



ITmedia Inc.

Special Advertorial Feature

Engineering Top Interview



May 2025

ITmedia Inc
Sales Division

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Overview

Engineering Top Interview

This advertorials convey engineering top messages directly to next-gen leaders.
Please utilize the advertorial for sharing not only product strategies, but also road maps or highly recommended products for these leaders.

Features

Professional editor of EETimes / EDN Japan write advertorial

Technical editor who write regularly on EETimes / EDN Japan will interview and write the advertorial.

Insertion images or photos of products / road maps

Engineers strongly prefer to see images or photos capable of imaging the technology and products. By inserting them into the advertorial effectively, it holds the attention of engineers.

Plan	1-month insertion	2,000 page view guaranteed
Gross Rate	USD 9,600	USD 10,800
Content amount	<ul style="list-style-type: none">Text: 1,500 -2,000 Japanese charactersPhoto / Image: 1 or 2	
Insertion term	The Traffic driver will be inserted into all the pages of MONOist / EE Times Japan / EDN Japan for 1 month.	The Traffic driver will be inserted into all the pages of MONOist / EE Times Japan / EDN Japan by achieving the target page views.
Report	After the insertion, an access report of the advertorial page and the traffic driver will be provided.	

(not including consumption tax)

Top interview (Advertorial)



