

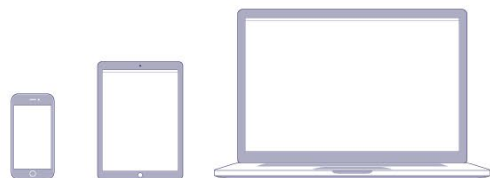
# 日刊工業新聞 **電子版**

The Daily Industrial News Online Edition  
Website Media Guide

2024.4~6

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<https://www.nikkan.co.jp/>



## CONTENTS

### About Our Media

- What is The Daily Industrial News Online Edition **p.02**

### Audience Attribute

- Age, Industry, Position/Title **p.03**
- Occupation, Region **p.04**

### Media Power

- Page View/Unique User **p.05**

### Rectangle Ad Plans

- Rectangle A/Rectangle B **p.06**
- Video – Rectangle **p.07**
- Video – Rectangle YouTube **p.08**
- In-Article Rectangle **p.09**

### Text Ad Plans

- Bland Text **p.10**

### Display Ad Plans

- Billboard **p.11**
- Small Billboard **p.12**

### Tie-Up Ad Plans

- Online Edition Original Advertorial **p.13**
- Advertorial Reproduced from a Newspaper Article **p.14**
- Native Advertising & Links to Advertorial **p.15**

### Note

- The Position of Ads for Smartphone **p.16**

### For more information

- Contact us **p.17**

## What is The Daily Industrial News Online Edition?

“The Daily Industrial News Online Edition” is the news site owned by The Nikkan Kogyo Shimbun. Updated every day at 5am(local time in Japan). This web media is mainly for B2B business and contains our newspaper articles, breaking news, news videos, original contents, etc.

We have strength to cover the following industries: machinery, automobile, IT, electronics, material, chemical and other related sectors/fields. Having connection to broad industrial sectors, we enthusiastically support the area of science technologies, middle scale firms, small and medium-sized enterprises and venture companies.

Monthly Page Views 1,874,643  
 Monthly Unique Users 886,472 (Results for Mar. 2024 ※Google Analytics 4)

- ✓ Articles updated per day **200-250**
- ✓ Database of articles (Archived from Jan. 2008) approx. **400,000**  
 …All visitors are able to read the headlines.  
 Only Paid Users are able to read whole articles.
- ✓ URL [www.nikkan.co.jp/](http://www.nikkan.co.jp/)  
 ※currently available only in Japanese

