

Special Executive Interviews

2024 Will Bring New Possibilities for Hot Companies Contributing to the Creation of the Future

The prolonged COVID-19 pandemic is coming to an end. On the other hand, the turmoil caused by the situation in Ukraine and the decoupling of the economy are casting a shadow of anxiety over the global market.

There is a labor shortage amid rising energy and material prices and labor costs.

Many companies, including those in the manufacturing industry, are facing difficult challenges such as the need to act on decarbonization without delay.

Nevertheless, the domestic return of the manufacturing industry is progressing on a global basis. Plans are underway to build new large factories in various parts of Japan.

We are now seeing a decrease in the number of workers while there is an increase in the number of factories. It is precisely at such a time when it is essential for the manufacturing industry to tackle automation, digital transformation (DX) and green transformation (GX) which incorporate the latest technologies like AI.

It is companies which work to create the future without maintaining the status quo while calmly and voraciously incorporating new technologies that will surely achieve victory in the future manufacturing industry and global market competition.

The year 2024 will no doubt be one which brings new possibilities for the manufacturing industry.

We have planned this Special Executive Interview feature as a space for promoting the business and technological strategies of technology companies.

This is an excellent opportunity to communicate your company's resolutions for the future.

Please don't miss it.

Media for tie-in projects

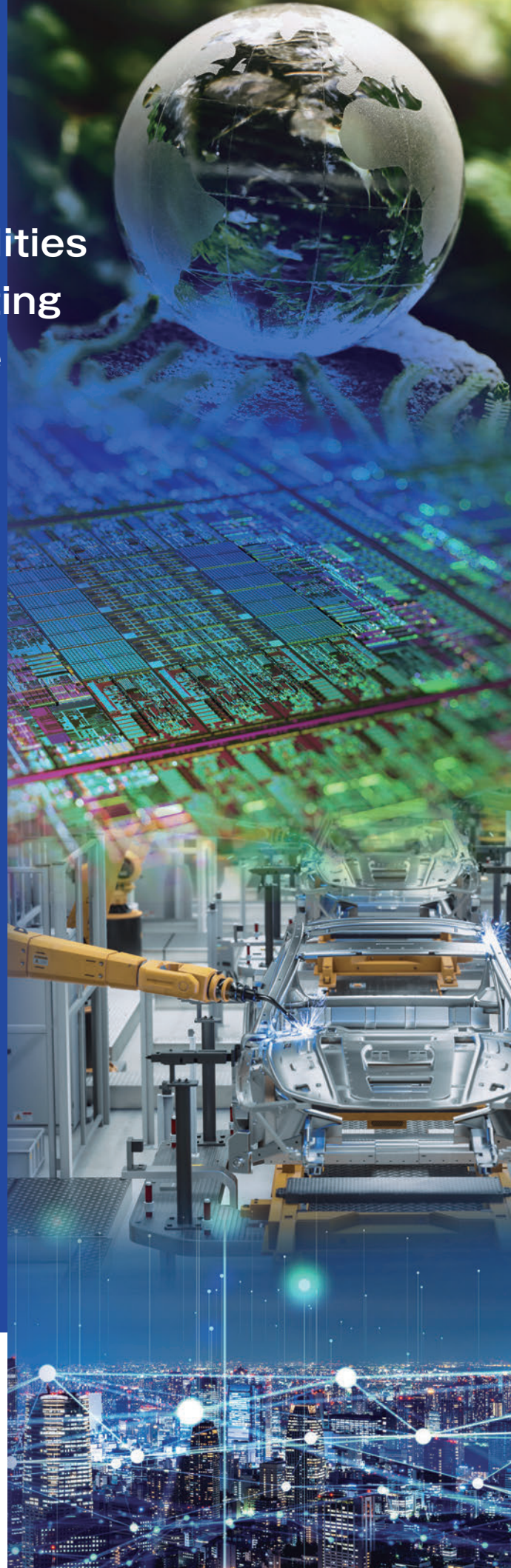
日経 XTECH

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

日経 ものづくり

日経 Automotive
NIKKEI 未来のクルマをリードする

日経ビジネス



Focusing at Up-and-coming Companies That Will Support the Manufacturing Industry of Tomorrow

You can communicate company's vision, strategy, strength, etc. to stakeholders by executive interview or conversation with business partner, expert in your business field.

LIMITED PLANS: Special Exective Interview

Applicable technology magazine issues

- A**
- > Nikkei Electronics Jan. 2024 issue (on sale Mon., Dec. 18)
 - > Nikkei Monozukuri Jan. 2024 issue (on sale Thu., Dec. 28)
 - > Nikkei Automotive Feb. 2024 issue (on sale early Jan. 2024)

Technology Magazine plan

Article-style ad 4C2P

One magazine only JPY **1,200,000**
Two-magazine set JPY **2,200,000**
Three-magazine set JPY **3,000,000**
(excl. tax/incl. production costs)

Applicable issues: From A above for the technology magazines

Management and technology Magazine plan

Article-style ad 4C2P

Nikkei Business + three technology magazines
Set price: JPY **6,000,000** (excl. tax/incl. production costs)

Applicable issues: Three magazines in A above + Nikkei Business Dec. 25, 2023 / Jan. 1, 2024 double issue (on sale Fri., Dec. 22, 2023)
*Please ask combinations other than the above

Technology Web plan

Nikkei xTECH Special Manufacturing:
JPY **1,500,000** (excl. tax/incl. production costs)

Posted from Mon., Dec. 18, 2023 to Wed., Jan. 31, 2024
Volume of content equivalent to two A4 pages (approx. 2-byte 2,400 characters)

Technology 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

Management and technology Web plan

Nikkei Business Online Edition Special
Nikkei xTECH Special Manufacturing
Set price: JPY **4,000,000** (excl. tax/incl. production costs)

Posted from Mon., Dec. 18, 2023 to Wed., Jan. 31, 2024
Volume of content equivalent to two A4 pages (approx. 2-byte 2,400 characters)

Management and technology Web and Magazine plan

Nikkei Business Online Edition Special
Nikkei xTECH Special Manufacturing
Nikkei Business / article-style ad 4C2P
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



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.

日経 XTECH

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



Viewer Attraction

- Pickup contents/Infected ad
- Two-line newsletter announcement
- Tie-in list



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

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NIKKEI ELECTRONICS

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

日経Automotive
NIKKEI Automotive

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

日経モノづくり
NIKKEI Monozukuri

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

日経ビジネス
NIKKEI Business

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

Application deadline: Fri., Oct. 6 / Interview: By Fri., Oct. 27

*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.

NIKKEI BP

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