

The background of the slide features a blurred image of a person's hands writing on a notepad with a pen, with a laptop keyboard visible in the foreground. A large white semi-circle is overlaid on the right side of the image, containing the title and update date.

ITmedia NEWS Media Guide

Updated September 9, 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](#)

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 20.6 million Page Views / 7.04 million Unique Browsers
Approximately 38,000 newsletter subscriptions
317,000 followers on Twitter account

*August 2022 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**
involved in

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

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 "AI/Robot"

AI+ -- "Add AI" to your ideas

Japan's largest information site specializing in AI

AI (Artificial Intelligence) is now being used in a wide range of fields, from automatic driving technology and medical image diagnosis to predicting failures of factory equipment. AI+ will continue to explore the possibilities for the future by providing useful information to those who are trying to change the world with the power of technology.



Target

New business models and new business models for both IT and operations divisions

Business leaders interested in starting a new business, starting a startup, etc.

Article Example

- [AlphaFold2" Easily Solves a Structure Unsolvable for Six Years: The Impact of "AlphaFold2" Predicting Protein "Shapes" Now Available to Everyone on GitHub](#)
- [How a Yahoo employee who "doesn't know much about AI" was able to streamline the screening of tens of millions of ads a day using AI developed by a single person.](#)
- [What is "MLOps" that leads to success in the case of "AI operation" - "Accuracy drops before you know it and you rush to fix it"?](#)

Point

The articles have been consolidated by industry sector, such as "Manufacturing," "Finance/Insurance," "Medical/Science," "Information/Communications," "Public/Social Infrastructure," and "Service/Distribution. Expanded the number of case studies in line with the consolidation of articles by industry.

A full lineup of introductory content for those who are considering the use of AI

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

STUDIO

--Hints for digital creators to create

--Hints for digital creators to create

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.



Wordsle, Josh Wootliff's stimulating and wildly popular daily word game, is joining The New York Times's portfolio of original, engaging puzzle games that delight and challenge solvers everyday.



New York Times,人気ゲーム Wondle 1年連続 週内TOP10入り



トレースはもはや「つまみ」状態なのか、狂想とイマージュと再演劇の果てに浮かび上がった問題とは？

About twitter.com
supported browser



Instagram、HGTVよりの料理雑誌
ブツをひっそり映していた



Googleのやりたため、大企業向けモバイルOS「Android 12L」が正式版に SamsungやMicrosoftが採用



2012-11-11

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 "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 100,000 yen 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

