

MONOist Media Guide

October 2024 Edition

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



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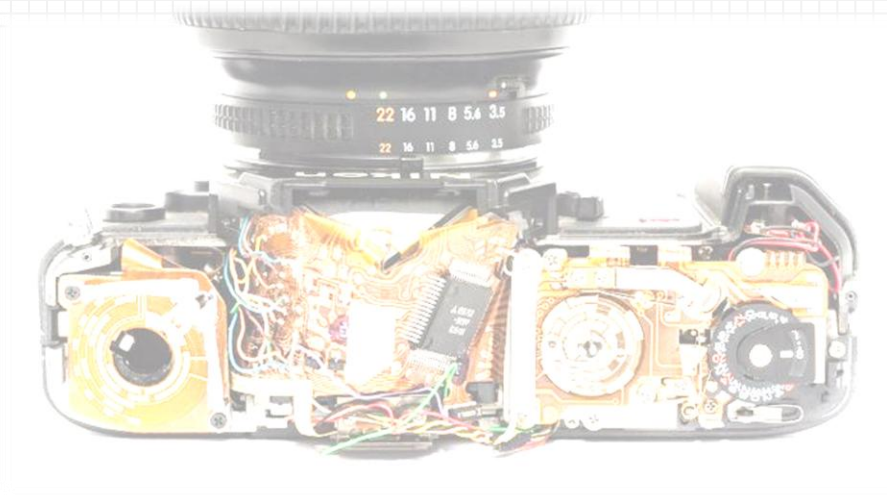
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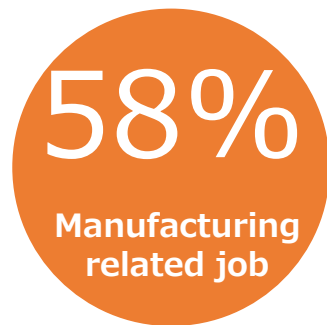
Reader Target

From the person in charge to the leadership and management level

Readers from the entire manufacturing industry with a focus on manufacturing engineers



manufacturing industry 67.2%
Other 32.8%



Manufacturing related 58.5%
Internal Information System 12.8%
Management and Corporate Planning 5.9%
Other 22.8%



CEO/Board Member 6.5%
Business/Factory Director 1.3%
General Manager 11.8%
Manager 20.8%
Assistant Manager/Leader 19.1%
Other 39.4%

* From the MONOist reader survey report (July 2024)

MONOist features a wide variety of technical articles on manufacturing. It is read by engineers and their leaders who are actively gathering information to solve problems in their work.

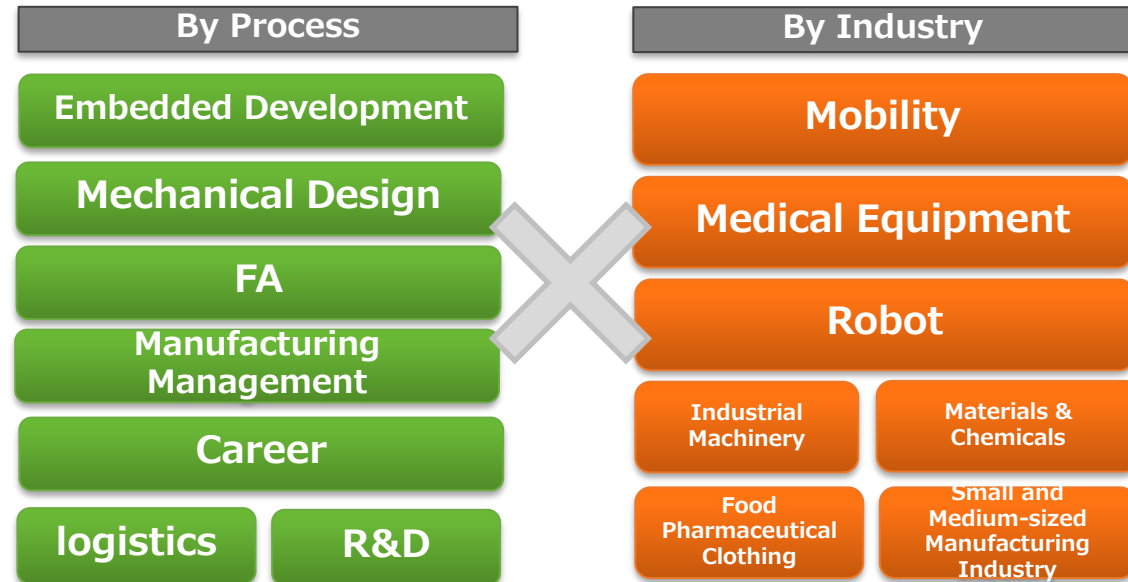
Media Overview



Information portal for manufacturing professionals

MONOist is an information portal for engineers working in the manufacturing industry to solve various problems. The magazine offers a full range of accumulated content useful for manufacturing, including a variety of technical articles from the basics to applications, easy-to-understand content with many illustrations, and serial articles that delve deeper into topical topics.






The latest and most professional technical information related to the manufacturing industry. Introduction by process and industry








Media Name	MONOist
I URL	https://monoist.itmedia.co.jp
I Page Views	2,001,594 Page Views/month 781,348 Unique Browsers/month *As of September 2024
I Number of e-newsletter subscribers	Engineering Media Consolidated Mail: Approx. 214,000 Daily MONOist: Approx. 77,000

MONOist Featured Forum

6 forums to focus on

 <h3>Embedded</h3> <p>組み込み開発</p> <p>Support engineers involved in embedded development</p> <p>Highly specialized technical information on all kinds of embedded devices / embedded systems, including current news and technology trends.</p> <p><Features/Corner> IoT Graphics technology for embedded devices Arduino Electronic construction Windows Embedded FPGA <Featured Exhibition ESEC · Embedded Technology</p>	 <h3>Mechanical Design</h3> <p>メカ設計</p> <p>Problem solving & support forum for mechanical designers</p> <p>We provide information on practical mechanical design techniques, effective utilization of IT tools centered on 3D CAD, 3D printers, and other topical technical information.</p> <p>Mastering Drafting! A Thorough Guide to Geometric Tolerances Learn the finite element method before starting CAE Three dimensionality is fun! (Column by Misao Mizuno, Director of 3D-GAN)</p>	 <h3>Product Management</h3> <p>製造マネジメント</p> <p>Introduction of management and operational control methods to win in the world</p> <p>This seminar introduces manufacturing methodologies for profit generation, focusing on production and design development management methods and industry trends that you should know now.</p> <p>Production innovation activities (Toyota Production System, Taguchi Method, TOC/S, DBR) Manufacturing IT Case Studies (ERP, SCM, PLM) Establishment of a global design and development system Establishment of globally optimized production sites for "local production for local consumption" The "Made in Japan" Way of Life Intellectual Property Management</p>	 <h3>Mobility</h3> <p>モビリティ</p> <p>News and technical commentary on the latest automotive news and technology</p> <p>This section includes the technologies required to design/develop the latest automobiles and trends in next-generation vehicles such as eco-cars and automated driving.</p> <p>Car electronics and in-vehicle software Vehicle design/manufacturing technology Electric vehicles/hybrid vehicles and other electric systems Automatic Driving/Advanced Driver Assistance Systems (ADAS) Functional safety standard (ISO 26262) / In-vehicle security</p>	 <h3>Factory Automation</h3> <p>ファクトリーオートメーション</p> <p>Covers the topic of Japan's world-class FA</p> <p>News in the field of FA/industrial equipment/control equipment and the latest information and commentary articles for the realization of next-generation production systems.</p> <p>Industry 4.0/Smart Factory Output system equipment (servo motors, industrial robots, machine tools) Control system equipment (PLC, motion controller) Detection equipment (CNC, sensors, switches, image processing) Industrial network · Eco Factory</p>
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Pick up 5 themes

