

Manufacturing Sector Customer Case Study Collaborative Advertising Campaign

User's Voice



Nikkei Monozukuri has launched “User’s Voice,” a sponsored advertising package featuring user case studies designed to promote your products and solutions. We feature user case studies of your company’s top-recommended products and solutions in an article-style ad format. These engaging ads spark interest, raising awareness of your products and services while deepening reader understanding.

We offer multiple packages tailored to your budget and objectives. In addition to packages that combine magazine and web sponsored content, we also offer magazine-only packages and white paper creation plans. We encourage you to take advantage of this opportunity to promote your company’s products and solutions.

Plan Details (Plan A)

The same content published in both the magazine and on the web!



Four-color, two-page advertorial



Nikkei xTECH Special: Manufacturing
4-week publication



Created by repurposing
magazine content

日経 **モノづくり**



日経 **XTECH**
クロステック

Layout will follow a standard format.

Regular price: 3,988,000 yen

Special Package Price

2.4 million yen (excl. tax)

*The advertising rates listed above include reporting and editorial production costs.

For locations far from our office, separate travel expenses for reporting will apply.

*Consumption tax will be added separately to the advertising rates.

*Interviews and article writing will be conducted by an advertising copywriter.

● Application and Interview Schedule (Please contact us for details)

Application Deadline: 10 weeks prior to the magazine's release date

Coverage: To be conducted by approximately 8 weeks prior to the magazine's release date.

*The start date for web tie-in content is subject to consultation.

Other plans are also available. Please see the next page for details.

[Plan A] Magazine + Web advertorial

- Nikkei Monozukuri Advertorial (Four-color, two-page)
- Web Partnership: 4-week placement on Nikkei xTECH Special (Manufacturing)

→ **Special Package Price: 2.4 million yen*** (excl. tax, production costs included)

*Equivalent to a list price of 3.988 million yen



[Plan B] Magazine + white paper creation + lead generation

- Nikkei Monozukuri article-style ad (Four-color, two-page)
 - White paper created using the article-style ad (2-page format, front and back)
 - White Paper PDF: Secondary Use (subject to restrictions)
 - Nikkei xTECH Active (Manufacturing)
- White Paper Download Listing: Guaranteed 50 Leads

→ **Special Package Price: 2.25 million yen**** (excl. tax, production costs included)

**Equivalent to a list price of 2.738 million yen



[Plan C] Magazine advertorial, 2-Page Plan

- Nikkei Monozukuri Advertorial (Four-color, two-page)

→ **Special Rate: 1.5 million yen***** (excl. tax, production costs included)

***Equivalent to a regular price of 1.988 million yen



- The advertising rates listed above include reporting, editing, and production costs. For locations far from our office, separate travel expenses for reporting will apply.
- Reporting and writing for the article will be handled by an advertising copywriter. ● You cannot specify the placement of the article in the magazine.

[Paid Option] Secondary use of the tie-in content is also possible. Please contact us for details.

Nikkei Monozukuri: Media Overview



日経 ものづくり

Stay one step ahead in manufacturing!

For the manufacturing industry entering an era of major transformation
A comprehensive magazine that disseminates information on
“technological innovation in both design and production,”
and manufacturing DX. It also focuses on “developing strong talent” to
lead the next generation of manufacturing, providing information to help
manufacturers succeed.

▼ Publication Format: Monthly, published on the 1st of each month

▼ Annual subscription; direct delivery to subscribers

*Please contact us for details.

Contact

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