

Business ASCII Magazine

publication facts

- *The most influential IT magazine which penetrates the decision making circles at both corporate and business units level*
- *Highly coverage of the enterprise market*
- *Massive and nationwide distribution channels of 25,000 marketplaces*
Business ASCII Magazine has been ordinarily distributed to franchised convenience stores (CVS), railways or subways transportation news stands, and chained bookstores throughout the country.
Business ASCII Magazine is sold well in business area of major 3 cities (Tokyo, Osaka, and Nagoya), especially at bookstores which locate closer to offices of Japan's Top 100 companies.

typical audience

The typical audience of Business ASCII Magazine is IT manager or corporate manager who has the most influence at every stage of IT purchasing process; from planning, budgeting, to decision-making and purchasing.

editorial features

The editorial content consists of six key components as follows;

Industry Reports

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

Case Studies

In-depth and comprehensive case studies examining how IT solutions are being used across the breadth of industry.

Technology Focus

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

Top Interview

Regular interviews with CEOs of technology-intensive companies

Training Updates

The latest information and developments in training on management, business-minded, and qualifications

Miscellanea (Health, Culture, Book Review)

Must-read columns for self-motivating

media outline

magazine logo & cover



target audience
IT management and corporate management

circulation
75,000
100% paid publication
(publisher's own data Aug.2008)

publication frequency
monthly

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

pages
162 pages per issue

readership profile source: profile study Aug.2008

“Business ASCII Magazine” delivers the most influential and sought-after IT buyers at Japan’s most technology-intensive companies.

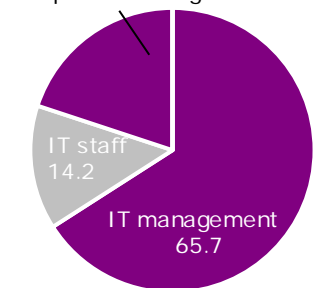
total management titles :
85.8%

qualified circulation:
64,350

30 years of consist investment in audience development audience enables our advertisers to reach their top prospects.

corporate management 20.1

73% coverage of Tokyo Stock Exchange Listed companies



More of the highest-quality subscribers, year after year

The IT audience is the only audience involved in every stage of the IT buying process on both the corporate and business units level.

Business ASCII magazine

ad rates 2008 (gross)

covers	x1	x3	x6	x9	x12
cover 4	\$15,000	\$14,250	\$13,500	\$12,750	\$12,000
cover 2 DPS	\$23,340	\$22,180	\$21,010	\$19,840	\$18,680
cover 3 full page	\$10,840	\$10,300	\$9,760	\$9,220	\$8,680
premium positions - DPS	x1	x3	x6	x9	x12
1st forward DPS	\$22,500	\$21,380	\$20,250	\$19,130	\$18,000
2nd forward DPS	\$21,670	\$20,590	\$19,510	\$18,420	\$17,340
centerfold DPS	\$20,840	\$19,800	\$18,760	\$17,720	\$16,680
premium positions - full page	x1	x3	x6	x9	x12
opposite to index	\$12,090	\$11,490	\$10,890	\$10,280	\$9,680
opposite to 1st editorial	\$11,670	\$11,090	\$10,510	\$9,920	\$9,340
regular space unit	x1	x3	x6	x9	x12
4-color full page	\$10,000	\$9,500	\$9,000	\$8,500	\$8,000
b/w full page	\$6,600	\$6,270	\$5,940	\$5,610	\$5,280
4-color DPS	\$20,000	\$19,000	\$18,000	\$17,000	\$16,000
b/w DPS	\$13,200	\$12,540	\$11,880	\$11,220	\$10,560
4-color 1/3 page (vertical)	\$3,750	\$3,570	\$3,380	\$3,190	\$3,000
b/w 1/3 page (vertical)	\$2,480	\$2,360	\$2,240	\$2,110	\$1,990

DPS : double page spread

issue dates & due dates 2008

Issue Date	Reservation Due	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 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;

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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 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	1/3 page (vertical)
211 x 277	422 x 277	195 x 260	195 x 260

For further information, please ask Nobu Suzuki at no-suzuki@asciimw.jp