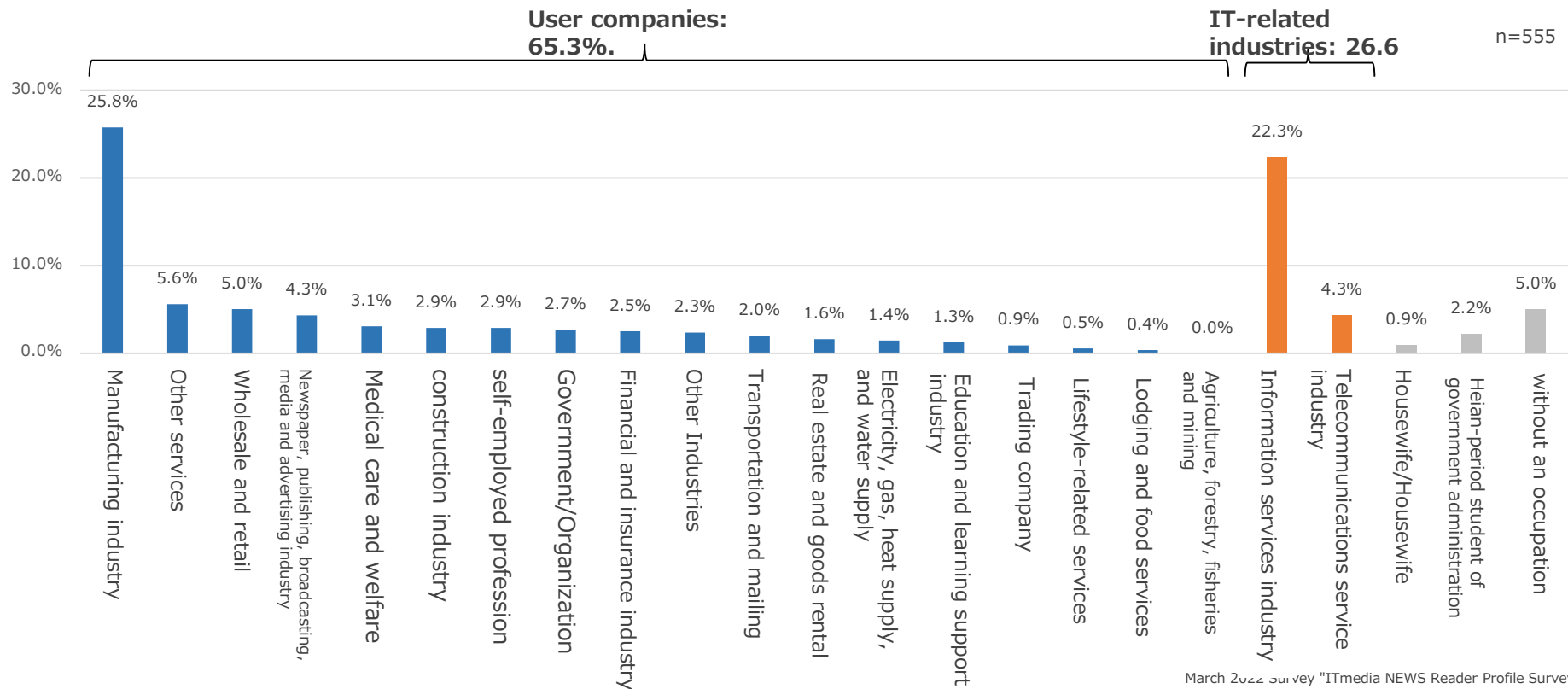
Career advancement for DX personnel

Interviews with job seekers

Information on recruitment and human resource systems

Reader Attributes - Industry

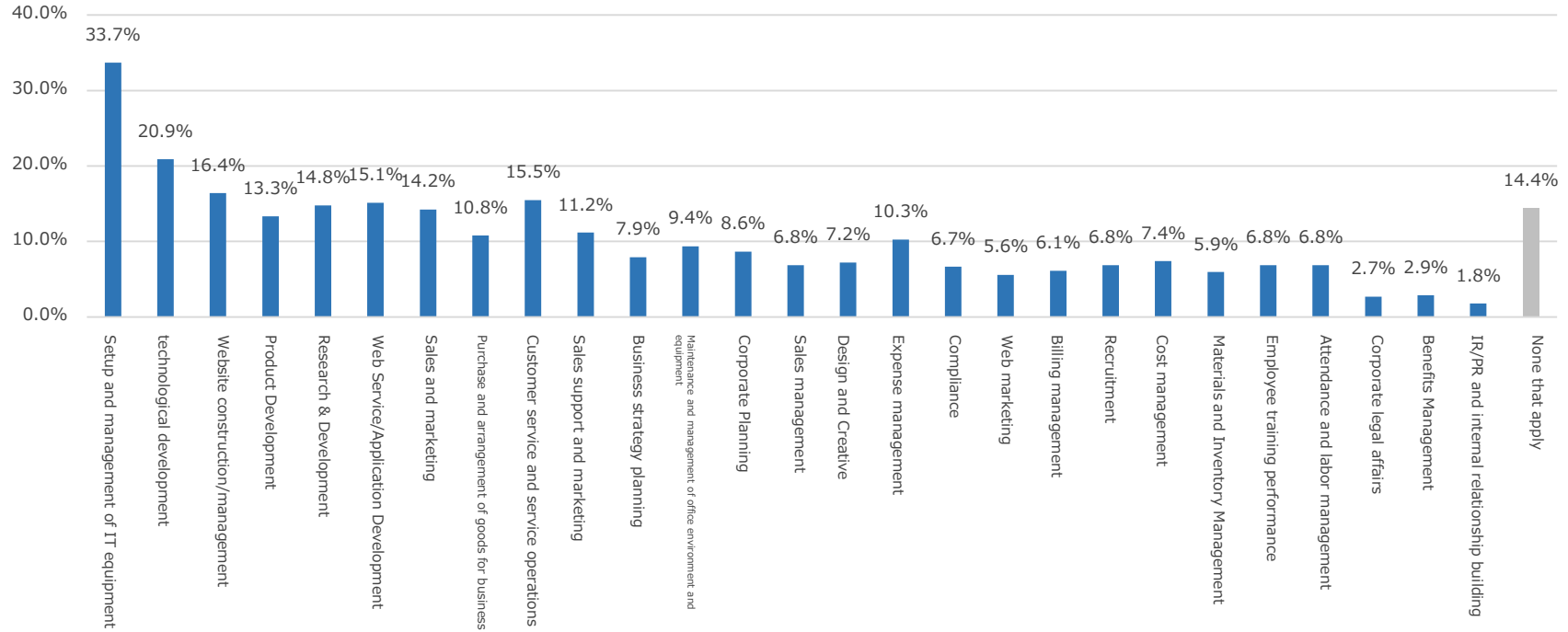
- Please choose one that applies to the type of business you work in.



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)

