ITmedia Inc.

ITmedia Advertising and Event Schedule 2024 [IT/Business]

Month	Type	Theme	Media	Genre	Lead gen.	Note
Permanent	Editorial feature	CIO and cloud strategy	ITmedia Enterprise	IT	Available	https://www.itmedia.co.jp/enterprise/subtop/strategy/
Permanent	Editorial feature	A guide to IT utilization that works for small / midsize companies	ITmedia Enterprise	IT	Available	https://www.itmedia.co.jp/enterprise/subtop/features/smbit/
Permanent	Editorial feature	Digital Business+Design -Designing Data Driven management-	ITmedia Enterprise	IT	Available	https://www.itmedia.co.jp/enterprise/subtop/datadriven/
Permanent	Editorial feature	Digital Native Leaders -Grow the organization with DX-	ITmedia Enterprise	IT	Available	https://www.itmedia.co.jp/enterprise/subtop/dx_organization/
Permanent	Editorial feature	Business automation -The New Normal of work in the digital age-	ITmedia Enterprise	IT	Available	https://www.itmedia.co.jp/enterprise/subtop/automation/
Permanent	Editorial feature	Securitty -For those who protect information and systems-	ITmedia Enterprise	IT	Available	https://www.itmedia.co.jp/enterprise/subtop/security/
Permanent	Editorial feature	SDGs special feature "Future society to be changed by companies	ITmedia NEWS/ITmedia Business Online			https://www.itmedia.co.jp/news/special/bz220206/index.html
Permanent	Editorial feature	AI+	ITmedia NEWS	IT		https://www.itmedia.co.jp/news/subtop/aiplus/
Permanent	Editorial feature	CLOUD USER	ITmedia NEWS	IT		https://www.itmedia.co.jp/news/subtop/clouduser/
Permanent	Editorial feature	Work Discovery Lab	ITmedia NEWS	IT		https://www.itmedia.co.jp/topics/career/
Permanent	Editorial feature	STUDIO PRO	ITmedia NEWS	IT		https://www.itmedia.co.jp/news/subtop/studio/
Permanent	Editorial feature	Quantum computers that will change the future	ITmedia NEWS	IT		https://www.itmedia.co.jp/news/subtop/features/quantum/index.html
Permanent	Editorial feature	Security hot topics	ITmedia NEWS	IT		https://www.itmedia.co.jp/news/subtop/security/
Permanent	Editorial feature	Desk tour	ITmedia NEWS	IT		https://www.itmedia.co.jp/news/subtop/features/desktour/index.html
Permanent	Editorial feature	SaaS Business Institute	ITmedia NEWS	IT	Available	https://www.itmedia.co.jp/news/subtop/saaslab/
Permanent	Editorial feature	#SHIFT	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/hashshift/
Permanent	Editorial feature	Textbook for a New Generation of Salespeople	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/newsales/
Permanent	Editorial feature	The Retail revolution	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/retailtech/
Permanent	Editorial feature	Finance and accounting in transformation	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/zaimukeiri/
Permanent	Editorial feature	Digital applications for financial institutions	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/finance/
Permanent	Editorial feature	Aggressive general affairs	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/soumu/
Permanent	Editorial feature	HR Design＋	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/jinji/
Permanent	Editorial feature	Marketing evolution theory	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/marketer/
Permanent	Editorial feature	CxO Insights	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/cxoinsights/
Permanent	Editorial feature	Interview with top management -Strengthening the company-	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/topinterview/
Permanent	Editorial feature	Municipal DX frontline	ITmedia Business Online	Business		https://www.itmedia.co.jp/business/subtop/digitalgovernment/index.html
