

The Information Sources for the Creators of Smart Products with Engineering Advantages



Covering leading-edge technologies, products and trends in the evolving engineering world

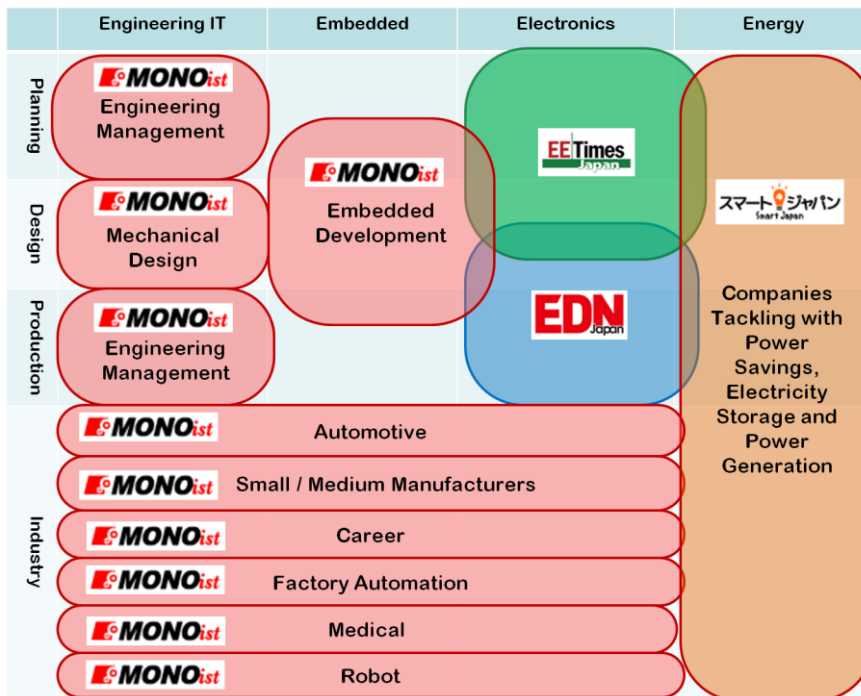
ITmedia Inc., a leading online information provider in Japan, produces a premium portal site “MONOist”, two global media brands “EE Times Japan” and “EDN Japan” on electronics and “Smart Japan” in energy industry for professional engineers.

EE Times Japan provides the latest information on leading-edge technologies and the industry trends while EDN Japan focuses on how-to’s in designing and developing electronic products.

MONOist covers technical topics on engineering management, mechanical design and embedded development in detail.

Smart Japan covers the topics of power savings and generation, energy and electricity storage.

In addition, MONOist with EE Times Japan and EDN Japan is expanding industry specific channels from automotive to other key areas such as FA, robot, medical, healthcare and industrial equipments .



Online media visited by more than 1,700,000 Japanese engineers every month
Registered subscribers: 108,119

MONOist
PV:4,704,103
UB: 1,018,272

EE Times Japan
PV:1,152,745
UB:281,385

EDN Japan
PV: 408,180
UB:132,712

Smart Japan
PV: 1,319,088
UB:360,562



For the Expert Designers and Developers of Advanced Products

“MONOist” helps engineers to solve problems in the daily design and development work. It publishes in-depth technical reports covering basics and applications on the hottest topics with visual charts. The audiences can get the latest and technically-analyzed content including product news and design guides.

Embedded Development

Supporting embedded development experts in building knowledge and improving skills of software and hardware.

- Embedded OS, middleware, application
- Microcontroller, FPGA
- Board, development tool

Mechanical Design

Helping mechanical design engineers to solve problems with using practical design techniques and IT tools such as 3D CAD.

- CAD
- CAM
- CAE

Jisso Technology

Featuring electronics circuit design, manufacturing technology, equipments and materials.

- Jisso Technology
- Circuit Design / CAE / Simulation
- IC Packaging Technology
- Printed Wiring Board

Engineering Management

Technical forum for managers in the manufacturing industries to learn strategic methods of production management.

