

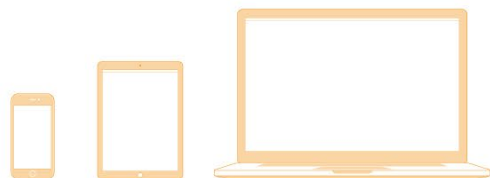
# ニュースイッチ

NEWSWITCH

News switch Media Guide

2023.10～12

<https://newswitch.jp/>





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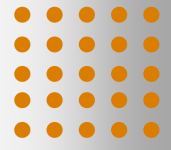
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## Introduction

“Newswitch” is a website owned and operated by The Nikkan Kogyo Shimbun. We report our newspaper articles and original contents on this website, making industrial news in an easy-to-understand manner and approaching news from different perspectives.

To realize that, we pick up 17 timely themes for different categories such as “Business & Economy” “Technology” “Car / Railway / Airline”, and so on. Furthermore, our news reporters and outer industry experts will comment on the articles to add their view worth reading.

Main readers of this website are business people in their 20s to 40s who are responsible for the next generation and also the college students working towards the same path.

Newswitch was created with a focus on design. It is completely mobile-friendly. Also, we also aim to build communities through workshops or other events related to “Robot” or “Rikejo (working women in the fields of science and technology)” ,etc.

Newspaper companies like us, which are old media, stand at a crossroad. “Newswitch” would change and pursue the value of industrial information journal. Our challenge has only just begun. We pledge to continue growing as a media, listening sincerely to the voices of the people.

Our aim is to become “The most useful business website which is technical, clear and enjoyable”

We hope you will be looking forward to “Newswitch” from now.



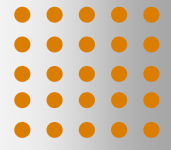
**Yutaka Ake**

The Daily Industrial News  
Newswitch Producer



**Ryuta Yoshimoto**

The Daily Industrial News  
Newswitch Editor-In-Chief



## Outline of Newswitch



### <6 Categories>

- "Topics"
- "Business & Economy"
- "Technology"
- "Car / Railway / Airline"
- "Education / Career"
- "Start up company"

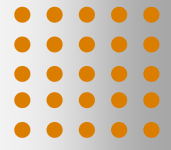


"Newswitch" has created for reporting our contents more vivid and friendly.

Our concept is to "make hard or complicated news become easy to understand".

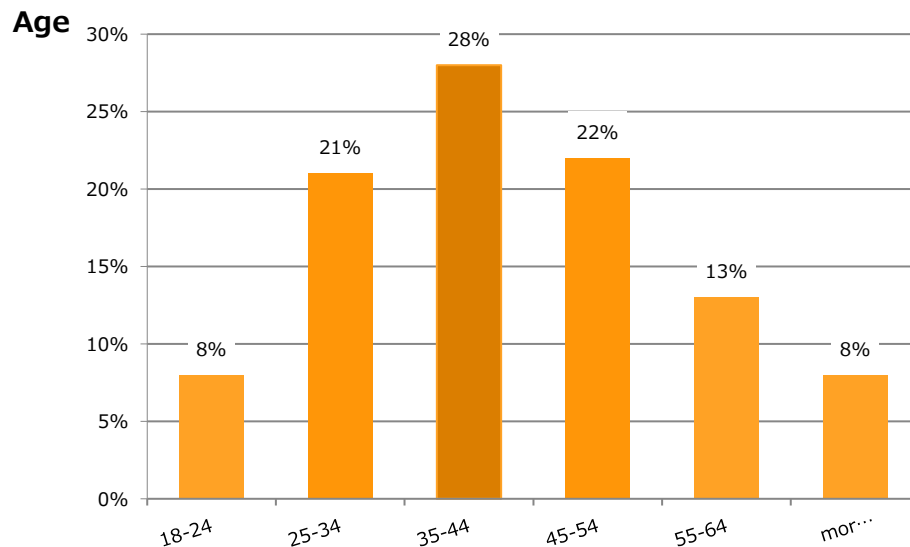
We deliver news from the trending topics in real time to the topics with less attention but interesting to know to wide range of readers.

Starting from a news media, we would like to expand it to a wide range of the community.

