

ITmedia PC USER Media Guide

FY2022 ver. 2.1

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ITmedia Inc.

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](#)

PC, 2-in-1 - and to Computing in the IoT Era

Launched in 1994 as a print magazine, ITmedia PC USER is a comprehensive PC and new device information media covering PCs, 2-in-1 devices, tablets, their peripherals, software, office IT equipment, and services for business. We will continue to follow the new world of computing where IoT devices, cloud computing, and AI are seamlessly connected. We will deliver useful information for selecting and utilizing IT products and services through contents such as industry trends, reviews of hot products, new product news, reports on product launches, case studies, and serial articles by well-known authors.



Approx. 4,160,000 Page Views / 1,540,000 Unique Browsers Smartphone ratio: approx. 50%

*Actual results as of March 2022

▼ITmedia PC USER Featured Theme

Windows 11

In addition to the features and new functions of Microsoft's new OS "Windows 11," we will summarize the differences from Windows 10 and information on upgrades. We will also cover topics such as the Windows 11 lifecycle and major updates from the perspective of administrators who are deploying Windows 11-based PCs in their companies and operating Windows 10.

Hybrid work

In response to the new coronavirus, there is a need for "hybrid work" that allows people to work "regardless of location" and "without compromising performance. We will provide information from various angles on devices and services that support this shift.

Gaming & Creator

As CPU and GPU performance continues to improve, we will cover PCs and the latest devices that support creators as well as the ever-increasing eSports and gaming PC market. We will also provide articles that meet your needs for high-performance, easy-to-use, and different PCs and devices.

Children and IT Education

PCs compliant with the "GIGA School Concept," the "optimal PC model for learning," and related services are appearing one after another. We will follow the current status, issues, and future of PCs and services suitable for children, as well as programming education.

ITmedia PC USER New Feature

What's going to happen! What will happen? Windows 11



Microsoft has announced Windows 11, the first new OS in six years. In this feature, we will summarize what kind of OS Windows 11 is in the first place, its features and new functions, as well as the differences from Windows 10 and information on upgrading to Windows 11.

We will also deal with topics such as the Windows 11 life cycle and major updates from the perspective of administrators who deploy Windows 11-based PCs in their companies and operate Windows 10.

We will provide information on Windows 11, including whether you need to replace your PC with Windows 11 or whether you should buy a Windows 10-based PC now.

Reader Target

Readers who are gathering information on the new OS
Information system department personnel in charge of
PC management in a company

Listed Contents

Latest news, reviews, industry trends, case studies, etc.

ITmedia PC USER x ITmedia Mobile Joint New Feature



Feature Page

ハイブリッドワークのススメ

新型コロナウイルスを巡る対応は続いていますが、徐々に経済活動全般を再開する方向で動き始めています。これまでは在宅で定着した会社も会社も出てきたり、出張や対面での営業活動が戻ったりと働く環境が日々異なる機会が増えてきました。一方で、すっかり定着したビジネス習慣も継続しており、働き方に関わる変化がますます加速する中で、さまざまな働き方を実現するための環境を整える必要が出てきました。今、どのようなワークスタイルにおいても、業務のパフォーマンスを落とさずに仕事を進められる「ハイブリッドワーク」化が求められています。本特集では、それらを支えるデバイスやサービスについて、さまざまな角度から情報をお届けします。

「Surface Go 3」のLTEモデルは1月11日より 個人向け Lenovoの中小ビジネス向け「ThinkBook」に2画面モデルが登場

便利なデバイス

NEC PC、個人向けPC「LAVIE」のダイレクト直営モデル3製品を発売開始 Windows 11搭載対応

デル、SOHO利用などに最適した新型PC用外部ディスプレイを発売

Microsoft「Outlook」の「アサイン」機能、メールをクラウド上に保存し、どこからでもアクセス可能に

ノートPCなどにスキャナ機能やカメラ機能を搭載した「ThinkBook」シリーズ

「ThinkBook」シリーズの「ThinkBook」シリーズ

「ThinkBook」シリーズの「ThinkBook」シリーズ

ネットワーク/セキュリティ

Zoom、Teams、Skypeなどのオンライン会議ツールに最適化されたネットワーク機器を発売

Microsoft「Outlook」の「アサイン」機能、メールをクラウド上に保存し、どこからでもアクセス可能に

ノートPCなどにスキャナ機能やカメラ機能を搭載した「ThinkBook」シリーズ

「ThinkBook」シリーズの「ThinkBook」シリーズ

IoT/スマート家電

「SpotCam Solo 2」で室内用セキュリティカメラのハードウェアの進化を体験する

「SpotCam Solo 2」で室内用セキュリティカメラのハードウェアの進化を体験する

「SpotCam Solo 2」で室内用セキュリティカメラのハードウェアの進化を体験する

テレワーク向け家具/アイテム

サンワ、スタンダード設計の小型デスクトップパソコンを発売

サンワ、スタンダード設計の小型デスクトップパソコンを発売

サンワ、スタンダード設計の小型デスクトップパソコンを発売

Since the lifting of the state of emergency declaration, economic activities in general have gradually begun to move. Companies that used to be all about home-based work are now having more and more opportunities to have different working environments on a daily basis, such as having work days and returning to business trips and face-to-face sales activities. At the same time, videoconferencing, which has become firmly established, continues, and there is an ever-increasing demand to perform work regardless of location. Today, there is a growing demand for "hybrid work," where work can be done in any workplace without compromising performance. This feature provides information on devices and services that support such "hybrid work" from a variety of perspectives.

Content Direction

We will deliver content to make our readers' work-at-home environment more comfortable, focusing on the following four categories

One of the cars I'm interested in

Network/Security

Useful Peripherals

Useful Tools

Reader Target

Business people who want to adopt a flexible work style using PCs, peripherals and services

Responsible for corporate information systems supporting hybrid work

Productivity Navi (Pro-Navi)



<https://www.itmedia.co.jp/pcuser/subtop/pronavi/>

In today's business world, where analysis and utilization of vast amounts of data have become commonplace, the selection criteria for devices to be introduced in business operations to enhance productivity and the services to be used in doing so have changed dramatically. In this issue of "Productivity Navi" (abbreviated as "PRONAVI"), we will provide product information, services, industry trends, case studies, and other information useful for selecting devices and services to improve productivity in business.

