

Greeting

To coincide with the International Robot Exhibition 2025 (iREX), organized by The Nikkan Kogyo Shimbun, Ltd. and The Japan Robot Association (JARA), we are offering a range of promotional initiatives aimed at increasing attendance and driving traffic to exhibitor booths.

We have prepared various promotional tools for exhibitors, including special features in our newspapers and magazines to help advertise your exhibited products, as well as online content such as banner ads and video segments that link directly to your company's website.

We encourage you to take advantage of these offerings as part of your communications strategy.

On-Site exhibition dates: December 3 (Wed)–December 6 (Sat), 2025 (10:00 a.m.–5:00 p.m.)

Online exhibition dates: November 19 (Wed)–December 19 (Fri), 2025

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Highlights from the Previous Exhibition



A special edition published the day before the exhibition opens, designed to drive attendance and highlight key attractions.

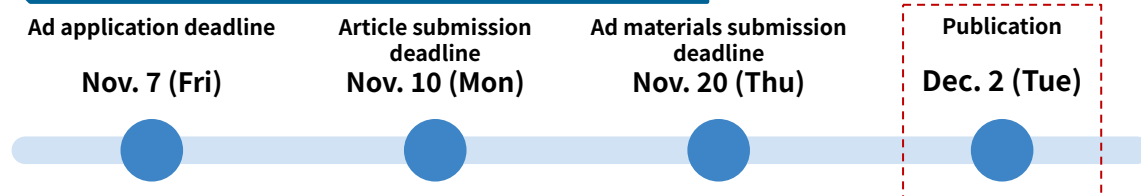
Publication overview

Feature title	The International Robot Exhibition 2025 Opens Tomorrow!
Publication date	December 2 (Tue), 2025 (tentative) To be distributed free of charge at the venue during the exhibition
Format	The Nikkan Kogyo Shimbun Second Section, National Edition, 14 pages (tentative)
Contents	Exhibition highlights, seminar introductions, the latest tech trends, and content introducing the products and technologies of advertisers, etc.



▲ Sample layout (from the November 28, 2023 issue)

Publication schedule



* Please prepare approximately 240 Japanese characters per company.
* Standard terminology will be used in accordance with our in-house style guide.

Continued visibility even after publication!

(1) Distributed at the venue

(2) Also scheduled to appear in The Nikkan Kogyo Shimbun Digital Edition

Newspaper advertising rates

For notes on preparing your ad materials, please refer to the “Ad Production Guide” on our website.
https://biz.nikkan.co.jp/adv/ad_guide/index.html



	Size	Rate	Full-color surcharge
Size 1	(H: 509 mm × W: 378 mm)	JPY 3,234,000	+JPY 800,000
Size 2	(H: 235 mm × W: 378 mm)	JPY 2,031,750	
Size 3	(H: 167 mm × W: 378 mm)	JPY 1,451,250	
Size 4	(H: 167 mm × W: 188 mm)	JPY 725,620	
Size 5	(H: 98 mm × W: 188 mm)	JPY 435,370	+JPY 600,000
Size 6	(H: 64 mm × W: 188 mm)	JPY 290,250	
Size 7	(H: 98 mm × W: 93 mm)	JPY 217,680	
Size 8	(H: 64 mm × W: 93 mm)	JPY 145,120	
Size 9	(H: 30 mm × W: 70 mm)	JPY 226,610	+JPY 300,000

Page 5

Robotics technology trends (2)

Size 2

Page 4

Size 1

Page 9

Size 4

Size 4

Size 4

Size 4

Exhibitor features
(about 240 Japanese characters per company)

Exhibitor features
(about 240 Japanese characters per company)

Size 3

Size 3

Page 13

Size 8

Size 8

Size 6

Size 6

Size 8

Size 8

Size 7

Size 7

Size 5

Size 5

Size 7

Size 7

Exhibitor features
(about 240 Japanese characters per company)

Exhibitor features
(about 240 Japanese characters per company)

