



ITmedia Inc.

Special Advertorial Feature

New Year Top Interview



Jan. 2024

ITmedia Inc
Sales Division

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Introduction

In 2023, the semiconductor/electronic components market has turned around from its boom due to "special demand" from the COVID-19 disaster and is now clearly in a slump. The conflict between the U.S. and China has worsened, Russia's invasion of Ukraine shows no sign of ending, and uncertainty about the global economic outlook is increasing.

Nevertheless, the COVID-19 disaster has raised awareness of the importance of semiconductors and electronic components, and semiconductor policies in various countries and regions have become more active, with manufacturers continuing to invest in factories and other facilities. Furthermore, now that the "COVID-19 special demand" has subsided, an increasing number of manufacturers are returning their strategies to their original form and preparing for the next step.

How have your company's strategies, strengths, and efforts to contribute to society changed after the "COVID-19 disaster years," and what do you have in store for 2024?
Please take advantage of this project to deliver the strong messages from your top management to the readers of EE Times Japan/EDN Japan.

Overview

New Year Top Interview

This advertorial convey your top management's messages directly to next-gen leaders.

Please utilize the advertorial for sharing not only corporate philosophy and vision, but also mid-term company plan, road maps and others with these leaders.

Features

Professional editor of EE Times / EDN Japan write advertorial

Technical editor who write regularly on EETimes / EDN Japan will interview and write the advertorial.

Insertion images or photos of products / road maps

Engineers strongly prefer to see images or photos capable of imaging the technology and products. By inserting them into the advertorial effectively, it holds the attention of engineers.

Gross Rate

USD 9,600 (not including consumption tax)

Text : 1,500 - 2,000 Japanese characters Photo / Image : 1 or 2
Including cost of interview / advertorial production. Interview must be held in or around Tokyo, or via email / teleconference.
The Traffic driver will be inserted into all the pages of MONOist / EE Times Japan / EDN Japan. After the one-month insertion, access report of the advertorial page and the traffic driver will be provided.

Top interview (Advertorial)



