



JIMTOF 2024

The 32nd JAPAN INTERNATIONAL MACHINE TOOL FAIR

**Your Guide to Promotion Plannin
Have you decided on a PR strategy?**

List of Promotion Services by Various Media

■ The Nikkan Kogyo Shimbun National Edition (Special Feature Ahead of the Opening Day)	1
■ The Nikkan Kogyo Shimbun Second Edition (Extra Print)	2
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■ JIMTOF Guidebook	12
■ Official newspaper of the organizer JIMTOF Map & Daily News	4

Publisher : Japan Machine Tool Builders' Association (JMTBA), Tokyo Big Sight Inc
Editing : The Nikkan Kogyo Shimbun, LTD

Publish in the Highlights Report "For JIMTOF2024" One Month Ahead of the Opening

Exhibitor advertisements will appear in the October 7, Mon. issue of The Nikkan Kogyo Shimbun, one month before the opening of JIMTOF2024, along with an announcement of JIMTOF2024. In addition, we will promote JIMTOF2024 and the companies participating in this special issue.

Media Overview

Title	For JIMTOF2024
Planned Publication Date	Mon, October 7, 2024
Printing Specification	The Nikkan Kogyo Shimbun, National Edition, 4 pages
Planned Main Contents	JIMTOF2024 Overview, Highlights Report, Machine Tool Market Outlook, and Manufacturers' Trend Report



▲ Publication Image
(Published Paper of Oct. 7, 2022)

Advertising Space, Rate

Space	Size (height × width)	Rate (Excluding Tax)
Size 2	(509 mm × 378 mm)	¥ 3,234,000
Size 3	(235 mm × 378 mm)	¥ 2,031,750
Size 4	(167 mm × 378 mm)	¥ 1,451,250
Size 6	(167 mm × 188 mm)	¥ 720,620
Size 7	(98 mm × 188 mm)	¥ 435,370
Size 8	(64 mm × 188 mm)	¥ 290,250

*Additional fee below will apply for full color advertisement.
Less than 7 colors: ¥600,000, Less than 15 colors: ¥800,000
*Consumption tax will be charged separately.
*Please consult with our sales staff regarding advertisement size, etc.

Paper Layout (Plan)

If you participate in this edition, we will publish an introductory article (about 120 words) summarizing the products and services exhibited by each company.
*General wording will be based on our newspaper's terminology rules.

Size 8	Size 6	Size 6	Size 8
Size 7			Size 7
Introductory Article		Feature Article Introductory Article	
Size 4		Size 4	

Page 4

Page 3

Size 2	Feature Article JIMTOF2024 Overview Highlights Report
	Machine Tool Market Outlook Manufacturers' Trend Report
Size 3	

Page 2

Page 1

Publication Schedule

Advertisement Application Deadline	Introductory Article Application Deadline	Advertisement Script Deadline	Publish
Fri, Sep. 20	Tue, Sep. 24	Mon, Sep. 30	Mon, Oct. 7



The Nikkan Kogyo ShimbunN Second Edition (Extra Print)

Just before the exhibition, a separate special issue about JIMTOF 2024 and other topics in the machine tool industry will be published. Free distribution of this issue will also take place at the venue during the fair.

Media Overview

Feature Title	JIMTOF2024 The 32 nd JAPAN INTERNATIONAL MACHINE TOOL FAIR Opening on November 5
Planned Publication Date	Fri, November 1, 2024 (tbc)
Printing Specification	The Nikkan Kogyo Shimbun, Second Edition (Extra Print), National Edition, 40 pages



◀▲ Publication Image (Paper Published on Nov. 7, 2022)



Advertising Space, Rate

Space	Size (height × width)	Rate (Excluding Tax)	Full Color Rate (Excluding Tax)
Size 1	(509 mm × 785 mm)	¥ 6,818,000	+ ¥ 1,000,000
Size 2	(509 mm × 378 mm)	¥ 3,234,000	+ ¥ 800,000
Size 3	(235 mm × 378 mm)	¥ 2,031,750	
Size 4	(167 mm × 378 mm)	¥ 1,451,250	
Size 5	(235 mm × 188 mm)	¥ 1,015,870	
Size 6	(167 mm × 188 mm)	¥ 725,620	+ ¥ 600,000
Size 7	(98 mm × 188 mm)	¥ 435,370	
Size 8	(64 mm × 188 mm)	¥ 290,250	
Size 9	(98 mm × 93 mm)	¥ 217,680	
Size 10	(30 mm × 70 mm)	¥ 226,610	+ ¥ 300,000

