

# MONOist Media Guide

January 2024 Edition

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

The logo for ITmedia Inc., consisting of a red stylized graphic of three slanted bars followed by the text "ITmedia Inc." in a bold, sans-serif font.

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# 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.

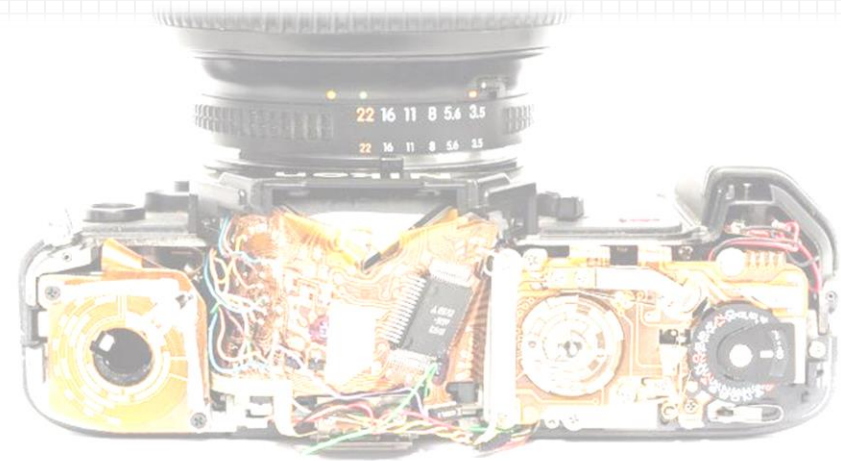
[Advertising Criteria](#)

[Cancellation Policy](#)

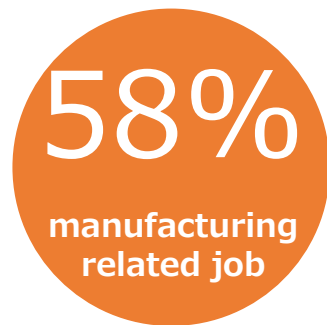
# Reader Target

**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 **68.9%**  
Other **31.1%**



Manufacturing related jobs **57.6%**  
Internal Information System **13.3%**  
Management and Corporate Planning **6.4%**  
Other **22.7%**



Management and executive level **7.2%**  
Division Manager, Plant **1.0%**  
senior executive manager's position (e.g. at a company) **10.9%**  
section manager class **18.8%**  
Section chief/manager class **22.7%**  
Other **39.4%**

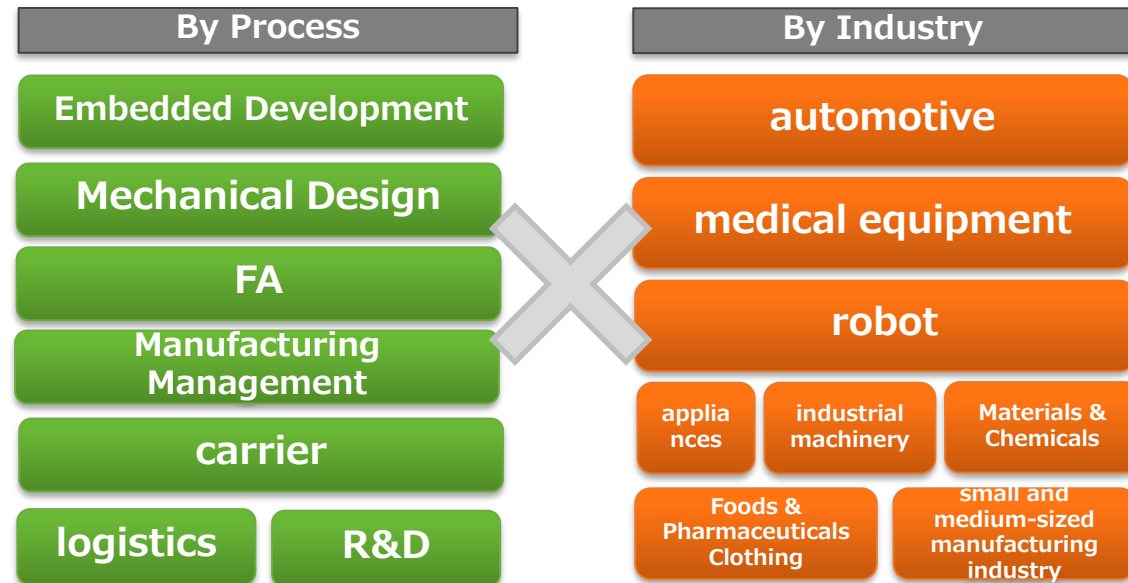
**MONOist features a wide variety of technical articles on manufacturing. It is read by engineers and their leaders who are actively gathering information to solve problems in their work.**

From "MONOist Readers' Survey 2020," survey period: 6/2/2022 - 7/4/2022.



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	<a href="https://monoist.itmedia.co.jp">https://monoist.itmedia.co.jp</a>
I Page Views	2,182,623 Page Views/month 774,601 Unique Browsers/month *September 2023 results
I Number of newsletters distributed	Monozukuri Sogohan approx. 217,000 / Daily MONOist approx. 74,000

# MONOist Featured Forum


## 15 forums to focus on



**Support engineers involved in embedded development**

Highly specialized technical information on all kinds of embedded devices/embedded systems, including current news and technology trends!

<Features/Corner>  
IoT  
Graphics technology for embedded devices  
Arduino  
Electronic construction  
Windows Embedded  
FPGA  
<Featured Exhibition>  
ESEC · Embedded Technology



**Problem solving & support forum for mechanical designers**

We provide information on practical mechanical design techniques, effective utilization of IT tools centered on 3D CAD, 3D printers, and other topical technical information.


