

リードジェネレーション(見込顧客獲得)支援サイト

日経 **XTECH** **ACTIVE**
クロステック

クロステック アクティブ

IT

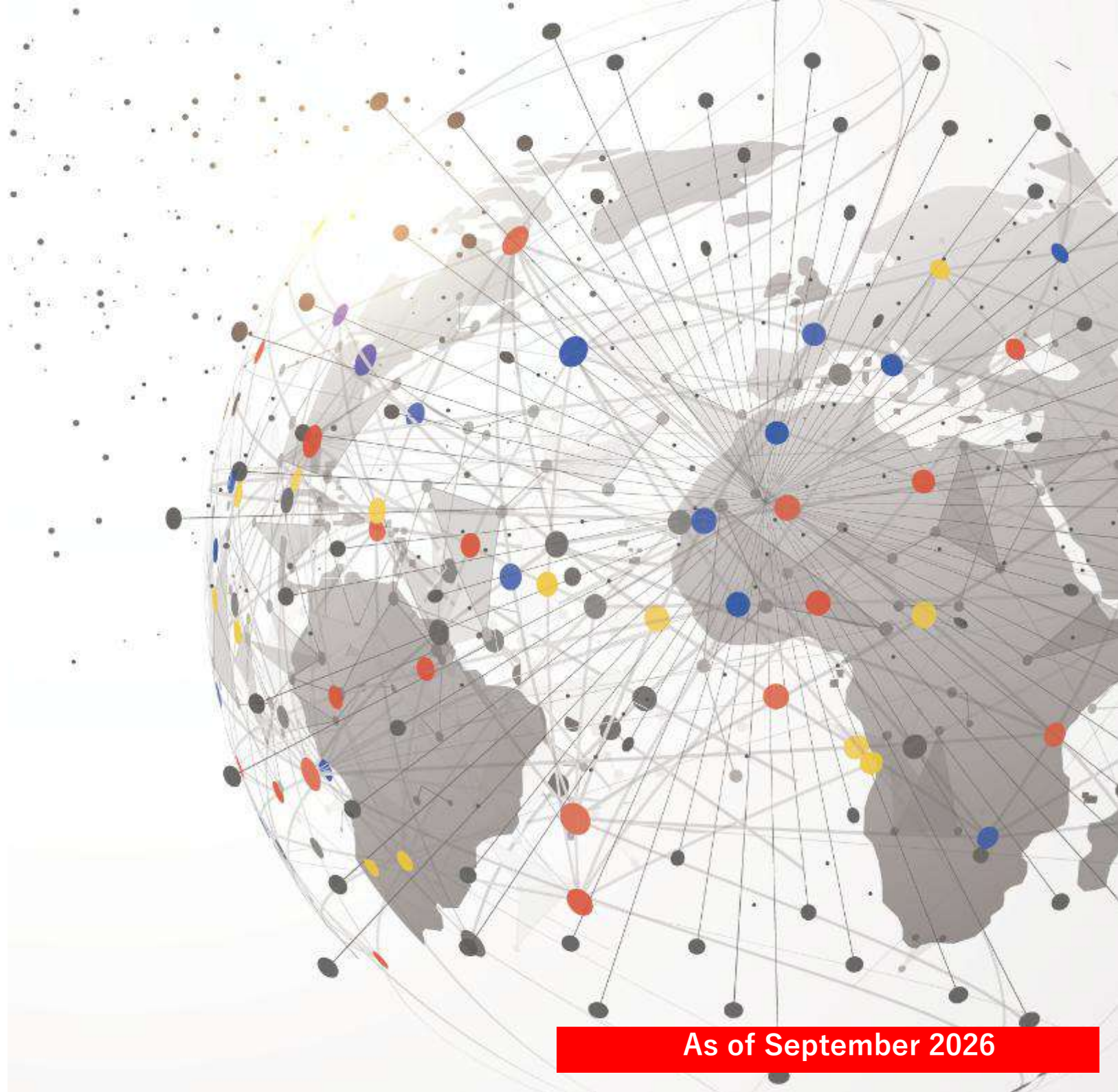
製造

建設

The service aims to
acquire leads that
support **future growth**
and pave the way for it.

Using Nikkei BP's proprietary AI algorithm,
we effectively reach out to potential customers
eager to adopt your solutions and support
your sales efforts.

As of September 2026





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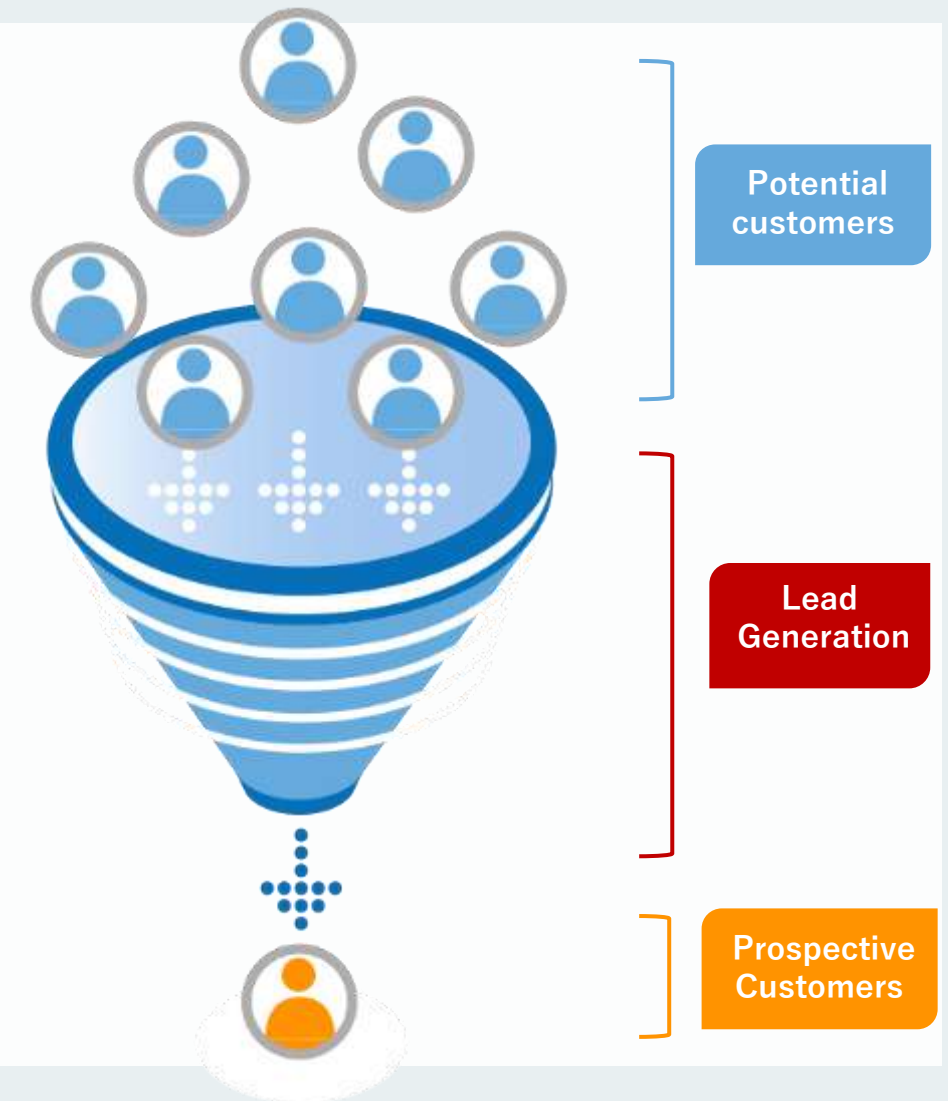
What is Lead Generation?

In today's increasingly competitive business environment, for companies to succeed, they must build relationships with their customers.

So, what are some ways to build relationships with customers?

It is by **prospects (leads)** to **(lead generation)**.

Lead generation refers not to an unspecified general audience, such as a target demographic, but an individual who may become a client, and is a marketing method to acquire information on prospects (individuals or businesses).





Both media will provide strong support

"Nikkei xTECH Active"—generating business opportunities and helping build brand awareness through "Nikkei xTECH", have joined forces to provide powerful support for your company.

Nikkei xTECH Active

Nikkei xTECH

Role

Prospect Acquisition

- Product/Service Information
- Problem-Solution



Group Collaboration

Role

Awareness branding

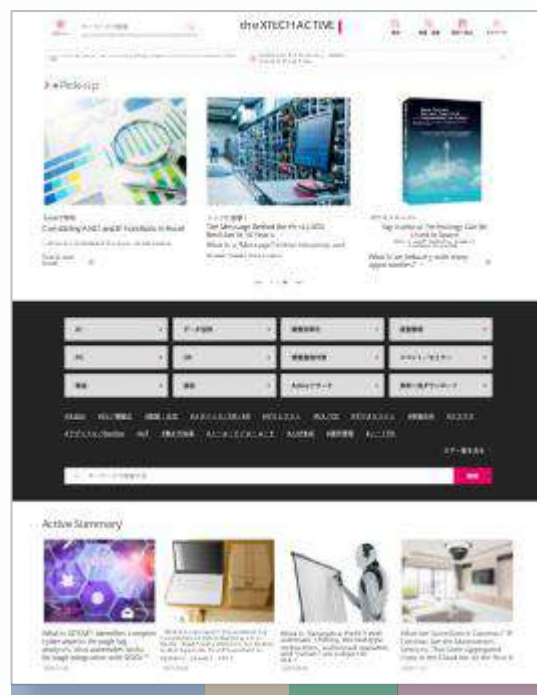
- News and Special Features
- In-depth, timely feature articles





The Strengths of Nikkei xTECH Active

Nikkei xTECH's **approximately 1.8 million member** base is used to **"lead generation site,"** which efficiently acquires and delivers the prospective customers your company is seeking.



日経 **xTECH** ACTIVE

<https://active.nikkeibp.co.jp/>

Nikkei xTECH Active: 3 Key Points

Point ①

“An Unparalleled, High-Quality Member Database”

With a membership of 1.8 million people working in specialized technical fields—including a large number of decision-makers—you can reach a high-quality member database.

Point ②

“Providing Information to Help with Product and Service Selection”

"Nikkei xTECH" handles news and special features, while "Nikkei xTECH Active" handles solutions to specific challenges, attracting members who are searching for products and services.

Point ③

“Active’s Approach to Identifying Prospects”

White papers (WP) written by the Nikkei xTECH Active editorial team *, feature articles, and sponsored articles to reliably identify and acquire potential customers.

Identify
your
prospects
efficiently
and provide

*What is a white paper?

A white paper is an official document in which a company provides solutions to customers' concerns and problems that is highly valued, particularly in the B2B sector. Data from Europe and the U.S. shows that 78% of B2B buyers refer to white papers when making a purchase. This allows readers to understand the proposed solutions and ideas and assess their effectiveness and benefits, making them one of the key elements in decision-making.



Nikkei xTECH Active Coverage Areas

Nikkei xTECH Active enables the acquisition of readers who **actively seek out product and service information in these categories.**

Cross-domain
lead generation across multiple specialized
categories is also possible!

Service Details P09–



- Cloud
- Infrastructure Deployment
- Security
- Virtualization
- Development
- Business Applications

- AI & Analytics
- Networking
- Work Style Reform
- Mid-sized and Small Businesses
- Marketing

- Manufacturing
- Semiconductors/Devices
- IoT
- Design/Analysis
- Measurement/Control

Service Details P31–

製造
Manufacturing

建設
Construction

- Architecture & Housing,
- Civil Engineering

Service Details P47–



– Process for Publication –

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

Advertisers

With our Guaranteed Volume Plan, we will listen to your company's requests and propose an implementation plan.

Nikkei BP

1. Presentation of Terms

Content for Lead Generation

Content related to your products, **Product-Related Content**
(Draft survey questions if conducting a special research study)

Number of Leads

Based on your preferences **Number of Leads Required**

Selection of Target Audience

industry, job title, company size, region, etc. **set desired segments**
(※For segment-based surveys)

*If you apply directly through our website or other channels, we will review your application internally and may consult with you regarding proposals for additional services or adjustments to the guaranteed lead count.



2. Proposal of Implementation Plan

Based on the content,
the target number of leads you wish to acquire,

- **the implementation plan**
- **Cost per lead**
- **Number of leads generated**

and other specific details, we propose a plan
based on a 12-week acquisition period
as a guideline.

3. Start of Lead Generation (Entrusted to Nikkei BP)

We will carry out promotional activities in accordance with the proposed plan

*While we will implement the most effective promotions, changes to the plan may be necessary. Please refer to the next page for details.



– Important Notes –



Please review in advance

① With the Guaranteed Volume Plan, it may be more difficult to acquire leads than initially projected for the following reasons:

- Segmentation Criteria: When limiting to specific industries, job types, or job titles results in a low conversion rate
- Product Specify: Cases where the product is highly specialized or limited to specific use cases or user groups
- Repurposed Content: When an already published white paper or video is repurposed for an extended campaign
- Publication Timing: When market trends or reader needs change rapidly, etc.

② If it proves difficult to acquire the guaranteed number of leads, we will proceed with lead generation using the following alternative options.

1. Offer incentives for ongoing projects (Amazon gift codes, etc.)
2. Secure the guaranteed number of cases by combining with alternative options (such as combined use with Nikkei xTECH Active Research Special)
3. Performance-based settlement based on the number of leads acquired, or a reduction in the guaranteed number of leads

③ If lead generation progress falls significantly below average, we will consult with you regarding alternative options before proceeding.

