

Understand Marketing, See Consumption

日経 **X**TREND

[https:// xtrend.nikkei.com](https://xtrend.nikkei.com)

Nikkei xTREND
Media Kit/Advertising Menu Guide

January-March 2026 Edition

MEDIA FIELD

Nikkei BP BtoB Digital Platform



Management & Leadership

Technology

What is Nikkei xTREND?

Marketing is the series of activities that create the value customers seek and deliver it to the right audience through effective communication. This concept is the very essence of business itself.

Nikkei xTREND's concept, "Understand Marketing, See Consumption," embodies the very fundamentals of marketing: "customer understanding" and "customer value."

With products and services flooding every sector, it's becoming increasingly difficult for companies to acquire and retain customers. Nikkei xTREND delivers information that helps marketers grasp the latest consumption trends and shifts in consumer psychology, supporting them in everything from formulating marketing strategies to implementing specific tactics.

Furthermore, it regularly hosts various seminar events featuring leading marketers. Under the banner of "**Marketing for All**" it supports professionals across all roles where communication targets exist, not just those in marketing departments.



Yusuke Nakamura
Editor-in-Chief
Nikkei xTREND

What interests readers?

1. Marketing Strategy, Branding
2. SocialMedia Utilization, Digital Marketing, DX
3. New Business, Sales Strategy
4. AI, Retail Media, Web3, and Other Technologies & Marketing Trends
5. Consumer Trends (e.g., Gen Z)

Readers eager to drive marketing transformation and new business creation, seeking solutions to challenges

Focus Areas: Marketing DX and Sales DX



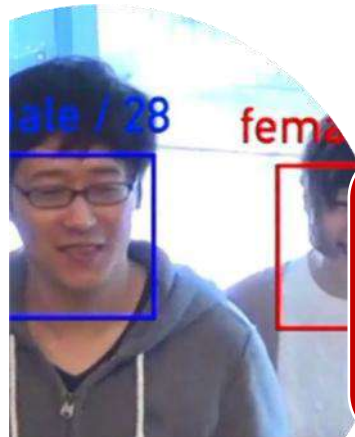
【Mobility】MaaS【Interest】D2C【Consideration】AI camera stores
 【Consumption】Cashless payments【Post-purchase】IoT products + subscriptions, etc.