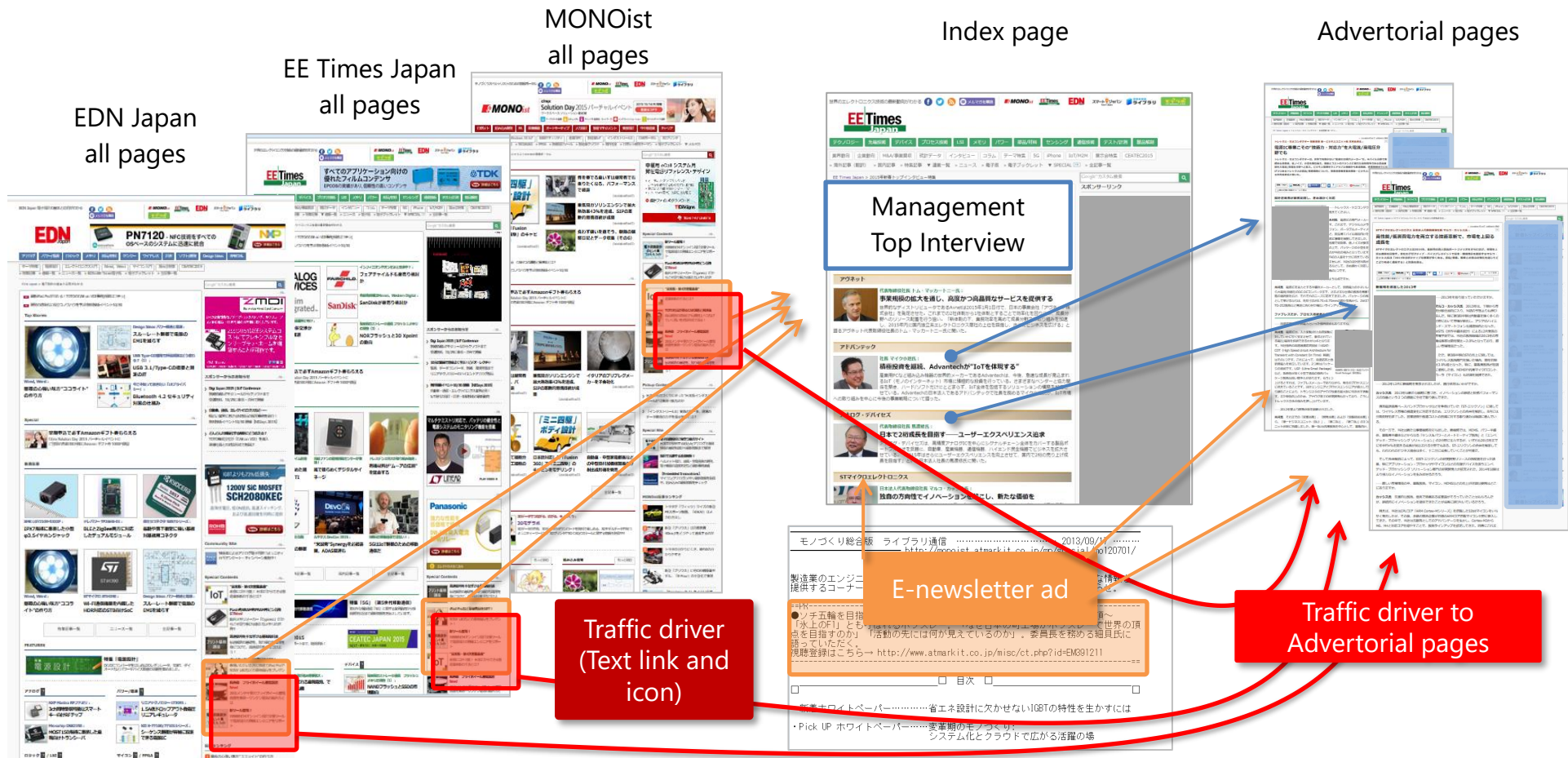
Index page



Note : These screenshots are visual images and they are not actual advertorials of this feature.

Page Structure / Traffic Drivers

The index page will be inserted for the advertorial pages, and links of text and icon for the index page will be inserted into the all pages of MONOist/EE Times Japan/EDN Japan as a traffic driver. After the one-month insertion, access report of the index page and the advertorial pages will be provided.



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Past Results (New Year Top Interview 2023)

New Year Top Interview 2023

https://eetimes.itmedia.co.jp/ee/special/ee230101/top_interview_2023/index.html

【Clients in 2023】

- Analog Devices
- Corestaff
- Digi-Key Electronics
- Trex Semiconductor
- Nisshinbo Micro Devices
- Ferrotec Holdings
- Rebound Electronics

The screenshot shows the EE Times Japan website's '2023 New Year Top Interview Special' page. The page is organized into sections for different companies, each featuring a photo of an executive and a brief summary of their company's 2023 strategy and challenges. The companies listed are:

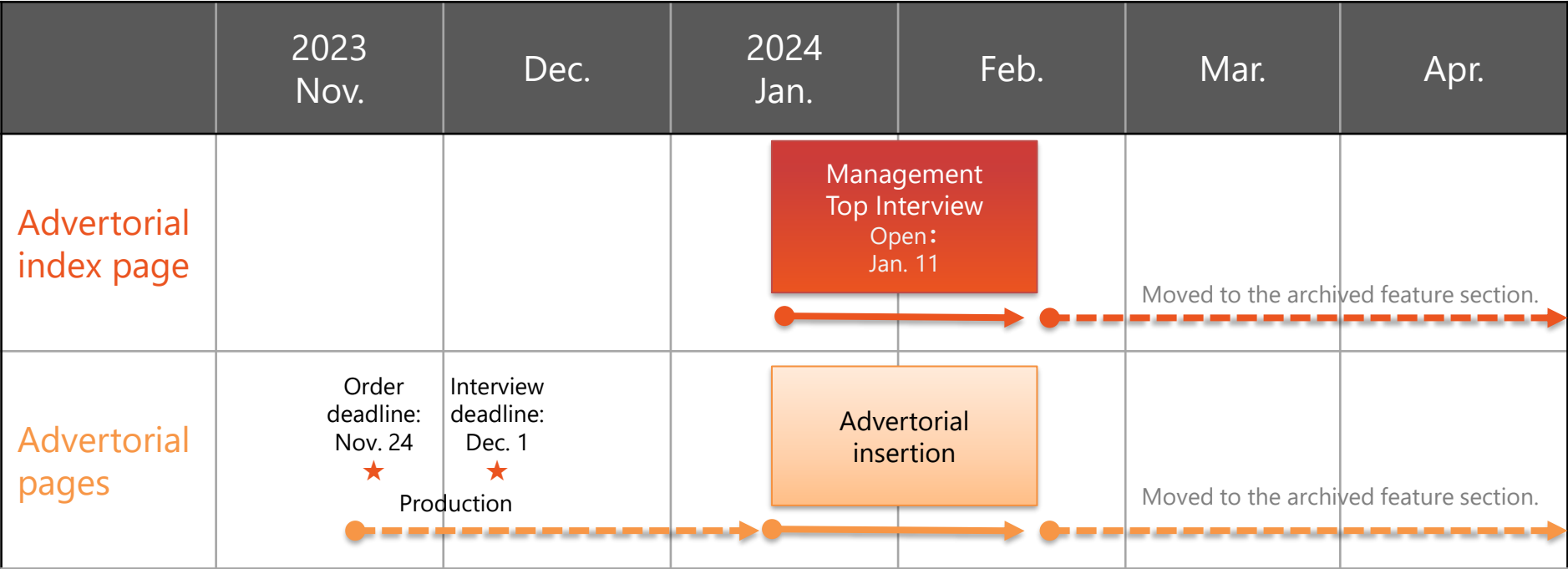
- Analog Devices:** Interview with Masahiro Nakamura, President of Analog Devices Japan. The summary mentions the company's focus on automotive and industrial markets.
- Corestaff:** Interview with Masahiro Nakamura, President of Corestaff. The summary mentions the company's focus on providing IT talent.
- Digi-Key Electronics:** Interview with Tony Ng, APAC Business Development Manager. The summary mentions the company's focus on providing a wide range of electronic components.
- Trex Semiconductor:** Interview with Masahiro Nakamura, President of Trex Semiconductor. The summary mentions the company's focus on providing semiconductor solutions.
- Nisshinbo Micro Devices:** Interview with Masahiro Nakamura, President of Nisshinbo Micro Devices. The summary mentions the company's focus on providing microelectronics solutions.
- Ferrotec Holdings:** Interview with Masahiro Nakamura, President of Ferrotec Holdings. The summary mentions the company's focus on providing mechanical and electrical components.
- Rebound Electronics:** Interview with Masahiro Nakamura, President of Rebound Electronics. The summary mentions the company's focus on providing electronic components.