Lead Generation

IT

```
action = "MIRROR_Y";  
mod.use_x = 12  
rror_mod.use_x = False  
rror_mod.use_y = True  
rror_mod.use_z = False  
operation == "MIRROR_Z";  
rror_mod.use_x = False  
rror_mod.use_y = False  
rror_mod.use_z = True
```

```
selection at the end -add  
ob.select = 1  
er_ob.select = 1  
ntext.scene.objects.acti  
"Selected" + str(modifie  
rror_ob.select = 0  
bpy_context.selected_o  
ta.objects.name]
```

```
0 0 10 1 0  
nt("please select exactl
```



Nikkei xTECH Active Reasons for Choosing Us in the IT Field

"Nikkei xTECH Active" provides **a comprehensive media platform that provides information on the latest trends and technologies**. It offers a comprehensive range of specialized articles, analyses, and industry trends for readers interested in the IT industry and digital technologies. In addition, **it also provides specialized information on corporate IT system implementation, serving as a valuable resource**.

Reasons for Choosing Us in the IT Field

1. Rapid Introduction to the Latest Technologies

We quickly introduce the latest IT technologies—such as AI, IoT, big data, and cloud computing—
and provide the latest information to experts and stakeholders involved in the implementation of corporate IT systems.

2. Unique Perspectives and Explanations

You'll gain insights into how to leverage IT for business, as well as the knowledge needed to utilize IT technologies and digital transformation (DX) to drive business strategy, improve operational efficiency, and boost sales.

3. Expert Insights

The site features commentary articles by IT industry experts, allowing you to analyze the latest IT technologies and business trends.

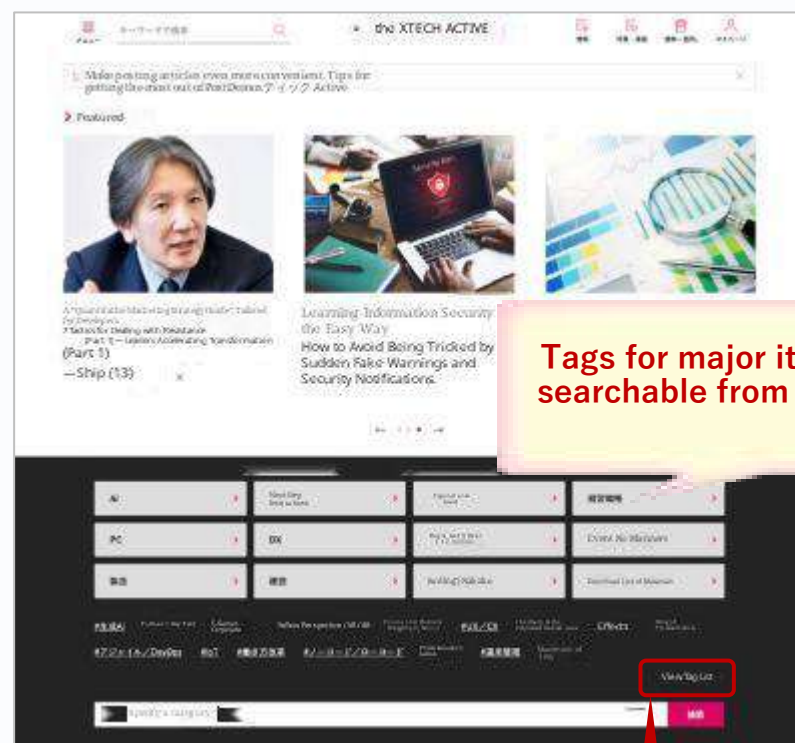
Nikkei xTECH Active



approximately
520,000 members

(as of February 2026)

A Decision-Support Site for System Implementation

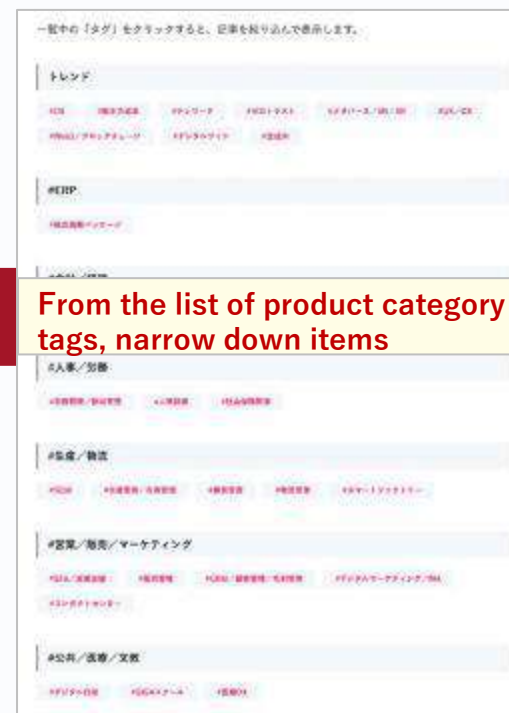


Tags for major items or searchable from the list

View Tag List >

"Nikkei xTECH Active" serves as **serves as a valuable resource for resolving challenges related to system implementation**. The introduction of product category tags on the site has made it even easier to search for information. Through success stories regarding the implementation of products and services, as well as expert commentary, **support corporate decision-making**.

From the list of product category tags, narrow down items



A tag filter page is displayed, making it easy to search for information



Details of Services Offered

- ① White Paper/Video Publication (Guaranteed Volume Plan)
- ② Nikkei xTECH Research Special (Guaranteed Volume Plan)
- ③ Nikkei xTECH Active Special (Guaranteed Publication Period Plan)
- ④ Online Seminar
- ⑤ Long-Term Package Plan

Details of Services Provided



Nikkei xTECH Active Service Details

Basic Menu

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

① White Paper/Video Publication

Nikkei xTECH **introductory articles** about your company's content written by the Nikkei xTECH to generate leads.

② Nikkei xTECH Active Research Special

We conduct surveys targeting Nikkei xTECH Active readers and provide a list of respondents along with the survey data.

①② **For the Guaranteed Volume Plan, fees are divided into Categories A, B, and C depending on the product category.**

Duration
guaranteed
plan

③ Nikkei xTECH Active Special

Nikkei BP will conduct interviews based on your company's requests and produce high-quality **collaborative articles**.

Online Seminars

④ Sponsored Online Seminars

Host an online seminar sponsored by a single company

We capture users' interest and encourage downloads (or video views), while simultaneously collecting the personal information of those who download as leads.

Through original research tailored to your company's needs, we'll acquire targeted leads and help you achieve effective business growth.

Since we conduct our own interviews, there is no need for existing white papers or materials; we can create original content.

Targeting primarily Nikkei xTECH Active readers and Nikkei xTECH readers, this service promotes the seminar and attracts attendees from among the approximately 11 million Nikkei ID members.



1 “White Paper/Video Publication” Details

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

Nikkei xTECH Active's **editorial team will write your company's white papers and feature articles, sparking users' interest and encourage downloads (or video views) while simultaneously capturing personal information as leads.**



This is a **"Guaranteed Lead Volume"** plan designed to guarantee lead acquisition to help you reach your target number of leads,

which utilizes recommendations and email newsletters as optimal channels for driving traffic.

Fees vary depending on the product category.

Menu Details

- White Paper/Video Introduction Page Creation (400 characters)
- Publication of white paper PDF (up to 20 MB) and video (viewing time: up to 1 hour, file size: up to 1 GB)
- Acquisition of leads based on specified criteria and volume

Service Fee

- Minimum charge per campaign **400,000 yen** and up (excluding tax)

Unit Price *	×	Number of Applications	=	Service Fee
8,000 yen and up		50 applications or more		400,000 yen

*Please note that we require you to provide at least two pieces of content in the same genre.

*The cost per lead is determined by “Content Rate” and “product category.” Please refer to the “Pricing Table” and “Segment Table” for details.

Estimated Lead Generation Period	12 weeks or so	Publication Start Date: Every Tuesday and Thursday * Please allow 10 business days from application to publication (please refer to the schedule for details) * Articles introducing white papers and videos will be written by our editorial team. * The materials will remain published (free of charge) even after the lead collection period ends.
Estimated Leads per WP	50 leads or so	*Varies depending on segment criteria and genre *The number of WP points required varies depending on the guaranteed number of leads. *Please prepare at least two pieces of content for publication.



1

“White Paper/Video Posting” Promotion Box

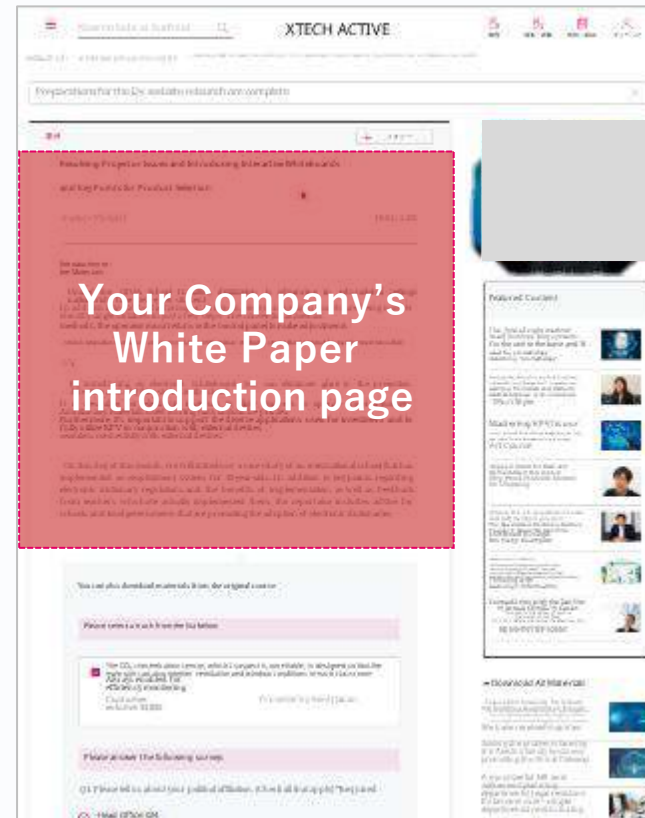
Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

Powerfully direct traffic to your company's white paper (PDF) introduction page,
capture readers' attention, and dramatically boost the acquisition of potential leads.



Nikkei xTECH
Active Homepage



Article Page
recommended for
you



Featured
White Papers



Same
Product
Tag List



1 Introduction Writing Schedule (Standard)

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

Example

Publication Begins on Tuesday

Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Order & File Submission							Submission of Proof		Return of Proof	Final Approval				Publication Begins

Publication Begins on Thursday

Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
Order & File Submission							Submission of Proof				Return of Proof	Final Approval		Publication Begins



*The shortest lead time is **2 weeks**.

*If your order spans public holidays, the year-end and New Year's holidays, Golden Week, or the Obon period, the schedule may change.

*(1) Regarding the product guide schedule, we can be flexible with the day of the week or the day of publication, so please feel free to consult with us. The processing time will remain unchanged.

(2) We also have a schedule for white papers.

For details, please check [our website](#).

*For details on each schedule, please contact our sales representative



1

"White Paper/Video Publication" Important Notes

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

☐ Regarding Submitted PDFs

- Depending on the product or content, we may not be able to accept your submission. We will determine acceptance based on the specific medium.
- White papers typically include information on specific technologies, how to use products or services, explanations, performance comparisons with older products or competitors, case studies, research reports/market analysis, and statistical data. Presentation materials are also included in this category.

Please note that documents with limited content (approximately 1–2 pages) or those whose primary purpose is to announce campaigns or similar events.

- Catalog materials cannot be accepted as a general rule.
- The file size of the PDF to be posted must be 20MB or less; video files must be 1 GB or less. For on-demand seminar videos, you are limited to one session per topic (Please use a different menu for on-demand 1-Day seminars.)
- Please be aware that we cannot be held responsible for external links contained in PDFs.
Please also note that depending on the content of the linked page, we may request corrections or changes.

☐ Number of Content Listings

- We will propose the number of posts necessary for lead generation. We may not be able to accept requests to post more than the proposed number. Additionally, if only one piece of content, we will review the content and then determine whether we can make a proposal.

☐ Regarding the Publication Period

- The materials will remain posted (free of charge) even after the lead collection period ends.

☐ Regarding Provided Leads and Campaign Implementation

- The lead collection period is an estimate and is not guaranteed.
- Exclusion of competing domains is free for up to 10 entries. Please provide the company domains confirmed at the time of submission. We cannot accommodate additions or changes after publication.
Please note that while we accept free email addresses as segment criteria, they are not subject to the competitor domain exclusion policy.
- This service provides only a list of downloaders. Please note that no placement report is provided.
- There is no survey associated with video listings.



1 White Paper/Video Publication At the Time of Submission Checklist



☐ **Is this a copyright infringement?**

Using third-party copyrighted works (such as media articles, survey data, company logos, charts, diagrams, and photographs) without permission constitutes copyright infringement. Be sure to obtain permission before using such materials.

☐ **Are there any parts that could be suspected of exaggerated or false claims?**

This applies to statements made without clearly citing the supporting survey data. Examples include using phrases such as “Ranked No. 1 in ●●” or “●● Number One,” or phrases such as “Japan’s first,” “world’s first,” or “largest in Japan.”

☐ **Is your company name clearly stated?**

To build trust, be sure to clearly state your “company name.” For white papers where the source is unclear, ensure that readers can identify which company provided the material even after downloading it.

☐ **Are there any issues that might inconvenience readers, such as broken links, mispage numbers, or typos and missing characters?**

☐ **Does it contain information that is useful to readers?**

Typical content for white papers and videos published on Nikkei xTECH Active includes: how to use specific technologies, products, or services; explanations; performance comparisons with older products or competitors; case studies; research reports and market analyses; statistical data; and presentation materials. However, as a general rule, we cannot accept submissions that are only 1–2 pages long, those whose primary purpose is to announce campaigns or promotions, or catalog materials.



2 "Nikkei xTECH Active Research Special" Content

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

For readers of Nikkei xTECH Active, **we will conduct original surveys (questionnaires) tailored to your company's needs and provide respondent information—such as purchase intent—as leads**. We will utilize the survey results to obtain information beneficial to your business.

Survey Responses

As leads, acquire personal information

We guarantee lead generation to meet your target number **"Guaranteed Volume"** plan, utilizing recommendations and email newsletters as optimal channels for driving traffic. Fees vary depending on the product category.

