

**MEDIA OUTLINE**

**circulation**  
13,965  
(Japan ABC,  
Jan.–Dec. 2005)

**first published**  
July 1985

**frequency**  
Monthly

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

**printing**  
Four-color offset  
lithography

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

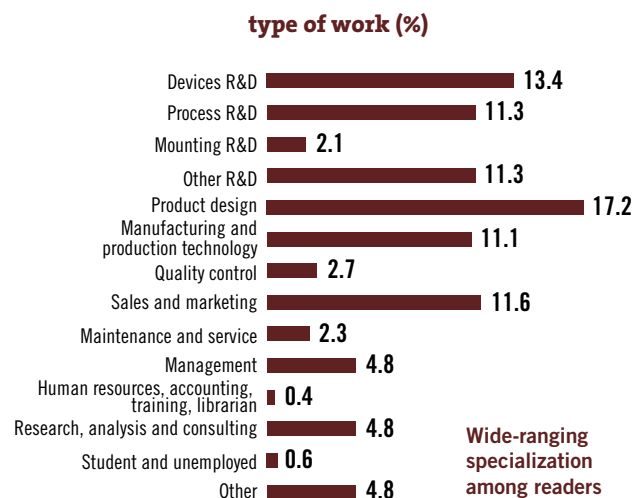
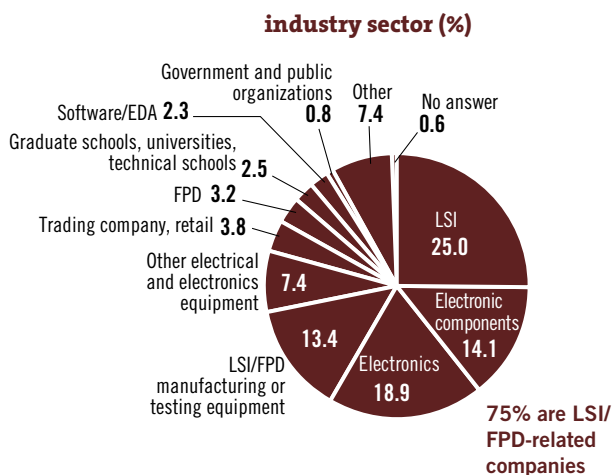
*Nikkei Microdevices* is a magazine that drives innovation of devices such as semiconductors and flat panel displays. The magazine takes pride in its timely coverage of the cutting-edge technology information essential to its readership of engineers, researchers and managers engaged in electronics, electronic devices and nanotechnology. All topics in *Nikkei Microdevices* are covered from the diverse perspectives of design, production, testing, manufacturing equipment and component materials. Emerging technologies is also a forte of *Nikkei Microdevices*.



**SUBSCRIBER PROFILE**

*mostly engineers involved in LSI/FPD technology*

NIKKEI MICRODEVICES  
<http://techon.nikkeibp.co.jp/NMD/>



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

SIZE UNIT	1X	3X	6X	12X	18X	24X	36X	48X
<b>Bleed Page</b>								
Four-color 1 page	627	610	596	580	564	549	533	517
Two-color 1 page	510	497	485	472	459	446	434	421
B&W 1 page	407	396	387	376	366	356	346	336
<b>Non-bleed Page</b>								
Four-color 1 page	570	555	542	527	513	499	485	470
Two-color 1 page	464	452	441	429	418	406	394	383
B&W 1 page	370	360	352	342	333	324	315	305
B&W horiz. 2/3 page	258	251	245	239	232	226	219	213
B&W vert./horiz. 1/2 page	222	216	211	205	200	194	189	183
B&W horiz. 1/3 page	148	144	141	137	133	130	126	122
B&W vert. 1/4 page	119	116	113	110	107	104	101	98

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*	Horizontal 1/2 page	180 x 125
Bleed double-page spread	416 x 280*	Vertical 1/2 page	85 x 255
Non-bleed full page	180 x 255	Horizontal 1/3 page	180 x 80
Horizontal 2/3 page	180 x 165	Vertical 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. 28	Dec. 12	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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