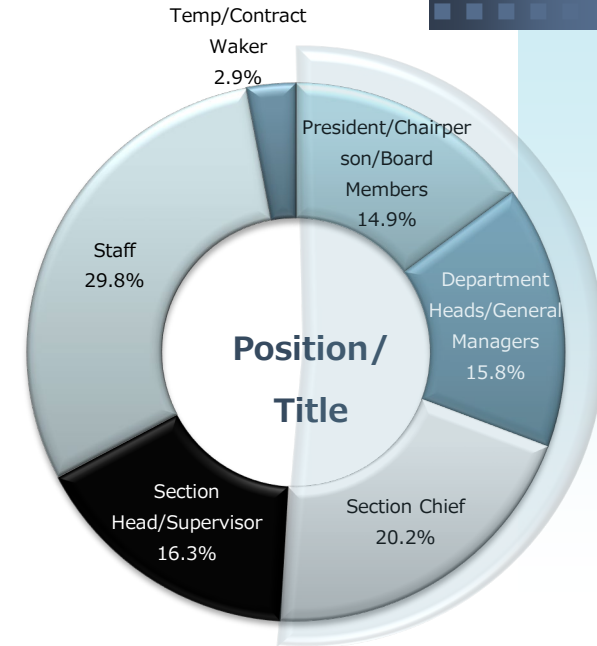
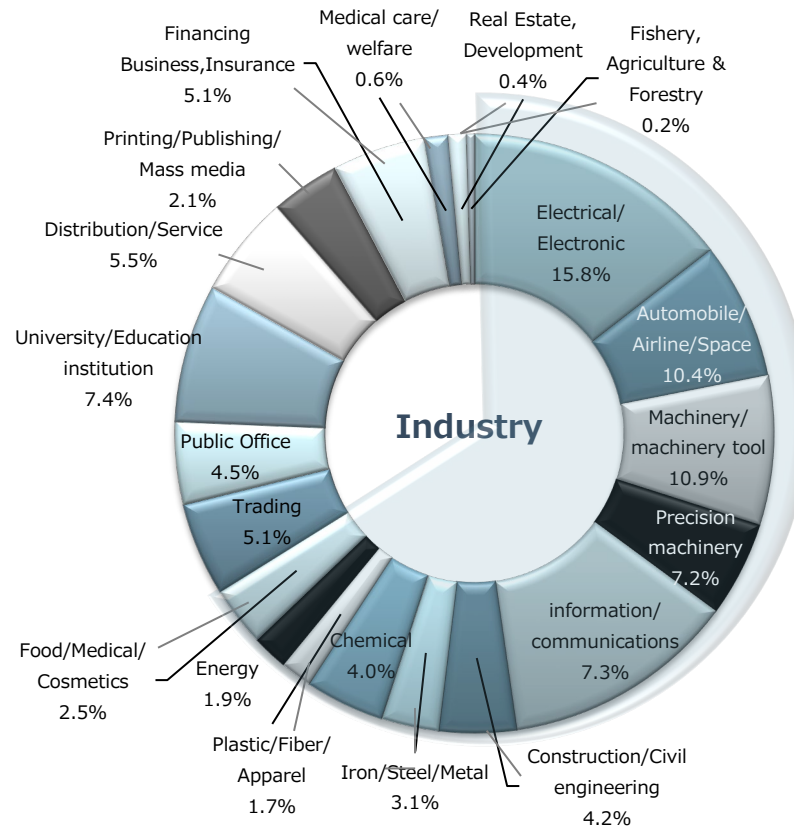
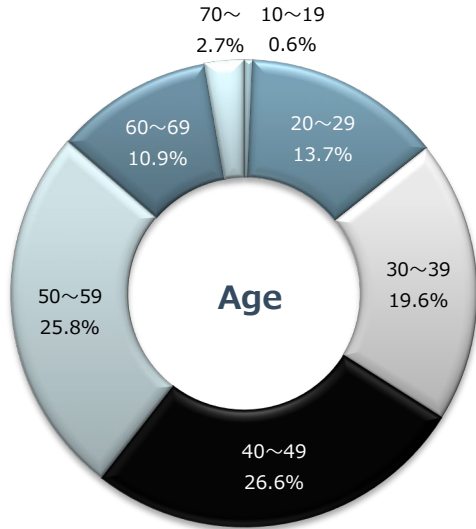
【Services by User Type】

	Visitor	Paid Membership
Headline	Available	
Paid Articles	×	Available
View Newspaper PDF	×	
Article Search	×	
My page	×	Up to 20 keywords, 300 articles
Monthly Fee	0円	1ID=JPY 4,000 (+tax)

### Top 4 advantage points

1. We are trusted as a long-standing newspaper company. We also leverage a range of social media to reach users.
2. Many of our users are decision makers with high media literacy skills.
3. Memberships can use our extensive article database to search for articles.
4. Active memberships who are willing to get information are increasing.

