

Sponsor's Official Newspaper JIMTOF 2024 Map & Daily News



開かれる扉、世界を動かす技術の出会い

JIMTOF 2022

第31回 日本国際工作機械見本市

2022年11月8日(水)→11月13日(月)
東京ビッグサイト(東京国際展示場)
主催：一般社団法人日本工作機械工業会/株式会社東京ビッグサイト

www.jimtof.org

会場案内

巡回シャトルバス/無料会場内巡回ジャンボタクシーのご案内

巡回シャトルバス
8:30 ~ 17:30
※乗車料 300円 ~ 1650円

会場内巡回ジャンボタクシー
9:00 ~ 17:00
※乗車料 900円 ~ 1800円

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FOLLOW US / Twitter & Facebookで最新情報やJIMTOFに関するお知らせの配信中心

Twitter @JIMTOF_official

Facebook @JIMTOF

Issued by:  Japan Machine Tool Builders' Association

TOKYO
BIG
SIGHT

Produced by: The Nikkan
Kogyo Shimbun, Ltd.



Venue map and sponsor's official newspaper, JIMTOF Daily, to be merged at JIMTOF 2024!!
Issuing new media for all visitors associated with JIMTOF while providing relevant information and news from the venue!



+



Separately produced, issued, and provided at the venues until JIMTOF 2022



* The cover page is for illustration purposes only.

Reference: JIMTOF 2022 venue map ▼

Japanese edition 

Other language edition 

Reference: JIMTOF Daily PDF summary ▼



32 pages issued daily throughout the 6-day period!

Covers information such as the venue map, recommended routes, and venue news while delivering the latest content to JIMTOF 2024 visitors to support a fulfilling experience of the exhibition.

JIMTOF Map & Daily News features and special offers for posting ads

Point 1

Corporate logos shown on top of booth spaces!

The venue guide page, which shows the booth locations of all exhibitors, will also display logos of participating corporations (*excluding corporations participating in catalog ads). Utilize the information to attract visitors to your booth.

[Click here to see the publication image ▼](#)



See the venue map on PDF P. 8 to 16.

*For details on the catalog ads, see P. 13.

Point 2

Distributed on designated racks near venue entrances

We will set up a designated rack near the entrance halls so that all visitors will be able to take a copy as they pass through when visiting different venues.

Reference: JIMTOF 2022 rack



Point 3

Top page links on JIMTOF official website to PDF introduction pages

The official website and social media accounts will be introduced every day.



Each day, the issue is published in the News/What's New section.



PDF summary page of former JIMTOF Daily

Overview plan

Venue map and JIMTOF Daily get merged!