Publication Schedule

Advertisement Application Deadline	Advertisement Script Deadline	Publish Second Edition (Extra Print)
Tue, Oct. 1	Tue, Oct. 18	Fri, Nov. 1



Paper Layout (Plan)

page 5		page 4	
Messages from Partner Organizations			
Size 3		Size 3	

page 3		page 2	
Message from the Minister of Economy, Trade and Industry (tbc), Highlights Report		Interview with the Organizer Chairman of JMTBA President of Tokyo Big Sight	
Size 3		Size 3	

page 1			
JIMTOF 2024 Opens			
Size 10			
Size 3			

page 11		page 10	
Size 6	Size 6	Size 2	
Measurement			
Size 6	Size 6		

page 9		page 8	
Size 6	Size 6	Size 6	Size 6
Intelligent Machine Tools			
Size 4		Size 4	

page 7				page 5			
Expectations for JIMTOF from Academics and Users							
Size 3				Size 3			

page 17		page 16	
Size 6	Size 6	Size 6	Size 8 Size 7
Laser Processing Technology		Linkage between AM and Machining	
Size 4		Size 4	

page 15		page 14	
Size 6	Size 6	Size 6	Size 6
Machine tools and Design			
Size 4		Size 4	

page 13		page 12	
Size 6	Size 6	Size 6	Size 6
Utilization of Digital Twin			
Size 4		Size 4	

page 23		page 22	
Size 8 Size 7	Size 6	Size 6	Size 6
Machining Center			
Size 4		Size 4	

page 21		page 20	
Size 8 Size 7	Size 6	Size 6	Size 6
Machining Center			
Size 4		Size 4	

page 19		page 18	
Size 8 Size 7	Size 6	15 columns	
Electrical Discharge Machine Technology			
Size 4			

page 29		page 28	
Size 8 Size 7	Size 8 Size 7	Size 6	Size 6
Cutting and Tools			
Size 4		Size 4	

page 27		page 26	
Size 8 Size 7	Size 8 Size 7	Size 6	Size 6
Cutting and Tools			
Size 4		Size 4	

page 25		page 24	
Size 8 Size 7	Size 6	Size 6	Size 6
Machining Center			
Size 4		Size 4	

page 35		page 34	
Size 8 Size 7	Size 8 Size 7	Size 8 Size 7	Size 8 Size 7
Cutting and Polishing			
Size 6	Size 6	Size 6	Size 6

page 33		page 32	
Size 8 Size 7	Size 8 Size 7	Size 8 Size 7	Size 8 Size 7
Cutting and Polishing			
Size 6	Size 6	Size 4	

page 31		page 30	
Size 8 Size 7	Size 8 Size 7	Size 8 Size 7	Size 8 Size 7
Cutting and Tools			
Size 6	Size 6	Size 4	

page 40			
Size 2			

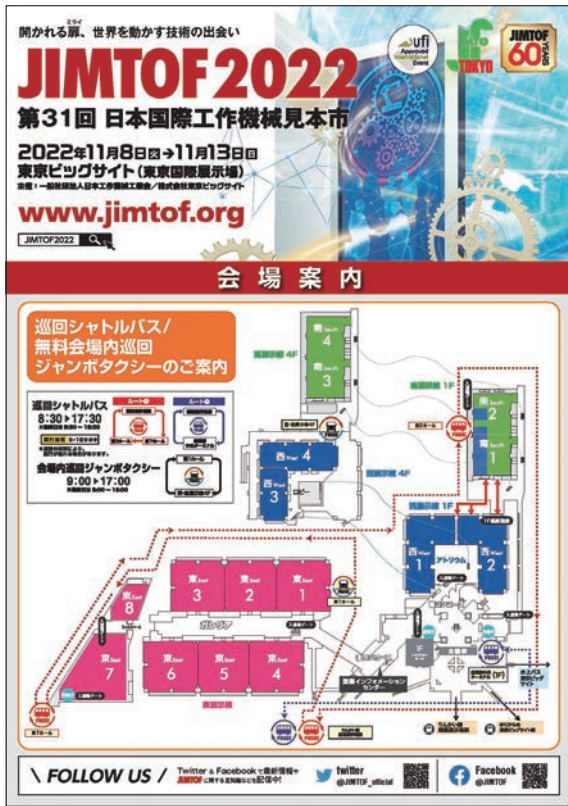
page 39		page 38	
Size 8 Size 7	Size 6	Size 6	Size 6
Precise Positioning Technology			
Size 4		Size 4	

