



ITmedia Inc.



TechTarget Japan / Keyman's Net

Targeting Mail Service

2023 April Version

Targeting Mail

Exclusive Email advertisement that can specify delivery target with readers' attribute and action history

This is an exclusive type of email advertisement that can be delivered to specific targets based on the readers' attribute and action history of TechTarget Japan and Keyman's Net members.

Please use it to promote the posted contents or drive traffic to the campaign site

◆TechTargetジャパン/キーマンズネット Information 2018/11/28

東京・大阪・福岡開催：ITmedia エンタープライズセキュリティセミナー

！大阪・福岡開催！

「そんなこと、セキュリティの世界では常識じゃないですか」——。今、一番のセキュリティホールは、そんな「分かったつもり」の古い常識にとらわれ続けている人なのかもしれません。サイバーセキュリティの進化に乗り遅れないために、最新の情報を提供します。

<http://rd.itmedia.jp/1QSR>

ITmediaエンタープライズセキュリティセミナーでは、東京・大阪・福岡を巡り、CSIRT、攻撃者、リサーチャー、金融機関、AI研究者など、多彩な視点から脅威の実態を明らかにします。

- 作ってみましたCSIRT（自称）。でも、ホントにこれで良かったの？～CSIRTとしてやるべきことをおさらいしよう～
講演者：ANAシステムズ株式会社
<大阪、福岡>
- サイバークエスト ITmedia方面に標的型攻撃やってみた
<大阪、福岡>
- あなたの「ココロのスキマ」も狙われる？たった「1通」のメールの話
<大阪>

詳しくはこちら↓
<http://rd.itmedia.jp/1QSS>

開催概要

★名称：ITmediaエンタープライズセキュリティセミナー
東京・大阪・福岡ロードショー

★日程：
【大阪】2018年12月5日（水）13:00～17:40（受付12:30～） プリーゼプラザ
【福岡】2018年12月11日（火）13:00～17:30（受付12:30～）
レソラNTT夢天神ホール

★参加費：無料（事前登録制） 主催：ITmediaエンタープライズ編集部
★詳しくはこちら
<http://rd.itmedia.jp/1QST>

Rate / Specification

Rate per Delivery: JPY 200,000 or more

【Breakdown】

- Rate per Person: @JPY 50 (when specifying behavioral history data)
@JPY 80 (when specifying segments such as industry)
@JPY 100 (when specifying company names)
- Reminder Email Delivery: JPY 50,000 per Delivery (Up to Twice)
Sending additional emails to non-click readers (Excluding unsubscribed readers.)

Delivery Time and Date

(JST) at 9AM, 10AM, 11AM, 1PM on business days

Ad Material 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 (7-days report from the email delivery date)
- Ad Material Deadline: By 6:00 PM (JST) on the 3 business days before the delivery date
- For more regulations, please visit
http://corp.itmedia.co.jp/corp/ad/regulation_format.html

Segment Field (1)

Advertisers can choose segments from the following fields when sending Targeting Mail.

“Number of Employees,” “Job Title,” “Revenue,” “Size of IT-related Budget,” “Work Location,” “Decision-Making Position,” “Job Function,” “Industry,” “Interests (Based on Article Browsing History),” “Interests (Selected by Users When Registering),” “Interests (Based on Vendor Content Browsing History)” and “Client's Content Browsing History”

※ Advertisers can select as many items as they like within the same segment field.

※ The difference between “Interests (Based on Article Browsing History),” “Interests (Selected by Users When Registering)” and “Interests (Based on Vendor Content Browsing History)” are as follows.