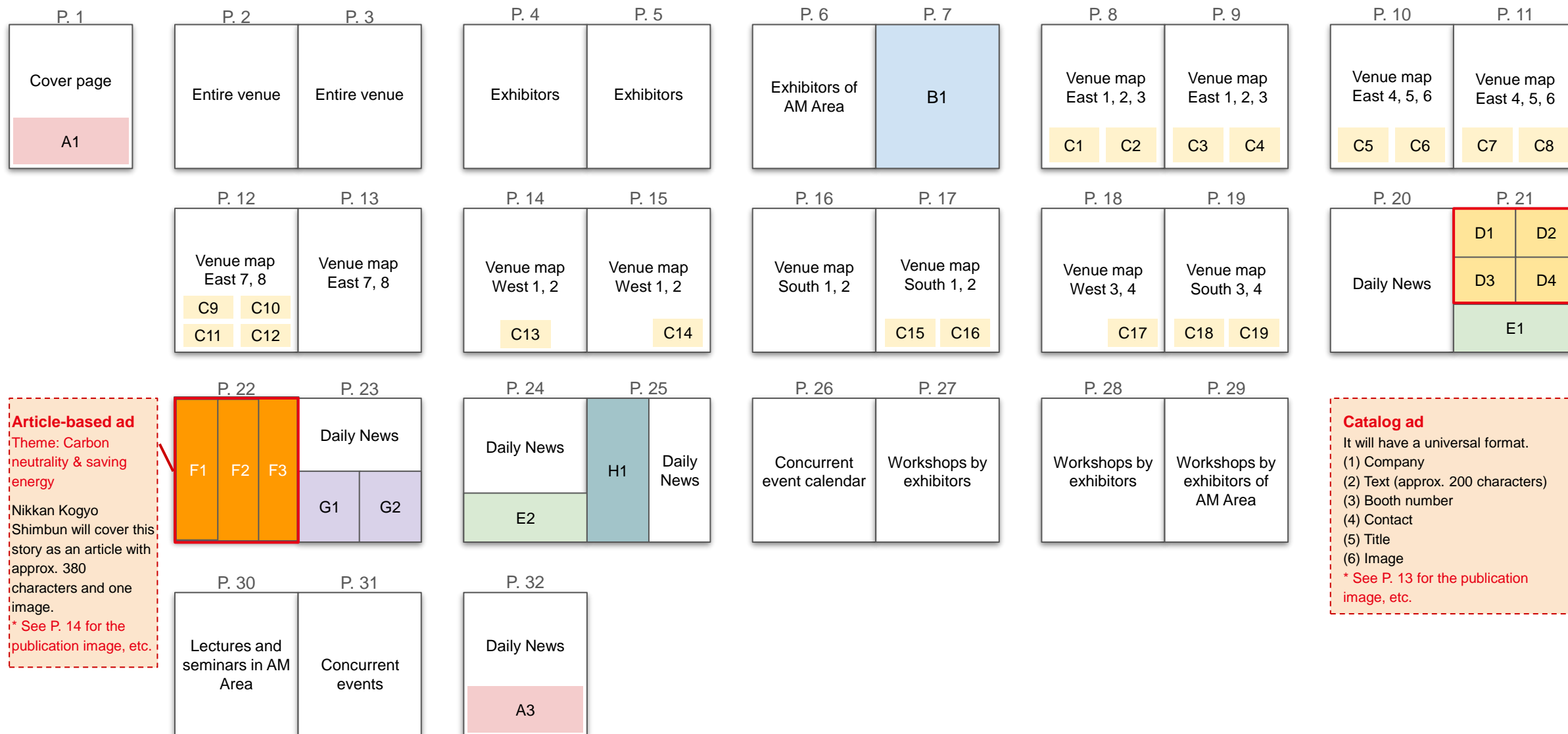
- Media** : JIMTOF 2024 Map & Daily News **32nd Japan International Machine Tool Fair: Sponsor's official newspaper**
- Issued on** : Tuesday, November 5 – Sunday, November 10, 2024 **Issued daily for six days**
- Number issued** : (1) Japanese edition: Approx. 25,000 issues/day
(2) English edition: Approx. 2,000 issues/day (varies by day)
- Paper format** : Scheduled as a 32-page tabloid **Daily News is featured in Japanese and English**
All full-color schedule
- Articles** : Plan includes a venue map, a walk around the JIMTOF 2024, analysis reports on exhibition trends and introductions to corporate booths.

Schedule

Starting date for ad applications	Deadline for ad applications	Deadline for sending in ad manuscripts	Issued
Monday, July 1, 2024	Article-based ad: Friday, September 6 Catalog ad: Friday, September 13 Other ads: Monday, September 30	Article-based ad material: Friday, September 13 Catalog ad material: Monday, September 30 Other ads: Friday, October 11	Tuesday, November 5 – Sunday, November 10