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)



**Introduction of management and operational control methods to win in the world**

This seminar introduces manufacturing methodologies for profit generation, focusing on production and design development management methods and industry trends that you should know now.

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



**News and technical commentary on the latest automotive news and technology**

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.

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




**Covers the topic of Japan's world-class FA**

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.

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


## Pick up 5 themes



**Monozukuri Support Forum for SMEs with Big Ambitions**


IT commentary for processing technology and manufacturing for small and medium enterprises and start-up companies. Community Information.

Solutions for Small and Medium Enterprises  
CAD/CAM/CAE  
Injection molding / Cutting / Sheet metal / Mold / Tooling / Lathe  
Town factories, manufacturing communities



**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.

<Topics>  
Robot development · Robot programming · Pepper · Care robot · Humanoid robot · Robot business · Rescue robot  
<Exhibition>  
International Robot Exhibition - Japan Robot Week - TEC HNO-FRONTIER



**Understanding the latest technology in the medical/healthcare field**

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.


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



**Supporting the Manufacturing Supply Chain Logistics Today**

Disseminate information on the current state of logistics in the manufacturing industry and solutions to its challenges.

Supply Chain Transformation  
Logistics 4.0  
Traceability  
Procurement Reform  
Route Delivery Planning  
Warehouse Management System  
TaaS/RaaS  
Picking Robot  
AGV/AMR



**Career change support and career building**

Articles to help you identify your career vision and job change trend commentary.

Success Stories  
Manufacturing Engineer, Job Search  
Tips for  
Job Market by Sector  
MONOist Jobchange, a job change information for manufacturing engineers.

# MONOist Keyword: "Embedded Development"

**For all embedded products  
Engineers responsible for system and software design are readers.**

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.



## Focus keywords: .

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

## Popular Serials: .

**Introduction to HILS  
We will teach you how CAN, the in-vehicle network, works.  
What are the three development tools that bring out the power of FPGAs?  
Tsuneo Yamaura's "Kumikomi" Story**

<http://monoist.itmedia.co.jp/mn/series/3248/>  
<http://monoist.itmedia.co.jp/mn/series/118/>  
<https://monoist.itmedia.co.jp/mn/articles/1811/16/news010.html>  
<http://monoist.itmedia.co.jp/mn/series/241/>



**376,336 Page Views**  
**154,565 Unique Browsers**  
\*Including August 2022/Page Views



**Approx. 126,048 persons**  
\*Electronics/Embedded Development E-Newsletter  
August 2022 / Editorial newsletter

# MONOist Keyword "mechanical design"

**Influence the functionality and usability of the product**  
**Engineers responsible for enclosure and mechanism design are readers.**

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 Serials: .

- 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.](https://monoist.itmedia.co.jp/mn/subtop/features/vrar/Learn%20Basics%20of%20Mechanical%20Materials%20and%20Prototyping%20with%20a%20mom-and-pop%20designer.)
- <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/>



**457,027 Page Views**

**180,204 Unique Browsers**

\*Including August 2022/Page Views



**Approx. 38,792 persons**

\*Mechanical Design E-Newsletter  
August 2022 / Editorial newsletter

# MONOist Keyword: "Manufacturing Management"

**Influence the management and administration of the entire manufacturing industry**  
**Leadership level and production and manufacturing departments are the main readers.**

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 Serials:.

**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/>



**427,839 Page Views**

**158,605 Unique Browsers**

\*Including August 2022/Page Views



**Approx. 62,002 persons**

\*Manufacturing Management E-Newsletter  
August 2022 / Editorial newsletter



# MONOist Keyword "FA"

To promote production system reform at manufacturing sites  
Readers are in charge of building control systems, equipment and networks.

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.



Focus keywords: .

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

Popular Serials: .

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/>



213,172 Page Views

99,947 Unique Browsers

\*Including August 2022/Page Views



Approx. 33,183 persons

\*FA eNewsletter

August 2022 / Editorial newsletter

# MONOist Keyword "Automotive"

## Seek technical information on design development Automobile and auto parts manufacturers love it.

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.



### 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 Serials:.

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>



**567,070 Page Views**

**189,948 Unique Browsers**

\*Including August 2022/Page Views



**Approx. 57,823**

\*Automotive eNewsletter  
August 2022 / Editorial newsletter

# 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。「エッジリソース」とされるようにAIや分析技術、リアルタイム制御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」**

日々急増するデータの蓄積の中で、あらゆるデータを処理し、分析し、活用する「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をもたらすのかを解説します。

**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な意思決定を促すこと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、現場でリアルタイム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します。

### APPLICATION

**いまさら聞けない「エッジコンピューティング」**

**手軽に設置できるAIカメラに新機能。熱帯性国産でPythonやAWS IoTにも対応**

**人の操作は必要を自動検知するエッジAI。三菱電機が2022年にも製品化へ**

**「エッジは行く」がはじまる。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とされている。5Gを中心とした最新無線技術トレンドを扱うとともに、製造業を中心に5Gで変わる現場の今を伝える。

#### 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(水)に、5Gインフラ向けに、新しい「第2世代 Intel Xeon スカラー プラットフォーム」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。

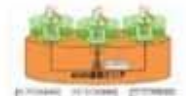
##### 5Gで加速する、NTTドコモの共創ビジネスとIoTへの取り組み



エレクトロニクス製造および情報技術の大手である「インターイノベーション 2020」(2020年1月18-19日、東京ドックシティ)の特別講演で、NTTドコモ 5G・3G/4Gソリューション推進室 シニアソリューション推進室 室長 加藤 博之、本邦インフラを軸とする製造業との共創について紹介した。

#### 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カメラの活用、5G/VR/AR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"

