

Companies attracting attention expect to make great progress in a completely changed business environment when the world restarts in 2022

The environment surrounding the manufacturing industry has truly changed completely in the two years of the COVID-19 pandemic that has imposed the extraordinary. Market and business bases have moved to digital spaces. Furthermore, digital transformation, which strengthens competitiveness, has progressed forward several years all at once. Meanwhile, decarbonization has become a core competitive factor.

The year 2022, when we will be freed from a feeling of entrapment, is coming. As the environment changes, so do the issues of competition and growth. We will surely see the appearance one after another of companies seizing new business opportunities and making great progress by putting into practice strategies, technological development and methods of offence adapted to change.

We now plan to conduct special interviews with the top management of companies. This will serve as an opportunity for manufacturing companies expecting to make great progress under this new business environment to promote their business and technology strategies. This is a great opportunity to share your vision and strategy. Please take advantage of it.



A look at the **hot companies** leading the manufacturing industry of tomorrow

The copy itself describes innovations happening in your company's areas of business and technology. Executive interviews or conversations effectively communicate this information to stakeholders.

LIMITED PLANS: Special Top Interview

Two plans

Magazine Plan
Advertorial 4C2P

1 magazine JPY 1,200,000

2 magazine JPY 2,200,000

3 magazine JPY 3,000,000

(excl. tax/incl. production costs)

Normal Price (4C2P): JPY 1,760,000 (excl. tax)

- > Nikkei Electronics, Jan. 2022 issue (on sale on Mon., Dec. 20, 2021)
- > Nikkei Monozukuri, Jan. 2022 issue (on sale on Sat., Dec. 25, 2021)
- > Nikkei Automotive, Feb. 2022 issue (on sale on Tue., Jan. 11, 2022)

An attractive option

Nikkei Business + JPY 2,500,000

(excl. tax/incl. production costs)

Reprinted in Nikkei Business - Dec. 27, 2020/Jan. 3 double-issue (on sale on Fri., Dec. 24, 2021)



Interview Format

Management leaders 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.

Web Plan
Posted in Nikkei xTECH Special

JPY 1,500,000

(excl. tax/incl. production costs)

Normal Price: JPY 2,000,000 (excl. tax)

Nikkei xTECH Special
(From Mon., Dec. 20, 2021 to Mon., Jan. 31, 2021)
Equivalent to A4 size 2 pages
(approx. 2,400 2byte characters)

Attractive options

Option 1 + JPY 1,000,000

(excl. tax/incl. production costs)

Nikkei xTECH Special + Advertorial 4C2P

※ *Select media for publication from (A) in "Magazine Plan."

Option 2 + JPY 2,500,000

(excl. tax/incl. production costs)

Nikkei xTECH Special + Nikkei Business advertorial 4C2P + Nikkei Business Online Edition

NIKKEI XTECH

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



Viewer Attraction

- Pickup contents/ Infeed ad
- 2-line notification on newsletter
- Tie-up sites directory

Sources of Innovation
日経エレクトロニクス
NIKKEI ELECTRONICS

Advertorial (4C2P)
Normal Price: JPY 2,712,000 (excl. tax)

日経自動車
NIKKEI Automotive

Advertorial (4C2P)
Normal Price: JPY 1,760,000 (excl. tax)

日経モノづくり

Advertorial (4C2P)
Normal Price: JPY 1,988,000 (excl. tax)

日経ビジネス

Advertorial (4C2P)
Normal Price: JPY 5,640,000 (excl. tax)

Application deadline: Fri., Oct. 15, 2021 / Interview date: up to Fri., Oct. 29, 2021 / Proofreading completion: Wed., Dec. 8, 2021

※ Advertisement rates include fees for interview coverage and production. Using a well-known intellectual or celebrity, additional fee will be added. In case long-distance travel for interview is needed, additional traveling fee will be added.
※ Advertisement rates exclude consumption tax. ※In the event of multiple interviews, please acknowledge in advance that they will appear (1) in order of page numbers — the most one comes first — and (2) in alphabetical order.

NIKKEI BP

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