

# Nikkei Biotechnology & Business



Nikkei Biotechnology & Business is a magazine for people engaged in all aspects of biotechnology, from research & development to business application. It provides readers with a wide variety of essential information, including the latest technology trend analysis, strategies of biotech-related companies, information on services and products that are needed to promote biotechnology businesses and projects, and industry news from outside Japan. The goal of Nikkei Biotechnology & Business is to offer the know-how of using biotechnology to develop new technologies, plan new products and services, and renovate the current industrial process. The magazine also includes information to help biotechnology professionals to build their career paths.

Major advertising clients of Nikkei Biotechnology & Business include makers of research equipment, providers of biotech-related services, and companies involved in bio-informatics.

## Media Outline

- **Circulation** : 12,002 (Japan ABC 2003)
- **First published** : May 2001
- **Publication frequency** : Monthly
- **ISize** : Modified A4 (208mm×280mm)
- **Printing** : Four-color offset lithography
- **Sales method** : Annual subscription (direct mail delivery)



[Biotechnology Japan]

<http://biotech.nikkeibp.co.jp/>

Web Advertising Rates (Unit=1,000Yen)		
	Size (pixels)	Fee (per month)
Top page banner	H50×W150	400

## Subscriber Profile

### ● Involvement in the bio field at work (MA)



### ● Fields associated with work and/or research (MA)



## 2005 Advertising Rates (Unit=1,000Yen)

Size unit	1X	3X	6X	12X	18X	24X	36X
Four-color 1page	400	390	380	370	360	350	340
Two-color 1page	320	312	304	296	288	280	272
B/W 1page	255	249	242	236	230	223	217
B/W vert.1/3 page	100	88	86	83	81	79	77

- Payment should be made in Japanese yen only.
- Two-color advertisement refers to one printed in black plus one color to be selected from the three primary colors (cyan, magenta, or yellow); or black plus solid magenta/yellow or screened magenta/yellow (the same screening percentage). Four-color advertisement is black plus three primary colors.
- Rate adjustment: Nikkei Biotechnology & Business reserves the right to change rates with due notice. Billings will be adjusted at the end of a 12-month period beginning with the first date of insertion to cover the rebates or rate increases stemming from changes in the frequency stated in the contract.
- In case of yen revaluation, the publisher reserves the right to renegotiate this price schedule.

## Space Units

Space Units	Millimeters (W×H)
Trim-size	208×280
Full page	208×280
2-page spread	416×280
Vertical 1/3 page	55×255

\*Ad material should be made in 214×286mm or 422×286mm size to avoid white lines at edges. In addition, important elements such as text, logo types, symbol marks, illustrations, etc., which must not be trimmed, should be 10mm within all register marks.

## Schedule

### Issue / Delivery Date / Order Deadline / Material Deadline for Positive Films

Jan.2005	Dec.14.2005	Nov.10.2004	Nov.30.2004	Aug.	Jul.13	Jun.10	Jun.29
Feb.	Jan.14.2005	Dec.2	Dec.21	Sep.	Aug.13	Jul.12	Aug.1
Mar.	Feb.11	Jan.11.2005	Jan.28.2005	Oct.	Sep.14	Aug.9	Aug.31
Apr.	Mar.12	Feb.8	Feb.28	Nov.	Oct.14	Sep.8	Sep.29
May	Apr.13	Mar.10	Mar.30	Dec.	Nov.12	Oct.11	Oct.28
Jun.	May 13	Apr.5	Apr.22	Jan.2006	Dec.14	Nov.10	Nov.30
Jul.	Jun.14	May 12	May 31	Feb.	Jan.14.2006	Dec.2	Dec.21

### \*Ad material in digital format is acceptable as follows

Acceptable Software : Quark XPress, Illustrator, Photoshop (MAC Version)

Package media : CD-ROM, CD-R, MO, Zip, Floppy disks

#### For Japanese-language data

All Japanese fonts except the specified have to be outlined. To get the detail, please download **Checksheet for Specifications** thorough our web site, "Nikkei BP Ad Info" (URL : <http://www.nikkeibp.com/adinfo/specs/>).

Digital media must arrive at Nikkei BP Tokyo (Attn : Akira Noguchi) with a copy of color proof and **Checksheet for Specifications**, 2 week earlier than the film deadlines.

#### For English-language data

English texts must be translated prior to data processing. Text must arrive at Nikkei BP Tokyo via e-mail/fax (Attn : Akira Noguchi) 2 weeks before the positive film deadlines indicated in the above schedules.

Package media must also arrive at the same time.

### Head Office

Akira Noguchi  
International Advertising Sales  
Nikkei Business Publications, Inc.  
2-7-6, Hirakawacho, Chiyoda-ku  
Tokyo 102-8622, Japan  
Tel: 81-3-5210-8311 Fax: 81-3-5210-8530  
E-mail: [aknoguch@nikkeibp.co.jp](mailto:aknoguch@nikkeibp.co.jp)  
Homepage: <http://www.nikkeibp.com>

### New York

Tateki "Tom" Yamamoto  
President  
Nikkei Business Publications America, Inc.  
575 Fifth Ave., 20th Floor  
New York, NY 10017, U.S.A.  
Tel: 1-212-867-3414 Fax: 1-212-867-3278  
E-mail: [info@nikkeibp-america.com](mailto:info@nikkeibp-america.com)

### Silicon Valley

Hiroyuki Itani  
Sales Manager  
Nikkei Business Publications America, Inc.  
5201 Great America Parkway  
Suite 222, Santa Clara, CA 95054, U.S.A.  
Tel: 1-408-327-1113 Fax: 1-408-327-1139  
E-mail: [itani@nikkeibp.co.jp](mailto:itani@nikkeibp.co.jp)

### London

Matt Findel-Hawkins  
Sales Director  
Nikkei Business Publications Europe Ltd.  
Fifth Floor, Temple Bar House  
23-28 Fleet Street, London EC4Y 1AA, U.K.  
Tel: 44-207-936-2855 Fax: 44-207-583-6637  
E-mail: [info@nikkeibp.co.uk](mailto:info@nikkeibp.co.uk)

### Hong Kong

Handy Chau  
Business Director  
Nikkei Business Publications Asia Ltd  
23rd Floor, 111 Leighton Road  
Causeway Bay  
Hong Kong  
Tel: 852-2575-8301 Fax: 852-2574-8175  
E-mail: [handy@nikkeibp.com.hk](mailto:handy@nikkeibp.com.hk)

### Taipei

Koji Onishi  
Sales Director  
Nikkei Business Publications Asia Ltd  
6F-7, No.150 Roosevelt Rd. Section 2,  
Taipei 100, Taiwan  
Tel: 886-2-2369-0196 Fax: 886-2-2369-0197  
E-mail: [onishi@ms74.hinet.net](mailto:onishi@ms74.hinet.net)