The turmoil in global supply chains triggered by economic friction between the United States and China has been even more serious due to the prolonged COVID-19 pandemic and the chaotic situation in Ukraine. This tumultuous situation has been exacerbated by the addition of problems such as in the procurement of energy and rare metals. Meanwhile, strengthening of competitiveness through digital transformation and decarbonization initiatives have become essential. This is leading the business environment surrounding the manufacturing industry to experience rapid changes.

With the business environment changing greatly, companies which calmly and boldly pursue their next set of strategies will surely be those that take the lead in the manufacturing industry and global market competition in 2023.

We have planned this Special Executive Interview feature as a space for promoting the business and technological strategies of technology companies expected to make a leap forward in this rapidly changing business environment.

This is an excellent opportunity to communicate your company’s next set of strategies. Please don’t miss it.
**LIMITED PLANS: Special Executive Interview**

<table>
<thead>
<tr>
<th>Technology Magazine plan</th>
<th>Article-style ad 4C2P</th>
<th>Normal Price: JPY 5,640,000 (excl. tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Magazine plan</td>
<td>Article-style ad 4C2P</td>
<td>Normal Price: JPY 2,712,000 (excl. tax)</td>
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<td>Normal Price: JPY 1,760,000 (excl. tax)</td>
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**Applicable technology magazine issues**

- Nikkei Electronics Jan. 2023 issue (on sale Mon., Dec. 19)
- Nikkei Monozukuri Jan. 2023 issue (on sale Wed., Dec. 28)
- Nikkei Automotive Feb. 2023 issue (on sale early Jan. 2023)

**Interview Format**

Managers directly answer questions about the company's vision, business strategy, strengths, and more.

**Conversation Format**

We compile conversations between management leaders and customers, partner companies, industry experts, and more to highlight your company's superiority, future potential, and competitiveness.

*Magazine and web designs follow standard formats.  
This magazine is a visual sample to illustrate this service.  
Actual advertisements may vary.

**Techology Web plan**

Nikkei xTECH Special Manufacturing:  
Set price: JPY 1,500,000 (excl. tax/incl. production costs)  
Posted from Mon., Dec. 19, 2022 to Tue., Jan. 31, 2023  
Volume of content equivalent to two A4 pages (approx. 2-byte 2,400 characters)

**Techology Web and Magazine plan**

Nikkei xTECH Special Manufacturing:  
One technology magazine / article-style ad 4C2P  
Set price: JPY 2,500,000 (excl. tax/incl. production costs)  
*Select one magazine from A above for the technology magazine

**Technology Web and Magazine plan**

Nikkei Business Electronic Edition Special  
Nikkei xTECH Special Manufacturing  
Set price: JPY 4,000,000 (excl. tax/incl. production costs)  
Posted from Mon., Dec. 19, 2022 to Tue., Jan. 31, 2023  
Volume of content equivalent to two A4 pages (approx. 2-byte 2,400 characters)

**Technology Web and Magazine plan**

Nikkei Business Electronic Edition Special  
Nikkei xTECH Special Manufacturing  
One technology magazine / article-style ad 4C2P  
Set price: JPY 7,500,000 (excl. tax/incl. production costs)  
*Select one magazine from A above for the technology magazine  
*Please ask combinations other than the above

**Nikkei xTECH Special normal price: JPY 2,000,000 (excl. tax)**

Monthly page views: Approx. 20 million  
Registered members: Approx. 2.2 million

**Application deadline:** Fri., Oct. 14 / **Interview:** By Fri., Oct. 28 / **Proofreading:** Wed., Dec. 7

*Advertising fee includes cost of interviews and production. Separate appearance fees/coordination fees apply for appearances by celebrities, intellectual figures, etc., plus travel expenses if travel is required.

*Sales tax will be added to advertising fees.

*Please note that the interviews will be published in order, (1) from the interview having the most pages and (2) in alphabetical order.

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