

Delving into rapidly-changing communications and network

Nikkei Communications

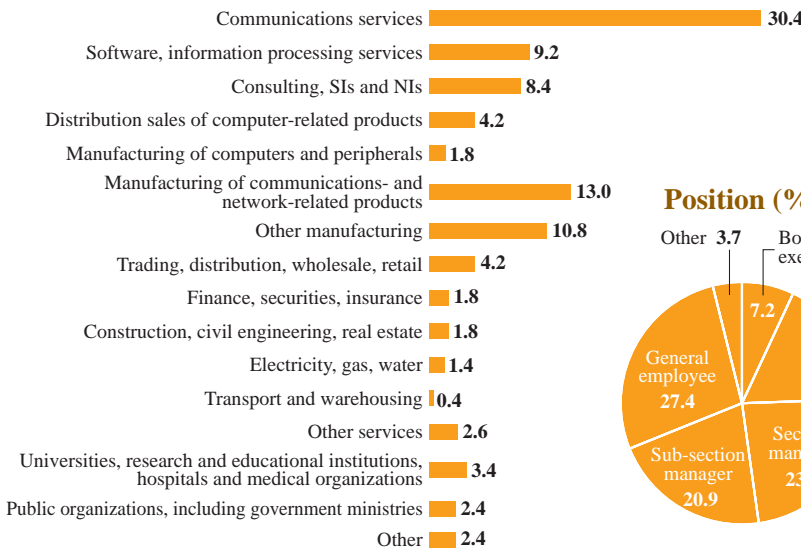
Nikkei Communications is a semi-monthly magazine that offers information on communication/network products, services and technologies for people engaged in the planning, building and operating of corporate networks. The articles are written by the magazine's staff writers, who provide in-depth analyses based on first-hand information collected from their vast networks around the world. Core readers are managers at system integration companies, Internet service providers, hardware/software vendors, consulting firms and network system user companies.



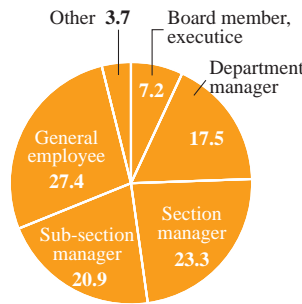
SUBSCRIBER PROFILE

Network managers who lead the way in changes in communications and networks

Industry sector (%)



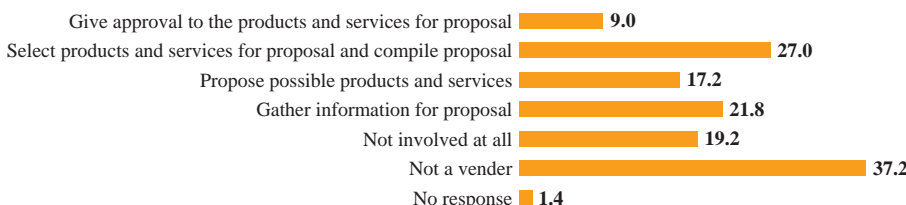
Position (%)



About 70% of readers are in managerial positions

Coverage of extensive industries

Involved as a vendor in selection of products and services for computer and network system for client proposal (% MA)



Strong influence in proposal

From the reader profile survey (questionnaire mailing survey conducted in September 2007 by Nikkei BP Consulting)

MEDIA OUTLINE

CIRCULATION

26,486 (Japan ABC, Jan.–Dec. 2008)

FIRST PUBLISHED

October 1985

FREQUENCY

Monthly (Except January, February and March issues that are semi-monthly)

SIZE

Modified A4 (208 x 280 mm)

PRINTING

Four-color offset lithography

SALES METHOD

Exclusively by annual subscription (direct mail delivery)

ONLINE PRESENCE



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

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2010 Advertising Rates (Units = Thousand Yen)

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

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. 1, 2010	Dec. 24	Nov. 19	Dec. 3	Jun.	May 29	Apr. 21	May 11
Jan. 15	Jan. 13	Dec. 1	Dec. 14	Jul.	Jun. 29	May 27	Jun. 9
Feb. 1	Jan. 28	Dec. 16	Jan. 7	Aug.	Jul. 29	Jun. 25	Jul. 8
Feb. 15	Feb. 11	Jan. 8	Jan. 22	Sep.	Aug. 31	Jul. 26	Aug. 6
Mar. 1	Feb. 26	Jan. 25	Feb. 5	Oct.	Sep. 29	Aug. 25	Sep. 7
Mar. 15	Mar. 12	Feb. 8	Feb. 22	Nov.	Oct. 29	Sep. 27	Oct. 8
Apr. 1	Mar. 30	Feb. 24	Mar. 9	Dec.	Nov. 30	Oct. 26	Nov. 9
May	Apr. 28	Mar. 26	Apr. 8	Jan. 2011	Dec. 25	Nov. 22	Dec. 6

Space Units

	Millimeters (W x H)
Full page	208 x 280*
Double-page spread	416 x 280*
Vertical 2/3 page	115 x 255
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/adinfor/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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