Content (example)

- Lenovo Revises "Telework Start Guide" to Reflect Latest Initiatives with an Eye to Post "Corona Disaster"
<https://www.itmedia.co.jp/pcuser/articles/2106/30/news175.html>
- Acer releases list of corporate PCs eligible for free Windows 11 upgrade
<https://www.itmedia.co.jp/pcuser/articles/2107/05/news102.html>
- Why Buffalo is promoting Wi-Fi EasyMesh support for Wi-Fi 6 routers and repeaters to eliminate "disconnections."
<https://www.itmedia.co.jp/pcuser/articles/2106/04/news135.html>

Programming Education for Children and Programming for the Future



<https://www.itmedia.co.jp/pcuser/subtop/education/>

With the trend toward "compulsory programming education" in junior high schools and the provision of terminals and other equipment in senior high schools in 2021, what should parents prepare for and how should they work with their children? On the other hand, following the report of the Ministry of Education, Culture, Sports, Science and Technology, PCs compliant with the "GIGA School Concept," the "Optimal PC Model for Learning," and related services are appearing one after another. We will follow the current status, issues, and future of PCs and services suitable for children, as well as programming education.

Content (example)

- What does the "GIGA School Initiative" need to succeed? Let's think about it from advanced cases.
<https://www.itmedia.co.jp/pcuser/articles/2107/09/news028.html>
- Gifu Prefectural Board of Education, Keio University SFC Research Institute, and Microsoft Japan sign collaboration agreement to promote ICT in Gifu prefectural schools
<https://www.itmedia.co.jp/pcuser/articles/2106/11/news110.html>
- Test the "arrows Tab EH," a 2-in-1 tablet PC for elementary and junior high school students, with dustproof, splashproof, and rugged design.
<https://www.itmedia.co.jp/pcuser/articles/2104/06/news070.html>

Gaming Navigation

<https://www.itmedia.co.jp/pcuser/subtop/features/gamingnavi/index.html>



The e-sports market is also expanding significantly, and is expected to grow to over 300 billion yen worldwide by 2022. PC USER and Mobile will provide you with information related to e-sports, as well as information on the latest trends in gaming devices such as mice, keyboards, headsets, and gaming smartphones. PC USER and Mobile will also provide articles that meet the needs of those who are looking for a higher grade product, a high-performance and easy-to-use PC or device that is different from the others.

Content (example)

- A closer look at the "G-Tune HP-Z," a high-end model that fulfills "every wish of the user."
<https://www.itmedia.co.jp/pcuser/articles/2108/13/news097.html>
- The "ROG Zephyrus S17 GX703," a notebook PC that costs about 500,000 yen but has "everything" in it.
<https://www.itmedia.co.jp/pcuser/articles/2107/16/news087.html>
- How big is it? What about the auxiliary power supply? Check out the new generation of mid-range GPUs, the Radeon RX 6600 XT-based grabboards!
<https://www.itmedia.co.jp/pcuser/articles/2108/06/news155.html>

For Digital Creators

<https://www.itmedia.co.jp/pcuser/subtop/features/digitalcreator/>



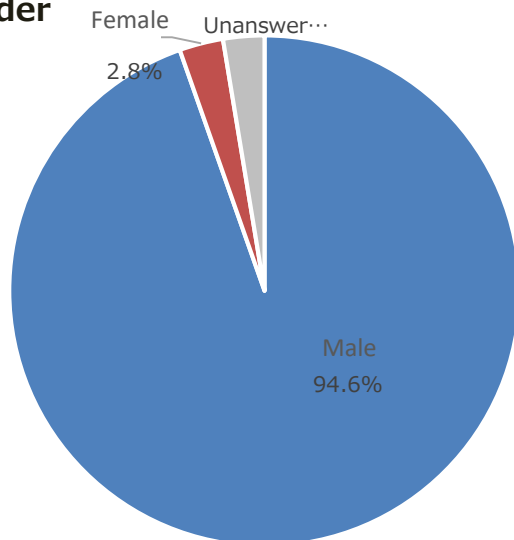
As CPU and GPU performance continues to improve, creative applications are also evolving dramatically. The latest developments that will benefit creators include fast mobile PCs and small tablet devices that allow them to edit videos and create illustrations from anywhere, and full utilization of AI capabilities that allow them to avoid more of their creative time.

Content (example)

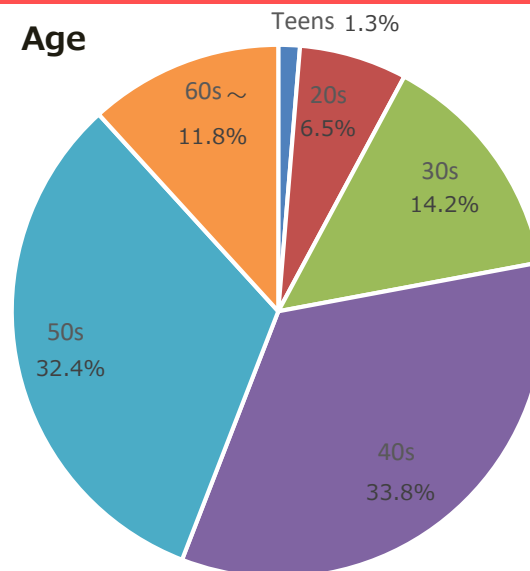
- I don't dislike the image that digital paintings have of completely disappearing from the earth -- Terada-style "Transition of Digital Paintings".
<https://www.itmedia.co.jp/pcuser/articles/2108/05/news043.html>
- The most glamorous and most bewildering Apple M1-powered "iPad Pro" review
<https://www.itmedia.co.jp/pcuser/articles/2106/24/news017.html>
- A one-on-one battle with a high-end machine! Can the Artist Pro 16TP break Wacom's stronghold?
<https://www.itmedia.co.jp/pcuser/articles/2107/27/news024.html>