(1) New Data



↑ [Profit Maximization] RevOps ↓



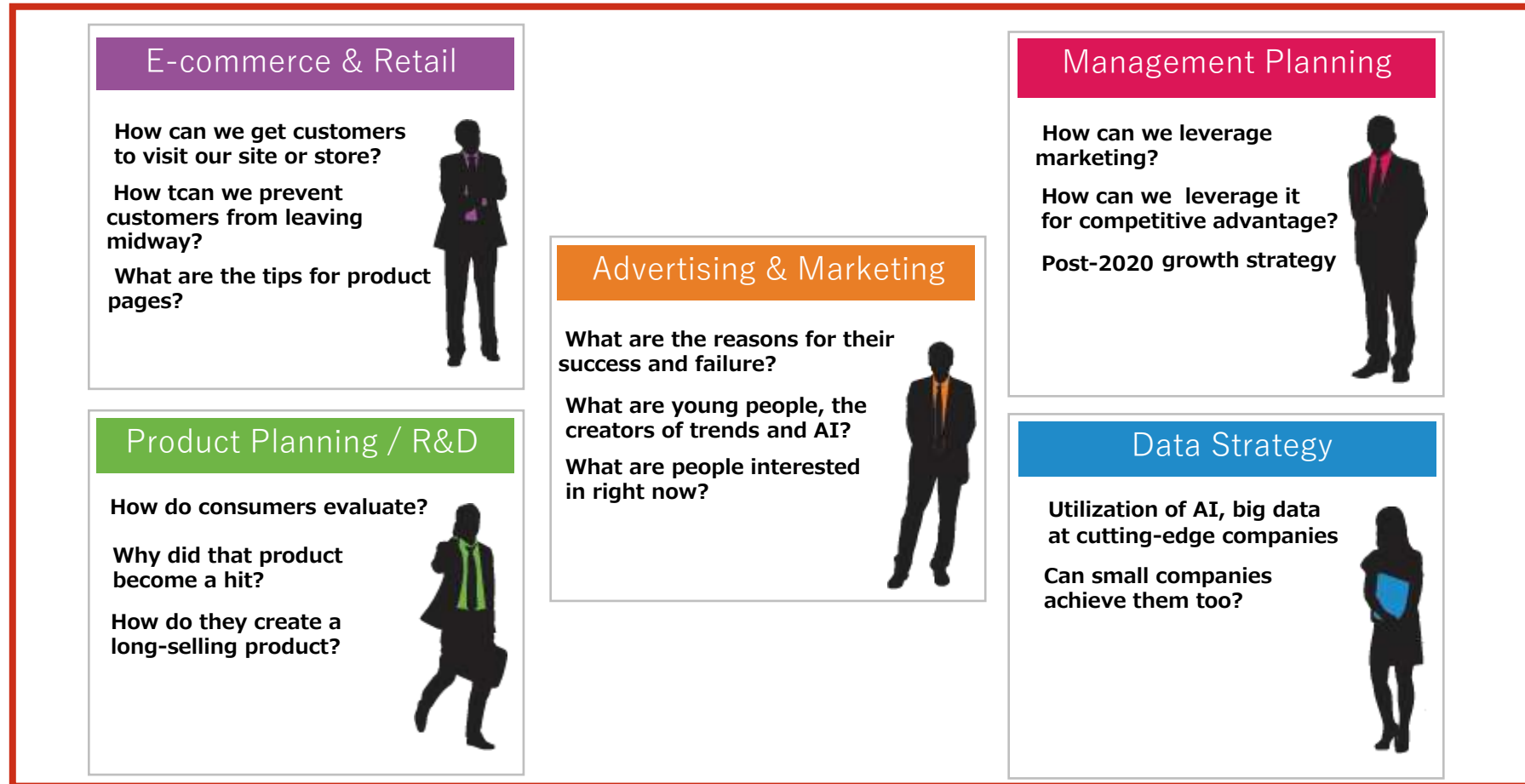
(3) Advanced Marketing

(2) Data Circulation and Analysis

Dynamic Pricing, Personalization, High-Accuracy Demand Forecasting, Advanced Product Development, Early churn prediction, logistics optimization, UX/UI improvements, New customer experiences, etc.

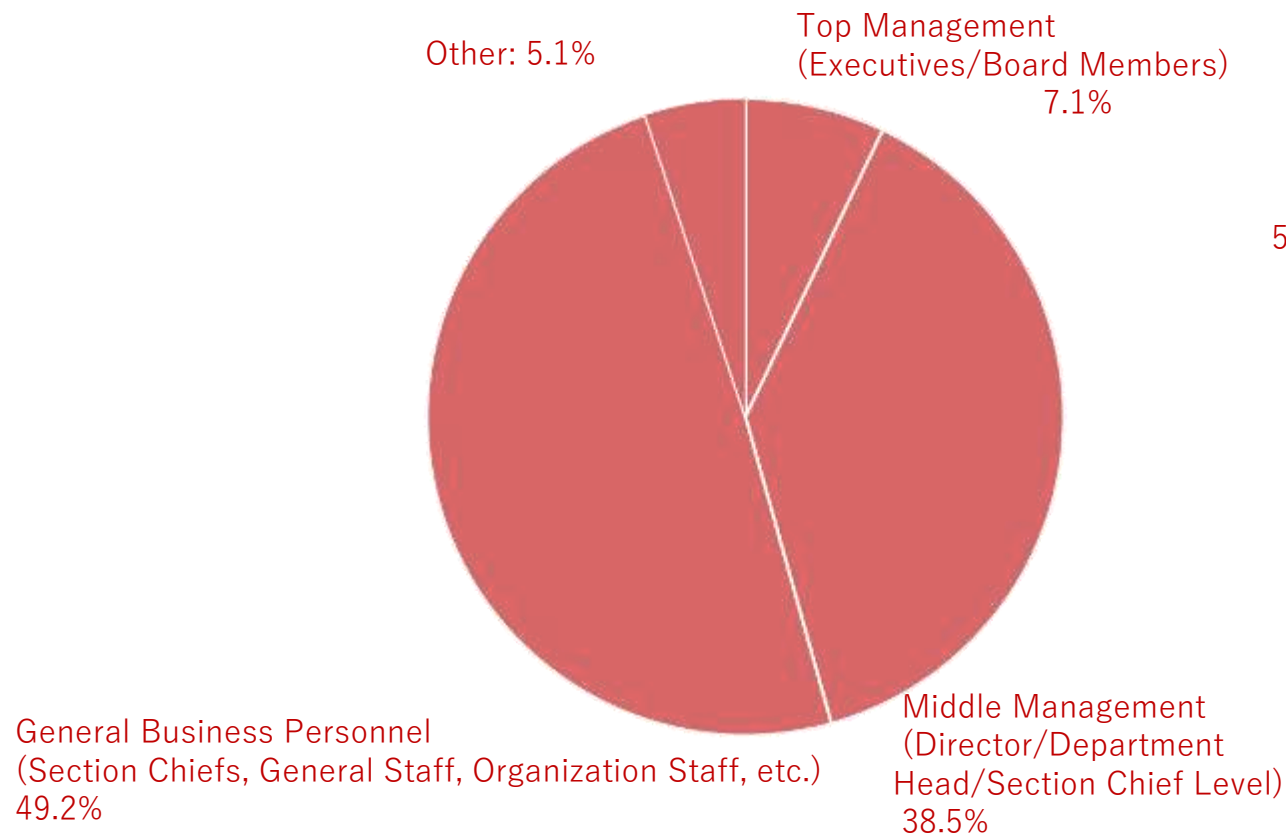
5G, Deep Learning, Augmented Analytics, DFFT (Trusted Free Data Flow), Information Banks, etc.