Menu Details

- Survey Questions: 5 to 10 questions *1*2
- Answer choices: Up to 10 per question
- Rewards, prize drawings, and shipping procedures
- *3 (Gift certificates worth 5,000 yen each for 10 winners or more, *4 sent via email)
- Estimated lead generation period: Approximately 1–2 months
- List size: 180 or more (IT-related readers)

*1 Industry, job type, department, number of employees, and job title will be collected as profile items outside the survey questions.
*2 A fee applies if there are 11 or more survey questions or 11 or more answer choices.
*3 If you wish to change the incentive amount, we will provide a quote based on actual costs.
*4 The value of gift certificates, etc., will vary depending on the order amount.

Service Fee

Minimum Charge: **1,000,000 yen** and up (excluding tax)

Base Fee	+	Unit Price *	×	Number of Applications	=	Lead Fee
From 100,000 yen		From 8,000 yen		113		Starting at 900,000 yen

*The per-lead rate is determined based on the "Content Rate rate" and "product category." Please refer to the "Pricing Table" and "Segment Table" for details.

- [Important Notes]
- ① Depending on the survey target and content, we may be unable to accept your request. Please consult with us in advance.
 - ② We will plan the most appropriate announcement for your survey, but we do not provide advance confirmation of the schedule or content, nor do we provide a report.
 - ③ We will provide a separate quote if the survey population needs to be segmented or if there are changes to the incentive details or mailing process.
 - ④ Preparation of a survey report is not included.
 - ⑤ Please prepare the survey questions yourself.
 - ⑥ Exclusion of competing domains is free for up to 10 entries. Please provide the company domains to be excluded at the time of submission. We cannot accommodate additions or changes after publication.
- Please note that **we do accept the exclusion of free email addresses as a segmentation criterion. These are not subject to the competitor domain exclusion policy.**



Common to all guaranteed Lead volume plans

Pricing Table



The cost per lead is determined based on the segmentation criteria for the specified attributes and the product category of the advertised product.

Unit Price

8,000 yen (excluding tax) ~

Minimum Charge

White Paper/Video *
400,000 yen (excluding tax)

Nikkei xTECH Active Research Special
1,000,000 yen (excluding tax)

*Please prepare at least two pieces of content for publication.

Target Coverage Rate (%) *1	Product Category A Unit Price (yen)	White Paper Estimated acquisition of one piece *2	Product Category B Unit Price (yen)	White Paper Estimated acquisition of one piece *2	Product Category C Unit Price (yen)	White Paper Estimated acquisition of one piece *2
100% (No Specification / Basic Plan)	8,000	50	12,000	35	15,000	30
90-99	9,000	50	12,500	35	16,000	30
80-89						
70-79	12,000	40	15,000	30	18,500	25
60-69	13,000	40	17,000	25	20,000	15
50-59	17,000	35	20,000	20	23,000	15
40-49	22,000	25	25,000	10	26,000	10
30-39	28,000	20	32,000	10	33,000	10

Please contact us for unit prices for content levels below 30%. *Please note that this may not be available depending on the specifics.

*1: Please refer to the segment table for target coverage rates.

*2: This is an estimate for acquiring one white paper. If the number of leads acquired exceeds this estimate, we will propose the required number of white papers or a combination of strategies.

Please note that when advertising in Nikkei xTECH Active Research Special, you can run campaigns up to four times the stated maximum delivery limit.

*3: If you implement "White Paper/Video Placement" with a target inclusion rate of 30% or less, we will apply either a <combination of multiple options> or a performance-based settlement over a specified period.

*We generally do not accept requests to purge free email addresses.



Common Features of the Guaranteed Lead Volume Plans

Segment Table

You can segment by specifying conditions based on “Industry,” “Position,” “Job Type,” “Number of Employees,” and “Region.”
The unit price is determined by the percentage of the relevant segment **within Nikkei Cross Tech and Nikkei Cross Tech Active's total membership.**

Segment Criteria

Industry

IT Companies

Information Processing, System Integration, Software

Agriculture, Forestry, Fisheries, and Mining

Construction

Manufacturing

Wholesale, Retail, and Commerce

Finance, Securities, and Insurance

Real Estate

Service Industry

Telecommunications Services

Consulting, Accounting, and Law

Education and Learning Support

Healthcare and Social Welfare

Public Service

Other

Non-IT Companies

Job Title

Director Level and Above

Section Chief Level and Above

Employees in Management Positions

Job Type

Executives, Board Members, and Corporate Planning

General Affairs, Human Resources, Finance, and Accounting

Public Relations and Marketing

IT & Information Systems

General Office Work

Sales & Business Development

Manufacturing-Related (Production, Manufacturing, Materials, Purchasing, Distribution, Logistics, Engineering, Design, Research, and Development)

Professional Roles

Number of Employees

1–99

100–499

500–999

1,000 or more

Region

Hokkaido and Tohoku

Kanto

Chubu and Hokuriku

Kinki

Chugoku and Shikoku

Kyushu and Okinawa

* Members select the above attribute categories upon registration or renewal. Under the Segment Plan, we provide leads that match your desired criteria and these attribute categories.

* The telecommunications services industry is classified as a user company. Please be aware if you need to exclude it as an IT company.

* Exclusion of competing domains is free for up to 10 entries. Please provide the company domains confirmed at the time of submission. We cannot accommodate additions or changes after publication.



Common to All Guaranteed Lead Volume Plans

Segment Table

Typical Patterns

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

Employee Size Only

100 or more	Content Rate	65.3%	A	13,000
			B	17,000
			C	20,000
500 or more	Content Rate	47.5%	A	22,000
			B	25,000
			C	26,000
1,000 or more	Content Rate	38.6%	A	28,000
			B	32,000
			C	33,000

Information Systems Department Only

Information Systems Department	Content Rate	36.1%	A	28,000
			B	32,000
			C	33,000

Non-IT Companies Only

Non-IT companies	Content Rate	58.6%	A	17,000
			B	20,000
			C	23,000

*Please contact us regarding unit prices of 30% or less.
*If implementing “White Paper/Video Publication” with a content ratio of 30% or less, we will apply either a combination of multiple menu items” or settlement based on actual results over a specified period.



Product Genre Table

Common to All Guaranteed Lead Volume Plans

Product Category Table 1

~Business Applications, PC/Mobile~

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

Products/ solutions	Main Products and Services	Pricing category	Products/ Solutions	Main Products and Services	Pricing categories	Products/ solutions	Main Products and Services	Pricing categories
Operational Efficiency	RPA/Automation	B	Data Utilization	Data Infrastructure	B	PC	Client OS	B
	Workflow Support	B		Data Visualization	B		Browser	B
	Paperless	A		BA (Business Analytics)	A		Desktop PC/Laptop	A
	Chatbot/FAQ	A		BI/Data Mining	A		Rental PC	A
	Electronic Approval	B		Data Warehouse	B		PC Peripherals/Accessories	C
	Electronic Signatures	B		Master Data Management	B		RDS (Remote Desktop Services)	B
	Contract Management System	B		DBMS	C		Thin Client	B
	BPM (Business Process Management)	B		Data Lake	B		VDI (Virtual Desktop Infrastructure)	B
	BPO (Business Process Outsourcing)	C		Data Cleansing/Data Merge Tool	B		Windows Update	B
				Data Protection/Backup	B		EOS/EOL	B
ERP	Integrated Business Software Suite	B		Data Governance	B	Mobile	Workstation	B
Sales / Sales / Marketing	SFA / Sales Support	B		EAI/ETL	B		Smartphone	B
	CRM / Customer Management / Business Card Management	C		Data Integration/API	B		Smart Devices	B
	Customer Experience	B		EDI	B		5G	B
	Digital Marketing / MA	B		Data Collection/IoT	B	Information Sharing	Mobile Communication Services	B
	Social Media Marketing	C	AI	Image Recognition / Speech Recognition	C		File Sharing and File Management	B
	E-commerce	C		Natural Language Processing / Document Review	C		Document Management	B
	Sales Management	C		Machine Translation	A		Knowledge Management	B
	Contact Center	C		AI-OCR	B		Manual Creation	B
				Machine Learning/Deep Learning	A	Communication	Document Management / Content Sharing	B
				Generative AI	A		Groupware	A
				AI Frameworks / AI Model Development	A		Business Chat	B
				Anomaly Detection/Prediction	A		Email	B
				Recommendations	B		IP Phone	B
							Web Conferencing and Video Conferencing	B
							Separate Billing for Personal and Business	C
							Mobile Phone Use	C
							Video Streaming	C

*If the product or solution you wish to advertise is not listed in the Product Categories Table above, please contact your sales representative.



Product Category Table

Common to All Guaranteed Lead Volume Plans

Product Category Table 2

~Cloud Infrastructure/Network/Development~

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

Products/ solutions	Main Products and Services	Pricing category
Cloud	Public Cloud	B
	Hybrid Cloud	B
	Multi-cloud	B
	Serverless Architecture	B
	Cloud Platform	B
	Cloud Monitoring/Observability	B
	Cloud Storage	B
	Cloud Implementation Support	A
Servers / storage	Server Hardware	B
	Server OS	B
	Server Virtualization / Private Cloud	B
	Storage Hardware	B
	Storage Virtualization	B
	Subscription-Based Servers/Storage	B
	Tape Devices	B
	HA Cluster Software	C
	Hyper-Converged Infrastructure	B
	HPC/Supercomputers	C

Products/ solutions	Main Products and Services	Pricing categories
Network	WAN/LAN	A
	SD-WAN	B
	Wireless LAN	B
	VPN Service	B
	Cloud Private Network	B
	Network Optimization/CDN	B
	Leased Line Services	B
	Network Access Control	B
	SASE/Remote Access	B
	Microsegmentation	B
	Network Visualization / Network Monitoring	B
	Switches / Routers / Load Balancing	B
	Other Network Equipment	B
	Data Center	C
	Hosting	C
Facilities	Colocation	C
	Facility	C

Products/ solutions	Main Products and Services	Pricing categories
Development Support	App Development	B
	Development Environment	B
	Version Control System	B
	UI/UX Design Tools	B
	Code Review/Quality Assurance Tools	B
	Configuration Management Tools	B
	Low-Code/No-Code	A
	Project Management	A
	Web Development	B
	IT Modernization	B
	COBOL Migration	B
	Agile/DevOps	B
	Software Testing	B
	IDE/CI/CD	B
	Microservices	B
	Containers/Kubernetes	C
Operations Management	Job Management	B
	Active Directory Management	B
	Application Monitoring / APM / Server Monitoring	B
	IT Asset Management / Device Management	B
	Operations Outsourcing	B
	Operations Automation	B
	IT Service Management	B
	Service Operations	B
	Service Desk	B
	Third-Party Maintenance	B

*If the product or solution you wish to feature is not listed in the product category table above, please contact your sales representative.



Common to All Guaranteed Lead Volume Plans

Product Category Table 3

– Security and Industry-Specific Solutions –

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

Products/ solutions	Main Products and Services	Pricing categories
Security	Security Trends Explained	A
	Antivirus Software / NGEPP	A
	Ransomware Protection	A
	Firewall / Next-Generation Firewall	B
	DNS Security	B
	Endpoint Security (EDR), MDR, XDR	B
	IPS and IDS	B
	UTM	B
	Zero-Trust Security	A
	Cloud-Native Security	B
	Sanitization and Network Segmentation	B
	Data Leak Prevention	A
	Data Security	A
	Phishing Prevention	A
	Email Security	A
	CASB	B
	Web Application Firewall	B
	Web Filtering	C
	Application Security Assessment	B
	Vulnerability Assessment	B
	Security Standards	B
	Risk Management	A
	Governance/Internal Controls	C

Products/ solutions	Main Products and Services	Pricing categories
Security	Targeted Attack Countermeasures	A
	Threat Intelligence	B
	CSIRT Establishment	B
	SOC (Security Operations Center)	C
	Incident Management	B
	Log Management and SIEM	B
	OT Security	C
	Surveillance Cameras	B
	Access Control	C
	DoS Protection	C
	Single Sign-On	A
	Biometric Authentication / Passwordless Authentication	A
Authentication/ ID Management	ID Management / IAM	B
	Privileged ID Management	C
Business Strategy	Business Strategy Formulation / Business Planning	B
	Budget Formulation	B
	Organizational Management	B
	SDGs/ESG	B
Business Continuity	BCP	C
	Disaster Recovery	C
	Disaster and Infectious Disease Response	B
Accounting/Book keeping	Financial Accounting	B
	Management Accounting / Cost Management	B
	Reporting Tools	B
	Electronic Invoicing	B
	Payroll / Expense Reimbursement	B
	Electronic Payments	B

Product/ solutions	Main Products and Services	Pricing category
Human Resources / Labor Management	Talent Development	B
	Engagement Tools	B
	E-Learning	B
	Certifications	B
	Motivation Management	B
	Talent Management	B
	Recruitment / Career Transition Support / Internal HR Services	B
	Labor Management / Time and Attendance Management	B
	HR Management System	B
	Performance Evaluation	B
	Health Management	B
	Social Insurance	B
Production/Logistics	SCM	B
	Production Management / Inventory Management	B
	Purchasing Management	B
	Logistics Management	C
	Smart Factory	B
Public Sector / Healthcare / Education	Digital Government	B
	GIGA School	B
	Electronic Medical Records	B

*If the product or solution you wish to advertise is not listed in the Product Genre Table above, please contact your sales representative.



3 "Nikkei xTECH Active Special" Details

Duration
Guaranteed
plan

Based on your company's requests, **Nikkei BP will conduct interviews and produce new, high-quality sponsored articles**. We will capture leads from customers who are interested in the article's content **and continue reading past the second page**.



Guarantees a specific number of leads during the publication period
"Fixed-Period Guarantee" plan, which uses recommendations, email newsletters as optimal lead generation channels.

