

# ASCII . PC

## publication facts

- Provides the most comprehensive usage of PC applications and software in Japan market

- The most influential magazine for wealthy and experienced buyers

- Massive and nationwide distribution channels of 30,000 marketplaces  
ASCII dot PC has been ordinarily distributed to franchised convenience stores (CVS), railways or subways transportation news stands, and chained bookstores throughout the country.  
ASCII dot PC is sold well in high-class residential area nationwide.

## typical audience

The typical audience of ASCII dot PC is a middle-aged user with 11 years of PC experience, who frequently updates and spends more than \$4,000 a year from his/her pocket.

## editorial features

**Editorial content is mainly relating to "How-to" on applications, software and hardware.**

The editorial content consists of five key components : News, How-to, Reviews, Labs & Features, and PC Shopper. On the top of that, "How to" article shares most in every issue.

The "How-to" article provides easy-to-use tips on the latest products in the market, as well as the real issues which face computer users both at work and at home.

## media outline

magazine logo & cover



target audience  
experienced PC users

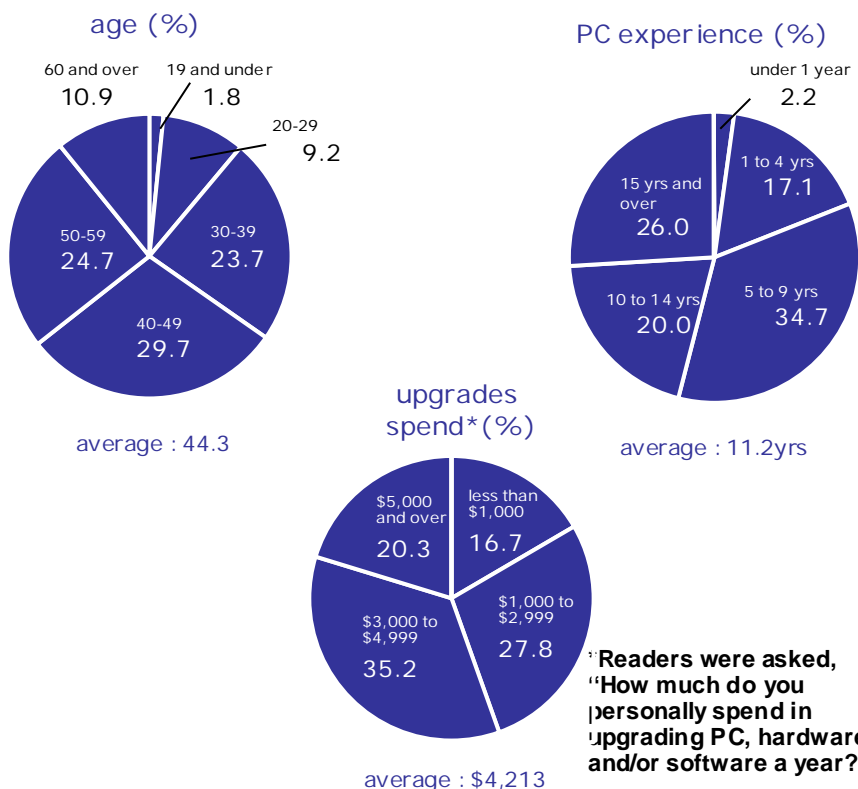
circulation  
90,050  
100% paid publication  
(publisher's own data Aug.2007)

publication frequency  
monthly

sales method  
- sold at CVS, news stands, and bookstores  
- annual subscription

pages  
160 pages per issue

## readership profile source: profile study Aug.2007



## ASCII . PC

### ad rates 2008 (gross)

covers	x1	x6	x12
cover 4	\$9,000	\$8,600	\$8,100
cover 2 DPS	\$15,000	\$14,300	\$13,500
cover 3 DPS	\$13,200	\$12,600	\$11,900
premium positions - DPS			
	x1	x6	x12
1st forward DPS	\$13,800	\$13,200	\$12,500
2nd forward DPS	\$13,200	\$12,600	\$11,900
centerfold DPS	\$13,800	\$13,200	\$12,500
premium positions - full page			
	x1	x6	x12
opposite to index	\$6,600	\$6,300	\$6,000
opposite to editorial	\$6,360	\$6,100	\$5,800
regular space unit			
	x1	x6	x12
4-color full page	\$6,000	\$5,700	\$5,400
4-color DPS	\$12,000	\$11,400	\$10,800
b/w full page	\$3,000	\$2,900	\$2,700
b/w DPS	\$6,000	\$5,700	\$5,400

DPS : double page spread

### issue dates & due dates 2008

Issue Date	Reservation	Material Due
24-Jan-08	11-Dec-07	18-Dec-07
23-Feb-08	18-Jan-08	25-Jan-08
24-Mar-08	15-Feb-08	22-Feb-08
24-Apr-08	16-Mar-08	23-Mar-08
24-May-08	11-Apr-08	18-Apr-08
24-Jun-08	17-May-08	24-May-08
24-Jul-08	15-Jun-08	22-Jun-08
23-Aug-08	13-Jul-08	20-Jul-08
24-Sep-08	16-Aug-08	23-Aug-08
24-Oct-08	14-Sep-08	21-Sep-08
22-Nov-08	18-Oct-08	25-Oct-08
24-Dec-08	15-Nov-08	22-Nov-08

Due Dates subject to change

### specifications

#### MATERIAL REQUIREMENTS:

For further info, please see the separate sheets ASCII notified.

#### For ready-to-print positive films

- Right reading, emulsion side down
- Color in standard CMYK
- Screen requirements as follows;
  - 175 lines (350dpi) for four-color ad
  - 150 lines (300dpi) for B&W ad
- The final color proof & progressive proofs to be enclosed

#### For ready-to-print digital format

- Formatted by the following software application in **Macintosh Japanese version only**; Quark XPress, Illustrator, Photoshop
- Text fonts, Japanese or non-Japanese, to be outlined. Avoid True-Type
- Digital files of every necessary layer to be packed in CD-R or MO for delivery. Other media such as Zip or Jazz unaccepted. No FTP server available.
- Color proofs & **completed check sheets** to be enclosed

For further information, please ask our int'l account manager, Nobu Suzuki at [no-suzuki@asciimw.jp](mailto:no-suzuki@asciimw.jp)

#### Materials to be sent to;

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#### READY-TO-PRINT JAPANESE MATERIAL POLICY:

ASCII MEDIA WORKS accepts **ready-to-print Japanese materials only** in no matter way digitally or not. No obligations has ASCII for translation, material replacement, and any paid or no-paid services with regard to production and/or corrections of materials. Thanks in advance for cooperation.

### space unit –millimeters ( W x H )

full page	DPS	cover 4
211 x 277	422 x 277	195 x 260