 <h3>Small/Medium Manufacturers</h3> <p>中小企業</p> <p>Monozukuri Support Forum for SMEs with Big Ambitions</p> <p>IT commentary for processing technology and manufacturing for small and medium enterprises and start-up companies. Community Information.</p>	<p>Solutions for Small and Medium Enterprises CAD/CAM/CAE Injection molding / Cutting / Sheet metal / Mold / Tooling / Lathe Town factories, manufacturing communities</p>	 <h3>Robot</h3> <p>ロボット</p> <p>The "Now" of Diversified Robots! Engineers in robot development and robot technology implementation. We will serve as a source of information and introduce solutions to issues for all who consider them.</p>	<p><Topics> Robot development · Robot programming · Pepper · Care robot · Humanoid robot · Robot business · Rescue robot <Exhibition> International Robot Exhibition - Japan Robot Week - TEC HNO-FRONTIER</p>	
 <h3>Medical & Healthcare</h3> <p>医療機器</p> <p>Understanding the latest technology in the medical/healthcare field</p> <p>Daily updates on the latest news in the medical device field and technological trends in electronics, which are essential for the development of high-quality devices.</p>	<p>The latest trends and sites of medical equipment Elemental technologies for medical devices and medical equipment Certification of medical equipment Medical Services Health Care Information Smart Healthcare</p>	 <h3>logistics</h3> <p>Logistics & Procurement</p> <p>Supporting the Manufacturing Supply Chain Logistics Today</p> <p>Disseminate information on the current state of logistics in the manufacturing industry and solutions to its challenges.</p>	<p>Supply Chain Transformation Logistics 4.0 Traceability Procurement Reform Route Delivery Planning Warehouse Management System TaaS/RaaS Picking Robot AGV/AMR</p>	 <h3>Career</h3> <p>キャリア</p> <p>For Manufacturing Specialists Career change support and career building</p> <p>Articles to help you identify your career vision and job change trend commentary.</p> <p>Success Stories Manufacturing Engineer, Job Search Tips for Job Market by Sector MONOist Jobchange, a job change information for manufacturing engineers.</p>

MONOist Keyword: "Embedded Development"

For engineers in charge of system software design for all kinds of embedded products

System designers and developers of specific application devices (embedded devices) such as home appliances, cameras, displays, etc.

The site provides practical and useful technical explanations of FPGAs, graphics technology, and other technologies for the From standard themes to robot development, IoT devices, artificial intelligence (AI), deep learning, etc. It consolidates information sought by engineers on everything from the latest technologies.



288,010 Page Views
116,528 Unique Browsers
As of September 2024



147,772 subscribers
*Electronic Design / Embedded Mail
As of September 2024

Focus keywords:

- FPGA
- CAN communication
- Robot Development
- IoT Security
- Artificial Intelligence (AI)
- Software static and dynamic analysis
- RTOS (real-time OS)

Popular serialized articles:

- Introduction to HILS
<http://monoist.itmedia.co.jp/mn/series/3248/>
- We will teach you how CAN, the in-vehicle network, works.
<http://monoist.itmedia.co.jp/mn/series/118/>
- What are the three development tools that bring out the power of FPGAs?
<https://monoist.itmedia.co.jp/mn/articles/1811/16/news010.html>
- Tsuneo Yamaura's "Kumikomi" Story
<http://monoist.itmedia.co.jp/mn/series/241/>

MONOist Keyword: "Mechanical Design"

For engineers in charge of chassis and mechanism design, which affect the functionality and usability of products

The site is enriched with explanatory-type contents focusing on basic knowledge about design of machines and mechanisms.

Articles that are useful for improving practical skills such as 3D CAD modeling, CAE analysis, and 3D printer utilization. It is an information forum to support the skill development of mechanical design engineers, covering a wide range of topics.



Focus keywords:

- CAD
- CAE and Simulation
- 3D Printer
- Generative Design
- Cutting
- VR/AR/MR for the manufacturing industry
- Prototype development

Popular serialized articles:

- 3D Design Promoter's Eye
<http://monoist.itmedia.co.jp/mn/series/2153/>
- The Future of Manufacturing as Envisioned by VR/AR
<https://monoist.itmedia.co.jp/mn/subtop/features/vrar/>
- Learn "Basics of Mechanical Materials and Prototyping" with a mom-and-pop designer.
<http://monoist.itmedia.co.jp/mn/series/5763/>
- Mastering Drafting! Thorough Attack on Geometric Tolerance
<http://monoist.itmedia.co.jp/mn/series/131/eries/241/>



406,821 Page Views

163,356 Unique Browsers

As of September 2024



47,357 subscribers

*Mechanical Design Mail
As of September 2024

MONOist Keyword: "Manufacturing Management"

For leaders who influence the management and management of the entire manufacturing industry, as well as for production and manufacturing departments

From management methods, management techniques, IT utilization, etc. related to the entire manufacturing lifecycle
Presenting problem-solving solutions to achieve "World-Class Manufacturing Management." We will show you the way forward for your company.
We will provide detailed information through company case interviews and explanatory articles.



Focus keywords:

- Manufacturing IoT
- Production Management
- Cost control
- Quality Control
- PLM
- BOM
- IP Strategy
- Servitization
- Manufacturing IT News

Popular serialized articles:

- Manufacturing x IoT Key Man Interview
<http://monoist.itmedia.co.jp/mn/series/3462/>
- IoT utilization based on the Toyota Production System
<http://monoist.itmedia.co.jp/mn/series/2212/>
- Practice! IE: Quality Control from the Field Perspective
<http://monoist.itmedia.co.jp/mn/series/206/>
- Understanding Production Management with RPG
<http://monoist.itmedia.co.jp/mn/series/1742/>



319,812 Page Views

145,148 Unique Browsers

As of September 2024



77,179 subscribers

*Manufacturing Management Mail

As of September 2024

MONOist Keyword: "Factory Automation"

For those in charge of building control systems, equipment and networks to promote production system reform at manufacturing sites

FA/industrial equipment/control equipment, building open and intelligent production systems, and This is a problem-solving forum for realizing production system reforms. To tackle the smart factory transformation We focus on necessary explanatory articles and information on the latest trends in the world.



200,503 Page Views

986,141 Unique Browsers

As of September 2024



41,013 subscribers

*Factory Automation Mail
As of September 2024

Focus keywords:

- Connected Factories/Smart Factories
- Industrial Robots
- Industry 4.0
- Control Security
- Industrial PCs
- Industrial Network
- Image Processing
- PLC Programming

Popular serialized articles:

- The Fourth Industrial Revolution
<http://monoist.itmedia.co.jp/mn/series/3116/>
- Control System Security Course
<http://monoist.itmedia.co.jp/mn/series/1622/>
- Made in Japan on-site strength
<http://monoist.itmedia.co.jp/mn/series/1309/>
- Introduction to "image processing technology" useful in manufacturing
<http://monoist.itmedia.co.jp/mn/series/1199/>

MONOist Keyword: "Mobility"

For people working at automotive and automotive parts manufacturers who require technical information on design and development

The information on in-vehicle semiconductors and in-vehicle security is focused on the designers and developers of automobiles and related products.

Focusing on technical commentary content that is useful in practice. From universally necessary terminology and technical explanations to explanations of automatic driving, ADAS, and other technologies.

From future technologies to what the automotive industry needs to learn.



271,375 Page Views

127,788 Unique Browsers

As of September 2024



63,439

*Mobility Mail
As of September 2024

Focus keywords:

- Automatic driving technology
- Automotive devices (Semiconductors/Electronic components)
- In-vehicle software
- Electric vehicles and fuel cell vehicles
- Model-based development
- Mobility Services (MaaS)

Popular serialized articles:

- Introduction to Automotive Security
<http://monoist.itmedia.co.jp/mn/series/2092/>
- Close-up of mega-suppliers
<http://monoist.itmedia.co.jp/mn/series/3563/>
- The true value of design as seen from a car
<http://monoist.itmedia.co.jp/mn/series/1826/>
- AUTOSAR - First Steps and Their Future
<http://monoist.itmedia.co.jp/mn/series/2073/index.html>

Focused theme "IoT"



Manufacturing Industry in the IoT Era How should we stand up to them?

Consolidating the latest trends in following technology

<https://www.itmedia.co.jp/topics/1606/iiot/>



Five media outlets will present information related to the IoT, with a special focus on the manufacturing industry, in a comprehensive special feature entitled "**Innovation in Manufacturing Brought about by the IoT**." The three topics are "**Connected Factories**," "**Connected Technologies**," and "**Connected Services**," respectively.

We continue to publish about **20** information releases and planned articles **each month**, with a series of interviews with top executives from manufacturing companies on IoT. In addition, we also provide information on IoT application case studies, which are currently being sought by the government and other organizations.

Connected Factory (Smart Factory)

Keywords: Industry 4.0, "connected factory,"

Factory visualization, industrial network standards, etc.

The area of manufacturing IoT has attracted the most attention in the manufacturing industry IoT domain at the earliest time. This session will cover trends in frameworks such as Germany's Industry 4.0 and the Industrial Internet Consortium in the U.S., as well as specific technologies, methods, and case studies. The benefits of the "connected factory" and key points for its realization will be introduced, with a focus on how factories and manufacturing sites will be affected.