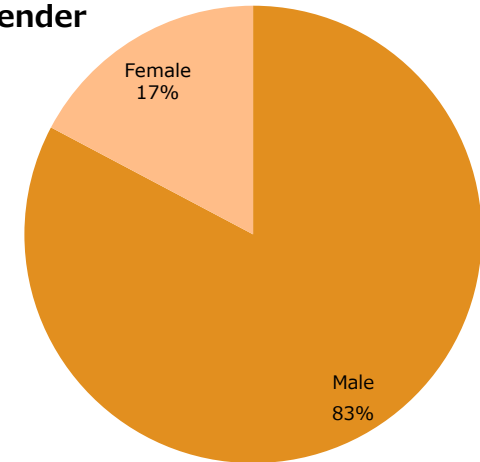


## Overview

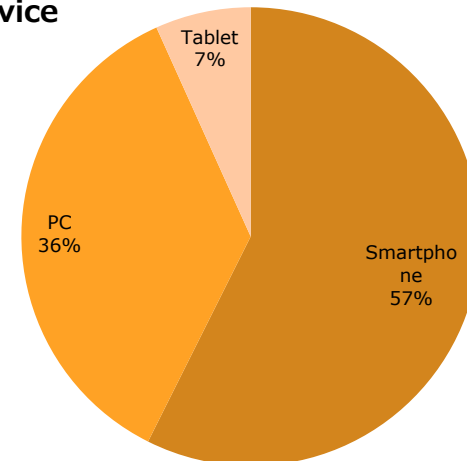
- ☑ Have a high percentage of junior/mid-level business person  
→ Aged from 25 to 44 account for 49%.
- ☑ Managers and managerial personnel members are also our stable users.  
→ Aged over 45 accounts for 43%
- ☑ Many users have interest in manufacturing ("Monodzukuri"), information about new technologies and products.
- ☑ Read by people who are interested in planning, survey/marketing, PR/advertising, corporate planning and start-up business.
- ☑ Lots of users are also conscious about venture companies.
- ☑ 57% of users access the site using smartphone.