Menu Details

- Content Article Production (approx. 2,800 characters) *Equivalent to 2 magazine pages
- Lead generation during the campaign period

Service Fee

Minimum Charge **2,000,000** yen (excluding tax)

Estimated Lead acquisition period

12 weeks
(Guaranteed Lead Generation and Publication Period)

Approximately 4 weeks from application to publication:
"Order" → "Interview" → "Proofreading" → "Final Approval" → "Publication"

[Important Notes]
① Exclusion of competing domains is free for up to 10 entries. At the time of submission you will be asked to provide the confirmed company domains. Additions or changes cannot be made after publication.
② This service provides a list of visitors and a page view (PV) report after publication. Reports on click-through rates are not available.



3 "Nikkei xTECH Active Special" Promotional Slot

Duration
Guaranteed
plan

Strongly direct traffic to links in your company's feature articles to attract readers' interest and effectively promote the acquisition of potential customers.



Nikkei xTECH Active
Top Page
"Latest Articles"



Nikkei BP
Feature Articles

As a lead,
acquiring personal
information

Featured Content

Article Page
recommended for you



Nikkei xTECH Active
Email
2-line announcements
× 6 times



Promotional Slot	Duration and Frequency
New Arrivals	Published on all applicable themes
Featured Content	Displayed randomly in a dedicated section for 12 weeks
Recommended Articles	Displayed below related articles
Newsletter distribution	Sent on Tuesdays and Thursdays; published 6 times (2 lines)



4 “Hosting an Online Seminar”

"Nikkei xTECH Active Web Seminar" is a series of online seminars designed to provide the latest information and case studies to key decision-makers involved in the implementation of products and services. With the cooperation of various vendors, **we provide useful information that is practical for the workplace.**

We promote these seminars and attract participants from among Nikkei xTECH Active subscribers, Nikkei xTECH subscribers, and **approximately 11 million Nikkei ID members.**

4 weeks prior

[Promotion and Customer Acquisition]

- Accept registrations on the webinar announcement site.
- Attract participants primarily from readers of Nikkei xTECH Active and Nikkei xTECH readers.



Registered participants will receive the webinar URL, ID, and password via email



On the day

[Seminar Day]

- Live-stream the seminar online.
- Q&A session using the chat function.
- Conduct a survey after the seminar.

- * Speakers will be invited to a studio in Tokyo or a similar location where they will deliver their presentation.
- * Please contact us if you wish to participate remotely.

1 week later

[List of Participants]

Registered Participants
(Including Viewership Data)



Lead provided

For further details, please refer to the separate document **"Webinar Guide"**

• If you are considering hosting a webinar, please contact us

• <https://www.nikkeibp.co.jp/ad/atcl/netmedia/ITPACT/>



5 Proposal for a Long-Term Package Plan

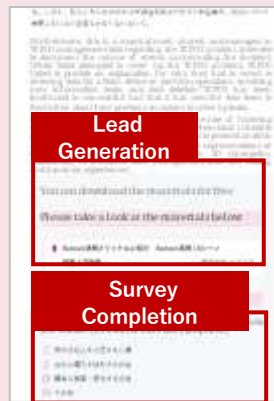
Generating Sales Leads 3 Methods

By combining multiple strategies, we provide a continuous and cost-effective stream of online leads.

We generate sales leads through campaign packages that combine white paper publication, collaborative partnerships, and survey-based lead generation.

1. White Paper Publication

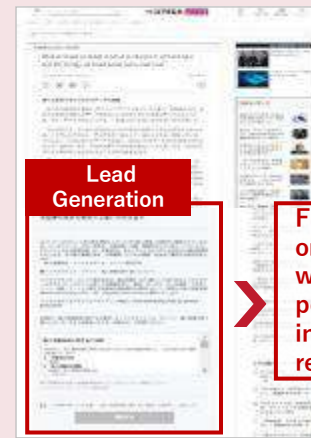
The Nikkei xTECH Active editorial team will **feature in an article written by the Nikkei xTECH Active editorial team** to guide readers to download it. By utilizing optimal methods such as recommendations and email newsletters, we guarantee **"Guaranteed Lead Volume"** plan.



2. Tie-up advertising

(Nikkei xTECH Active Special)

Based on your company's requirements, **Nikkei BP will create new, high-quality content** that will capture readers' interest. When they proceed to page 2 or beyond, a lead is captured.

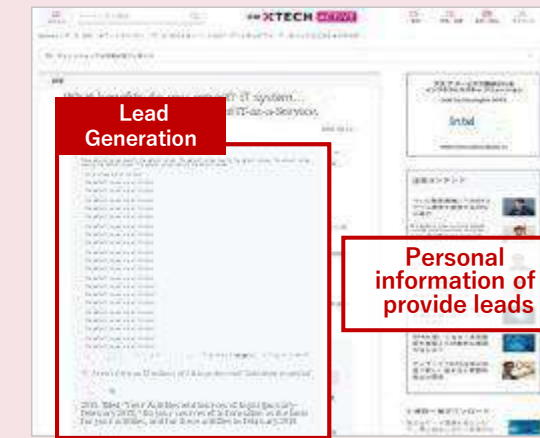


From page 2 onwards, we capture the personal information of readers as leads.

3. Survey-Based Lead Generation

(Nikkei xTECH Active Research Special)

Nikkei xTECH Active conducts surveys tailored to your company's needs—such as readers' adoption intentions—and **respondents** along with the leads.



*For details, please contact our sales representative.



5 Proposal for a Long-Term Package Plan

Case Studies

- Long-term package plans can be started at any time to suit your company's schedule.
- We will propose the optimal plan for your campaign, taking into account the duration, products, content, and other factors.

Example: A plan to generate a total of 1,250 leads over one year, with leads acquired continuously on a quarterly basis



*Please contact our sales representative for details.

Lead Generation (Prospect Acquisition) Support Site

日経 **XTech** **ACTIVE**
クロスステック

Lead Generation Manufacturing



Nikkei xTECH Active has Why We're the Top Choice in the Manufacturing Sector

Manufacturing

The manufacturing section of “Nikkei xTECH Active” features **an information platform that comprehensively covers specialized articles**, commentary, and industry trends. **With approximately 630,000 registered members (Nikkei xTECH Manufacturing Email Subscribers)**, it **supports innovation and talent development in the manufacturing industry** through a wealth of articles, events, and webinars.

Reasons for Choosing Us in the Manufacturing Sector

1. Providing the Latest Information on Product Development

By introducing the latest information on product development and product technologies in the manufacturing industry, you can stay abreast of the latest trends in the sector.

2. Support for Production Efficiency

the latest information on production technologies and systems that utilize advanced technologies such as AI, IoT, and robotics to support quality improvement and efficiency gains through data analysis.

3. Strengthening Industrial Competitiveness

We provide the information and strategies necessary to strengthen the competitiveness of the manufacturing industry, and by supporting innovation and global expansion, thereby accelerating the sustainable growth of companies.

Nikkei xTECH Active
Nikkei xTECH Manufacturing Email Subscribers



Approximately
630,000
members

As of December 2024)



Point

Why We Recommend the Manufacturing Sector

Nikkei xTECH Manufacturing Email Subscribers **Approx. 630,000** members-based,
"Lead Generation Site" that efficiently acquires and provides the prospective customers your company seeks.

About Nikkei xTECH Active "Manufacturing"

日経 **xTECH** ACTIVE

日経 **xTECH**

Point ①

"Reliably Reach Highly Specialized Professionals"

In addition to Nikkei xTECH's high-quality readership, our original content allows you to reach highly specialized professionals. We go beyond simply providing information to effectively convey your message to readers with advanced knowledge and experience. We can also deliver information to engineers and executives in highly specialized fields.

Point ②

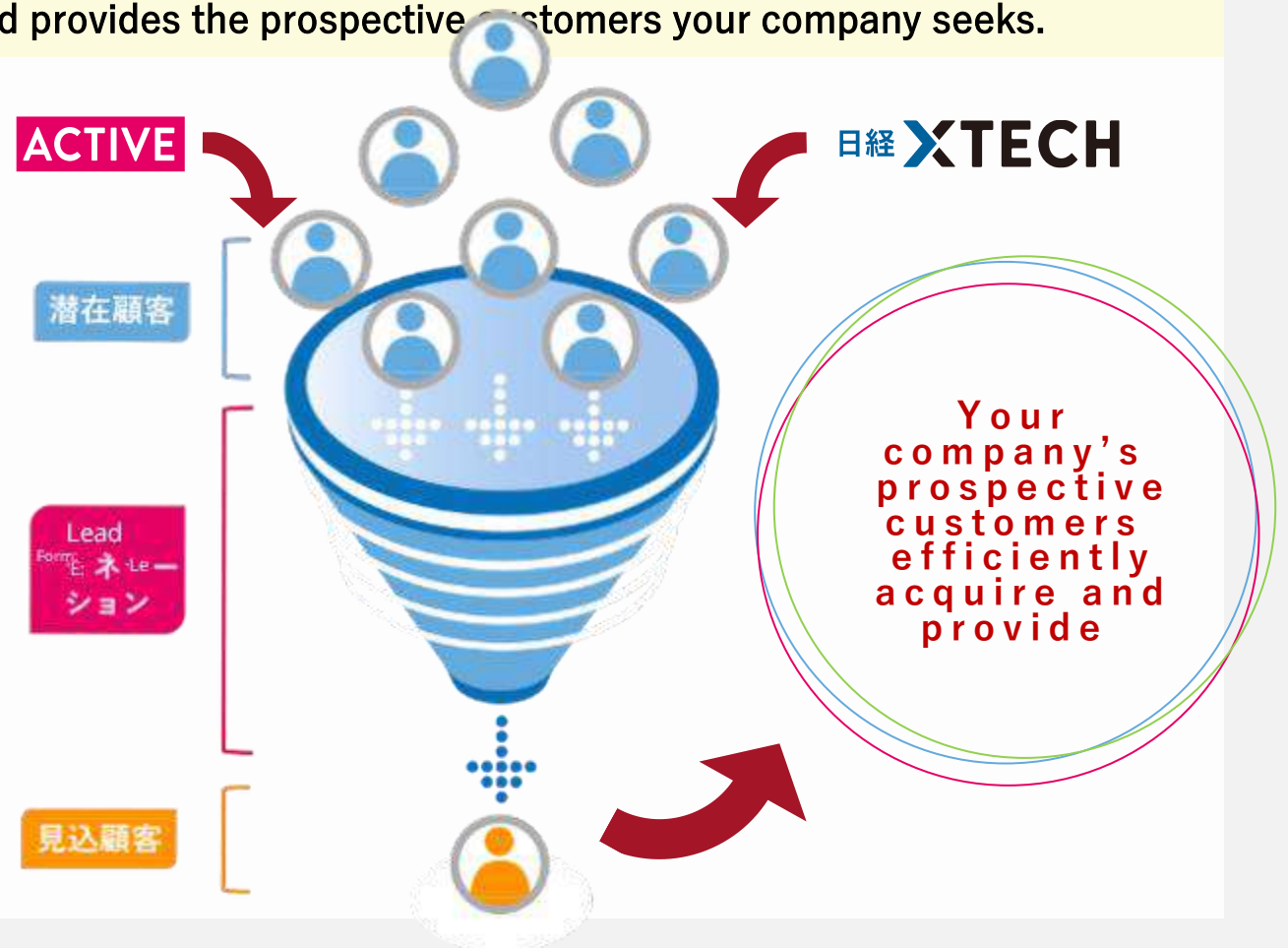
"Ensure You Don't Miss Any Potential Customers Through Diverse Approaches"

We use a variety of methods—such as on-site navigation menus, email newsletters, and targeted emails—to ensure we don't miss any potential customers and to promote a smooth conversion process while maintaining their interest in the information, guiding them toward a smooth conversion while keeping their interest alive.

Point ③:

"Deepen customer understanding and create accurate prospect lists"

We conduct a multifaceted analysis of potential customers' behavior, including white paper and catalog downloads, video views, viewing of sponsored content, and survey responses. Based on this data, we can create precise customer lists and implement optimal marketing strategies.





Details of Services Offered

- ① White Paper/Video Publication (Guaranteed Lead Volume Plan)
- ② Nikkei xTECH Research Special (Guaranteed Lead Volume Plan)
- ③ Nikkei xTECH Active Special (Guaranteed Publication Period Plan)
- ④ Online Seminar
- ⑤ Long-Term Package Plan

Details of Services Provided



Nikkei xTECH Active Service Details

Basic Menu

Guaranteed
Lead Volume
plan
"Unit Price" ×
Number of Leads

① White Papers: PDF/Video Content

Nikkei xTECH **Feature articles introducing your company's content, written by the Nikkei xTECH Active editorial team** will generate leads.

This approach captures users' interest and encourages downloads (or video views), while simultaneously capturing the personal information of downloaders as leads.

② Nikkei xTECH Active Research Special

We conduct surveys targeting Nikkei xTECH Active readers and provide a list of respondents along with the survey data.

Through customized surveys tailored to your company's needs, we'll acquire high-quality leads and help you achieve effective business growth.

Duration
guaranteed
plan

③ Nikkei xTECH Active Special

Nikkei BP will conduct interviews based on your company's requests and produce high-quality **collaborative articles**.

No white papers or other materials are required for the interview; original content can be produced.

Online Seminars

④ Sponsored Online Seminar

Host an online seminar sponsored by a single company

We will promote the event and attract attendees—primarily Nikkei xTECH Active readers and Nikkei xTECH readers—from among the approximately 11 million Nikkei ID members, inviting them to the seminar.



1 "White Paper/Video Publication" Details

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

Nikkei xTECH Active's **editorial team** will write your company's white papers and feature articles. We'll spark users' interest and encourage downloads (or video views), and simultaneously capture the personal information of downloaders as leads.

Written by the editorial team feature article

Survey Data Entry

White Papers Download/ Watch Videos

As a lead, collect personal information

This is a **"Guaranteed Volume"** plan designed to guarantee lead generation to meet your target number, utilizing recommendations and email newsletters as optimal channels for driving traffic.

