は未来を超越して事業を興業しなければならぬ。どうすればVUCA時代を生き抜くことができるのか。「そのヒントはデータにある」と山本氏は言う。

「変化を察知して予測し続けるには、人の行動など現状を示すデータが必要だ。この



## Content delivery via email

Selectable among media below.

- ITmedia NEWS
- ITmedia Business Online
- @IT
- ITmedia Enterprise
- ITmedia Marketing
- MONOist
- EE Times Japan/EDN Japan
- BUILT
- Smart Japan

Also posted in the media website as an archive.



※ Insertion only. Traffic driver is at an additional cost.

Like a normal advertorial, ITmedia will create the material after interviewing the advertiser.

## Rate

- No targeting: JPY 1,000,000/15,000 readers
  - Targeting: JPY 1,200,000/15,000 readers
  - ABM: JPY 1,350,000 /15,000 readers
- (Tax not included, Gross)

## Specifications

- |                |   |
|----------------|---|
| Provided items | <ul style="list-style-type: none"> <li>• Interview</li> <li>• Production of 1 advertorial(about 2,000 characters)</li> <li>• Distribution of content via HTML email</li> <li>• Content posting in production media</li> </ul> |
|----------------|---|

- |        |   |
|--------|---|
| Report | <ul style="list-style-type: none"> <li>• Number of emails sent</li> <li>• Email open rate</li> <li>• Number of clicks of email</li> <li>• Email Click Through Rate</li> </ul> |
|--------|---|

- After the interview, we will send you a text file to review in approximately 6 business days.
- Please note that there are a number of limitations due to HTML email delivery. Please understand this in advance.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.
- As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

# Advertorial Push Light

We created content based on your company's materials.

We will prepare a large number of emails for distribution, but there will no interview.

Email image

※Actual design may change.



## Content delivery via email

Selectable among media below.

- ITmedia NEWS
- ITmedia Business Online
- @IT
- ITmedia Enterprise
- ITmedia Marketing
- MONOist
- EE Times Japan/EDN Japan
- BUILT
- Smart Japan

Also posted in the media website as an archive.



※ Insertion only. Traffic driver is at an additional cost.

## Rate

JPY 900,000/50,000 readers  
(Tax not included, Gross)

## Specifications

Provided items

- Production of 1 advertorial (about 700 characters)
- Distribution of content via HTML email
- Content posting in production media

Report

- Number of emails sent
- Email open rate
- Number of clicks of email
- Email Click Through Rate

- The number of messages will be 27,000 only when ITmedia NEWS is implemented
- After the kickoff, we will send you HTML to confirm the contents of the article in about 6 business days.
- Please note that there are a number of limitations due to HTML email delivery. Please understand this in advance.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.
- As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

# Flash Reach Advertorial

Guaranteed 5-day listing and inducement  
Ideal for information exposure in conjunction with new product launches and e-commerce site sale announcements.



Ads for traffic cration

Advertorial

## Rate

**JPY 750,000** (Tax not included, Gross)

## Specifications

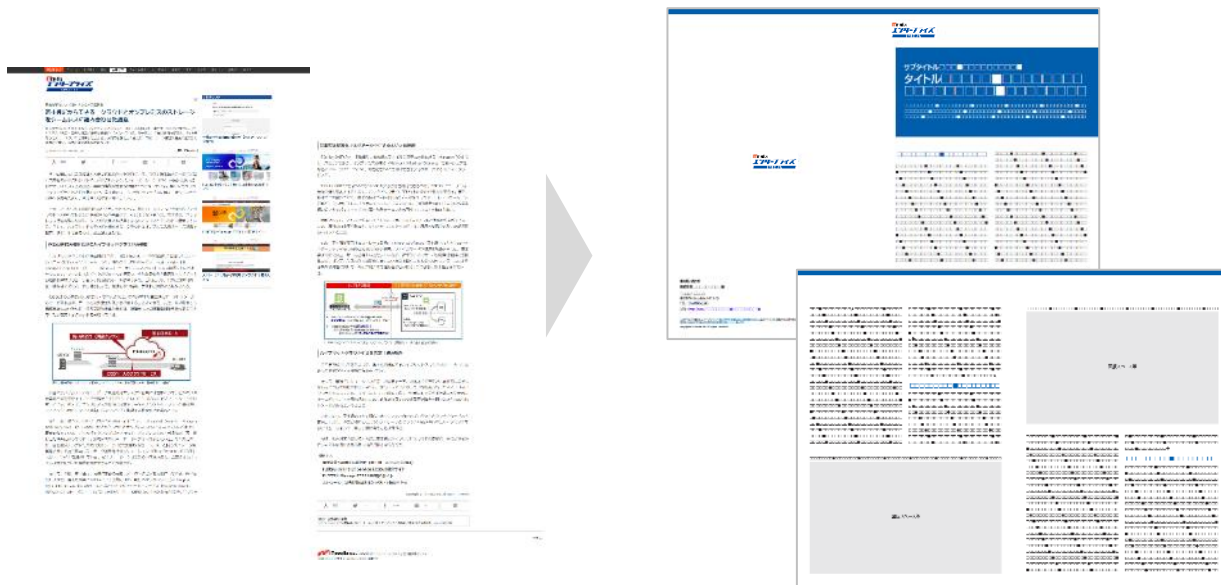
Guarantee	Publication Period
Guaranteed Page Views	--
Traffic creation period	5 days
Specification	Production of 1 advertorial article Characters: up to 1500 Number of photographs/illustrations: Up to 3 Content posting fee: Included Viewing report: Yes (Page Views, Unique Browsers, companies viewed, etc.) Media: ITmedia NEWS or ITmedia Business Online Induction: Above media

- There will be no interviews. Please fill out the hearing sheet
- Only one proofreading is required.
- Cost includes production, editing, induction, and reporting
- ITmedia will prepare the guidance draft (cannot be confirmed or specified in advance).
- Inducement ads will cease to be published after the publication period, but the advertorial articles you have created will continue to be published.



# Advertorial Article Option: Custom Article Brochure

Option "Custom Article Brochure" produces a booklet using the published advertorial articles. In addition to our specified format, various design customizations are available upon request. We can accommodate flexible delivery formats such as print, PDF, and data for printing.



Rate

**JPY 200,000** (PDF,4 pages)  
For more information, [please click here.](#)

Details

Delivery form	PDF (web resolution) delivery, print delivery
Number of pages	2P~.
Cover layout	Use of our specified cover and template We will propose a template for you.
Cover and layout customization	Available at extra charge.
Media Logo	Special" logo can be placed on the media listing
Print delivery, PDF/x and DTP data delivery are charged separately. If you wish to produce a booklet containing editorial articles and advertorial articles, we offer a separate product, "Extracted Printing Service". Please inquire separately.	

# Advertorial Article Production Schedule and Notes

## 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.

# ITmedia NEWS Anchor Desk Magazine Special Edition Email

**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

**JPY 400,000** (Tax not included, Gross)

## Advertisement Specifications

Number of deliveries	Approx. 29,000 letters
Delivery Date	Every Tuesday and Thursday
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 following for the submission method, prohibited characters, etc. Please see the submission criteria.

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

# Contact Us

## ITmedia Inc.

### Sales Division

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

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

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.



**ITmedia Inc.**