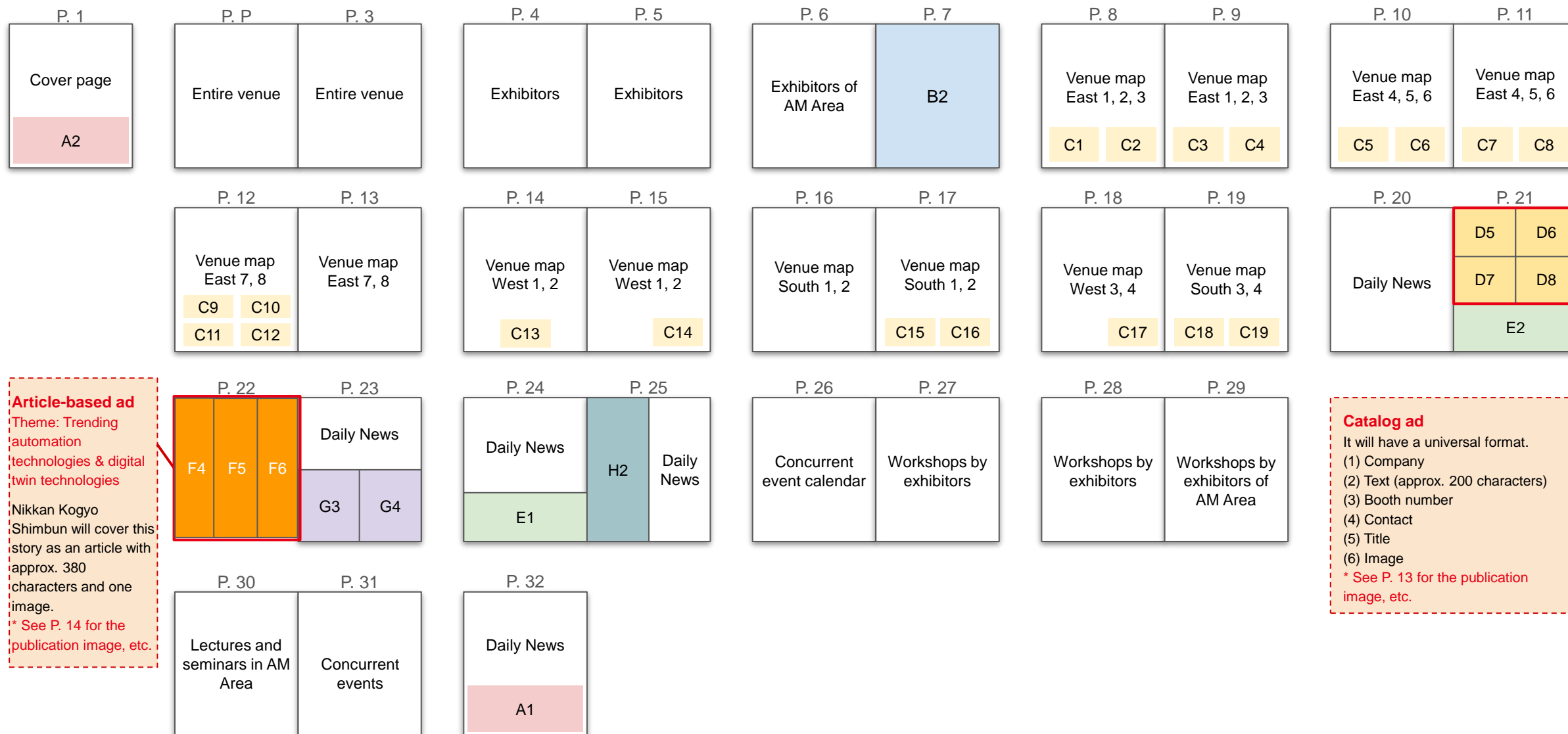
Issued on Tuesday, November 5: Paper layout (scheduled)

* The text and layout of the articles are subject to change.



Issued on Wednesday, November 6: Paper layout (scheduled)

* The text and layout of the articles are subject to change.



Article-based ad

Theme: Trending automation technologies & digital twin technologies

Nikkan Kogyo Shimbum will cover this story as an article with approx. 380 characters and one image.

* See P. 14 for the publication image, etc.