Connected technology (smart connected devices)

Key words: edge computing, cyber-physical systems (CPS), IoT platform, artificial intelligence, machine learning, deep learning, various IoT standards and communication standards, etc.

Introducing "connecting technologies" to realize the benefits of IoT and how IoT will change product development; product development to meet the requirements of IoT such as power saving, processing power saving, space saving, and setting saving; and combining with technologies such as artificial intelligence and machine learning. Edge computing technology and related standard trends will be introduced. The development environment that will change as a result of the IoT, such as the integrated development of mechanical, electrical, and software components, will also be discussed.

Connected services (smart services = business innovation through IoT)

Keywords: connected cars, automated driving, driver assistance, servicing manufacturing, remote monitoring, automatic control, predictive maintenance, recommendation functions, power-by-the-hour

The industrial cut will introduce how the business model of the manufacturing industry will change as a result of the IoT in products and other areas. The IoT will be used to create added value, such as automated driving through connected cars in the automotive industry, and predictive maintenance in industrial and medical equipment, etc. The report will also cover the trend toward "servicing," in which the value created by products is sold rather than the products themselves.

"Edge Computing" as a focus theme



Edge Computing Strikes Back

---What the use of data to be turned in the field can bring about.

Introducing the latest technology trends and application examples

<https://monoist.itmedia.co.jp/mn/subtop/features/edgecomputing/>



現場でデータ処理を行う「エッジコンピューティング」が盛り上がりを見せている。「エッジソリューショ」とされるようにAIや分析技術、リアルタイム監視技術などを加える動きも加速し、現場での情報処理と実践の世界が広がる。なぜクラウドだけではダメなのか。その最新の技術動向と、活用事例を紹介する。

TOP STORY

いまさら聞けない「エッジコンピューティング」 さらなるIoTの進展の中で、あらゆるデータを処理している「エッジコンピューティング」。このエッジコンピューティングはどのようなことで、製造業にとってどのような価値があるのかを改めて知るようについに解説が及びます。

機械学習の2つの壁「分類モデルの過剰」と「過学習」への対処法 さまざまなデータを用いた機械学習でスマート工場を実現する上で課題になりますが、「分類モデルの過剰」と「過学習」への対処法。本稿では、現場でAIと機械学習について解説することから、最新の技術動向について解説する。

APPLICATION

いまさら聞けない「エッジコンピューティング」

手軽に導入できるAIカメラに新機能、映像性ICでPythonやAWS IoTにも対応

人の操作は必要を自動検出するエッジAI、三菱電機が2022年にも製品化へ

エッジは「近く」が「早く」 高品質な「高品質な」スマート工場への道が明確に

IoT utilization in the manufacturing industry is expanding and is being introduced in a variety of forms. In particular, many manufacturing companies are enthusiastically promoting the use of IoT in their manufacturing sites, such as smart factories. However, only a few companies are achieving results. In other words, many companies are "working on it but not achieving results."

We believe that in order to overcome this situation, we need to **disseminate information that focuses on specific points. Therefore, we have decided to launch an IoT spin-out special feature in addition to the special feature site "Innovation in Manufacturing Brought about by the IoT" that we have been developing since 2016. As a first step, we will establish a new special on edge computing, "Edge Computing Strikes Back.**

The movement to add AI, analytical and real-time control technologies, as considered "edge rich," is also accelerating, expanding the world of information processing and practice in the field. Why not just the cloud? This presentation will **introduce the latest technological trends and case studies of its utilization.**



APPLICATION
Keywords.
Factory edge computing, predictive maintenance, remote monitoring, image inspection

TECHNOLOGY
Keywords.
Edge analytics, edge servers, edge AI technology, real-time control

- Sample of articles published:**
- Why Edge Computing is Re-Exciting Again**
<https://monoist.itmedia.co.jp/mn/articles/1910/17/news055.html>
The edges are tied strongly and loosely at the top.
 - The path to "truly connected" smart factories is clear.**
<https://monoist.itmedia.co.jp/mn/articles/2001/09/news067.html>
 - How to deal with two barriers to machine learning: selection of classification models and overlearning.**
<https://monoist.itmedia.co.jp/mn/articles/2004/07/news017.html>

Focused theme "5G"



5G People to Things

--Wireless technology in an "unexplored era"

5G Changes the Field Today: Tracking the Latest Wireless Technology Trends

<https://eetimes.jp/ee/subtop/features/5g/>



5G (第5世代移動通信) の登場で無線は、人と人だけでなく、人とモノ、モノとモノをつなぎ、社会を大きく変えていくものとしていえる。5Gを中心とした最新無線技術トレンドを巡るとともに、製造業を中心に5Gで変わる現場のうを伝える。

TOP STORY

5Gインフラでシェア拡大狙うIntel、4製品を発表



Intelは2020年1月24日、(左から時計回りに) 5Gインフラ向けに、新しい「第2世代 Intel Xeon スケーラブル・プロセッサ」のE、(Atom P9000)、ストラクチャー-KASIC「Diamond Peak」(開発コードネーム)、イーサネット IBC (Network Interface Card)「イーサネット 700シリーズ・ネットワーク・アダプター」を発表した。

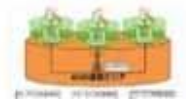
5Gで加速する、NTTドコモの共創ビジネスとIoTへの取り組み



エレクトロニクス製造および材料技術の大手である「インター・イオン・ジャパン2020」(2020年1月18-19日、東京ビッグサイト)の特別講演で、NTTドコモ 5G・3G/LTEソリューション推進室 シリアル・ソリューション推進室 室長 田中 浩二氏が、「5G時代のビジネス展開に向けた取り組み」をテーマに、5Gがもたらす社会への影響とNTTドコモの取り組みについて紹介した。

トレンド

ローカル5G、NSAからSAへの移行が加速の見込み



新型3Dカメラも、5G/LTE/AIが活用されるへ



5G対応基地局市場、2025年は11兆3570億円規模へ



MWCで明らかになった、モバイル業界への7つの傾向



5G (5th generation mobile communications) has finally started commercial services in Japan, and according to a JEITA survey, **global demand for 5G market is expected to grow at an average annual rate of 63.7%**, reaching **approximately \$960 billion by 2025**.

Taking advantage of 5G's characteristics of ultra-high speed, high capacity, ultra-low latency, ultra-reliability, and multiple simultaneous connections, it is expected to be used not only in mobile networks as in the past, but also in a wide variety of applications ranging from factories to medicine, automobiles, and entertainment.

However, because it is a new technology, including millimeter wave, many people have **questions such as "Is it really usable?" and "What do I need to do to introduce it?"** This special site introduces the **latest 5G technologies and trends**, and provides information **related to the planning and development of 5G-compatible devices and services**.

Trends ● Tracking the latest technological trends

5G/IoT/AI should be used to combat the new Corona.
<https://eetimes.jp/ee/articles/2003/18/news033.html>
Local 5G, transition from NSA to SA is a technical challenge
<https://eetimes.jp/ee/articles/2004/06/news019.html>

Devices/Development ● For those involved in the development of 5G-compatible devices

Millimeter wave packaging technology to support 5G mobile communication systems
<https://eetimes.jp/ee/articles/1912/06/news044.html>
Will the introduction of 5G change things? RF Chip Materials
<https://eetimes.jp/ee/articles/2003/06/news050.html>

Introduction/Application ● To those who plan and operate related services

Transition to 5th generation (5G) mobile communication systems and challenges
<https://eetimes.jp/ee/articles/1911/19/news023.html>
Successful low latency delivery over 5G for use in VR telemedicine education solutions
<https://monoist.itmedia.co.jp/mn/articles/2002/04/news030.html>

Focused on the theme "The Future of Mobility Changed by 'Connected Cars'".



<https://monoist.itmedia.co.jp/mn/subtop/features/mobility/>

The automotive industry is now entering a new phase. Not only are the functions of the car itself dramatically improving, but communication technologies such as 5G and telematics are evolving the car into a "connected car," and new services involving industries other than the automobile industry, such as insurance, passenger services, and logistics, are being created.

The "connected car," which is closely related to the IT industry, has a different sense of speed of innovation than the conventional automobile industry, which has introduced new models in a three to five year cycle. Leveraging this sense of speed, new companies from outside the automotive industry have been entering the market to start new businesses. The automotive industry, which is changing under the influence of these companies, is also trying to create a new form of mobility that is not limited to conventional vehicles, while involving society as a whole.