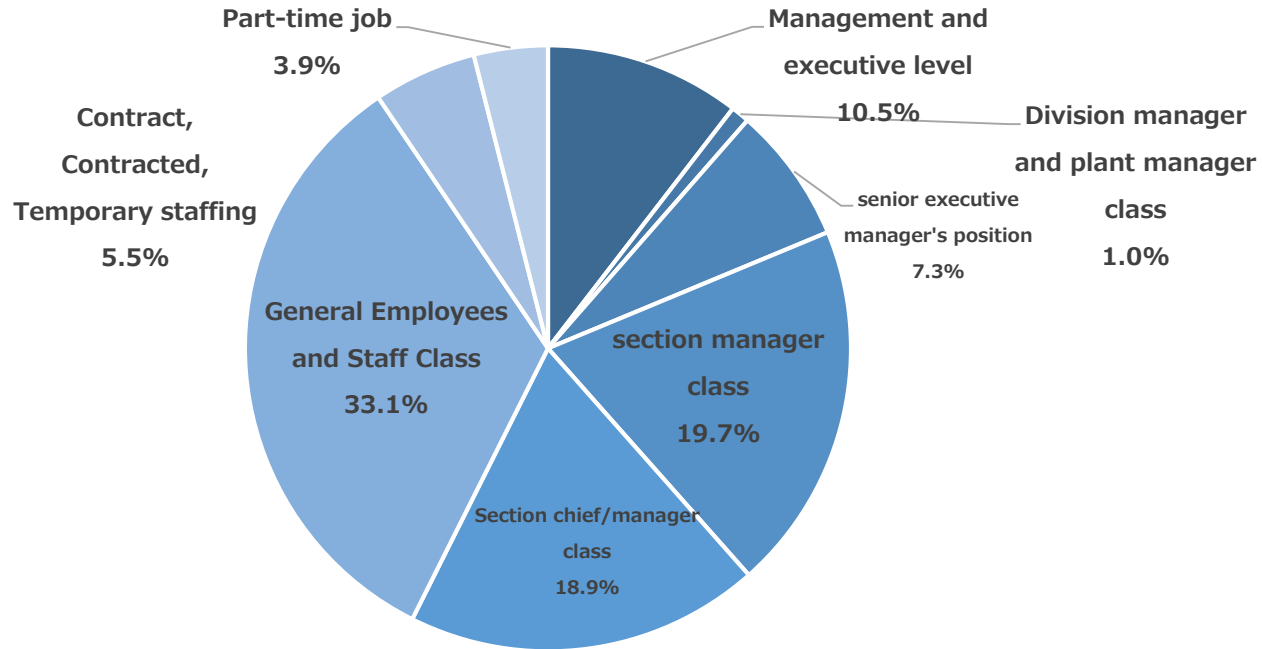
n=555



March 2022 Survey ITmedia NEWS Reader Profile Survey"

Reader Attributes -Position

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

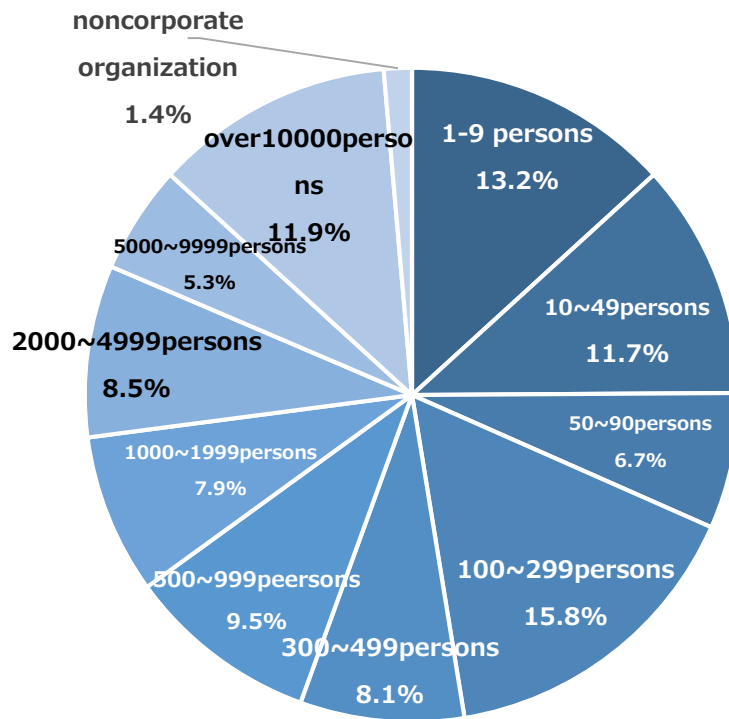


n=507
*Only for employed persons

March 2022 Survey "ITmedia NEWS Reader Profile Survey"

Reader Attributes -Employee Size

- Please select the number of employees at your company.