ITmedia PC USER Reader Profile

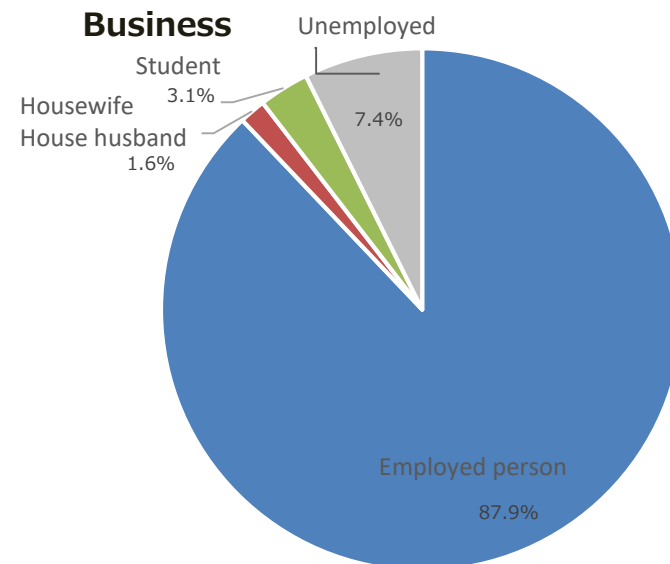
Gender



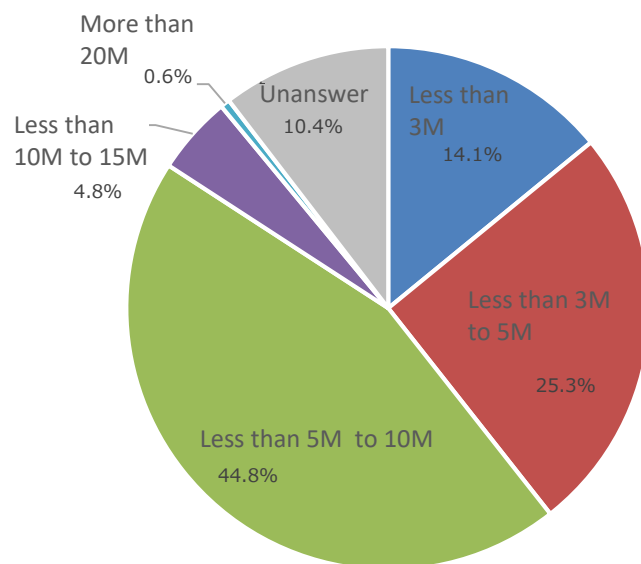
Age



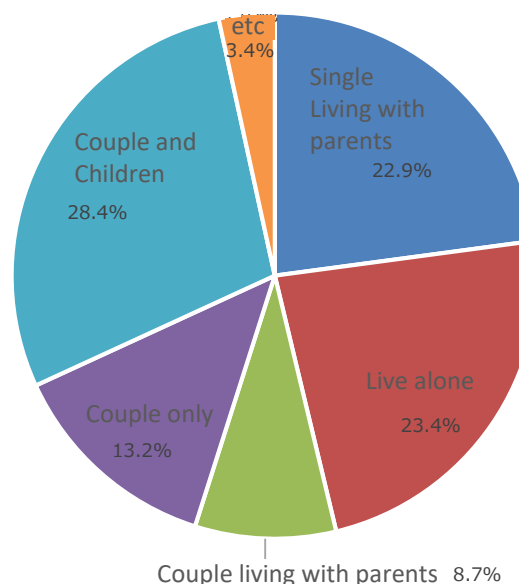
Business



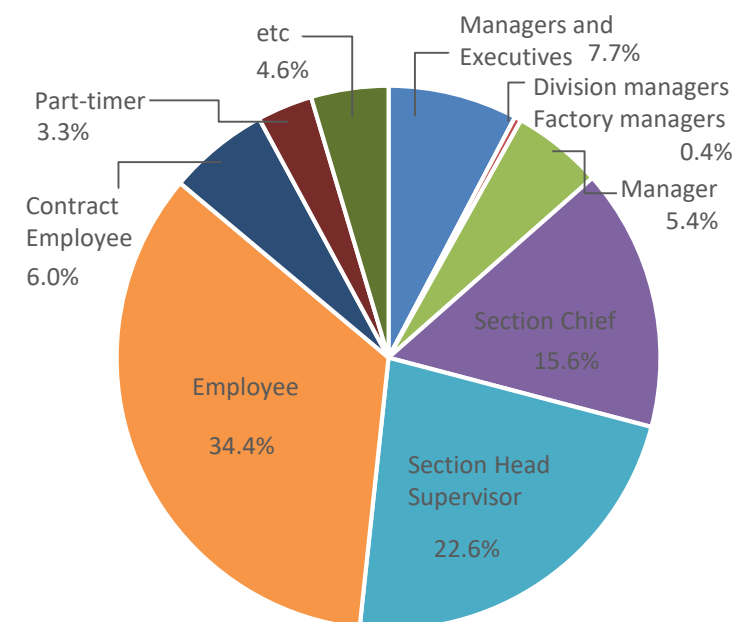
Annual Income (¥)



Household Structure



Post



Advertisement Menu

ITmedia
PC USER_

For influencers who enrich their work and lives digitally. Promote your products and services in article-based advertisements



Content type (example)

You can choose from a variety of content types depending on your promotional objectives

Product Reviews



The editorial staff will explain the specifications and advantages of the product in an easy-to-understand manner. We can also introduce how to make the best use of the product as well.

Event Report



We cover press releases and events and turn them into articles. We can approach people who were unable to attend the event on the day of the event and help them understand the details of the event in an easy-to-understand manner.

interview



We will interview people who were involved in the development of the product, people in charge of marketing, etc., and talk about the appeal of the product and the secret story behind its development.

Expert Assignment



AV critics, well-known writers, and others are assigned by utilizing ITmedia's network. They will talk about the appeal of the product from a third-party perspective to create compelling content.

PV Guaranteed Advertorial Netlabo Collaboration Plan

This is a special plan that combines a advertorial produced and published in ITmedia PC USER and ITmedia Mobile with **Netlabo inducements**. With Netlabo overwhelming volume, you will be able to reach gadget-interested people who follow Internet trends.