This special site will focus on the future of mobility through the following three approaches: **"Automated Driving,"** which covers the evolution of vehicle control technology, including sensing; **"Connectivity,"** which focuses on the technologies that enable vehicles to be connected, essential for the creation of various services; and **"Social Innovation,"** which covers specific services that will change society. The "Connected Cars" will change the future of mobility from three perspectives.

Three perspectives
Approaching the Future of the
"Connected Car"

Autonomous Vehicles

Keywords.
Automated driving technology, ADAS, formation driving, electrification, unmanned driving
Automotive electronics, artificial intelligence, deep learning, and

Connectivity

Keywords.
5G, telematics, ITS, connected cars, IoT, and
Over-the-air updates (OTA), security

Social Innovation

Keywords.
Mobility services, logistics, congestion relief, ridesharing, and
Car sharing, car insurance, transportation in underpopulated areas

Focus Theme "Manufacturing x Quality"

MONOist **EETimes Japan** **EDN Japan**

製造業 × 品質

転換期を迎えるモノづくりの在り方

相次いで発覚した製造業の品質問題。モノづくりの転換期の今、どのように問題へ立ち向かい、品質を競争力へ高めるべきか、品質に強い日本製造業の在り方を考える。

TOP STORY

内部監査を品質不正対応に活用するための実践的なアプローチ

品質不正は予防が当然ですが、早期に発見し対応を促すことも必要になります。「検査」の代表的な取り組みとして、内部監査部門がその役割を果たすことが期待されます。本稿では、物量と品質監査を両立させるための必要な方法を解説します。

製造業の構造的品質問題を改善する「Closed-Loop Quality」とは

国内外の製造業で品質問題が頻発している。原因は多岐にわたるが、実は構造化した問題による場合の確率も大きな要因になっている。その解決方法として提案されているのが、スマートファクトリーを考慮したクローズド・ループの生産（CIM - Closed-Loop Manufacturing）と品質管理（CLQ: Closed-Loop Quality）である。

技術x品質

品質保証における品質保証の手法と最新技術の活用

品質保証

品質保証

品質保証

品質保証

経営x品質

品質不正発生に備えた「危機管理」の重要性——レジリエンスを

航空機大手のジャムコに業務改善命令、不潔作業が新たに判

三菱電機グループが品質体制の調査結果を公表、一部で不潔行為

内部監査を品質不正対応に活用するための実践的なアプローチ

事例で学ぶ 品質不正

事例で学ぶ 品質不正

事例で学ぶ 品質不正

事例で学ぶ 品質不正

MORE

Manufacturing x Quality Manufacturing at a Turning Point

"Quality" has always been an absolute strength of the Japanese manufacturing industry. However, with the revelation of inspection fraud and deceptive practices one after another, confidence in this strength is now on the wane. The fact that "quality," which was supposed to be a strength, has become shaky is an indication that the conventional front-line-led quality assurance is reaching its limits.

What kind of manufacturing should the manufacturing industry aim for in the future in order not to lose credibility and to maintain quality? How should they deal with quality problems that have occurred? Conventional methods will only lead to the repetition of the same problems, and we should aim for "aggressive quality control" to realize new value by actively introducing new methods and technologies, including IT and the Internet of Things.

This special site, under the theme of "Quality Issues in Manufacturing," will provide up-to-date information on what approaches and methods the manufacturing industry, which is facing a turning point, should use to deal with manufacturing.

"Technology" for quality assurance

Keywords: inspection automation, predictive maintenance, AI, machine vision, IoT, visualization (BI) tools, data analysis tools, PLM, CAE, AR

Quality Assurance "Methodology"

Keywords: ISO9001, PDCA, QC, experimental design, weighing/counting

Quality Assurance "Maintenance and Preparedness"

Keywords: manuals, building a defensive line, compliance, governance, quality assurance department, restoring trust, technical ethics

Focused on the theme "The Challenge of Becoming Carbon Neutral"



By 2050, emissions of CO2 and other greenhouse gases will be reduced to "virtually" zero. Yoshihide Suga, then Prime Minister of Japan, made the so-called "Carbon Neutral Declaration" in his policy speech on October 26, 2020. Internationally, governments and corporations have been accelerating their efforts to address global environmental issues, such as declaring "carbon neutrality" by setting a target year.

There are growing calls for industry to take greater social responsibility for global warming. In particular, the manufacturing industry, which emits more CO2 than any other industry, is attracting a great deal of attention. It is not easy for the manufacturing industry, which has its own factories, to achieve "virtually zero" CO2 emissions, but even the manufacturing industry needs to make efforts to become as close to carbon neutral as possible.

This special issue will provide the latest trends, technologies, and specific initiatives and case studies from the three perspectives of "decarbonization trends," "decarbonization solutions," and "decarbonization case studies" for those involved in manufacturing industries that are faced with high goals.

Decarbonization Trends

Provide up-to-date information on the international situation and policies in various industries related to decarbonization

Decarbonization Solutions

Delivering information on key products, solutions, and services to decarbonize the manufacturing industry

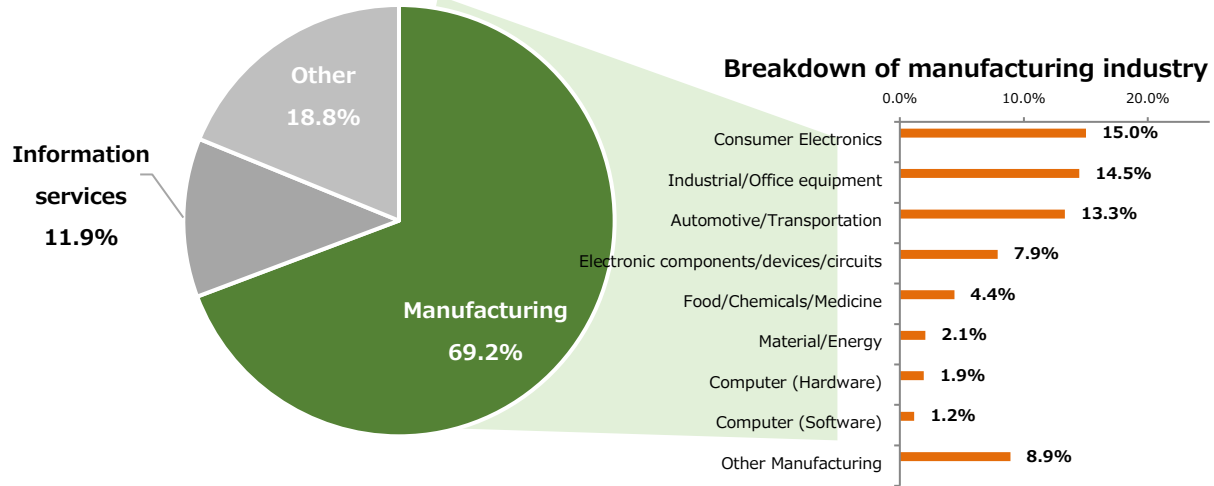
Decarbonization case study

Specific initiatives of each industry and company, as well as case studies of the latest technologies

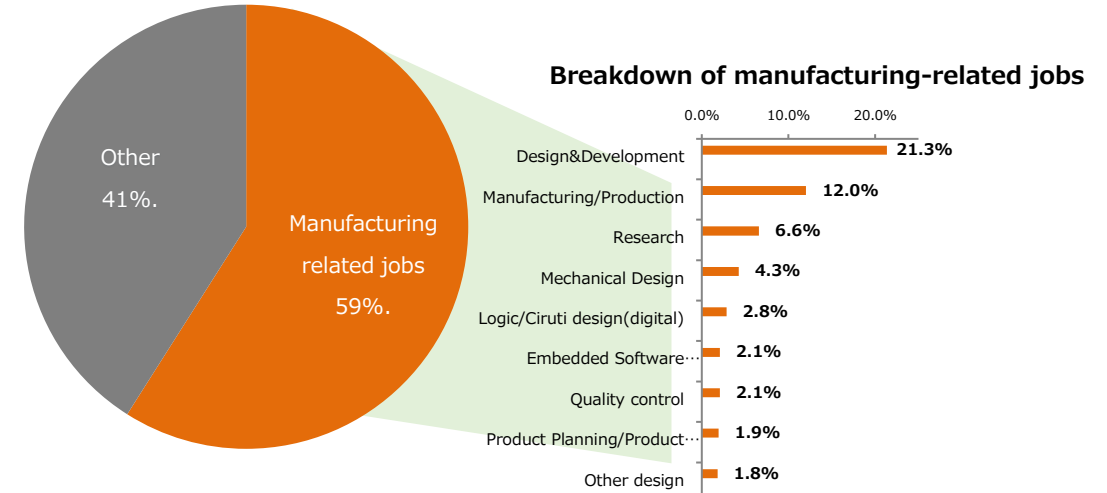
Keywords: renewable energy generation facilities, green energy utilization, energy management systems, CO2 emissions visualization, electricity consumption visualization, data management and integration, supply chain decarbonization, energy storage systems, energy-saving and high-efficiency equipment, materials and resources, carbon credits, more efficient Production systems and technologies