The target audience is key person responsible for marketing operations

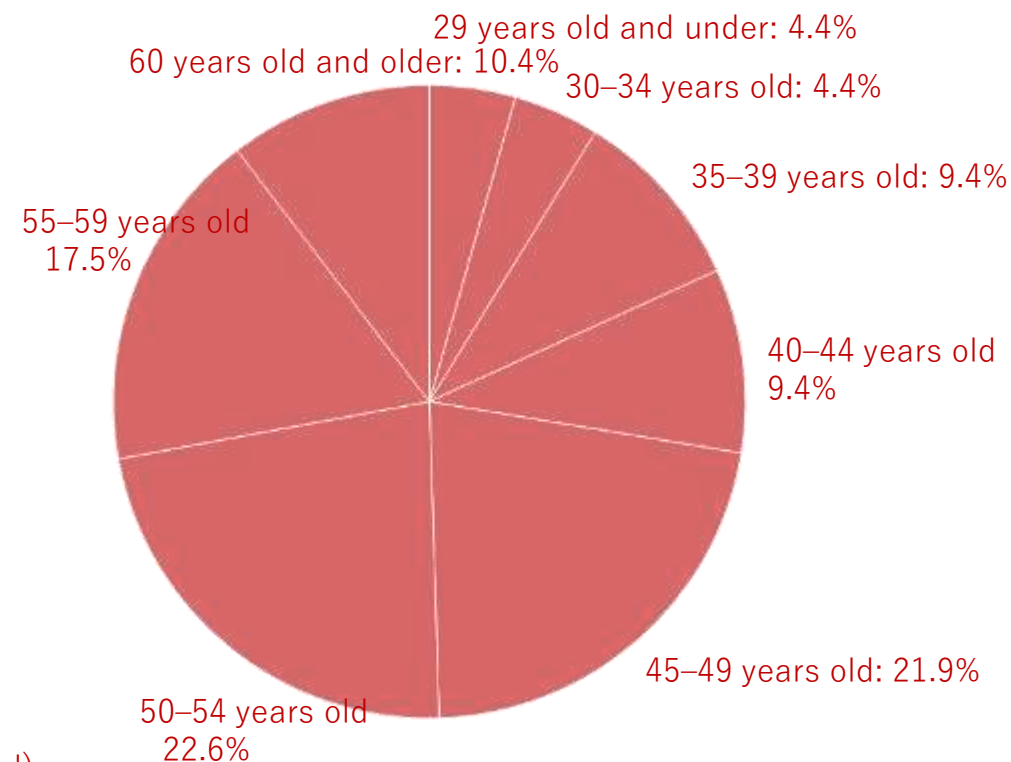


45.6% are top and middle management

◇Position◇

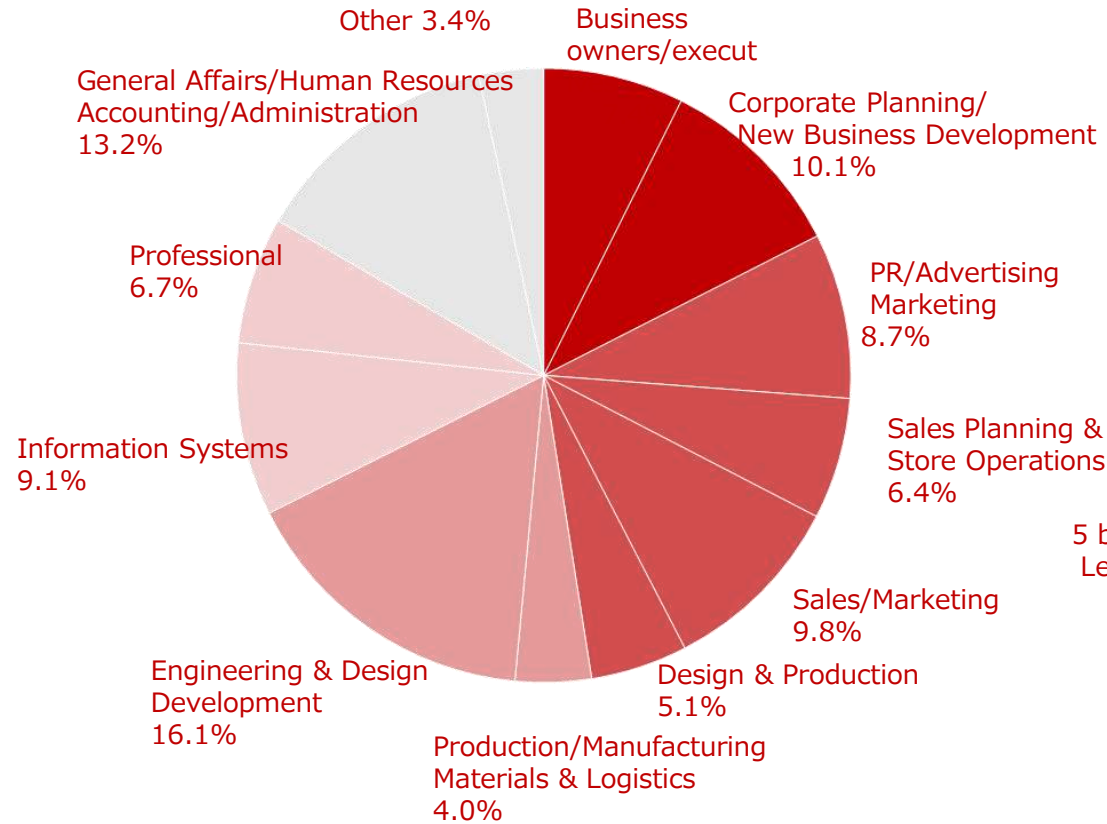


◇Age◇

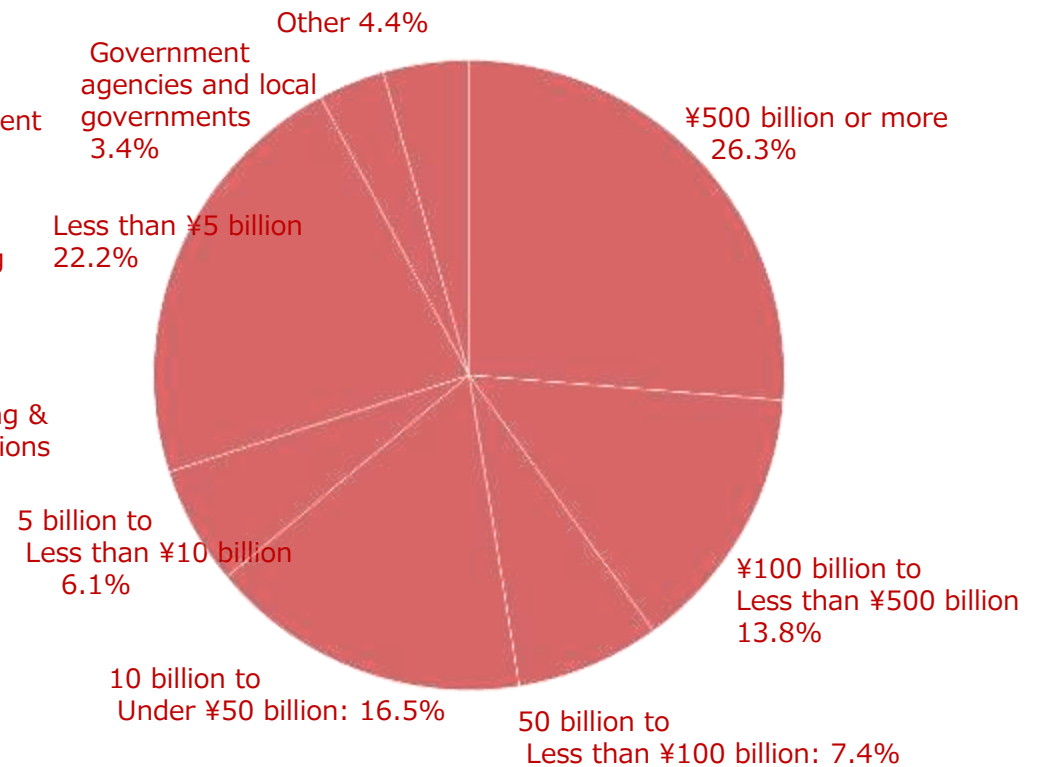


47.5% work for companies with annual sales of 50 billion yen or more

◇Department affiliation◇



◇Company Revenue◇

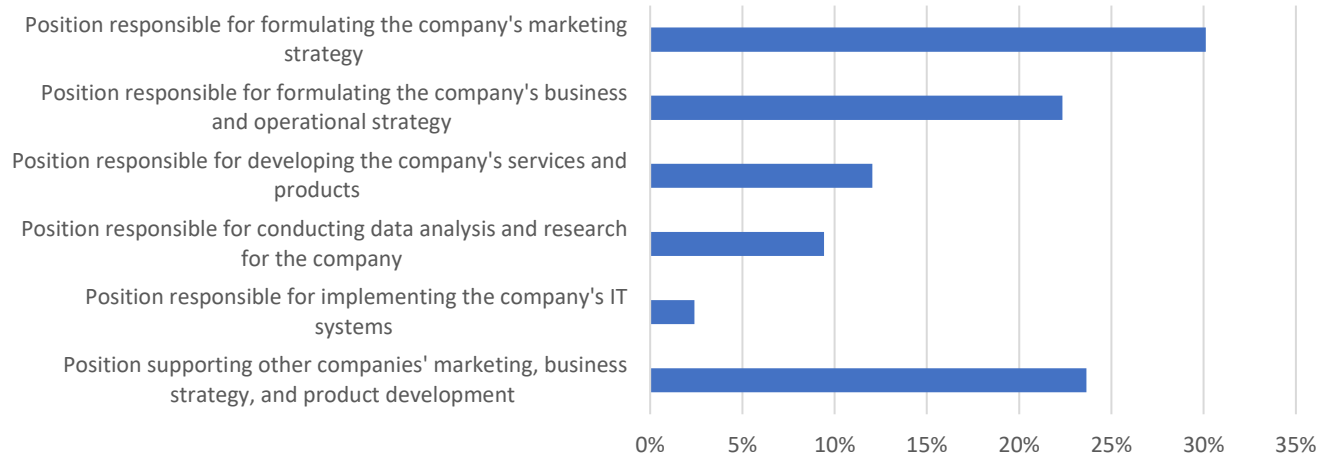


*From Nikkei xTREND Reader Profile Survey

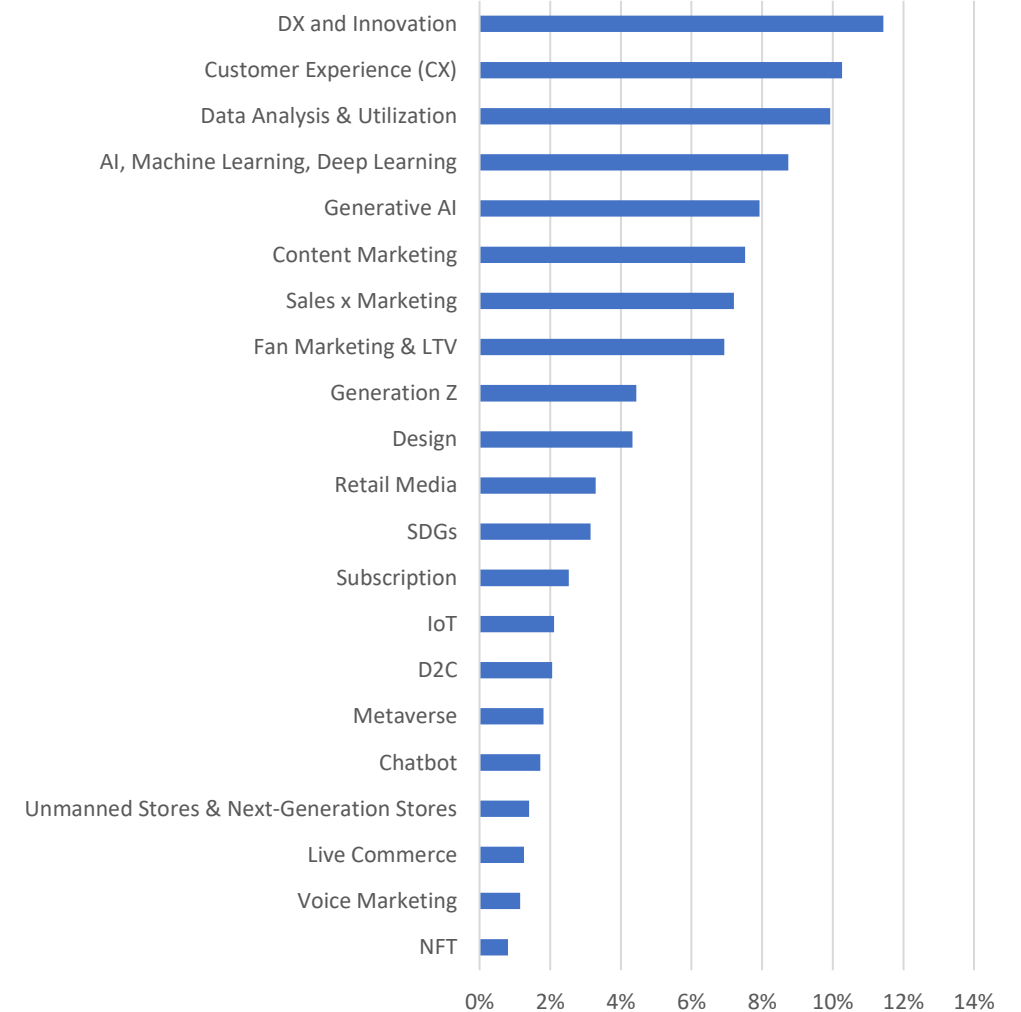
READERS PROFILE

Many readers in positions responsible for formulating their company's marketing and business strategies.
