

**a t m a r k I T**

# @IT Media Guide

**April-June 2017**

Ver 1.0

<http://www.atmarkit.co.jp/>

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## Outlines :

@IT is No.1, most trusted community by IT engineers

@IT covers almost all categories of IT topics, such as system evaluation, proposal, system building, system development and operation. Adding below 14 topics, the latest technology news and the technical words glossary are also available. IT engineers and experts welcome @IT as a practical information source using day-to-day activities.

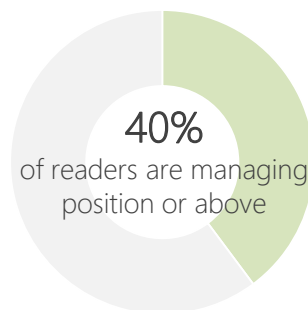
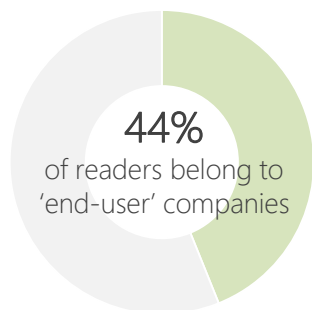
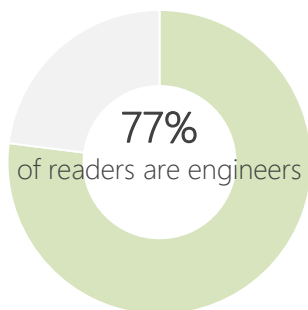
## Forums:

Windows Server Insider / Insider .NET / System Insider / Server & Storage / HTML5+UX / Smart & Social / Coding Edge / Java Solution / Database Expert / Linux Square / Master of IP Network / Security & Trust / Test & Tools / System Design

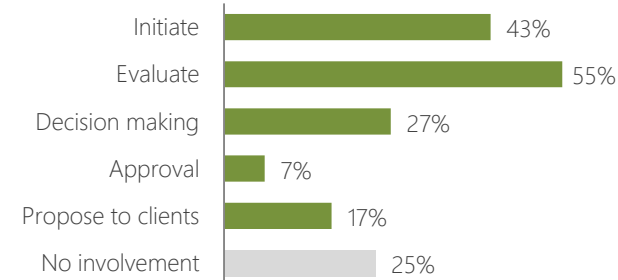
as of Mar 2017  
11.1M PV/mo.  
2.9M UB/mo.

## Reader's Profile

75% of readers involved in decision-making of IT product introduction.



## Your role of IT purchasing





### Outlines :

#### Life design Support

Providing the information for building personal career strategies, how to set up career visions and courses of actions.

#### Career Support

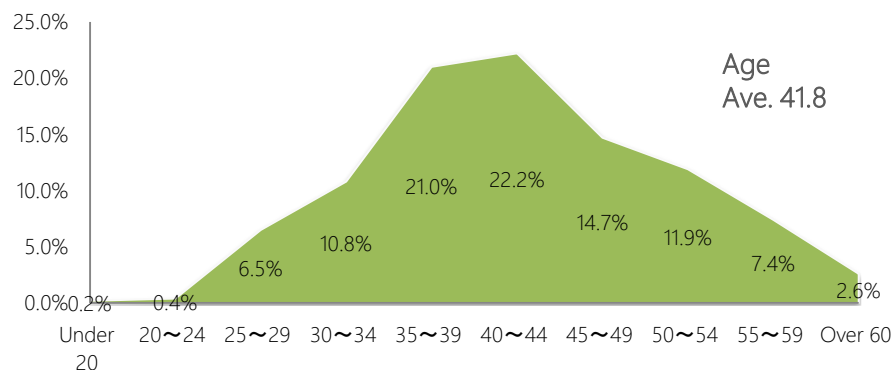
Providing information to realize the vision that IT engineers drew their own strategies to the future.