page 37		page 36	
Size 8 Size 7	Size 6	Size 6	Size 6
Specialized and General Purpose Machines		Turning	
Size 4		Size 4	

* Please note that the content, layout, etc. of the articles are subject to change.

Enhance visitor engagement with our integrated venue map!

[Publishers] Japan Machine Tool Builders' Association, Tokyo Big Sight / [Editing] The Nikkan Kogyo Shimbun



The venue map and JIMTOF Daily are now integrated. As a necessary medium for visitors, it increases the advertising value of your company.

Access here for previous paper



November 8 - 13, 2022 (Day 1 - 6)

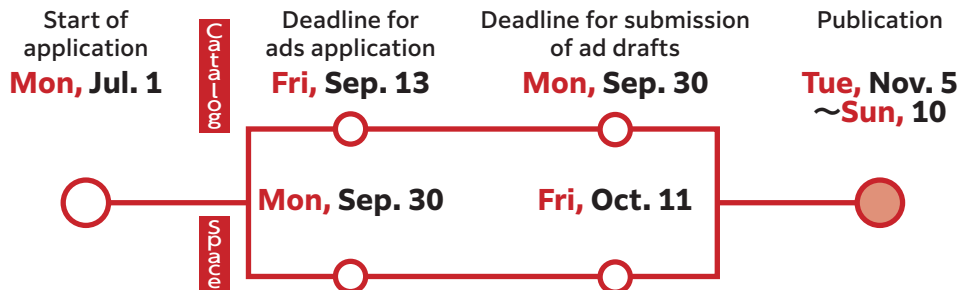
▲ Publication Image (Paper Published on Nov 8, 2022)

More details will be provided in a dedicated proposal. (to be distributed at the exhibitor briefing)

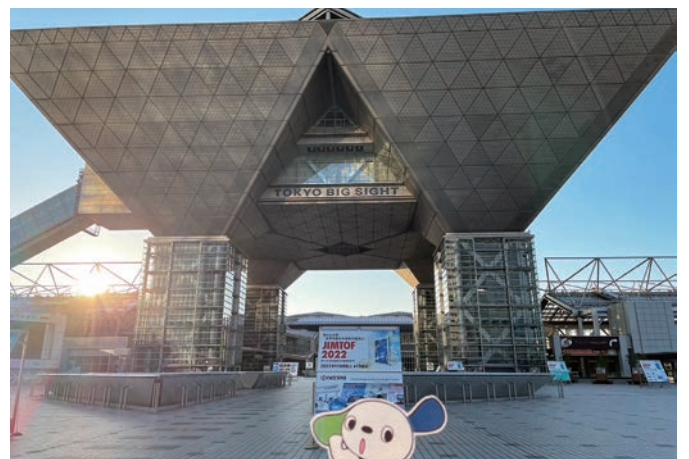
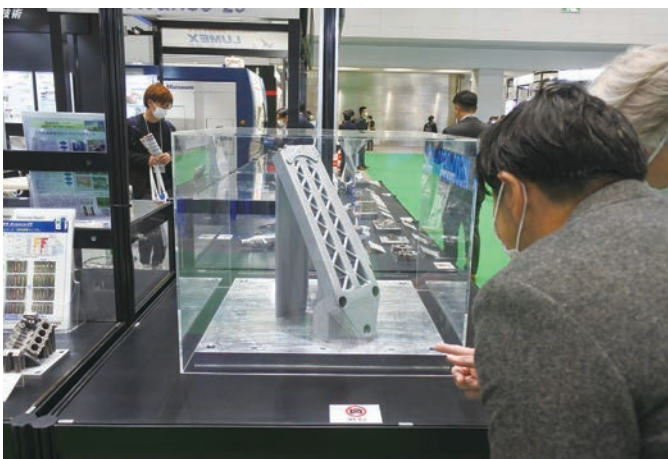
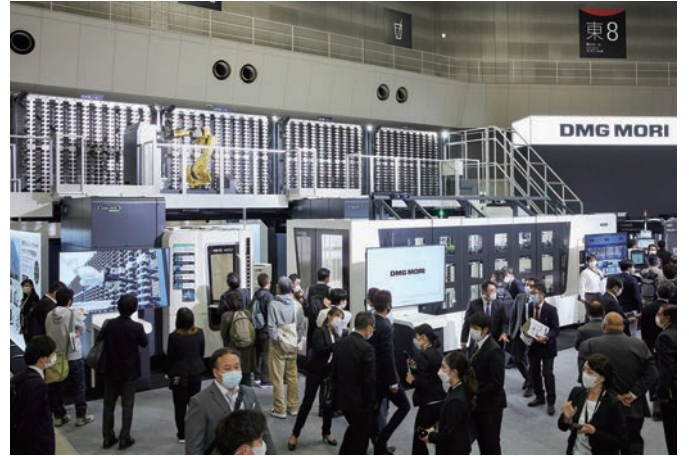
Media Overview