Size 4

Size 4

Size 4

Size 4

Page 1		Page 14	
Event overview	Mast head	International Robot Exhibition Seminar and co-located event information, etc.	
	Size 9		
Size 2		Size 2	
Page 3		Page 2	
Robotics technology trends (1)		Message from the Chairman of the Japan Robot Association, event highlights, etc.	
Size 2		Size 2	
Page 7		Page 6	
Robotics technology trends (4)		Robotics technology trends (3)	
Size 2		Size 2	
Page 11		Page 10	
Size 6	Size 4	Size 4	Size 6
Size 5			Size 5
Exhibitor features (about 240 Japanese characters per company)		Exhibitor features (about 240 Japanese characters per company)	
Size 3		Size 3	

Standout Products and Technologies at iREX 2025

This feature will review the highlights of the International Robot Exhibition 2025, introducing standout products and technologies. It is intended to spark further demand and encourage capital investment, especially in automation and labor-saving solutions.

Publication overview

Title	Standout Products and Technologies at iREX 2025
Publication date	January 16 (Fri), 2026 (tentative)
Format	The Nikkan Kogyo Shimbun, National Edition, 2 pages (tentative)
Contents	Retrospective on iREX 2025, noteworthy products and technologies, articles introducing participating companies in this feature



▲ Sample layout (from the January 11, 2024 issue)



Advertising space and rates

Space	Size	Rate
Size 1	(H: 167 mm × W: 378 mm)	JPY 1,451,250
Size 2	(H: 167 mm × W: 188 mm)	JPY 725,620
Size 3	(H: 98 mm × W: 188 mm)	JPY 435,370
Size 4	(H: 64 mm × W: 188 mm)	JPY 290,250

* For full-color ads, an additional fee is required.
Please consult our sales.

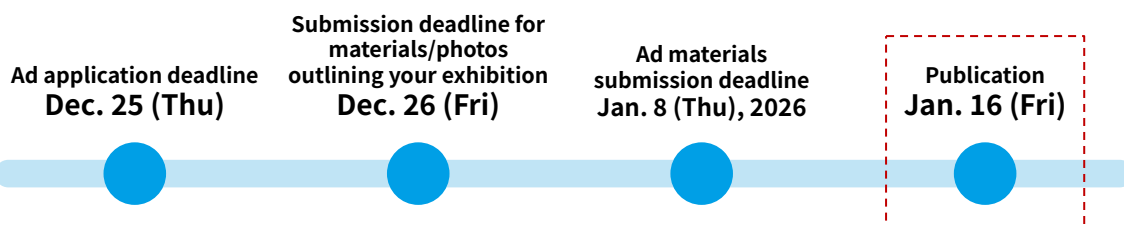
* Please consult our sales representative about ad sizes and placement.

Page layout (tentative)

* Standard terminology will be used in accordance with our in-house style guide.

Page 2		Page 1	
Size 4	Size 2	Size 2	Size 4
Size 3			Size 3
Special feature article		Special feature article	
Size 1		Size 1	

Publication schedule



* If you participate in this feature, your company's exhibit content at iREX 2025 will be included in the sponsored article. Please prepare materials and photos that clearly describe your exhibition content.

This special feature page will bring together articles from the Nikkan Kogyo Shimbun related to the robotics industry. Exhibitors can promote their information through banner ads and other placements.

The page will provide comprehensive coverage of iREX 2025 and robotics-related news, and industry trends. The primary readership of Nikkan Kogyo Shimbun consists of decision-makers in the manufacturing sector. They are proactive readers who actively seek out industry information, so this page is effective at reaching engaged audiences. It also enables you to reach a broader range of potential customers, including those interested in your products but unable to attend the exhibition in person, as well as those who may be unaware of iREX 2025 altogether.