Data utilization and customer relationship building are high-interest themes.

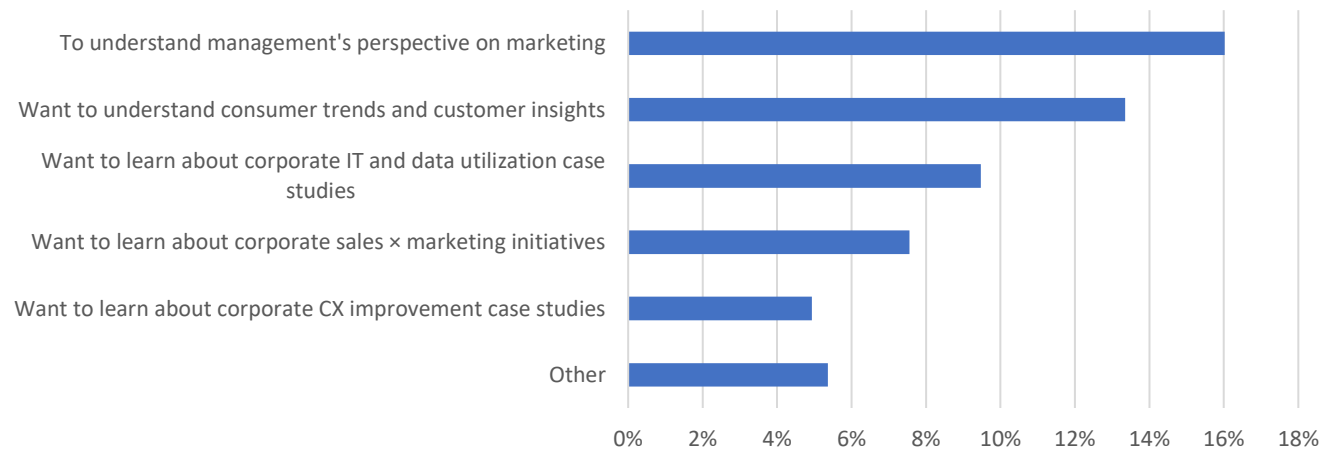
Professional role



Fields of Interest



Purpose of Participation/Viewing



*Based on a survey of Nikkei xTREND FORUM registrants (July 2024)

Strength in promoting not only B2B but also B2C products

Nikkei xTREND readers engage in digital marketing-related information gathering in ON mode while also embodying the trend-sensitive individual consumer aspect in OFF mode. Advertising products are not limited to BtoB; they are also well-suited for reaching early adopters with BtoC products.

ON

In their work, they diligently gather information on cutting-edge marketing tools and services everyday.