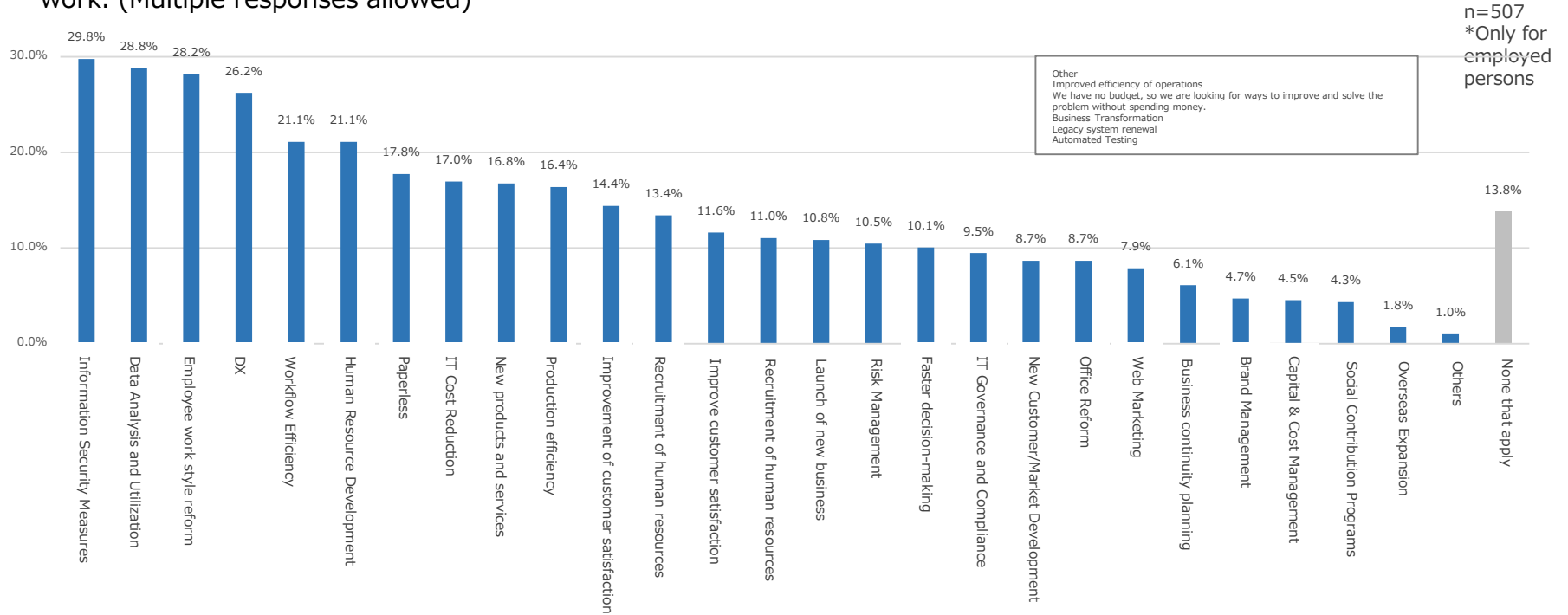


n=507
*Only for
employed
persons

March 2022 Survey "ITmedia NEWS Reader Profile Survey"

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)

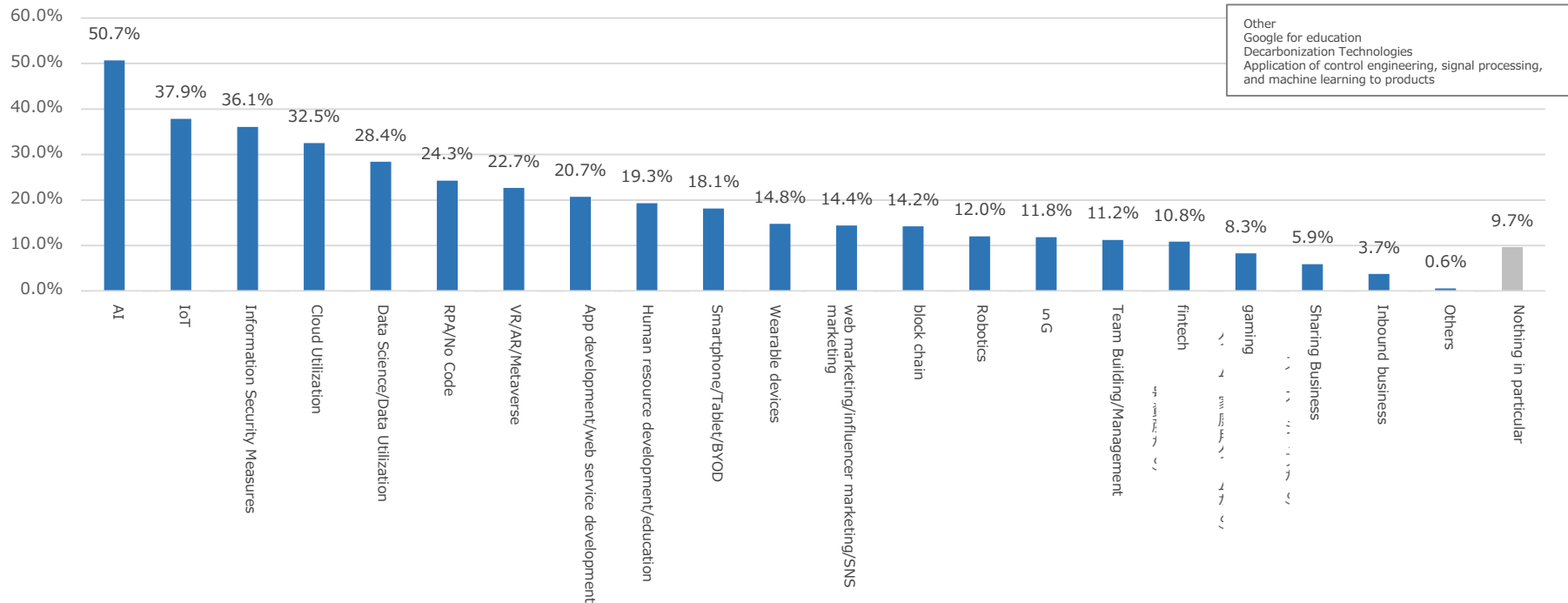


March 2022 Survey "ITmedia NEWS Reader Profile Survey"

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



March 2022 Survey "ITmedia NEWS Reader Profile Survey"

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 article: 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