#### Skill Up Support

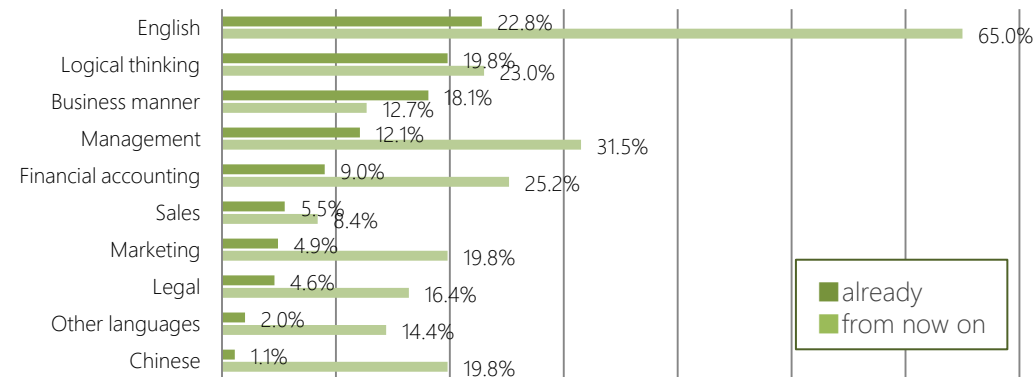
Considering what should be required to learn about skills as an IT engineer. Providing practical information to support skills.

#### Reader's Profile

Reader's average age is 41.8 years old, eager to learn skills.



#### Non-technical skills





# Online Advertising Rates

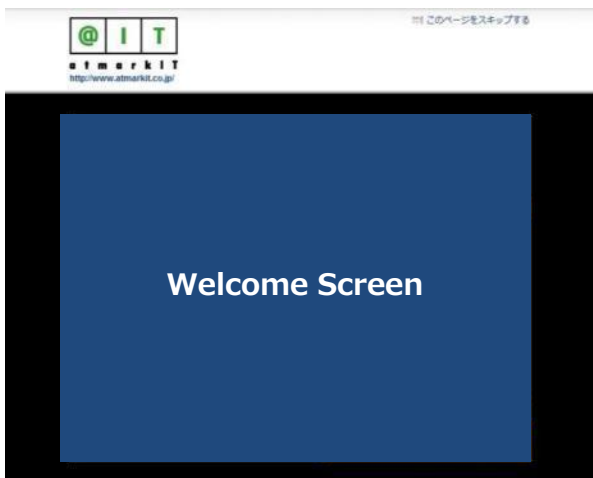
## @IT Site Top Page



## @IT Top page

|   | Product                | Location | Term    | Est. impression | slot | Rate       | Unit | File format     | Banner size (W×H)                      | File size                |
|---|------------------------|----------|---------|-----------------|------|------------|------|-----------------|----------------------------------------|--------------------------|
| ① | Super banner           | TOP      | 1 month | 120,000         | 2    | ¥700,000   | -    | Flash, gif, jpg | 728×90                                 | Under 30KB               |
| ② | Push-down super banner | TOP      | 1 month | 120,000         | 2    | ¥1,400,000 | -    | Flash, gif, jpg | Reminder: 728×90<br>Push down: 728×300 | Under 30KB<br>Under 70KB |
| ③ | Middle text            | TOP      | 1 week  | 50,000          | 3    | ¥200,000   | -    | text            | within 28 characters in Japanese       | -                        |
| ④ | Center banner          | TOP      | 2 weeks | 120,000         | 1    | ¥350,000   | -    | gif, jpg        | 390×40                                 | Under 12KB               |
| ⑤ | Rectangle banner       | TOP      | 1 month | 120,000         | 2    | ¥800,000   | -    | Flash, gif, jpg | 300×300/300×250                        | Under 50KB               |

## @IT Welcome Screen



## @IT Welcome screen

| Product        | slot | Term  | Est. impression | Rate     |
|----------------|------|-------|-----------------|----------|
| Welcome Screen | 2    | 1week | 18,000          | ¥500,000 |

### ▼ specification

- Banner size : W 640×H 480
- File size : Under 80KB
- File format : Flash, gif, jpg (※it is not available LOOP & ALT)
- Animation : Within 10 sec.
- Impressions: once per 12 hours for 1 UB (up to 2 times per day)
- Max. 3 creatives can available the same time.
- It can be replaced up to once during the period.
- Receiving a manuscript deadline: 10 business days ago

### ▼ Limitations

- It is not possible to specify advertising start time.
- Third-party delivery of advertisements may not be available.
- Link will open on another window.