Catalog ad

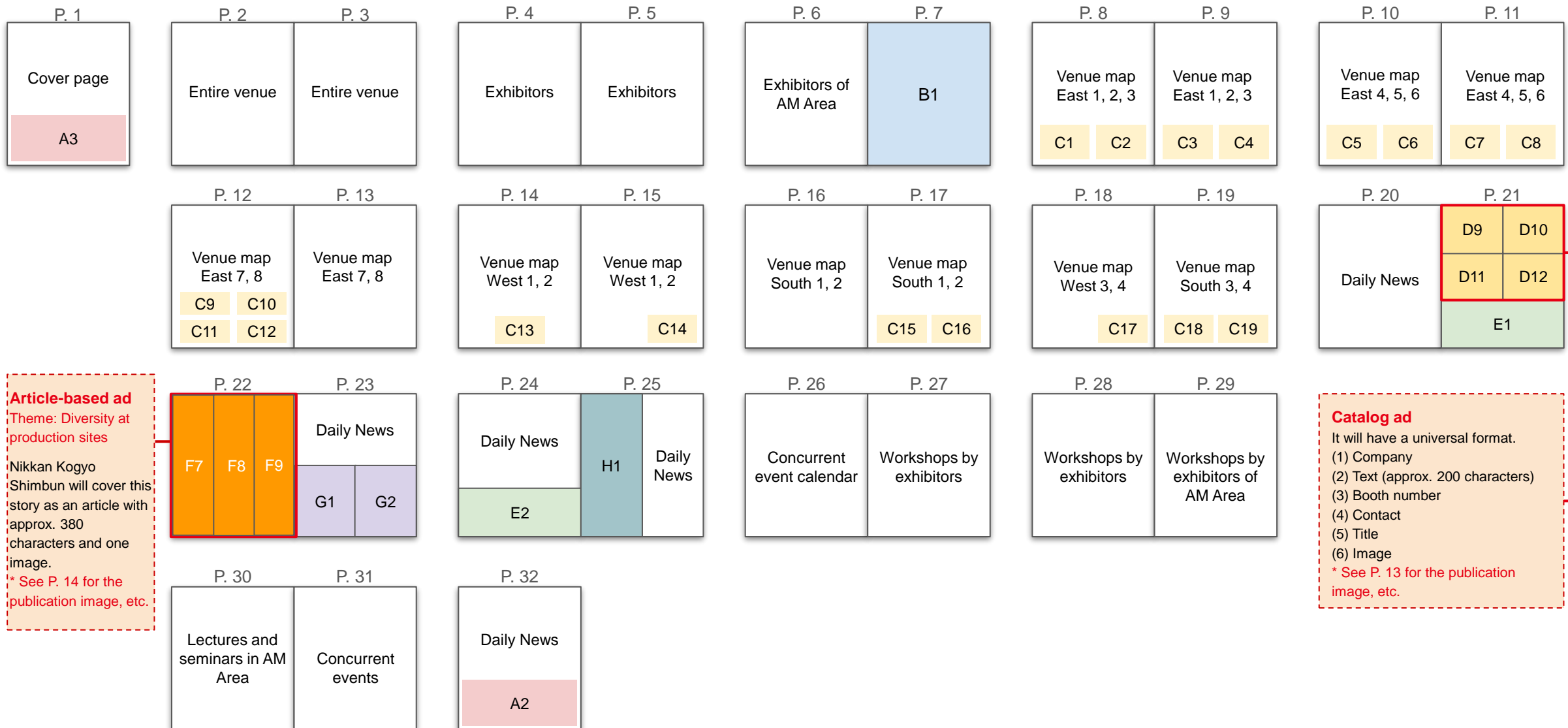
It will have a universal format.

- (1) Company
- (2) Text (approx. 200 characters)
- (3) Booth number
- (4) Contact
- (5) Title
- (6) Image

* See P. 13 for the publication image, etc.

Issued on Thursday, November 7: Paper layout (scheduled)