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

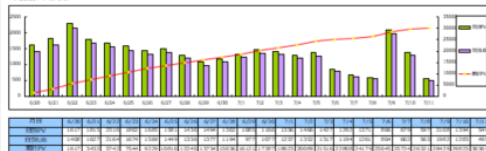
掲載実績

デバイス別アクセス率 (%)	パーソナル (96%)	スマートフォン (4%)	平均滞在時間
ユニークブラウザ数 (ユニークブラウザ数) (ユニークブラウザ数)	26,367	15,048	0:04:22

記事内 外部リンククリック数

リンク先URL	クリック数	クリック率 (%)
記事内リンク	1,112	4.1%
記事外リンク	262	0.9%
合計	1,374	5.0%

日別PV & US



掲載結果のご報告

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

掲載実績

デバイス別アクセス率 (%)	パーソナル (96%)	スマートフォン (4%)	平均滞在時間
ユニークブラウザ数 (ユニークブラウザ数) (ユニークブラウザ数)	26,367	15,048	0:04:22

記事内 外部リンククリック数

リンク先URL	クリック数	クリック率 (%)
記事内リンク	1,112	4.1%
記事外リンク	262	0.9%
合計	1,374	5.0%

日別PV & US



掲載結果のご報告

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

掲載実績

デバイス別アクセス率 (%)	パーソナル (96%)	スマートフォン (4%)	平均滞在時間
ユニークブラウザ数 (ユニークブラウザ数) (ユニークブラウザ数)	26,367	15,048	0:04:22

記事内 外部リンククリック数

リンク先URL	クリック数	クリック率 (%)
記事内リンク	1,112	4.1%
記事外リンク	262	0.9%
合計	1,374	5.0%

日別PV & US



Promotion Plan: advertorial article ads

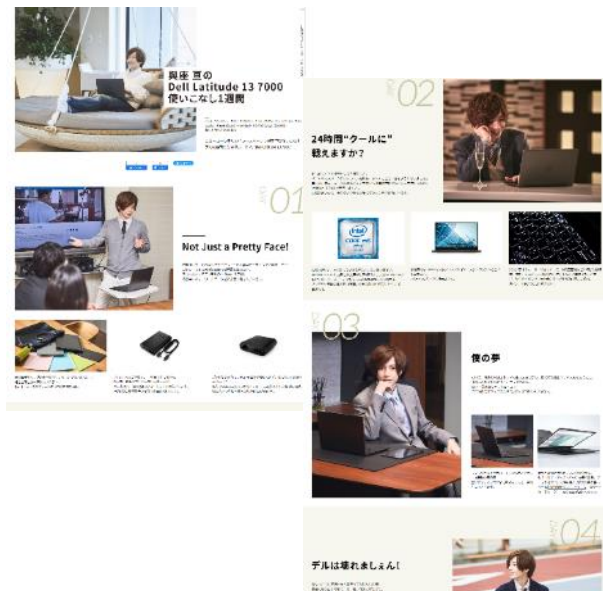
Fully Customized advertorial articles	advertorial article ads with designs created from scratch based on your requests. Rich design differentiates you from your competitors.	6,000,000 yen and up 30,000Page Views Guarantee
Behavioral history targeting advertorial article	Identifies interests based on reader behavior data and directs only those with high interest to advertorial article advertisements.	1,900,000 yen 10,000Page Views Guarantee
Page Views Guaranteed advertorial articles	advertorial article ads that target only readers who are fans of the media to gain recognition and promote understanding	1,900,000 yen 10,000Page Views Guarantee
Flash Reach advertorial article	advertorial article ads that match cases that require short-term exposure, such as new product announcements and sales information	750,000 yen One-week publication guarantee
Mail version advertorial article	advertorial article ads delivered via HTML e-mail	900,000 yen

Fully Customized advertorial articles

Fully customized design based on your request
Rich design differentiates us from our competitors.



Normal Production



Fully customized production

Implementation Fee

From 6,000,000 yen (excluding tax, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	30,000 Page Views
Publication Period	Minimum 2 weeks - (ends when guaranteed Page Views is achieved)
(technical) specification	<p>Production of 1 advertorial article</p> <p>Number of words and photos/graphics: negotiable</p> <p>Content posting fee: Included</p> <p>Viewing report: Yes (Page Views, Unique Browsers, companies viewed, etc.)</p> <p>Media: ITmedia NEWS or ITmedia Business Online</p> <p>Guidance: above media and external guidance</p>

- Cost includes production, editing, induction, and reporting (An additional fee will be charged when assigning a celebrity or when interviews are required at a distant location).
- 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 will be guaranteed to run for at least one week.

Behavioral history targeting advertorial article

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.

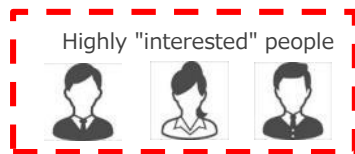
➤ Raise awareness among "highly interested" and "interested people".

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.