- Product lifecycle management
- Inventory control, supply chain, ERP
- Factory energy management

Automotive

Featuring automotive technologies related to electronics, mechanical design and production management.

- Automotive electronics
- CAD, PLM
- EV, PHEV

Small / Medium Manufacturers

Featuring technological / business challenges of small / medium manufacturers by covering the topics of processing technology, manufacturing IT and their engineering communities' information.

- CAD/CAM/CAE
- Injection molding/cutting/sheet metal forming/implements/turning machine
- community of manufacturers

Career

Forum for supporting engineers' career move, career development and skill up with affluent contents such as editorial articles on establishing career vision and career move trend.

- Interview with successful persons by career move
- Industry trend : Forefront of career move
- Job search for engineers (Open in Jun. 2013)

Factory Automation

Latest news on factory automation, industrial equipments and control instruments and dope stories for building intelligent production systems with open platform.

- Information system (ERP, MES)
- Output system equipment (servomotor, industrial robot, machine tool)
- Control system equipment (PLC, motion controller)
- Detection system equipment (CNC, sensor, switch, image processing)
- Industrial network

Medical

Focusing on Medical and healthcare industry, equipments and technology of products. The targets are engineers who develop the products with high quality and safety.

- New trends of Medical equipment
- Element technology of Medical equipment
- The certification for Medical equipment
- Service for Medical
- Related information of smart healthcare

Robot

New!

Launched in January 2015!

Information source for robotics engineers and persons who consider to install robots into existing workplace. Covering new technology and trend related to robots.

- ROS (Robot Operating System)
- Pepper
- Visit and Interview Key person of Robot

Mail Magazine

•EE Times Japan x EDN Japan Digital Magazine Mail
Issue Date : Bi-weekly, Monday

•Engineering Media Consolidated Mail
Issue Date : Weekly, Thursday

•Engineering Media Consolidated Mail
White Paper Update News
Issue Date : Bi-weekly, Monday

•Electronic Design / Embedded Mail
Issue Date : Weekdays

•Automotive Mail
Issue Date : Bi-weekly, Tuesday

• Mechanical Design Mail
Issue Date : Bi-weekly, Tuesday

• Engineering Management Mail
Issue Date : Bi-weekly, Tuesday

•Mail Magazine:Smart Japan Daily
Issue Date : Weekdays



For the Creators of Technologies with Electronic Engineering

“EE Times Japan” supports engineers and managers in charge of design projects of electronic products. It reports the latest trends around the world on semiconductor, electronic component, display, networking, software, design/test tool and green energy. The content includes product tear-down’s, top interviews and global news.

eetimes.jp

eetimes.jp provides the hottest information every day. Online services including webinars and technical documents are available so that engineers can learn about new products and technologies anytime.

Technology Analysis

In-depth analytical reports by EE Times Japan technical editors in addition to translated articles from EE Times US edition and contributed articles by industry experts.

News Analysis

Major technological trends in the global electronics industry specifically analyzed by EE Times editors.

Latest News

Hot news by EE Times Japan and the global EE Times editorial network published daily.

Focusing on Basics and Applications of Electronic Design

“EDN Japan” features in-depth reports by the global editorial team with technical background and contributed articles from engineers designing the latest electronics products. From analog and noise solution to digital and software, the content covers information for Japanese engineers to refer in the daily design activities.

ednjapan.com

ednjapan.com offers product news on semiconductors, electronic components and design/analysis tools daily. Featured articles on design how-to’s from the EDN US edition and by the local editorial teams are published weekly.

News Center

Focusing on key product categories including semiconductors, electronic components, test & measurement tools and design software.

New Articles

Featuring cover stories and columns from the EDN US edition with easy-to-read Japanese translation. Contributed articles from Japanese engineers are inserted periodically.