Overview

Title	The Nikkan Kogyo Shimbun Digital Edition: iREX 2025 Special Feature Page (tentative)
Publication period	November 1 (Sat)–December 19 (Fri), 2025
Highlights	Daily updates on robotics-related news Curated content on the exhibition and robotics published during the page's run

Promotional efforts to boost visibility

- ✓ Banner ads on the official iREX 2025 website to drive traffic
- ✓ Promotion across The Nikkan Kogyo Shimbun's full range of media properties to capture attention
- ✓ Social media and digital ad campaigns to direct users to the feature page

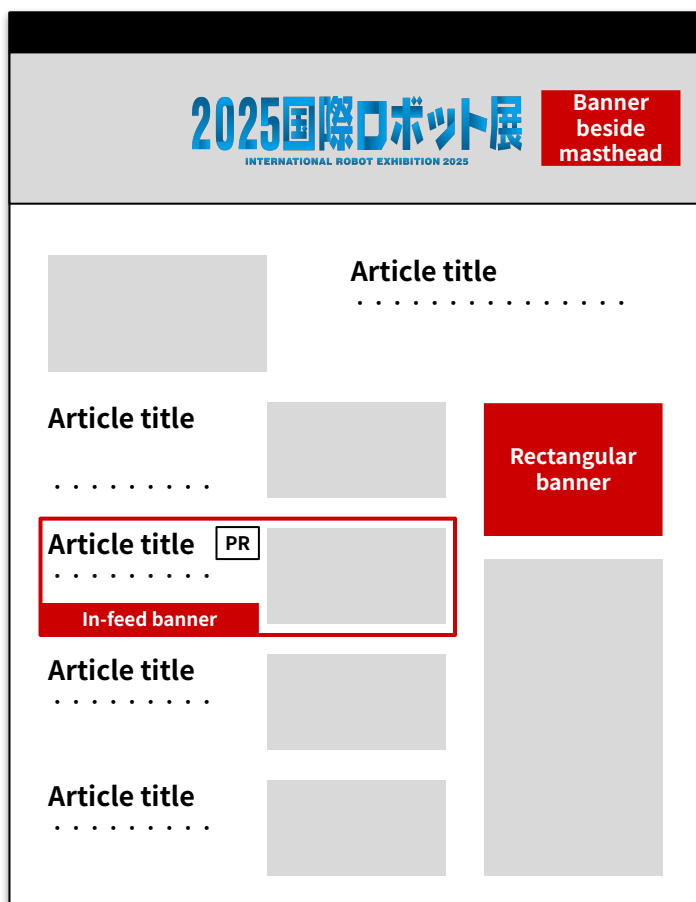
Advertising options and rates

Ad type	Rate	Max slots	Specifications	Link destination
Banner beside masthead	JPY 250,000	Up to 2 (rotated)	jpg/png/gif (1 file) W: 580 × H: 370 (pixels) Under 150 KB * Banner will be displayed using responsive layout (auto-adjusts to screen size and other configurations).	Free to set
Rectangular banner	JPY 200,000	Up to 2 (rotated)	jpg/png/gif (1 file) W: 300 × H: 250 (pixels) Under 150 KB	Free to set
In-feed banner	JPY 200,000	Up to 3 (rotated)	jpg/png/gif (1 file) W: 600 × H: 400 (pixels) * Recommended size: Title ≤ 20 full-width characters / Summary ≤ 65 full-width characters	Free to set

Publication schedule



▼ Sample layout



The Nikkan Kogyo Shimbun Digital Edition: Small Billboard Ad

The Nikkan Kogyo Shimbun Digital Edition has a strong readership base that aligns closely with the exhibition's target audience. This makes it an ideal platform for driving high-quality traffic to your website.

For the two weeks leading up to the exhibition, we are offering the “Small Billboard,” our most high-profile banner, at a special promotional rate. Use this opportunity to boost awareness of your company ahead of the event.