Media Name	JIMTOF Map & Daily News (32nd JIMTOF2024 Japan Machine Tool Builders' Association Sample Magazine) Official newspaper of the organizer
Publication Date	Tue, Nov. 5, 2024- Sun, Nov. 10, 2024 * Published daily for 6 days
Publication Type	Tabloid Paper, 32 pages (Language: English and Japanese, Full Color)
Number of Publication	Japanese edition: approx. 25,000 copies/day English edition: approx. 2,000 copies/day (tbc)
Article Content	· Map of the venue · JIMTOF Guidance · Exhibit trend analysis report · Company booth introductions etc.

Schedule



Previous Exhibition



Use the Daily Industrial News Online Edition to promote in an easy-to-understand format ahead of the exhibition!

Before JIMTOF2024 is held, many related articles are published in The Nikkan Kogyo Shimbun's online edition, which attracts a large number of readers. Please take advantage of the "Small Billboard", which attracts the most attention among the banner ads in the online edition, and make use of it for your PR activities ahead of the exhibition.


The Daily Industrial News Online Edition



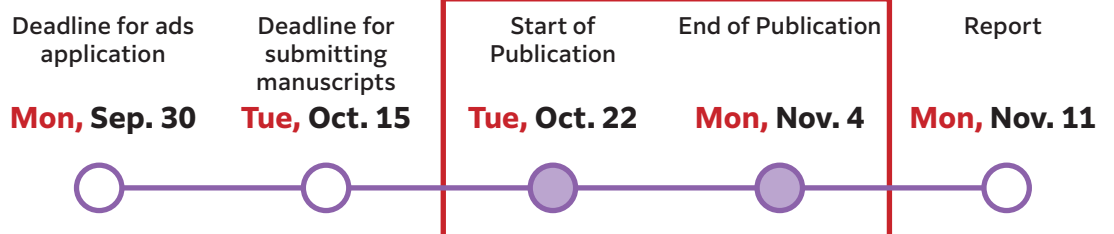
Small Billboard

Publication Period:
Tue, Oct. 22 - Mon, Nov. 4
2 weeks

Advertising Menu and Rates

Fee (tax not included)	Listing slots (max)	Specification
¥ 300,000 	3 slots	Estimated number of times displayed: 100,000 imps Estimated click rate: 0.15% <PC> 970 (left/right) x 90 (top/bottom) pixels <Smartphone> 320 (left/right) x 100 (top/bottom) pixels

Publication Schedule



Expand advertising articles from printed to digital!

Online advertising published in the print editions of The Nikkan Kogyo Shimbun and magazines are published directly in the online edition.