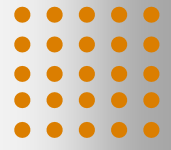


**Gender**

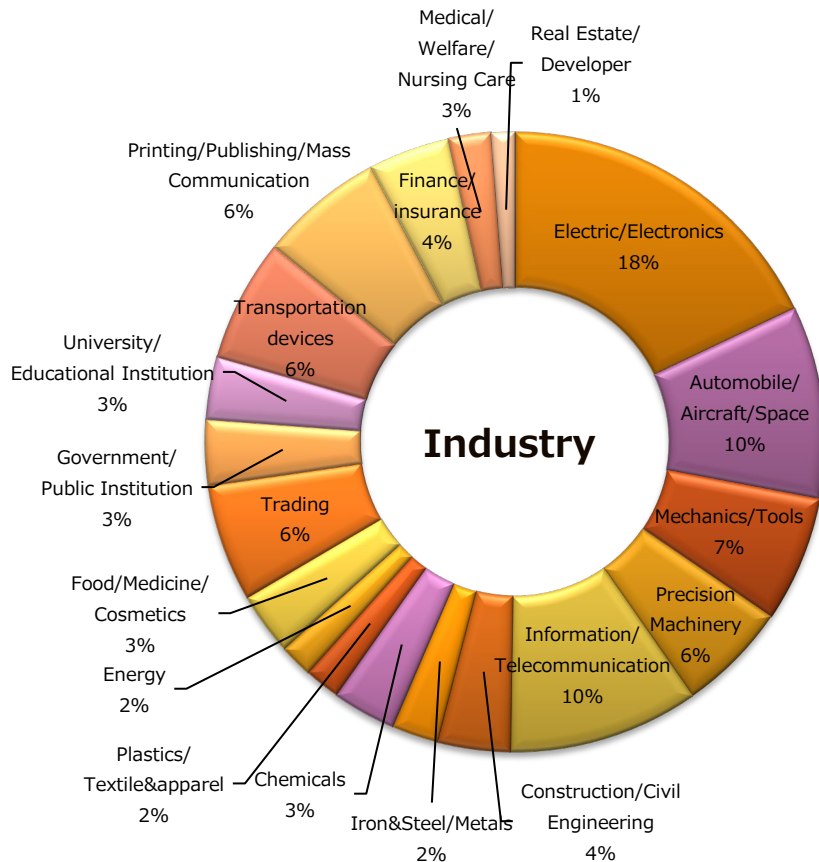


**Device**

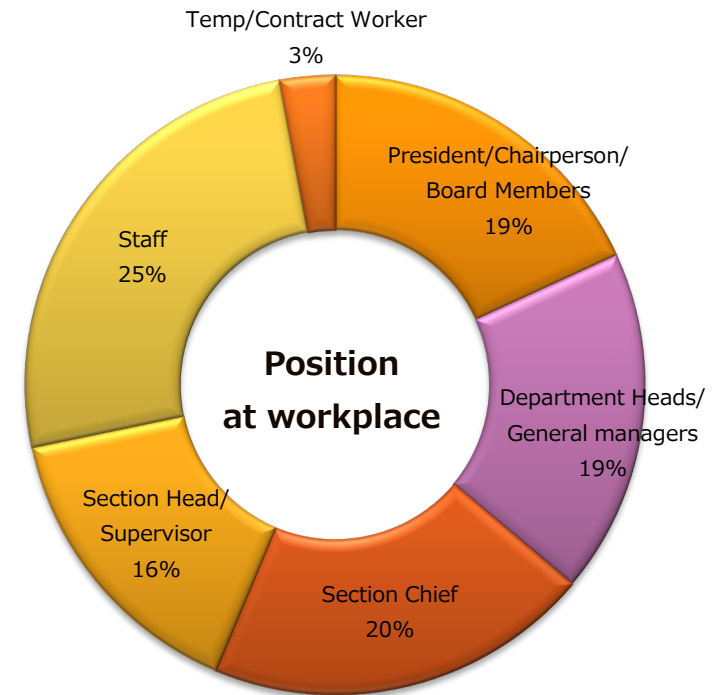