Permanent	Editorial feature	@IT Cloud Native Central	@IT	IT	Available	https://atmarkit.itmedia.co.jp/ait/subtop/cloudnative/
Permanent	Editorial feature	@IT Low code/No code Central	@IT	IT	Available	https://atmarkit.itmedia.co.jp/ait/subtop/lowcodenocode/index.html
Permanent	Editorial feature	"GitHub" -What you need to know, what you can get out of it-	@IT	IT	Available	https://atmarkit.itmedia.co.jp/ait/subtop/features/coding/github.html
Permanent	Editorial feature	AI for engineering	@IT	IT	Available	https://atmarkit.itmedia.co.jp/ait/subtop/features/smart/ai4se.html
Permanent	Editorial feature	Microsoft & Windows frontline 2024	@IT	IT	Available	https://atmarkit.itmedia.co.jp/ait/subtop/features/server/ms_win_2023.html
Permanent	Ad feature	ITM×ITC Joint Project: How to choose SaaS	TechTarget Japan x Keyman's Net	IT	Available	
Permanent	Others	ITreview's collaborative program: Review utilization advertorial production	ITreview	IT	—	
January	Editorial feature	New Year top interview 2024	ITmedia Business Online	Business		
January	Editorial feature	Business Reforms to Eliminate Waste	ITmedia Business Online	Business		
January	Online event	Digital Strategy EXPO 2024 Winter	ITmedia Business Online	Business	Available	
January	Editorial feature	The New Normal in Cloud AI	ITmedia NEWS	IT		
January	Ad feature	Pickup Theme: SIEM	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Pickup Theme: SaaS Management	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Pickup Theme: Backup	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Pickup Theme: WAF	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Pickup Theme: XDR	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Pickup Theme: Software Quality	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Pickup Theme: Zero Trust Security/Authentication	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Product Selection Guide: Vulnerability Countermeasures	TechTarget Japan x Keyman's Net	IT	Available	
January	Ad feature	Product Selection Guide: DevOps	TechTarget Japan x Keyman's Net	IT	Available	
January	Online seminar	@IT Operations Management Seminar	@IT	IT	Available	
January	Online seminar	How to choose a business chat tool that makes a difference	ITmedia Business Online	Business	Available	
February	Online seminar	ITmedia DX Summit Vol.19 (Backup)	ITmedia Enterprise	IT	Available	
February	Online seminar	ITmedia DX Summit Vol.19（Data Infrastructure/Utilization）	ITmedia Enterprise	IT	Available	
February	Online seminar	ITmedia DX Summit Vol.19 Executive DX	ITmedia Executive	IT	Available	
February	Online seminar	ITmedia Executive Security Seminar 2024 Winter	ITmedia Executive	IT	Available	
February	Online seminar	Business Efficiency Seminar	ITmedia Enterprise	IT	Available	
February	Online seminar	ERP Transformation Seminar	ITmedia Enterprise	IT	Available	
February	Online seminar	ITmedia Security Week 2024 Winter	IT-related Media Joint Project	IT	Available	
February	Online seminar	AI is Changing Financial Law	ITmedia Business Online	Business	Available	
March	Ad feature	Sponsor Share-type Lead Generation: Network Security	TechTarget Japan x Keyman's Net	IT	Available	
March	Ad feature	Sponsor Share-type Lead Generation: Endpoint Security	TechTarget Japan x Keyman's Net	IT	Available	
March	Ad feature	Sponsor Share-type Lead Generation: Ransomware Countermeasures	TechTarget Japan x Keyman's Net	IT	Available	
March	Ad feature	Sponsor Share-type Lead Generation: IT Infrastructure Optimization	TechTarget Japan x Keyman's Net	IT	Available	
March	Online seminar	@IT Cloud Native Week 2024 Winter	@IT	IT	Available	
