

ITmedia Engineering Media Marketing Report

October – December 2021

ITmedia Inc.

Page Views/Unique Browsers/Number of Registered Members (As of December 2021)

■ Page Views/Unique Browsers

Media	Monthly Page Views	Monthly Unique Browsers
MONOist (All)	2,414,286	849,815
Embedded Development	404,473	160,215
Mechanical Design	490,444	181,436
Engineering Management	404,908	165,053
Automotive	424,827	177,053
Small/Medium Manufacturing	8,863	4,055
Career	33,054	21,635
Factory Automation	221,661	86,385
Medical	85,558	58,062
Robot	17,057	8,609
EE Times Japan	1,568,861	459,298
EDN Japan	507,982	162,845
Smart Japan	456,899	238,877
BUILT	226,178	110,036
Total	5,174,206	1,710,835

■ Number of e-Newsletter Subscribers

	Issue Date	Number of Subscribers
Engineering Media Consolidated Mail	Thursday	186,028
MONOist Daily Mail	Weekday	57,568
Electronic Design / Embedded Mail	Weekday	117,397
Automotive Mail	Bi-Weekly, Wednesday	56,848
Engineering Management Mail	Bi-Weekly, Tuesday	58,083
Mechanical Design Mail	Bi-Weekly, Tuesday	36,304
Factory Automation Mail	The first and third Friday	31,091
Medical Mail	The first and third Monday	13,106
Smart Japan Daily Mail	Weekday	36,181
BUILT Weekly Mail	Monday	19,539
Total (Unique)		234,112

Keyword Search Top 10 (December 2021)

■ Ranking

	MONOist	EE Times Japan	EDN Japan	Smart Japan	BUILT
1	Semiconductor shortage	Semiconductor	Latch up	Power Unit	LEED certification
2	3σ	Semiconductor shortage	MCU	P2P transactions	Falling stop apparatus
3	HILS	Graphene	Microcontroller	SBT certification	Full harness mandatory
4	Geometric Tolerance / Datum	Perovskite Solar Cells	BSW	Fuel Cell Vehicle	New technology
5	Degree of position	YMTC	Thermal Resistance	Basic Plan for Energy	Global Electronics
6	Right angle	CoWoS (Chip on Wafer on Substrate)	Power Semiconductors / Power Devices	Binary Power Generation	Full harness
7	X-R Control Chart	Semiconductor market	Nyquist frequency	Perovskite	Air Conditioning
8	Contouring	EMIB	Latch up	Hydrogen	Number of residential workpieces
9	Fuel Cell Vehicle	MRAM	Resolution	Offshore wind power generation	StreamBIM
10	Nylon supply shortage	FOPLP	AFE	Kilowatt.	Architecture News

※ Similar keywords are ranked by integrating the number of searches.

※ Article title search is stated as is.

Performance Data (MONOist / EE Times Japan / EDN Japan/Smart Japan)

Product (Web)	Est. CTR
Billboard Banner	0.1 - 0.19%
Welcome Screen Banner	2.7 - 3.7%
Super Banner (Leaderboard)	0.11 - 0.26%
Rectangle Banner	0.07 - 0.14%

Product (Advertorial)	Est. PV
Advertorial (MONOist/EE Times Japan/EDN Japan/Smart Japan/BUILT)	1,000~2,000

Page View depends on the contents and traffic drivers.
For more details, please ask us.

Product (e-Newslewtter)	Est. CTR
E-Newsletter Special Edition	0.7 - 0.9%

■ Data Collected :

Banner/Text : Apr. 2018 - Dec. 2019

■ Sites

MONOist / EE Times Japan / EDN Japan / Smart Japan / BUILT

* Excluding index pages

* Including ITmedia ads

For more information

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