<Collaboration Case Study>

- Amazon Web Services Japan
Fast Retailing's Digital Strategy

- Repro

The Surprising Cause Behind a 7% Drop in Conversion Rate

- Bridge International

How the "Revenue Process" Transforms Company-Wide Sales

- Dentsu Corporate One

Dentsu Group's Next-Generation Marketing Model

OFF

As consumers, they are highly interested in the latest trends and constantly seek out new experiences.

<Collaboration Case Study>

- Canon Marketing Japan

Cheap! New printer for low-cost printing

- Gunze

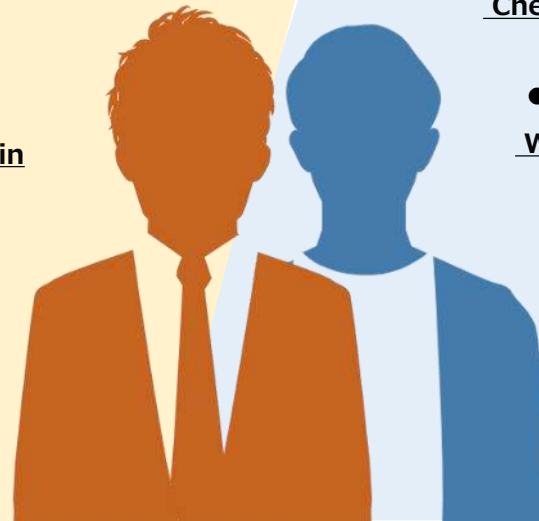
What Future Does BODY WILD Envision?