Implementation Fee

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

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	10,000Page Views *Fees based on Page Views are on the next page.
Publication Period	Minimum 1 week to estimated 1 month (to be terminated as soon as guaranteed Page Views is achieved)
(technical) specification	<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>
Article Publication	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 article

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

- *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

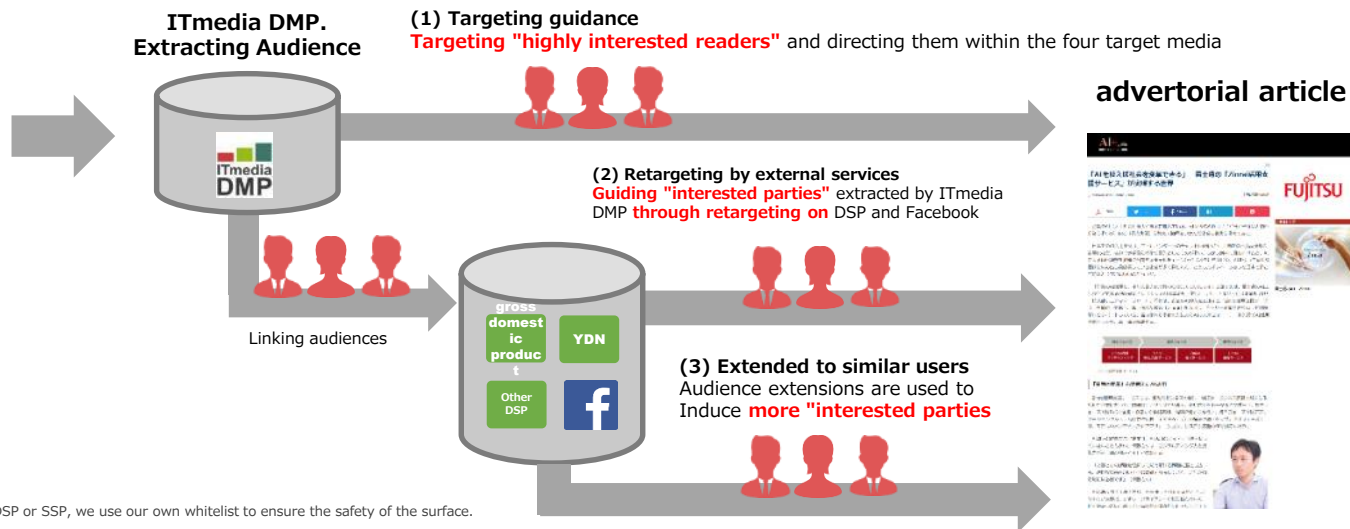
Specify segment

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.



Page Views Guaranteed advertorial articles

Page Views-guaranteed advertorial articles that direct media readers only.

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

advertorial article



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 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.)
Article Publication	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.

Flash Reach advertorial article

Guaranteed 5-day listing and inducement

Ideal for information exposure in conjunction with new product launches and e-commerce site sale announcements.



induction



advertorial article ads



Implementation Fee

750,000 yen (tax not included, Gross)

Advertisement Specifications

Guarantee form	Publication Period
Guaranteed Page Views	--
Publication 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.

Mail version advertorial article

We will send your product/service information to your readers in a single, exclusive HTML email advertisement, which will also be posted on your Web page, so that your content will not end after the email is delivered, but will remain with you.

Release Summary of Key Points

Product and service introductions in the form of regular news articles, based on press releases and product literature

Number of characters: about 500

Illustration : Up to 1

Editorial Perspectives

The following is a summary of the key points for the reader with an editorial perspective.

Number of characters: about 200



E-mail delivery image

Distributed via email newsletter for members

Target newsletter
ITmedia NEWS Anchor Desk
Magazine Special Edition

Number of deliveries: approx.
29,000

Delivery date: Monday-Friday

Also in the media



*Posting only and inducement will be charged separately.

Implementation Fee

900,000 yen (tax not included, Gross)

Advertisement Specifications

Whatwe offer	Produce 1 simple advertorial article (about 700 words) Content distribution via HTML e-mail Content publication in production media
Report	Number of deliveries Open rate Number of clicks CTR

- This is a simple advertorial article with no coverage. Please let us know in advance if you have any points you would like to emphasize in the product information, etc., in addition to the product you would like to have listed in the ad.
- We will send you a text file to check the contents of your listing in approximately 5 business days after we receive the materials.
- 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.
- We can optionally direct you to the archive listing page. Please contact our sales representative.

Mail version advertorial article + media guidance

We create content explaining your product/service information and distribute it to readers as HTML e-mail advertisements. After distribution, we will post the advertisement in the media to further increase awareness of your product/service.

Release Summary of Key Points

Product and service introductions in the form of regular news articles, based on press releases and product literature

Number of characters: about 500

Illustration : Up to 1

Editorial Perspectives

The following is a summary of the key points for the reader with an editorial perspective.