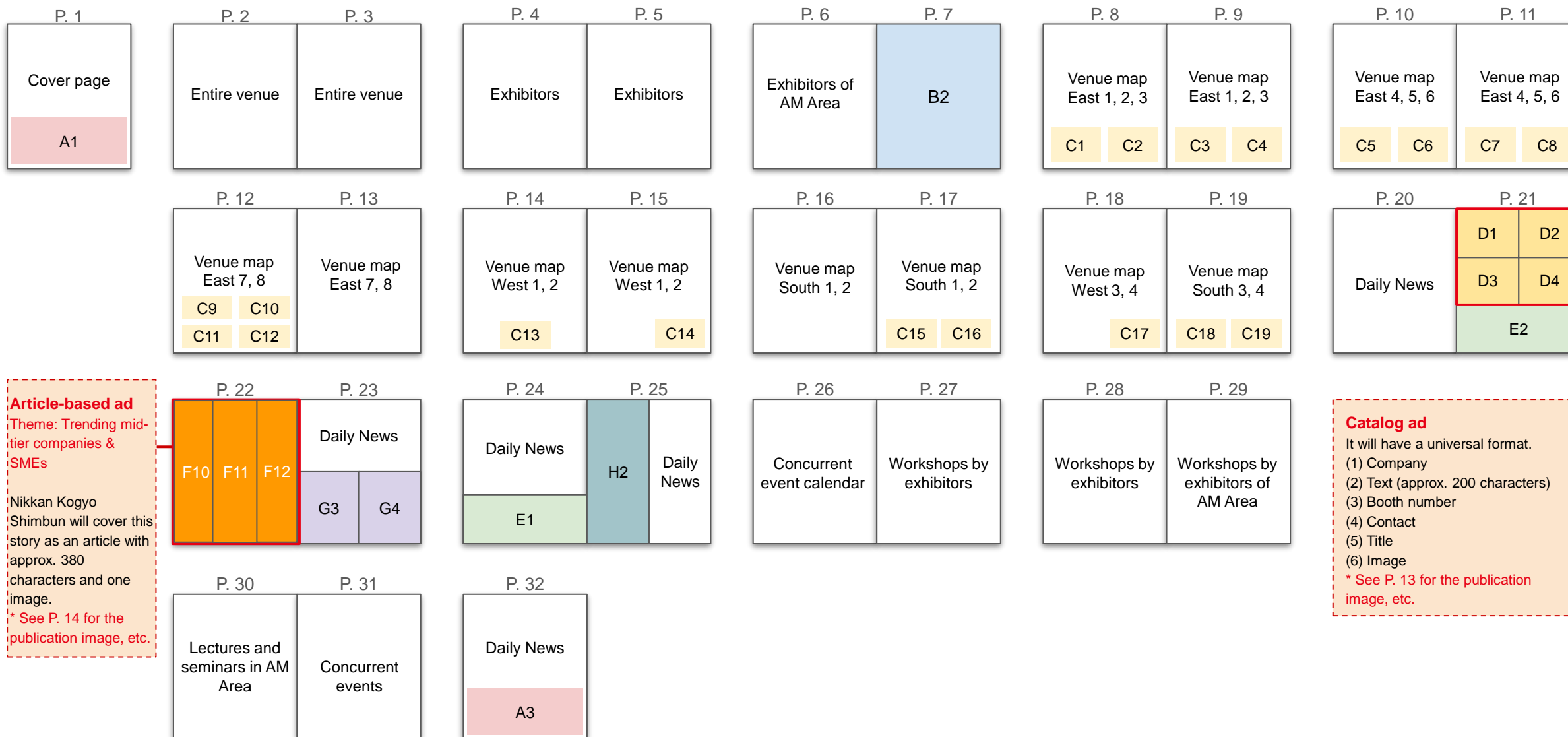
* The text and layout of the articles are subject to change.



Catalog ad
 It will have a universal format.
 (1) Company
 (2) Text (approx. 200 characters)
 (3) Booth number
 (4) Contact
 (5) Title
 (6) Image
 * See P. 13 for the publication image, etc.

— Issued on Friday, November 8: Paper layout (scheduled)

* The text and layout of the articles are subject to change.

