

Engineering Media Targeting Mail



In the engineering media of ITmedia, there are about 264,000 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 : Weekday

Maximum Size of List : About 264,000 Names

(Among all registered members, 184,000 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	93,727
Computer (Hardware)	6,400
Computer (Software)	4,566
Electronic Components / Modules / Semiconductors / ICs / Circuits	19,205
Consumer Electronics / Amusement / Game / Communication / Network	16,956
Automotive / Automotive Electronics/ Transportation	11,996
Industrial / Precise / Control / Testing / Office / Medical Equipment	13,576
Foods / Chemicals	4,051
Materials / Energy	4,706
Other Manufacturing	12,080
Information Technology Service	20,587
Package Software	1,895
System Integrators	6,552
Outsources / Design Houses	3,248
Embedded Software	2,162
Information Technology Consulting	2,727
Other Information Services	3,949
Communication Service	2,970
Carriers	1,566
Internet Service Providers / Internet Data Centers / SaaS (Software as a Service) Providers	814
Other Communication Services	529
Construction	10,323

Agriculture / Forestry / Fishery / Mine	1,190
Trading	5,469
Wholesales / Retails	3,204
Infrastructure (Electricity / Gas / Heating / Water)	2,776
Traffic / Postal Service	873
Finance / Insurance / Research	2,331
Realty / Lease	1,194
Technical Service	4,493
Newspaper / Publishing / Broadcasting / Media / Advertising	2,212
Academic / Education	3,922
Medical Welfare	1,163
Other Services	6,461
Government / Civil Service / Association	4,326
Other Business Industries	4,011
Freelance Professionals	1,883
Students	6,467
Disemployment	3,730

Job Function

Corporate Management / Planning	16,940
Environmental Operation	1,267
Jobs related to Engineering & Manufacturing	72,613
Product Planning / Product Marketing	4,773
Research	9,905
Design & Development / Applied Technology	32,196
Logic & Circuit Design (Analog)	1,557
Logic & Circuit Design (Digital)	1,721
Mechanical Design (Machinery / Chassis)	1,884
Other Designing	2,097
Analysis / Simulation	905
Embedded Software Development (Project Management / Architect)	650
Embedded Software Development (Design / Programming)	2,065
Embedded Software Development (Testing / Quality Control)	132
Manufacturing / Production	6,399
Process Control	1,539
Quality Control / Assurance	2,716
Other Jobs related to Engineering & Manufacturing (i.e. Repair / Maintenance)	2,610
Jobs related to Information Technology System	25,207
Internal Information System (Chief Information Officer / Manager)	1,465
Internal Information System (Planning /Procurement)	2,758
Internal Information System (Development / Operation / Maintenance)	2,586
Other Jobs related to Internal Information System	1,118
Information Technology Consultant	3,186
Information Technology Architect	1,590
Project Manager	2,575
System Analysis / Design	2,479
Programming / Testing	1,737
Operation / Maintenance	1,900
Other Jobs related to IT System	3,044
General Coordination / Human Resource	3,099
Finance / Accounting	775
Purchasing / Materials	1,411
Public Relation / Advertising / Corporate Marketing / Analyst / Market Research	2,797
Design (i.e. Typography / Web)	1,508
Sales / Services / Field Application Engineer	21,995
Other Specialist Personnel (i.e. Academic / Adviser / Technical Consultant)	12,576
Other General Office Employee	4,773
Student	6,634
Disemployment	3,811

Job Title

CEO / Board Member	18,476
Business / Factory Director	2,572
General Manager	19,872
Manager	31,886
Chief / Senior Staff	31,635
Staff	53,724
Contractor / Temporary Employee	6,127
Part-time Worker	2,488
Disemployment / Other	17,189

Product / Service Specified

Electronic Devices / Tools	118,394
Digital ICs / Memory ICs	49,660
Analog ICs / Mixed Signal ICs	40,737
Electronic Components / Materials	47,605
EDA (Electronic Design Automation) Tools	22,055
Power Sources / Batteries	30,456
Test & Measurement Instruments	39,942
Computers & Peripherals / Communication Equipments	59,730
Other Related Services to Electronic Devices / Tools	24,196
Devices / Tools for Wireless Technology	23,847
LED	17,821
Display	19,990
Programmable Devices	16,948
Sensors	30,068
Embedded Hardware & Software	53,144
Embedded Software / Development Tools	24,806
Embedded Boards	26,203
Robots	18,154
Tools for Software Testing / Debugging	16,089
Software for Automotive	13,143
Embedded Security	12,016
OS (Operating System) for Embedded Products	13,460
Edge Computing	5,967
AI-related	8,201
Other Solutions Related to Embedded	4,413
Mechanical Design & Development	40,308
CAD (Computer Aided Design)	29,268
CAE (Computer Aided Engineering)	15,870
CAM (Computer Aided Manufacturing) / Machine Tools	11,169
3D Printers	15,657
3D Scanners	10,727
Equipment for Cutting / Molding	10,728
Product Planning / Design	13,346
Other Solutions Related to Mechanical Design	2,389
Production Management	37,355
Production Management	15,524
ERP (Enterprise Resource Planning)	12,903
Information Sharing Tools	16,279
Inventory Management	14,296
IT Infrastructure (Server/Storage/Cloud)	12,955
Other IT Solutions	14,556
Consulting Services	12,312
AI Solutions	2,350
Data Analysis	2,690
Communication Tools	1,690
Mobile/PC/Wearable Devices	1,808
IoT/Networking/Communication	2,740
Security	1,711
Environmental Operation	31,501
Energy Saving Appliances for Building / Offices / Shops	18,821
Power Generation Systems (i.e. Solar Power Generation)	20,336
Electric Batteries / Battery Systems	19,490
Environment Management Systems / Services	17,498
Power Supply Services	13,820

⇒Please refer to the following page.

(As of October 16, 2023)

■ Product / Service Specified

Services for Career Development	16,443
Services for Improving Career	8,054
Services for Improving Skills	10,872
Language Learning	6,973
Education Services for Engineers	7,914
Construction Design	17,007
CAD	12,413
CAE	5,259
Workstation	5,643
3D Data Management Tools	7,434
GIS	5,006
BIM	7,605
Construction Site	15,958
Maintenance / Management	11,060
BEMS / MEMS / HEMS	10,017
BAS	5,687
Energy	17,208
ZEB / ZEH	10,971
Power Generation / Energy Battery Systems	14,499
Materials/Chemicals	7,099

■ Work Location

Hokkaido	2,743
Aomori	396
Iwate	671
Miyagi	2,138
Akita	457
Yamagata	715
Fukushima	1,269
Ibaraki	3,422
Tochigi	2,356
Gunma	1,988
Saitama	6,088
Chiba	4,338
Tokyo	64,446
Kanagawa	22,638
Niigata	1,345
Toyama	1,044
Ishikawa	1,126
Fukui	535
Yamanashi	1,004
Nagano	2,798
Gifu	1,198
Shizuoka	4,226
Aichi	11,729
Mie	1,581
Shiga	2,264
Kyoto	4,527
Osaka	13,617
Hyogo	5,250
Nara	905
Wakayama	290
Tottori	242
Shimane	190
Okayama	1,082
Hiroshima	2,313
Yamaguchi	614
Tokushima	298
Kagawa	557
Ehime	565
Kochi	118
Fukuoka	3,828
Saga	329
Nagasaki	500
Kumamoto	1,014
Oita	481
Miyazaki	376
Kagoshima	647
Okinawa	494
Abroad	2,624

【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, 1trillion or more)

(As of October 16, 2023)