# **Advertising Plans of THE NIKKAN KOGYO SHIMBUN**







# JIMTOF2022

The 31st JAPAN INTERNATIONAL MACHINE TOOL FAIR



# MENU

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# Publish Highlights Report "For JIMTOF2022" One Month before the Opening

Exhibitor advertisements will appear in the October 7, Fri. issue of THE NIKKAN KOGYO SHIMBUN, one month before the opening of JIMTOF2022, along with an announcement of JIMTOF2022.

In addition, we will disseminate information about JIMTOF2022 and the companies participating in this special issue.

#### **Media Overview**

Title	For JIMTOF2022
Planned Publication Date	October 7 (Fri.), 2022
Form of Paper	THE NIKKAN KOGYO SHIMBUN, National Edition, 4 pages
Planned Main Contents	JIMTOF2022 Overview, Highlights Report, Machine Tool Market Outlook, and Manufacturers' Trend Report

# **Advertising Space, Rate**

Space	<b>Size</b> (height ×width)	Rate (Excluding Tax)
All 15 columns	(509mm × 378mm)	¥ 3,234,000
All 7 columns	(235mm × 378mm)	¥ 2,031,750
All 5 columns	(167mm × 378mm)	¥ 1,451,250
5 2/1 columns	(167mm × 188mm)	¥ 720,620
3 2/1 columns	(98mm × 188mm)	¥ 435,370
2 2/1 columns	(64mm × 188mm)	¥ 290,250
Per 1 column		¥ 290,250



▲ Publication Image (Published Paper of Sep. 28th, 2018)

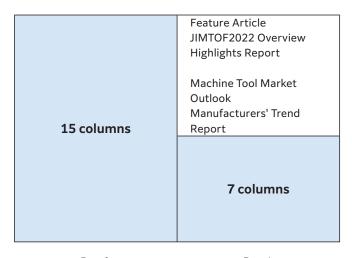
Less than 7 colors: ¥600,000, Less than 15 colors: ¥800,000

#### 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.

2 1/2 columns	E 1/2	E 1/2	2 1/2 columns
3 1/2 columns	5 1/2 5 1/2 columns		3 1/2 columns
Introd Art	uctory icle		e Article ory Article
5 coli	umns	5 colı	umns



Page 4 Page 3 Page 2 Page 1

**Publication Schedule** 

Advertisement Application Deadline Deadline

Sep. 16 Fri. Sep. 22 Thu. Advertisement Script Deadline

Sep. 30 Fri. Publish

Oct. 7 Fri.

<sup>\*</sup>Additional fee below will apply for full color advertisement.

<sup>\*</sup>Consumption tax will be charged separately.

<sup>\*</sup>Please consult with our sales staff regarding advertisement size, etc.

Highlights of the exhibition will be introduced in a separate edition issued the day before the exhibition. Free copies will be distributed on site during the fair.

#### **Media Overview**

JIMTOF2022

Feature Title The 31st JAPAN INTERNATIONAL MACHINE TOOL FAIR

Opening on November 8

Planned

Publication November 7, (Mon.) 2022 (Plan)

Date

Form of THE NIKKAN KOGYO SHIMBUN, Second Edition Paper (Separate Print), National Edition, 40 pages







■ A Publication Image (Published Paper of Oct. 31, 2018)

# Advertising Space, Rate

Space	<b>Size</b> (height × width)	Rate (Excluding Tax)	Full Color Rate (Excluding Tax)
Centerless	(509mm × 785mm)	¥ 6,818,000	+ ¥ 1,000,000
All 15 columns	(509mm × 378mm)	¥ 3,234,000	+¥800,000
All 7 columns	(235mm × 378mm)	¥ 2,031,750	
All 5 columns	(167mm × 378mm)	¥ 1,451,250	
7 1/2 columns	(235mm × 188mm)	¥ 1,015,870	
5 2/1 columns	(167mm × 188mm)	¥ 725,620	+¥ 600,000
3 2/1 columns	(98mm × 188mm)	¥ 435,370	
2 2/1 columns	(64mm × 188mm)	¥ 290,250	
3 1/4 columns	(98mm × 93mm)	¥ 217,680	
<b>Below Masthead</b>	(30mm × 70mm)	¥ 226,610	+¥300,000

Publication Schedule

Advertisement
Application
Deadline
Oct. 7 Fri.