Menu Details

- White Paper/Video Introduction Page Creation (400 characters)
- Posting of white paper PDFs (up to 20 MB) and videos (viewing time: up to 1 hour, file size: up to 1 GB)
- Acquire leads based on specified criteria and target volume

Service Fee

- Minimum charge per campaign **400,000** yen and up (excluding tax)

Cost per Lead From 10,000 yen	×	Number of Applications 40 applications or more	=	Service Fee 400,000 yen
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*Please prepare at least two pieces of content in the same genre for publication.

Estimated Lead Generation Period

12 weeks or so

Start Date: Thursday

*10 business days from application to publication (please refer to the schedule for details)
*Articles introducing white papers and videos will be written by our editorial team.
*The materials will remain posted even after the lead collection period ends (free of charge)



Service

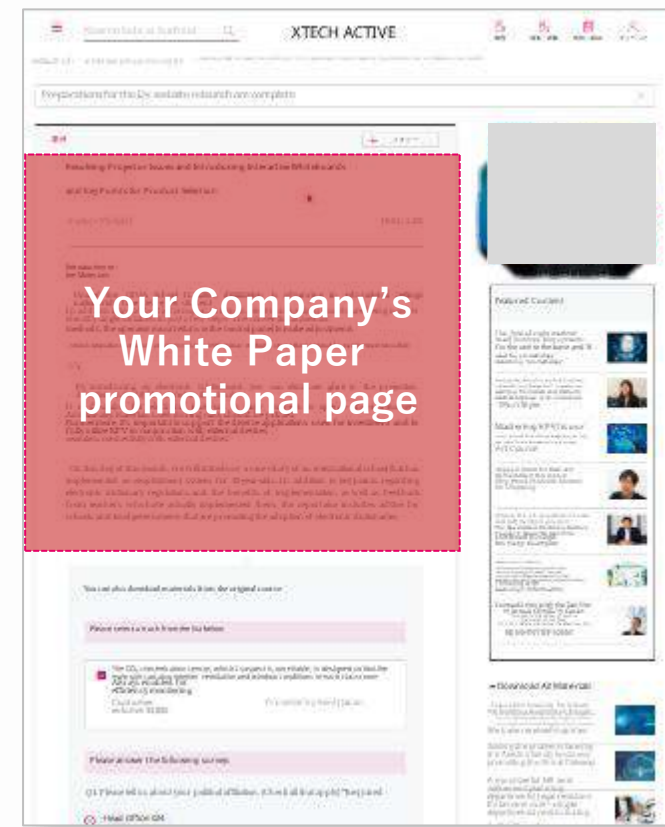
1 "White Paper/Video" Promotion Box

Guaranteed Lead Volume Plan
Unit Price
×
Number of Leads

Powerfully direct traffic to your company's white paper (PDF) introduction page, capture readers' attention, and dramatically boost the acquisition of potential customers.



Nikkei xTECH Active Homepage



Article Page recommended for you



Featured White Papers



Same Product Tag List



1 Introduction Writing Schedule (Standard)

Guaranteed Lead Volume Plan
Unit Price
×
Number of Leads

Example

Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
Order & File Submission							Submission of Proof				Return of Proof	Final Approval		Publication Starts



*The shortest lead time is **2 weeks**.

*If your order spans public holidays, the year-end and New Year's holidays, Golden Week, or the Obon period, the schedule may change, please note.

*① Regarding the product guide schedule, based on the application day of the week or the day of publication, etc., we can be flexible, so please feel free to consult with us. The processing time will remain unchanged.

② We also have a schedule for white papers.

For details, [on our website](#).

*For details on each schedule, please contact our sales representative



1

"White Paper/Video Publication" Important Notes

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

□ Regarding Submitted PDFs

- Depending on the product or content, we may not be able to accept your submission. We will determine acceptance based on the medium.
- White papers typically include information on specific technologies, how to use products or services, explanations, performance comparisons with older products or competitors, case studies, research reports/market analysis, and statistical data. Presentation materials are also included in this category.
Please note that documents with limited content (approximately 1–2 pages) or those whose primary purpose is to announce campaigns or similar events catalog materials cannot be accepted as a general rule.
- The file size of the PDF to be posted must be 20MB or less; video files must be 1 GB . For on-demand seminar videos, you are limited to one session per topic . (Please use a separate menu for on-demand 1-Day Seminars.)
- Please be aware that we cannot be held responsible for external links contained in PDFs.
Please also note that, depending on the content of the linked page, we may request corrections or changes.

□ Number of Content Listings

- We will propose the number of posts necessary for lead generation. We may not be able to accept requests to post more than the proposed number.

□ Regarding the Publication Period

- The materials will remain posted (free of charge) even after the lead collection period ends.

□ Regarding Provided Leads and Campaign Implementation

- The lead collection period is an estimate and is not guaranteed.
- Exclusion of competing domains is free for up to 10 entries. Please provide the company domains confirmed at the time of submission. We cannot accommodate additions or changes after publication.
Please note that while we accept free email addresses as segment criteria, they are not subject to the competitor domain exclusion policy.
- This service provides only a list of downloaders. Please note that no placement report is provided.
- There is no survey associated with video listings.



1

White Papers/Video Postings At the time of submission Checklist

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

☐ Is this a copyright infringement?

Using third-party copyrighted works (such as media articles, survey data, company logos, charts, diagrams, and photographs) without permission constitutes copyright infringement. Be sure to obtain permission before using such materials.

☐ Are there any parts that could be suspected of exaggerated or false claims?

This applies to statements made without clearly citing the supporting survey data. Examples include using phrases such as “Ranked No. 1 in ●●” or “●● Number One,” or phrases such as “Japan’s first,” “world’s first,” or “largest in Japan.”

☐ Is your company name clearly stated?

To build trust, be sure to clearly state your “company name.” For white papers where the source is unclear, ensure that readers can identify which company provided the material even after downloading it.

☐ Are there any issues that might inconvenience readers, such as broken links, mispage numbers, or typos and missing characters?

☐ Does it contain information that is useful to readers?

Typical content for white papers and videos published on Nikkei xTECH Active includes: how to use specific technologies, products, or services; explanations; performance comparisons with older products or competitors; case studies; research reports and market analyses; statistical data; and presentation materials. However, as a general rule, we cannot accept submissions that are only 1–2 pages long, those whose primary purpose is to announce campaigns or promotions, or catalog materials.



2 "Nikkei xTECH Active Research Special" Content

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

For readers of Nikkei xTECH Active, **we will conduct original surveys (questionnaires) tailored to your company's needs and provide respondent information—such as purchase intent—as leads** . We will utilize the survey results to obtain information beneficial to your business.



We guarantee lead generation to meet your target number **"Guaranteed Volume"** plan, utilizing recommendations and email newsletters as optimal channels for driving traffic.

Menu Details

- Survey Questions: 5 to 10 questions *1*2
 - Answer choices: Up to 10 per question
 - Rewards, prize drawings, and shipping procedures *3 (Gift certificates worth 5,000 yen each for 10 winners or more, *4 sent via email)
 - Estimated lead generation period: Approximately 1–2 months
 - List size: 80 or more (readers in the manufacturing sector)
- *1 Industry, job type, department, number of employees, and job title are collected as profile items outside the survey questions.
*2 A fee applies if there are 11 or more survey questions or 11 or more answer choices. *3 If the incentive amount is changed, a quote will be provided based on actual costs.
*4 The value of gift certificates, etc., is subject to change based on the order amount.

Service Fee

• **Minimum Charge 900,000 yen and up (excluding tax)**

Base Fee Starting at 100,000 yen	+	Unit Price * 10,000 yen and up	×	Number of Applications 80 entries or more	=	Lead Fee Starting at 800,000 yen
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*The per-lead rate is determined based on the "conversion rate." Please refer to the "Segment Table" for details.

[Important Notes]
① Depending on the survey target and content, we may be unable to accept your request. Please consult with us in advance.
② We will plan the most appropriate promotional campaign for your survey, but we do not provide advance confirmation of the schedule or content, nor do we provide a report.
③ We will provide a separate quote if the survey participants need to be segmented or if there are changes to the incentive details or mailing process.
④ Preparation of a survey report is not included. ⑤ **Please prepare the survey questions yourself.**
⑥ Exclusion of competing domains is free for up to 10 entries. Please provide the company domains to be excluded at the time of submission. We cannot accommodate additions or changes after publication.
Please note that **we do accept the exclusion of free email addresses as a segmentation criterion.** Please note that these are not subject to the competitor domain exclusion policy.



Common Features of the Guaranteed Lead Volume Plan

Segment Table

Manuf

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

You can segment by specifying conditions based on “Industry,” “Position,” “Job Type,” “Number of Employees,” and “Region.”
The unit price is determined by the percentage of the relevant segment **within the total number of Nikkei Cross Tech manufacturing email reader members.**

Segment Criteria

Industry	IT Companies	Information Processing, System Integration, Software
		Agriculture, Forestry, Fisheries, and Mining
		Construction
		Manufacturing
		Wholesale, Retail, and Commerce
		Finance, Securities, and Insurance
		Real Estate
	Non-IT companies	Service Industry
		Telecommunications Services
		Consulting, Accounting, and Law
		Education and Learning Support
		Healthcare and Social Welfare
		Public Service
		Other
Position		Director level or higher
		Section Chief or higher
		Position Held

Job Category	Executives, Board Members, and Corporate Planning
	General Affairs, Human Resources, Finance, Accounting
	Public Relations and Marketing
	IT & Information Systems
	General Office Work
	Sales & Business Development
	Manufacturing-Related (Production, Manufacturing, Materials, Purchasing, Distribution, Logistics, Engineering, Design, Research, and Development)
Number of Employees	Professional Roles
	1–99
	100–499
	500–999
	1,000 or more
Region	Hokkaido and Tohoku
	Kanto
	Chubu and Hokuriku
	Kinki
	Chugoku and Shikoku
	Kyushu and Okinawa

- * Members select the above attribute categories upon registration or renewal. Under the Segment Plan, we provide leads that match your desired criteria and these attribute categories.
- * The telecommunications services industry is classified as a user company. Please be aware if you need to exclude it as an IT company.
- * Exclusion of competing domains is free for up to 10 entries. Please provide the corporate domains to be excluded at the time of submission. We cannot accommodate additions or changes after publication.



3 "Nikkei xTECH Active Special" Content

Duration
Guaranteed
plan

Based on your company's requests, **Nikkei BP will conduct interviews and produce new, high-quality sponsored articles**. We will capture leads from customers who are interested in the article's content **and continue reading beyond the second page**.



guarantees a specific number of leads during the publication period
"Fixed-Term Guarantee" plan, which uses recommendations, email newsletters, etc.
as optimal lead generation channels.

Menu Details

- Content article production (approx. 2,800 characters) *Equivalent to 2 magazine pages
- Lead generation during the campaign period

*Separate travel expenses will apply for remote locations.

Service Fee

- Minimum Charge **2,000,000** yen (excluding tax)

Estimated Lead Acquisition Period

12 weeks
(Guaranteed lead generation and publication period)

Approximately 4 weeks from application to publication:
"Order" → "Interview" → "Proofreading" → "Final Approval" → "Publication"

[Important Notes]
① Exclusion of competing domains is free for up to 10 entries. At the time of submission you will be asked to provide the confirmed company domains.
No additions or changes can be made after publication.
② This service provides a list of visitors and a page view (PV) report after publication. Reports on click-through rates are not available.



4 “Online Seminar”

“**Nikkei xTECH Active Web Seminar**” is an online seminar designed to provide the latest information and case studies to key decision-makers involved in the implementation of products and services. With the cooperation of various vendors, **we provide useful information that is practical for the workplace.** We promote these seminars and attract participants from among Nikkei xTECH Active subscribers, Nikkei xTECH subscribers, and **approximately 11 million Nikkei ID members.**

4 weeks prior

[Promotion and Customer Acquisition]

- Accept registrations on the webinar announcement site.
- Nikkei xTECH Active and Nikkei xTECH readers



Registered participants will receive the webinar URL, ID, and password via email



On the day

[Seminar Day]

- Live-stream the seminar online.
- Q&A session using the chat function.
- Conduct a survey after the seminar.

- * Speakers will be invited to a studio in Tokyo or a similar location where they will deliver their presentation.
- * Please contact us if you wish to participate remotely.

1 week later

[List of Participants]

List of Registered Participants
(Including Viewership Data)



Lead provided

For further details, please refer to the separate document “**Webinar Guide**”

• If you are considering hosting a webinar, please contact us

• <https://www.nikkeibp.co.jp/ad/atcl/netmedia/ITPACT/>



5 Proposal for a Long-Term Package Plan

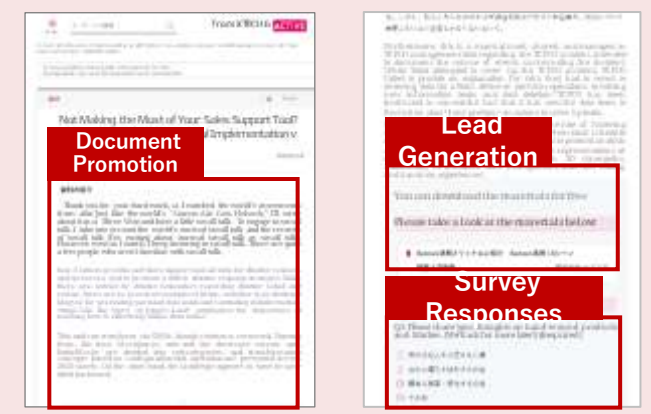
Generating Sales Leads 3 Methods

We combine multiple strategies to provide you with a continuous and cost-effective stream of online leads.

generate sales leads through a campaign package that combines white paper publication, collaborative promotions, and survey-based lead generation.