## Industry, Position at workplace



☑ Electronics/Machinery/Automobile accounts for high percentage(51%).

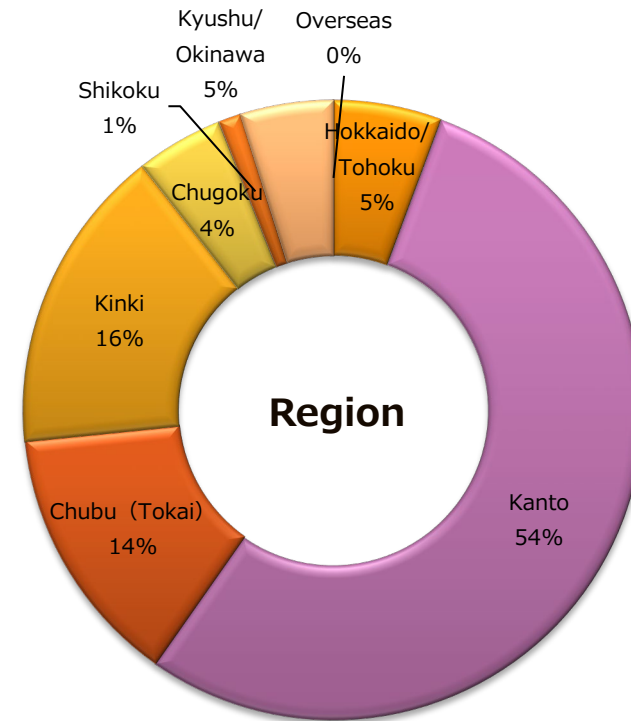
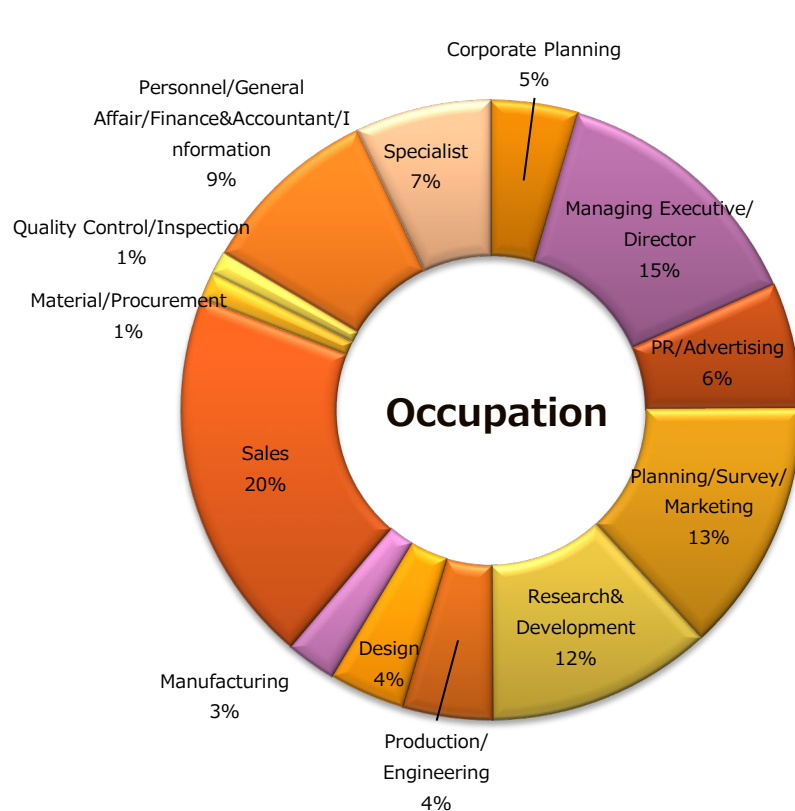


