

Engineering Media Targeting Mail



In the engineering media of ITmedia, there are about 203,000 registered members belong to the manufacturing industries.

The targeting mail service can deliver advertisers' promotional messages effectively to the target audience by selecting them with various criteria.

Price : US\$ 2,400 or more per Delivery

Deliverable Date : 7am, 9am, 11am, 1pm or 3pm on Tuesday or Thursday

Maximum Size of List : About 203,000 Names

(Among all registered members, 157,000 users permit to receive the targeting mail.)

Minimum Order	Net Unit Rate
2,400 or more	US\$ 1 per name (Text format only. Including selection and transmission fee.)
	【Specified Companies】 US\$ 1.2 per name (Text format only. Including selection and transmission fee.)

■ Ad Specification

- Email Title : 30 double-byte characters or less
- Body : 38 double-byte characters or less per 1 line. 100 lines or less.
- URLs : 20 URLs or less
- Report : Number of Clicks and Delivered Users
- Please note that the URLs are changed for the purpose of counting clicks when the emails are sent.
- Please do not use special characters to avoid character corruptions. Please ask details about those characters to ITmedia sales team.

■ Ad Material Deadline

By 18:00 on the 3 business days before the delivery date

■ Business Industry

Manufacturing	86,128
Computer (Hardware)	6,412
Computer (Software)	4,302
Electronic Components / Modules / Semiconductors / ICs / Circuits	17,726
Consumer Electronics / Amusement / Game / Communication / Network	15,879
Automotive / Automotive Electronics / Transportation	10,697
Industrial / Precise / Control / Testing / Office / Medical Equipment	13,541
Foods / Chemicals	2,943
Materials / Energy	3,806
Other Manufacturing	10,664
Information Technology Service	19,420
Package Software	1,692
System Integrators	6,490
Outsourced / Design Houses	3,197
Embedded Software	2,199
Information Technology Consulting	2,278
Other Information Services	3,527
Communication Service	2,595
Carriers	1,369
Internet Service Providers / Internet Data Centers / SaaS (Software as a Service) Providers	715
Other Communication Services	434
Construction	6,112

Agriculture / Forestry / Fishery / Mine	778
Trading	4,409
Wholesales / Retails	2,805
Infrastructure (Electricity / Gas / Heating / Water)	1,822
Traffic / Postal Service	627
Finance / Insurance / Research	1,741
Realty / Lease	710
Technical Service	3,760
Newspaper / Publishing / Broadcasting / Media / Advertising	1,962
Academic / Education	3,435
Medical Welfare	882
Other Services	5,188
Government / Civil Service / Association	3,735
Other Business Industries	3,269
Freelance Professionals	1,741
Students	2,864
Disemployment	2,510

Job Function

Corporate Management / Planning	13,796
Environmental Operation	808
Jobs related to Engineering & Manufacturing	67,221
Product Planning / Product Marketing	4,347
Research	8,973
Design & Development / Applied Technology	31,431
Logic & Circuit Design (Analog)	1,352
Logic & Circuit Design (Digital)	1,555
Mechanical Design (Machinery / Chassis)	1,661
Other Designing	1,861
Analysis / Simulation	729
Embedded Software Development (Project Management / Architect)	618
Embedded Software Development (Design / Programming)	2,029
Embedded Software Development (Testing / Quality Control)	123
Manufacturing / Production	5,163
Process Control	1,353
Quality Control / Assurance	2,455
Other Jobs related to Engineering & Manufacturing (i.e. Repair / Maintenance)	2,213
Jobs related to Information Technology System	22,760
Internal Information System (Chief Information Officer / Manager)	1292
Internal Information System (Planning / Procurement)	2,527
Internal Information System (Development / Operation / Maintenance)	2206
Other Jobs related to Internal Information System	870
Information Technology Consultant	2,794
Information Technology Architect	1494
Project Manager	2,438
System Analysis / Design	2,533
Programming / Testing	1521
Operation / Maintenance	1583
Other Jobs related to IT System	2,892
General Coordination / Human Resource	2,534
Finance / Accounting	516
Purchasing / Materials	1179
Public Relation / Advertising / Corporate Marketing / Analyst / Market Research	5,435
Design (i.e. Typography / Web)	1,299
Sales / Services / Field Application Engineer	18,240
Other Specialist Personnel (i.e. Academic / Adviser / Technical Consultant)	10,512
Other General Office Employee	3,805
Student	3,007
Disemployment	2,568