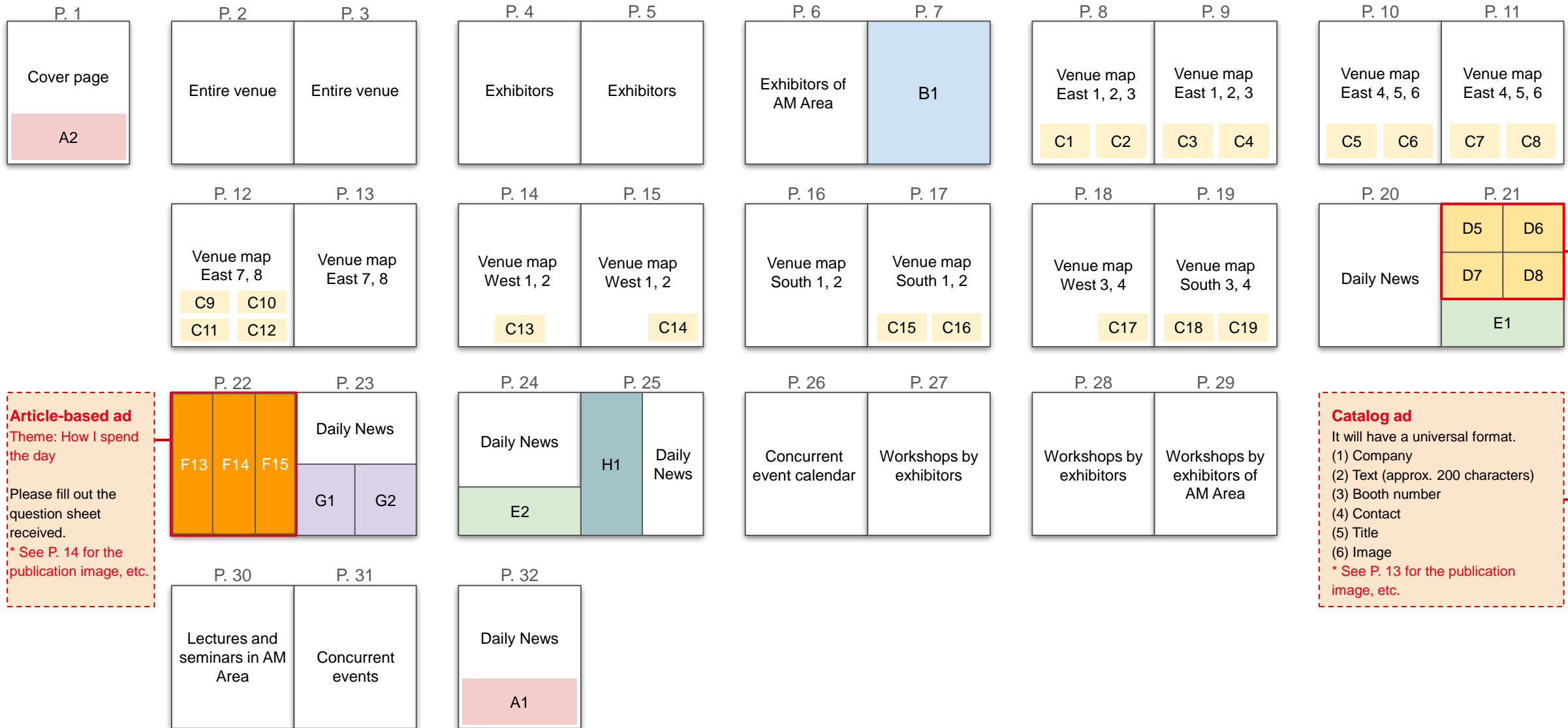


Article-based ad
 Theme: Trending mid-tier companies & SMEs
 Nikkan Kogyo Shimbun will cover this story as an article with approx. 380 characters and one image.
 * See P. 14 for the publication image, etc.

Catalog ad
 It will have a universal format.
 (1) Company
 (2) Text (approx. 200 characters)
 (3) Booth number
 (4) Contact
 (5) Title
 (6) Image
 * See P. 13 for the publication image, etc.

