

# Catch the future of car engineering

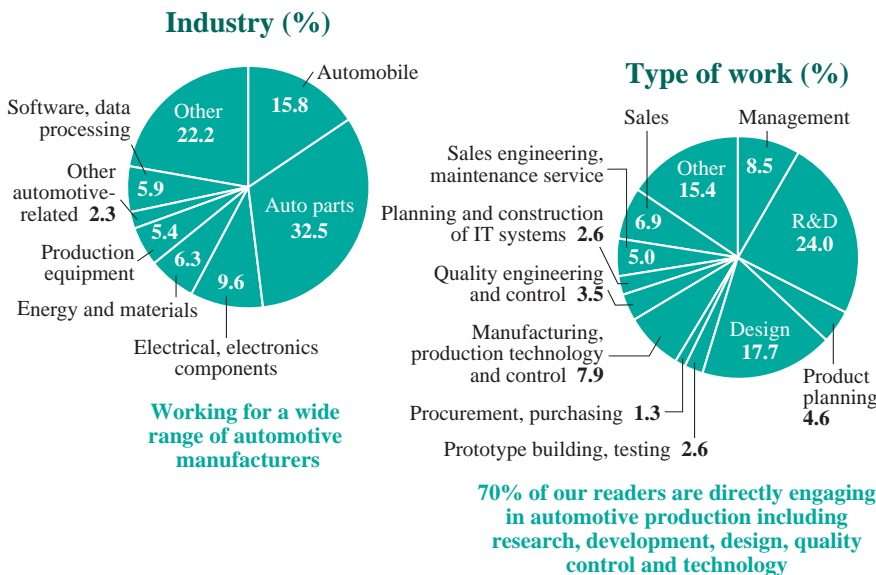
# Nikkei Automotive Technology

*Nikkei Automotive Technology* is Japan's first comprehensive magazine that devotes editorial content not only to automotive technology updates but also to related engineering areas such as environmental protection, precision and appliances. Its target readers are engineers engaged in research, development and manufacturing of automobiles, automotive parts/materials and facilities. Key advertising clients include manufacturers of electronic and other automobile parts, makers of industrial precision robots for factory use, and developers of measuring components/software.

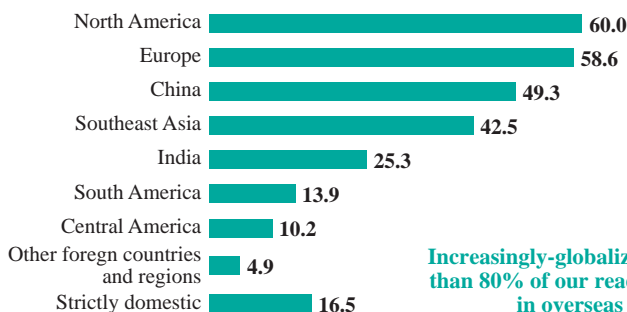


## SUBSCRIBER PROFILE

### Frontline engineers in the development and design of automobiles



### Countries and regions you are involved with in business (% MA)



**Increasingly-globalized industry-more than 80% of our readers are engaging in overseas business**

## MEDIA OUTLINE

### CIRCULATION

12,000

### FIRST PUBLISHED

June 2004

### FREQUENCY

Bimonthly

### SIZE

Modified A4 (208 x 280 mm)

### PRINTING

Four-color offset lithography

### SALES METHOD

Sold mostly by annual subscription and partly at bookstores

## ONLINE PRESENCE



<http://techon.nikkeibp.co.jp/AT/>

From the reader profile survey conducted in October and November 2007

Catch the future of car engineering

# Nikkei Automotive Technology



## 2010 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X	6X	12X
Opposite Interview Page	540	497	459
Opposite Ad Index	500	460	425
Opposite Technical Report	500	460	425
Four-color 1 page	420	386	357
B&W 1 page	324	298	275
Four-color 1/2 page	300	276	255
B&W 1/2 page	216	198	184
Four-color 1/3 page	300	276	255
B&W 1/3 page	216	198	184

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

## Schedule

Issue	Delivery date	Order deadline	Material deadline for digital format	Issue	Delivery date	Order deadline	Material deadline for digital format
Jan. 2010	Nov. 26	Oct. 27	Nov. 5	Sep.	Jul. 27	Jun. 28	Jul. 6
Mar.	Jan. 28	Dec. 21	Jan. 7	Nov.	Sep. 28	Aug. 27	Sep. 6
May	Mar. 27	Feb. 26	Mar. 8	Jan. 2011	Nov. 27	Oct. 28	Nov. 8
Jul.	May 18	Apr. 13	Apr. 21		—	—	—

## Space Units

	Millimeters (W x H)
Full page	208 x 280*
Double-page spread	416 x 280*
Horizontal 1/2 page	180 x 125
Vertical 1/3 page	55 x 255

\*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.

## 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 low-resolution PDF 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.

### Nikkei Business Publications, Inc.

#### Tokyo

Yuko Tanaka  
International Advertising Sales  
1-17-3, Shirokane, Minato-ku  
Tokyo 108-8646, Japan  
Tel: 81-3-6811-8311  
Fax: 81-3-5421-9804  
E-mail: [yktanaka@nikkeibp.co.jp](mailto:yktanaka@nikkeibp.co.jp)  
Homepage: <http://www.nikkeibp.com>

### Nikkei Business Publications America, Inc.

#### New York

Tatsuya Kitamura, Executive Vice President  
655 Third Avenue, Suite 2905  
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

Yuki Matsuoka, Media Director  
Yasuyuki Iino, Manager, Business Development and Advertising Sales  
5201 Great America Parkway, Suite 526  
Santa Clara, CA 95054, U.S.A.  
Tel: 1-408-327-1100  
Fax: 1-408-327-1139  
E-mail: [matsuoka@nikkeibp-america.com](mailto:matsuoka@nikkeibp-america.com)  
E-mail: [yiino@nikkeibp-america.com](mailto:yiino@nikkeibp-america.com)

### Nikkei Business Publications Asia Ltd

#### Hong Kong (Head Office)

Koji Onishi, Sales Director  
Kevin Wong, Sales Manager  
Room No.1701A, 17/F, Stanhope House,  
734 King's Road, Quarry Bay, Hong Kong  
Tel: 852-2575-8301  
Fax: 852-2574-8175  
E-mail: [koonishi@nikkeibp.com.hk](mailto:koonishi@nikkeibp.com.hk)  
E-mail: [Kevin@nikkeibp.com.hk](mailto:Kevin@nikkeibp.com.hk)  
Homepage: <http://www.nikkeibp.com.hk>

#### Taipei

Jiro Ikai, Sales Manager  
6F-7, No.150 Roosevelt Rd. Section 2  
Taipei 10084, Taiwan  
Tel: 886-2-2369-0196  
Fax: 886-2-2369-0197  
E-mail: [ikai@nikkeibp.com.hk](mailto:ikai@nikkeibp.com.hk)

### Nikkei Business Publications Europe Ltd.

#### London

Matt Findel-Hawkins, Sales Director  
Alison Wood, Sales Manager  
István Dániel Moravánszky, International Sales Manager  
Temple Bar House, 23-28 Fleet Street  
London, EC4Y 1AA, U.K.  
Tel: 44-20-7936-2855  
Fax: 44-20-7583-6637  
E-mail: [info@nikkeibp.co.uk](mailto:info@nikkeibp.co.uk)