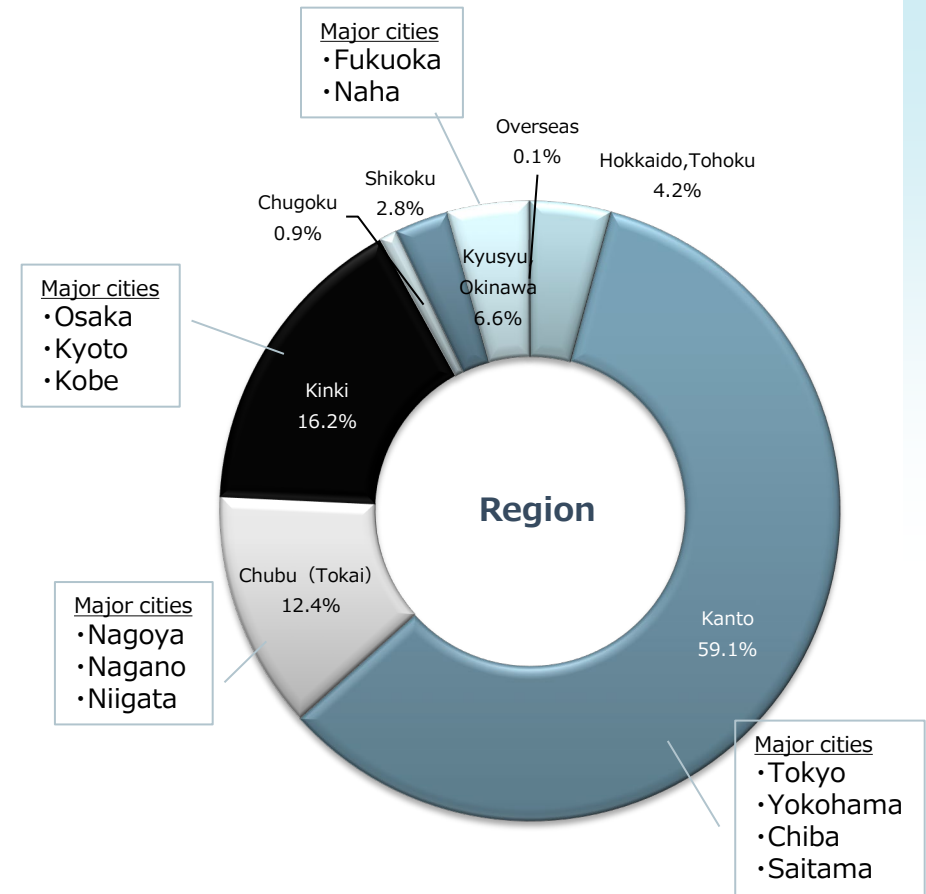
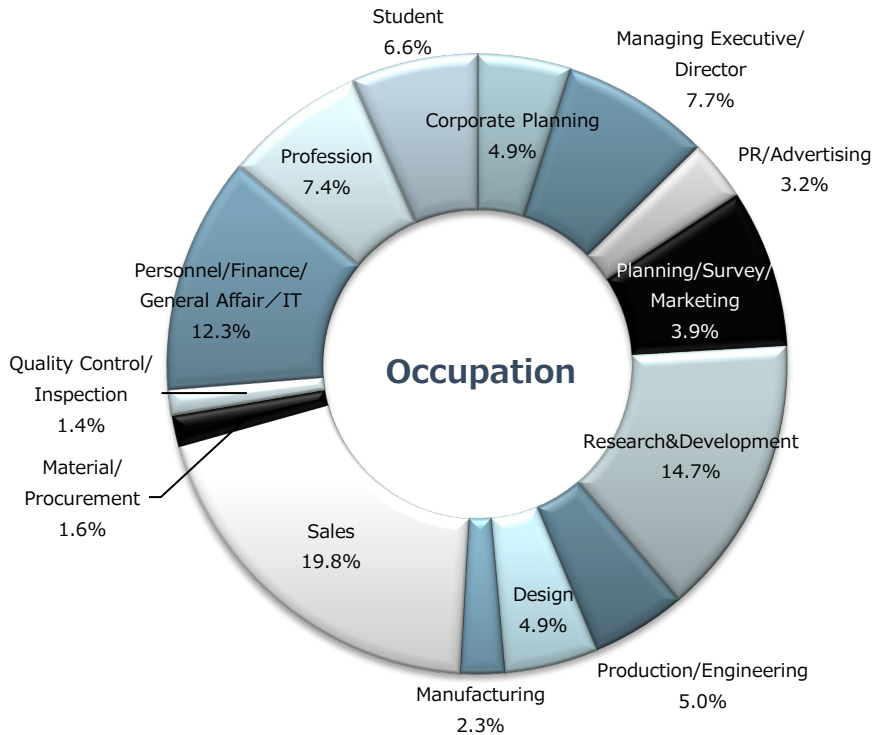
## Age, Industry, Position/Title



- **Approx. Two thirds of our users are over 40s and managerial personnel.**
- **63% of our users are in manufacturing industry.**
- **More than half of our users are managers and above.**



## Occupation, Region



- **Users Occupation:** The rates of "Sales", "Research & Development" and "Manufacturing" account for approx. 20%. People from management level also use our media a lot.
- **Region:** Kanto area (which includes Tokyo, Yokohama, Chiba, etc.) accounts for 50%. While at the same time, other users widely exist in other areas.