Reader Profile

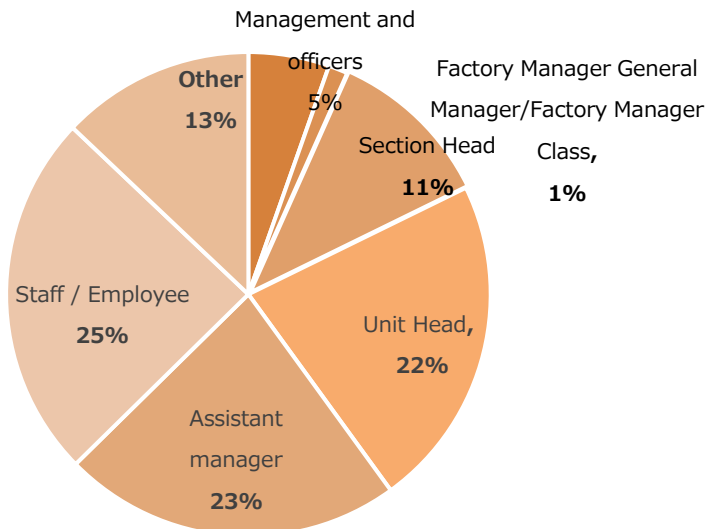
» More than 60% of our readers are involved in the manufacturing industry.



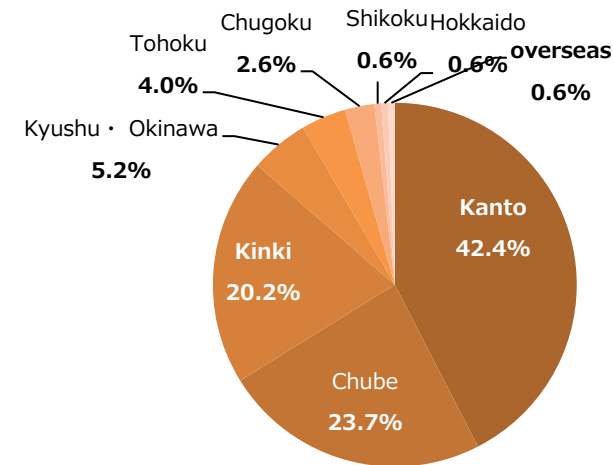
» About half of our readers are in manufacturing-related occupations.



» More than 60% of our readers are rank-and-file employees.



» A large number of viewers outside of the Kanto region, approximately 40% in the Chubu-Kinki region.



From "MONOist Readers' Survey 2020," survey period: 6/22/2020 - 7/18/2020.



Ad Menu

Billboard Banner (Video)

This is an advertising space that displays content (still images or videos) directly below the global navigation of each media. It can have a strong impact on readers and is perfect for branding.

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



▼ Product Specification ②: Video is displayed left or right aligned (position can be selected).. A still image is displayed in a other position.



Video			
Media	Location	Rate	Ad specification
MONOist	Home page and article pages	view@ CPM US\$120 Minimum order: \$3,600	▼ Specifications (1) Left and right: 970px / Top and bottom: 400px *Deployed within the sizes listed above. ▼ Specifications (2) Left and right: 970px / Top and bottom: 250px ※Video: 444 x 250 px Still image: 526 x 250 px

▼ Required materials and specification

Required materials	File format	File size	Ad size	Remarks	Material deadline
Video file	mp4	Less than 2GB	Specification ①: Within 970 x 400 px ※Aspect ratio of 16:9 material recommended.	The movie need to be within 30 seconds.	10 business days before
Thumbnail (Still image)	gif, jpg or png	Less than 150KB	Thumbnail size needs to be the same as video file.	-	
Static image file *This material is required only in the case of specification ②.	gif, jpg or png	Less than 150KB	526 x 250 px	Creative other than the thumbnail is recommended.	

▼ Remarks

- The number of available insertion locations, the number of views, and the price will vary depending on the status of other advertisements. Please contact our sales representative for more information.
- We will use the system provided by Loca Research for banner insertion. If you would like to use a third-party distribution system provided by your company, we will guarantee impressions, not views.
- Please note that prices and specifications are subject to change without notice.
- Report items: views, clicks, number of plays (percentage), 1/4 number of plays (percentage), 2/4 number of plays (percentage), 3/4 number of plays (percentage), number of video plays completed (percentage) .
- Audio is turned off by default.
- The number of materials that can be inserted at the same time is limited to one during the insertion term.
- The maximum insertion term is three months.

Banner Ad (MONOist)

Home page



Article pages



Ad placement	Location	Insertion term	Insertion Start Date	Impressions	Rate	File format	Ad size	File size
① Top Super Banner	Home page only	1 month	Any business days	Estimated 78,000 impressions	\$7,200	gif, jpg or png	728 x 90	Less than 150KB
	Home page only	1 month	Any business days	EEstimated 78,000 impressions	\$9,600	gif, jpg or png	728 x 180	Less than 150KB
② Top Rectangle	Home page only	1 month	Any business days	EEstimated 78,000 impressions	\$9,600	gif, jpg or png	300 x 300, 300 x 250 or 300 x 600	Less than 150KB
Super Banner	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$48	gif, jpg or png	728 x 90	Less than 150KB
① ③ W Super Banner	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$60	gif, jpg or png	728 x 180	Less than 150KB
	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$72	gif, jpg or png	970 x 250	Less than 150KB
② ④ Rectangle	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$48	gif, jpg or png	300 x 300, 300 x 250 or 300 x 600	Less than 150KB

Banners on Smartphone View

This is an advertising product that specializes in a user interface for smartphone access only.



■ Smartphone users different from PC version
 Already 30% of all impressions Accessed from a smart phone.

▼ MONOist

Ad placement	Location	Insertion term	Impressions	Slot	Rate	File format	Ad size	File size
(1) Smart Phone Rectangle	All	Free to choose (1 week or more)	Guaranteed (Minimum order: 100,000 impressions)	-	CPM \$42	gif, jpg or png	300 x 300 or 300 x 250	Less than 150KB
(2) Smartphones Text	Article pages	1 month	Estimated 150,000 imps	2	\$2,400	Text	28 characters or less	-

*These slots are shared by MONOist, EE Times Japan, and EDN Japan.

E-Newsletter Ad



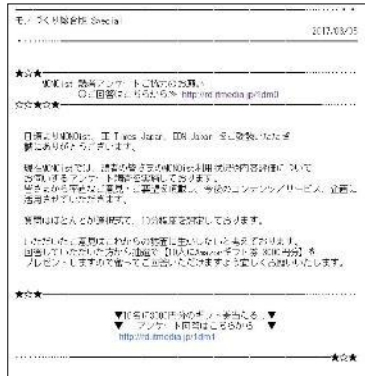
Email advertising that delivers information directly to readers

MONOist offers e-newsletters by industry and manufacturing process.

Header Text Banner that can be inserted at the top of the editorial e-Newsletter.

Special Edition that allows you to promote one email ad exclusively as an extra issue of the editorial e-Newsletter.

Attribute-specific **Targeting Mail (eDM)** is available. (See next page.)



Header Text Banner	38 double-byte characters or less x 5 lines
Header Text Banner (HTML format)	Within 38 double-byte characters (76 single-byte characters) x 1 line Icon: 80 x 60 pix (gif/jpg/png, less than 60KB) 1 item *Optional Linked URL: 1 item
Special Edition	Subject: 30 double-byte characters or less (60 single-byte characters or less) Body text: 38 double-byte characters (76 single-byte characters) or less x 100 lines or less
Special Edition (HTML format)	*Please refer to the HTML ad specification guide .

[Notes]
URLs for Special and Targeted emails will be changed to click-counting URLs at the time of delivery. Please be aware of this.

Supplemental information for creating mail magazine advertisements
URLs are limited to 3 URLs for Header Text Banner and up to 20 URLs for Special Edition.
Please submit your advertisement materials with the completed content by e-mail. No proofreading/editing/translation will be made.
Please be sure to include a space before and after the URL of the link, since links without these spaces may not work depending on the environments of specific users.
Please be sure to use monospaced fonts when preparing the material.
Please refrain from using machine dependent characters.

