

Engineering Media Targeting Mail



In the engineering media of ITmedia, there are about 110,000 registered members belong to the manufacturing industries.

The targeting mail service can deliver advertisers' promotional messages effectively to the target audience by selecting them with various criteria.

Price : US\$ 1,200 or more per Delivery

Deliverable Date : Weekdays

Maximum Advertiser : 4 Advertisers per Day

Maximum Size of List : About 86,000 Names

(Among all registered members, 86,000 users permit to receive the targeting mail.)

Minimum Order	Net Unit Rate
1,200 or more	US\$ 1 per name (Text format only. Including selection and transmission fee.)

Business Industry

Manufacturing	54,637
Computer (Hardware)	4,128
Computer (Software)	1,838
Electronic Components / Modules / Semiconductors / ICs / Circuits	11,903
Consumer Electronics / Amusement / Game / Communication / Network	10,140
Automotive / Automotive Electronics/ Transportation	6,323
Industrial / Precise / Control / Testing / Office / Medical Equipment	12,015
Foods / Chemicals	861
Materials / Energy	2,570
Other Manufacturing	4,749
Information Technology Service	8,409
Package Software	523
System Integrators	2,703
Outsources / Design Houses	1,411
Embedded Software	1,597
Information Technology Consulting	763
Other Information Services	1,341
Communication Service	1,105
Carriers	546
Internet Service Providers / Internet Data Centers / SaaS (Software as a Service) Providers	261
Other Communication Services	110
Construction	1,852

Ad Specification

- Email Title : 30 double-byte characters or less
- Body : 38 double-byte characters or less per 1 line. 100 lines or less.
- URLs : 20 URLs or less
- Report : Number of Clicks and Delivered Users
- Please note that the URLs are changed for the purpose of counting clicks when the emails are sent.
- Please do not use special characters to avoid character corruptions. Please ask details about those characters to ITmedia sales team.

Ad Material Deadline

By 18:00 on the 3 business days before the delivery date

Agriculture / Forestry / Fishery / Mine	300
Trading	1,644
Wholesales / Retails	1,384
Infrastructure (Electricity / Gas / Heating / Water)	1,152
Traffic / Postal Service	154
Finance / Insurance / Research	741
Realty / Lease	277
Technical Service	1,790
Newspaper / Publishing / Broadcasting / Media / Advertising	921
Academic / Education	1,867
Medical Welfare	370
Other Services	1,770
Government / Civil Service / Association	2,127
Other Business Industries	2,124
Freelance Professionals	501
Students	986
Disemployment	1,023

■ Job Function

Corporate Management / Planning	7,149
Environmental Operation	470
Jobs related to Engineering & Manufacturing	44,871
Product Planning / Product Marketing	2,431
Research	6,565
Design & Development / Applied Technology	25,698
Logic & Circuit Design (Analog)	579
Logic & Circuit Design (Digital)	606
Mechanical Design (Machinery / Chassis)	713
Other Designing	885
Analysis / Simulation	208
Embedded Software Development (Project Management / Architect)	204
Embedded Software Development (Design / Programming)	980
Manufacturing / Production	1,917
Process Control	1,014
Quality Control / Assurance	1,514
Other Jobs related to Engineering & Manufacturing (i.e. Repair / Maintenance)	894
Jobs related to Information Technology System	8,916
Internal Information System (Chief Information Officer / Manager)	509
Internal Information System (Planning / Procurement)	865
Internal Information System (Development / Operation / Maintenance)	759
Other Jobs related to Internal Information System	202
Information Technology Consultant	1,029
Information Technology Architect	598
Project Manager	1,053
System Analysis / Design	1,255
Programming / Testing	511
Operation / Maintenance	519
Other Jobs related to Information Technology System	1,184
General Coordination / Human Resource	1,166
Finance / Accounting	182
Purchasing / Materials	906
Public Relation / Advertising / Corporate Marketing / Analyst / Market Research	3,681
Design (i.e. Typography / Web)	606
Sales / Services / Field Application Engineer	8,283
Other Specialist Personnel (i.e. Academic / Adviser / Technical Consultant)	5,641
Other General Office Employee	2,358
Student	1,158
Disemployment	1,046

