

Top Interview Series
March–April 2026

~Winning in the AI-First Era~
DX/AX Partners 2026

 日経ビジネス

Nikkei Business

日経 

Nikkei xTECH

※AX = AI Transformation



Corporate DX (Digital Transformation) has entered a new phase driven by AI evolution. AX (AI Transformation), centered on technologies like generative AI and AI agents, is now a critical theme for transforming corporate strategy, business processes, and value propositions. Positioning data and AI as sources of competitive advantage, it goes beyond mere task automation or partial optimization to advance decision-making, create new customer experiences, and foster new business ventures. For companies to achieve this, having a reliable partner (a running mate) is essential.

Therefore, Nikkei BP is launching the initiative “Winning in the AI-First Era: DX/AX Partners 2026” at the end of the Japanese fiscal year to connect companies seeking DX/AX partners. Our readers are user companies seeking partners. We invite you to participate in this opportunity to promote your company’s business strategy and products and strengthen your branding.

※AX = AI Transformation



Top Executive Interviews

~Winning in the AI-First Era~ DX/AX Partners 2026

【Purpose of the Plan】

- ・Increase company visibility/awareness to Identify potential customers
- ・Promote products and solutions
- ・Strengthen recruitment of mid-career technical personnel
- ・Developing talent etc.

【Target Clients for Advertising】

- ・Vendors with AI transformation
- ・System integrators
- ・System integrators
- ・Consulting firms
- ・Software companies/manufacturers
- ・Cloud providers/telecom companies
- ・IT staffing firms, etc.

【Target Interviewees】

- ・CEO, CTO, CMO
- ・Business Unit Head
- ・Product/Service Development Lead
- ・Partner Relations Manager etc.

【Interviewer】
⇒ See next page



▼Interviewers for Coverage/Conversations

Through interviews conducted by Nikkei BP Intelligence Group researchers (including former editors-in-chief), We will maximize the appeal of your company

- ※We assign researchers who fit your industry, sector, and solutions.
- ※We can also discuss having the interviewer appear as a discussion partner in the published article.
- ※Please consult us if you have specific interviewer requests.

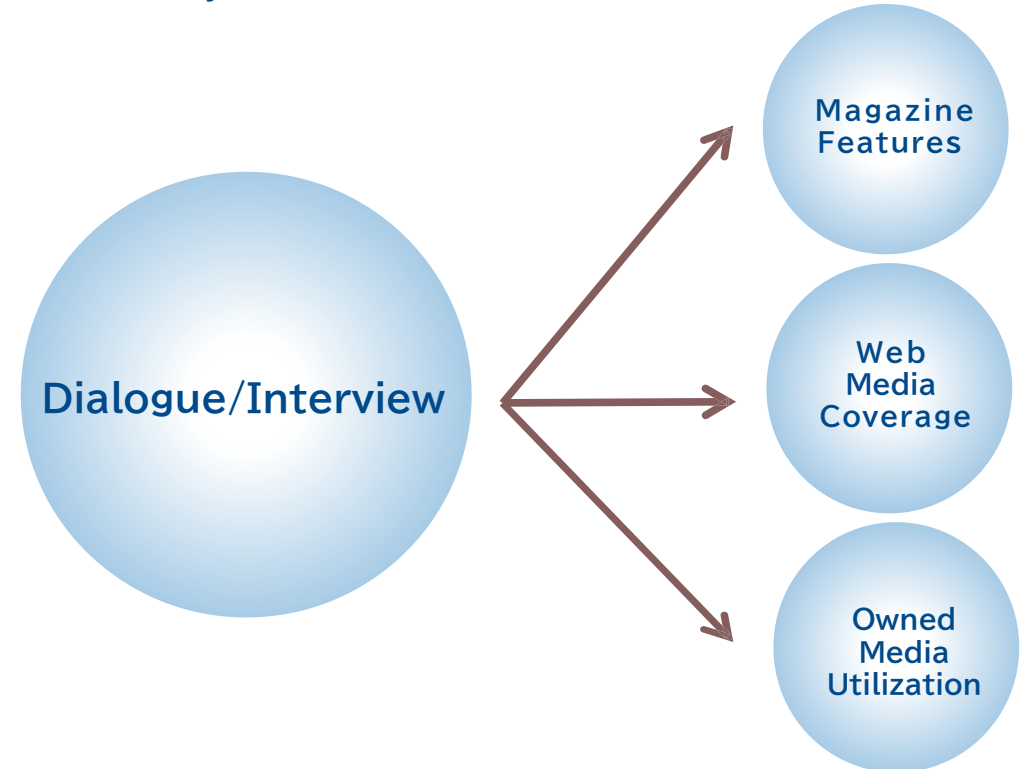
Candidates for Discussion/Interviewer of Nikkei BP Intelligence Group