☑ Wide range of people read our contents without reference to their position.





# Occupation, Region



- ☑ The total of "Corporate Planning", "Managing Executive/Director", "PR/Advertising", "Planning/Survey/Marketing" accounts for about 40%.
- ☑ Following the above, technical personnel such as "Research & Development" "Production/Engineering" accounts for 24%, and next, "Sales" accounts for 20%.

- ☑ Kanto area(including Tokyo,Yokohama,Chiba,etc.) accounts for 50%. And also users in other areas,especially Chubu area(including Nagoya,Niigata,Hamamatu,etc.) and Kinki area (Osaka,Kyoto,Kobe,etc.) read our articles.



# Page View(PV) & Unique User(UU)

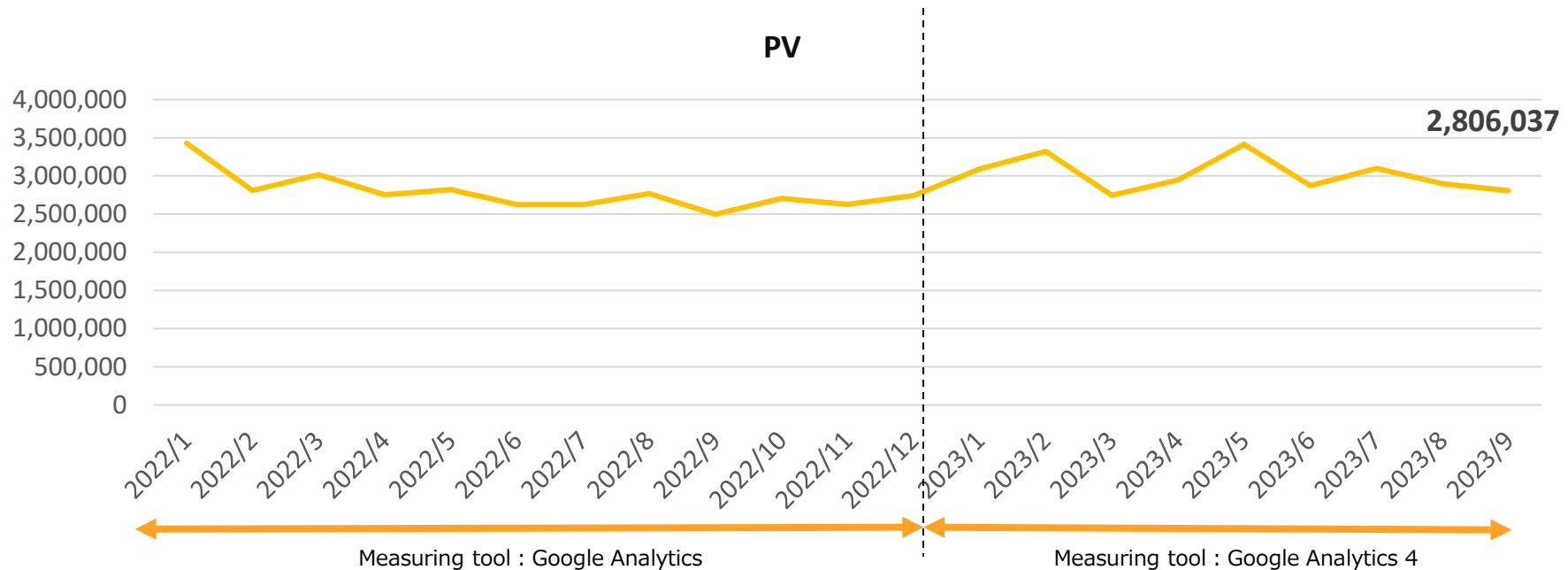
- ☑ Updated 10-15 articles/day
- ☑ total number of articles  
approx. 38,675 (As of Sep. 2023)
- ☑ Data on Newswitch (Sep. 1-30, 2023)

