



ITmedia Inc.

Special Advertorial Feature

Engineering Top Interview



May 2026

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	2,000 page view guaranteed
Gross Rate	USD 10,800
Content amount	<ul style="list-style-type: none"> Text: 1,500 -2,000 Japanese characters Photo / Image: 1 or 2
Insertion term	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.

Top interview (Advertorial)



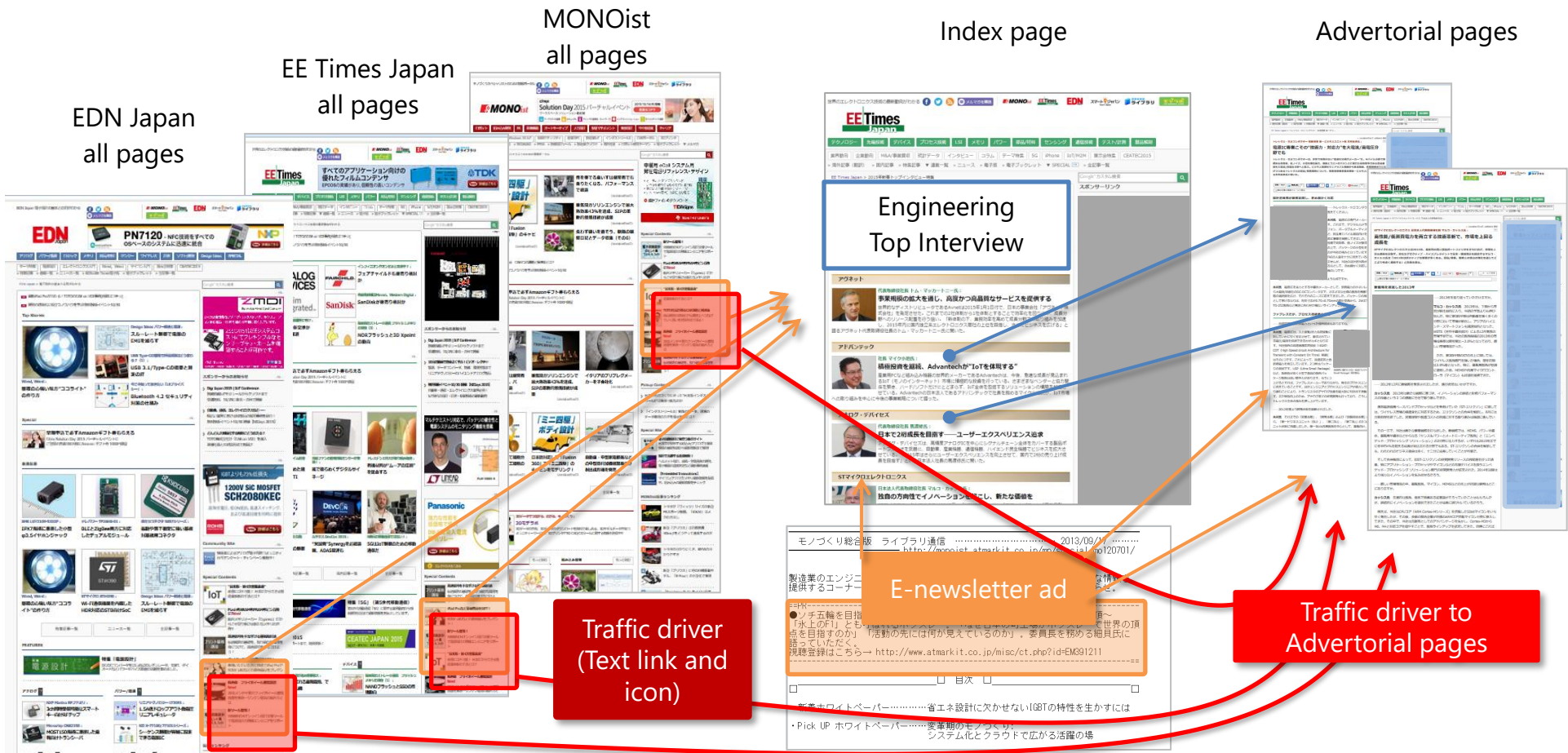
Index page



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.