The screenshot shows a website with a blue and black theme. At the top, there are logos for MONOist, EETimes Japan, and EDN Japan. The main header features the text '製造業 × 品質' (Manufacturing x Quality) and '転換期を迎えるモノづくりの在り方' (How to be in the manufacturing industry during a turning point). Below this, there is a paragraph of text and a 'TOP STORY' section. The 'TOP STORY' section has two main articles: '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' (Practical approach to using internal audits for quality non-compliance response) and '製造業の構造的品質問題を改善する「Closed-Loop Quality」とは' (What is 'Closed-Loop Quality' for improving structural quality issues in manufacturing). The 'Closed-Loop Quality' article includes a diagram showing a cycle between 'Manufacturing' and 'Quality Management (CLQ: Closed-Loop Quality)'. Below the 'TOP STORY' is a '技術×品質' (Technology x Quality) section with several articles, including '品質保証における品質保証の手法と最新技術の活用' (Use of quality assurance methods and latest technology in quality assurance), 'Closed-Loop Qualityの導入でどのような品質改善が可能になる' (What quality improvements are possible with the introduction of Closed-Loop Quality?), '新車ユーザーに不具合経験を調査。品質トップはダイハツ、フォード' (Survey on user dissatisfaction experiences. Quality top is Daihatsu, Ford), and '製造業の構造的品質問題を改善する「Closed-Loop Quality」とは' (What is 'Closed-Loop Quality' for improving structural quality issues in manufacturing?). There is also a '経営×品質' (Management x Quality) section at the bottom with articles like '品質不正発生に備えた「危機管理」の重要目録——レジリエンスを' (Important checklist for crisis management in preparation for quality non-compliance occurrence——Resilience) and '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' (Business improvement order issued to Jamco, major aircraft manufacturer, for unclean work newly identified).

## 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

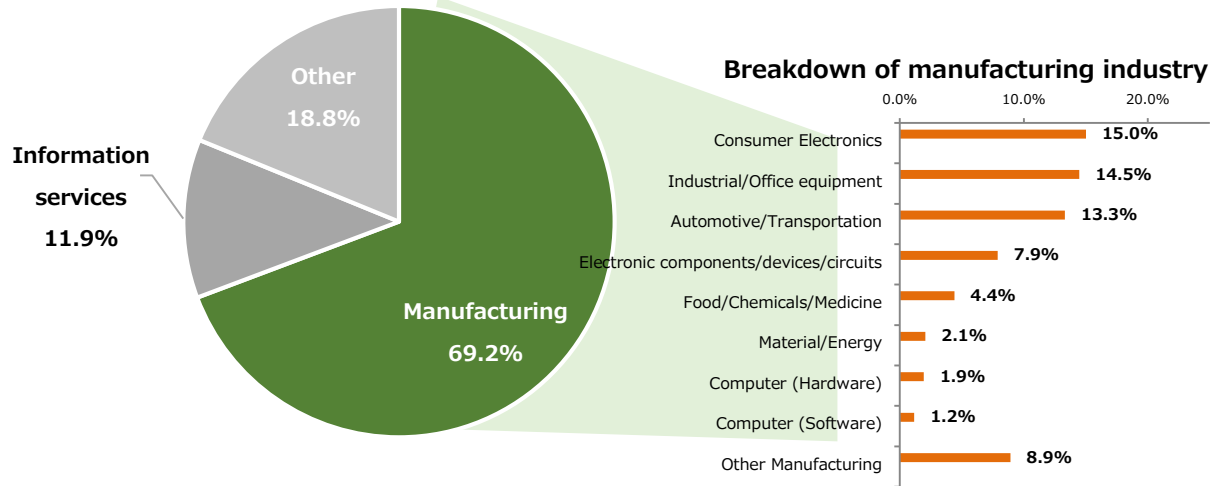
Specific initiatives of each industry and company, as well as case studies of the latest technologies