## Page View/Unique User

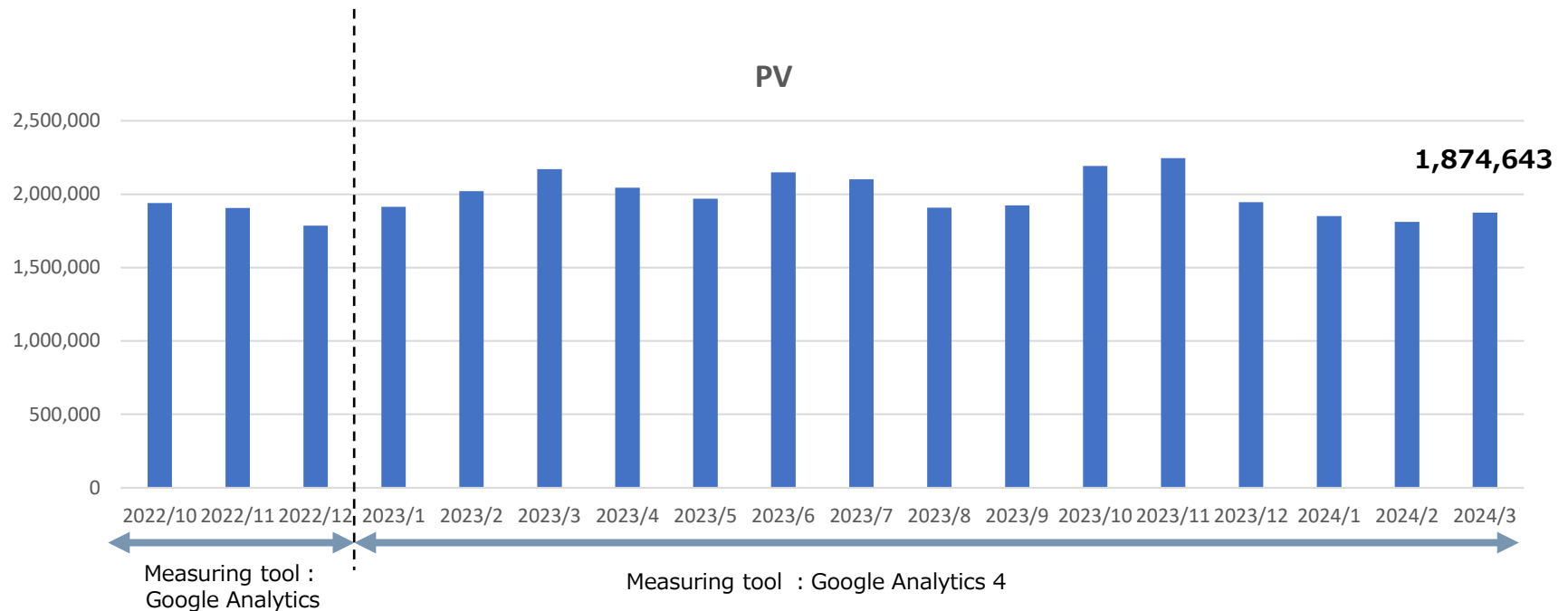
The Daily Industrial News Online Edition (Mar. 1-31, 2023)

**Page View (PV) 1,874,643**

Unique User (UU) 886,472

**The average of last three months \* 1,846,304**

\* Jun. 1, 2024 - Mar. 31, 2023



## Rectangle



## Rectangle A

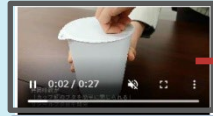
Rate	1 week	JPY 250,000 (+tax)
	1 month	JPY 800,000 (+tax)
Quantity	6	
Exposure area	All pages	
Exposure type	rotation	
Estimated imps	350,000/month	
Estimated click through the rate(CTR)	0.05%	
Device	PC, Smartphone (optimized depend on the device, refer to <a href="#">page 17</a> )	
Pixel size (Width × Height)	300 × 250	

## Rectangle B

Rate	1 week	JPY 200,000 (+tax)
	1 month	JPY 600,000 (+tax)
Quantity	6 (including Rectangle B Double)	
Exposure area	All pages	
Exposure type	rotation	
Estimated imps	350,000/month	
Estimated click through the rate(CTR)	0.03%	
Device	PC, Smartphone (optimized depend on the device, refer to <a href="#">page 17</a> )	
Pixel size (Width × Height)	300 × 250	

## Video – Video Rectangle

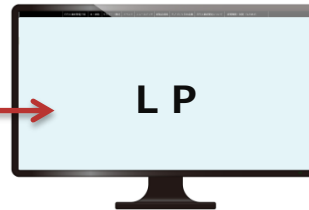
《 PC 》



Static area

✓ Video area Size=16:9 and up to 30MB

✓ Link to Static area.