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Past Results (Engineering Top Interview 2025)

Our technology - Product strategy 2025

https://eetimes.itmedia.co.jp/ee/special/ee250807/tec_interview_2025/index.html

【Advertisers in 2025】

- **NOVOSENSE Microelectronics**
- **Marutsuelec**
- **Rochester Electronics**
- **Torex Semiconductor/NGK Insulators**

Advertisers before 2025 *Other than above :

- ABLIC
- Analog Devices
- Infineon Technologies
- Teledyne LeCroy Japan
- Tokyo Cosmos Electric
- Nordic Semiconductor
- Nihon Dempa Kogyo
- Nishinbo Micro Devices
- Lattice Semiconductor
- Vicor

The screenshot shows a special report titled "わが社の技術/製品戦略 2025" (Our Company's Technology/Product Strategy 2025) from EE Times Japan. The report includes interviews with executives from several companies:

- トレックス・セミコンダクター/日本カイシ**: Interview with 山本智晴 (Yamamoto Tomoharu) and 大和田新夫 (Owada Shin'ichi) discussing their strategy for 2025, focusing on battery (pack) technology and IoT.
- NOVOSENSE Microelectronics**: Interview with 高橋英樹 (Takahashi Eiki) discussing their strategy for 2025, focusing on MCU and analog SoC development for Japanese customers.
- マルツエレクト**: Interview with 土谷耕作 (Tsuji Kousaku) discussing their strategy for 2025, focusing on supporting customers from a full range of products.
- Rochester Electronics**: Interview with 藤川隆之 (Fujiwara Takayuki) discussing their strategy for 2025, focusing on providing support for Japanese customers.

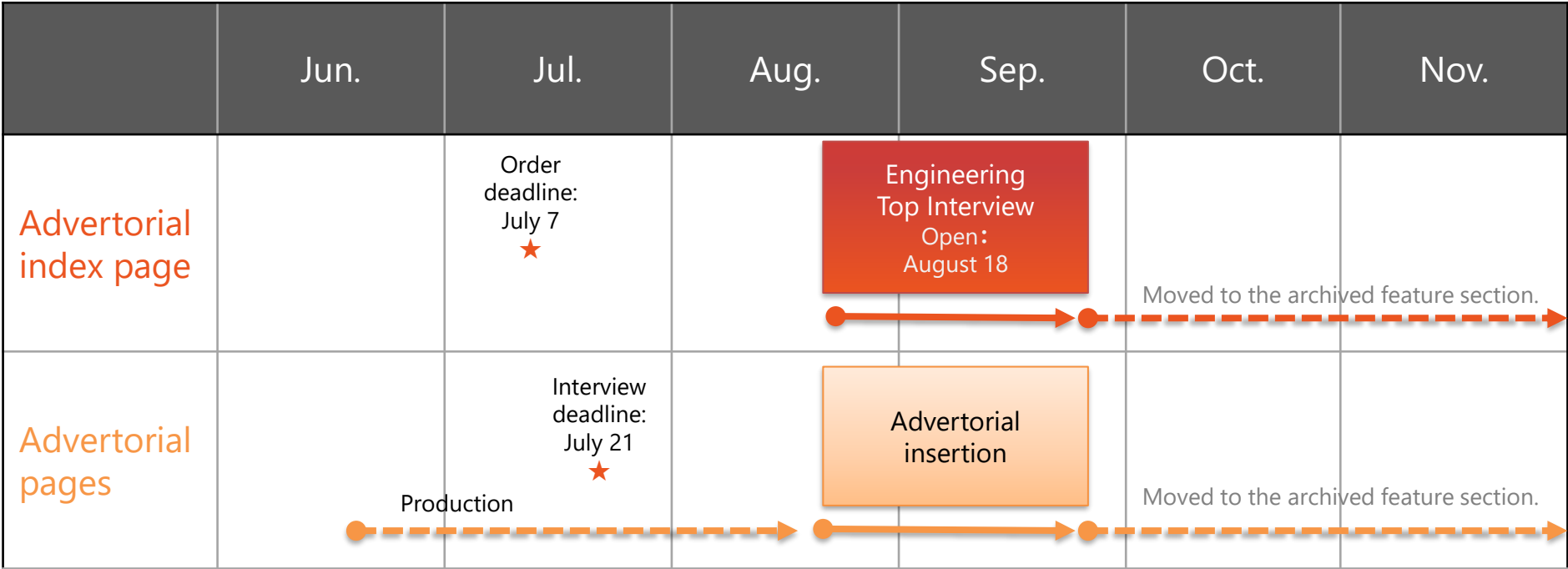
The page also features logos for sponsors: Rochester Electronics, marutsu, NOVOSENSE, and TOIREX. A list of other advertisers is provided at the bottom of the page.

Schedule

Order deadline : July 7, 2026

Interview deadline : July 21, 2026

Insertion period : August 18, 2026 – September 30, 2026



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 2027 : New year top interview advertorial feature

MONOist / EE Times Japan / EDN Japan will have the special advertorial feature on engineering top interview in January 2027.

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

Insertion period (tentative) : Mid. January 2027 – Mid. February 2027

Basic plan gross rate : TBD

Advertisers of New year top interview 2026

https://eetimes.itmedia.co.jp/ee/special/ee260103/top_interview_2026/index.html

- ABLIC
- ETAS
- DigiKey
- onsemi
- Sanken Electric
- Torex Semiconductor



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