Media	E-Newsletter	Ad placement	Slot	Subscribers	Delivery Date	Rate	
MONOist	Mechanical Design Mail	Header Text Banner	2	Approx. 40,000	Every other Tuesday	Morning	\$600
		Special Edition	1	Approx. 33,000	Weekdays	Morning	\$3,480
		Special Edition (HTML format)	1	Approx. 33,000	Weekdays	Morning	\$4,680
	Engineering Management Mail	Header Text Banner	2	Approx. 66,000	Every other Tuesday	Morning	\$1,200
		Special Edition	1	Approx. 55,000	Weekdays	Morning	\$5,760
		Special Edition (HTML format)	1	Approx. 55,000	Weekdays	Morning	\$6,960
	Mobility Mail	Header Text Banner	2	Approx. 57,000	Every other Wednesday	Morning	\$1,200
		Special Edition	1	Approx. 47,000	Weekdays	Morning	\$4,560
		Special Edition (HTML format)	1	Approx. 47,000	Weekdays	Morning	\$5,760
	Factory Automation Mail	Header Text Banner	2	Approx. 35,000	Every other Friday	Morning	\$600
		Special Edition	1	Approx. 28,000	Weekdays	Morning	\$2,400
		Special Edition (HTML format)	1	Approx. 28,000	Weekdays	Morning	\$3,600
Medical Equipment Mail	Header Text Banner	2	Approx. 13,000	Every other Monday	Morning	\$600	
	Special Edition	1	Approx. 11,000	Weekdays	Morning	\$2,400	
	Special Edition (HTML format)	1	Approx. 11,000	Weekdays	Morning	\$3,600	
Monoist Daily Mail	Header Text Banner	2	Approx. 68,000	Weekdays	Morning	\$1,200	
	Special Edition	1	Approx. 57,000	Weekdays	Morning	\$5,760	
	Special Edition (HTML format)	1	Approx. 57,000	Weekdays	Morning	\$6,960	
MONOist EE Times Japan EDN Japan	Electronics Design / Embedded Mail	Header Text Banner	2	Approx. 129,000	Every Thursday	Morning	\$1,800
		Special Edition	1	Approx. 107,000	Weekdays	Around noon	\$11,400
		Special Edition (HTML format)	1	Approx. 107,000	Weekdays	Around noon	\$12,600
	Engineering Media Consolidated Mail	Header Text Banner	2	Approx. 201,000	Weekdays	Morning	\$1,800
		Special Edition	1	Approx. 168,000	Weekdays	Morning	\$13,440
		Special Edition (HTML format)	1	Approx. 168,000	Weekdays	Morning	\$14,640

Targeting Mail (eDM) (MONOist/EE Times Japan/EDN Japan/Smart Japan)

Engineering Media has about 284,000 members in the manufacturing industry. Targeting Email can extract only the target you want to convey from among the members and deliver your message effectively. Please use this service for "Leading to white papers," "Product announcements," "Leading to campaign sites," "Attracting seminar attendees," and more.

Rate: \$2,400 or more / 1 time (tax not included)
 Available days for delivery : Weekdays
 Maximum number of deliveries: approx. 284,000
 Number of engineering media members who obtained targeted e-mail permissions

Material specifications
 Subject: 30 double-byte characters or less (60 single-byte characters or less)
 Body text: 38 double-byte characters or less (76 single-byte characters or less) x 100 lines or less
 Submission deadline: 4 business days before the delivery date
 Click count: Available. Up to 20 link URLs (*)

*Please note that the link URLs will be changed to the trackable URL at the time of distribution.

Unit cost (excluding tax)
Action History Designation \$0.48 @ 1 mail (Text mail, data usage fee + delivery work fee are included.)
Member registration data \$0.48 @ 1 mail (Text mail, data usage fee + delivery work fee are included.)
Company Name \$0.48 @ 1 mail (Text mail, data usage fee + delivery work fee are included.)

Segment field

■ **Business industry**
 Agriculture, forestry, fisheries and mining
 Construction
 Trading companies
 Manufacturing
 Computer-related equipment manufacturing
 Computer software manufacturing
 Electronic components, devices, and circuits
 Electrical equipment
 Automobile and transportation equipment
 Industrial and office equipment
 Food, chemical, and pharmaceutical manufacturing
 Materials and energy-related manufacturing
 Other Manufacturing
 Information Services
 Packaged software industry
 SI (System Integrator)
 Contract development and information processing
 Embedded software
 IT consulting
 Other information processing and information services
 Telecommunications service providers
 Telecommunications carriers
 ISP, IDC, SaaS cloud providers
 Other telecommunication service providers
 Wholesale and retail trade
 Electricity, gas, heat supply, and water supply
 Transportation and postal services
 Finance and insurance
 Real estate and goods rental
 Lodging and food services
 Lifestyle-related services and entertainment
 Professional and technical services
 Newspapers, publishing, broadcasting, media and advertising
 Education and learning support
 Medical care and welfare
 Other service industry
 Government/Organization
 Other Industry
 Free Trade

Housewife/Househusband
 Student
 Unemployed
 ■ **Job function**
 Management and Corporate Planning
 Environmental measures and environmental promotion
 Construction and civil engineering related jobs
 Information System Related
 Internal Information Systems (CIO Manager)
 In-house information systems (planning and procurement)
 In-house information systems (development, operation and management)
 In-house information systems (other)
 IT Consultant
 IT Architect
 Project Manager
 System Analysis and Design
 Programming & Testing
 Maintenance and operation management
 Other Information System related jobs
 Manufacturing related
 Product planning
 Research
 Development
 Logic and circuit design (analog)
 Logic and circuit design (digital)
 Mechanical design (mechanism, chassis, etc.)
 Other Design
 Analysis and simulation
 Embedded software development (PM/Architect)
 Embedded software development (design/programming)
 Embedded software development (testing/quality control)
 Manufacturing/Production Engineering
 Production Management/Process Control
 Quality Control
 Other manufacturing-related jobs
 General Affairs, Human Resources and Education
 Finance/Accounting/Accounting
 Purchasing
 Public Relations, Advertising and Marketing

Design and Creative Work
 Sales, sales, and service personnel
 Other Professional Positions
 Other General Employment
 Housewife/Househusband
 Student
 Unemployed
 ■ **Job title**
 CEO/Board Member
 Business/Factory Director
 General Manager
 Manager
 Assistant Manager/Leader
 Employee/Staff
 Contractor/Temporary Employee
 ■ **Work location**
 Prefecture/Province
 ■ **Number of employees**
 1 to 9 persons
 10 to 49
 50-99 persons
 100-299 persons
 300-499 persons
 500-999 persons
 1000-1999 persons
 2000-4999 persons
 5000 to 9999 persons
 More than 1,000 people
 Non-Corporate Organization
 Not applicable
 ■ **Company annual sales**
 Less than \$600,000
 \$600,000 to less than \$1,200,000
 \$1,200,000 to less than \$1,200,000
 \$1,200,000 to less than \$60,000,000
 \$1,200,000 to less than \$60,000,000

\$60,000,000 to less than \$120,000,000
 \$600,000,000 to less than \$1,200,000,000
 \$600,000,000 to less than \$1,200,000,000
 More than \$12,000,000,000
 ■ **Product/Service specified**
 Electronic Devices / Tools
 Digital ICs / Memory ICs
 Analog ICs / Mixed Signal ICs
 Electronic Components / Materials
 EDA (Electronic Design Automation) Tools
 Power Sources / Batteries
 Test & Measurement Instruments
 Computers & Peripherals / Communication Equipment
 Other Related Services to Electronic Devices / Tools
 Devices / Tools for Wireless Technology
 LED
 Display
 Programmable Devices
 Sensors
 Embedded Hardware & Software
 Embedded Software / Development Tools
 Embedded Boards
 Robots
 Tools for Software Testing / Debugging
 Software for Automotive
 Embedded Security
 OS (Operating System) for Embedded Products
 Edge Computing
 AI-related
 Other Solutions Related to Embedded
 Mechanical Design & Development
 CAD (Computer Aided Design)
 CAE (Computer Aided Engineering)
 CAM (Computer Aided Manufacturing) / Machine Tools
 3D Printers
 3D Scanners
 Equipment for Cutting / Molding
 Product Planning / Design
 Other Solutions Related to Mechanical Design

Production Management
 Production Management
 ERP (Enterprise Resource Planning)
 Information Sharing Tools
 Inventory Management
 IT Infrastructure (Server/Storage/Cloud)
 Other IT Solutions
 Consulting Services
 AI Solutions
 Data Analysis
 Communication Tools
 Mobile/PC/Wearable Devices
 IoT/Networking/Communication
 Security
 Environmental Operation
 Energy Saving Appliances for Building / Offices / Shops
 Power Generation Systems (i.e. Solar Power Generation)
 Electric Batteries / Battery Systems
 Environment Management Systems / Services
 Power Supply Services
 Services for Career Development
 Services for Improving Career
 Services for Improving Skills
 Language Learning
 Education Services for Engineers
 Construction Design
 CAD
 Construction Site
 Maintenance / Management
 BEMS / MEMS / HEMS
 Energy
 ZEB / ZEH
 Power Generation / Energy Battery Systems
 Other Products / Services

Advertorial

This is a generic term for a menu where editors plan and produce original, editorial-style promotional articles that convey information about products, solutions and services to readers in an easy-to-understand way.

