

Problem-solving information for manufacturing
Nikkei Monozukuri

MEDIA OUTLINE

circulation
36,357
(Japan ABC,
Jan.–Dec. 2005)

first published
April 2004

frequency
Monthly

size
Modified A4
(208 x 280 mm)

printing
Four-color offset
lithography

sales method
Exclusively
by annual
subscription (direct
mail delivery)

Nikkei Monozukuri is a monthly magazine providing frontline engineers and project development leaders in the manufacturing industry with the practical information indispensable for problem solving and technology innovation. To its key readers engaged in the manufacture of automobiles, industrial machinery and precision/office machinery, *Nikkei Monozukuri* offers helpful hints on how to spur innovation, streamline operational processes, strengthen the competitiveness of engineers, and enhance alliances with manufacturing partners in China and other parts of Asia.

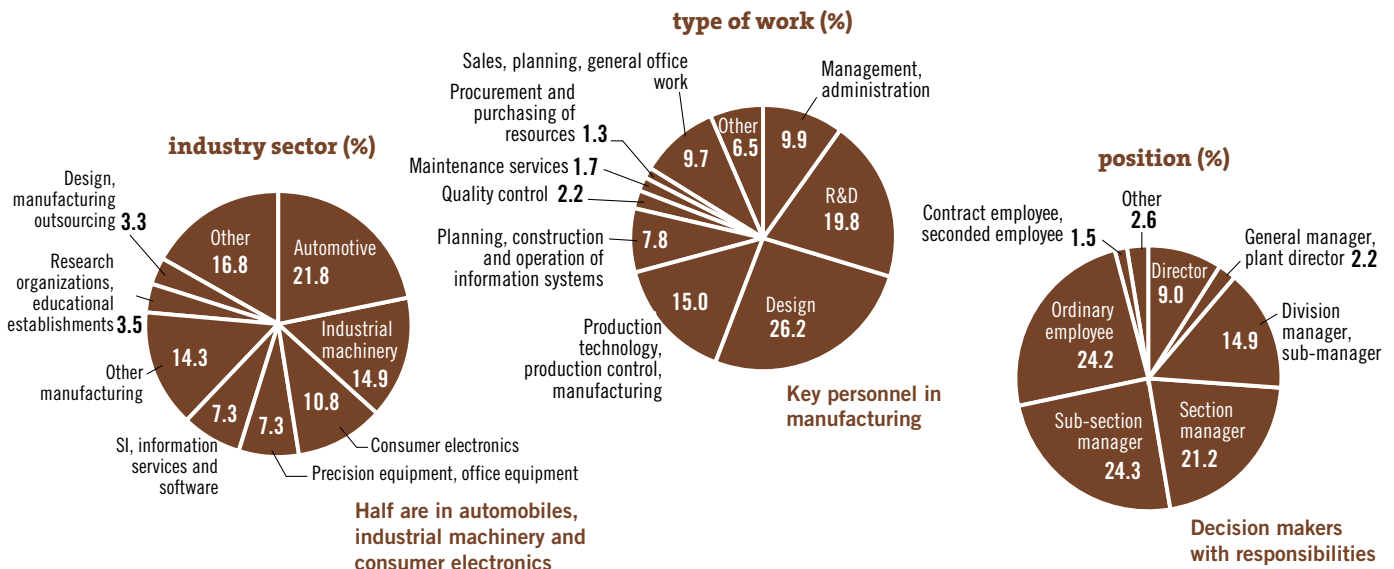


NIKKEI MONOZUKURI
<http://techon.nikkeibp.co.jp/Monozukuri/>



SUBSCRIBER PROFILE

70% of readers are key to the revolution in manufacturing



From the reader profile survey (web-based survey conducted in October 2003 by Nikkei BP Consulting)

2007 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X	3X	6X	12X	18X	24X	36X
Four-color 1 page	694	659	642	625	607	590	576
Two-color 1 page	576	547	533	518	504	490	478
B&W 1 page	478	454	442	430	418	406	397
Four-color 1/2 page	350	341	333	324	315	306	298
Four-color 1/3 page	240	234	228	222	216	210	204
B&W 2/3 page	318	302	294	286	278	270	264
B&W 1/2 page	250	244	238	231	225	219	213
B&W 1/3 page	188	179	174	169	165	160	156
B&W 1/4 page	148	141	137	133	130	126	123

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*	Vertical 1/3 page	55 x 255
Double-page spread	416 x 280*	Horizontal 1/3 page	115 x 125
2/3 page	115 x 255	1/2 page	180 x 125
		1/4 page	85 x 125

*Ad material should be made in 214 x 286 mm or 422 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	Issue	Delivery date	Order deadline	Material deadline for digital format
Jan. 2007	Dec. 26	Nov. 27	Dec. 11	Aug.	Jul. 28	Jun. 29	Jul. 17
Feb.	Jan. 30	Dec. 22	Jan. 17	Sep.	Aug. 30	Jul. 30	Aug. 17
Mar.	Feb. 27	Jan. 29	Feb. 14	Oct.	Sep. 27	Aug. 27	Sep. 11
Apr.	Mar. 29	Feb. 27	Mar. 14	Nov.	Oct. 30	Oct. 1	Oct. 17
May	Apr. 26	Mar. 29	Apr. 13	Dec.	Nov. 29	Oct. 31	Nov. 15
Jun.	May 30	Apr. 26	May 17	Jan. 2008	Dec. 27	Nov. 27	Dec. 12
Jul.	Jun. 28	May 30	Jun. 14				

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.

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