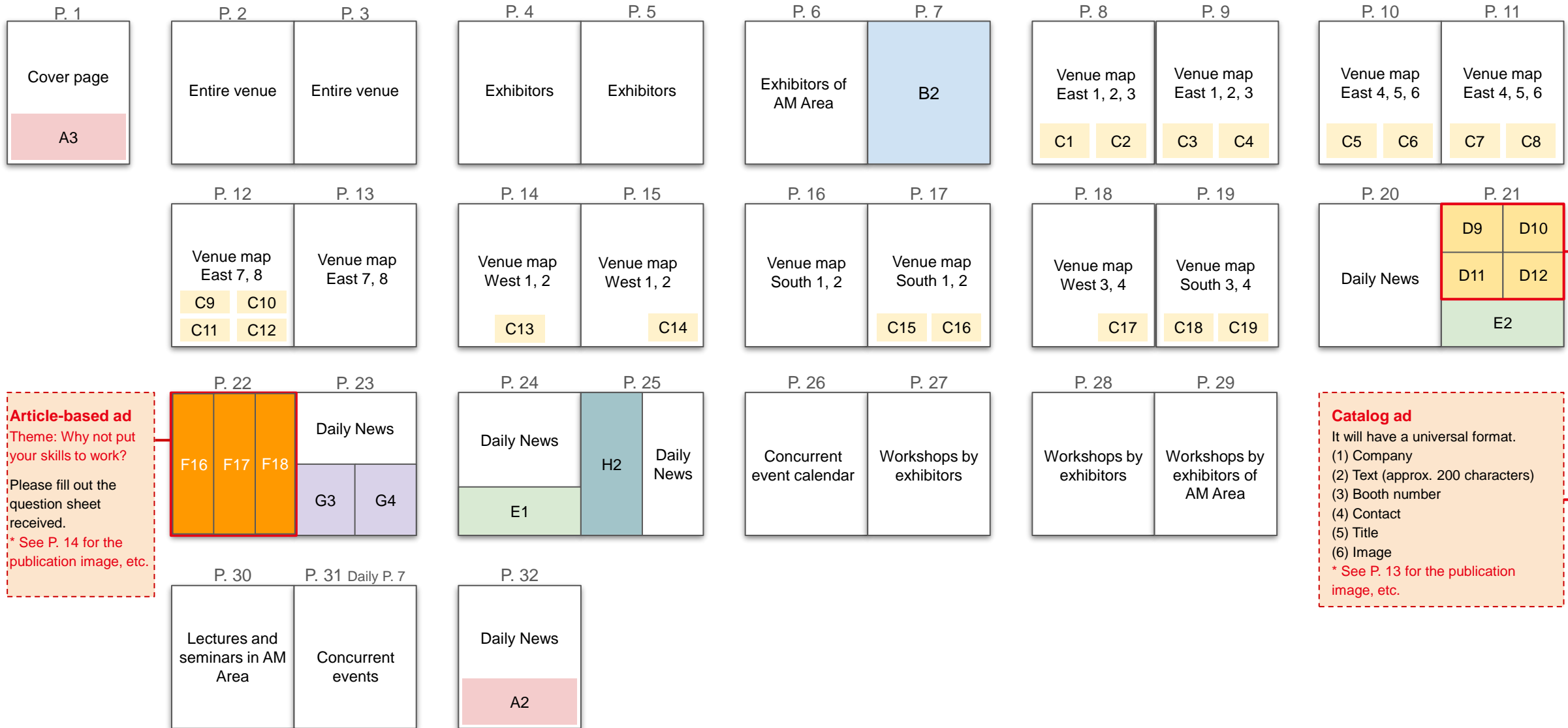
Issued on Saturday, November 9: Paper layout (scheduled)

* The text and layout of the articles are subject to change.



Issued on Sunday, November 10: Paper layout (scheduled)

* The text and layout of the articles are subject to change.



Ad types and prices

Ad frame	Ad type	No. of days published	Page carrying the ad	Fee (excl. tax)	Ad size
A1-3 (limited to 3 companies)	Ad underneath article (1) (P. 1 + P. 32)	Four days (two days on P. 1 and two days on P. 32)	P. 1 and 32	2,700,000 yen	98.0 mm (height) x 243.0 mm (width)
B1-2 (limited to 2 companies)	Full-page ad ^{*1}	Three days	P. 7	2,400,000 yen	370.0 mm (height) x 243.0 mm (width)
C1-19 (limited to 19 companies)	Ad inside venue map ^{*2}	Six days	P. 8, 9, 10, 11, 12, 14, 15, 17, 18, 19	300,000 yen	80.0 mm (height) x 110.0 mm (width)
D1-12 (limited to 12 companies)	Catalog ad	Two days	P. 21	250,000 yen ^{*3} English translation + 20,000 yen	Produced by Nikkan Kogyo Shimbun, Ltd.
E1-2 (limited to 2 companies)	Ad underneath article (2)	Six days	Switching daily between P. 21 and 24	1,800,000 yen	98.0 mm (height) x 243.0 mm (width)
F1-18 (limited to 18 companies)	Article-based ad	One day	P. 22	500,000 yen (includes price for English translation)	Produced by Nikkan Kogyo Shimbun, Ltd.
G1-4 (limited to 4 companies)	Ad underneath article (3)	Three days	P. 23	600,000 yen	175.0 mm (height) x 121.0 mm (width)
H1-2 (limited to 2 companies)	Hanging-screen ad	Three days	P. 25	1,200,000 yen	370.0 mm (height) x 121.0 mm (width)

● In principle, the same manuscript will be used for both Japanese and English versions of ads. If you wish to change the manuscript to another language, please consult Nikkan Kogyo Shimbun. The price will be the same even if the manuscript is changed.

● Make sure to put the booth number in the ad manuscript.

*1 Full-page ads can also be created in article format. For details, please contact Nikkan Kogyo Shimbun.

*2 Ads inside the map of the two venues may be published on different pages from the venue map, which includes the exhibitor's booth's hall.