**PV 2,806,037**

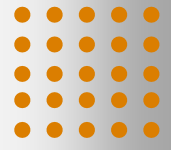
Unique User (UU) 2,124,731

PV of the average number of last four months\* 2,920,028

\* last four months ... Jul. 1,2023 - Sep. 30,2023







# Spreading through SNS & other online media

- ☑ Facebook Like 5,737 (as of Sep. 30)
- ☑ X (Twitter) Follower 7,427 ( as of Sep. 30)
- ☑ Newspicks Follower 20,860 ( as of Sep. 30)
- ☑ Adopted as a Line News official account media (post our articles on Tue./Thu./Sun.)  
Registration(Friends) 246,821 ( as of Sep. 30)
- ☑ Serve our articles out to other online media in Japan, such as Yahoo! News(Yahoo! Japan), goo news, dmenu news.
- ☑ Spreading on curation apps like SmartNews, etc.

## SNS

### facebook



## News Media





# Page View(PV) (SmartNews : include “Newswitch Channel”)

☑ Newswitch

**PV 2,806,037** ( Sep. 1-30, 2023)

☑ SmartNews “Newswitch Channel”

**PV 929,708** ( Sep. 1-30, 2023)

☑ Total PV

**PV 3,735,745** ( Sep. 1-30, 2023)

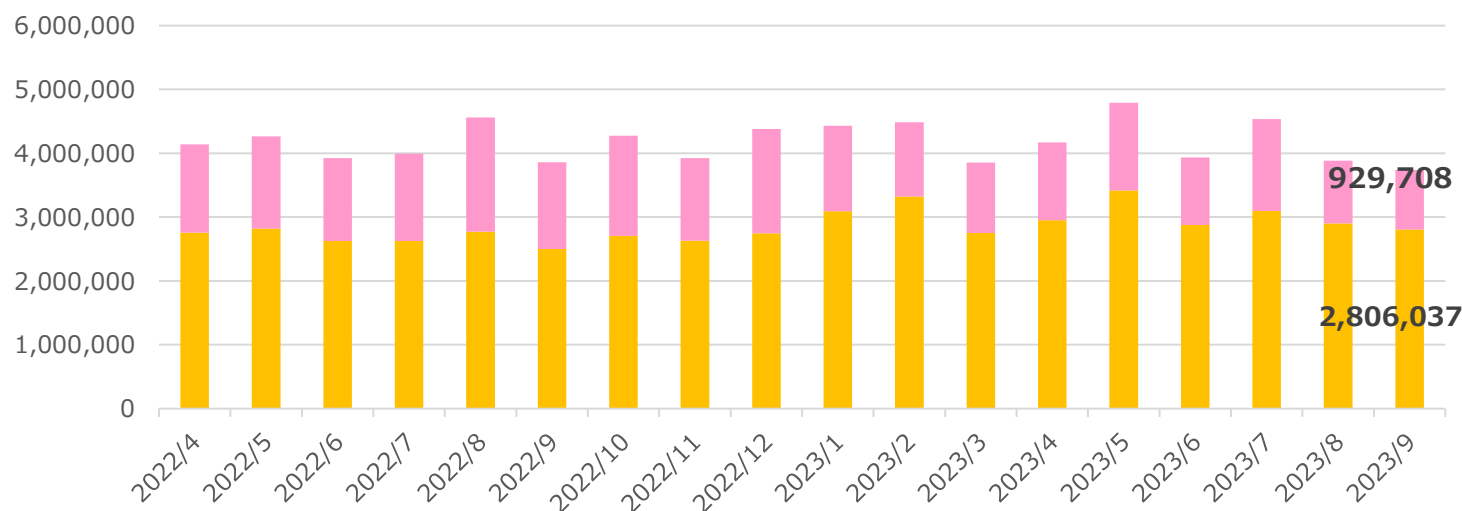
SmartNews

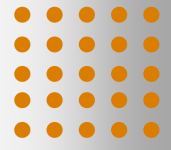


Total PV

Newswitch

Smartnews newswitch Channel





## Total number of PV

☑ Total PV \* 1 **8,054,441**

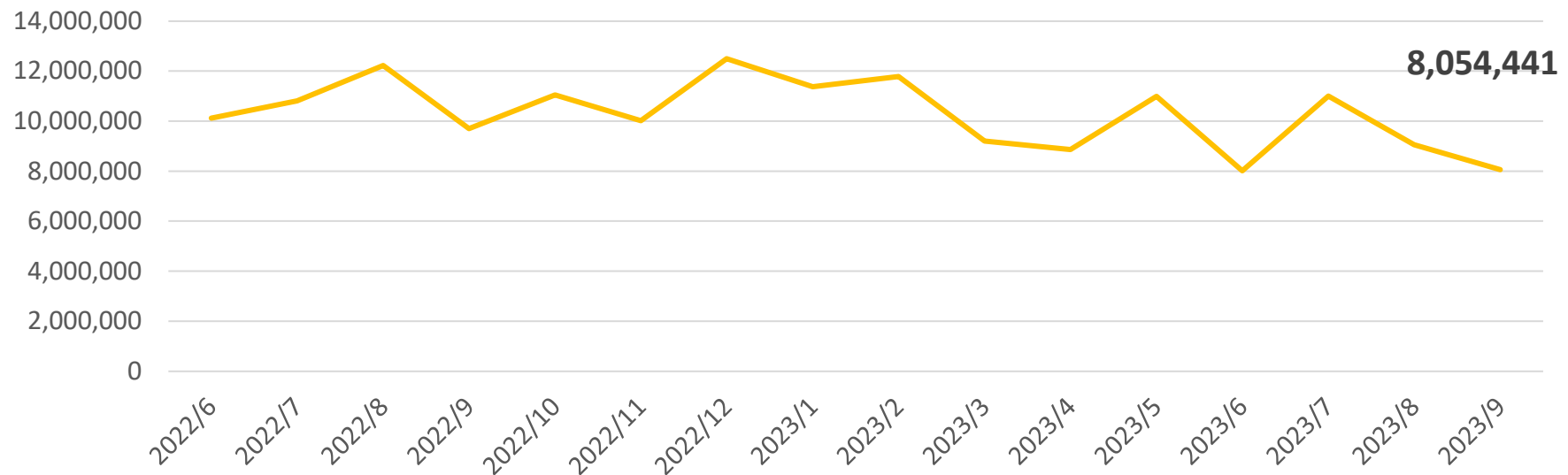
( Sep. 1-30, 2023 )

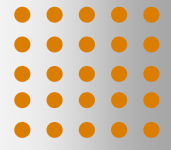
☑ PV of the average of last 4 months \* 2 **9,029,013**

\* 1 Total PV: In addition to PV on Newswitch , it includes views of outer website such as Yahoo! News (Yahoo! Japan), LINE News, SmartNews, dmenu-news, goo news.

\* 2 Last 4 months: Jun. 1,2023 – Sep.30,2023

### Total Number of PV





## Rectangle(Static)

《 PC 》

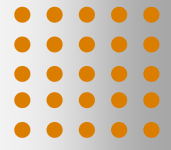


### ■ Sample Schedule

- ① Application
- ② Submission of the Ad  
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period,  
we will send the report.

Rate	Rectangle A	1week	JPY 250,000 (+tax)
		1month	JPY 800,000 (+tax)
Quantity			6
Exposure area			All Pages
Exposure type			rotation
Estimated imps			400,000imp/month
Estimated Click through Rate (CTR)			Rectangle A : 0.05%
Device			PC/SP
Pixel Size (Width x High)		PC	300 × 250
		Smartphone	300 × 250

➤ For smartphone site, please refer to the P.19.