It can be implemented in a variety of formats for a variety of purposes, such as enhancing corporate and brand image, increasing commercial product awareness and event coverage.

We provide an ongoing communication link with your readers by placing your company's content in the media.

Extensive programs of advertorial



- Behavioral history targeting advertorial
- Page view guaranteed advertorial
- Traffic creation period guaranteed advertorial
- Advertorial Push / Advertorial Push Light
- Lead generation advertorial
- Re-traffic Creation Program



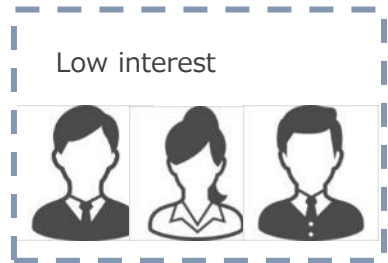
Behavioral History Targeting Advertorial (Page View Guaranteed)

Identification of "interests" based on readers' behavioral data (article browsing history)
 Only those who are "highly interested" will be directed to the advertorial article.

Ads for traffic creation take the readers to the advertorial.



- (1) Targeting guidance
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users
Use of audience extensions to direct more "interested parties" to advertorial articles



Do not display inducement ads



Rate

\$18,000

(Tax not included)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	3,000
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Production of 1 advertorial article Approximately 4,000 words and no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	MONOist

Increase awareness, especially among "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 out to people who have never visited ITmedia

Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests and concerns" who have never visited ITmedia on external media. This will broaden the reach of your readers.

Keywords for targeting 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. Target media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified by the advertiser). ITmedia will prepare the material for traffic creation (cannot be confirmed or specified in advance by the advertiser).

Ads for the traffic creation will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week.

Behavioral History Targeting Advertorial (Page View Guaranteed)

Identification of "interests" based on readers' behavioral data (article browsing history)
 Only those who are "highly interested" will be directed to the advertorial article.


Ads for traffic creation take the readers to the advertorial.

Highly interest people



- (1) Targeting guidance
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users
Use of audience extensions to direct more "interested parties" to advertorial articles

Low interest



Do not display inducement ads



Rate

\$18,000

(Tax not included)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	3,000
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Production of 1 advertorial article Approximately 4,000 words and no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	Monoist

Keywords for targeting 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.

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Increase awareness, especially among "interested" people

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Reach out to people who have never visited ITmedia

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MONOist Special (Traffic Creation Period Guaranteed Advertorial)

We produce and publish article-based advertisements (PR contents) in accordance with your company's requirements. We can create content such as interviews with top management, case studies, exhibition reports, product introductions, etc., in accordance with your promotional objectives. Ideal for developing promotions for the electronics industry.

Standard Plan (3,000 - 4,000 characters): \$15,600

Content: Production of one advertorial article (1html) (including content publication costs)

Traffic creation period: 1 month

Ads for traffic creation and their insertion term

EM ALL Sidelinks (1 month)

EE Times Japan top link or EDN Japan top link (1 month)

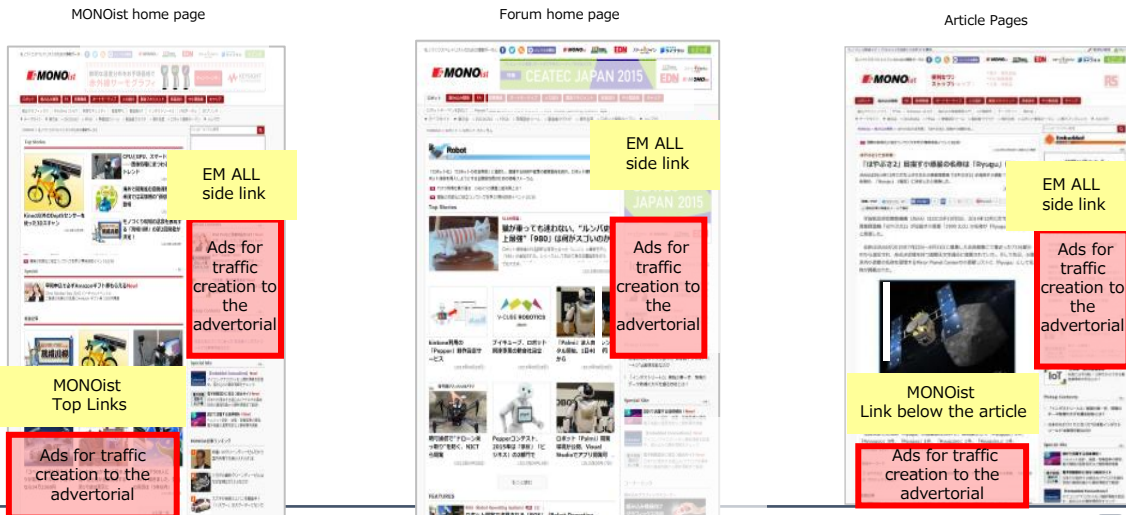
EE Times Japan / EDN Japan Links below the article (1 month)

EM Smartphone View Smartphone Link (1 month)

In case of re-submission of the first draft: \$3,600

In case of revisions after the final proofreading: \$1,200 will be charged separately.

Position of ads for traffic creation to the advertorial



MONOist Special (Page View Guaranteed Advertorial)

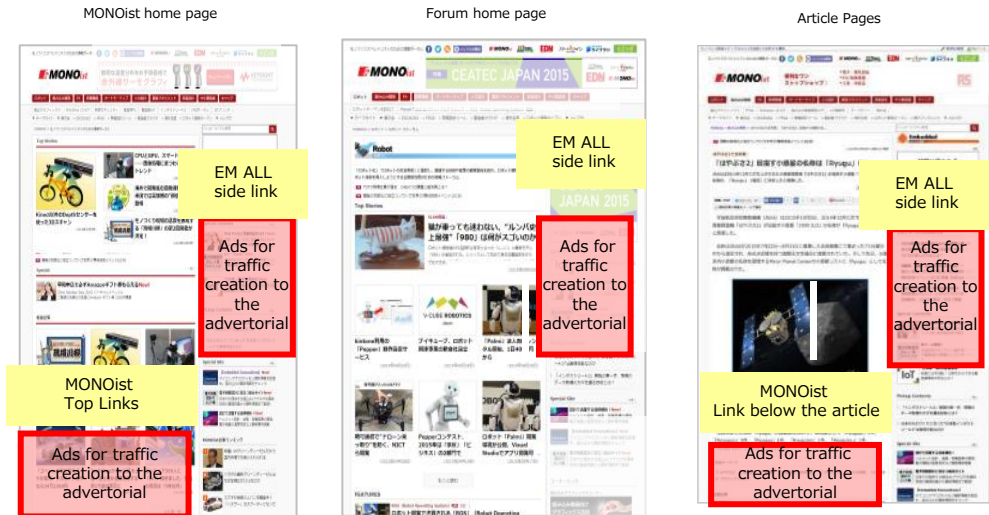


Rate

2,000 Page Views
Guaranteed:
\$14,400

The above prices are for the Standard Plan (approx. 4,000 characters)
Tax is not included.
In case of re-submission of the first draft: \$3,600
In case of revisions after the final proofreading: \$1,200 will be charged separately.

Example of ads for traffic creation



[Remarks]
We may not be able to guarantee the number of Page Views depending on the content of the advertisement. Please consult with us in advance.
The scope of Page View is all article pages posted on PCs and smartphones.
The space and content of the inducement ads will be left to us.
Induction ads will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week (estimated one month).
We can also guarantee more than 2000Page View. Please contact us for the number of Page Views that can be guaranteed and pricing.