■ Job Title

CEO / Board Member	9,234
Business / Factory Director	844
General Manager	9,735
Manager	15,736
Chief / Senior Staff	16,963
Staff	25,054
Contractor / Temporary Employee	1,504
Part-time Worker	370
Disemployment / Other	6,808

■ Product / Service Specified

Electronic Devices / Tools	52,626
Digital ICs / Memory ICs	26,497
Analog ICs / Mixed Signal ICs	23,494
Electronic Components / Materials	27,553
EDA (Electronic Design Automation) Tools	14,172
Power Sources / Batteries	17,799
Test & Measurement Instruments	22,677
Computers & Peripherals / Communication Equipments	23,994
Other Related Services to Electronic Devices / Tools	12,898
Devices / Tools for Wireless Technology	4,718
LED	3,474
Display	3,385
Programmable Devices	3,017
Sensors	5,556
Embedded Hardware & Software	29,983
Embedded Software	16,998
Embedded Boards	15,193
Development Tools	16,088
Robots	3,267
Tools for Software Testing / Debugging	3,087
Software for Automotive	2,578
Embedded Security	2,280
OS (Operating System) for Embedded Products	2,743
Industrial Equipments / Control System	3,225
Universal Industrial Standards	2,583
Mechanical Design & Development	13,734
CAD (Computer Aided Design)	11,259
CAE (Computer Aided Engineering)	7,403
CAM (Computer Aided Manufacturing) / Machine Tools	2,739
3D Printers	3,212
3D Scanners	2,012
Equipment for Cutting / Molding	2,131
Outsourcing of Product Planning / Design	3,014
Production Management	10,056
PDM (Product Data Management) / PLM (Product Lifecycle Management)	3,666
Production Management	4,752
ERP (Enterprise Resource Planning)	2,830
Production Scheduler	2,817
BOM (Bill of Materials)	3,265
Drawing Management / Document Management	4,268
Inventory Management	3,227
SCM (Supply Chain Management)	2,624
Environmental Operation	10,723
Energy Saving Appliances for Building / Offices / Shops	5,746
Power Generation Systems (i.e. Solar Power Generation)	6,433
Electric Batteries / Battery Systems	5,717
Environment Management Systems / Services	5,598
Electric Vehicles (EV) / Devices and Materials for EV	4,218
Eco-Friendly Devices / Materials	4,059
Services for Career Development	7,634
Services for Improving Career	3,671
Services for Improving Skills	4,999
Language Learning	3,260
Education Services for Engineers	3,631

⇒ Please refer to the following page.

■ Product / Service Specified

Construction Design	63
CAD	31
Construction Site	91
Maintenance / Management	83
BEMS / MEMS / HEMS	74
Energy	134
ZEB / ZEH	26
Power Generation / Energy Battery Systems	111
Other Products / Services	9,154

■ Work Location

Hokkaido	1,160
Aomori	126
Iwate	239
Miyagi	974
Akita	139
Yamagata	266
Fukushima	620
Ibaraki	1,740
Tochigi	1,237
Gunma	1,112
Saitama	3,277
Chiba	2,113
Tokyo	28,914
Kanagawa	12,752
Niigata	581
Toyama	377
Ishikawa	528
Fukui	224
Yamanashi	467
Nagano	1,649
Gifu	511
Shizuoka	2,204
Aichi	5,055
Mie	647
Shiga	1,054
Kyoto	2,279
Osaka	5,976
Hyogo	2,449
Nara	472
Wakayama	81
Tottori	63
Shimane	28
Okayama	404
Hiroshima	1,045
Yamaguchi	205
Tokushima	69
Kagawa	214
Ehime	207
Kochi	7
Fukuoka	1,700
Saga	65
Nagasaki	144
Kumamoto	438
Oita	190
Miyazaki	109
Kagoshima	253
Okinawa	148
Abroad	342

【Other Criteria】

Following criteria can be also selected.

- Number of Employees (1 to 9, 10 to 49, 50 to 99, 100 to 299, 300 to 499, 500 to 999, 1,000 to 1,999, 2,000 to 4,999, 5,000 to 9,999, 10,000 or more)
- Annual Sales (JPY 50 million or less, 50 million to 100 million, 100 million to 1 billion, 1 billion to 5 billion, 5 billion to 10 billion, 10 billion to 50 billion, 50 billion to 100 billion, 100 billion to 1 trillion, 1trillion or more)

(As of June 30, 2016)