- Panasonic

Why Lambda Palm-In is the new standard

- Kirin Beverage

"Seicha" Sees Strong Sales After Renewal: Exploring the Reasons



The Role of Portal Sites for Each Related Media



Launched July 2025. Nikkei Gaming: A Business-Focused Gaming Media. We deliver the latest trends in gaming and related fields from a business perspective, covering management, technology, consumption, and marketing.



Monthly magazine "Nikkei Trendy" delivers the latest information on hit products, trend forecasts, the stories behind booms, interviews with hit makers, money-saving tips, and techniques useful for work and life.



No Design, No Business.—Design is an indispensable "asset" in various aspects of corporate activities. Nikkei Design delivers information useful for those seeking to leverage design power for branding and marketing.



Covering all genres of entertainment—movies, music, TV, anime, books, games, SNS... Nikkei Entertainment! delivers the latest industry insights: behind-the-scenes production and promotion stories, ranking analyses, and interviews with talents and creators.



Advertising Menu

◆ **Advertorial**

- Standard Tie-up P13-15
- Native Tie-up P16
- Instant Native P17

◆ **Lead Generation Menu**

- Four Types of Lead Generation Menus P19-20
- *A separate detailed proposal for the Lead Generation Menu is available

◆ **Display Ads** P22-23

◆ **Email Newsletter Advertising** P24

◆ **Podcast Advertising** P25

◆ **Monthly Magazine 'Nikkei xTREND'** P26

Standard Tie-up (Nikkei xTREND Special)

This tie-up menu features original designs aligned with Nikkei xTREND's tone & manner. It features high flexibility in article composition alongside design, appealing to users with compelling content.

<What We Offer>

- Article-style ad placement in Nikkei xTREND Special
- Traffic: Standard tie-up ad traffic placement for 4 weeks
 - *See next page for menu details
- Estimated Page Views: Approximately 2,000 PV (4 weeks)
- *Optional PV guarantee plan available with external boost

<Important Notes for Copywriting>

- Text volume should be approximately 2 A4 pages (around 2,500 characters)
- Photos/illustrations: Approximately 2-3 pieces

Fee: ¥3,000,000 (excluding tax)

*The above fee includes all aspects: research, writing, photography, and page production

※Additional fees apply for featuring celebrities or conducting interviews in remote locations

※Reprinting of our magazine advertisements is accepted for ¥2,000,000



Standard Tie-up (Nikkei xTREND Special)

◆ Standard Traffic Driver

	Menu Name	Display Page	Display Format	Display Period/Freq.	Size
①	PC/Notice Board	Nearly All Pages	Rotation	4 weeks	Image: 240×180 / 50 KB or less Body: Company name + up to 26 characters (full-width/half-width characters combined)
②	PC・In-feed (New Arrivals Section)	TOP Page	Rotation	4 weeks	Image: 240×180 / 50 KB or less Body: Company name + up to 26 characters (full-width/half-width characters combined)
③	PC・In-feed (Recommended for You section)	Nearly all pages	Rotation	4 weeks	Image: 240×180 / 50 KB or less Body: Company name + up to 26 characters (full-width/half-width characters combined)
④	PC・PICK UP (Text)/ Smartphone・PICK UP (Text)	Almost all pages	Rotation	4 weeks	Up to 38 characters (including spaces)
⑤	PC/Recommended Information (PR)	Nearly all pages	Rotation	4 weeks	Image: 240×180 / 50 KB or less Body: Company name + up to 26 characters (full-width/half-width characters combined)
⑥	Smartphone In-Feed (New Arrivals Section)	TOP Page	Rotation	4 weeks	Image: 240×180 / 50 KB or less Body: Company name + up to 26 characters (full-width/half-width characters combined)
⑦	Smartphone In-Feed (Recommended for You Section)	Almost all pages	Rotation	4 weeks	Image: 240×180 / 50 KB or less Body: Company name + up to 26 characters (full-width/half-width characters combined)
⑧	Nikkei xTREND Registered Member Email In-feed (HTML email)	(HTML Email)	-	8 times	[Image]240 pixels wide × 180 pixels tall [Subtitle]Up to 13 characters (including full-width and half-width characters) × 1 line + [Title]Up to 24 characters total (full-width/half-width characters) (※No line breaks allowed) ※Maximum 50KB

※All image sizes must be 240×180 pixels (within 50KB). If using the same image creative, submitting one instance is sufficient.

※Each referral slot guarantees a display period. It does not guarantee the number of impressions.

※Company names in In-Feed Ads may not display fully depending on the number of characters in the company name.

Standard Tie-up (Nikkei xTREND Special)

◆ Standard Traffic Driver Placement

Navigation Menu



⑥ Infeed (New Arrivals)
 ⑦ Infeed (Recommended for You)



⑧ Nikkei xTREND Registered Member Email Infeed (HTML Email)

※Advertising navigation frames are displayed in random rotation and are not permanently visible.