By advertising not only in print but also on the Web, you can reach and appeal to a wide range of readers.

Web ads are placed in the online edition and Newswitch (our news site) to guide the reader to the article.

Videos on YouTube can also be posted in place of photos.

Nikkan Kogyo Shimbun Newspaper

The Daily Industrial News Online Edition

日刊工業新聞 電子版



Article-based advertisement

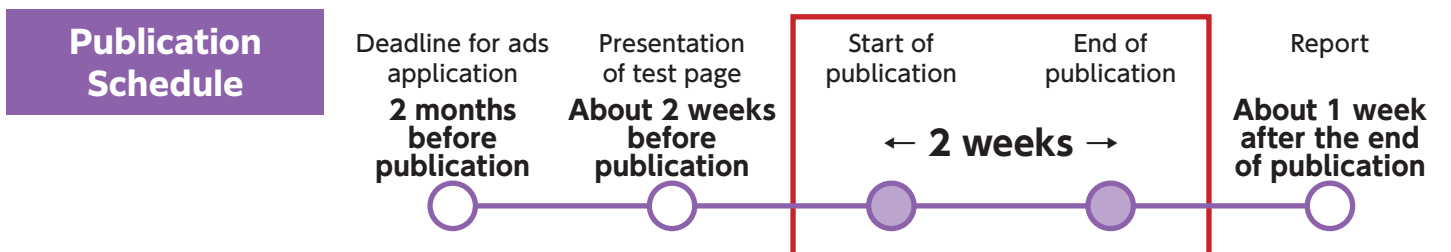


Article-based advertisement

Publication Period :
2 weeks upon publication in the paper
(*Date of posting on the Web can be changed flexibly)

*The same can be used on the digital platform.

Fee	Fee (tax not included)	Listing slots and expected number of views	Guided Web Advertising
	¥ 600,000	Listing slots: (Max.) 3 slots Estimated number of views: 1,200 to 1,300 PV	Online Small Billboard <PC> 970 (Left/Left) x 90 (top/bottom) pixels <SP> 320 (Left/Left) x 100 (top/bottom) pixels Online Version Brand Text 35 characters or less Newswitch Rectangle A 300 (left/right) x 250 (top/bottom) pixels



Biz-Nova is an “information site for BtoB” that supports company’s PR with the media impact and contents of The Nikkan Kogyo Shimbun throughout the year.

The site combines “contents to learn about industry trends” with “corporate product information”, mainly based on content published in The Nikkan Kogyo Shimbun.

The main audience is people suitable for wide array of partnerships, who have an affinity, for the various media of The Nikkan Kogyo Shimbun, such as “wanting to find companies and products with excellent technology”, “wanting to compare and study potential business partners” and “wanting to find partner companies”.

Please make use of this as a PR tool for promotion and as a follow-up page after the exhibition.

Advantages of Biz-Nova



Create and distribute product and company pages through your own initiative

Product information, images, catalogues, videos and company information can be entered according to a template. Information can be sent out at the right time, such as product changes to coincide with new product launches.

Information can be sent out by combining it with the contents of the Nikkan Kogyo.

Key words can be linked to your company’s pages, and readers who visit to collect information on those key words can be directed to your company’s product pages. Furthermore, companies that advertise in the Nikkan Kogyo Shimbun newspaper receive special offers!

One year of technical support on a low budget

Reports such as PV numbers can be checked from the management screen at any time.



Attracting visitors

We attract a wide range of visitors through our various media and mailing lists. We will promote your company to business people who are active in gathering information, such as visitors to exhibitions and seminars specialising in manufacturing, such as robotics and industrial machinery.

Full package with individual pages and reports

Simple package with company introduction pages only

Outline of Biz-Nova

Specifications	Basic plan	Free Plan
Listing fee (excluding tax)	¥ 300,000*	¥ 0
Publication period	13 months N/A	No period
Company introduction page	1 slot	1 slot
Product, technology and service introduction page	1 slot	×
Guidance slot (selected industry sector → your company page)	2 slot	×
Guidance slot (Advertised)	○	×
Reports	○	×

*Discount for Basic plan available for companies that have posted or exhibited in our media or events within the past year: ¥200,000 (excluding tax)



Posting of videos introducing your products on the “Video Summary Page” within Biz-Nova! Support for follow-up from before to after the exhibition.