Advertorial Push

The advertorial production process is almost the same as a regular advertorial, except instead of directing the viewer to the Web, the advertorial is sent via HTML 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、企業が事業を展開するためにはデータの活用が必須だ。「人手なし」「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」でつまづ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がもしれない。

世界情勢や社会環境が激動する今、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は多い。

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の山本隆広氏（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かじを切ったことに言及し、「オフィス出社が当たり前だった頃にはこんなに短期間で働き方が激変するなど、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）の頭文字を取った略語。予測不可能 時代に入りました」と述べた。

「KDDI Location Analyzer」とは
KDDIの持つ位置情報データと属性データ（ファクトデータ）を活用
商圏および来店客の属性の高い分析を可能にするセルフ分析ツール（GIS）

保有データ → 加工・変換 → クラウド型GIS → エリアの分析 / 来店者の分析 / 商圏の分析

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、企業は未来を見越して事業を展開しなければならぬ。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。こう



Content delivery via email

Email:
ST Targeting Mail (eDM)

Max available number of emails: 175,000
Delivery date: Business day

※The maximum number of emails may change depending on the number of members joining and leaving the program.

Also posted in the media website as an archive.



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

Rate

USD 12,000 / 15,000 readers
(excluding tax)

Specifications

Provided items

- Interview
- Production of 1 advertorial (about 2,000 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

- 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.

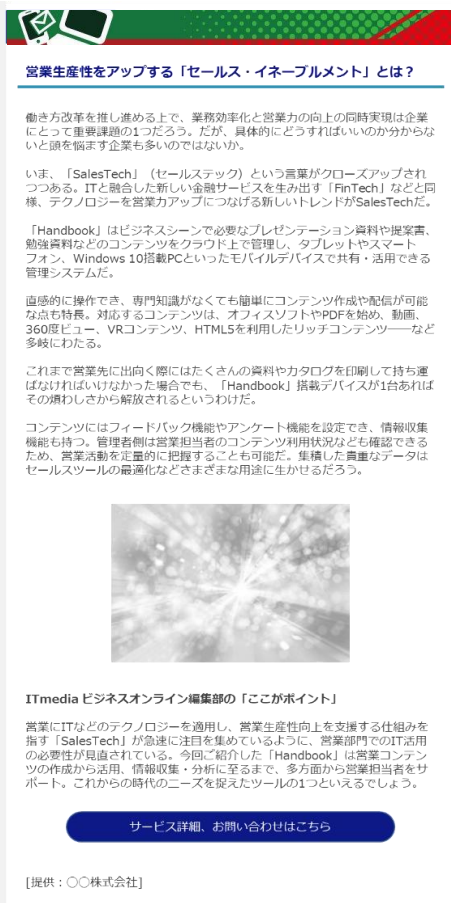
Like a normal advertorial, ITmedia will create the material after interviewing the advertiser.

Advertorial Push Light

Recommended for those who do not want to spend a lot of time and effort and want to deliver the email quickly. This is a simplified version of the Advertorial Push that delivers a higher number of letters instead of "no interview" and "fewer words".

Email image

※Actual design may change.



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

Editor's perspective

A summary of the key points for the readers will be given with the editorial viewpoints.

Number of characters: About 200

ITmedia will prepare the content based on the materials provided.



Content delivery via email

Email: ST Targeting Mail (eDM)

Max available number of emails: 175,000
Delivery date: Business day



Also posted in the media website as an archive.



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

Rate

USD 10,800 / 50,000 readers
(excluding tax)

Specifications

Provided items	<ul style="list-style-type: none"> • Production of 1 simple advertorial (About 700 characters) • Distribution of content via HTML email • Content posting in production media <p>※Interview is not included.</p>
Report	<ul style="list-style-type: none"> • Number of email sent • Email open rate • Number of clicks of email • Email Click Through Rate

- This is a simple advertorial program with no interview. Please let us know in advance if there are points you would like to emphasize in product information, etc.
- We will send you a text file for your review 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.
- As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

MONOist x TechFactory Special (Advertorial Planning/Production & Lead Generation)

We create advertisements in the form of articles (PR content) in accordance with the requirements of the company. We will post it on the lead generation platform "TechFactory" and create traffic via specialized media (EE Times Japan/EDN Japan) to acquire leads. By incorporating traffic creation from media with a large number of highly specialized readers, we can smoothly acquire high quality leads.

Rate: \$14,400 or more

- TechFactory "Editorial advertorial article" production, 50 leads (non-segmented) included
- Changes to lead attributes and number of leads are also possible. Please contact us for details

■ Remarks

This menu is a lead acquisition plan at TechFactory. advertorial articles published on TechFactory do not include post-production reports such as Page View, Unique Browsers, etc.
 The maximum lead acquisition period is 2 months.
 When we receive an application with a guaranteed number of leads, as soon as the acquisition is complete, the media will not be directed to the site.
 It will be suspended, but we guarantee publication for at least one week.
 Revision of the first proof: \$3,600, Revision of the second proof: \$1,200
 The following charges will be added to the total
 Prices are exclusive of tax.

Option: Re-traffic Creation Program (Based on Behavioral History Targeting)

Provide additional traffic creation for advertorial that have already finished achieving the target page views.
(Reuse of the advertorial)

Display induction ads Leads to articles


Highly "interested" people



- (1) Targeting guidance
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users
Use of audience extensions to direct more "interested parties" to advertorial articles

Do not display inducement ads

Low "interest"



Advertorial



Rate

US\$ 6,000 for additional 2,000 Page Views (Tax not included)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	Any from 2,000Page View or more
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Additional guidance to existing content Viewing report (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	MONOist

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.

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.

Target internal media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan

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

Increase awareness, especially among "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 out to people who have never visited ITmedia

Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests and concerns" who have never visited ITmedia on external media. This will broaden the reach of your readers.

Option: Re-traffic Creation Program (Based on Normal Page View Guaranteed Advertorial)

Provide additional traffic creation for advertorial that have already finished achieving the target page views.
(Reuse of the advertorial)

MONOist homepage, Forum home pages and article pages

Advertorial



Rate

US\$ 6,000 for additional 1,000 Page Views (Tax not included)

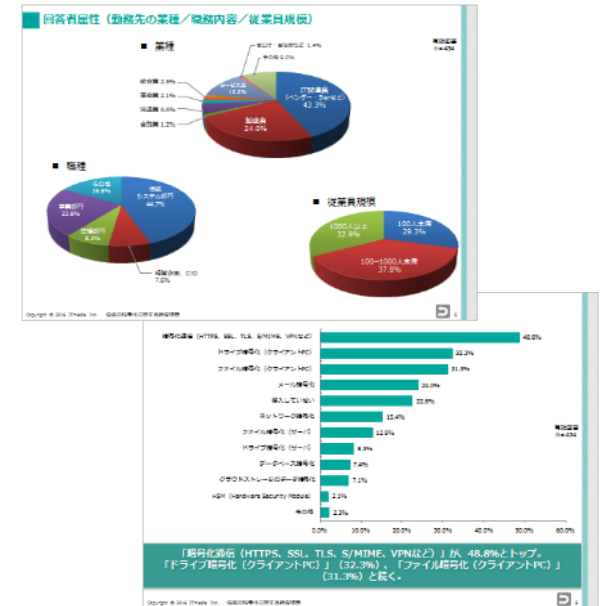
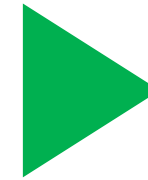
Specification and items included the package

Guarantee	Page View
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Additional guidance to existing content Viewing report (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	MONOist

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.
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 View is achieved, but are guaranteed to remain up for at least one week.

Market Research

Research conducted by media outlets that know the industry and their readers. It highlights the challenges and demands of the industry and its readers.



■ Model price: \$18,000 or over

【Note】

We will conduct the survey using a web-based survey system (SurveyMonkey, etc.) and the delivered report will be statistical data. The report will be statistical data and will not contain any personal information.

Delivered report is a simple tabulation and graphing of the collected responses (PPT/PDF)

Questions and questionnaires will be designed based on the applicant's draft questions, and will be reviewed by ITmedia staff.

The name of the survey subject (the applying client) will be listed on the survey form.

Due to the specifications of the survey system, we cannot guarantee that we will be able to design all the questions you request.

The standard expected number of responses is 200 and the number of questions is 15. The number of responses is a standard number and is not guaranteed.

Prices vary depending on the number and content of questions and target number of responses

Cross tabulation (\$600), free response classification (\$2,400), and debriefing session (\$2,400) are available as paid options.

Contact Us

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Sales Division

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All prices in this document do not include tax.

Please note that the page design is subject to change.



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