Advertisement
Script
Deadline
Oct. 24 Mon.

Publish
Second Edition
(Separate Print)
Nov. 7 Mon.

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# Paper Layout (Plan)

page 5	page 4	page 3	page 2	page 1	
Messages fr	om Sponsors	Message from the Minister of Economy, Trade and Industry(Plan), Highlights Report	Interview with the Organizer Chairman of JMTBA President of Tokyo Big Sight	JIMTOF 2022 Opens Tomorrow	—Below Masthead
	7 columns		7 columns	7 columns	
page 11	page 10	page 9	page 8	page 7	page 6
Intelligent Machine Tools	15 columns		or JIMTOF from s and Users	Expectations for Academics	or JIMTOF from and Users
7 columns 1/2			7 columns		7 columns
page 17	page 16	page 15	page 14	page 13	page 12
	5 columns   2 columns 1/2     3 columns 1/2		5 columns 1/2		5 columns 1/2
Electrical Discharge Machining Technology	Specialized and General Purpose Machines	Linkage between	AM and Machining	Utilization of	Digital Twin
	5 columns		5 columns		5 columns
page 23	page 22	page 21	page 20	page 19	page 18
2 columns 1/2 3 columns 1/2	5 columns 1/2	2 columns 1/2 3 columns 1/2	5 columns 1/2	2 columns 1/2 3 columns 1/2 5 columns 1/2	
Machinir	ng Center	Machinii	ng Center	Laser Processing Technology	15 columns
	5 columns		5 columns	5 columns	
page 29	page 28	page 27	page 26	page 25	page 24
2 columns 1/2	5 columns	2 columns 1/2	5 columns	2 columns 1/2	5 columns
3 columns 1/2	1/2	3 columns 1/2	1/2	3 columns 1/2	1/2
Cutting a	and Tools	Cutting	and Tools	Machinir	ng Center
	5 columns		5 columns		5 columns
page 35	page 34	page 33	page 32	page 31	page 30
2 columns 1/2	2 columns 1/2	2 columns 1/2	2 columns 1/2		2 columns 1/2
3 columns 1/2	3 columns 1/2	3 columns 1/2	3 columns 1/2		3 columns 1/2
Cutting an	d Polishing	Cutting an	d Polishing	Cutting a	and Tools
	5 columns 1/2	5 columns 1/2	5 columns	5 columns 1/2	5 columns
	page 40	page 39	page 38	page 37	page 36
		2 columns 1/2 3 columns 1/2	5 columns 1/2	2 columns 1/2 3 columns 1/2	5 columns 1/2
	15 columns	Precise Position	ning Technology	Measurement	Turning
			5 columns		5 columns

 $<sup>\</sup>mbox{\ensuremath{^{\star}}}$  Please note that the content, layout, etc. of the articles may be changed for certain reasons.

### Delivering the excitement of JIMTOF Online!

The site will provide easy-to-understand information on machine tool-related news, industry trends, and technological advancements.

This will be updated daily with new content (articles and videos) to promote the event and the industry.

We are also considering an "After Event (online) Project" after the event is over.



▲Website of former event "JIMTOF2018 Special Feature" https://www.nikkan.co.jp/brand/jimtof/2018/

#### **Overview**

Title JIMTOF 2022 Special Feature

Opening Oct. 20th - Nov. 20th, 2022
Period Ref.: JIMTOF2018 Special Website

(Opening Period: Oct. 1st - Nov. 6th, 2018)
Total PV (Number of pages viewed) 123,728 PV
Total UU (Number of people who viewed the page)

99,480 UU

**Point** 

Machine tool related news updated daily

Introduces feature articles in newspapers & magazines about machine tools and other topics that are published during the website's opening period in text and video form.

#### **Promotions to increase views**



Information will be posted on the JIMTOF2022 special website.



Use our all available media to attract the attention of our readers.



Use social networking and other advertising media to attract visitors to the special website.