March	Online seminar	AccountingDay 2024 Winter	ITmedia Business Online	Business	Available	
March	Online seminar	@IT Development Transformation Seminar	@IT	IT	Available	
March	Online seminar	The Real Value of Windows 11 in Reducing IT Management Burden and Improving Productivity	ITmedia Business Online / ITmedia NEWS	Business	Available	
April	Editorial feature	Education DX Frontline to Transform the Field	ITmedia NEWS	IT		
April	Editorial feature	The Potential of "Cyber Resilience," the Power to Recover	ITmedia NEWS	IT		
April	Editorial feature	The Great Invasion of AI Images -The Future of Creators-	ITmedia NEWS	IT		
April	Editorial feature	Lurking Risks in Generative AI "AI Governance" that Management Should Address	ITmedia Business Online	Business		
April	Online seminar	@IT NETWORK Live Week 2024 Spring	@IT	IT	Available	
April	Ad feature	Pickup Theme: ID/password management	TechTarget Japan x Keyman's Net	IT	Available	
April	Ad feature	Pickup Theme: Hybrid Cloud/Multi-Cloud	TechTarget Japan x Keyman's Net	IT	Available	
April	Ad feature	Product Selection Guide (Theme: TBD)	TechTarget Japan x Keyman's Net	IT	Available	
April	Ad feature	Product Selection Guide (Theme: TBD)	TechTarget Japan x Keyman's Net	IT	Available	
May	Online seminar	Management x Business Planning Day 2024 Spring	ITmedia Business Online	IT	Available	
May	Online seminar	ITmedia Security Week 2024 Spring	IT-related Media Joint Project	IT	Available	
May	Online seminar	Financial Cyber Security Conference 2024 Spring	@IT	IT	Available	
May	Online seminar	HR DesignDays 2024 Spring	ITmedia Business Online			
May	Online seminar	Sales DX Seminar 2024 Spring	ITmedia Business Online			
May	Online seminar	@IT Operations Management Seminar 2024 Spring	@IT	IT	Available	
May	Online seminar	Pharmaceutical DX & Data Utilization Conference	Manufacture-related Media Joint Project			
May	Online seminar	ITmedia Executive Security Seminar 2024 Spring				
June	Online seminar	DX Summit	IT-related Media Joint Project	IT	Available	
June	Online seminar	Business Succession and M&A Seminar	ITmedia Business Online			
June	Online seminar	@IT Cloud Native Week Spring 2024	@IT	IT	Available	
June	Online seminar	Local Government DX Conference	ITmedia Business Online			
June	Online seminar	@IT Development Transformation Seminar Spring 2024				
June	Ad feature	Sponsor Share-type Lead Generation: Network Security	TechTarget Japan x Keyman's Net	IT	Available	

Month	Type	Title	Media	Category	Status
June	Ad feature	Sponsor Share-type Lead Generation: Endpoint Security	TechTarget Japan x Keyman's Net	IT	Available
June	Ad feature	Sponsor Share-type Lead Generation: Ransomware Countermeasures	TechTarget Japan x Keyman's Net	IT	Available
June	Ad feature	Sponsor Share-type Lead Generation: IT Infrastructure Optimization	TechTarget Japan x Keyman's Net	IT	Available
July	Online seminar	ITmedia Executive Security Seminar 2024 Summer	ITmedia Executive	IT	Available
July	Online event	Digital Strategy EXPO 2024 Summer	ITmedia Business Online	Business	Available
July	Ad feature	Pickup Theme: Collaboration Tools	TechTarget Japan x Keyman's Net	IT	Available
July	Ad feature	Pickup Theme: Sales DX	TechTarget Japan x Keyman's Net	IT	Available
July	Ad feature	Product Selection Guide (Theme TBD)	TechTarget Japan x Keyman's Net	IT	Available
July	Ad feature	Product Selection Guide (Theme TBD)	TechTarget Japan x Keyman's Net	IT	Available
August	Online seminar	@IT operation management seminar	@IT	IT	Available
August	Online seminar	ITmedia Security Week 2024 Summer	IT-related Media Joint Project	IT	Available