LP

Link to Static area.

Video Rectangle banners are available both PC and smartphone.

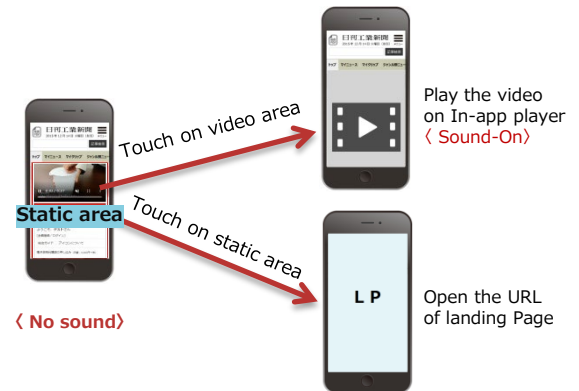
Please prepare just 1 video data for this ad.

On the ad area, there are 2 separate areas: a Video area and a Static area.

You can show titles or copies on the Static area.

《 Smartphone 》

Assign the different URL link to Static area.



< No sound >

L P : Landing Page

Rate	Rectangle A	1week	JPY 280,000 (+tax)
		1month	JPY 900,000 (+tax)
	Rectangle B	1week	JPY 230,000 (+tax)
		1month	JPY 700,000 (+tax)
Quantity		6	
Exposure area		All Pages	
Exposure type		rotation	
Estimatedimps		350,000/month	
Estimated click through the rate(CTR)		0.05%	
Static's Pixel size		300 x 80 (Width x Height)	

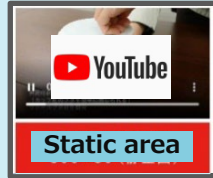
➤ You can use video at the area of Rectangle A or Rectangle B.

➤ For smartphone, please refer to the right image.



## Video – YouTube Video Rectangle

《 PC 》



- ✓ Video area Size=16:9
- ✓ Capacity conforms to YouTube specifications.
- ✓ Click on the video part to move to the YouTube page.
- ✓ Link to Static area.

Video Rectangle banners are available both PC and smartphone.

Please prepare just 1 YouTube's URL.

On the ad area, there are 2 separate areas: a Video area and a Static area.

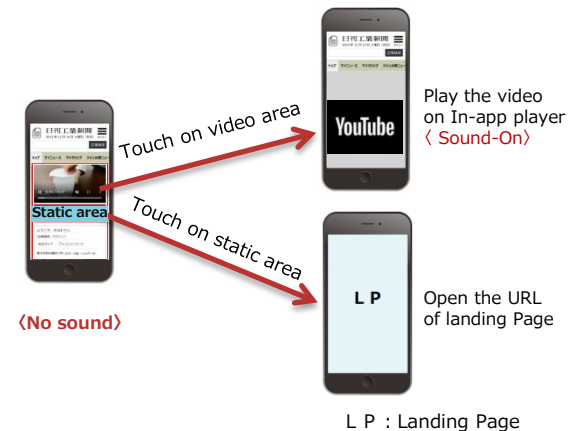
You can show titles or copies on the Static area.

Rate	Rectangle A	1week	JPY 280,000 (+tax)
		1month	JPY 900,000 (+tax)
	Rectangle B	1week	JPY 230,000 (+tax)
		1month	JPY 700,000 (+tax)
Quantity		6	
Exposure area		All Pages	
Exposure type		rotation	
Estimated imps		350,000/month	
Estimated click through the rate(CTR)		0.05%	
Static's Pixel size		300 x 80 (Width x Height)	

- You can use video at the area of Rectangle A or Rectangle B.
- For smartphone, please refer to the right image.

《 Smartphone 》

Assign the different URL link to Static area.