					
Director Yasuhiro Kawai	Fellow Tetsushi Hayashi	Fellow Tomio Kikyohara	Innovation ICT Lab Director Naotaka Owada	Innovation ICT Lab Senior Researcher Takahiro Kikuchi	Senior Researcher Nobuko Kobayashi

*The above interviewers are examples.

▼Content

- Articles published in magazine media (Nikkei Business / Nikkei Computer)
- Publication in web media (Nikkei Business Online Edition/Nikkei xTECH)
- Secondary use as content for owned media





Collaborative Article Development Concept

●Dedicated Portal Site



Create a landing page on the "DX/AX Partners" dedicated portal site. Display header images for participating companies' tie-up advertorial and navigate to each advertorial.

[DX/AX Partners 2025 is available here](#)

★We also offer a plan that includes magazine tie-up advertorial. (Reused from WEB materials)



*Sample images



●Collaborative Advertorial (Web)



●Collaborative Advertorial (Magazine)





Packaged Contents



Nikkei Business Online Edition

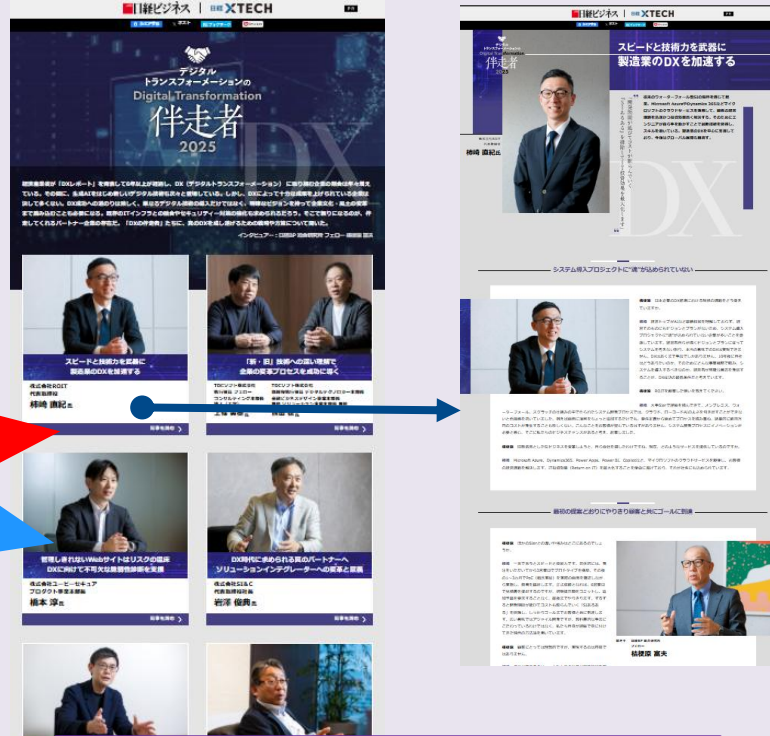


Nikkei xTECH



Redirects from Each Media

① Web Edition



① Web Edition Content
Double-branded web content for Nikkei Business Online Edition and Nikkei xTECH are Traffic-driver.
We will link to this content from both the Nikkei Business Online Edition and Nikkei xTECH websites.

*Sample image is for illustrative purposes only. Actual project page design may differ.

Content Reuse

② Nikkei Business/Nikkei Computer 4-color 2-page advertorial



② Magazine Publication
We can summarize web tie-ups and publish them as two-page color tie-up advertisements (approximately 1,500 to 2,000 characters).