1. White Paper Publication

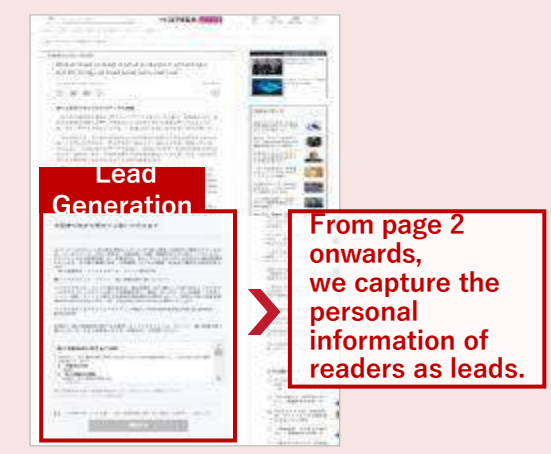
The Nikkei xTECH Active editorial team will **featured in an article written by the Nikkei xTECH Active editorial team** to guide readers to download it. By utilizing optimal methods such as recommendations and email newsletters, we guarantee **This is a plan.**



2. Sponsored Advertising

(Nikkei xTECH Active Special)

Based on your company's requirements, **Nikkei BP will create new, high-quality content** that will capture readers' interest. When they proceed to page 2 or beyond, a lead is captured.

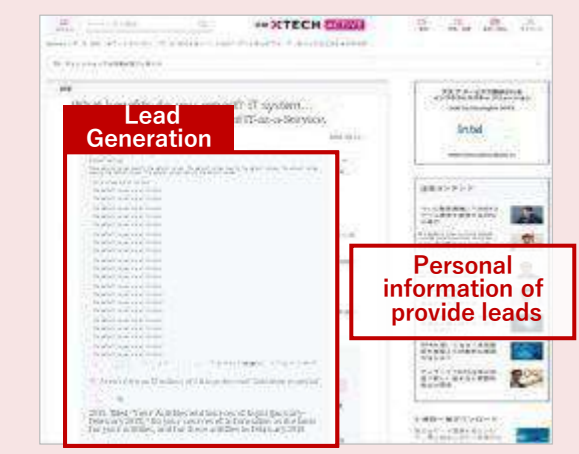


From page 2 onwards, we capture the personal information of readers as leads.

3. Survey-Based Lead Generation

(Nikkei xTECH Active Research Special)

Nikkei xTECH Active conducts surveys tailored to your company's needs—such as readers' adoption intentions—and **respondents** along with the leads.



*For details, please contact our sales representative.

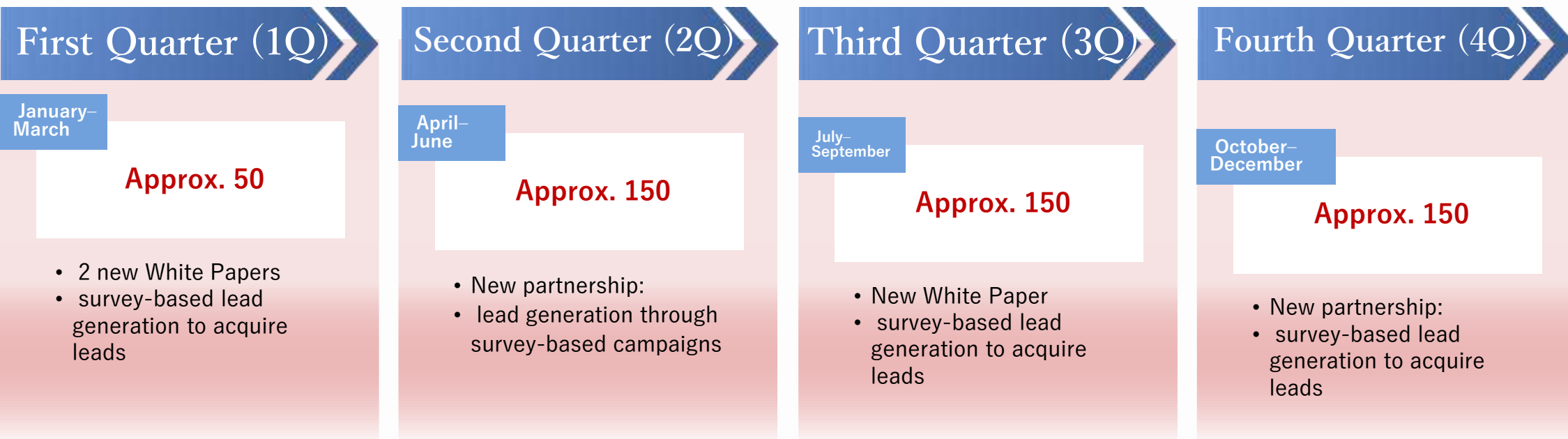


5 Proposal for a Long-Term Package Plan

Case Studies

- Long-term package plans can be started at any time to suit your company's schedule.
- We will propose the optimal plan for your campaign, taking into account the duration, products, content, and other factors.

Example: A plan to continuously generate a total of 500 leads over one year, on a quarterly basis



*Please contact our sales representative for details.

Lead Lead Construction





Why Nikkei xTECH Active is Why We're the Top Choice in the Construction Sector

Construction

The construction section of “Nikkei xTECH Active” **an information platform that comprehensively covers a wide range of industry-related topics, including architecture, civil engineering, and infrastructure** . It comprehensively provides specialized articles and commentary on construction technology, construction processes, and the latest construction projects, as well as industry trends, **serving as a source of information that shapes the future of the construction industry** .

Reasons for Being Chosen in the Construction Sector

1. Construction Project Case Studies

We feature numerous examples of the latest construction projects from Japan and abroad. You can gain a concrete understanding of trends, technologies, challenges, and solutions in the construction industry.

2. Focus on Technological Innovation

We provide information on technological innovation in the construction industry, focusing on the latest trends in construction technology and the adoption of new technologies.

3. Introduction to Sustainable Construction Processes

We provide information on sustainable construction processes—such as reducing environmental impact and promoting energy conservation—and support the development of the construction industry from the perspective of social responsibility.

Nikkei xTECH Active
Nikkei xTECH Construction Email Subscribers



Approx.
270,000
members

As of December 2023)



Why the Construction Sector Is “Recommended”

Nikkei xTECH Construction Industry Email Subscribers **approx. 270,000 members**- based on these, we efficiently acquire and provide the prospective customers your company seeks
"Lead Generation Site".

About Nikkei xTECH Active “Construction”

日経 **xTECH** ACTIVE

Point ①

“Reliably reach a highly specialized professional audience”

In addition to the readership of “Nikkei xTECH (Architecture & Civil Engineering),” “Nikkei xTECH Active (Construction),” and the magazines Nikkei Architecture and Nikkei Construction, you can reach highly specialized professional users attracted by the unique content on the Nikkei xTECH Active website.

Point ②

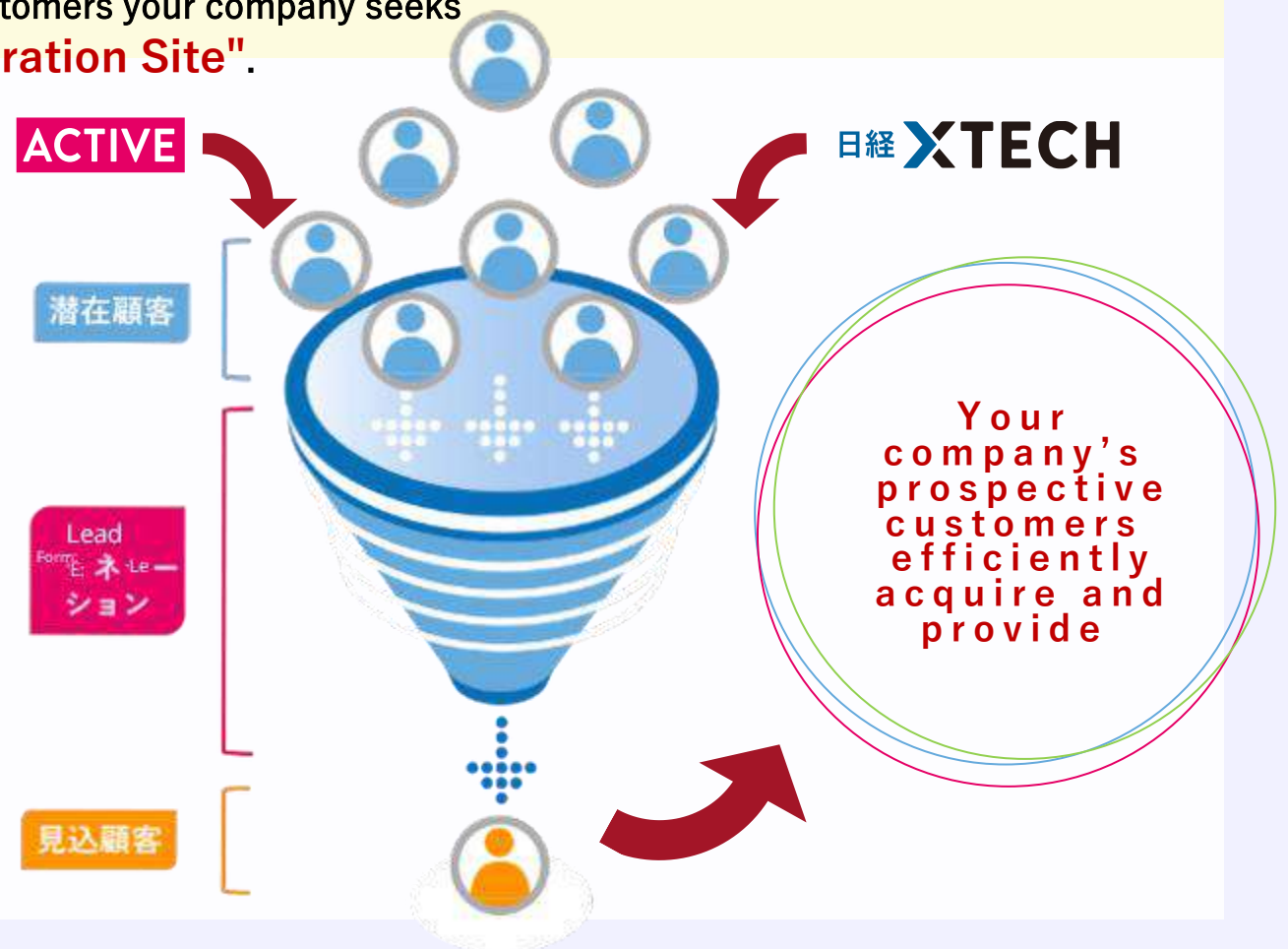
“Never Miss a Potential Customer with Diverse Approaches”

“Nikkei xTECH (Architecture & Civil Engineering)” and “Nikkei xTECH Active (Construction)” ensure you don’t miss out on potential customers through a variety of approaches, including on-site navigation menus, email newsletters, and targeted emails. We guide them smoothly toward becoming customers while maintaining their interest in the information.

Point ③:

“Deepen customer understanding and create accurate prospect lists”

We conduct a multifaceted analysis of potential customers’ behavior, including white paper and catalog downloads, video views, viewing of sponsored content, and survey responses. Based on this data, we can create precise customer lists and implement optimal marketing strategies.





Details of Services Provided

- ① White Paper/Video Publication (Guaranteed Lead Volume Plan)
- ② Nikkei xTECH Research Special (Guaranteed Lead Volume Plan)
- ③ Nikkei xTECH Active Special (Guaranteed Duration Plan)
- ④ Online Seminar
- ⑤ Long-Term Package Plan

Details of Services Provided



Nikkei xTECH Active Service Details

Basic Menu



① White Papers: PDF/Video Content

Nikkei xTECH **feature articles** about your company's content written by the Active editorial team will generate leads.

This plan captures users' interest and encourages downloads (or video views), while simultaneously collecting the personal information of those who download as leads.

② Nikkei xTECH Active Research Special

We conduct surveys targeting Nikkei xTECH Active readers and provide a list of respondents along with the survey data.

Through research tailored to your company's needs, we'll acquire targeted leads and help you achieve effective business growth.



③ Nikkei xTECH Active Special

Nikkei BP will conduct interviews based on your company's requests and produce high-quality **collaborative articles**.

No white papers or other materials are required for the interview; we can produce original content.

Online Seminars

④ Sponsored Online Seminar

Host an online seminar sponsored by a single company

We will promote the event and attract attendees—primarily Nikkei xTECH Active readers and Nikkei xTECH readers—from among the approximately 9.6 million Nikkei ID members, encouraging them to attend the seminar.



1

"White Paper/Video Publication" Details

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

Nikkei xTECH Active's editorial team will write your company's white papers and feature articles. This plan captures users' interest and encourages downloads while capturing the personal information of video viewers as leads.

Written by Editorial Staff featured articles

Survey Data Entry

White Papers Download/ Watch Videos

As a lead, collect personal information

Guaranteed lead generation to reach your target number "Guaranteed Lead Volume" plan, utilizes recommendations and email newsletters as optimal traffic sources.

Menu Details

- Creation of a white paper/video introduction page (400 characters)
- Posting of white paper PDFs (up to 20 MB) and videos (viewing time: up to 1 hour, file size: up to 1 GB)
- Acquire leads based on the specified criteria and target number

Service Fee

- Minimum charge **400,000** yen and up (excluding tax)

Cost per Lead *	×	Number of Applications	=	Service Fee
10,000 yen and up		40 applications or more		400,000 yen

*We do not accept segment specifications for the construction sector.

*We require that you provide at least two pieces of content in the same genre.

Estimated Lead Generation Period

12 weeks or so

Start Date: Thursday

*10 business days from application to publication (please refer to the schedule for details)

*Articles introducing white papers and videos will be written by our editorial team.