<No sound>

L P : Landing Page

## In-Article Rectangle

《 Before logging on pages 》



Log on

《 After logging on pages 》  
(available only free memberships and paid memberships)



Rate	1 week	JPY 200,000 (+tax)
	1 month	JPY 600,000 (+tax)
Quantity	2	
Exposure area	Article pages *	
Exposure type	Rotation	
Estimatedimps	300,000/month	
Estimated click through the rate(CTR)	0.1%	
Device	PC, Smartphone (optimized depend on the device, refer to <a href="#">page 17</a> )	
Pixel size	P C	300 × 250 (Width × Height)
	Smartphone	320 × 50 (Width × Height)

\* The following genres will be exclude- "Movies"/"Special/Advertising".  
\*Both a PC size banner and a smartphone size banner are required.

- In-Article Rectangle will be displayed at the bottom of the in-article photo.
- “After logging on pages” are only available for free memberships and paid memberships only.
- About displaying ads, we do not exclude competitive ads.

## Brand Text

The screenshot shows the homepage of '日刊工業新聞' (Nippon Industrial News) as of August 9, 2019. The main headline is '出光・昭和シェル、製油所・工場間で原料融通—石化製品利益最大化狙う' (Idemitsu and Showa Shell,原料融通—石化製品利益最大化狙う). A red box highlights a video player in the sidebar with the text 'One on the very top.' pointing to it.

One on the very top.

Rate	1 week	JPY 150,000 (+tax)
	1 month	JPY 500,000 (+tax)
Quantity	1	
Exposure area	All article pages *	
Exposure type	One on the very top.	
Estimatedimps	1,000,000/month	
Estimated click through the rate(CTR)	0.03%	
Device	PC, Smartphone (optimized depend on the device, refer to <a href="#">page 16</a> )	
Ad size	Up to 35 Japanese characters	

\*Visitor and Free membership ver.

## Billboard

When users access our website, the slider ad is pushed down and appear the static banner ad automatically.



After appear the ad, the first ad is replaced to the next narrow banner (Contracted size) when the "CLOSE" button at the right top is pushed.



When users push the "OPEN" button, the first ad(Expanded size banner) open and appear the banner again.

- The static banner ad is displayed above the article area.
- The ad area is wide and pushed down automatically. Therefore, it has a strong impact on users.

Rate	1week	JPY 700,000 (+tax)
Quantity	3 (including Small Billboard)	
Exposure area	All Pages (exclude; movie page, article feature page)	
Exposure type	The banner shows automatically when users arrive first time and then at random	
Estimated imps	160,000/1week	
Estimated click through the rate(CTR)	0.15%	
Device	PC , Smartphone (optimized depend on the device, refer to <a href="#">page 16</a> )	
Pixel Size	PC	<ul style="list-style-type: none"> <li>■ Expanded size                             <ul style="list-style-type: none"> <li>① maximum width:970pixels, height:250pixels</li> </ul> </li> <li>■ Contract size                             <ul style="list-style-type: none"> <li>② maximum width:970pixels, height:90pixels</li> </ul> </li> </ul>
	Smartphone	<ul style="list-style-type: none"> <li>■ Expanded size                             <ul style="list-style-type: none"> <li>③ maximum width:300pixels, height:250pixels</li> </ul> </li> <li>■ Contract size                             <ul style="list-style-type: none"> <li>④ maximum width:300pixels, height:80pixels</li> </ul> </li> </ul>

- \* When user move to next page (within 60 min. after leaving first page), the contract size banner will appear.
- \* Please submit your 4 kinds of data (Expanded size banner and Contract size banner) at least 5 business days before prior to the starting date.

## Small Billboard

When users access our website, Small Billboard ad appear automatically.



- The static banner ad is displayed above the article area.
- The ad has a strong impact on users.

Rate	1week	JPY 600,000 (+tax)
Quantity		3 (including Slider)
Exposure area		All Pages (exclude; movie page, article feature page)
Exposure type		Fixed
Estimated imps		160,000/1week(PC+SP)
Estimated click through the rate(CTR)		0.15%
Device		PC , Smartphone (optimized depend on the device, refer to <a href="#">page 16</a> )
Pixel Size	PC	970 x 90 (Width x Height)
	Smartphone	320 x 100 (Width x Height)

\* Please submit your 2 kinds of data (Expanded size banner and Contract size banner) at least 5 business days before prior to the starting date.