③ Secondary Content Usage

③ Secondary Use of Content
We provide data such as text, photos, and illustrations that have been published. While content modification is not permitted, you are free to use the materials as is.



When you place an advertisement in Nikkei Business, you receive the Nikkei Business Ad Exposure Rate Survey as a benefit. This survey provides numerical data on metrics such as the “exposure rate” and “attention rate” for your published ad. Through this report, you can clearly understand the impression your advertisement is making on readers. Please note that this report is in Japanese.

調査概要

<指標の定義>

回答のうち、その広告を

・**広告接触率**＝「詳しく読んだ(%)」+「確かに見た(%)」+「見たような気がする(%)」

・**広告注目率**＝「詳しく読んだ(%)」+「確かに見た(%)」

・**広告精読率**＝「詳しく読んだ(%)」

【調査対象者】定期購読者(無作為抽出)

【調査手法】郵送調査

【詳細】アンケート用紙と見本誌を送付し、回答を返信してもらう

【実施時期】発売後4～5日で郵送

【調査内容】「詳しく読んだ」「確かに見た」「見たような気がする」「見覚えがない」から一つ選択
見覚えに関わりなく広告への理解度/興味度/インパクトを評価

【平均回数サンプル数】40～50件

【調査対象号】毎号

レポート項目

1 全体 調査概要

- ・調査概要
- ・回答者の属性
(年代、業種、役職、職種)

2 ランキング一覧

- ・全体ランキング一覧

3 接触率ランキング

- ・全体平均
- ・ランキング上位10社

4 製品ジャンル別

- ・ランキング上位(各3位まで)

5 クリエイティブランキング

- ・全体平均
- ・ランキング上位10社

6 個別

- ・広告別評価
- ・広告が印象に残った理由
(自由意見)

広告掲載レポートイメージ

【ランキング一覧】全体ランキング一覧の例

順位	広告名	広告種別	広告接触率 (%)	広告注目率 (%)	詳しく読んだ (%)	確かに見た (%)	見たような気がする (%)	見覚えがない (%)	内容がよくわかる (%)	インパクトがある (%)	広告内容に興味を持った (%)	より詳しく知りたくなった (%)
1	AB交通	純広告	81.0	54.4	21.5	32.9	26.6	19.0	48.1	11.4	29.1	10.1
1	CD商事	純広告	81.0	44.3	12.7	31.6	36.7	19.0	32.9	35.4	17.7	3.8
3	E建設	記事体広告	79.7	46.8	11.4	35.4	32.9	20.3	25.3	40.5	15.2	1.3
4	FGHコーポレーション	純広告	72.2	45.6	21.5	24.1	26.6	27.8	34.2	24.1	17.7	2.5
4	IJ飲料	純広告	72.2	35.5	8.9	26.6	36.7	27.8	20.3	20.3	25.3	2.5
6	K商事	純広告	70.9	49.4	15.2	34.2	21.5	29.1	34.2	21.5	25.3	6.3
6	Lホールディングス	記事体広告	70.9	27.9	3.9	24.1	43.0	29.1	15.2	39.2	7.6	2.5
8	MNカード	純広告	69.7	39.3	5.1	34.2	30.4	30.4	20.3	34.2	7.6	1.3
9	O重工業	純広告	69.6	30.4	1.3	29.1	39.2	30.4	11.4	34.2	12.7	3.8
10	PQR保険	純広告	69.6	39.2	6.3	32.9	30.4	30.4	11.4	32.9	16.5	7.6