*The materials will remain posted even after the lead collection period ends (free of charge)



1

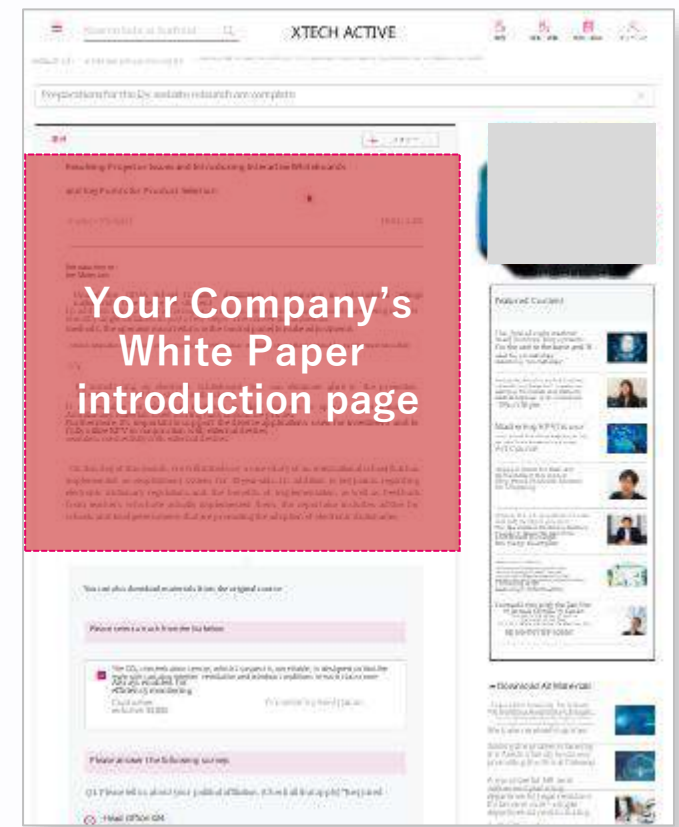
"White Paper/Video Feature" Promotion Slot

Guaranteed Lead Volume Plan
Unit Price
×
Number of Leads

Powerfully direct traffic to your company's white paper (PDF) introduction page, capture readers' attention, and dramatically boost the acquisition of potential customers.



Nikkei xTECH Active Homepage



Article Page recommended for you



Featured White Papers



Same Product Tag List



1 Schedule for Writing Introduction Texts (Standard)

Guaranteed Lead Volume Plan
Unit Price
×
Number of Leads

Example

Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
Application / Material Submission											Submission of Proof		Return of Proof						Final Approval		Publication Starts



- *The shortest lead time is **3 weeks**.
- *Please note that the schedule may change if it includes public holidays, the year-end and New Year's holidays, Golden Week, or the Obon period.
- *We also have a white paper schedule. For details, [please check our website](#).

*Please contact our sales representative for details on each schedule



1 "Product Guides/White Papers: PDF/Video Publication" Important Notes

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

□ Regarding Submitted PDFs

- Depending on the product or content, we may not be able to accept your submission. We will determine acceptance based on the medium.
- White papers typically include information on specific technologies, how to use products or services, explanations, performance comparisons with older products or competitors, case studies, research reports/market analysis, and statistical data. Presentation materials are also included in this category. Please note that documents with limited content (approximately 1–2 pages) or those whose primary purpose is to announce campaigns or similar events, catalog materials cannot be accepted as a general rule.
- The file size of the PDF to be posted must be 20MB or less; video files must be 1 GB . For on-demand seminar videos, you are limited to one session per topic (Please use a different menu for on-demand 1-Day seminars.)
 - Please be aware that we cannot be held responsible for external links contained in PDFs. Please also note that, depending on the content of the linked page, we may request corrections or changes.

□ Number of Content Listings

- We will propose the number of posts necessary for lead generation. We may not be able to accept requests to post more than the proposed number.

□ Regarding the Publication Period

- The materials will remain posted (free of charge) even after the lead collection period ends.

□ Regarding Provided Leads and Campaign Implementation

- The lead collection period is an estimate and is not guaranteed.
- Exclusion of competing domains is free for up to 10 entries. Please provide the company domains confirmed at the time of submission. We cannot accommodate additions or changes after publication. Please note that while we accept free email addresses as segment criteria, they are not subject to competitor domain exclusion.
- This service provides only a list of downloaders. Please note that no placement report is provided.
- There is no survey associated with video listings.



1 White Paper/Video Publication At the Time of Submission Checklist

Guaranteed
Lead Volume
Plan

Unit Price
×
Number of Leads

☐ Are you infringing on copyrights?

Using third-party copyrighted works (such as media articles, survey data, company logos, charts, diagrams, and photographs) without permission constitutes copyright infringement. Be sure to obtain permission before using such materials.

☐ Are there any parts that could be suspected of exaggerated or false claims?

This applies to statements made without clearly citing the supporting survey data. Examples include using phrases such as “Ranked No. 1 in ●●” or “●● Number One,” or phrases such as “Japan’s first,” “world’s first,” or “largest in Japan.”

☐ Is your company name clearly stated?

To build trust, be sure to clearly state your “company name.” For white papers where the source is unclear, ensure that readers can identify which company provided the material even after downloading it.

☐ Are there any issues that might inconvenience readers, such as broken links, mispage numbers, or typos and missing characters?

☐ Does it contain information that is useful to readers?

Typical content for white papers and videos published on Nikkei xTECH Active includes: how to use specific technologies, products, or services; explanations; performance comparisons with older products or competitors; case studies; research reports and market analyses; statistical data; and presentation materials. However, as a general rule, we cannot accept submissions that are only 1–2 pages long, those whose primary purpose is to announce campaigns or promotions, or catalog materials.



2 "Nikkei xTECH Active Research Special" Content

Guaranteed Lead Volume Plan

Unit Price
×
Number of Leads

For readers of Nikkei xTECH Active, **we will conduct original surveys (questionnaires) tailored to your company's needs and provide respondent information—such as purchase intent—as leads**.
We will utilize the survey results to obtain information beneficial to your business.



We guarantee lead generation to meet your target number **"Guaranteed Volume"** plan, and utilize recommendations and email newsletters as optimal channels for driving traffic.

Menu Details

- Survey Questions: 5 to 10 questions *1*2
- Answer choices: Up to 10 per question
- Rewards, prize drawings, and mailing operations *3 (Gift certificates worth 5,000 yen each for 10 winners or more, *4 sent via email)
- Estimated lead generation period: Approximately 1 to 2 months
- List size: 90 or more (construction-related readers)

*1 Industry, job type, department, number of employees, and job title will be collected as profile items outside the survey questions.
*2 A fee applies if there are 11 or more survey questions or 11 or more answer choices. *3 If you wish to change the incentive amount, we will provide a quote based on actual costs.
*4 The value of gift certificates, etc., will vary depending on the order amount.

Service Fee

• **Minimum Charge 1,000,000 yen and up (excluding tax)**

Base Fee Starting at 100,000 yen	+	Lead Unit Price 10,000 yen	×	Number of Applications 90 or more	=	Lead Fee Starting at 1,000,000 yen
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[Important Notes]
① Depending on the subject and scope of the investigation, we may be unable to accept your request. Please consult with us in advance.
② We will plan the most appropriate notification method for the investigation, but we do not provide advance confirmation of the schedule or content, nor do we provide a report.
③ If you wish to change the details of the reward or the shipping process, we will provide a separate estimate.
④ Preparation of a survey report is not included. ⑤ Please prepare the survey questions yourself.
⑥ Exclusion of competing domains is free for up to 10 entries. Please provide the confirmed company domains at the time of submission. We cannot accommodate additions or changes after publication.
Please note that we do accept the exclusion of free email addresses as a segmentation criterion. These are not subject to the competitor domain exclusion policy.



3 "Nikkei xTECH Active Special" Content

Duration
guaranteed
plan

Based on your company's requirements, **Nikkei BP will conduct interviews and produce new, high-quality sponsored articles**. we will capture leads from customers who are interested in the article's content and **continue reading beyond the second page**.



Guarantees a specific number of leads during the publication period
"Fixed-Term Guarantee" plan, which uses recommendations, email newsletters, etc.
as optimal lead generation channels.

Menu Details

- Content article production (approx. 2,800 characters) *Equivalent to 2 magazine pages / 4 web pages
- Lead generation during the campaign period

*Separate travel expenses apply for remote locations.

Service Fee

• Minimum Charge **2,000,000** yen (excluding tax)

**Estimated Lead
acquisition period**

12 weeks
(Guaranteed Duration)

**Approximately 5–6 weeks from
application to publication**
“Order” → “Interview” → “Proofreading” → “Final
Approval” → “Publication”

[Important Notes]
① Exclusion of competing domains is free for up to 10 entries.
At the time of submission
you will be asked to provide the confirmed company
domains.
No additions or changes can be made after publication.
② This service provides a list of visitors and
a page view (PV) report after publication. Reports on click-
through rates
are not available.



3 "Nikkei xTECH Active Special" Promotional Slot

Duration
guaranteed
plan



We will strongly direct traffic to links to your company's feature articles, attract readers' interest, and effectively promote the acquisition of potential customers.

Nikkei xTECH Active
Top Page
"Latest Articles"



Nikkei BP
Feature Article

As a lead,
acquire personal
information

Featured Content

Article Page
recommended for you



Nikkei xTECH Active Email
2-line announcements
× 6 times

Promotional Slot	Duration and Frequency
New Arrivals	Published on all applicable themes
Featured Content	Displayed randomly in a dedicated section for 12 weeks
Recommended Articles	Displayed below related articles
Newsletter distribution	Sent on Tuesdays and Thursdays; published 6 times (2 lines)



4 “Hosting an Online Seminar”

“Nikkei xTECH Active Web Seminar” is a series of online seminars designed to provide the latest information and case studies to key decision-makers involved in the implementation of products and services. With the cooperation of various vendors, **we provide useful information that is practical for the workplace.**

We promote these seminars and attract participants from among Nikkei xTECH Active subscribers, Nikkei xTECH subscribers, and **approximately 11 million Nikkei ID members.**

4 weeks prior

[Promotion and Customer Acquisition]

- Accept registrations for the webinar on the event announcement site.
- Attract participants from Nikkei xTECH Active and Nikkei xTECH readers, as a base.



Registered participants will receive the webinar URL, ID, and password via email



On the day

[Seminar Day]

- Live-stream the seminar online.
- Q&A session using the chat function.
- Conduct a survey after the seminar.

- * Speakers will be invited to a studio in Tokyo or a similar location to deliver their presentation.
- * Please contact us if you wish to participate remotely.

1 week later

[List of Participants]

List of Registered Participants
(Including Viewership Data)



Lead Provision

For further details, please refer to the separate document **“Webinar Guide”**

• If you are considering hosting a webinar, please contact us

• <https://www.nikkeibp.co.jp/ad/atcl/netmedia/ITPACT/>



5 Proposal for a Long-Term Package Plan

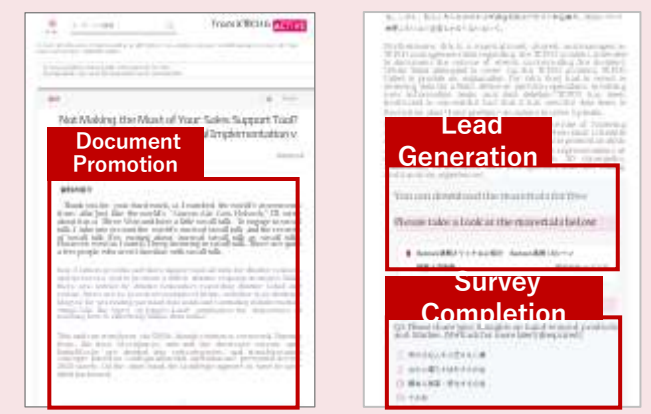
Generating Sales Leads 3 Methods

By combining multiple strategies, we provide you with a continuous and cost-effective stream of online leads.

We generate sales leads through a campaign package that combines white paper publication, collaborative promotions, and survey-based lead generation.

1. White Paper Publication

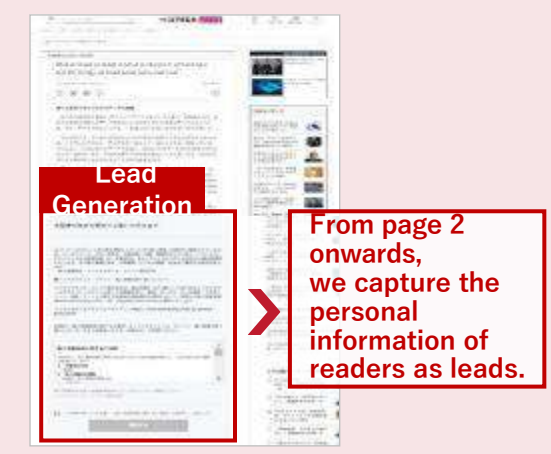
The Nikkei xTECH Active editorial team will **feature your white paper in an article written by the Nikkei xTECH Active editorial team** to guide readers to download it. By utilizing optimal methods such as recommendations and email newsletters, we guarantee a volume guarantee plan.



2. Sponsored Advertising

(Nikkei xTECH Active Special)

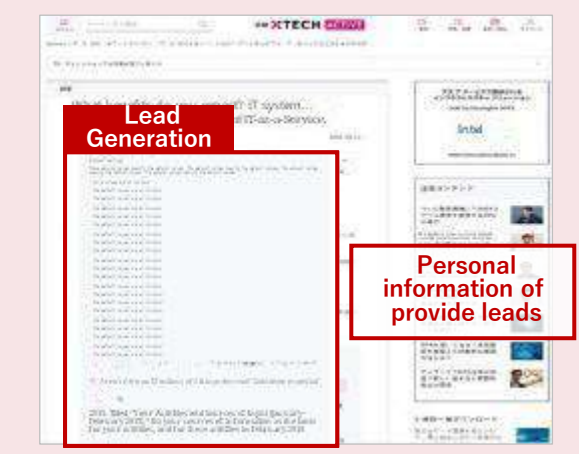
Based on your company's requirements, **Nikkei BP will create new, high-quality content** that will capture readers' interest. When they proceed to page 2 or beyond, a lead is captured.



