

# ASCII. technologies

## publication facts

- *Japan's only magazine which penetrates the decision making circle and acts as a comprehensive guide to structure the network of an enterprise*

- *Nationwide distribution channels of 5,000 marketplaces*

ASCII.technologies has been ordinarily distributed to franchised convenience stores (CVS), railways or subways transportation news stands, and chained bookstores throughout the country.

ASCII.technologies is sold well in business area of major 3 cities( Tokyo, Osaka, and Nagoya) , as well as in many industrial parks where the labs of Japan's Top 100 companies locates nationwide.

## typical audience

The typical reader of ASCII.technologies is a corporate networking manager who has the most influence in purchasing in Networking, Security, Telecommunications, Storage, and Internet/Intranet solutions.

## editorial features

The editorial content consists of six key components as follows;

### Industry Reports

ASCII.technologies experts provide insight, comment and analysis on the hottest industry issues.

### Case Studies

In-depth and comprehensive case studies examining how integrated Networks are being used across the breadth of industry

### Technology Focus

ASCII.technologies tracks the latest technological developments and assess their implications for business.

### Training Updates

The latest information and developments in network training

### Internet Comments

Regular comment, news and developments on how the Web is being linked to Networking

### Network Troubleshooters

Technical problems analyzed and explained

## media outline

magazine logo



target audience

IT management and corporate networking decision makers

circulation

25,000  
 100% paid publication  
 (publisher's own data Nov.2008)

publication frequency

monthly

sales method

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

pages

154 pages per issue

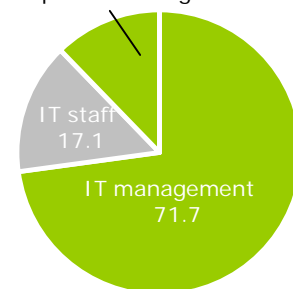
## readership profile source: profile study Nov.2008

**"ASCII. technologies" gives IT vendors the chance to influence the corporate networking decisions of IT professionals at all levels in an organization.**

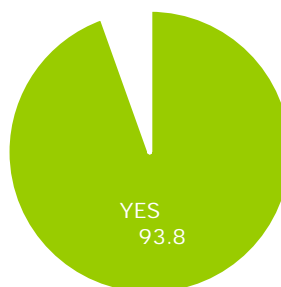
**"ASCII. technologies" delivers the most influential IT buyers at the enterprise.**

total management titles : 82.9%

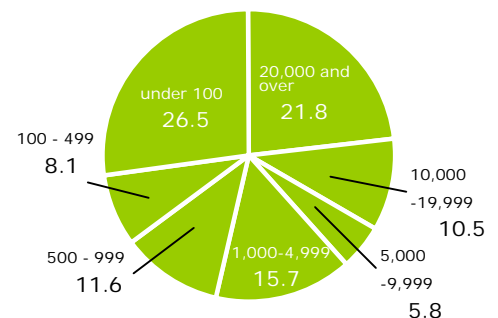
corporate management 11.2



networking-focused decision makers : 93.8%



numbers of employees at entire organization(%)



## ASCII. technologies

### ad rates 2009 (gross)

covers	x1	x6	x12
cover 4	\$7,500	\$7,200	\$6,800
cover 2 DPS	\$12,500	\$11,900	\$11,300
cover 3 full page	\$5,500	\$5,300	\$5,000
premium positions - DPS	x1	x6	x12
1st forward DPS	\$11,500	\$11,000	\$10,400
2nd forward DPS	\$11,000	\$10,500	\$9,900
premium positions - full page	x1	x6	x12
opposite to 1st editorial	\$6,000	\$5,700	\$5,400
opposite to editorial	\$5,500	\$5,300	\$5,000
regular space unit	x1	x6	x12
4-color full page	\$5,000	\$4,800	\$4,500
4-color DPS	\$10,000	\$9,500	\$9,000
b/w full page	\$2,500	\$2,400	\$2,300
b/w DPS	\$5,000	\$4,800	\$4,500

DPS : double page spread

### issue dates & due dates 2009

Issue Date	Reservation Due	Material Due
23-May-09	17-Apr-09	24-Apr-09
24-Jun-09	15-May-09	22-May-09
24-Jul-09	12-Jun-09	19-Jun-09
24-Aug-09	17-Jul-09	24-Jul-09
24-Sep-09	14-Aug-09	21-Aug-09
24-Oct-09	11-Sep-09	28-Sep-09
24-Nov-09	16-Oct-09	23-Oct-09
24-Dec-09	13-Nov-09	20-Nov-09

Due Dates subject to change

### specifications

**MATERIAL REQUIREMENTS:** For further information, please see the separate sheets ASCII MEDIA WORKS 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

#### Materials to be sent to;

**Nobu Suzuki**  
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4-34-7 Nishishinjuku, Shinjuku-ku, Tokyo 160-8326 Japan  
Tel +81.3.6866.7500 FAX +81.3.6866.7501

#### 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 MEDIA WORKS for translation, material replacement, and any paid or no-paid services with regard to production and/or corrections of materials.

Thanks in advance for your cooperation.

### space unit –millimeters ( W x H )

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

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