Number of characters: about 200



E-mail delivery image

Distributed via email newsletter for members

Target newsletter
ITmedia NEWS Anchor Desk
Magazine Special Edition

Number of deliveries: approx. 29,000

Delivery date: Monday-Friday

Media Coverage



2000Page Views
Guaranteed

Implementation Fee

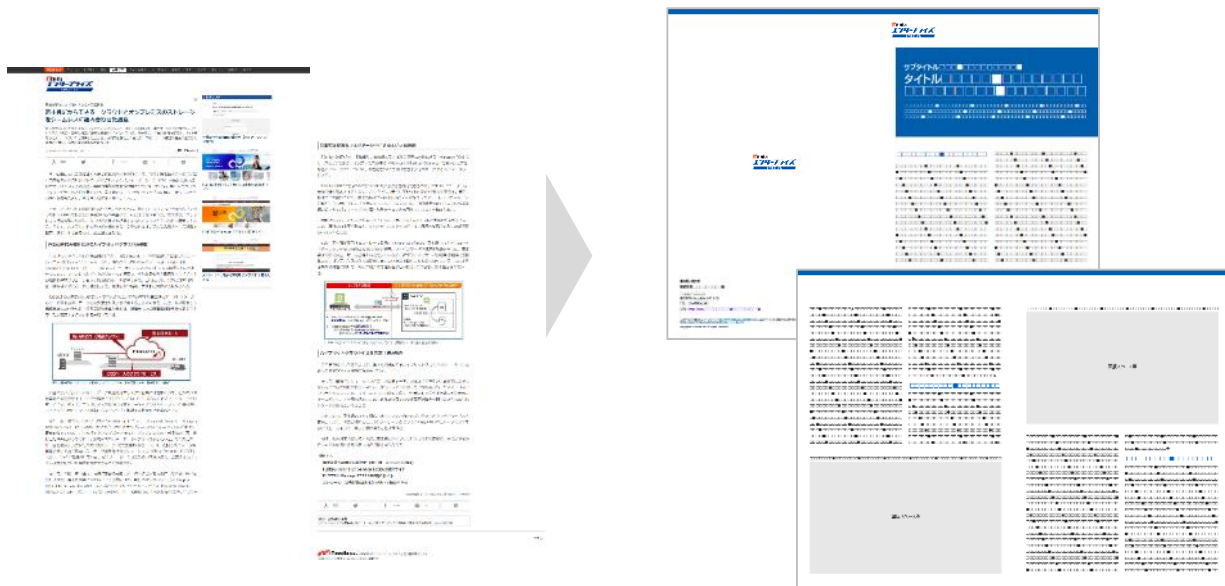
1,400,000 yen (tax not included, Gross)

Advertisement Specifications

What we offer	Produce 1 simple advertorial article (about 700 words) Content distribution via HTML e-mail Content publication in production media Guaranteed 2,000 Page Views of content
Report	Number of deliveries Open rate Number of clicks CTR Media Report (Page Views, Unique Browsers, companies viewed, etc.)
<ul style="list-style-type: none">This is a simple advertorial article with no coverage. Please let us know in advance if you have any points you would like to emphasize in the product information, etc., in addition to the product you would like to have listed in the ad.We will send you a text file to check the contents of your listing in approximately 5 business days after we receive the materials.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.	

Advertorial articles: Optional "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.



Charge

¥Ask

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 or a mixture of editorial 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.

Promotional Plan: Other

Re-direction plan (behavioral history targeting)	Only "interested parties" are directed again to the advertisements in the advertorial articles that have already been published.	1,500,000 yen 10,000Page Views Guarantee
Re-direction plan (media reader induction)	Re-directing "media readers" only to the advertisements in the advertorial articles that have already been published.	1,900,000 yen 10,000Page Views Guarantee
Re-guidance Plan (Feature-linked Re-guidance)	Re-directing advertisers who have already placed a advertorial article ad that matches the media plan, including your company logo on the top page of the feature article.	1,600,000 yen 10,000Page Views Guarantee
business survey	Conduct your company's original online survey for media readers	500,000 yen 200 responses guaranteed
middle page	Create a special website within the media. We will operate a page that can be used for brand strategy as well as storing your company's advertorial article advertisements.	6,000,000 yen and up Includes 3 advertorial article ads
Audience Targeting Banners	Targeting banners that combine the interests of readers identified from their content browsing history with ITmedia ID registration information and company information linked to IP addresses	From 300,000 yen From 3.0 yen per imp

Re-direction plan (behavioral history targeting)

Re-added reader inducement to advertorial articles that have expired.

Enables full use of the content produced.

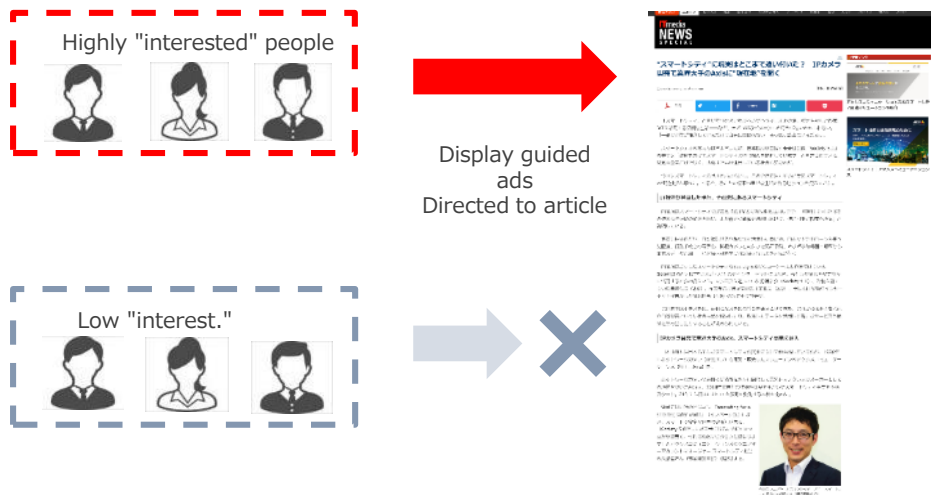
➤ Raise awareness among "highly interested" and "interested people".