▼ PC site



▼ Smartphone site

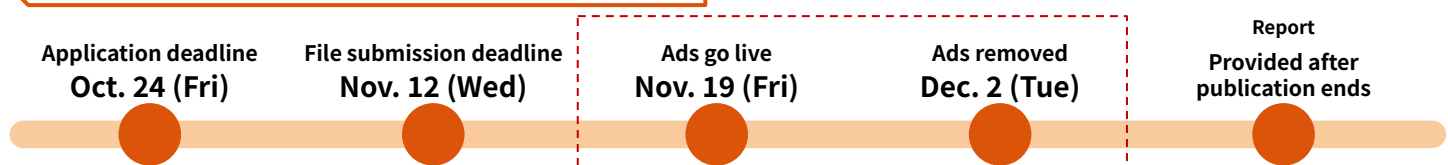


Your banner will appear in the first-view area of the Digital Edition

Advertising options and rates

Rate	JPY 300,000
Max slots available	Up to 6 (rotated)
Expected performance	100,000 impressions / 0.15% click-through rate
Size	PC: 970 (W) × 90 (H) pixels / Smartphone: 320 (W) × 100 (H) pixels
File size limit	Under 150 KB
File format	jpg/png/gif
Link destination	Free to set

Publication schedule



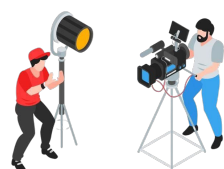
Video Content Production and Distribution

In collaboration with Internet Tenjikai, we offer a full video package that includes filming, editing, and next-day delivery.

We will film at your booth, edit the footage, and distribute the completed video via YouTube and a banner slot on The Nikkan Kogyo Shimbun Digital Edition. You are also free to reuse the videos. Use your participation in iREX 2025 as an opportunity to create impactful video content for your company.

Filming at your booth

Available on the day before the exhibition (move-in day), Day 1, or Day 2.



Next-day web publishing

Videos are edited down to around 1 minute and can be published as early as the following day.

INTERNET
TENJIKAI



(1) YouTube video
Hosted on the iREX page within Internet Tenjikai.tv

Video

Banner

日刊工業新聞

電子版

(2) The Nikkan Kogyo Shimbun Digital Edition

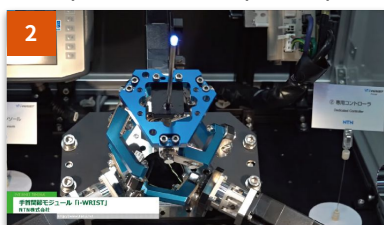
* Featured as a rectangular banner ad (Video Rectangle A)
* Displayed in a lower-page banner slot
Uniform design across companies, Click-through to (1)

Production image

Filming time is limited to 30 minutes maximum. To prioritize web upload speed, we capture only these three types of footage.



A representative from your company presents your product or service, with your booth in the background. The audio from this footage serves as the video's main narration.



Product close-ups with product/service names shown in the lower left as captions.



Additional close-up shots of the product/service from alternate angles.

Rate and specifications

Rate	JPY 500,000 for the full filming and editing package
Slots available	Limited to the first 5 companies
Details	<ul style="list-style-type: none"> Uploaded to Internet Tenjikai.tv's official YouTube channel the day after filming. Also posted in The Nikkan Kogyo Shimbun Digital Edition's rectangular banner (video Rectangle A) slot. <ul style="list-style-type: none"> * Lower-page banner slot uses a standardized design for all companies. * Clicking the banner leads to your video page on Internet Tenjikai.tv. You will receive the final video file after the exhibition. Optional translation service available (speech recognition technology used). Please inquire for details.
Notes	<ul style="list-style-type: none"> Delivery is scheduled for the day after filming. Please cooperate to ensure a smooth proofreading process (one round of proofreading only). To prioritize quick turnaround for publication, please provide a roughly 1-minute explanation of the filmed item. Limited to a single video for one product or service. Multiple products or services will require a separate estimate.

Publication schedule

Application deadline
Oct. 24 (Fri)

Filming
Dec. 12 (Tue)–4 (Thu)

Publication starts
As early as the day after filming

Publication ends
Dec. 19 (Fri)

Report
Provided after publication ends

- * This service is provided by The Nikkan Kogyo Shimbun in partnership with Vidya Inc. Copyright and ownership of the video are held by Vidya Inc. The plan is for videos to remain on the site even after the exhibition.
- * Reports are available only for the Nikkan Kogyo Shimbun Digital Edition's rectangular banner (Video Rectangle A).
- * Additional offerings such as interview videos are under consideration. Please feel free to inquire.

