



## Special Advertising Feature

# Semiconductor Business

**The Front Lines of the “Companies, Technologies, and Talent”  
Driving the Semiconductor Revolution**

The semiconductor industry is projected to become a \$1 trillion global market by 2030. As AI continues to be implemented across society and Japan seeks to rebuild its semiconductor industry, this field remains in the spotlight.

On the other hand, awareness and understanding of semiconductor-related companies—including the broader industrial ecosystem, as well as the equipment, component, material, and facility manufacturers that support it—remain limited.

We believe that building brand recognition and deepening understanding as a player in the semiconductor industry is becoming increasingly important, not only for recruitment and investor relations, but also as cross-industry and cross-sector innovation continues to accelerate.

Therefore, in our September 25 issue, we will publish our “Semiconductor Business” special advertising feature, which has appeared annually since 2021. We sincerely hope you will take this opportunity to consider placing an advertisement.

## Overview Articles (Tentative) Subject to change without notice.

1. Key Issues in the Semiconductor Business in 2026
2. Semiconductor Technology Innovation: The Equipment, Components, and Materials That Support It
3. Semiconductors and DX/GX/SX: Considering Social and Environmental Impacts

## Target Audience

Semiconductor manufacturers, as well as all related sectors including manufacturing equipment, inspection equipment, components, materials, and design. Semiconductor trading companies, consulting firms, etc.

### Media Data

#### Core readership

- Corporate executives
- Corporate managers
- Management consultants

#### Circulation

146,498  
(Japan ABC, Jan.-Dec. 2023)

#### First published

September 1969

#### Frequency

Weekly



### Conceptual Layout of the Advertising Feature

**Cover Article** → **General Overview** → **Sponsored Advertisement** → **1 page Display Ad** → **1 page Free Advertorial**

**Advertorial** (2 pages) → **Free republished** → **Nikkei Business Online Edition**

**1 page Display Ad** + **1 page Free Advertorial** → **Republished with additional charge** → **Nikkei Business Online Edition**

### Schedule

**Application Deadline:** Friday, July 31  
**Final Artwork Deadline:** Friday, September 11  
**Delivery Date:** Friday, September 25  
**Publication Date:** Monday, September 28

### Advertising Rate (Excl. tax)

## A. Four-color, Full page, Display Advertisement: JPY 2,520,000

#### \* Benefit:

With the placement of a one-page display advertisement, we will also produce and publish a one-page advertorial at no additional charge.

## B. Four-color, Double Page Spread, Advertorial: JPY 3,960,000

#### \* Benefit:

- 1) No additional charge for the Advertorial Production
- 2) The advertorial published in the print magazine will also be posted in the Nikkei Business Online Edition.

We can also accommodate requests for advertising space other than the options listed above. Please contact us for further details.

### CONTACT

Global Business Unit  
 Nikkei Business Publications, Inc.  
 i-sales@nikkeibp.co.jp