Design Center

Categorizing all of the content on ednjapan.com for browsing by key technology and product areas. The categories include core technologies such as Analog and Logic in addition to end-products by Consumer, Automotive and Industrial.

EE Times x EDN Japan Digital Magazine

EE Times x EDN Japan Digital Magazine is published every other month and delivered to subscribers by email. This magazine inherits good features from EE Times and EDN Japan. It covers latest news, trends, analysis and design how-to’s in one magazine.

Cover Story

Featuring the latest topic and market trend on key technologies

Design Feature

How-to’s in designing with advanced products and tools

New Technology

Report on cutting-edge research and development projects

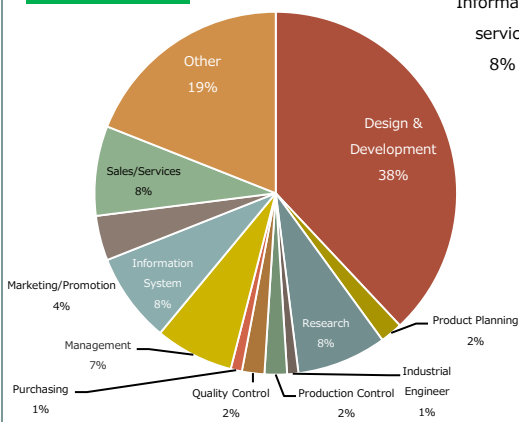
Tear Down

Detailed analysis of the inside of the latest equipments

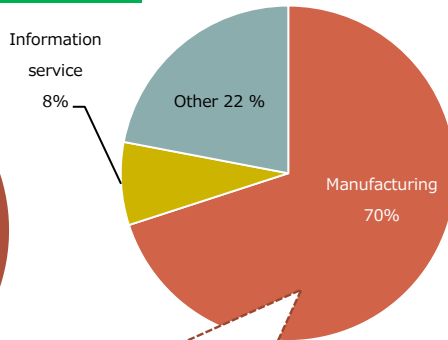


Registered subscribers leading the Japanese manufacturing industries

Business Type

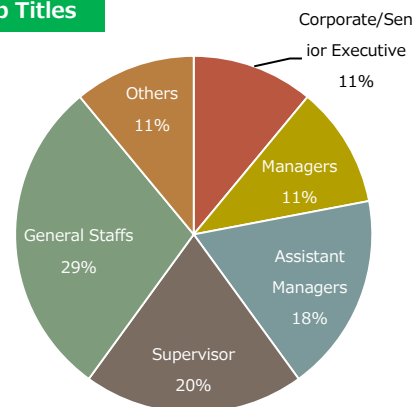


Industry



Industrial/Office Equipment	25%
Electronic Components/Devices/Circuits	23%
Electronic Appliances	20%
Automotive/Transportation	11%
PC and Peripherals	7%
Materials/Energy	5%
Other	10%

Job Titles



Solution Website for Companies Tackling with Power Savings, Electricity Storage and Power Generation

<http://www.itmedia.co.jp/smartjapan/>

From selecting products to their installation and operation, various news and affluent dope stories are loaded up on this website!

Energy Management System

Electric Power
Visualization

Control of Electrical
Equipment

Control of Electric Power
Receipt

Machines for Electricity Storage / Power Generation

Electricity Storage
Machines

Power Generation
Machines

Electronic Vehicle

Machines Required Energy Saving

Computers

Air Conditioners

Lighting

“Smart Japan” website posts following news and articles every day.