【個別】広告別評価の例

サンプル数	広告名	スペース	【A】広告接触			【B】理解度		【C】インパクト		【D】興味		【E】探索		
			全体	1ページ以上部分広告	接触率 (%)	注目率 (%)	興味率 (%)	順位	内容がよくわかる (%)	順位	インパクトがある (%)	順位	広告内容に興味を持った (%)	順位
全体→					52.4	22.5	4.6	10.7	9.1	12.1	4.9			
カラー3ページ以上					54.2	22.5	4.2	16.2	3.5	11.3	7.0			
カラー2ページ					49.1	21.2	5.3	11.8	6.4	13.9	4.7			
カラー1ページ					54.8	23.3	3.8	9.5	12.5	8.9	4.2			
カラー部分広告					36.0	9.2	-	3.9	3.5	5.6	2.1			
表紙					55.8	24.8	3.7	11.5	10.4	11.3	4.5			
準特集面					58.8	26.7	5.6	10.3	12.5	14.6	6.7			
1ページ以上					53.1	23.1	4.8	11.0	9.3	12.3	5.0			
部分広告					36.0	9.2	-	3.5	3.5	5.6	2.1			
純広告					54.3	23.6	4.0	9.2	12.1	11.2	4.9			
記事体広告					48.5	20.3	5.6	13.7	3.3	13.7	4.9			
記事対向					56.6	24.8	4.6	9.2	13.6	11.2	5.5			
71 AZコーポレーション	4C2	7	7	69.1	38.1	8.5	15	14.1	8	18.3	3	23.9	5	8.5

【個別】広告が印象に残った理由 (自由意見)の例

アピールポイントが明確。

ビジュアルがよい。

企業認知度と内容がフィット。

内容を対話式にしているので分かりやすい。

一般によく分かっていない対策などの事例は興味を持てる。



Nikkei Business has a circulation of 150,000 copies. average number of readers per copy: 2.7 = Estimated readership: 410,000 people. Please note that this report is in Japanese.

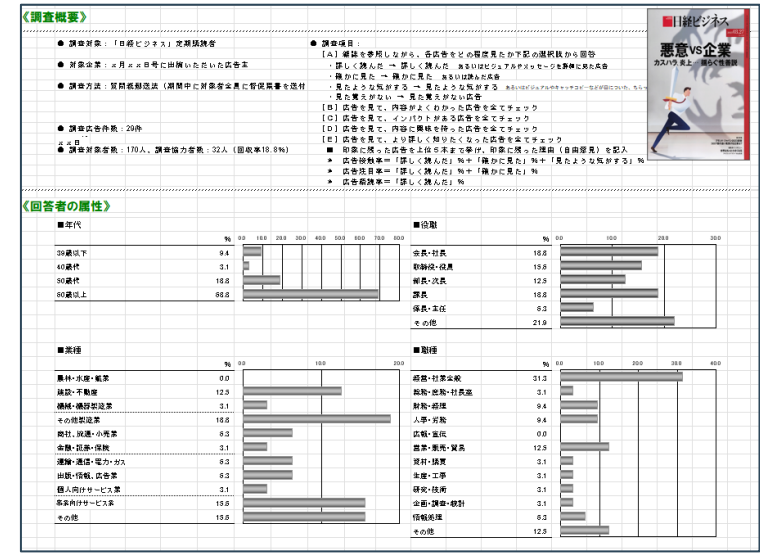
〒105-8308 東京都港区虎ノ門4-3-12
株式会社 日経BP

日経ビジネス 20XX年×月XX日号 広告掲載レポート

掲載媒体	日経ビジネス	
掲載号	20XX年×月XX日号	
掲載スペース	4色2ページ	
掲載ページ	XX~XX ページ	
ABC 認証部数	152,140 部	(2020年通期)
貴社広告接触率	25.1 %	
貴社広告注目率	6.3 %	
貴社広告精読率	0.0 %	
(参考データ) 回読人数	2.7 人	
推定読者数	410,778 人	
貴社広告接触者数	103,105 人	