Sponsored Content

PC A4 size, 2 pages (approx. 3,000 characters)



Native Tie-up (Nikkei xTREND Native)

This tie-up menu creates and publishes content in the same tone and style as editorial articles. Content is supervised by experienced Nikkei BP editors
 experts oversee the articles. Content appeals to users with approachability and credibility. Upon article publication, it will also be featured in the new article headline section on the site's top page. Another feature is that it will be posted on official SNS accounts.

<What We Offer>

- Advertorials will be published in the same design as Nikkei xTREND editorial articles
 - ※ The article title will begin with [PR]
 - ※ Advertiser name attribution is mandatory
- Traffic: Standard tie-up traffic menu (4 weeks)



Editorial promotion (featured in the new arrivals section upon publication, one post on official SNS)

- Estimated PV: Approximately 2,000–3,000 PV
- ※ An optional PV guarantee plan combining external boosts is available

<Important Notes for Manuscript Production>

- The editorial department will review the article content and may request revisions.
- Articles will be published at 0:00 AM on the requested publication date
- Word count: Approximately 2 A4 pages (around 2,500 characters)
- Title must be 30 characters or fewer, including [PR].
- Image sizes for use within the article body
 - When enlarged: Long side 980px / Display size: Long side 480px
- Main image submission required: Main image (large): 1280×720px / Main image (small): 800×600px
- No author attribution; credit will be "Contributed by: ●●●● (Advertiser Name)"

Fee: ¥3,500,000 (excluding tax)

※The above fees include all aspects of coverage, writing, photography, and page production.

※Additional fees apply for celebrity appearances and remote location coverage.



Instant Native (Simple Tie-up)

This tie-up retains the characteristics of native advertising while offering faster implementation and more reasonable pricing.

We do not conduct interviews or photography, but we focus on key selling points to appeal to users simply and directly. It is also suitable for press release-style usage, campaign and event announcements, and simple reviews.

<What We Provide>

[Feature 1] No interviews or photography: Content is produced based on provided materials and press releases

[Feature 2] Native-style exposure and traffic generation: Includes social media posts. Estimated 2,000-3,000 page views

[Feature 3] Quick turnaround: Approximately 20 days (14 business days) from material submission to publication

*Sample Production Schedule

March 01 (Wed): Material submission (press release, documents, complete photo assets)

March 08 (Wed) First draft (Word)

March 13 (Mon): Return of first proof

March 15 (Wed) Proofreading (Test Site)

March 16 (Thu) Final Approval

March 20 (Mon) Publication (midnight on the day)

<Regarding Manuscript Preparation>

- Please provide reference materials and photos to serve as the basis for the manuscript.
- Article length: 1 page (approx. 1,000–1,300 characters) / 1–2 photos or illustrations
- The article title will begin with [PR].
- No author attribution will be provided; instead, it will read "Cooperation: ●●●● (Advertiser Name)".

Fee: ¥1,500,000 (excluding tax)



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Nikkei xTREND Lead Generation Menu List

"White Paper (PDF Document) Download Format," "Video Viewing Format," "Survey Format," and Nikkei BP's "Page Transition Format,"

Our menu structure allows you to choose the option that best fits your needs.

Introduction to Each Menu

1

White Paper or Video Placement [Basic]

Provide your white paper (PDF document) or video material, and we will publish it with an introduction created by Nikkei BP.

Leads are captured when users transition to the download page for the material or the video viewing page. Redirection ends once the guaranteed lead count is reached.

(Estimated duration: Approximately 12 weeks or more)

2

Research Special (Survey Format)

We will conduct a survey for members. Leads are captured when respondents complete the survey, and we deliver the survey results linked to the captured leads. (This allows for lead generation combined with survey research.) Redirection ends once the guaranteed lead count is reached. (Estimated duration: approximately 8 weeks)

3

Lead Generation Special (Fixed Format, Page Transition Type)

Standard format produced by Nikkei BP. Leads are captured when users transition to the second page. (Users must provide a lead to continue reading the content.) Lead generation will end once the guaranteed number of leads is reached. (Estimated period: approximately 12 weeks)

*No reports other than lead delivery will be provided.

4

Nikkei xTREND Special (Collaboration, Page Transition Type)

Design can be created freely from scratch. Leads are captured when transitioning to the second page. (Users must provide a lead to continue reading the content.) ※No guarantee of lead count.

Nikkei xTREND Lead Generation Menu List

	Type	Price <small>*Prices shown exclude tax</small>	Number of Leads	Services Provided
① White Paper or Video Posting	Guaranteed Number of leads	¥600,000~ ¥15,000/lead	Guaranteed Number of leads 40~	<ul style="list-style-type: none"> • PDF (under 10MB) or video data (under 500MB)* File formats: WMV/AVI/MPG/MOV/M4V/3GP/3G2/FLV/MP4) *We will create a white paper or video introduction page based on the materials you provide. *For videos, please submit supplementary materials such as PowerPoint slides or captions used within the video. We may be unable to accept projects without supplementary materials.
② Research Special (Survey-based)	Guaranteed Number of Responses	¥1,000,000~ ¥15,000/lead	Guaranteed Number of leads 60~	<ul style="list-style-type: none"> • Survey question drafts (up to 10 questions) *We will create the survey page based on the questions you provide.
③ Lead Generation Special (Standard format, page transition type)	Guaranteed Lead Count	1.4 million yen	Guaranteed number of leads 60	<ul style="list-style-type: none"> • After meetings and interviews, we will create and publish content using a standardized format.
④ Nikkei xTREND Special (Tie-in, page transition type)	Guaranteed Period	¥3 million and up	Publication Period Guaranteed	<ul style="list-style-type: none"> • After consultation and interviews, we will create and publish the tie-up page.

*Detailed materials are available separately.