**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

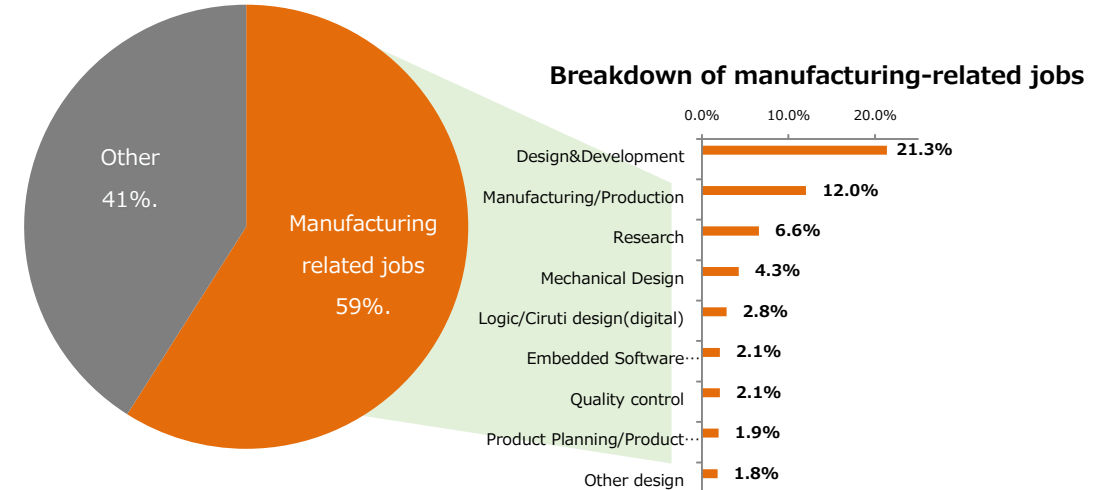


# Reader Profile

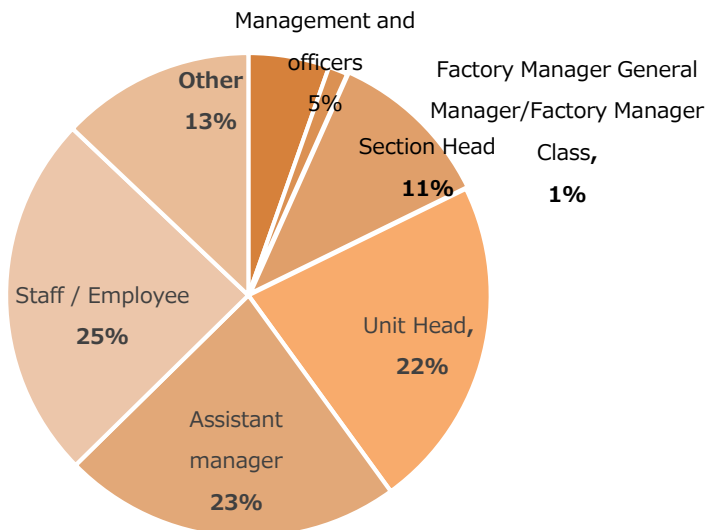
» More than 60% of our readers are involved in the manufacturing industry.



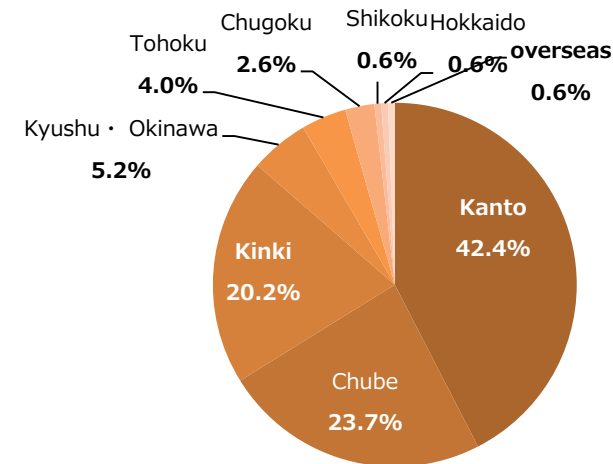
» About half of our readers are in manufacturing-related occupations.



» 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 Banners (still/video)

Great impact! Billboard banners," which are displayed prominently at the top of the website, are now available on MONOist / EE Times Japan / EDN Japan / Smart Japan. You can use still images or play video.

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



▼ Product Specification (2): Video is displayed left or right aligned (position can be selected).



still image				
page of a magazine	number of boxes	Publication Period	Charge	remarks
MONOist ALL	1	1 week ~	CPM\$72	5,000imp~ Guaranteed

- Size : 970 (right and left) x 250 (top and bottom)
- Capacity : Less than 150 KB
- File Format : gif, jpg, png / Looping not allowed
- Animation : 30 seconds or less
- Number of simultaneous listings : 3
- Number of replacements : One time during the period
- Deadline for submission : 3 business days before

video			
page of a magazine	number of boxes	Charge	Product Specifications
MONOist ALL	1	CPM\$120 Minimum implementation amount \$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

## Submission Rules

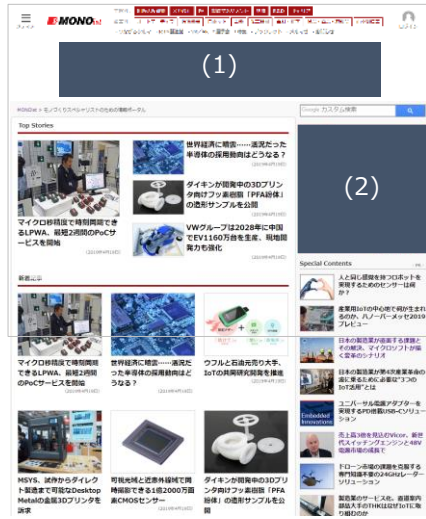
Submission Materials	file form (something takes)	capacity	Size	remarks	deadline for submitting manuscripts
video file	mp4	2GB within	Specification 1: 970 x 400 px max. 16:9 material recommended Specification 2: 444 x 250 px	Within 30 seconds	10 business days before
thumbnail (i.e. miniature image) (STILL)	gif, jpg, png	150KB within	Video and still images of the same size horizontally and vertically	-	
static image file *Only in the case of specification ②.	gif, jpg, png	150KB within	526 x 250 px	What is a thumbnail? Other materials recommended	

## Notes

The number of views and rates vary depending on the availability of other advertisements. Please contact our sales staff for more information.  
 For distribution, we will arrange for the use of Loco Research's system. If you would like to use a third-party distribution service arranged by your company using a different system, please contact us.  
 This is provided under the IMP warranty.  
 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.

# Banners

Top page image



Article page image



	trade (brand) name	page of a magazine	insert (e.g. an article) Period	IMP	number of boxes	Charge	unit price	File format	Size (W x H)	capacity
(1)	TOP Super Banner	TOP	1 month	84,000 assumption	1	\$7,200	-	gif, jpg, png	728 x 90	150KB less than
(1)	TOP W Super Banner	TOP		84,000 assumption	1	\$9,600	-	gif, jpg, png	728 x 180	150KB less than
(2)	TOP RECTANGLE	TOP		84,000 assumption	1	\$9,600	-	gif, jpg, png	300 x 300 / 300x250 / 300x600	150KB less than
(1)	MONOist ALL Super Banner					CPM\$36	-	gif, jpg, png	728 x 90	150KB less than
(1)	MONOist ALL W Super Banner	MONOist ALL	1 week ~	IMP Guarantee	-	CPM\$60	-	gif, jpg, png	728x180	150KB less than
(2)	MONOist ALL Rectangle					CPM\$48	-	gif, jpg, png	300x300, 300x250, 300x600	150KB less than