Survey Report Cover



Survey Overview Page

広告接触率 全体ランキング一覧

順位	年	月	日	掲載ページ	広告主名	スペース	広告種類	記事掲載	広告掲載率 (%)	注目率 (%)	精読率 (%)	読者の読書習慣 (%)	読者の読書目的 (%)	読者の読書時間 (%)	読者の読書意識 (%)	読者の読書態度 (%)	読者の読書習慣 (%)	読者の読書目的 (%)	読者の読書時間 (%)	読者の読書意識 (%)	読者の読書態度 (%)	
1	2020	X	XX	表紙掲載	日経ビジネス1	H22	雑誌広告		80.7	68.0	50.0	21.9	9.4	31.3	50.0	18.6	6.3					
2	2020	X	XX	72-75	日経ビジネス2	H24	雑誌広告		81.3	59.4	18.0	40.6	21.9	18.0	28.1	12.5	25.0	9.4				
3	2020	X	XX	表紙	日経ビジネス3	H41	雑誌広告		79.2	59.2	18.0	34.4	25.0	21.9	12.5	16.0	12.5	21.9				
4	2020	X	XX	79-79	日経ビジネス4	H23	雑誌広告		68.7	28.1	3.1	25.0	40.6	31.3	18.6	6.3	9.4	0.0				
5	2020	X	XX	54-55	日経ビジネス5	H2	雑誌広告		62.6	31.3	6.3	25.0	31.3	37.5	25.0	9.4	9.4	6.3				
6	2020	X	XX	36-37	日経ビジネス6	H2	雑誌広告		62.6	31.3	9.4	21.9	31.3	37.5	25.0	9.4	9.4	3.1				
7	2020	X	XX	102-103	日経ビジネス7	H2	雑誌広告		59.5	40.7	6.3	34.4	18.0	40.6	21.9	15.6	12.5	9.4				
8	2020	X	XX	32-33	日経ビジネス8	H2	雑誌広告		58.4	31.3	12.5	18.0	28.1	40.6	25.0	6.3	9.4	9.4				
9	2020	X	XX	4	日経ビジネス9	H1	雑誌広告	1	58.4	31.3	0.0	31.3	28.1	40.6	15.6	6.3	0.0	6.3				
10	2020	X	XX	76-77	日経ビジネス10	H2	雑誌広告		59.4	25.0	3.1	21.9	34.4	40.6	15.6	3.1	6.3	6.3				
11	2020	X	XX	表紙	日経ビジネス11	H31	雑誌広告	1	56.3	21.9	3.1	18.0	34.4	43.0	6.3	9.4	9.4	0.0				
12	2020	X	XX	64-65	日経ビジネス12	H2	雑誌広告		56.2	28.1	12.5	15.6	28.1	43.0	21.9	6.3	15.6	12.5				
13	2020	X	XX	104-105	日経ビジネス13	H2	雑誌広告		56.2	18.7	3.1	15.6	37.5	43.0	18.0	0.0	9.4	3.1				
14	2020	X	XX	89-91	日経ビジネス14	H2	雑誌広告		55.2	25.1	6.3	18.0	28.1	46.9	15.6	9.4	6.3	6.3				
15	2020	X	XX	96-97	日経ビジネス15	H2	雑誌広告		56.1	25.1	6.3	18.0	25.0	50.0	15.6	6.3	6.3	3.1				
16	2020	X	XX	96-97	日経ビジネス16	H2	雑誌広告		50.0	12.5	3.1	9.4	37.5	50.0	12.5	3.1	6.3	0.0				
17	2020	X	XX	58-59	日経ビジネス17	H2	雑誌広告		50.0	12.5	3.1	9.4	37.5	50.0	15.6	3.1	6.3	9.4				
18	2020	X	XX	88-89	日経ビジネス18	H2	雑誌広告		47.0	25.1	6.3	18.0	21.9	53.1	18.0	6.3	6.3	0.0				
19	2020	X	XX	34-35	日経ビジネス19	H2	雑誌広告		46.9	25.0	3.1	21.9	21.9	53.1	15.6	6.3	6.3	0.0				
20	2020	X	XX	44-45	日経ビジネス20	H2	雑誌広告		46.9	15.6	3.1	12.5	31.3	53.1	9.4	3.1	9.4	6.3				
21	2020	X	XX	98-99	日経ビジネス21	H2	雑誌広告		43.1	21.9	0.0	21.9	21.9	56.3	21.9	6.3	6.3					
22	2020	X	XX	122-125	日経ビジネス22	H24	雑誌広告		40.7	28.2	9.4	18.0	12.5	59.4	25.1	9.4	18.0	3.1				
23	2020	X	XX	34-35	日経ビジネス23	H2	雑誌広告		40.7	21.9	6.3	15.6	18.0	59.4	21.9	6.3	0.0	3.1				
24	2020	X	XX	114-115	日経ビジネス24	H2	雑誌広告		34.4	12.5	3.1	9.4	21.9	65.6	21.9	3.1	9.4	0.0				
25	2020	X	XX	116-117	日経ビジネス25	H2	雑誌広告		34.4	9.4	3.1	6.3	25.0	65.6	18.0	6.3	6.3	0.0				
26	2020	X	XX	80-87	日経ビジネス26	H2	雑誌広告		31.3	9.4	0.0	3.4	21.9	68.0	15.0	0.0	0.0	0.0				
27	2020	X	XX	104-105	日経ビジネス27	H2	雑誌広告		25.1	6.3	0.0	6.3	18.0	75.0	15.6	3.1	3.1	0.0				
28	2020	X	XX	86-87	日経ビジネス28	H2	雑誌広告		21.9	6.3	0.0	6.3	15.6	79.1	12.5	0.0	6.3	0.0				
29	2020	X	XX	118-119	日経ビジネス29	H2	雑誌広告		18.8	6.3	0.0	6.3	12.5	81.3	15.6	3.1	0.0	3.1				
								全体平均		51.2	25.2	5.8	19.4	26.0	48.8	19.1	8.0	8.2	4.0			