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- ◆ **Monthly Magazine 'Nikkei xTREND' P26**

Display Ad ① Rectangle

【PC】



The most versatile and common banner size. Effective for both PC and smartphone audiences.
Estimated CTR: Around 0.03% (for both PC and SP)

Media Name	Nikkei xTREND
Menu Name	First Rectangle
Page	Nearly all pages (PC site)
Display Format	Rotation
Size	300 pixels wide × 250 pixels tall
Format	HTML5 / GIF, JPEG, PNG
Number of Slots	1
Period/Frequency	Optional
Fee (Gross)	¥2.5/impression
Warranty Type	imp guarantee

【SP】



Media Name	Nikkei xTREND
Menu Name	Smartphone Rectangle
Ad Placement	Nearly all pages (mobile site)
Display Format	Rotation
Ad Size	300 pixels wide × 250 pixels tall
Manuscript Type	GIF, JPEG, PNG
Number of Frames	1
Period/Frequency	Any
Fee (Gross)	¥2.5/impression
Warranty Type	imp guarantee

*The minimum charge for display ads is ¥300,000.

Display Ad ② Billboard

A wide-format, impactful banner displayed in the first view of PC sites
 Ideal for campaigns aiming for high-impact branding and awareness enhancement
 Estimated CTR: Around 0.2%

【PC】



Media Name	Nikkei xTrend
Menu Name	Billboard
Page	All pages (PC site)
Display Format	Rotation
Ad Size	970 pixels wide × 250 pixels high
Manuscript Type	GIF, JPEG, PNG
Number of Frames	1
Period/Frequency	Any
Fee (Gross)	¥5.0/impression
Warranty Type	Impression Guarantee

*The minimum charge for display ads is ¥300,000.

Email Newsletter Advertisement (Nikkei xTREND Registered Member Email)

【Nikkei xTREND Registered Member Email】



● Nikkei xTREND Registered Member Email (HTML Email) In-Feed Ad

<Manuscript Specifications>

【Image】Width 240 pixels × Height 180 pixels

【Subtitle】Up to 13 characters (full-width or half-width) × 1 line
+

【Title】Up to 24 characters (full-width or half-width)
(※No line breaks allowed) ※Maximum 50KB

<Distribution Count>

284,503 emails (as of December 2025)

<Distribution Frequency>

Daily on weekdays

<Fee>

¥250,000(excluding tax)

<Estimated CTR>

Approximately 0.02%

*Image is for illustrative purposes only

Podcast AD



Weekly Nikkei TRENDY & xTREND 25-minute program

Airs every Monday from 10:30 PM to 10:55 PM. Editors from Nikkei Trendy and Nikkei xTREND
This podcast program offers lively commentary on timely topics and keywords.
Podcast ADs (audio advertisements) can be placed at the beginning of the program.

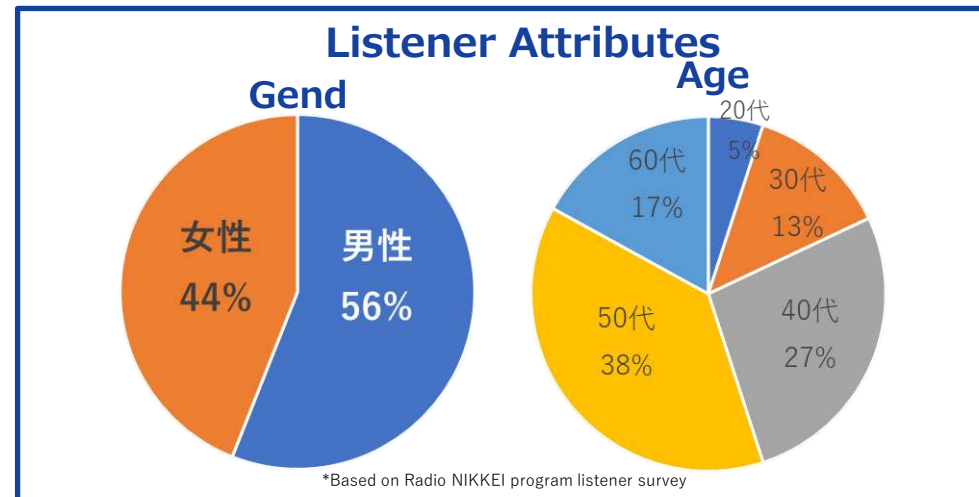
Available for listening on the podcast for 2 months after broadcast.
Approx. 197,000 monthly downloads

● **CPM (Cost per 1,000 downloads) @¥5,000 (10, 20, 30 seconds) / @¥7,500 (40, 60 seconds)**

Example for 30 seconds: Cost estimate: ¥200,000~

(40,000 downloads guaranteed) @¥5,000 per 1,000 downloads

※Additional fees apply if ad copy creation is required. Please inquire separately for details.



©NIKKEI RADIO BROADCASTING CORPORATION

※Additional materials are available upon request. Please inquire.

Monthly Nikkei xTREND Tie-Up

A print publication featuring curated articles from the editorial team, mailed monthly to annual subscription members (paid members).

Its print format offers superior readability and durability, making it ideal for sharing information within workplaces and can be expected to have a diffusion effect.

Circulation: Approximately 4,800 copies (distributed to annual subscription members (paid members))

Issued: Around the 14th of each month

Format: 2-page color tie-in (Tie-in pages include "Advertisement" or "PR" notation and advertiser name)

Fee: ¥1.6 million (includes all production costs)

※For submissions reprinted from web tie-up ads, an additional ¥1 million will be charged.



*The above is a sample layout.

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