- Interests (Based on Article Browsing History): Interests based on editorial article browsing history (e.g., readers who browse editorial articles on Servers & Storage → Target audience of “Server & Storage”)
- Interests (Selected by Users When Registering): Interests selected by users when they register membership (e.g., Readers who check “Virtualization” in the interest section when registering as a member → Target audience of “Virtualization”)
- Interests (Based on Vendor Content Browsing History): Interests based on vendor content browsing history (e.g., Readers who browse vendor’s whitepaper tagged with “Cloud” → Target audience of “Cloud”)

Industry	Agriculture/Forestry/Fishery/Mine	Information Technology Consulting	Self-employed Doctor
	Construction	Other Information Processing/Information Services	Doctor
	Trading Company	Telecommunication Carrier	Dentist
	Computer (hardware manufacturer)	Information Service Provider/Internet Data Center/SaaS/Cloud service provider	Nurse
	Computer (software manufacturer)	Other Communication Services	Medical Processor
	Electronic Components/Devices/Electronic Circuits	Computer-related product distributor/Reseller	Caregiver/Visiting Nurse
	Electric-related Product Manufacturer	Other Whole seller/Reseller	Others (Occupational Therapist, Physical Therapist)
	Automotive/Transportation-related Manufacturer	Infrastructure (Electricity/Gas/Heat Supply/Water)	Other Services
	Industrial/Office usage-related product Manufacturer	Transportation/Postal Service	Government/Civil Service/Association
	Foods/Chemical/Pharmaceutical Manufacturer	Finance/Insurance company	Other Business
	Materials/Energy-related Manufacturer	Real Estate/Lease Company	Freelance Profession
	Other Manufacturer	Hotel/Food Services	Housewife/Househusband
	Packaged Software	Daily life-related Services/Entertainment	Student
	System Intergreter	Special Technical Services	Unemployed
	Contracted Development/Information Processing	Newspaper/Publisher/Broadcast/Media/Advertisement	
	Embedded Software	Education/Learning Aid Services	

Segment Field (2)

Job Function	Management/Corporate Planning	Job Title	Logical and Circuit Design (Analog)	Revenue	Accounting
	Environmental Measure/Environmental Program Promotion		Logical and Circuit Design (Digital)		Materials and Procurement
	Internal Information System (CIO/Manager)		Mechanical Design (Machinery/Body)		Advertising/Marketing
	Internal Information System (Planning/Procurement)		Other Designs		Public Relations/Investor Relations
	Internal Information System (Development/Operation/Maintenance)		Analysis/Simulation		Design/Creative
	Internal Information System (Others)		Embedded Software Development (Project Management / Architect)		Sales/Other Services
	Information Technology Consultant		Embedded Software Development (Design / Programming)		Other specialist
	Information Technology Architect		Embedded Software Development (Testing/Quality Assurance)		Other general office worker
	Project Manager		Manufacturing / Production		Housewife/Househusband
	System Analysis/System Design		Precaution Management/Process Management		Student
	Programming/Testing		Quality Assurance		Unemployed
	Maintenance/Operation		Other Engineering and Manufacturing related		
	Other Information System related		General Affairs		
	Product Planning		Human Resources/Internal Education		
	Research		Legal/Intellectual Property/External Affairs		
	Development		Finance		
	Number of Employees		Less than 10		Executive
10 to 49		Senior Executive Manager	50 to 100 million yen		
50 to 99		Director	100 million to 1 billion yen		
100 to 299		Manager	1 to 5 billion yen		
300 to 499		Assistant Manager/leader	5 to 10 billion yen		
501 to 999		Employee/office staff	10 to 50 billion yen		
1,000 to 1,999		Contracted/commissioned/dispatched	50 to 100 billion yen		
2,000 to 4,999		Part timer	100 to 1,000 billion yen		
5,000 to 9,999		Unemployed	1,000 billion yen or above		
10,001 or above		Others	47 Prefectures		
Non-corporate organization		Abroad			
Not Applicable					

Segment Field (3)

Interests (Based on Article Browsing History)

Cloud
Virtualization
Server & Storage
Smart Mobile
Networking
System Ope Mgmt
Management and IT
Small and Medium Enterprises and IT
Security
ERP
Data Analysis
CRM & SFA
Information System
System Development
Medical IT
Education IT

Client's Content Browsing History

Advertisers can specify or exclude members who have viewed their contents in the past 6 months.

