

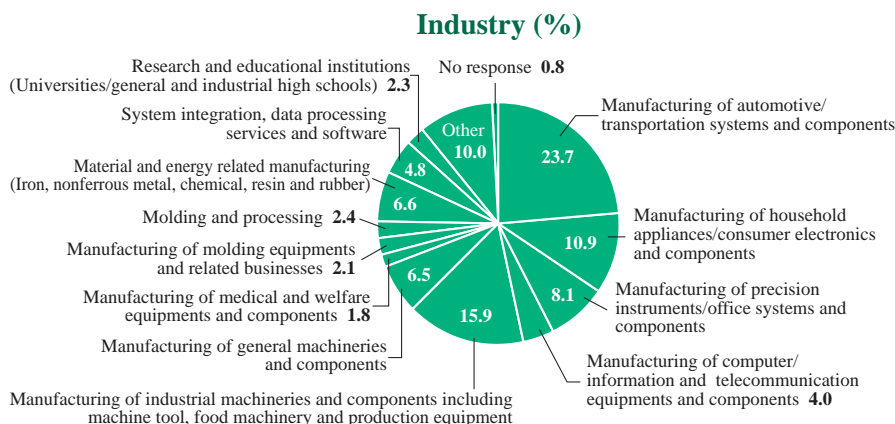
Problem-solving information for manufacturing Nikkei Monozukuri

Nikkei Monozukuri is a monthly magazine providing frontline engineers and project development leaders in the manufacturing industry with the practical information indispensable for problem solving and technology innovation. To its key readers engaged in the manufacture of automobiles, industrial machinery and precision/ office machinery, *Nikkei Monozukuri* offers helpful hints on how to spur innovation, streamline operational processes, strengthen the competitiveness of engineers, and enhance alliances with manufacturing partners in China and other parts of Asia.

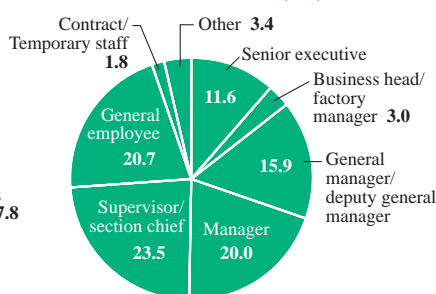


SUBSCRIBER PROFILE

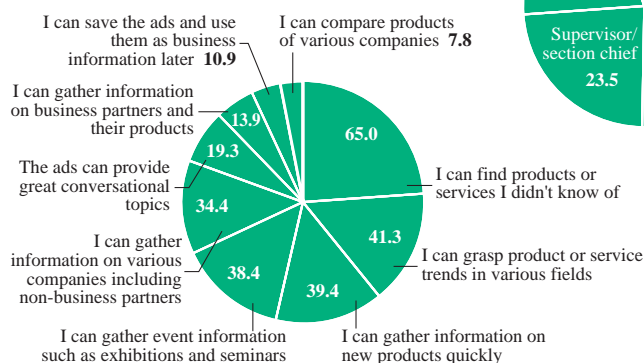
Approx. 80% of readers are key to the revolution in manufacturing



Job title/Position (%)



Useful points of ads in Nikkei Monozukuri (% MA)



From the reader profile survey conducted in September 2008

MEDIA OUTLINE

CIRCULATION

34,857 (Japan ABC, Jan.–Dec. 2008)

FIRST PUBLISHED

April 2004

FREQUENCY

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://techon.nikkeibp.co.jp/Monozukuri/>

Problem-solving information for manufacturing



Nikkei Monozukuri

2010 Advertising Rates (Units = Thousand Yen)

| SIZE UNIT | 1X | 3X | 6X | 12X | 18X | 24X | 36X |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| Four-color 1 page | 694 | 659 | 642 | 625 | 607 | 590 | 576 |
| Two-color 1 page | 576 | 547 | 533 | 518 | 504 | 490 | 478 |
| B&W 1 page | 478 | 454 | 442 | 430 | 418 | 406 | 397 |
| Four-color 1/2 page | 350 | 341 | 333 | 324 | 315 | 306 | 298 |
| Four-color 1/3 page | 240 | 234 | 228 | 222 | 216 | 210 | 204 |
| B&W 2/3 page | 318 | 302 | 294 | 286 | 278 | 270 | 264 |
| B&W 1/2 page | 250 | 244 | 238 | 231 | 225 | 219 | 213 |
| B&W 1/3 page | 188 | 179 | 174 | 169 | 165 | 160 | 156 |
| B&W 1/4 page | 148 | 141 | 137 | 133 | 130 | 126 | 123 |

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 | Dec. 25 | Nov. 25 | Dec. 3 | Aug. | Jul. 29 | Jun. 30 | Jul. 8 |
| Feb. | Jan. 28 | Dec. 21 | Jan. 7 | Sep. | Aug. 30 | Jul. 28 | Aug. 5 |
| Mar. | Feb. 25 | Jan. 27 | Feb. 4 | Oct. | Sep. 29 | Aug. 30 | Sep. 7 |
| Apr. | Mar. 30 | Mar. 1 | Mar. 9 | Nov. | Oct. 26 | Sep. 27 | Oct. 5 |
| May | Apr. 28 | Mar. 31 | Apr. 8 | Dec. | Nov. 27 | Oct. 28 | Nov. 8 |
| Jun. | May 28 | Apr. 23 | May 10 | Jan. 2011 | Dec. 24 | Nov. 25 | Dec. 3 |
| Jul. | Jun. 29 | Jun. 1 | Jun. 9 | | — | — | — |

Space Units

| | Millimeters (W x H) |
|---------------------|---------------------|
| Full page | 208 x 280* |
| Double-page spread | 416 x 280* |
| 2/3 page | 115 x 255 |
| Vertical 1/3 page | 55 x 255 |
| Horizontal 1/3 page | 115 x 125 |
| 1/2 page | 180 x 125 |
| 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.

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.

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