INTERNET
TENJIKAI
Internet Tenjikai.tv website
<https://www.tenji.tv>



Targeted Email Campaigns

Emails will be sent to approximately 120,000 contacts in The Nikkan Kogyo Shimbun's customer database, which includes past event attendees and related leads.

Exhibitors information will be delivered to potential customers of each participating company before and during the exhibition.

Email schedule and ad slots

Pre-event campaign (2 slots)

November 19 (Wed)

Start of online exhibition

Scheduled to coincide with heightened interest in iREX2025

During-event campaign (3 slots)

December 3 (Wed)–5 (Fri)

A value package with 2 send-outs during the event. A total of 3 ad slots available. Each day features 2 companies.

Date	Ad slot 1	Ad slot 2
Dec 3 (Wed) First day	A	B
Dec 4 (Thu) Second day	B	C
Dec 5 (Fri) Third day	C	A

Sample email preview

2025国際ロボット展 INTERNATIONAL ROBOT EXHIBITION 2025

TextTextTextTextTextTextTextTextTextTextTextTextTextText
TextTextTextTextTextTextTextTextTextTextTextTextTextText
TextText

Featured company highlights

Image

TextTextTextTextTextTextTextTextTextTextTextTextTextText
TextTextTextTextTextTextTextTextTextTextTextTextTextText

Company name

Ad slot 1

Image

TextTextTextTextTextTextTextTextTextTextTextTextTextText
TextTextTextTextTextTextTextTextTextTextTextTextTextText

Company name

Ad slot 2

(Additional content follows)

Rate and specifications

Pre-event	November 19 (Wed)
During event	1. December 3 (Wed) 2. December 4 (Thu) 3. December 5 (Fri) * Any 2 days
Rate	Pre-event: JPY 250,000 / During event: JPY 300,000
Slots available	Pre-event: Up to 2 slots (fixed positions, assigned in order of application) During event: Up to 3 slots (fixed positions, slots A–C selectable in order of application)
Format	Image: 350 (W) × 250 (H) pixels (jpg/png/gif) Text: Up to 30 full-width characters + company name Link: 1 link (destination is customizable, but URL parameters are not allowed)

Publication schedule

Pre-event email

Application deadline
Oct. 17 (Fri)

File submission deadline
Nov. 5 (Wed)

Email delivery
Nov. 19 (Wed)

Report
Dec. 1 (Mon)

During-event emails

Application deadline
Nov. 4 (Tue)

File submission deadline
Nov. 19 (Wed)

Email delivery
Dec. 3 (Wed)–5 (Fri)

Report
Dec. 16 (Tue)

iREX 2025 Online: Homepage Banner Ad

Reach both On-site and online visitors through the iREX 2025 official online website, which all attendees must visit for pre-registration. Displaying your banner ad on the homepage enables smooth redirection to your company's page.

Pricing and specifications

Ad slots	Slots A-C, 2 companies per slot (rotated) Slot selection is available in order of application (* see diagram below)
Rate	JPY 1,000,000 For online exhibitors only! Special rate of 500,000 for online exhibitors.
Format	File format: jpg/png/gif (1 file) Size: 656 (W) × 300 (H) Pixels File size: Under 150 KB
Link destination	Free to set * If unspecified, the ad will link to the "Exhibitor Highlights" page on the official website.