Job Title

CEO / Board Member	15,535
Business / Factory Director	2,115
General Manager	17,736
Manager	28,626
Chief / Senior Staff	28,757
Staff	46,188
Contractor / Temporary Employee	4,535
Part-time Worker	1,263
Disemployment / Other	11,714

Product / Service Specified

Electronic Devices / Tools	101,711
Digital ICs / Memory ICs	41,982
Analog ICs / Mixed Signal ICs	35,030
Electronic Components / Materials	41,951
EDA (Electronic Design Automation) Tools	19,591
Power Sources / Batteries	26,459
Test & Measurement Instruments	35,406
Computers & Peripherals / Communication Equipments	52,402
Other Related Services to Electronic Devices / Tools	20,969
Devices / Tools for Wireless Technology	19,120
LED	13,368
Display	15,151
Programmable Devices	13,079
Sensors	23,904
Embedded Hardware & Software	43,842
Embedded Software / Development Tools	24,172
Embedded Boards	21,903
Robots	14,249
Tools for Software Testing / Debugging	12,411
Software for Automotive	10,040
Embedded Security	9,358
OS (Operating System) for Embedded Products	10,549
Mechanical Design & Development	31,861
CAD (Computer Aided Design)	23,976
CAE (Computer Aided Engineering)	13,373
CAM (Computer Aided Manufacturing) / Machine Tools	8,424
3D Printers	11,656
3D Scanners	7,606
Equipment for Cutting / Molding	7,916
Outsourcing of Product Planning / Design	10,116
Production Management	31,410
PDM (Product Data Management) / PLM (Product Lifecycle Management)	11,295
Production Management	15,068
ERP (Enterprise Resource Planning)	9,807
SCM (Supply Chain Management)	9,179
Inventory Management	10,851
Production Scheduler	9,502
BOM (Bill of Materials)	9,999
Drawing Management / Document Management	12,466
Cloud Service	9,321
Other IT Solutions	11,807
Consulting	9,313
Environmental Operation	24,461
Energy Saving Appliances for Building / Offices / Shops	13,309
Power Generation Systems (i.e. Solar Power Generation)	13,724
Electric Batteries / Battery Systems	13,212
Environment Management Systems / Services	12,224
Electric Vehicles (EV) / Devices and Materials for EV	11,203
Power Supply Services	8,985
Services for Career Development	28,789
Services for Improving Career	14,420
Services for Improving Skills	19,323
Language Learning	11,880
Education Services for Engineers	13,947

⇒ Please refer to the following page.

(As of November 10, 2021)

■ Product / Service Specified

Construction Design	9,794
CAD	7,270
Construction Site	9,845
Maintenance / Management	6,755
BEMS / MEMS / HEMS	6,307
Energy	9,404
ZEB / ZEH	5,908
Power Generation / Energy Battery Systems	7,906
Other Products / Services	20,119

■ Work Location

Hokkaido	2,070
Aomori	269
Iwate	501
Miyagi	1,689
Akita	312
Yamagata	551
Fukushima	1,042
Ibaraki	2,910
Tochigi	1,945
Gunma	1,804
Saitama	5,094
Chiba	3,473
Tokyo	55,719
Kanagawa	20,526
Niigata	1,102
Toyama	844
Ishikawa	955
Fukui	424
Yamanashi	819
Nagano	2,585
Gifu	954
Shizuoka	3,762
Aichi	9,954
Mie	1,203
Shiga	1,910
Kyoto	3,946
Osaka	11,448
Hyogo	4,387
Nara	763
Wakayama	231
Tottori	175
Shimane	129
Okayama	850
Hiroshima	1,894
Yamaguchi	472
Tokushima	203
Kagawa	430
Ehime	455
Kochi	81
Fukuoka	3,114
Saga	231
Nagasaki	351
Kumamoto	795
Oita	366
Miyazaki	257
Kagoshima	473
Okinawa	360
Abroad	1,827

【Other Criteria】

Following criteria can be also selected.

- Number of Employees (1 to 9, 10 to 49, 50 to 99, 100 to 299, 300 to 499, 500 to 999, 1,000 to 1,999, 2,000 to 4,999, 5,000 to 9,999, 10,000 or more)
- Annual Sales (JPY 50 million or less, 50 million to 100 million, 100 million to 1 billion, 1 billion to 5 billion, 5 billion to 10 billion, 10 billion to 50 billion, 50 billion to 100 billion, 100 billion to 1 trillion, 1 trillion or more)

(As of November 10, 2021)