## ■ Ad specification

| Product                |                           | Location                                                                   | Term    | Est. Impression         |             | slot     | Rate     | Unit rate | File format                                                                                                                                                                                                                                                                                                                                                       | Banner size (W×H)                                                                            | File size                              |
|------------------------|---------------------------|----------------------------------------------------------------------------|---------|-------------------------|-------------|----------|----------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------|
| ①                      | Super banner              | Each forums other than Jibun Senryaku Kenkyujo                             | 1week～  | imp                     | Guaran teed | -        | -        | 2.4       | Flash、gif、jpg                                                                                                                                                                                                                                                                                                                                                     | 728×90                                                                                       | Under 30KB                             |
|                        |                           | General rotation super banner(Random delivery on all pages except @IT top) | 1week～  | imp                     | Guaran teed | -        | -        | 2.0       |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| ②                      | Push down super banner    | Each forums other than Jibun Senryaku Kenkyujo                             | 1week～  | imp                     | Guaran teed | -        | -        | 4.8       | Ask us                                                                                                                                                                                                                                                                                                                                                            | Alternative GIF: 728×90 remainder: 728×90 push down: 728x300                                 | Under 30KB<br>Under 30KB<br>Under 70KB |
|                        |                           | General rotation super banner(Random delivery on all pages except @IT top) | 1week～  | imp                     | Guaran teed | -        | -        | 4.0       |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| ③                      | Rectangle                 | Each forums other than Jibun Senryaku Kenkyujo                             | 1week～  | imp                     | Guaran teed | -        | -        | 3.0       | ◆ For images only<br>・ Image: 300 × 300 or 300 × 250 (Flash / gif / jpg, Under 50 KB)<br><br>◆ Image + text<br>・ Image: 100 × 100 (gif / jpg, Animation is not available, Under 5 KB)<br>・ Title text: Up to 17 characters in Japanese each 2 lines<br>・ Body text: Up to 200 characters in Japanese<br>・ Link text: within 20 characters in Japanese<br>・ URL: 1 |                                                                                              |                                        |
|                        |                           | General rotation rectangle(Random delivery on all pages except @IT top)    | 1week～  | imp                     | Guaran teed | -        | -        | 2.4       |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| ④                      | 3 <sup>rd</sup> Rectangle | @ IT all article page below right column except Jibun Senryaku Kenkyujo    | 1week～  | imp                     | Guaran teed | -        | -        | 1.0       | Flash、gif、jpg                                                                                                                                                                                                                                                                                                                                                     | 300×300／300×250                                                                              | Under 50KB                             |
| ⑤                      | Forum text                | Windows Server Insider                                                     | 1 month | 208万                    | 想定          | 2        | ¥600,000 | -         | text                                                                                                                                                                                                                                                                                                                                                              | Title: Within 19 characters in Japanese (in bold)<br>Text: Maximum 38 characters in Japanese | -                                      |
|                        |                           | Insider.NET                                                                |         | 120万                    | 想定          | 2        | ¥350,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Linux & OSS                                                                |         | 43万                     | 想定          | 2        | ¥120,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Java Agile                                                                 |         | 36万                     | 想定          | 2        | ¥120,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Master of IP Network                                                       |         | 31万                     | 想定          | 2        | ¥110,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Security&Trust                                                             |         | 28万                     | 想定          | 2        | ¥120,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | System Insider                                                             |         | 4万                      | 想定          | 2        | ¥100,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Database Expert                                                            |         | 46万                     | 想定          | 2        | ¥140,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | HTML5+UX                                                                   |         | 22万                     | 想定          | 2        | ¥100,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Coding Edge                                                                |         | 22万                     | 想定          | 2        | ¥120,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Server & Storage                                                           |         | 37万                     | 想定          | 2        | ¥120,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Smart & Social                                                             |         | 8万                      | 想定          | 2        | ¥100,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | Test&Tools                                                                 |         | 10万                     | 想定          | 2        | ¥100,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | System Design                                                              |         | 9万                      | 想定          | 2        | ¥100,000 | -         |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
|                        |                           | ⑥                                                                          |         | Under article rectangle | ALL         | 1 week   | 150万     | 想定        |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Windows Server Insider | 208万                      |                                                                            | 想定      |                         | 1           | ¥600,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Insider.NET            | 120万                      |                                                                            | 想定      |                         | 1           | ¥350,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Linux & OSS            | 43万                       |                                                                            | 想定      |                         | 1           | ¥120,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Java Agile             | 36万                       |                                                                            | 想定      |                         | 1           | ¥120,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Master of IP Network   | 31万                       |                                                                            | 想定      |                         | 1           | ¥110,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Security&Trust         | 28万                       |                                                                            | 想定      |                         | 1           | ¥120,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| System Insider         | 4万                        |                                                                            | 想定      |                         | 1           | ¥100,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Database Expert        | 46万                       |                                                                            | 想定      |                         | 1           | ¥140,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| HTML5+UX               | 22万                       |                                                                            | 想定      |                         | 1           | ¥100,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Coding Edge            | 22万                       |                                                                            | 想定      |                         | 1           | ¥120,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Server & Storage       | 37万                       |                                                                            | 想定      |                         | 1           | ¥120,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Smart & Social         | 8万                        |                                                                            | 想定      |                         | 1           | ¥100,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| Test&Tools             | 10万                       |                                                                            | 想定      |                         | 1           | ¥100,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |
| System Design          | 9万                        |                                                                            | 想定      |                         | 1           | ¥100,000 | -        |           |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                              |                                        |



※ There are two left and right rectangles,  
This product provides only the left side rectangle.