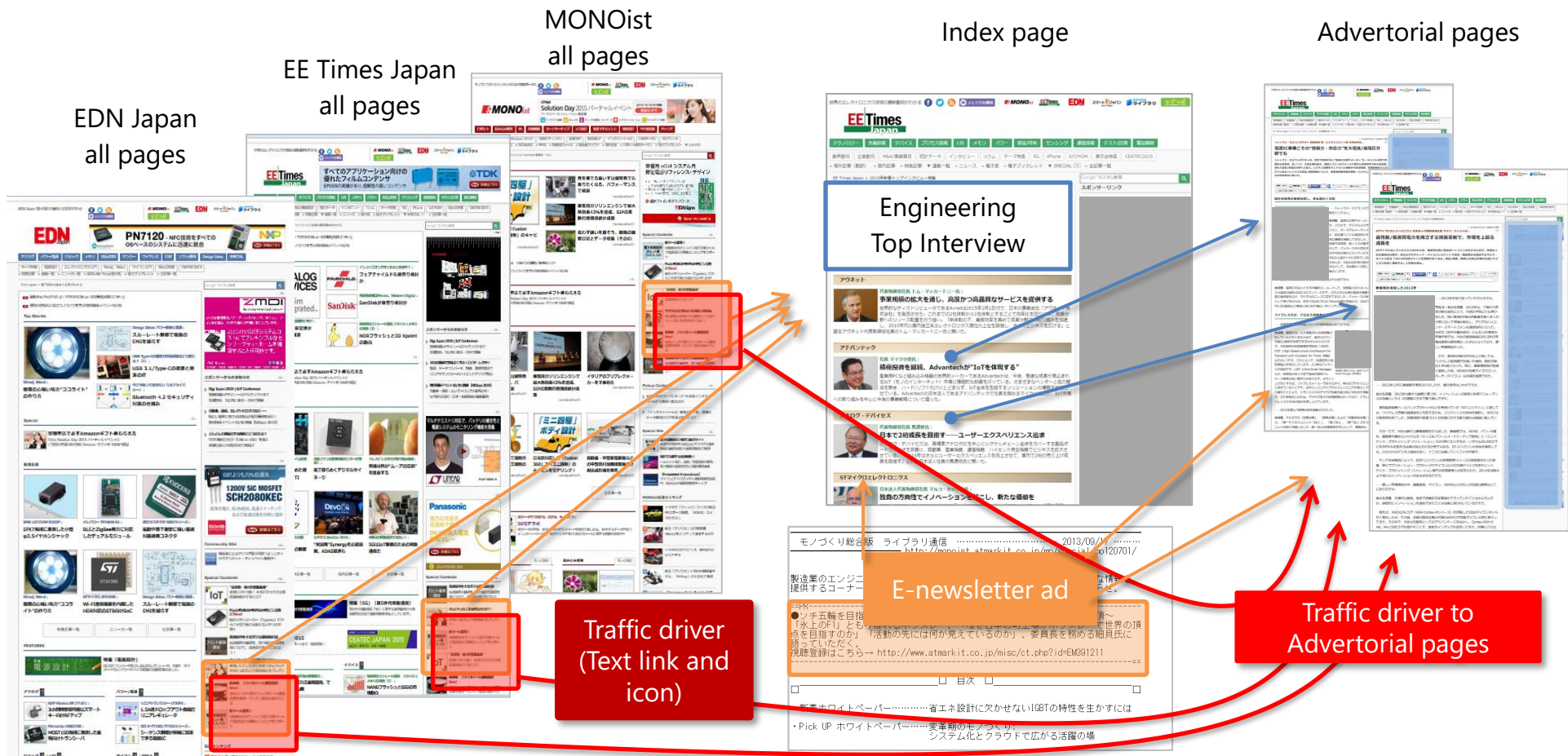
Index page



Note : These screenshots are visual images and they are not actual advertorials of this feature.

Page Structure / Traffic Drivers

The index page will be inserted for the advertorial pages, and links of text and icon for the index page will be inserted into the all pages of MONOist/EE Times Japan/EDN Japan as a traffic driver. After the one-month insertion, access report of the index page and the advertorial pages will be provided.



Note : These screenshots are visual images and they are not actual advertorials of this feature.

Past Results (Engineering Top Interview 2024)

Our technology - Product strategy 2024

https://eetimes.itmedia.co.jp/ee/special/ee240808/tec_interview_2024/index.html

[Advertisers in 2024]

- **ABLIC**
- **Nishinbo Micro Devices**
- **NOVOSENSE Microelectronics**
- **Rochester Electronics**
- **Torex Semiconductor/NGK Insulators/ERi**
- **Vicor**

Advertisers before 2024 *Other than above :

- Analog Devices
- Infineon Technologies
- Teledyne LeCroy Japan
- Tokyo Cosmos Electric
- Nordic Semiconductor
- Nihon Dempa Kogyo
- Litepoint Japan
- Lattice Semiconductor