## Online Edition Original Advertorial

### A Sample of Original Advertorial Page



- **The supervision of The Daily Industrial News**  
Our company, specialize in respective industry/area, report and write your advertorial responsibly.  
Youtube videos are available on advertorials.
- **Archive**  
Contents will be archived for a year.
- **Native Advertising**  
Please refer to [p16](#).
  - We charge for interviews, creating videos and other irregular works.
  - We allow secondary use of the article (include texts and photos).
  - The article must have credit on the headline. ex) 【○○○○○/PR】

### Sample Schedule

- <1> Meeting/Interview  
(about 1month - 2 months prior to releasing )
- <2> Submit materials to us  
(about 1month -3weeks prior to releasing )
- <3> Check the staging page  
(about 2weeks prior to releasing )
- <4> Release the page

Please consult with our salesperson on prices and production schedules.

Rate	2weeks	JPY 1,000,000 (+tax)
	1month	JPY 1,800,000 (+tax)
Exposure area	3	
Number of characters, photos	Characters: around 1,500~2,000 + Photos:1~3	
Estimated imps	1,000,000/2weeks (Native Advertising) 1,200~1,300/2weeks (Advertorial)	
Device	PC, Smartphone (optimized depend on the device)	

## Advertorial Reproduced from a Newspaper Article

- **Reproduce another advertorials into online pages**

Reproduce a newspaper or a magazine article into our Online Edition page.

Reach a wide range of users on our website.

Youtube videos are available instead of photos.

- **Archive**

Contents will be archived for a year.

- **Native Advertising**

Please refer to [p16](#).

- The article must have credit on the headline.

ex) 【○○○○○/PR】

- We allow secondary use of the article (include texts and photos).

《 The Daily Industrial News (Newspaper) 》



### Sample Schedule

<1> Check the staging page  
(about 2weeks prior to releasing)

<2> Release the page

Rate	2weeks	JPY 600,000 (+tax)
	1month	JPY 1,400,000 (+tax)
Exposure area	3	
Number of characters, Photos	The page structure is follow the paper media (newspaper/magazine) basically.	
Estimatedimps	2,000,000/1month (Native Advertising) 3,000PV and over/1month (Advertorial)	
Device	PC, Smartphone (optimized depend on the device)	

## Native Advertising & Links to Advertorial

《 The Daily Industrial News Online Edition 》



**<1>Small Billboard Ad**  
Duration:Rotation(1week)  
Also put on smartphone site

**<2>Brand Text Ad**  
Duration:Always(1week)  
Also put on only PC site.

**<3>Native Ad**  
Duration : Always (For 2weeks)  
Also put on smartphone site

### Online Edition Original Advertorial page



**Advertorial  
Area**

《 The Daily Industrial News Online Edition Article page 》



**<4>Native Ad**  
Duration : Always (1week)

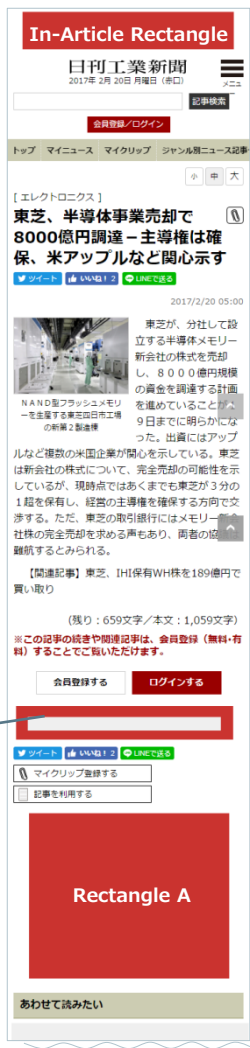
《 Newswhitch Rectangle 》



**<5>Banner  
Rectangle Banner  
Duration : 2weeks**

## The position of ads for smartphone site

- Rectangle A
- Rectangle B
- In-Article Rectangle
- Brand Text



### Slider (Static)

- 《 Home page 》
- 《 Article Page 》



### Small Billboard

- 《 Home page 》
- 《 Article Page 》



## Contact us

### ■ About Ads and others

The Nikkan Kogyo Shimbun

[ad-denshi@nikkan.tech](mailto:ad-denshi@nikkan.tech)

14-1 Nihonbashi Koami-cho, Chuo-ku,  
Tokyo 103-8548, Japan

### ■ About articles and relevant matters

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