Schedule

Order deadline : November 24, 2023

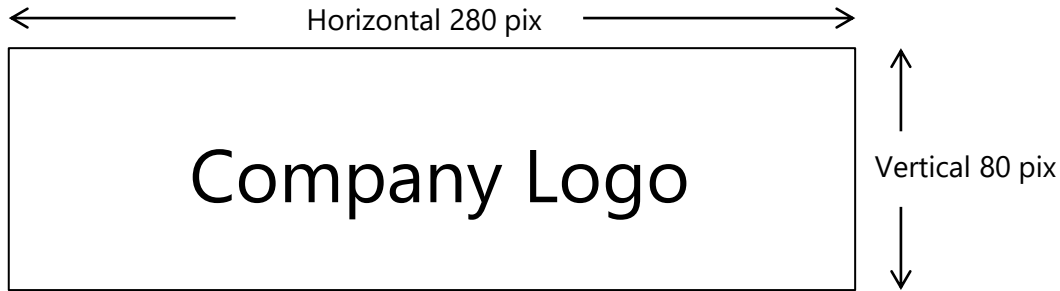
Interview deadline : December 1, 2023

Insertion period : January 11, 2024 – February 9, 2024

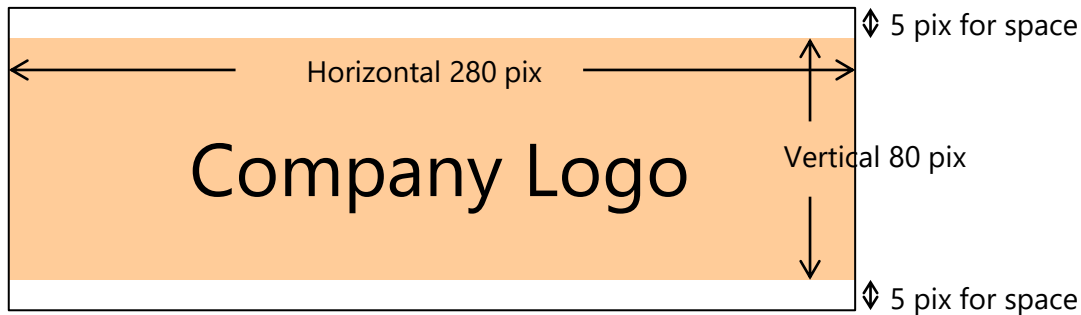


Company Logo Spec

■ Please send the company logo based on the following spec.



■ When inserting the logo, ITmedia adds 5 pixel space into top and bottom of the company logo respectively in order to avoid too much adjacency with other logos.



Appendix

Scheduled in August 2024 : Engineering top interview advertorial feature

MONOist / EE Times Japan / EDN Japan will have the special advertorial feature on engineering top interview in August 2024.

Please also consider to run this feature with engineering top interview.

Insertion period (tentative) :

Mid. August 2024 – Mid. September 2024

Basic plan gross rate : TBD

Engineering top interview 2023

https://eetimes.itmedia.co.jp/ee/special/ee230801/tec_interview_2023/index.html

- Sanken Electric
- Tyco Electronics Japan
- Trex Semiconductor
- Nisshinbo Micro Devices
- Rochester Electronics





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