# Smartphone View

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



## Advertised Products & Manuscript Specifications

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 (from 1 week or more)	imp guarantee (from 1,000,000 imps)	-	CPM\$42	-	gif, jpg, png	300 x 300 300 x 250	Less than 150KB
(2) Smartphones Text	article	1 month	800,000 assumption	2	\$3,600	-	text	28 characters or less	-

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

# Mail Magazine

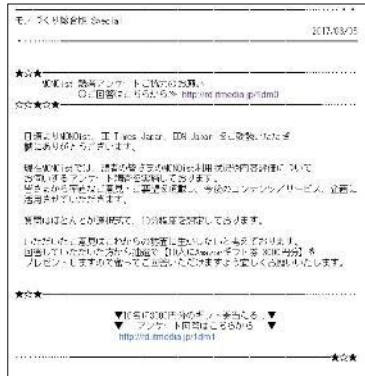


## Email advertising that delivers information directly to readers

MONOist offers e-newsletters by industry and manufacturing process!

Exclusive PR for a **header/footer that** can be inserted at the top/bottom of the editorial newsletter and one email ad as an extra edition of the editorial newsletter.

**Special edition**, attribute-specific **targeted mailings** are available.



header	38 characters or less x 5 lines
header (HTML format)	Within 38 full-width characters (76 half-width characters) x 1 line Icon: 80x60 (gif/jpg/png, less than 60KB) 1 item *Optional Linked URL: 1 item
Special Edition	Title: 30 characters or less (60 characters or less) Body: 38 double-byte characters (76 single-byte characters) or less x 100 lines or less
Special Edition (HTML format)	Title: 30 characters or less Body: Refer to the separate section "Specifications for Special Edition Mail (HTML format) Manuscripts".

Media	e-mail magazine	space (room, area, outer space)	number of boxes	Number of deliveries	Delivery Date	Charge
MONOist	Mechanical Design E-Newsletter	header	2	Approx. 40,000	Every other week Tue morning	\$600
		Special Edition Email	1	Approx. 33,000	Weekly Mon-Fri morning	\$3,480
		Special edition email (HTML format)	1	Approx. 33,000	Weekly Mon-Fri morning	\$4,680
	Manufacturing Management E-Newsletter	header	2	Approx. 66,000	Every other week Tue morning	\$1,200
		Special Edition Email	1	Approx. 55,000	Weekly Mon-Fri morning	\$5,760
		Special edition email (HTML format)	1	Approx. 55,000	Weekly Mon-Fri morning	\$6,960
	Automotive E-Newsletter	header	2	Approx. 57,000	Every other week Wed. morning	\$1,200
		Special Edition Email	1	Approx. 47,000	Weekly Mon-Fri morning	\$4,560
		Special edition email (HTML format)	1	Approx. 47,000	Weekly Mon-Fri morning	\$5,760
	FA E-Newsletter	header	2	Approx. 35,000	Every other week Fri. morning	\$600
		Special Edition Email	1	Approx. 28,000	Weekly Mon-Fri morning	\$2,400
		Special edition email (HTML format)	1	Approx. 28,000	Weekly Mon-Fri morning	\$3,600
Medical Equipment E-Newsletter	header	2	Approx. 13,000	Every other week Mon. morning	\$600	
	Special Edition Email	1	Approx. 11,000	Weekly Mon-Fri morning	\$2,400	
	Special edition email (HTML format)	1	Approx. 11,000	Weekly Mon-Fri morning	\$3,600	
Daily MONOist E-Newsletter	header	2	Approx. 68,000	Weekly Mon-Fri morning	\$1,200	
	Special Edition Email	1	Approx. 57,000	Weekly Mon-Fri morning	\$5,760	
	Special edition email (HTML format)	1	Approx. 57,000	Weekly Mon-Fri morning	\$6,960	
MONOist EE Times Japan EE Times Japan EE Times Japan EDN Japan	Electronics Design / Embedded Development E-Newsletter	header	2	Approx. 129,000	Every Thursday morning	\$1,800
		Special Edition Email	1	Approx. 107,000	Weekly Mon-Fri lunch	\$11,400
		Special edition email (HTML format)	1	Approx. 107,000	Weekly Mon-Fri lunch	\$12,600
joint editing	Monozukuri Sogo E-Newsletter	header	2	Approx. 201,000	Weekly Mon-Fri morning	\$1,800
		Special Edition Email	1	Approx. 168,000	Weekly Mon-Fri morning	\$13,440
		Special edition email (HTML format)	1	Approx. 168,000	Weekly Mon-Fri morning	\$14,640

\*Refer to the [ad rate table on p. 31](#) and after for specifications and submission instructions for HTML format Special Edition e-mails.

[Notes]  
There are no ad reports for the header and middle sections. Please understand this in advance.  
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 on the drafting of mail magazine advertisements  
URLs are limited to 3 URLs per 5-line ad, and up to 20 URLs per issue/special edition mail.  
There will be one text ad.

Please submit your advertisement as a complete manuscript by e-mail. No proofreading or corrections will be made.  
Please be sure to include a 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 preparing your manuscript.  
Please refrain from using machine dependent characters.

# Targeting mail (MONOist/EE Times Japan/EDN Japan/Smart Japan)

Engineering Media has about 210,000 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.