This is a plan to open the “JIMTOF2024 Featured Exhibits Video” (tentative name) page in Biz-Nova and publish your company’s product introduction video.



A video of a representative of the press speaking about the products to be exhibited at JIMTOF2024 and explaining them in a PowerPoint presentation will be filmed and posted on the website. The videos can be used for secondary purposes and can be used by your company even after the exhibition ends.

(The video can also be prepared by your company)

Filming at The Nikkan Kogyo Shimbun (separate fee)

The Nikkan Kogyo Shimbun undertakes filming and editing. The video data will be delivered to your company. (Secondary use is possible).

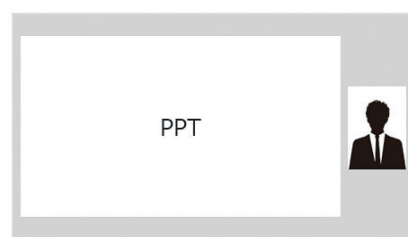


Biz-Nova will prepare an original frame with the Biz-Nova logo and the name of the speaker.

Preparing a video at your company

Please film in a format where the speaker and the presentation material are on the same screen.

You cannot publish your already-made videos, such as product or company promotion videos.



Attracting visitors

We attract a wide range of visitors through our various media and mailing lists. We will promote your company to business people who are active in gathering information, such as visitors to exhibitions and seminars specialising in manufacturing, such as robotics and industrial machinery.

Overview

Participation costs	Video prepared by your company	¥ 300,000 (excluding tax)
	Video filmed by us	¥ 300,000 (excluding tax) + separate filming costs
Video specifications	<ul style="list-style-type: none"> · Video up to 30 minutes long. Explanatory video of the products to be exhibited at JIMTOF using PowerPoint, etc. (Please ensure that the person in charge of your company takes the stage and explains the products). · The video page can include one catalogue item. · Please upload the video to your company's YouTube or Vimeo site and submit the URL. 	
Contents provided	<ul style="list-style-type: none"> · Leads (30-40 leads in total during the period envisaged) · If filmed by our company, the filmed video can be used for secondary purposes. 	

Schedule



Promote your booth and products before the JIMTOF! Follow-up with customers that your company would like to take “one more step” after the exhibition!

In order to meet “highly probable” potential customers at an fair, PR activities prior to the fair are indispensable. Similarly, in order to maximize the effect of the fair, it is essential to follow up with those who did not visit the booth during the fair, and with potential customers who are less likely to visit the booth.

The Nikkan Kogyo Shimbun supports your company’s sales promotion by conducting webinars at the starting points such as PR before the show and follow-up after the show.

Summary

Pre-fair Webinar

Theme: “JIMTOF 2024 to be held soon” (tentative)

Dates: Mid-October (Live on the day of the fair + 1 week of archiving following the webinar)

Organized: The Nikkan Kogyo Shimbun

Speech slots: Keynote speech: 1 slot, JIMTOF exhibitor’s speech: max. 3 companies

Delivery format: Vimeo (recorded delivery)

After fair Webinar

Theme: “Review of Products and Technologies Featured at JIMTOF”

Dates: Mid-December (Live on the day of the fair + 1 week of archiving following the webinar)

Organized: The Nikkan Kogyo Shimbun

Speech slots: Keynote speech, exhibitor’s speech (max 3 companies)

Delivery format: Vimeo (recorded delivery)

Attracting visitors

We attract a wide range of visitors through our various media and mailing lists. We will promote your company to business people who are active in gathering information, such as visitors to exhibitions and seminars specialising in manufacturing, such as robotics and industrial machinery.

Outline of Participation

Participation fee	¥ 1,200,000 (excluding tax)/slot
Type of participation	Sponsorship
Slots per event	Maximum of 3 companies (Minimum of participants required: 2 companies)
Webinar specifications	Up to 30 minutes, including PPT and other product descriptions (filming fee included), and one PDF document Guiding link to your company's Biz-Nova page on a PDF
Assumed speech tipping lead	100-120 leads
Contents	Video filming (secondary use allowed), leads (pre-registration, same-day tutoring, archival speech)

Schedule



Promoted products exhibited at JIMTOF to a wide range of readers of five specialized magazines

Joint Feature of 5 Magazines "JIMTOF Special Magazine fair"

Five specialized magazines introduce the latest machine tools and peripheral equipment to be exhibited at JIMTOF 2024 all in one place!

