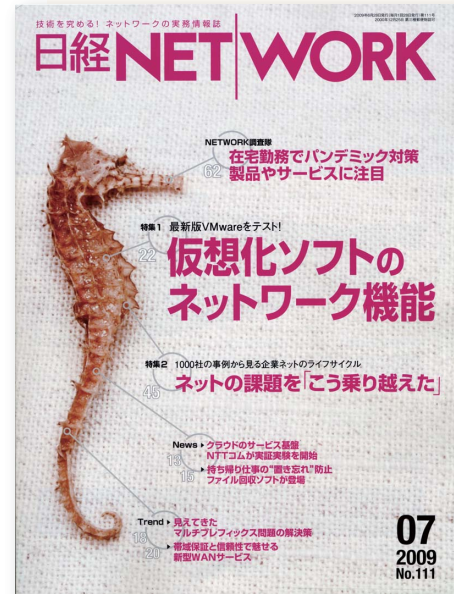


# Improving Japan's network technology

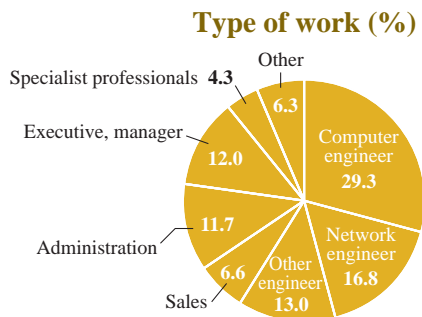
## Nikkei Network

*Nikkei Network* is a magazine for engineers working in communication careers, for Internet service providers, network integrators and telecommunication users. The magazine aims to provide its readers with knowledge of networking technologies, while also allowing advanced readers to revisit their basic skills for further improvement. Major advertising clients of *Nikkei Network* include vendors of network and computer hardware/software; network integrators; Internet/communication service providers; education/ human resources firms; and network equipment stores.



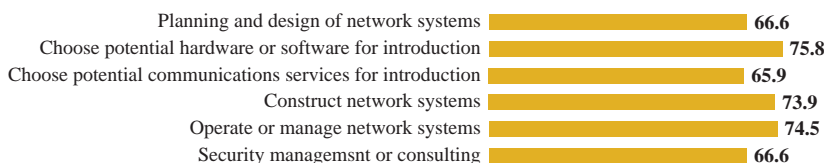
### SUBSCRIBER PROFILE

#### Engineers who work on the planning, construction and operation of networks



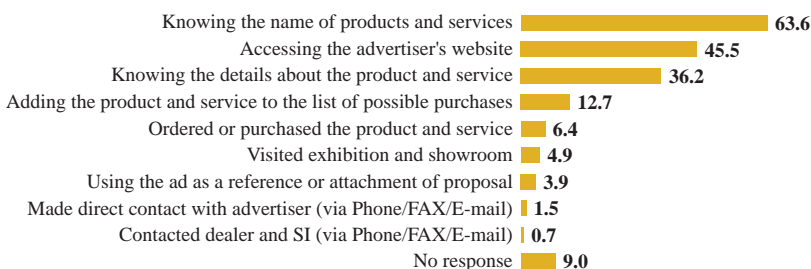
Nearly 60% are frontline engineers

#### Involvement in each process of network construction (% , MA)



High level of involvement in the process of constructing network system

#### Which option below is applicable to you after viewing ads in Nikkei Network? (% , MA)



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

### MEDIA OUTLINE

#### CIRCULATION

48,034 (Japan ABC, Jan.–Dec. 2008)

#### FIRST PUBLISHED

April 2000

#### FREQUENCY

Monthly

#### SIZE

Modified A4 (210 x 280 mm)

#### PRINTING

Four-color offset lithography

#### SALES METHOD

Exclusively by annual subscription (direct mail delivery)

### ONLINE PRESENCE



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

Improving Japan's network technology



# Nikkei Network

## 2010 Advertising Rates (Units = Thousand Yen)

SIZE UNIT	1X	6X	12X	18X	24X	36X	48X
Four-color 1 page	700	644	616	602	588	574	560
Two-color 1 page	580	534	510	499	487	476	464
Four-color 1/3 page	300	276	264	258	252	246	240
B&W 1 page	480	442	422	413	403	394	384
B&W vert. 2/3 page	336	309	296	289	282	276	269
B&W vert. 1/3 page	190	175	167	163	160	156	152

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. 24	Nov. 19	Dec. 3	Aug.	Jul. 27	Jun. 23	Jul. 6
Feb.	Jan. 26	Dec. 14	Jan. 5	Sep.	Aug. 26	Jul. 21	Aug. 3
Mar.	Feb. 24	Jan. 21	Feb. 3	Oct.	Sep. 25	Aug. 23	Sep. 3
Apr.	Mar. 25	Feb. 19	Mar. 4	Nov.	Oct. 27	Sep. 22	Oct. 6
May	Apr. 27	Mar. 25	Apr. 7	Dec.	Nov. 25	Oct. 21	Nov. 4
Jun.	May 26	Apr. 16	May 6	Jan. 2011	Dec. 23	Nov. 19	Dec. 3
Jul.	Jun. 25	May 25	Jun. 7		—	—	—

## 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/adinform/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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