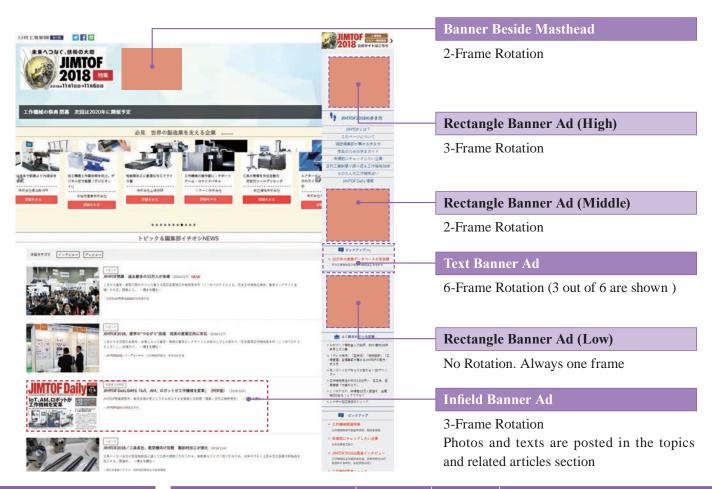
#### **Submit a Report**

After the website posting period, we will report on the following;

- Total number of views of overall special website (PV), Total number of unique users (UU)
- Number of clicks on each advertisement, Number of unique users (UU)
- \*For article type ads, a heat map analysis and a list of the main companies that visited the page (if IP addresses are publicly available) will also be presented.



### Appeal at the top of the special website!



# Advertising Menu, Rate

Menu	Rate (Excluding Tax)	Posted Frame (Maximum)	Specification
Banner Beside Masthead	¥ 500,000	2 frames	1 jpg, png, or gif file 580(width) x 370(height) Pixel Less than 150kb You can set up links freely.
Rectangle Banner Ad (High)	¥ 300,000	3 frames	1 jpg, png, or gif file
Rectangle Banner Ad (Middle)	¥ 200,000	2 frames	300(width) x 250(height) Pixel Less than 150kb
Rectangle Banner Ad (Low)	¥ 150,000	1 frame	You can set up links freely.
Text Banner Ad	¥ 100,000	6 frames	Within 25 two-byte characters (Booth number and company name do not count as characters) You can set up links freely.
Infield Banner Ad	¥ 300,000	3 frames	1 jpg, png, or gif file 600(width) x 400(height) Pixel *Recommended Size Heading is less than 20 double-byte characters. Summary is less than 70 characters. You can set up links freely.

**Publication Schedule** 

Advertisement Advertisement Start of Publication Publication
Deadline Oct. 6 Thu.

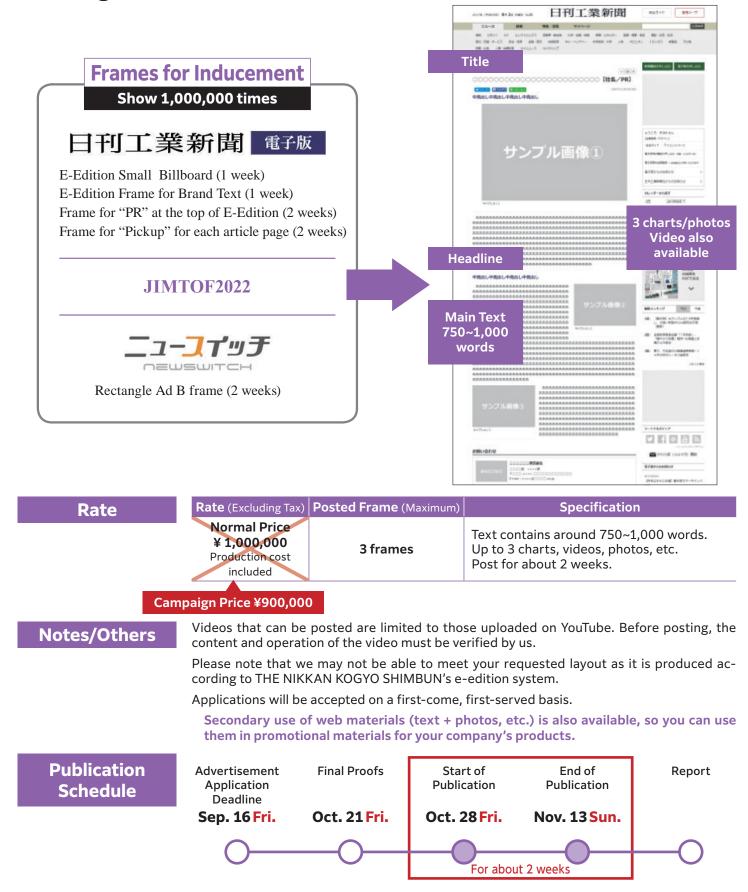
Oct. 13 Thu.