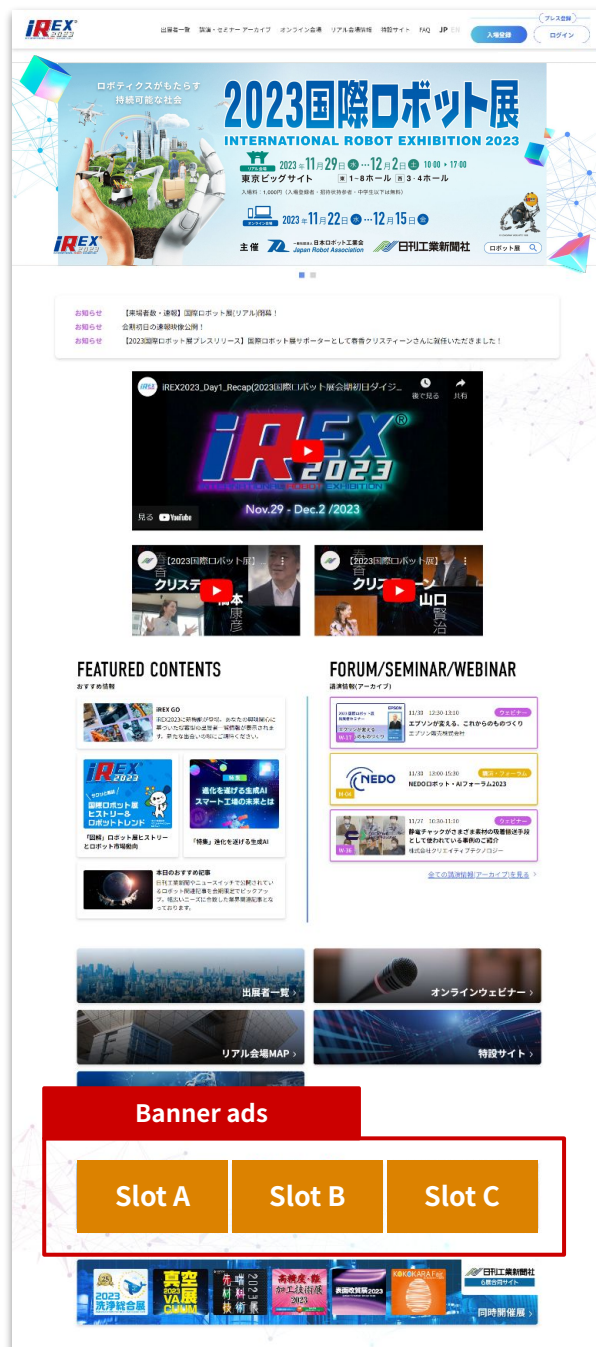
Ad slots (max 2 companies per slot) 6 slots total	Slot A	A-1	A-2
	Slot B	B-1	B-2
	Slot C	C-1	C-2

Previous campaign results

Period: Nov. 22 (Wed)–Dec. 15 (Fri), 2023

Page views: 1,866,016 / Unique users: 285,910

Source: Google Analytics



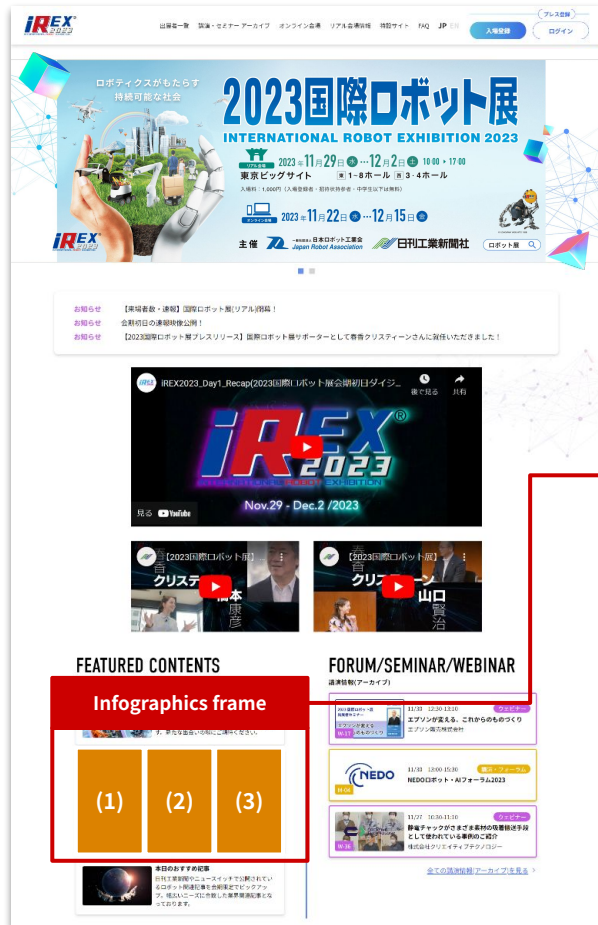
▲ iREX 2025 official online website preview
(Reference: Previous campaign site)

Publication schedule



Create a visually engaging advertorial using infographics tailored to your company.