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

➤ Reach people who have never visited ITMedia before

Linking reader behavior data to external services. Extended distribution allows us to reach readers who have never visited ITMedia and

Enables you to capture the same "people of interest" in external media. Expands the reach of your readers.



Implementation Fee

5,000Page Views~ : @200yen

10,000Page Views~ : @150yen

50,000Page Views~ : @110 yen

(Tax not included, Gross)

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.)
of the subject advertising article. Media Coverage	ITmedia News, ITmedia Business Online

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

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.

Re-direction plan (media reader induction)

Re-added reader inducement to advertorial articles that have expired.
The content produced can be fully utilized.

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



advertorial article



Implementation Fee

10,000Page Views~
@190yen

(Tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	10,000 Page Views
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.)
Media in which the subject ad is published	ITmedia NEWS, ITmedia Business Online (Induction slots are available only in ITmedia-operated media)

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

ITmedia NEWS/ITmedia Business Online Feature advertorial articles advertorial article ad re-direction (Page Views guaranteed)

Matched with ITmedia NEWS and ITmedia Business Online projects
Re-directing advertisers who have already placed a advertorial article ad, including
your company's logo on the top page of the feature article
Exposure that matches the theme is possible without the hassle of new production.



advertorial article



Special TOP
Dedicated inducement frame for advertorial articles

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

Implementation Fee

1,600,000 yen/
10,000Page Views
@ 160 yen (tax not included, Gross)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	10000Page Views
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Guidance from the Feature Top and article pages Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
benefit	Special TOP Links Logo placement (max. 10 spaces/first-come, first-served basis)

We reserve the right to refuse any advertorial article advertisement that is not in line with the purpose of the feature.
We will charge 200,000 yen for the inducement fee and a separate publication fee. In addition, we will estimate the cost of any revisions to the text, etc.














Please consult with us about the guaranteed number of Page Views over 10,000.

If multiple companies sponsor a booth or logo at the same time, they will be displayed in rotation.

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.

ITmedia NEWS/ITmedia Business Online Feature advertorial articles advertorial article ad re-direction (Page Views guaranteed)

Corner available for sponsorship (as of September 2022)		Keywords.	Media
SaaS Business Research Institute		SaaS Business	ITmedia NEWS
Cloud User		cloud computing	
Job Search Lab		Career, Work	
SaaS Select with ITreview		SaaS Selection	
AI+.		AI	
Security Hot Topics		security	
General Affairs on the Offensive		general affairs	ITmedia Business Online
Finance and Accounting for Change		Finance and Accounting	
The Age of Strategic Human Resources		human resources	
Marketing Thinker Theory		marketing	
Telework to Change Japan		telework	
#SHIFT "Shift" the norm at work.		way of working	
Top Interviews Strengthening the Company		top management	
Retail Revolution		Store, retail	

Business survey

Conduct your company's original online survey to highly sensitive readers of ITmedia NEWS/ITmedia Business Online. The collected responses can be used for marketing strategies, product development, and other purposes.

ITmedia
NEWS

ITmediaビジネス
ONLINE



※1. 氏名をご記入ください。

※2. 勤務先企業名をご記入ください。

※3. 所属部署名をご記入ください。

※4. 役職名をご記入ください。

※5. 勤務先Eメールアドレスをご記入ください。

※6. 勤務先電話番号をご記入ください。手動で数字/ハイフン/半角カタカナを入力可。例 03-1111-2222

※7. 勤務先Eメールアドレスをご記入ください。

※8. 勤務先住所をご記入ください。

※9. このコンテンツに関連する製品/サービスの購入予定時期。1つを選択ください。

※10. システム導入に関して、あなたはどのような役割を担いますか？

Implementation Fee

From 500,000 yen

(tax not included, Gross)

remarks

- The above rates are based on 200 responses guaranteed/no personal information provided/no attribute specified.
- Separate plans are also available: Respondent Personal Information Plan (100 responses guaranteed/¥600,000~), Respondent Attribute Specific Plan/No Personal Information Plan (200 responses guaranteed/¥700,000~).
- We will offer a gift certificate or other incentive for responding to the survey. The content of the incentive will be left up to you.
- Please prepare survey questions and response items separately from the lead information.
- Question types: single answer, multiple answer, text box
- Mandatory/optional responses: Can be set.
- Please submit the complete manuscript. We do not prepare or proofread questions.
- Respondent data will be available for download from our website.
- We do not accept interim reports or delivery of interim data before completion.
- The lead information obtained is the name of the employer, department, title, work address, name (furigana), e-mail address, and telephone number.
- The following are excluded from delivery
- Information that is clearly incomplete visually for those who are employed by the submitting company, freelancers, housewives/househusbands, students, unemployed persons, and those who are clearly visually incomplete.

Middle page

A special website was created 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 (customized plan)



▼Image of listing (Template Plan)



Rate Plans

Customized plan: From 8,650,000 yen

Package 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

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.

*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 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

400,000 yen (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

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.