3. Survey-Based Lead Generation

(Nikkei xTECH Active Research Special)

Nikkei xTECH Active conducts surveys tailored to your company's needs—such as readers' adoption intentions—and **respondents** along with the leads.



*For details, please contact our sales representative.

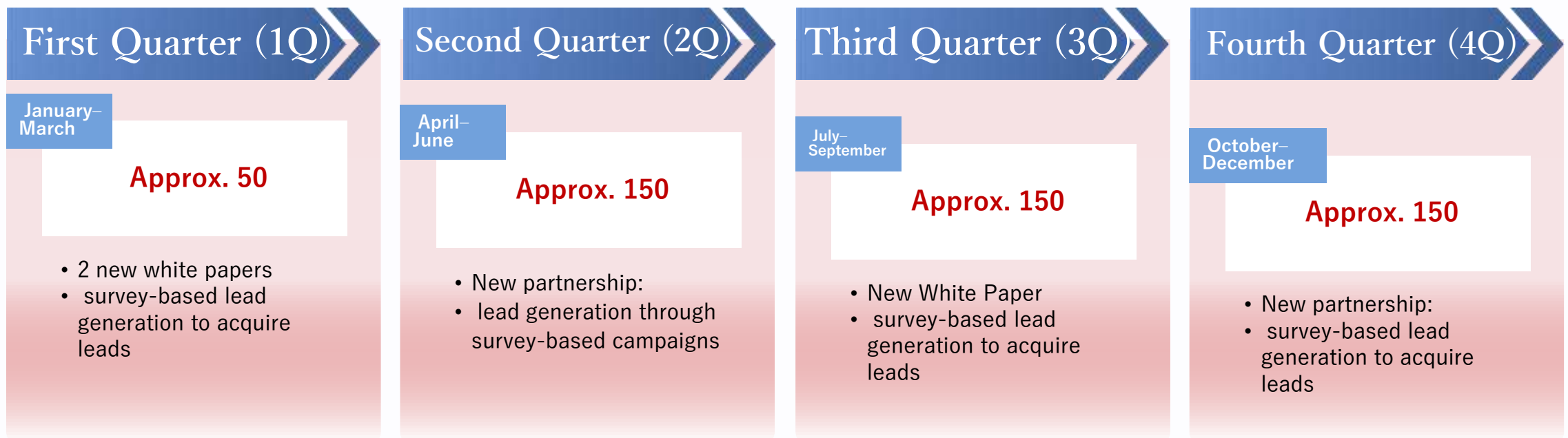


5 Proposal for a Long-Term Package Plan

Case Studies

- Long-term package plans can be started at any time to suit your company's schedule.
- We will propose the optimal plan for your campaign, taking into account the duration, products, content, and other factors.

Example: A plan to continuously generate a total of 500 leads over one year, on a quarterly basis



*Please contact our sales representative for details.



Price List and Required Fields

Construction

Menu	Type	Fees (Prices exclude tax)	Required items: ◎...Required ○...Optional —...Not available								
			Downloadable Materials	Images	Key Selling Points	Interview	Survey Items	Lecture Content	Users Registration	Competitors Domain	Personal Information GL
① Product Guide	Guaranteed Lead VolumeType	@10,000 yen per Lead 40 cases or more	◎	◎	○	—	○	—	◎	○	◎
① White Paper			◎	—	○	—	○	—	◎	○	◎
② Nikkei xTECH Active Research Special		Base fee: 100,000 yen + 10,000 yen per case 90 cases or more	—	—	—	—	◎	—	◎	○	◎
③ Nikkei xTECH Active Special	Duration guaranteed Type	2 million yen and up	—	—	○	◎	○	—	◎	○	◎
④ Sponsored Online Seminar		2 million yen and up 60 cases or more	—	—	—	—	○	◎	◎	—	◎

*Please note that we do not accept segment-specific requests in the construction sector.

*① We cannot accept catalogs or flyers containing white paper download materials.



Points to Note Common to All Genres

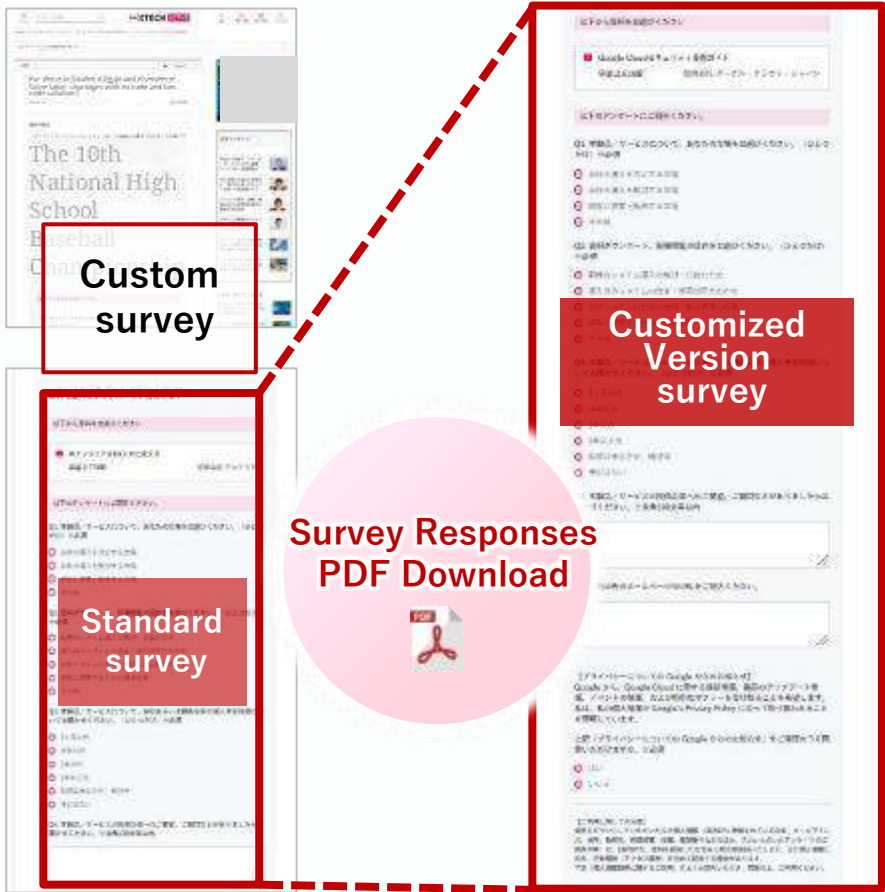
- ① Regarding the setup of the original survey
- ② Application Guidelines and Important Notes
- ③ Frequently Asked Questions and Important Notes
- ④ Schedule and Inquiries

Details of Confirmation Items



About Setting Up a Custom Questionnaire

You can customize the standard survey to create your own original survey .



Number of Questions	Price (excluding tax)
Up to 5 questions	¥200,000

* The content of the questions is subject to review . Please submit a draft of the questions .

Regarding the content that can be included in the survey

- Available question formats
 - Radio buttons (select one only)
 - Checkboxes (multiple selections allowed)
 - Free-text field
- Limit on the Number of Options
 - There is no limit to the number of answer choices per question, but please aim for a number that is easy for readers to answer.
- Free-text field
 - Set up as a free-text field to serve as an “Other” option.
 - You can also set it up as a standalone “Free-text field” question.
 - * The maximum number of characters that can be entered in each free-text field is 100.
- Other Restrictions
 - Please keep questions concise and limit them to 100 characters or fewer.
 - We may not be able to accept answer choices that are too long.
 - Custom surveys are subject to prior review of their content.
 - Please note that depending on the content, we may ask you to make minor revisions.



Application Guidelines and Confirmation Items ①

Email Address for Applications and Submissions "active-ad@nikkeibp.co.jp"

① Submission Information: Please include the following details in your email.

▼ Email Subject Line... Please use the following format

[Application/Submission] mm/dd: Nikkei xTECH Active (●●): (Application Menu Name/Plan Name): ○○○○ Co., Ltd.

▼ Email Body

Advertiser: □□□□ Co., Ltd.

Ad Agency: ○○○○ Co., Ltd.

Publication Name: Nikkei xTECH Active (IT, Manufacturing, Construction)

Menu Name: "Product Guide" or "White Paper Publication" or "Video Publication"

Product/Service Name: ●▲■●▲■

Start Date: mm/dd

← Please select one option

← Please enter the official name, including the model number

Company Name: Name: To: Cc:

Number of Guaranteed Cases: : Cases

Application Amount:

Billing Month: Start Month

Remarks: Please enter any additional notes, such as those related to special features.

In the case of an extension or resumption, please enter the URL of the applicable content

Contact Information for Application: BP Taro TEL. 00-000-0000 E-mail: *****@*****.co.jp

② Downloadable materials/videos, images, key selling points, etc.

• PDF (up to 20 MB), or video (up to 1 GB*) *File formats: MP4/MPG/MOV/WMV

• Key Points for Writing a White Paper

Our editorial team will draft the white paper based on the materials you provide. Please let us know any key points to focus on or

any specific requests. We can proceed with writing even if no such information is provided.

Please provide the following information so we can use it as a reference for creating the promotional text. (Optional)

- How this product and this material (or video) will be useful to readers
- Which type of readers you would like to download (or view) this content?
- Parts of the material you would like to emphasize in particular

We have prepared text online with the same content as items ①–⑥; please feel free to use it.



Application Guidelines and Confirmation Items ②

Email Address for Applications and Submissions 'active-ad@nikkeibp.co.jp'

③ User registration for the “Nikkei BP Lead Support Center”

▼ You can check lead counts and retrieve personal information lists from the dashboard screen.

Please specify the person who will retrieve the leads or the party to whom the lead count will be reported.

■ User (Recipient of Personal Information)

*Registration is limited to the advertiser's designated representative.

• Typically, this is limited to one person, but it is possible to designate multiple users. Please contact us for details.

• You can check the number of leads and retrieve the list of personal information from the dashboard.

Additionally, you will receive weekly email notifications regarding the number of leads acquired.

• Name:

• Furigana:

• Company Name:

• Department:

• Phone Number:

• E-mail: *Personal email addresses only.

(Please do not use group addresses or free email addresses.)

■ Where to Report Case Counts

You do not have access to the dashboard.

You will receive periodic (default: weekly) email notifications regarding the number of leads acquired.

• Email:

④ URL of the advertiser's privacy policy page (required)

a link to the advertiser's privacy policy page will be displayed near the “Download Materials” button. Please provide the relevant URL.

◎Example: <https://www.nikkeibp.co.jp/atcl/corporate/privacy/>

⑤ Exclude Competitor Domains (Optional)

*Free for up to 10 entries.

*Please list the domains to exclude (the portion of the email address after the "@" symbol, excluding the "@" itself).

*Enter one domain per line. If specifying multiple domains, press Enter to start a new line.

*You may only specify competitor companies or your own domain.

*We cannot accommodate changes after publication begins (due to system limitations).

◎Example: [nikkeibp.co.jp](https://www.nikkeibp.co.jp)

⑥ Other Important Notes

The number of leads provided will be increased by a few percent to account for incomplete or insufficient user registration information. Please note that no survey will be conducted regarding video placements. Please be aware that making changes after publication requires system downtime and other related tasks.

We have prepared text on our website that matches the content of items ①–⑥; please feel free to use it.



Frequently Asked Questions and Important Notes

Q & A

① If the PDF file size exceeds 20 MB, can I still submit my application?

- ▶ We may be able to accommodate your request in some cases. active-ad@nikkeibp.co.jp please contact us in advance.

② Is it possible to remove the survey that appears when downloading the PDF?

- ▶ Yes, it is possible. Please specify this when you apply.

③ Is it possible to deliver leads directly to two companies?

- ▶ Yes, it is possible. In that case, the per-lead fee will be doubled.

Important Notes

① Cancellation Policy

If you cancel your order after it has been accepted, as a general rule, we will charge the full amount of your order as a cancellation fee. Please be aware of this in advance.

② Regarding Changes to Materials or Production Cancellations After Submission (White Papers/Video Postings)

If changes are made to submitted materials (such as PDFs or videos) after submission, an additional fee of 100,000 yen (excluding tax) per item will be charged to cover actual production costs.

Additionally, even if the order is not canceled, if production of a white paper or video feature article is halted after the materials have been submitted, an actual cost of 100,000 yen (excluding tax) will be charged.

③ Copyright of White Papers

Your company guarantees that the content of the white paper (including video materials) you provide does not infringe on the copyrights or other rights of third parties. In the event that a copyright infringement is discovered, Nikkei BP reserves the right to discontinue publication at its discretion.



Schedule and Inquiries

1. White Paper Publication

- Submission of PDF : **10 business days prior to publication**
(*See the PDF submission deadlines for each topic for details)
- Publication Period: **12 weeks from the start of the special feature**

2. Nikkei xTECH Active Research

- Nikkei xTECH Active Research can be started at any time within four weeks of the start of the special feature.
- Submit your company's survey proposal to Nikkei BP:
Approximately 10 business days prior,
After Nikkei BP reviews the questions, we will confirm the survey draft.
If the draft is approved without issues, the survey will begin 8 business days later .

3. Nikkei xTECH Active Special

- Process Leading Up to Publication : **Approximately 5 weeks from application through reporting, proofreading, final approval, and publication**
- Publication Period: **12 weeks from the start of the special feature**

4. Online Seminars

- Process until Publication : **Announcement and participant recruitment approximately 5 weeks after registration**
- **on the day of the seminar**
- Live streaming of the seminar online.
- Q&A session using the chat feature.
- Conduct a survey after the seminar.
- **Submission of the list of registered participants (including viewership data) one week later**

Advertising Inquiries/Applications



4-3-12 Toranomom, Minato-ku, Tokyo 105-8308
ID Business Planning Department active-ad@nikkeibp.co.jp