# Video – Video Rectangle

《 PC 》



Rectangle A・B



✓ Video area Size=16:9 and up to 30MB

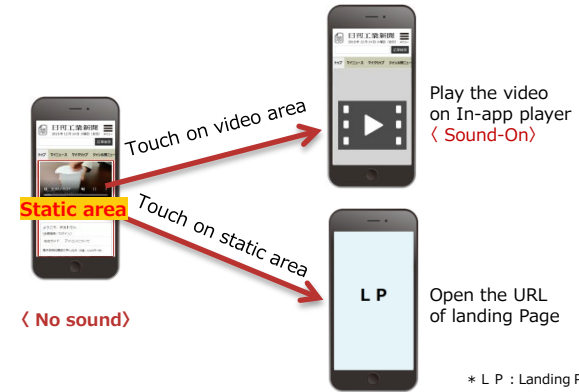
✓ Link to Static area.

Link to  
Static area.



《 Smartphone 》

Assign the different URL link to Static area.



< No sound >

\* L P : Landing Page

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.

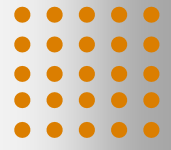
You can show titles or copies on the Static area.

Rate	Rectangle A	1week	JPY 350,000 (+tax)
		1month	JPY 900,000 (+tax)
Quantity			6
Exposure area			All Pages
Exposure type			rotation
Estimated imps			400,000imp/month
Estimated Click through Rate (CTR)			Rectangle A : 0.05%
Statistic's Pixel Size (Width x High)			300×80

- You can use video at the area of Rectangle A or Rectangle B.
- For smartphone, please refer to the upper right image.
- Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.
- For smartphone site, please refer to the P. 19.

## ■ Sample Schedule

- ① Application
- ② Submission of the Ad (deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.



## Video – YouTube Video Rectangle

《 PC 》



Link to  
Static area.

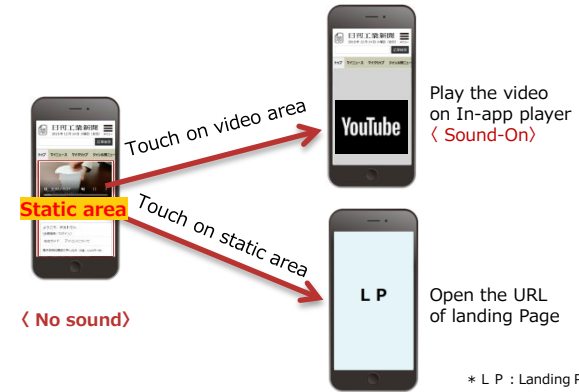
Rectangle A・B



- ✓ 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

《 Smartphone 》

Assign the different URL link to Static area.



\* L P : Landing Page

Video Rectangle banners are available both PC and smartphone.  
Please prepare just 1 video 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 350,000 (+tax)
		1month	JPY 900,000 (+tax)
Quantity			6
Exposure area			All Pages
Exposure type			rotation
Estimated imps			400,000imp/month
Estimated Click through Rate (CTR)			Rectangle A : 0.05%
Statistic's Pixel Size (Width x High)			300×80

- You can use video at the area of Rectangle A or Rectangle B.
- For smartphone, please refer to the upper right image.
- Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.
- For smartphone site, please refer to the P. 19.

### ■ Sample Schedule

- ① Application
- ② Submission of the Ad (deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.





# Big banner

《 P C 》…article page

Big banner 728x90 pixel

Rate	1week	200,000円 (+tax)
	1month	600,000円 (+tax)
Quantity		3
Exposure area		Basically All pages
Exposure type		rotation
Estimated imps		350,000imp/1month
Estimated Click through Rate (CTR)		0.05%
Device		PC/SP
Pixel Size (Width×Height)	P C	728× 90
	Smartphone	320× 100

Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.

- Display on article page, except Home.
- For smartphone site, please refer to the P. 19.

## ■ Sample Schedule

- ① Application
- ② Submission of the Ad  
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.

《 PC 》

Billboard 970x250 pixel



### ■ Sample Schedule

- ① Application
- ② Submission of the Ad  
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period,  
we will send the report.

- The static banner ad is displayed above the article area.
- The ad area has a strong impact on users.
- For smartphone site, please refer to the P. 19.