● **New Products/Services :**

Energy management, Energy saving machines, LED lighting, Electricity storage / Power generation machines, Electronic vehicles and electricity supply services

● **Installation Places :**

Office, Shop, Factory / Data Center and Home and City / Region

● **Industry Trends :**

Subsidy, Legal System / Regulation and Natural Energy

● **Hot News :**

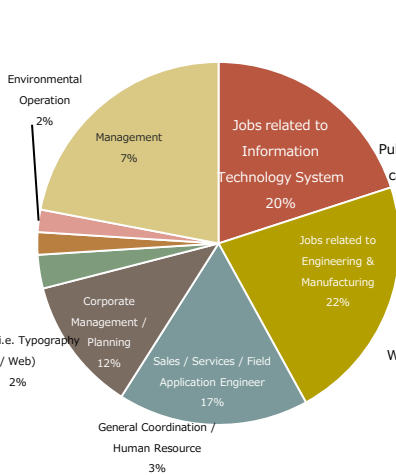
Latest news about each theme

● **Product Data/Tech paper :**

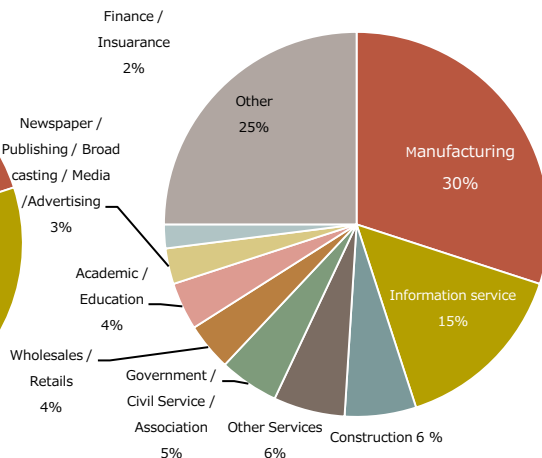
Explanatory documents and installation samples provided by vendors with PDF file format.

Registered subscribers of Smart Japan

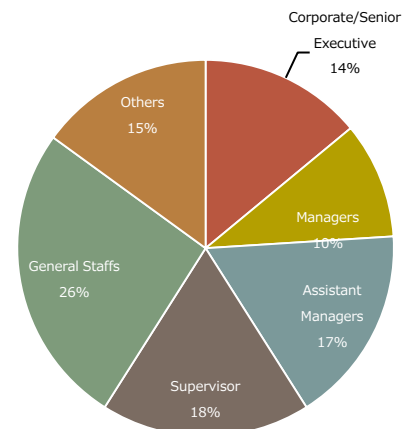
Business Type



Industry



Job Title



Registered subscribers:
16,564

Data :January . 2015

Supporting clients' marketing activities from raising brand awareness to generating sales leads

With audience of professional engineers and engineering managers visiting “MONOist”, “EE Times Japan” and “EDN Japan”, we support clients' marketing activities with various types of programs for raising brand awareness of your products and services, motivating prospective customers and acquiring sales leads.

■ Web advertisement for brand awareness

Display advertisement

We provide banners and text advertisements on the web sites. Display advertisement is effective for product branding campaigns, audience development for your web sites, events and other marketing activities .

Advertorial / Microsite

We offer custom advertisement in a style like editorial article. Microsite is customized for single or multiple sponsors by combining feature articles and sponsor contents.

Digital magazine

We publish “EE Times x EDN Japan” digital magazines for registered subscribers every month. Banners and full-page advertisements can be inserted with links to your web sites.

■ Email advertisement for reaching target audience

Email magazine

We publish various email magazines for registered subscribers. We offer 5-line/10-line text advertisements in them or customized e-mails dedicated to exclusive sponsor.

Targeting email

Registered subscribers can be selected by job function, industry sector and other profile information for email advertisements .

■ Advertisement for lead generation

Virtual event

We host online events and offer sponsorship programs with online seminars, white papers and communication with audiences by email / online chat.

White paper

We insert clients' white papers on our web site. Sponsors will receive contact and profile information of visitors who download each white paper.

Seminar (Virtual / Real)

We hold sponsored seminars supported by our editorial team. We also support planning and promotion of your private seminars for professional engineers.



Webcast

We provide webcast programs including planning and producing the content in addition to the promotion, registration and distribution services.



Sales contacts

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Press release contacts

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