Separately printed brochures of the special features will be distributed at the entrance of the venue.



Advertisement Image

Product introduction article advertisement

- Title: 35 words
- Product introduction: about 600 words
- Photographs and drawings: 3 or less
- Booth No.



Pure advertisement

- 230 mm (top/bottom) x 160 mm (left/right)
- Bleed advertisement
- 257 mm (top/bottom) x 182 mm (left/right)
- Booth No.

Overview

Feature Title Joint Feature of 5 Magazines "JIMTOF2024 Special Magazine fair"

Issues
Press Working November issue (Sale on Oct. 8)
Machine Design November issue (Sale on Oct. 10)
Die and Mould Technology November issue (Sale on Oct. 16)
Factory Management November issue (Sale on Oct. 19)
Mechanical Engineering November issue (Sale on Oct. 25)

Number of copies printed
Press Working (30,000 copies)
Machine Design (36,500 copies)
Die and Mould Technology (30,000 copies)
Factory Management (36,500 copies)
Mechanical Engineering (25,000 copies)

Advertising Space and Rates

*If you wish to advertise in the form of an article and require an interview, a separate interview fee will be charged.

Color & Space	Special fee (tax not included)
4-color, 4-page	¥ 881,000
4-color 2-page	¥ 668,000
2-color page	¥ 307,000
1-color, 2-pages	¥ 210,000

Separately printed brochures of the special features will be distributed at the entrance of the venue



Publication Schedule

Deadline for advertisement application	Deadline for ad data submission	Publishing
Mon, Sep. 2	Thu, Sep. 12	Tue, Oct. 8 - in order



Coverage of the latest machine tools, cutting tools and peripheral equipment to be exhibited at JIMTOF 2024!

Mechanical Engineering Extra Issue “JIMTOF2024 32nd Machine Tool Sample Guidebook” in Kikai Gijutsu November 4 extra issue

In addition to articles on the latest machine tool technology trends, this section will also include highlights of JIMTOF2024, a venue MAP, and the “JIMTOF2024 Exhibit Product Guide,” which categorizes exhibited products by model.



Advertisements image

Pure ads

230mm (top and bottom) x 160mm (left and right)

Bleeding ads

257mm (top and bottom) x 182mm (left and right)



Advertisement Benefits

- “Focus point! Our Newly Opened Products”
- Title: 35 characters
- Product introduction: about 600 words
- Photographs and drawings: 3 or less
- Booth No.



Overview

Media name "Kikai Gijutsu" November Special Issue
"JIMTOF2024 32nd Japan International Machine Tool Fair Guidebook"

Publication date Scheduled for mid-Oct.

Paper format B5 size, 220 pages (tbc)

Publication 350,000 copies

Advertising Space and Rates

Size	Fee (tax not included)
Table 1	¥ 760,000
Table 2	¥ 600,000
Table 4	¥ 660,000
4-color, 1-page	¥ 490,000
2-color 1-page	¥ 190,000
1-color, 1-page	¥ 120,000

Publication Schedule

Deadline for ads application: **Mon, Sep. 9**
 Deadline for ads data submission: **Fri, Sep. 20**
 Publishing: **Scheduled for mid-Oct.**





The Nikkan Kogyo Shimibun E-mail ⇒ k-info@media.nikkan.co.jp

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West Japan Branch Office	2-16, Kitahama-Higashi, Chuo-ku, Osaka-shi, Osaka 540-0031	06-6946-3351	Cross Media Department
Nagoya Branch Office	2-21-28 Izumi, Higashi-ku, Nagoya, Aichi, Japan 461-0001	052-931-6155	Operations Department
Kyusyu Branch Office	1-1 Furumondo-cho, Hakata-ku, Fukuoka-shi, Fukuoka 812-0029	092-271-5716	Planning & Sales Department