Rate	1week	JPY 700,000 (+tax)
Quantity	3 (including small billboard)	
Exposure area	Basically All pages	
Exposure type	rotation	
Estimated imps	250,000imp/1week (PC+SP)	
Estimated to the Click through Rate (CTR)	0.15%	
Device	PC/SP	
Pixel Size (Width×Height)	PC	970× 250
	Smartphone	320× 100

※Please submit your 2 kinds of data(PC and smartphone sized banners) at least 5 business days before prior to the starting date.

《 PC 》

Small Billboard 970x90 pixel



### ■ Sample Schedule

- ① Application
- ② Submission of the Ad  
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period,  
we will send the report.

- The static banner ad is displayed above the article area.
- The ad area has a strong impact on users.
- For smartphone site, please refer to the P. 19.

Rate	1week	JPY 600,000 (+tax)
Quantity		3 (including billboard)
Exposure area		Basically All pages
Exposure type		Fixed
Estimated imps		250,000imp/1week (PC+SP)
Estimated Click through Rate (CTR)		0.15%
Device		PC/SP
Pixel Size (Width×Height)	P C	970× 90
	Smartphone	320× 100

※Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.

《 PC 》



The advertorial will be archived from this corner.

## ■ Sample Schedule

- ① Meeting/Interview  
(about 1 month - 2 months prior to releasing)  
After having a meeting about the planned content of the article, we will prepare your company / product for the ad. Preparation period will give or take a few days depend on the contents.
- ② Submitting the text base article from us  
(about 1 month - 3 weeks prior to releasing)  
We send textual material & photos. Please make a final check and confirm it for us.
- ③ We create and send the staging page.  
(about 2 weeks prior to releasing)
- ④ Start displaying the advertorial.

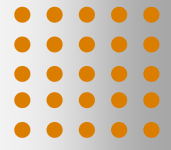
Advertorial Page



※1 Facebook ad

※1

Native advertising	Home (Fixed) / Category page
Number of characters & photos	Characters(Japanese): around 2,000 Photos:1 - 3
Duration	Basically 2weeks
Rate	JPY 1,000,000 (+tax)



## Advertorial Reproduced from a Newspaper Article

《 The Daily Industrial News (Newspaper) 》

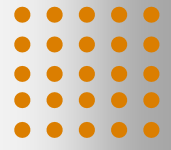


- **Reproduce another advertorials into online pages**  
 Reproduce a newspaper or a magazine article into our Online Edition page.  
 Reach a wide range of users on our website.  
 Youtube videos are available instead of photos.
- **Archive**  
 Contents will be archived for a year.
  - The article must have credit on the headline.  
 ex) 【○○○○○/PR】
  - We allow secondary use of the article (include texts and photos).

### ■ Sample Schedule

- ① Check the staging page (about 2weeks prior to releasing)
- ② Release the page

Native advertising	Home (Fixed)
Number of characters & photos	The page structure is follow the paper media (newspaper/magazine) basically.
Duration	Basically 2weeks
Rate	JPY 800,000 (+tax)



## The position of ads for smartphone site

### The position of ads for smartphone site

①Rectangle A

②Big banner

③Billboard (Small Billboard)

②+④' Ad space links to Advertorial  
(One of three)

### 《Home page》



### 《Article page》







## Companies which have placed advertorials on Newswitch



ANA HOLDINGS



SME Support, JAPAN



Fuji Electric



Japan Robot Association



Japan LP Gas Association



Japan Science and Technology Agency



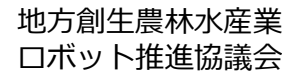
Hitachi Systems



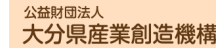
ROHM



Agilent Technologies



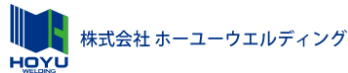
Robot Promotion Association for regional revitalization on Agriculture, Forestry and Fisheries



Oita Prefecture Industrial Creation Organization



Ferrotec



HOYU WELDING



Watanabe Linen



HITACHI



Tokyo University of Agriculture and Technology



HILLTOP



Nagaoka University of Technology



OMRON



Yamaha Moter

(random order)



## ■ About Ads and others

Digital Media Bureau  
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

Please use the inquiry below.

<https://newswitch.jp/index/inquiry>