Menu

PV Guaranteed Advertorial

Includes content production and posting costs, and Netlabo inducement costs Viewing Company Report

▼Supplied Fees

Plan	Price (tax not included/gross)
50,000Page Views Guarantee	¥3,500,000
30,000Page Views Guarantee	¥2,400,000
15,000Page Views Guarantee	¥1,350,000

Netlabo Media Specs

Monthly Page Views	298.41 million Page Views	Monthly Unique Browsers	36,659 Unique Browsers
Number of articles per month	3,239 pcs.	Twitter follower	319,000

*July 2022 results

This plan is a combination of ITmedia PC USER, ITmedia Mobile and Netlabo. This plan provides a guaranteed Page Views. Please note that we do not guarantee the number of leads for each media. Please note that this plan does not guarantee the number of leads for each media.

The length of time, space, and content of the inducement ads will be left up to us.

We will stop publishing ads as soon as the guaranteed Page Views is achieved, but they will remain up for at least one week. Guaranteed.

*If you need to assign a celebrity or travel to a distant location for interviews, an additional fee will be charged.

(*In some cases, guidance to the advertorial article will be provided from other sites within ITmedia.

ITmedia Devices & Services Media

Advertorial article

Advertorial inducement frame

ねとらぼ

One of the largest media specializing in online news in Japan

<https://nlab.itmedia.co.jp/>

Distribution Advertorial Plan

Advertorial Boost Plan provides a set of highly reliable distributor leads for advertorial articles produced and published in ITmedia PC USER and ITmedia Mobile. Maximize your performance to reach your target readers outside of ITmedia.

Menu

PV Guaranteed Advertorial

Includes content production and posting costs, and Netlabo inducement costs Viewing Company Report

▼Supplied Fees

20,000 Page Views Guarantee

SmartNews Plans

2,600,000 yen

LOGLY Lift Plans

2,460,000 yen

Facebook Plans

2,200,000 yen

Twitter Plans

2,200,000 yen

Guaranteed Page Views is customized according to your budget.

This plan is a combination of ITmedia PC USER, ITmedia Mobile and the above distributors. Please note that this plan does not guarantee the number of leads for ITmedia and distributors.

The length of time, space, and content of the inducement ads will be left up to us.

We will stop publishing ads as soon as the guaranteed Page Views is achieved, but they will remain up for at least one week. Guaranteed.

*If you need to assign a celebrity or travel to a distant location for interviews, an additional fee will be charged.

(*In some cases, guidance to the advertorial article will be provided from other sites within ITmedia.

Please be sure to ask for the distributor you wish to use.

*Targeting by attributes and interests is also available.

(We will provide a separate estimate.)

ITmedia
PC USER ITmedia **Mobile** ITmedia Devices & Services Media

Advertorial article



Advertorial inducement frame



distributor



PV Guaranteed Advertorial

Article ads produced from the unique perspective of the editorial department
Guaranteed Page Views ensures that your promotions reach readers. Guaranteed Page Views can be customized in 1Page Views increments according to your budget.

The screenshot shows a typical ITmedia PCUSER article layout. At the top is the site logo and navigation bar. The main headline is '消費増税増税前、OS/Officeサポート終了……『そのうち買う』なら今がいい！ 買うべきPCはこれだ!! (1/2)'. Below the headline is a sub-headline '消費増税が8%→10%に増えると、PCや家電など高価な買い物はと割高が大きい。特にPCは2020年1月にWindows 7の延長サポートが終わるというトピックもあり、まさに買い増し時を逃さない。' (Before the consumption tax increase, OS/Office support ends... if you're going to buy it anyway, now is a good time! The PC you should buy is this!! (1/2)). The article text discusses the upcoming tax increase and the end of Windows 7 support, recommending a new PC purchase. It mentions a 'LAVIE Pro Mobile' and 'LAVIE Desk All-in-one' as examples. There are social media share buttons and a '関連リンク' (Related Links) section on the right.

■ Schedule of Charges

Page Views price will vary depending on the guaranteed Page Views.
We will accept a minimum of 15,000Page Views guarantee.

Guaranteed Page Views	Page Views unit price	Charge
43,000	¥70	3,000,000 yen
23,000	¥87	2,000,000 yen
15,000	¥100	1,500,000 yen

Implementation Fee

From 1,500,000 yen

(excluding tax)

Advertisement Specifications

Guarantee form	assurance
Guaranteed Page Views	15,000Page Views～
Publication Period	Minimum 1 week to maximum 2 months (Ends as soon as the guaranteed Page Views is achieved)
Charge	From 3,500,000 (tax not included/gloss) *See left.
Menu	Production of 1 advertorial article (including the cost of content publication) Browse Company Reports

The length of time, space, and content of the inducement ads will be left up to us.

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.

*If you need to assign a celebrity or travel to a distant location for interviews, an additional fee will be charged.

Advertorials with Surveys

By placing a survey in your article ads, you can capture lead/survey information from viewers and use it to conduct research and sales activities that meet your company's objectives.

Publication image



The publication image shows a mobile app advertisement for 'Suica' (Apple Pay) with a survey guide frame overlay. The frame includes a 'CHARGE!!' graphic and a 'Questionnaire guidance frame' section.

Questionnaire guidance frame

関連リンク
・楽天ペイのSuica

Questionnaire Image



The questionnaire form is titled '株式会社日立システムズ アンケートへのご招待のお願い' (Hitachi System Co., Ltd. Invitation to the Survey). It contains 10 numbered questions for user registration and survey completion.

- 氏名をご記入ください。
- 勤務先企業名をご記入ください。
- 所属部署名をご記入ください。
- 役職名をご記入ください。
- 勤務先Eメールアドレスをご記入ください。
- 勤務先電話番号をご記入ください(半角で数字・ハイフンをご入力ください。例: 03-1111-2222)。
- 勤務先住所欄を任意で記入ください。
- 勤務先住所を任意で記入ください。
- このアンケートに関連する製品/サービスの購入予定時期、1つお選びください。
☐ 3月以内
☐ 6月以内
☐ 1年以内
☐ 1年以上
☐ 検討中/不明
- 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

2,000,000 yen (excluding tax)

Advertisement Specifications

Guarantee Form	term warranty
Publication Period	1 month
Charge	2,000,000 yen (tax not included/gross)
Menu	Production of 1 advertorial article (including the cost of content publication) Survey form production Profile acquisition measures Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Guide Frame	ITmedia PC USER Top Links (1 month) Side link (1 month) Link below the article (2 weeks) Devices & Services Media Smartphone Link (2 weeks) ITmedia Devices & Services Communications PR version 1 time *For survey guidance

*To promote the acquisition of profiles, we will make the granting of survey benefits a condition of implementation. We will prepare the rewards for readers. (e.g., Amazon gift certificate, etc.)