Price : \$2,400~ / 1 time (tax not included)  
 Available days for delivery : Weekdays  
 Maximum number of deliveries: approx. 203,000  
 Number of engineering media members who obtained targeted e-mail permissions

Manuscript Rules (\*Please refer to the Manuscript Standards for information on how to submit manuscripts, prohibited characters, etc.)  
 Subject: 30 characters or less  
 Body: 38 characters or less (76 characters or less) x 100 lines or less  
 Submission deadline: 3 business days before 6:00 p.m.  
 Click count: Yes, up to 20 URL links (\*)

List Price (excluding tax)
Action History Designation \$0.6 @ 1 mail (Text mail, data usage fee + delivery work fee included)
Member registration data \$1 @ 1 mail (Text mail, data usage fee + delivery work fee included)
Company Name \$1.2 @ 1 mail (Text mail, data usage fee + delivery work fee included)

Please note that the link URL will be changed to the URL for click counting at the time of distribution.

## <Segment field>.

### ■ Industries

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

### ■ Occupation

Management and Corporate Planning  
 Environmental measures and environmental promotion  
 Construction and civil engineering related jobs  
 Information Systems  
 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  
 Monozukuri (R&D/Design/Production and Manufacturing Technology) related jobs  
 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

### ■ Position

Executive management and board level  
 General Manager/Factory Manager Class  
 General Manager  
 Section manager class  
 Section manager / chief  
 General employee/staff class  
 Contract, temporary, contracted, and dispatched employees

### ■ 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

### Annual sales scale

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 \$1,200,000,000

### ■ Matters related to introduction

Digital Semiconductors  
 Digital Semiconductors  
 Analog Semiconductors  
 Measuring/Inspection Equipment  
 EDA Tools  
 Electronic Components/Materials  
 Power Supplies  
 Computers & Peripherals/Communication Equipment  
 Electronic Equipment Related Services  
 wireless technology  
 LED  
 display  
 Programmable Devices  
 Sensors  
 Embedded Development  
 Embedded Development Tools  
 Embedded Boards  
 Embedded Software  
 robot  
 Software Testing/Debugging  
 In-vehicle Software  
 Embedded Security  
 Embedded OS  
 FA/Control Systems  
 Compliance with International Standards  
 Mechanical Design  
 CAD  
 computer-aided engineering  
 CAM/Machine Tools  
 3D printer  
 3D scanner  
 Cutting/Molding  
 Product Planning/Design

Manufacturing Management  
 PDM/PLM  
 production control  
 ERP for Manufacturing  
 SCM for Manufacturing  
 Inventory Control  
 production scheduler  
 BOM  
 Drawing Management/Document Management  
 Manufacturing Cloud  
 Other IT Solutions  
 Consulting Services  
 Power saving/storage/generation  
 Energy-saving equipment (including LED lighting)  
 Power generation systems (e.g., solar)  
 energy storage system  
 Energy Management Systems/Services  
 Electric vehicle related (including parts/materials)  
 Power supply service  
 Carrier  
 career enhancement  
 reskilling  
 language study  
 Engineering Education  
 Other

# Advertorial Article

## advertorial article

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

It can be implemented in formats to suit a variety of purposes, such as improving corporate and brand images, expanding commercial product recognition, and event reporting.

We provide a continuous communication contact with your readers by keeping your company's content published in the media.

## Extensive menu of advertorial articles



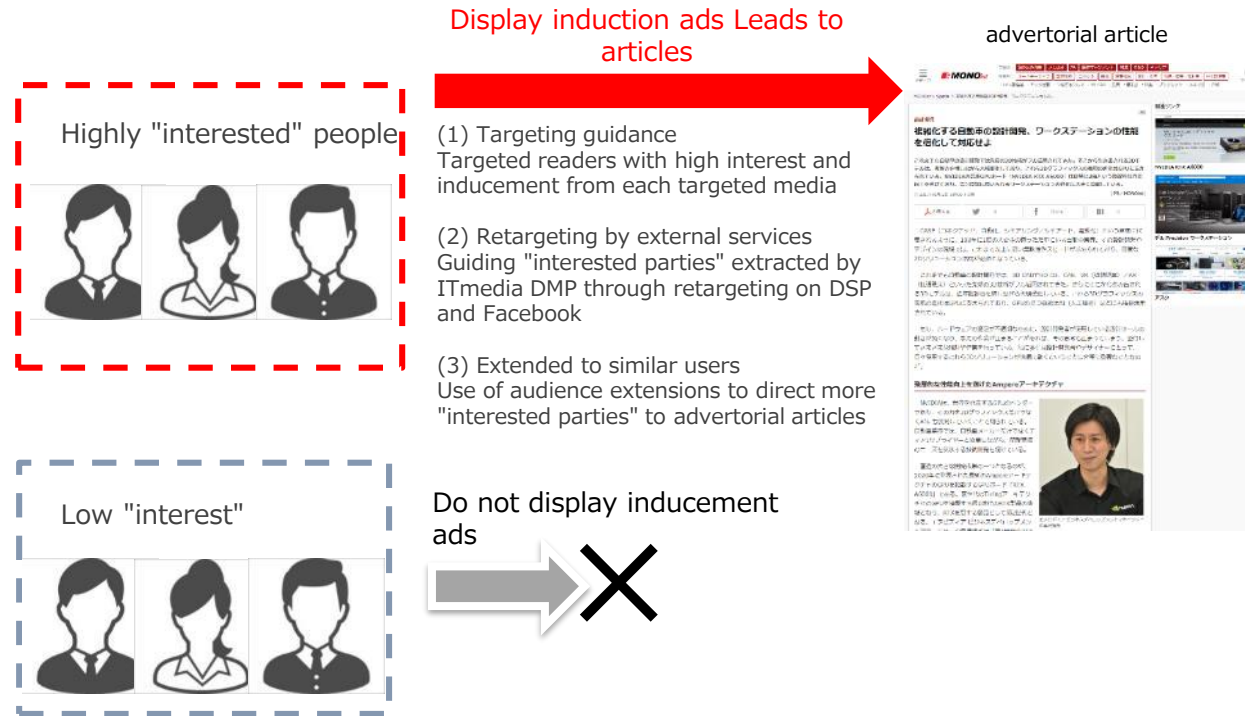
- Behavioral history targeting advertorial
- Page views guaranteed advertorial
- Publication period guaranteed advertorial
- Lead-generating advertorial articles
- Re-direction and Additional Induction Plan





# Behavioral History Targeting Advertorial

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



- 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.