Positioned as part of the sponsored special content on the iREX 2025 online website, this page helps reach a wide audience through prominent placement, including on the site's homepage.



▲ iREX2025 official online website preview
(Reference: Previous event website)

What is an infographic?

Infographics convey content visually and intuitively using illustrations, charts, and diagrams—ideal for topics that may not draw attention through plain text and figures alone.

Usage examples

Explaining your company's background story

Articles incorporating playful illustrations targeting younger readers with quick industry insights

Articles with explanations of trending keywords

You can link the advertorial to your online booth or exhibitor seminar.

Past examples



Infographic: A history of iREX and market trends



Feature: The evolution of generative AI

Sample concepts (draft)

- (1) **Infographic: The Present and Future of Industrial Robots**
(Original article by The Nikkan Kogyo Shimbun)
- (2) **The Impact of ChatGPT (Generative AI) on the Robotics Industry**
(Original article by The Nikkan Kogyo Shimbun)
- (3) **Sponsored slot**
* Placed alongside original articles created for iREX 2025.

Production team: Articles (1) and (2) are written by The Nikkan Kogyo Shimbun journalists and subject matter experts. Article (3) is produced by The Nikkan Kogyo Shimbun's in-house production team.

Publication schedule



Overview / Traffic sources

Publication period	November 19 (Wed)–December 19 (Fri)
Placement	Fixed placement for Articles (1) and (2), rotational display for Article (3) (tentative)
Traffic sources	Multiple placements, including on the iREX official website homepage
Reuse	Allowed. After iREX ends, feel free to use on your company website, recruitment site, etc. Reference: iREX 2023 official website Page views: 1,866,016 Unique users: 285,910 (Source: Google Analytics)
Rates	From JPY 2,000,000 * Cost may vary depending on illustration volume. Please inquire. * Translation into English/Chinese is available upon request.

Joint Feature: iREX 2025 Special Edition Across 4 Magazines

Promote your exhibited products from every angle

The Nikkan Kogyo Shimbun will run a joint special feature on iREX 2025 across four of its leading technical magazines, introducing your products and latest technologies in each one.

Publication overview

Title	4-Magazine Joint Feature: iREX 2025 Special Edition
Publication dates	<p>Press Working, Dec. Issue (Nov. 8 release, 30,000 copies)</p> <p>Machine Design, Dec. Issue (Nov. 10 release, 36,500 copies)</p> <p>Die and Mould Technology, Dec. Issue (Nov. 14 release, 30,000 copies)</p> <p>Factory Management, Dec Issue (Nov. 20 release, 36,500 copies)</p>

▼ Ad Samples



Product introduction advertorial style
 Title: Around 35 Japanese characters
 Body Text: Around 600 Japanese characters
 Images/diagrams: Up to 3 items



Display ad
 230 mm (H) × 160 mm (W)
Bleed size
 257 mm (H) × 182 mm (W)

Rates (excl. tax)

Color/space	Special rate
4-color, 4 pages	JPY 1,000,000
4-color, 2 pages	JPY 650,000
2-color (blue), 2 pages	JPY 250,000
1-color, 2 pages	JPY 180,000

Booklet distributed at the venue

20,000 copies of a booklet containing this feature will be printed and distributed at the venue entrance!



Publication schedule

Ad application deadline	Ad material submission deadline	Publication
Around Oct. 6 (Mon)	Around Oct. 15 (Wed)	Starting Nov. 8 (Sat) (varies by magazine)

[Inquiry]

The Nikkan Kogyo Shimbun, Ltd.
Magazine Team

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