Lead information will be delivered in a lump sum at the end of the term. Interim delivery will be made only once upon request.

Advertorial Plan with Video Program

The ITmedia editorial team will introduce your product, interview the person in charge, and more. Special plan to produce a 10-15 minute video program and include it in the advertorial article. We will promote understanding through video.



Web会議の困りごとはデル・テクノロジーの「ビデオ会議用モニター」で解決！ ワンランク上の環境を手に入れよう！

ここ1年で急激に広まったWeb会議。実際に使っていると、いろいろと困ることがある。その困りごとを解決できるアイテムとして、デル・テクノロジーが「ビデオ会議用モニター」を発売した。その特徴をチェックしていこう。



2020年を皮切りに、私たちの働き方は大きく変わった。東京都の「テレワーク導入実証調査結果」によると、2020年6月時点においてテレワーク（在宅勤務）制度を導入している企業は37.8%。今後導入予定とする企業は16.4%だったという。業務や環境によってはテレワークは困難であることには代わりないが、多くのビジネスパーソンにとって、テレワークが必要不可欠な要素の1つとなったことに異論の余地はないだろう。

そのテレワーク中によく使われるツールの1つが、Web（ビデオ）会議システムだ。矢野経済研究所が2020年5月に実施した調査によると、テレワーク中に最も利用されたITツールとして、Web会議ツールが挙げられた（79.2%）という。在宅あるいはリモートオフィスなどでのテレワーク中はもちろん、会社のオフィスに出勤している場合でも、Web会議をする機会が増えたという人も少なくないはずだ。

だが、急激なWeb会議の普及に伴って困りごとが増えたという声もある。それを解決する手段の1つが、デル・テクノロジーがこのほど発表した「ビデオ会議用モニター」だ。実際に試せるであろう通り、このディスプレイがどう解決してくれるのか、見ていこう。



Video program image



Video posted on ITmedia's Youtube account

program time	10-15 minutes (approx.)
program structure	Product introductions, interviews with personnel, etc.

Implementation Fee

2,500,000 yen~ (excluding tax)

Advertisement Specifications

Advertorial article Guarantee form	Page Views Guarantee
Advertorial article Guaranteed Page Views	23,000Page Views~
Publication Period	Minimum 1 week to maximum 2 months (Ends as soon as the guaranteed Page Views is achieved)
Charge	From 2,500,000 yen (tax not included/gloss) *See left.
Menu	Production of 1 advertorial article (including the cost of content publication) Viewing Company Report Video Programs

*We do not guarantee the number of views of video programs.

Video programs will be produced for embedding in advertorial articles only. Please contact us in advance if you wish to make secondary use of the video program.

*Filming of the video program will be done once. If you wish to reshoot, please note that there will be an additional cost.

The length of time, space, and content of the inducement ads will be left up to us.

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.

*If you need to assign a celebrity or travel to a distant location for interviews, an additional fee will be charged.

Simple advertorial (Page Views Guaranteed Fresh Summaries)

Simple advertorial article ads that are written up on a document basis

Our editorial staff will write articles on your company's new products and services, including market background and trends, and deliver them to readers with guaranteed Page Views.



We can also provide customization of guaranteed Page Views numbers and simple advertorial with a guaranteed time period. Please contact us for details.

Implementation Fee

400,000 yen (excluding tax)

Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	3,000 Page Views
Charge	400,000 yen (tax not included/gross)
Menu	Production of 1 simple advertorial article (including content posting fee) Summary of product information (800~1000 characters) Browsing report (simplified version)

This is a simple advertorial that assumes no interviews. Please fill out the "Hearing Sheet" for production. Please let us know in advance the product information you would like to emphasize, as well as the product information you would like to include in the advertisement.

Product information (press release, product literature, etc. / up to 1 item)

Image (up to 1)

Relevant links (up to 3 locations)

*After providing the materials, we will send you a preview to confirm the contents of the publication in approximately 3 business days. The first copy will be returned only as a "fact check".

*If you require "proofreading" or would like to produce an article with an editorial viewpoint, please select a regular article ad.

*Straight news and editorial viewpoints are composed separately. If you would like to write a news article with an editorial viewpoint, please select Article advertorials

*The article will be published using the same template as the editorial article. Please note in advance that competitors' advertisements will appear in the article.

Assumed schedule and precautions for article ads

Estimated schedule

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

▼ For product reviews

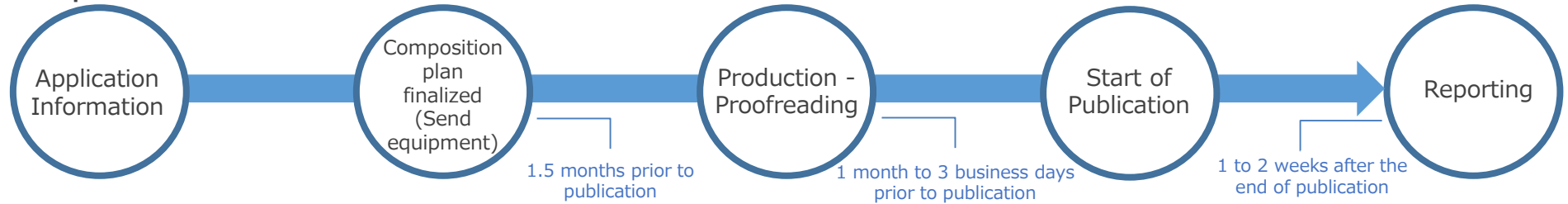
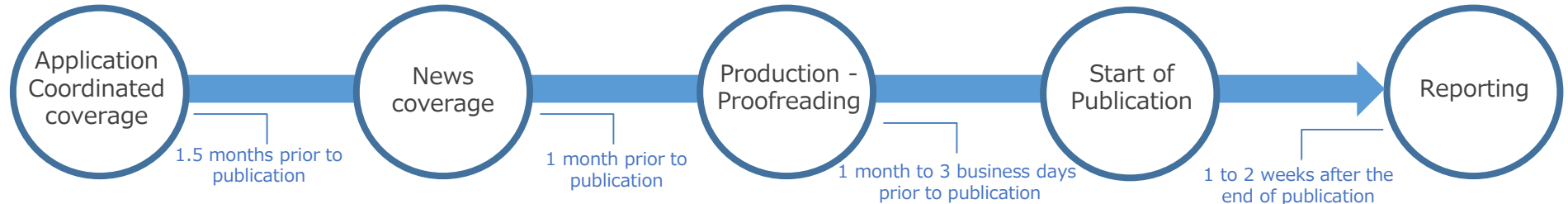