## Implementation Fee

# \$20,400

(Tax not included, Gross)

## Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	5,000Page Views *Fees based on Page Views are on the next page.
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Production of 1 advertorial article Approximately 4,000 words and no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page Views, Unique Browsers, companies viewed, etc.)
Article Publication	MONOist

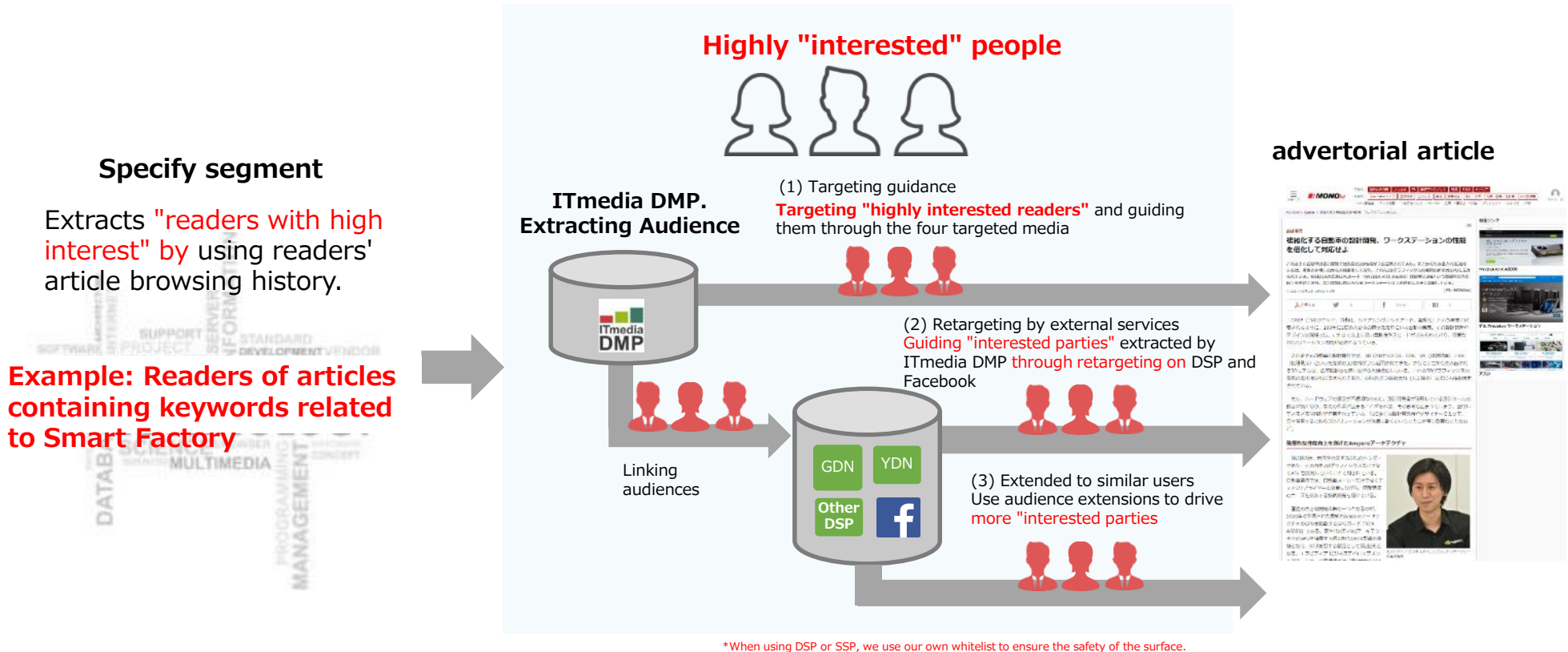
Keywords can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers.  
This service is an extended audience distribution and external media plan. Target media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan  
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 Views is achieved, but are guaranteed to remain up for at least one week.

# Behavioral History Targeting Advertorial

## Guaranteed Page Views & Price

Guaranteed Page Views	3,000 Page Views	4,000 Page Views	5,000 Page Views	10,000 Page Views
Price	\$18,000	\$19,200	\$20,400	\$27,600

## Delivery Mechanism



# Re-direction plan (behavioral history targeting)

Provide additional reader guidance for advertorial articles that have already expired.

Enables full use of produced content

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

Low "interest"

Do not display inducement ads



advertorial article



## Implementation Fee

2,000Page Views ~ :  
CPM\$6,000 (Tax not included, Gross)

## Advertisement Specifications

Guarantee form	Page Views Guarantee
Guaranteed Page Views	Any from 2,000Page Views or more
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Additional guidance to existing content Viewing report (Page Views, Unique Browsers, companies viewed, etc.)
Media in which the subject advertising article is published	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" who have never visited ITmedia through external media. This will broaden the reach of your readers.

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

# MONOist (Advertorial Article Plans) [Publication Period Guaranteed]

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., according to the purpose of the promotion. This is ideal for promotional activities in the manufacturing industry, such as embedded development, mechanical design, electronics, robotics, and medical equipment.