EE Times Japan > Special > (特別企画) わが社の技術/製品戦略 2024

主要デバイスメーカーのキーマンに聞く
わが社の技術/製品戦略 2024

エイブリック

「アナデジ集積」で高付加価値化を加速するエイブリック ニッチ分野でトップシェアを築く

エイブリック 代表取締役社長 CPO 堀内隆雄氏

トレックス/日本ガイシ/イーアルアイ

トレックス、セミコンダクター、日本のイー。イーアルアイ：メンテ不要の電源ICと半導体電池、無接点技術が得意

日清紡マイクロデバイス

基本性能と応用技術を追及し「開拓の道」を模索——日清紡マイクロデバイス

NOVOSENSE Microelectronics

「長期的な成長と顧客に寄り添う」 高性能、高信頼性アナログ&ミックスドシグナル半導体で日本に本格参入するNOVOSENSE

Vicor

オートモーティブマーケティング部門ディレクター Gregory Green氏：高電力密度DC-DCモジュールでEVを電化 車載市場に攻勢をかけるVicor

Rochester Electronics

「製品に負けない開発戦略を」 Rochesterが戦略的サプライチェーン管理の視点を強化

検索

スポンサーリンク

ABLIC
MinebeaMitsumi Group

TOREX
トレックス・セミコンダクター

日清紡マイクロデバイス株式会社

NOVOSENSE

VICOR

Rochester Electronics
「製品に負けない開発戦略を」 Rochesterが戦略的サプライチェーン管理の視点を強化

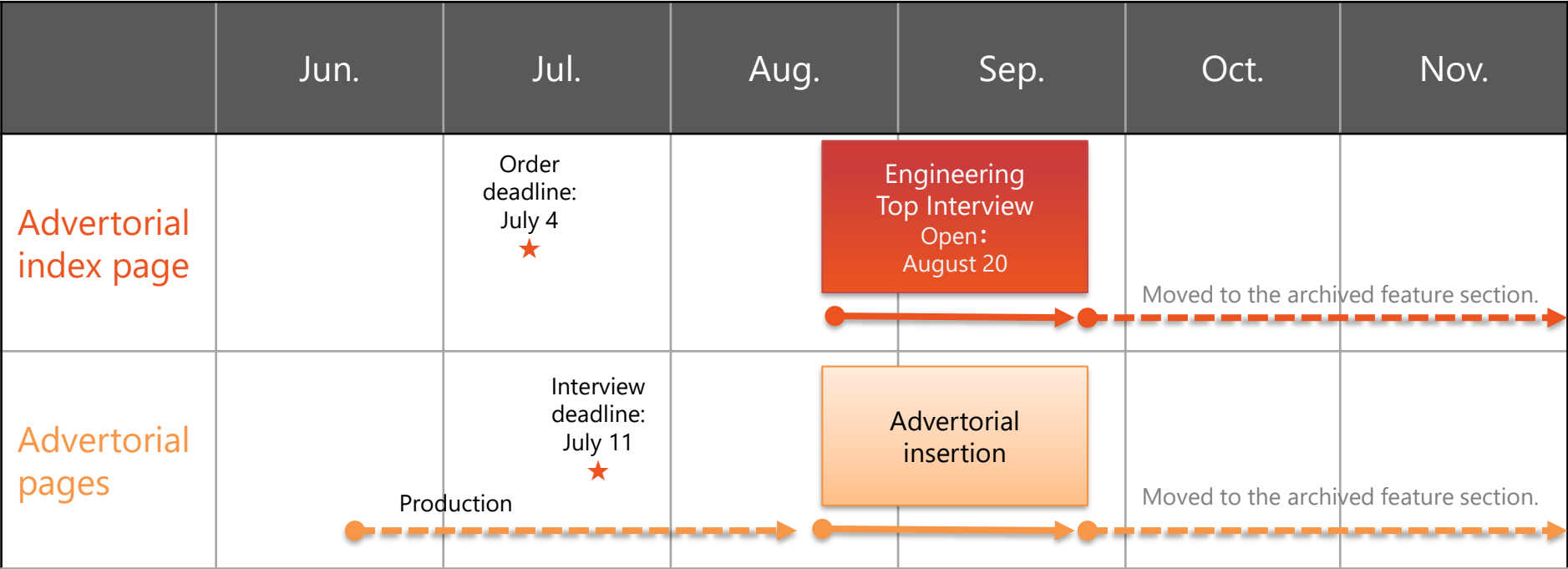
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Schedule

Order deadline : July 4, 2025

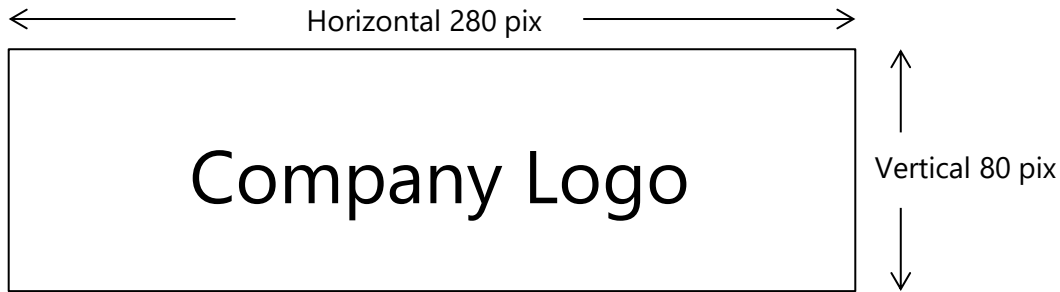
Interview deadline : July 11, 2025

Insertion period : August 20, 2025 – September 19, 2025



Company Logo Spec

■ Please send the company logo based on the following spec.



■ When inserting the logo, ITmedia adds 5 pixel space into top and bottom of the company logo respectively in order to avoid too much adjacency with other logos.



Appendix

Scheduled in January 2026 : New year top interview advertorial feature

MONOist / EE Times Japan / EDN Japan will have the special advertorial feature on engineering top interview in January 2026.

Please also consider to run this feature with engineering top interview.

Insertion period (tentative) : Mid. January 2026 – Mid. February 2026

Basic plan gross rate : TBD

Advertisers of New year top interview 2025

https://eetimes.itmedia.co.jp/ee/special/ee250109/top_interview_2025/index.html

- ETAS
- DigiKey
- Nisshinbo Micro Devices
- Nordic Semiconductor
- onsemi
- Torex Semiconductor





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