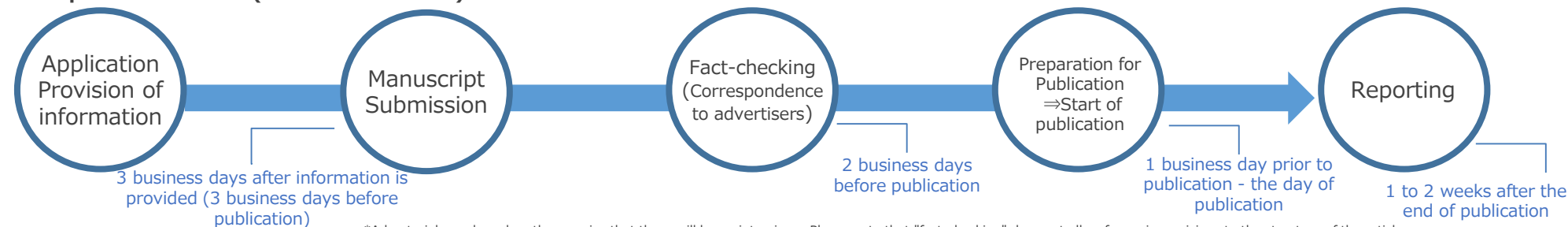
Photo shooting days are every Thursday. Please make arrangements to arrive the morning of the day before. Additional fees may be charged if reshoots are necessary for the advertiser's convenience. The schedule will also be pushed back. The "production to proofreading" period includes initial proofreading, proofreading again, and proofreading again. The proofreading phase includes the initial proofreading, re-proofreading, and proofreading.

▼ In case of an interview



The "production to proofreading" period includes initial proofreading, proofreading again, and proofreading again. The proofreading phase includes the initial proofreading, re-proofreading, and proofreading.

▼ Simple Advertorials (Fresh Summaries)



Precautions

*Advertorials are based on the premise that there will be no interviews. Please note that "fact-checking" does not allow for major revisions to the structure of the article, except for content that is factually incorrect.

The copyright of the article ads produced belongs to us and our production staff (writers, photographers, etc.).

Secondary use fees will be incurred for printed materials, so please contact our sales representative if you wish to use them.

Please note that the following additional fees may be incurred if the advertiser makes major changes from the agreed-upon content after the application has been submitted.

-Revision of the first proof: 300,000 £ Revision after the proof: 100,000 £ (Note: The fee for the first proof is the same as the fee for the second proof)

A separate fee of ¥ 50,000 or more will be charged for the re-shooting of photos used in the advertorial articles. ※All prices are exclusive of tax and gross.

Wall Jacks New!

This is a premium advertising package that includes "Wallpaper (left and right)", "Super Banner" and "Rectangle" on the media top page/article page at the same time. This product, which covers the entire first view of the page, is ideal for branding.



▼ Display Rules

Left and right wallpapers, rectangles and super banners will be posted at the same time.

▼ Specifications

①②Wall paper (common for both sides)

File size : Left to right 160pixel x 600pixel

File size : Less than 150KB

Animation : Less than 30 seconds

File format : gif, jpg, png

Please submit the manuscript to be posted on the left and right side of the page respectively.

③Super Banner

File size: 728pixel (left and right) x 90pixel (top and bottom)

File size : Less than 150KB

Animation : 30 seconds or less

File Format : gif, jpg, png

④Rectangle

Size : 300pixel (left/right) x 300pixel (top/bottom) or 250pixel (left/right) x 300pixel (top/bottom)

File size : Less than 150KB

Animation : 30 seconds or less

File Format : gif, jpg, png

▼Top page listing (guaranteed term, fixed display)

Media Name	page of a magazine	number of boxes	Exposure frequency	Publication Period	Assumed imp	Charge
ITmedia PC USER	TOP	1	fixation	2 weeks	35,000	1,200,000 yen

▼ Article surface publication (imp guaranteed)

Media Name	page of a magazine	number of boxes	Exposure frequency	Publication Period	Assumed imp	unit price
ITmedia PC USER	Article Page	-	-	Optional (from 1 week)	IMP Guarantee	12 yen

▼ Other details

Distribution : Our AD server

Click : Available

URL : Wall paper (left)/Wall paper (right)/Super banner

/ Rectangle: Can be specified individually for a total of 4 manuscripts

Audio : Not available

Number of manuscripts : 1

Replacement of manuscripts: Not available

Deadline for submission : 10 business days before

(Please send four separate e-mails for each manuscript.)

Report : Additional and individual aggregate values for each part (imp, click)

The background does not scroll even if the site is scrolled vertically; it remains fixed.

Billboard Video Ads

This is an ad space that plays a large-sized video content directly under the global navigation. This can have a strong impact on readers.

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



▼ Product Specification ②:

Video is displayed left or right aligned (position can be selected).



▼ Outline of Products

Media Name	page of a magazine	Charge	(technical) specification
ITmedia TOP	TOP	view@10 yen Minimum implementation amount 1,000,000 yen	Specification ①. Left and right: 970px Top and bottom: 400px Expand within the above size Specification ② Left and right: 970px Top and bottom: 250 px Video: 444 x 250 px Still image: 526 x 250 px
ITmedia NEWS	the front page of an article		
ITmedia Enterprise	TOP/article page		
ITmedia Business Online	TOP/article page		
ITmedia Mobile	TOP/article page		
ITmedia PC USER	TOP/article page		
@IT	TOP/article page(*)		
MONOist	TOP/article page		
EE Times Japan/EDN Japan	TOP/article page		
Smart Japan	TOP/article page		

The article will not appear on the article page of the old design.