@IT Jibun Senryaku Kenkyujo  
Site top page



@IT Jibun Senryaku Kenkyujo  
article page



## ■ Ad specification

| Product                       | Location                                                                                                             | Term    | Est. Impres sion | slot | Rate       | Unit rate | File format     | Banner size (W×H)                                                                            | File size                              |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------|---------|------------------|------|------------|-----------|-----------------|----------------------------------------------------------------------------------------------|----------------------------------------|
| ① Super banner                | @ IT Jibun Senryaku Kenkyujo All pages (Tenshoku-search corner, @IT Haken-Plus corner and some other pages excluded) | 1 month | 260,000          | 4    | ¥500,000   | -         | Flash, gif, jpg | 728×90                                                                                       | Under 30KB                             |
| ② Push down super banner      | @ IT Jibun Senryaku Kenkyujo All pages (Tenshoku-search corner, @IT Haken-Plus corner and some other pages excluded) | 1 month | 260,000          | 4    | ¥1,000,000 | -         | Ask us          | Alternative GIF: 728×90<br>remainder: 728×90 push down: 728×300                              | Under 30KB<br>Under 30KB<br>Under 70KB |
| ③ Rectangle banner            | @ IT Jibun Senryaku Kenkyujo All pages (Tenshoku-search corner, @IT Haken-Plus corner and some other pages excluded) | 1 month | 260,000          | 4    | ¥600,000   | -         | Flash, gif, jpg | 300×300/<br>300×250                                                                          | Under 50KB                             |
| ④ Forum text                  | @ IT Jibun Senryaku Kenkyujo All pages (Tenshoku-search corner, @IT Haken-Plus corner and some other pages excluded) | 1 month | 780,000          | 3    | ¥600,000   | -         | Text            | Each 3 lines are 21 characters in Japanese (1st line is bold)                                | -                                      |
| ⑤ Recommended job information | Almost all pages of @IT and @IT Jibun Senryaku Kenkyujo                                                              | 1week   | 1,960,000        | 5    | ¥300,000   | -         | Text            | Title: Within 19 characters in Japanese (in bold)<br>Text: Maximum 38 characters in Japanese | -                                      |

## Header

※ 3月まで、東京・福岡で続く開催！

「サーバー管理書にもよくわかる」1週間無料ネットワークセミナーシリーズ

開催・お申し込み ▶ <https://itmedia.smartseminar.jp/public/seminar/view/476>

@IT I T 新着速報 (2013/08/30)

@ITの最新記事をお届けします。

→ 今日のイチ推し «HTML5 + UX»

★ WebページをRetina対応させるテクニック 基礎知識編

<http://magdirect.itmedia.co.jp/r/vwv/4/1/12o/13/ait/articles/1308/29/news004.html>

--- NewsInsight → 今日のニュース ---

- ウィエムウェアのSDNはどう進化するか
- ロリポップのレンタルサーバでWeb改ざん。WordPress管理画面への不正アクセスで
- OpenStack技術の認定試験、Red Hatが実施
- F5ネットワークス、徳島徳島のL4・F5スイッチ市場に日本専用機を導入

<http://magdirect.itmedia.co.jp/r/vwv/4/1/12o/14/ait/subtop/news/>

--- HTML5 + UX ---

★ WebページをRetina対応させるテクニック 基礎知識編

jQuery+HTML5+CSS3を真実目に勉強 (4) iPhone/Retinaディスプレイは、Webページの制作フローにも大きな変化をもたらした。どのように対応すればいいのだろうか

<http://magdirect.itmedia.co.jp/r/vwv/4/1/12o/15/ait/articles/1308/29/news004.html>

■ Windowsのソース・コードをWindows 8.1で実行するには？

WinRT TIPS 「ターゲットをWindows 8.1アプリプロジェクトに変換する手順を紹介する

<http://magdirect.itmedia.co.jp/r/vwv/4/1/12o/15/ait/articles/1308/29/news008.html>

