

**MEDIA OUTLINE**

**circulation**

10,000

**first published**

June 2004

**frequency**

Quarterly

**size**

Modified A4  
(208 x 280 mm)

**printing**

Four-color offset lithography

**sales method**

Exclusively by annual subscription (direct mail delivery)

*Nikkei Automotive Technology* is

Japan's first comprehensive magazine that devotes editorial content not only to automotive technology but also to related theoretical knowledge, environmental protection, precision and appliances. Its target readers are engineers engaged in research, development and manufacturing of automobiles, automotive parts/materials and facilities. Key advertising clients include manufacturers of electronic and other automobile parts, makers of industrial precision robots for factory use, and developers of measuring components/software.



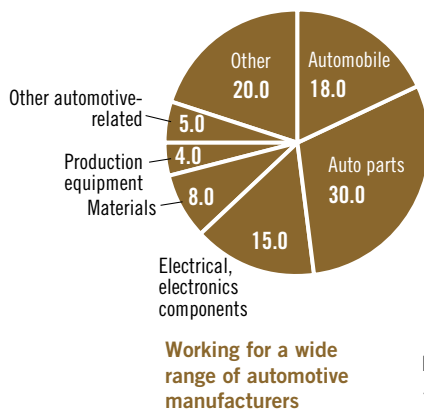
NIKKEI AUTOMOTIVE TECHNOLOGY  
<http://techn.nikkeibp.co.jp/AT/>



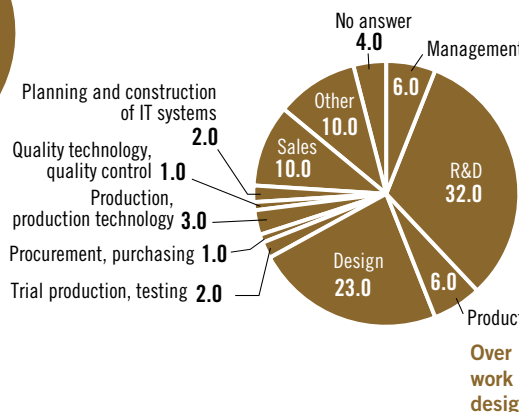
**SUBSCRIBER PROFILE**

*frontline engineers in the development and design of automobiles*

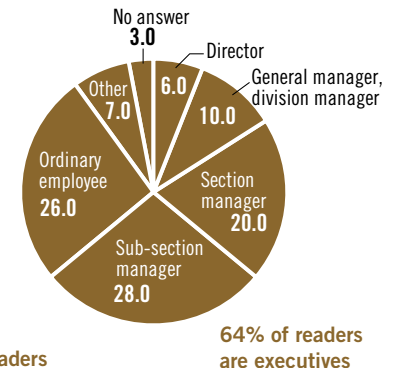
**industry sector (%)**



**type of work (%)**



**position (%)**



From the reader profile survey (questionnaire mailing survey conducted in July 2004 by Nikkei BP Consulting)

## 2007 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X
Four-color 1 page	350
B&W 1 page	270
Four-color 1/2 page	250
B&W 1/2 page	180

Please read the terms and conditions in our media data booklet.

## Space Units

	Millimeters (W x H)	Millimeters (W x H)
Full page	208 x 280*	Horizontal 1/2 page 180 x 125

\*Ad material should be made in 214 x 286 mm size to avoid white lines at edges. Important elements, such as text, logotypes, symbol marks, and illustrations, that must not be trimmed should be within 10 mm of all register marks.

## Schedule

Issue	Delivery date	Order deadline	Material deadline for digital format
2007 Winter	Dec. 21	Nov. 22	Dec. 7
Spring	Mar. 29	Feb. 28	Mar. 15
Summer	Jun. 28	May 31	Jun. 15
Autumn	Sep. 27	Aug. 28	Sep. 12
2008 Winter	Dec. 20	Nov. 21	Dec. 7

## Specifications

### Material Requirements

- Software application: Quark XPress, Illustrator, Photoshop (Macintosh Japanese version only)
- Delivery: Via FTP or in CD-ROM, CD-R, MO
- Must be sent with a color proof and completed checksheet, which can be downloaded from <http://www.nikkeibp.com/adinfo/specs/>
- All Japanese fonts except for those specified in the checksheet must be outlined.

### Translation

If you wish to translate your ad material into Japanese, please consult your nearest sales representative or any Nikkei BP office for our translation service.

### Proofs

Advertising proofs are not provided for approval.

### Nikkei Business Publications, Inc. Tokyo

Yuko Tanaka  
International Advertising Sales  
1-17-3, Shirokane, Minato-ku  
Tokyo 108-8646, Japan  
Tel: 81-3-6811-8311  
Fax: 81-3-5421-9804  
E-mail: yktanaka@nikkeibp.co.jp

### Nikkei Business Publications America, Inc. New York

Naoya Nakamura, Executive Vice President  
Rodric Leerling, Media Director  
655 Third Avenue, Suite 2905  
New York, NY 10017, USA  
Tel: 1-212-867-3414  
Fax: 1-212-867-3278  
E-mail: info@nikkeibp-america.com

### Silicon Valley

Hiroyuki Itani  
Vice President, Sales  
5201 Great America Parkway  
Suite 222, Santa Clara  
CA 95054, USA  
Tel: 1-408-327-1113  
Fax: 1-408-327-1139  
E-mail: itani@nikkeibp-america.com

### Nikkei Business Publications Asia Ltd Hong Kong (Head Office)

Koji Onishi, Sales Director  
Handy Chau, Business Director  
Andre Wong, Sales Manager  
23rd Floor, 111 Leighton Road  
Causeway Bay, Hong Kong  
Tel: 852-2575-8301  
Fax: 852-2574-8175  
E-mail: koonishi@nikkeibp.com.hk  
E-mail: handy@nikkeibp.com.hk  
E-mail: andre@nikkeibp.com.hk

### Singapore

Philip S.S. Lim, Regional Sales Manager  
10 Anson Road  
#33-12 International Plaza  
Singapore 079903  
Tel: 65-6226-3433  
Fax: 65-6226-3455  
E-mail: philim@pacific.net.sg

### Taipei

Jiro Ikai, Sales Manager  
6F-7, No.150 Roosevelt Rd. Section 2  
Taipei 100, Taiwan  
Tel: 886-2-2369-0196  
Fax: 886-2-2369-0197  
E-mail: ikai@nikkeibp.com.hk

### Nikkei Business Publications Europe Ltd. London

Matt Findel-Hawkins, Sales Director  
Matthew Edgar, Sales Manager  
Alison Wood, Sales Manager  
Temple Bar House, 23-28 Fleet Street  
London, EC4Y 1AA, U.K.  
Tel: 44-20-7936-2855  
Fax: 44-20-7583-6637  
E-mail: info@nikkeibp.co.uk