▼ Submission Rules

Submission Materials	file format	capacity	Size	Other remarks	deadline for submitting manuscripts
video file	flv, mp4	Within 2GB	Top and bottom: 400px or more 16:9 material	Within 30 seconds	10 business days before
Thumbnail (still image)	jpeg, gif	50KB or less	Video and still images of the same size horizontally and vertically		
static image file *Only in the case of specification ②.	jpeg, gif	50KB or less	526 x 250 px	What is a thumbnail? Other materials recommended	

▼ Outline of Products

- The number of available ad spaces, number of ads, and rates are subject to availability. Please inquire with our sales staff.
- We will arrange and use the system of Loco Research Inc. for distribution. If you wish to use a third-party delivery service arranged by your company using a different system, we will provide you with an imp guarantee.
- WelcomeScreen may be posted at the same time. Please understand.
- Prices and specifications are subject to change without notice.
- Report items: views, clicks, views (rate), 1/4 views (rate), 2/4 views (rate), 3/4 views (rate), completed video views (rate)
- Audio is off by default.

This is an advertisement in which the video begins playing after the advertisement section appears at the bottom of the article after scrolling down the article page. The video can be shown in a natural flow to readers after they have finished reading the article, allowing for exposure from the beginning of the content without waste.

▼Published Image

At the start of video playback



Scroll down the page and view ads
When it comes to the position,
an advertisement appears and video
playback begins.

During playback - After playback ends



The X in the upper right hand corner
indicates that the advertisement Close,
and the Voice ON/OFF with the voice
button in the lower right corner.
Otherwise, click to move to the link
destination. Still image display after
playback ends

In-leads can also be posted as still images. Please contact us for details.

▼ Outline of Products

medium	page of a magazine	num ber of boxe s	Charge
ITmedia Mobile	the front page of an article (Article below)	1	View@6.0 yen
ITmedia PC USER			

▼ Submission Rules

Submission Materials	file format	capacity	Size	Other remark s	deadline for submittin g manuscri pts
video file	mp4	Within 2GB	640 × 360px 16:9 aspect ratio	Within 30 seconds	10 business days before
Thumbnail (still image)	jpeg, gif	50KB or less	640 × 360px Same size as movie size	-	

▼ Notes

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

Rich Ads Submission Precautions

Trade (brand) name	Manuscript Specifications				Points to note
Wall Jacks	Wall paper (common to both sides)				The left and right wallpapers, rectangles and super banners will be posted at the same time. We also sell only the wallpaper on the left and right sides. The wallpaper will remain fixed and will not scroll when the site is scrolled vertically. Please submit all creatives in a single e-mail. The report will be provided as a total of each part and individual aggregate values (imp, click).
	file format	gif, jpg, png			
	manuscript size	160pixel (left/right) x 600pixel (top/bottom)			
	capacity	Less than 150KB			
	deadline for submitting manuscripts	10 business days before			
Billboard (Video distribution)		video file	thumbnail (i.e. miniature image) (STILL)	static image file *Specification 2 only	The number of views and fees vary depending on the availability of other advertisements. Please contact our sales staff. Please contact us. We will arrange for the use of LocoSearch's system for distribution. Third parties using other systems arranged by your company If you wish to receive delivery, it will be provided with an IMP guarantee. Please note that WelcomeScreen may be posted at the same time. Please understand. Fees and specifications are subject to change without notice. Reporting items: views, clicks, views (rate), 1/4 views (rate), 2/4 views (rate), 3/4 views (rate), completed video views (rate) Audio is turned off by default.
	file format	mp4	gif/jpeg	gif/jpeg	
	manuscript size	Specification 1: 970x400pix max. Specification 2 444x250 pix	Same size as video and height/width	526x250 pix	
	capacity	Within 2GB	50KB or less	50KB or less	
	Other	Within 30 seconds	long vowel mark (usually only used in katakana)	Thumbnail and separate material recommended	
	deadline for submitting manuscripts	10 business days before			
In-lead		video file	Thumbnail (still image)		Audio is turned off by default. Video is displayed only when 50% of the video area is in the display area, and pauses when the area is less than 50%. The number of views and rates vary depending on the availability of other advertisements. Please contact our sales representative. The fee is subject to consumption tax. Fees and specifications are subject to change without notice. Report items: Number of Viewable Impressions (playback starts), 1/4 playback, 2/4 playback, 3/4 playback, completed playback, and clicks.
	file format	mp4	jpeg, gif		
	manuscript size	640x360 pix * 16:9 aspect ratio	640x360 pix *Same size as video		
	capacity	Within 2GB	50KB or less		
	rule	Within 30 seconds	-		
	deadline for submitting manuscripts	10 business days before			

Web magazine useful for all PC/tablet users

New product news and in-depth reviews covering Windows PCs, Macs, tablets, PC peripherals, homebrew parts, and office IT equipment.PC general information media.

Monthly Page Views	Monthly Unique Browsers
Approx. 2,650,000	Approximately 880,000