## Middle

--- Windows Server Insider ---

■ Windows ServerでIPv6ルーティング

【ネットワーク活用】Windows管理書のためのIPv6入門 Windows Server標準のRRAS機能を使えば、IPv6のルータとしても利用できる。その設定方法を解説

<http://magdirect.itmedia.co.jp/r/vwv/4/1/12o/15/misc/ct.php?id=RS382700>

== @IT Special PR ==

■ 仮想化を成功させるのは「圧倒的な導入と拡張の容易性」

全社仮想化とは、複数の部署がこれまで運用してきた業務アプリケーションやデータを、単一のIT基盤に統合することで、ITインフラの調達および運用を効率化する取り組みだ。これを成功させるためには、ストレージの導入設計や容量計画のやり方を従来とは大きく変える必要がある。

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== TechTarget [PR] ==

※下記コンテンツの閲覧・ダウンロードには、会員登録（無料）が必要です。

登録はこちら → [http://techtarget.itmedia.co.jp/it/info/it/tt\\_new.html](http://techtarget.itmedia.co.jp/it/info/it/tt_new.html)

■ これからのモバイルを安全にする「3種の神器」とは

<http://techtarget.itmedia.co.jp/it/news/1308/06/news02.html>

■ «Appleになりたい！» Microsoftの戦略再編を深読みする

<http://techtarget.itmedia.co.jp/it/news/1308/05/news03.html>

■ クラウド業界を二分するオープンソース派と商用派、双方の思いは？

<http://techtarget.itmedia.co.jp/it/news/1308/05/news03.html>

■ F1マシンの駆動をリアルタイムで解析するMcLarenのCHANA活用事例

<http://techtarget.itmedia.co.jp/it/news/1308/05/news01.html>

■ Windows 8搭載端末も 個性ある4スタブレッドOSと比較

<http://techtarget.itmedia.co.jp/it/news/1308/02/news06.html>

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## ■ Ad specification

| Product                            | Location                            | Slot | Specification                                                   | Subscriber | Issue Date                   | Rate       |
|------------------------------------|-------------------------------------|------|-----------------------------------------------------------------|------------|------------------------------|------------|
| @IT Breaking News                  | Header                              | 2    | 38 double-byte chars x 5 lines                                  | 109,000 ×2 | Weekday                      | ¥150,000   |
|                                    | Double header                       | 1    | 38 double-byte chars x 10 lines                                 |            |                              | ¥300,000   |
|                                    | Footer                              | 1    | 38 double-byte chars x 20 lines                                 | 109,000    |                              | ¥150,000   |
| @IT News                           | Header                              | 2    | 38 double-byte chars x 5 lines                                  | 184,000 ×2 | Weekly, Wednesday            | ¥150,000   |
|                                    | Double header                       | 1    | 38 double-byte chars x 10 lines                                 |            |                              | ¥300,000   |
|                                    | Middle                              | 1    | 38 double-byte chars x 5 lines                                  |            |                              | ¥100,000   |
|                                    | Double middle                       | 1    | 38 double-byte chars x 10 lines                                 |            |                              | ¥200,000   |
|                                    | Footer                              | 1    | 38 double-byte chars x 20 lines                                 | 184,000    |                              | ¥150,000   |
| @IT News Special                   | IT strategy                         | 1    | Title: 30 double-byte chars<br>Body: 38 double-byte x 100 lines | 130,000    | Weekly, Tuesday And Thursday | ¥1,000,000 |
|                                    | Operating management / construction |      |                                                                 | 123,000    |                              |            |
|                                    | System Development                  |      |                                                                 | 130,000    |                              |            |
|                                    | Security                            |      |                                                                 | 120,000    |                              |            |
|                                    | Career / Skill-up                   |      |                                                                 | 109,000    |                              |            |
| @IT Jibun Senryaku Kenkyujo Weekly | Header                              | 2    | 38 double-byte chars x 5 lines                                  | 101,000 ×2 | Weekly, Thursday             | ¥150,000   |
|                                    | Double header                       | 1    | 38 double-byte chars x 10 lines                                 |            |                              | ¥300,000   |
|                                    | Middle                              | 1    | 38 double-byte chars x 5 lines                                  |            |                              | ¥100,000   |
|                                    | Double middle                       | 1    | 38 double-byte chars x 10 lines                                 |            |                              | ¥200,000   |
|                                    | Exclusive                           | 1    | Title: 30 double-byte chars<br>Body: 38 double-byte x 100 lines | 95,000     | Weekly, Tuesday              | ¥650,000   |