Overall Ranking Page





Advertising Plan Chart

Plan	Nikkei Business Package		Nikkei xTECH Package		Nikkei Business & Nikkei xTECH Package	
	Plan A WEB + Magazine	Plan B WEB Only	Plan C WEB + Magazine	Plan D WEB Only	Plan E WEB + Magazine	Plan F WEB only
Fee (excluding tax)	JPY 5 million	JPY 2.5 million	JPY 3.5 million	JPY 2.5 million	JPY 8 million	JPY 5 million
Redirecting from Nikkei Business Online Edition to web advertorial	●	●				
Redirect to Nikkei xTECH web advertorial			●	●		
Nikkei Business Online Edition/Nikkei xTECH Special (W Brand Tie-up*)					●	●
Nikkei Business 4-color 2P Tie-up	●				●	
Nikkei Computer 4-color 2-Page Tie-Up			●		●	
Production Cost / Provision of page data	●	●	●	●	●	●
Nikkei Business Advertising Exposure Rate Survey	●				●	
Estimated Page Views	2000 PV	2000 PV	2000 PV	2000 PV	4000 PV	4000PV

*For E Plan and F Plan web tie-ups, the double-branded tie-up site (same URL) will be featured on both Nikkei Business Online Edition and Nikkei xTECH. Traffic will be directed from both media outlets.



Schedule

No	Nikkei Business Issue Date	Web Publication Period	Deadline for Interviews	Application Deadline	Nikkei Computer Issue Date	Web Publication Period	Deadline for Coverage	Application Deadline
①	March 23 issue (On Sale 3/19)	March 21 - April 17	February 5	January 29	March 19, issue (On Sale 3/18)	3/19-4/15	February 5	January 29
②	March 30, issue (On Sale 3/27)	3/27-4/23	February 13	February 6				
③	April 6, issue (On Sale 4/3)	4/3-4/30	February 20	February 13	April 2, issue (On Sale 4/1)	4/3-4/30	February 20	February 13
④	April 13, issue (On Sale 4/10)	4/10-5/14*	February 27	February 20				
⑤	April 20, issue (On Sale 4/17)	4/17-5/21※	March 6	February 27	April 16, issue (On Sale 4/15)	4/17-5/21	March 6	February 27

■Regarding the Start Date of Publication

For Web-only: Publication will occur at one of the timings ① to ⑤. We will set it to your preferred timing upon request.

Web + Magazine: The web publication will be scheduled according to the release date of the selected magazine listed in ①-⑤ above.

※Due to the Golden Week holiday period, web publication will run for 5 weeks.

★Note: The tie-up page design will follow a standardized format and cannot be modified.



Global Business Unit
i-sales@nikkeibp.co.jp

Solution Business Planning Dept.
sbk@nikkeibp.co.jp

Nikkei Business Publications, Inc.