Top page image



Article page image



	Product Name	Page of a magazine	Publication Period	Assumed IMP	Number of frames	Price	Unit Price	File Format	Size (W x H)	Capacity
①	Super Banner	TOP, SubTOP	1 month	Assumption 100,000	1	¥350,000	-	gif, jpg, png	728 x 90	Less than 150KB
②	W Super Banner	TOP, SubTOP	1 month	Assumption 100,000	1	¥500,000	-	gif, jpg, png	728 x 180	Less than 150KB
③	Rectangle	TOP, SubTOP	1 month	Assumption 100,000	1	¥500,000	-	gif, jpg, png	300 x 300, 300 x 250	Less than 150KB
④	W Rectangle	TOP, SubTOP	1 month	Assumption 100,000	1	¥750,000	-	gif, jpg, png	300 x 600	Less than 150KB
⑤	PR - Features	TOP	1 week	Assumption 41,000	1	¥100,000	-	gif, jpg, png	Icon: 80x60 Title: Full-width character 20characters or less Text: Full-width character 130characters or less (including flow)	Less than 60KB
⑥	Second Rectangle	ALL	1 week	Assumption 280,000	1	¥750,000	-	gif, jpg, png	300 x 300, 300 x 250	Less than 150KB
⑦	Rotation Super Banner	Article Page	Optional (more than 1 week)	Guarantee 200,000 imp~	-	-	¥0.8	gif, jpg, png	728 x 90	Less than 150KB
⑧	Rotation W Super Banner	Article Page	Optional (more than 1 week)	Guarantee 200,000 imp~	-	-	¥1.2	gif, jpg, png	728 x 180	Less than 150KB
⑨	Rotation Rectangle	Article Page	Optional (more than 1 week)	Guarantee 200,000 imp~	-	-	¥1.2	gif, jpg, png	300 x 300, 300 x 250	Less than 150KB
⑩	Rotation W Rectangle	Article Page	Optional (more than 1 week)	Guarantee 200,000 imp~	-	-	¥1.6	gif, jpg, png	300 x 600	Less than 150KB
⑪	Rectangle Below The Article	Article Page	Optional (more than 1 week)	Guarantee imp	-	-	¥0.8	gif, jpg, png	300 x 300, 300 x 250	Less than 150KB
⑫	Wall Paper	TOP, SubTOP	1 month	Assumption 100,000	1	¥400,000	-	gif, jpg, png	160x600 *Simultaneous publication of two manuscripts on the left and right	Less than 150KB
⑬	Rotation Wall Paper	Article Page	Optional (more than 1 week)	Guarantee imp	-	-	¥2.0	gif, jpg, png	160x600 *Simultaneous publication of two manuscripts on the left and right	Less than 150KB
P.4	Wall Jack	TOP	2 weeks	Assumption 35,000	1	¥1,200,000	-	gif, jpg, png	Wall Paper : 160x600 (Two manuscripts on the left and right) Rectangle : 300x300, 300x250 Super Banner : 728x90 Wall Paper : 160x600 (Two manuscripts on the left and right)	Less than 150KB
P.4	Article Wall Jack	Article Page	Optional (more than 1 week)	Guarantee imp	-	-	¥12.0	gif, jpg, png	Rectangle : 300x300, 300x250 Super Banner : 728x90 less than 970x400	Less than 150KB
P.6	Billboards (video ads)	TOP, Article Page	Optional (more than 1 week)	Guarantee view	-	Minimum Implementation Amount ¥1,000,000	¥10.0	Video : mp4 Still image : gif, jpg	*16:9 material recommended Video and still images of the same size horizontally and vertically	2GB or less 150KB or less
P.7	In-lead (video ads)	Article Page	Optional (more than 1 week)	Guarantee view	-	-	¥6.0	Video : mp4 Still image : gif, jpg	less than 640x360 *16:9 material recommended Video and still images of the same size horizontally and vertically	2GB or less 150KB or less

precautions

Ad spaces for ITmedia Mobile and ITmedia PC USER will be served by Google Ad Manager. Please note that ads in violation of the policy may be subject to suspension. For more information on Google's program policy, please refer to the following <https://support.google.com/platformpolicy/answer/3013851>

Top page image



Article page image



▼ Devices & Services Media Unit



trade (brand) name	page of a magazine	Publication Period	impression impression	Number of boxes	Charge	unit price	File format	Size (W x H)	capacity
① Smart Phone Rectangle	TOP, Articles	Optional (more than 1 week)	imp guarantee (from 100,000 imps)	-	-	1.5	gif, jpg	300 x 300 300 x 250	Less than 150KB
② Smartphone Link *Frames dedicated to advertorials	TOP, Articles	1 week 1 month	670,000 2,680,000	assu mpti on 5	400,000 yen 1,000,000	-	gif, jpg + text	80 x 60 (less than 60 KB, no animation allowed) Body text: 36 double-byte characters or less (line feeds not allowed)	
③ Top Box *Frames dedicated to advertorials	TOP	Every Monday - 3 days Every Thursday - 4 days	110,000	assu mpti on 1	200,000 yen	-	gif, jpg + text		

Pure Advertising - Mail Magazine

ITmedia Digital Lifestyle News is an e-mail service in which the editors of ITmedia Mobile and ITmedia PC USER deliver the latest news and trends in their respective genres. It is distributed five days a week, from Monday to Friday.

◆Regular email Magazine

◆Special email Magazine



E-mail magazine	Space (times)	Charge	B o x	Delivered quantity	Delivery Date
ITmedia Devices & Services Communications	header text (twice)	100,000 yen	3	Approx. 16,000 letters	every week Mon-Wed-Fri
	footer text (twice)	100,000 Yen	3		
E-mail magazine	Frequency	Charge	B o x	Delivered quantity	Delivery Date
ITmedia Devices & Services Communications Special Edition (Exclusive to one company)	one inning	200,000 Yen	1	Approx. 13,000 letters	Every Monday- Friday Once in the morning 1 slot per day

<Header text, footer text ad manuscript rules> <Header text, footer text ad manuscript rules> <Footer text ad manuscript rules>
Text: 38 full-width characters (76 half-width characters) max.

Number of URLs: 1

*Text will be clickable due to HTML mail.

The position of the ads will be in the order of application.

<Special Edition Mail Magazine Ad Manuscript Regulations>.

Subject: 30 characters or less

Body: 38 characters (76 half-width characters) or less x 100 lines or less

Click count acquisition: The URL is converted to a click count URL and distributed.

Number of URLs: up to 20

Please submit the complete ad manuscript by e-mail. Proofreading and revisions will not be provided.

*Be sure to include a single-byte space before and after the URL of the link. Links may not work in some user environments.

Please be sure to use monospace fonts when creating your manuscript. Please refrain from using machine dependent characters.

Cancellation Policy

In the event of cancellation by the advertiser after the application for the advertising product has been made, a cancellation fee will be charged at the following rates

Goods	Cancellation Fees
Display ads, email ads, and send-to-customer menus	From application to deadline: 50%. After the deadline: 100% of the total amount
Article Planning Special (advertorial article ads)	From application to submission of first proof: 50% of the advertising fee (complete set including production, publication, and promotion costs) After submission of the first draft: 100% of the advertising fee (complete set, including production, publication, and promotion costs)
ITmedia Research	From application to before the start of the campaign: 50% of the advertising fee (base fee + lead fee) After the campaign starts: 100% of the advertising fee (base fee + lead fee)
Custom article brochures and excerpts	From application to before submission of first print: 50% of the advertising fee After submission of first draft: 100% of the advertising fee

Precautions

Various advertisements on this media are served through Google Ad Manager. Please refer to the following for Google's program policy.
<https://support.google.com/platformspolicy/answer/3013851>

Contact Us

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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.



ITmedia Inc.