Oct. 20 Thu.

Nov. 20 Sun.

We will post ad pages with articles written by THE NIKKAN KOGYO SHIMBUN reporters in a news-oriented format.

We aim to attract page visitors by using various inducement measures including "NEWSWITCH".

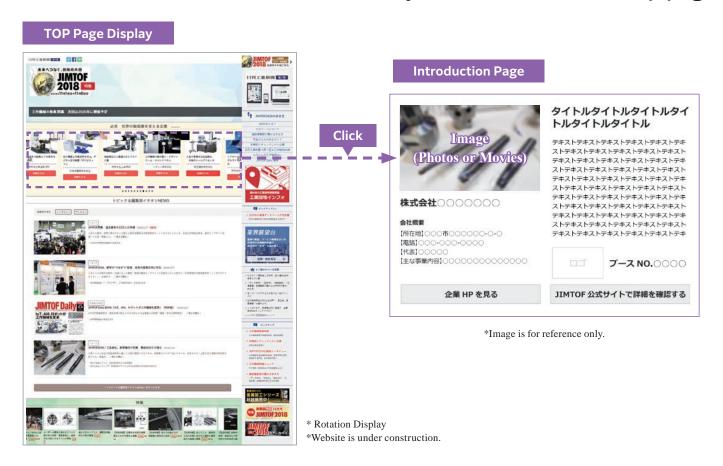


#### **Menu** Product Introduction Advertisements

A brief introduction of the highlights of the exhibitors and the features of their products.

Highlighted products and services and exhibition booth numbers will also be displayed in a concise manner.

The information will be rotated randomly on the center of the top page.



Rate	<b>Rate</b> (Excluding Tax)	Posted Frame (Maximum)		Specification (plan)	
	¥ 300,000	No Limit	«TOP Page Display»  Image Company Name Headline within 20 d Company Introductio Booth Number/Logo Company Overview Company Comments Product Introduction documents, etc. can URL Link etc.	n Page» s/ Features n (3 products, Video, p	
	*Please fill in the	prescribed forma	t by yourself.		
Publication Schedule	Advertisement Application Deadline	Final Proofs	Start of Publication	End of Publication	Report
	Oct. 6Thu.	Oct. 13Thu.	Oct. 20Thu.	Nov. 20 Fri.	
	0	<del></del>	-	<del>-</del>	<del></del>

#### A collaborative project with the Internet exhibition.tv.

## Package menu of "Filming + Editing + Next Day Distribution"

On either the first or second day of the event, we will film the exhibit at your booth.

The video will be about 1 minute in length and uploaded to the website (Youtube) the following day at the earliest.

Exhibitors can post their work during the exhibition and archive period, as well as on your booth's monitors.

After the exhibition is over, the video can be used as an exhibition report video on your company's Web page.

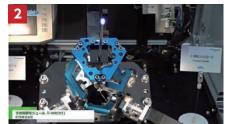
Please make the most of your participation in JIMTOF2022 as an opportunity to create your own digital content.

#### **Image**

The maximum shooting time is about 30 minutes. In order to prioritize speed until web upload, the following three shots will be taken.



1 Your company representative will talk about the highlights (products and services) with a full view of the booth in the background. The voiceover in this cut also serves as the narration for the entire video.



2The "object shot." The name of the product or service is displayed in a ticker in the lower left corner.



The video ends with an object shot of the product or service photographed in 2 from different angle.



Please check out our YouTube video.

(This is an example of filming at the 2022 International Robot Exhibition. The video length of this event is about 1 minute.)

