

Nikkei Communications



Nikkei Communications is a business-to-business magazine for those wishing to become communication and network professionals. With its aim being to contribute to the development of Japan's info-communication infrastructure, the magazine offers information on communication/network products, services and technologies for people engaged in the planning, constructing and operating of corporate networks.

Through its unique, advanced and prompt reporting, Nikkei Communications addresses the specific needs of its readers. The articles are written by staff writers who make in-depth analyses based on first-hand information collected from their vast networks spread across the world. Nikkei Communications seeks to broaden its activities by fully utilizing non-print media including the Internet.

Major advertising clients are vendors of communication, LAN and Internet related equipment and software, and of servers and network terminals; providers of communication services and Internet services including IP telephony and mobile; system and network integrators; and other network-related service providers.

Media Outline

- **Circulation** : 34,045 (Japan ABC 2003)
- **First published** : October 1985
- **Publication frequency** : Semi-monthly
- **Size** : Modified A4 (208mm×280mm)
- **Printing** : Four-color offset lithography
- **Sales method** : Exclusively by annual subscription (direct mail delivery)

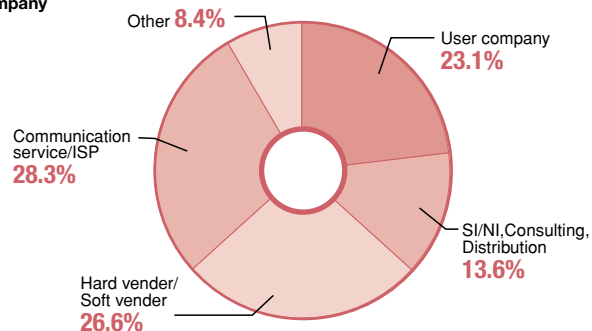


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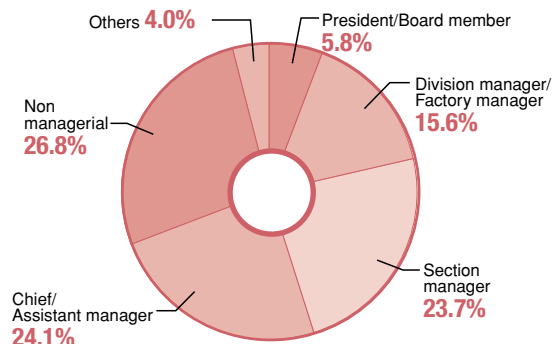
<http://itpro.nikkeibp.co.jp/NCC/>

Subscriber Profile

Type of company



Job title



2005 Advertising Rates (Unit=1,000Yen)

Size unit	1X	6X	12X	18X	24X	36X	48X
Four-color 1page	800	736	704	688	672	656	640
Two-color 1page	640	589	563	550	538	525	512
B/W 1page	540	497	475	464	454	443	432
B/W 2/3 page	380	350	334	327	319	312	304
B/W 1/3 page	220	202	194	189	185	180	176

- 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 Communications 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 2/3 page	115×255
Vertical 1/3 page	55×255
Horizontal 1/3 page	115×125

*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.1.2005	Dec.27.2004	Nov.22.2004	Dec.10.2004	Jul.1	Jun.29	May 27	Jun.15
Jan.15	Jan.14.2005	Dec.2	Dec.21	Aug.1	Jul.29	Jun.27	Jul.14
Feb.1	Jan.31	Dec.17	Jan.17.2005	Aug.15	Aug.15	Jul.12	Aug.1
Feb.15	Feb.14	Jan.11.2005	Jan.28	Sep.1	Aug.31	Jul.26	Aug.12
Mar.1	Feb.28	Jan.25	Feb.14	Sep.15	Sep.14	Aug.9	Aug.31
Mar.15	Mar.14	Feb.8	Feb.28	Oct.1	Sep.29	Aug.25	Sep.13
Apr.1	Mar.29	Feb.23	Mar.14	Oct.15	Oct.14	Sep.8	Sep.29
Apr.15	Apr.13	Mar.10	Mar.30	Nov.1	Oct.31	Sep.27	Oct.17
May 1	Apr.28	Mar.28	Apr.14	Nov.15	Nov.14	Oct.11	Oct.28
May 15	May 13	Apr.5	Apr.22	Dec.1	Nov.29	Oct.25	Nov.14
Jun.1	May 31	Apr.21	May 17	Dec.15	Dec.14	Nov.10	Nov.30
Jun.15	Jun.14	May 12	May 31	Jan.1.2006	Dec.27	Nov.22	Dec.12
Jul.15	Jul.13	Jun.10	Jun.29				

*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** through 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.

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