*3 You can commission Nikkan Kogyo Shimbun to provide the English translation for the text in catalog ads. In this case, Nikkan Kogyo Shimbun will charge the above fees for the translation.

Catalog ad

Key points of catalog ads

The appeal of your exhibited products and technologies will be conveyed concisely to JIMTOF visitors in text and images.

Materials you need to present

- (1) Company name (+ in English)
- (2) Text approx. 200 characters (+ in English)
- (3) Booth number (ex.: Hall East 1 E0000)
- (4) Contact (e-mail or webpage)
- (5) Title (up to 22 characters) (+ in English)
- (6) Image (JPEG data, etc.)

Catalog ad (one-frame space)

Company Company (in English)		Booth Number
Title (up to 22 characters)		
Text (approx. 200 characters)	Image	English title English text
Contact		

Key products

The image shows four examples of catalog ad frames for 'Key products'. Each frame is a rectangular box with a white background and a thin border. At the top left, it says '株式会社' followed by a series of circles and 'E0000'. Below this is the company name in Japanese and English. The main body of the ad contains a photograph of two people working on a machine, with a caption in Japanese and English. At the bottom, there is a contact email address.



Article-based ad Only three frames are available per day! Different topics will be covered each day. Please cooperate with our editorial team.

Issued from day 1 to 4 (F1-12)

- [Theme]**
Day 1: Carbon neutrality & saving energy
 As the entire world looks to decarbonization, key products and technologies that contribute to carbon neutrality and energy saving will be introduced.
- Day 2: Trending automation technologies & digital twin technologies**
 Automation technologies and digital twin technologies responding to needs, such as unmanned operations, will be introduced.
- Day 3: Diversity at production sites**
 To communicate appeal, diverse production sites such as those with non-Japanese workers and women will be introduced.
- Day 4: Trending mid-tier companies & SMEs**
 Mid-tier companies and SMEs with competent technologies to support industries will be highlighted to increase their recognition.

- Nikkan Kogyo Shimbun will cover this story as an article with approx. 380 characters and one image.

Issued from day 5 to 6 (F13-18)

Themes will include matters such as work-style reform because many students are expected to visit the event.

- [Theme]**
Day 5: How I spend the day
 How do workers of manufacturing sites spend their days for people considering working in industries?
- Day 6: Why not put your skills to work?**
 Companies' businesses and the skills they are looking for will be introduced and appealed to readers.

- We will send you a sheet of questions. Please submit text and one image by no later than Friday, September 13.

JIMTOF Map & Daily News editorial team will write and edit the article. The key points will be introduced to JIMTOF visitors.

Image of page



Different topics will be covered each day.

Please note that the layout is subject to change depending on the theme and editorial conveniences.

* Reference: Image of "How I spend the day"



— important points

Terms & Conditions (Regulation)



Please make sure to adhere to the data submission deadlines.

- ① Advertising should be submitted in the final format.
- ② Accepted formats for advertising are by Adobe Illustrator, Adobe Photoshop or InDesign.
- ③ Please ensure that the area of the advertising covers no more than 60% of the total surface area.
- ④ Enclosed borders should be added on the final format. These borders should be within the size of the regulation.
- ⑤ The minimum font size of the manuscript is 6pt (2.25mm). Fonts on the manuscript should be outlined.
- ⑥ Image data should be in the actual size used and the appropriate resolution. (The standard image aptitude resolution is 200 pixels/inch)
- ⑦ Image data should be binary, not (compressed) JPEG.
- ⑧ QR Code should be only black color and at least 2 square cm.
- ⑨ Data made by Illustrator and Photoshop should be saved in EPS format.
- ⑩ The color on the manuscript should be four colors (CMYK).
- ⑪ Unnecessary objects, anchor points, etc. in the completed data should be removed.
- ⑫ Data should be placed on the same level in one folder without any excesses or insufficiencies.
- ⑬ The final version of the output sample of the manuscript should be printed in the original size in full scale.
Please check all text before submitting and attach three copies of printed sample.
- ⑭ Please be sure to attach the submission specifications.

• The Advertisement Publication Guide and Submission Specifications will be posted on the website of The Nikkan Kogyo Shimbun.
<<https://corp.nikkan.co.jp/p/jimtof_adguide/2024/index#tablod>>

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Let us know if you have any questions about this document.

Applications and Inquiries

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