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Item	Specification
Rate (Excluding Tax)	¥ 400,000 Whole set of Photography & Publication
Posted Frame (Maximum)	First 20 companies
Specification	<ul> <li>Uploaded to the official YouTube of "Internet Exhibition.tv"* by the following the day of filming.</li> <li>Post on the THE NIKKAN KOGYO SHIMBUN's e-edition of JIMTOF2022 special site and on Internet-Exhibition.tv.</li> <li>Data delivery to your company.</li> </ul>
Others	<ul> <li>We plan to deliver the day after the date of the shooting. Please cooperate for smooth proofreading. (Proofreading is basically done only once.)</li> <li>Please give priority to the speed of publication, and explain about the filmed item (one item) in about one minute.</li> <li>This project is an introduction video for one product or one service. If you wish to include multiple products or services, please contact us for a separate quote.</li> </ul>

# Publication Schedule

Application Shooting Start of End of Deadline **Publication** Shooting Nov. 8 Tue.~ Nov. 8 Tue.~ Oct. 7 Fri. Nov. 20 Sun. Nov. 9 Wed. Nov. 10 Thu. The earlier you submit your work, the longer it will be posted. Shoot at your booth Confirm products or services to be We will provide you with information about the

shot information about the schedule for checking the video after editing.



OInternet Exhibition https://www.tenji.tv/

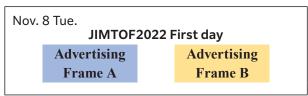
<sup>\*</sup>This service is provided by THE NIKKAN KOGYO SHIMBUN under contract to Vidya Inc. Vidya has the intellectual property and ownership rights to the videos produced. The videos will continue to be posted on this website after the event.

<sup>\*</sup>Please note that there is no report submission for this service.

### **Menu 5 Targeted E-mail distribution**

Distribute e-mails to approximately 150,000 targets, focusing on customer information on machine tools and other products held by NIKKAN KOGYO SHIMBUN.

#### Schedule of e-mail distribution and image



Nov. 9 Wed.	022 Second day
Advertising	Advertising
Frame C	Frame D

Nov.	10 Thu. JIMTOF2	2022 T	hird dav	
	Advertising		Advertising	
	Frame D		Frame A	

Nov. 11 Fri.	20 Farmalla desa			
JIMTOF2022 Fourth day				
Advertising	Advertising			
Frame B	Frame C			

#### **Targeted Category**

Industry	Detailed Industry	Approximation
Electrical · IT	Electrical · Electronics	¥ 29,000
Electrical	$Information \cdot Communication \\$	¥ 13,000
Machinary	Machinery · Tools	¥ 22,500
Machinery	Precision Machinery	¥ 14,400
Metals ·	Steel · Metals	¥ 9,500
Energy	Energy	¥ 3,300
Automotive · Aviation · Space	Automotive · Parts	¥ 17,400
	Transportation Equipment	¥ 3,000
	Aviation · Space	¥ 400
	Plastic	¥ 3,300
Chemical · Textiles	Textiles · Clothing	¥ 1,300
	Chemicals	¥ 7,300
Distribution ·	Food · Medical · Cosmetics	¥ 9,100
Services	Trading Company	¥ 19,600

<sup>\*</sup>Figures may increase or decrease depending on the registration status of NIKKAN KOGYO SHIMBUN Kawara edition. Please contact us for the most recent figures.

# Image of the text of the distributed e-mail



Sent to about 150,000 targets

The total number of application frames is 4 companies.

Two ads will be distributed per day. Ad frames can be selected from A to D on a first-come, first-served basis.

Rate	Rate (Excluding Tax)	Application Frame (Maximum)	Specification
	¥ 250,000	4 Companies (Frame Fixed)	"350(width) x 250(height) Pixel Within 30 two-byte characters (Company name do not count as characters) You can set up links freely."
		·	

Publication Schedule

Advertisement
Application
Deadline
Oct. 6 Thu.

Advertisement Script Deadline Oct. 24 Mon.

E-mail
Distribution
Nov. 8 Tue.~
Nov. 11 Fri.

Report



# The Nikkan Kogyo Shimbun

Head Office	14-1 Koamicho, Nihonbashi, Chuo-ku, Tokyo 103-8548	03-5644-7303	General Planning Department
East Japan Branch Office	14-1 Koamicho, Nihonbashi, Chuo-ku, Tokyo 103-8548	03-5644-7266	Planning & Sales Department
West Japan Branch Office	2-16, Kitahama-Higashi, Chuo-ku, Osaka-shi, Osaka 540-0031	06-6946-3352	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