Interests (Selected by Users When Registering) / Interests (Based on Vendor Content Browsing History) ※Lists are common.

Cloud Computing	Information Leak Measures	Knowledge Management	Outsourcing
IaaS/PaaS/BaaS	Encryption	Workflow	CTI/Help Desk
Smartphone/Tablet	Endpoint Security	EIP	CRM
PDA/Mobile Device/Cellular	Anti-spyware	Enterprise Search	SFA
Desktop PC	Spam Protection	Content and Document Management	EC-related Applications
Note PC	Phishing measures	Office Software	Marketing-related Tools
Thin Client	Targeted Attack	DBMS	CMS
POS Terminal	Firewall	Database Access	Web Access Analysis
Server Virtualization	UTM	BI/BA/OLAP	Client Device Management
Desktop Virt. /VDI/DaaS	IDS/IPS	Data Warehousing	Integrated Operations Management
Application Virtualization	DoS Attack Countermeasures	Data Mining/Statistical Analysis	IT Asset Management
Virtual Environment Mgmt	Quarantine Network	Big Data	Performance Management
PC Virtualization	Cloud Security	Remote Access	Identity Management
Storage Virt. /SDS	Zero Trust	Network Management	OS
SDN/Network Virtualization/SD-WAN	Authentication Server	Bandwidth Management	Directory Services
AI/Machine Learning/Deep Learning	Access Management	Routers	ERP
RPA	One-time Passwords	Switches	Inventory Management
Wireless LAN/WAN/Wi-Fi	Single Sign-on	Bandwidth Control Devices	SCM
IA Server/PC Server	Digital Signature/Watermarking/PKI	Load Balancers/ADCs/Load Balancing	Sales Management
UNIX Server	Biometric Authentication	WAN/Web Acceleration	EDI/Distribution BMS
Off-Computer/Mainframe	Authentication Devices	VPN	Human Resources/Payroll
Disk Storage	MDM/EMM	Wide Area Ethernet	Finance and Accounting
SSD/Flash Storage	Log Management	M2M/IoT/RFID (IC tags)	Electronic Medical Records
SAN	Trail Management	Project Management Tools	Receipt Computer
NAS	Vulnerability Countermeasures	Development support services	Ordering System
Optical Disk Devices	Database Security	Analytics/Design Tool	Medical Image Filing System
Tape Device	Physical Security	Development Tool	Medical Cloud
Cloud Storage	Security Standards/Policies	Testing/Debugging/Tuning Tools	Regional Medical Cooperation Systems
Hyper-converged/Composable Infrastructure	Risk Management	Screen design/form design tools	Medical Reservation System
Power Supplies/Air Conditioning/Racks	Unified Communications	Rich Client	Hospital Management Systems
Hosting Services	VoIP Gateways	Web Server/Application Server	Nursing/Welfare Related Systems
Data Center	IP Telephony/IP-PBX	Web Services	School Administration Software/Services
HPC/Grid Computing	Video/Video Conferencing	Library/Component	ICT Learning Support Software/Services
Backup Devices	Web Conferencing	EAI/ETL	Learning and Education Support Software/Services
Backup Software	Email	Mobile Development	Classroom Support Hardware
Disaster Recovery	Instant Messaging/Chat	DevOps	School Infrastructure Construction Support Products
Virtualized Backup	Enterprise Social	BPM/BAM	
Mobile Security	Groupware	IT Management/IT Strategy Solutions	

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee <ul style="list-style-type: none"> · Until 41 days before the seminar: 50% of the advertising fee · Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. <ul style="list-style-type: none"> · Venue Fee/ ITmedia's Operating Fee · Any other costs incurred as a result of customizing program 	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research



ITmedia Inc.

ITmedia Inc. Sales Division

TEL : +81-3-6893-2247/2248 Mail : sales@ml.itmedia.co.jp

<https://promotion.itmedia.co.jp/english>