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

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

Implementation period: 1 month

Induction frame \*Common

EM ALL Sidelinks (1 month)

MONOist top link (1 month)

Link under MONOist article (for 1 month)

EM Smartphone View Smartphone Link (1 month)

In the 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 inducement frame

Top page



Forum Top Page



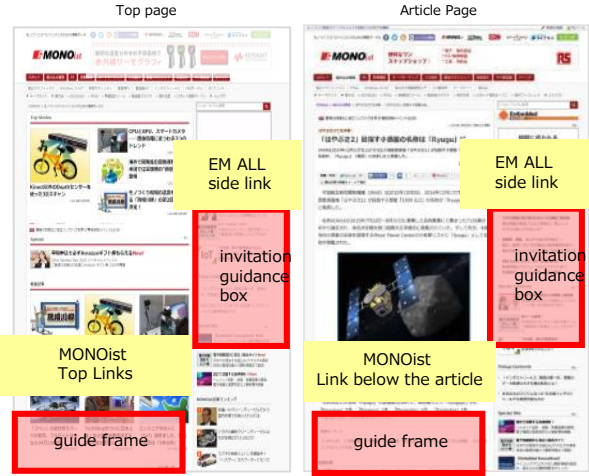
Article Page



# MONOist (advertorial article planning) [Page Views Guaranteed]

This plan guarantees "Page Views" (number of views)

Example of inductive frame *\*Not guaranteed\**.



Offer Price

2,000Page Views Guarantee  
**\$14,400**  
 Tax not included, gross

The above prices are for the Standard Plan (approx. 4,000 characters)  
 In the case of re-submission of the first draft: \$ 3,600  
 In case of revisions after the final proofreading: \$1,200 will be charged separately.

The number of inducement slots to be used will be selected at our discretion in order to achieve the guaranteed Page Views.

[Notes.  
**We do not guarantee Page Views depending on the content of the posting.** Please be aware that we need to review the content of your ad before it is posted on the site.  
 The scope of Page Views is all article pages posted on PCs and smartphones.  
 The space and content of the inducement ads will be left to us.  
 Inducement ads will be suspended as soon as the guaranteed Page Views is achieved, but are guaranteed to remain up for at least one week.  
 (Assumed 1 month induction)  
 Please contact us for guaranteed Page Views capacity and pricing.



# MONOist Re-direction Plan (Page Views Guaranteed)

Provide additional reader guidance for advertorial articles that have already expired.  
Enables full use of produced content

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



advertorial article



## Implementation Fee

1,000 Page Views  
\$6,000

2,000 Page Views  
\$7,200  
(Tax not included, Gross)

## Advertisement Specifications

Guarantee form	Page Views Guarantee
Publication Period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page Views is achieved)
menu	Additional guidance to existing content Viewing report (Page Views, Unique Browsers, companies viewed, etc.)
Media in which the subject ad article is published	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 Views is achieved, but are guaranteed to remain up for at least one week.

# Planned ads - MONOist × TechFactory (advertorial article planning & lead acquisition)

We create article-based advertisements (PR content) in accordance with the company's requirements. We post the advertisements on the lead generation platform "TechFactory", and acquire leads by combining inducements from specialized media. By incorporating inducements from media with a large number of highly specialized readers, we smoothly acquire high quality leads.

The image shows a collage of three main elements:
 

- Left:** A screenshot of the MONOist website homepage, featuring various news articles and a 'Special Contents' section.
- Center:** The 'MONOist | TechFactory Special' logo, with 'MONOist' in red and 'TechFactory Special' in white on a red background.
- Right:** A screenshot of an article page on TechFactory. A red callout box with the text 'TechFactory special guided quota' points to a red button on the article. A large red arrow at the bottom points from the article towards the right, with the text 'Special inducement frame → "Read more" → article reading (lead acquisition)'.

## From \$14,400

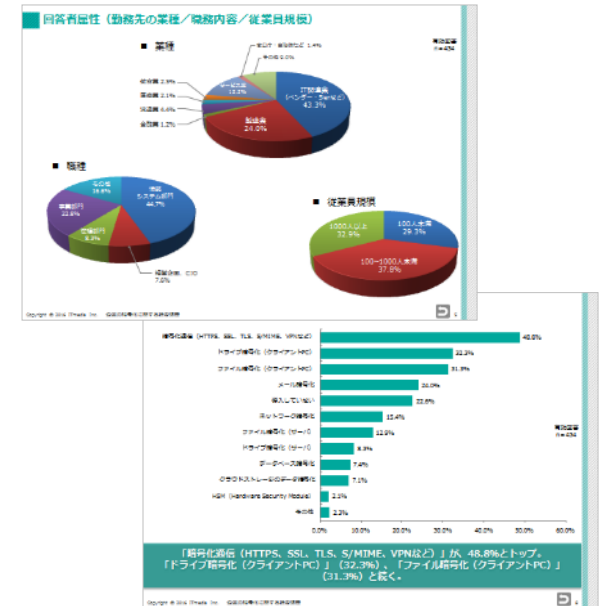
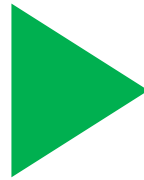
-TechFactory "Editorial advertorial" production, 40 leads (non-segmented) included  
 -Changes to lead attributes and number of leads are also possible. Please contact us for details

### ■ Remarks

This menu is a lead acquisition plan at TechFactory. advertorial articles published on TechFactory do not include post-production reports such as Page Views, 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. A separate fee of \$3,600 will be charged for the re-submission of the first draft, and \$1,200 will be charged for revisions made after the final draft. Prices are exclusive of tax/gross.

# 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

## ITmedia Inc.

### Sales Division

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All prices in this document are gross and do not include tax.  
Please note that the page design is subject to change.



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