

Cutting-edge technical information  
**Nikkei Electronics**

MEDIA OUTLINE

**circulation**  
40,629  
(Japan ABC,  
Jan.–Dec. 2005)

**first published**  
April 1971

**frequency**  
Biweekly

**size**  
Modified A4  
(208 x 280 mm)

**printing**  
Four-color offset  
lithography

**sales method**  
Exclusively  
by annual  
subscription (direct  
mail delivery)

*Nikkei Electronics* is a comprehensive magazine covering electronics, information and communications technologies. It is by far the most trusted and valuable source of information for engineers and managers in Japan who are engaged in research, development and design at electronics manufacturers. The brand is so strong that 66.2% cited *Nikkei Electronics* in an independent survey asking to name one B2B magazine in the electronics field. Selected content from *Nikkei Electronics* are available in English, Simplified Chinese, Traditional Chinese and Korean through its sister magazines.



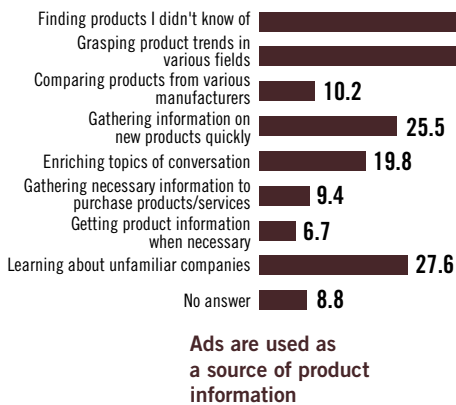
NIKKEI ELECTRONICS  
<http://techon.nikkeibp.co.jp/NE/>



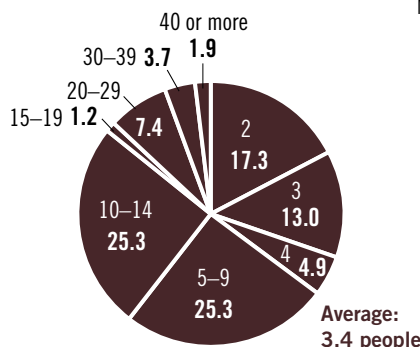
SUBSCRIBER PROFILE

*product developers and designers playing pivotal roles in manufacturers*

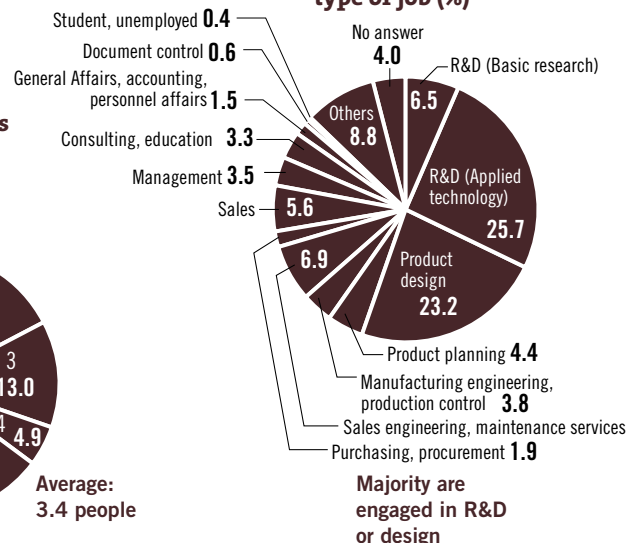
how ads are used (% , multiple answers)



number of readers per copy (%)



type of job (%)



From the reader profile survey conducted in 2004.

**2007 Advertising Rates (Units = Thousand Yen)**

SIZE UNIT	1X	7X	13X	26X	39X	52X	78X	104X
<b>Bleed Page</b>								
Four-color 1page	1,214	1,152	1,121	1,093	1,055	1,045	1,029	1,011
Two-color 1page	1,047	994	967	942	917	899	884	871
B/W 1 page	667	634	618	600	587	574	560	553
<b>Non-bleed Page</b>								
Four-color 1page	1,056	1,002	975	950	927	909	895	879
Two-color 1page	910	864	841	819	797	782	769	757
B/W 1 page	580	551	537	522	510	499	487	481
Four-color 1/2 page	475	451	439	428	418	409	399	394
B/W vert. 2/3 page	380	342	307	277	249	224	201	181
B/W 1/2 page	266	239	215	193	174	157	141	127
B/W vert. 1/3 page	181	162	146	131	118	106	96	86
B/W 1/4 page	140	126	113	102	91	82	74	66

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

**Space Units**

	Millimeters (W x H)		Millimeters (W x H)
Bleed full page	208 x 280*	Vertical 1/2 page	85 x 255
Bleed double-page spread	416 x 280*	Horizontal 1/2 page	180 x 125
Non-bleed full page	180 x 255	Vertical 1/3 page	55 x 255
Vertical 2/3 page	115 x 255	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
Dec. 4, 2006	Dec. 1	Nov. 1	Nov. 17	Jul. 2	Jun. 29	Jun. 1	Jun. 18
Dec. 18	Dec. 15	Nov. 16	Dec. 4	Jul. 16	Jul. 13	Jun. 15	Jul. 2
Jan. 1, 2007	Dec. 28	Nov. 30	Dec. 15	Jul. 30	Jul. 27	Jun. 28	Jul. 13
Jan. 15	Jan. 12	Dec. 6	Dec. 20	Aug. 13	Aug. 10	Jul. 12	Jul. 30
Jan. 29	Jan. 26	Dec. 20	Jan. 15	Aug. 27	Aug. 24	Jul. 24	Aug. 8
Feb. 12	Feb. 9	Jan. 12	Jan. 29	Sep. 10	Sep. 7	Aug. 7	Aug. 27
Feb. 26	Feb. 23	Jan. 25	Feb. 9	Sep. 24	Sep. 21	Aug. 23	Sep. 7
Mar. 12	Mar. 9	Feb. 8	Feb. 26	Oct. 8	Oct. 5	Sep. 5	Sep. 21
Mar. 26	Mar. 23	Feb. 22	Mar. 9	Oct. 22	Oct. 19	Sep. 19	Oct. 5
Apr. 9	Apr. 6	Mar. 8	Mar. 26	Nov. 5	Nov. 2	Oct. 4	Oct. 22
Apr. 23	Apr. 20	Mar. 23	Apr. 9	Nov. 19	Nov. 16	Oct. 19	Nov. 5
May 7	May 2	Apr. 3	Apr. 18	Dec. 3	Nov. 30	Nov. 1	Nov. 16
May 21	May 18	Apr. 16	May 7	Dec. 17	Dec. 14	Nov. 15	Dec. 3
Jun. 4	Jun. 1	May 2	May 21	Dec. 31	Dec. 27	Nov. 28	Dec. 13
Jun. 18	Jun. 15	May 18	Jun. 4	Jan. 14, 2008	Jan. 11	Dec. 5	Dec. 20

**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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