
@IT Special (Advertorial)



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atmarkIT

<https://www.atmarkit.co.jp/>

11.38M PV / Mo

3.9M UB / Mo

※As of 2nd half 2018, average

- One of the largest industrial media obtaining trusts and the stronger ties with IT experts.
- Providing a variety of technical information, tips, News, Q&As, industrial events calendar, @IT is acquiring a great trust from IT community and IT experts.

Provide omnidirectional marketing to all technology leaders

Branding

Overwhelming "awareness increase" by large size banner



Communication

Tie-in article for promotion of "understanding" and "trust"

@IT Special



Event/Seminar

Enhancement of community in not online only



Providing useful information from 4 categories and 14 forums in all steps for system construction

Cloud

Windows Server Insider
System Insider
Server & Storage
Linux & OSS
Master of IP Network
System Design

AI IoT

Smart & Social

Agile/DevOps

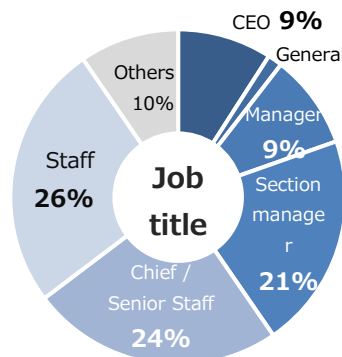
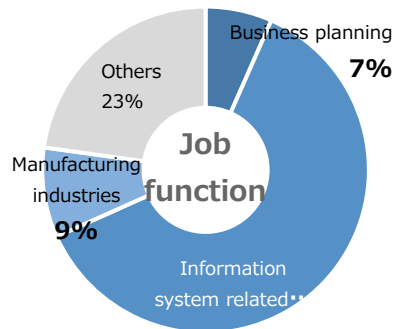
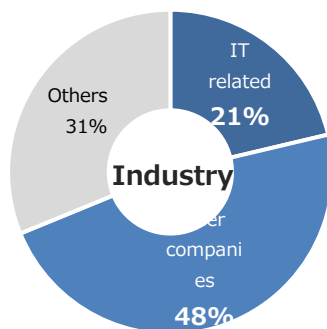
Insider .NET
HTML5+UX
Coding Edge
Java Agile
Database Expert
Test & Tools

Security

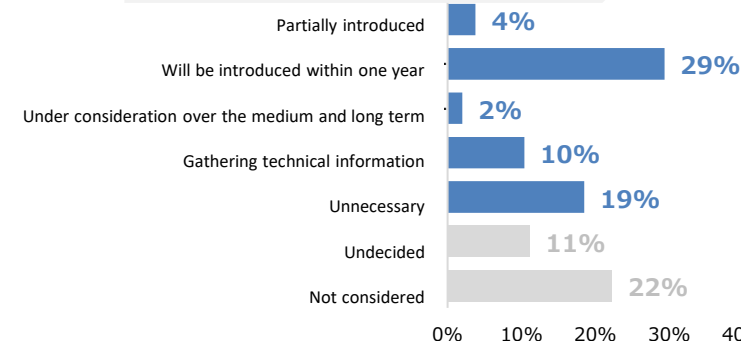
Security & Trust

Reader's Profile

User company reader number exceeds 1.4 million UB per month and boasts the largest reach in domestic IT specialized media.



Status of considering agile development



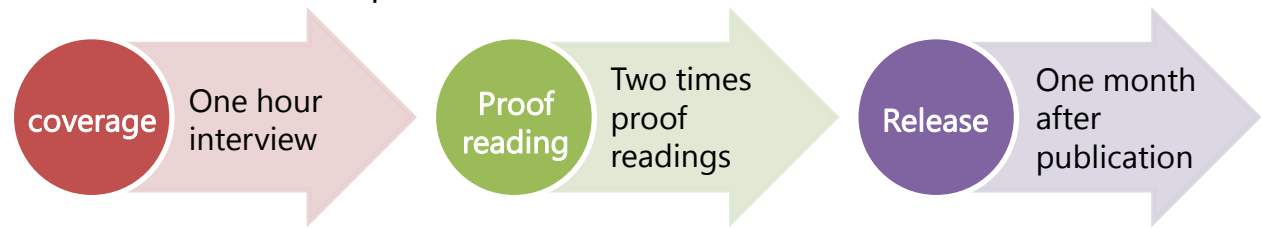
To all IT experts aiming for business transformation with technology.
Promote your products and services in article form with the largest IT specialized medium in Japan.



@IT offers ;
Product or service introductions, Interviews, Case studies and Event reports .

@ IT is a "problem solving medium for IT experts" that provides a variety of technology commentary articles for each specialized field.

Reaching more than 4 million unique browsers per month, it is the largest IT specialized medium in Japan.



Offering content

- @IT Special (Advertorial content 1html)
- A set of ads directing guide to tie-up articles
※Including coverage and shooting

Number of characters

Approximately 4,000 Japanese characters
2~3 illustrations or photos

Period

One month
※ This post continues to be posted in the @IT even after the end of the feature, so you can expect continuous browsing by search etc.

Views

3,500 PV ~
※ The above is assumption, it does not guarantee the number of views



※ For more Information :

@IT Special INDEX <http://www.atmarkit.co.jp/ait/subtop/features/special/>

@IT Special – Offering price

▼Traffic driver for @IT Special

Media	Place	Period	Anticipated impressions	Price
@IT	① Top page link	1 month	180,000	¥600,000
		2 weeks	90,000	¥300,000
	② Top page corner link (for series advertorial)	1 month	200,000	¥400,000
	③ Kijishita link (Below Article)	1 month	5,300,000	¥600,000
		2 weeks	2,600,000	¥400,000
	④ Kiji page side link (Next to article)	1 month	6,000,000	¥600,000
		2 weeks	3,000,000	¥300,000
	⑤ forum top link	1 month	Contact us	¥200,000/ each

▼Traffic driver for @IT Special for Smartphone

Smartphone Media Unit	Place	Period	Anticipated impressions	Price
Enterprise ITmedia unit • @IT • ITmedia Enterprise • ITmedia Executive	Smartphone link (Top and article)	1 month	1,800,000	¥500,000
	Top box	1 week	9,000	¥100,000

@IT Special package

- Advertorial content (1html)
approximately 4,000 Japanese characters and 1 or 2 illustrations or photos
(incl. placement charge)
- @IT Top page link (1 month)
- @IT Kiji page side (Next to article) link (1 month)
- @IT Kijishita (Below article) link (2 weeks)

¥1,500,000 + tax

Places of traffic generation

@IT Site Top



@IT articles



▼Traffic driver for @IT Special

Media	Place	Period	Anticipated impressions	Price
@IT Jibun Senryaku Kenkyusho	① Top page link	1 month	65,000	¥300,000
	② Kijishita link (Below Article)	1 month	500,000	¥300,000
	③ Kiji page side link (Next to article)	1 month	700,000	¥300,000

@IT Jibun Senryaku Kenkyusho Site Top



@IT Jibun Senryaku Kenkyusho articles



@IT Jibun Senryaku Kenkyusho Special package

- Advertorial content (1html)
approximately 4,000 Japanese characters and 1 or 2 illustrations or photos
(incl. placement charge)
- @IT Jibun Senryaku Kenkyusho Top page link (1 month)
- @IT Jibun Senryaku Kenkyusho Kiji page side (Next to article) link (1 month)
- @IT Jibun Senryaku Kenkyusho Kijishita (Below article) link (2 weeks)
- @IT Top page link (1 month)
- @IT Kijishita (Below article) link (2 weeks)

¥1,500,000 + tax



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