September	Online seminar	DX Summit	IT-related Media Joint Project	IT	Available
September	Online seminar	Developer Events	IT-related Media Joint Project	IT	Available
September	Ad feature	Sponsor Share-type Lead Generation: Network Security-	TechTarget Japan x Keyman's Net	IT	Available
September	Ad feature	Sponsor Share-type Lead Generation: Endpoint Security-	TechTarget Japan x Keyman's Net	IT	Available
September	Ad feature	Sponsor Share-type Lead Generation: Ransomware countermeasures-	TechTarget Japan x Keyman's Net	IT	Available
September	Ad feature	Sponsor Share-type Lead Generation: IT Infrastructure Optimization-	TechTarget Japan x Keyman's Net	IT	Available
October	Online seminar	SME DX Seminar 2024 Fall	ITmedia Business Online	Business	Available
October	Ad feature	Pickup Theme: XDR	TechTarget Japan x Keyman's Net	IT	Available
October	Ad feature	Pickup Theme: IT Asset Management	TechTarget Japan x Keyman's Net	IT	Available
October	Ad feature	Product Selection Guide (Theme TBD)	TechTarget Japan x Keyman's Net	IT	Available
October	Ad feature	Product Selection Guide (Theme TBD)	TechTarget Japan x Keyman's Net	IT	Available
November	Online seminar	@IT operation management seminar (Rebroadcasting)	@IT	IT	Available
November	Online seminar	AI/Automation for Business Leaders	ITmedia Enterprise	IT	Available
November	Online seminar	Management x Corporate Planning Day 2024 Fall	ITmedia Business Online	Business	Available
November	Online seminar	DX Summit	IT-related Media Joint Project	IT	Available
November	Online seminar	ITmedia Security Week 2024 Fall	IT-related Media Joint Project	IT	Available
December	Online seminar	HR Design Days 2024 Fall	ITmedia Business Online	Business	Available
December	Online seminar	@IT Cloud Native Week 2024 Fall	@IT	IT	Available
December	Ad feature	Sponsor Share-type Lead Generation: Network Security	TechTarget Japan x Keyman's Net	IT	Available
December	Ad feature	Sponsor Share-type Lead Generation: Endpoint Security	TechTarget Japan x Keyman's Net	IT	Available
December	Ad feature	Sponsor Share-type Lead Generation: Ransomware Countermeasures	TechTarget Japan x Keyman's Net	IT	Available
December	Ad feature	Sponsor Share-type Lead Generation: IT Infrastructure Optimization	TechTarget Japan x Keyman's Net	IT	Available
January, 2025	Online event	ITmedia Digital Strategy EXPO ITmedia Digital Strategy EXPO 2025 Winter	ITmedia Business Online	Business	Available
January, 2025	Online seminar	@IT Operations Management Seminar	@IT	IT	Available
January, 2025	Ad feature	Pickup Theme: Software Quality	TechTarget Japan x Keyman's Net	IT	Available
January, 2025	Ad feature	Pickup Theme: Zero Trust Security/Authentication	TechTarget Japan x Keyman's Net	IT	Available
January, 2025	Ad feature	Product Selection Guide (Theme TBD)	TechTarget Japan x Keyman's Net	IT	Available
January, 2025	Ad feature	Product Selection Guide (Theme TBD)	TechTarget Japan x Keyman's Net	IT	Available
February, 2025	Online seminar	ITmedia Security Week 2025 Winter	IT-related Media Joint Project	IT	Available
February, 2025	Online seminar	ITmedia Executive Security Seminar	ITmedia Executive	IT	Available
March, 2025	Online seminar	Developer Events	IT-related Media Joint Project	IT	Available
March, 2025	Online seminar	DX Summit	IT-related Media Joint Project	IT	Available
March, 2025	Ad feature	Sponsor Share-type Lead Generation: Network Security	TechTarget Japan x Keyman's Net	IT	Available
March, 2025	Ad feature	Sponsor Share-type Lead Generation: Endpoint Security	TechTarget Japan x Keyman's Net	IT	Available
March, 2025	Ad feature	Sponsor Share-type Lead Generation: Ransomware Countermeasures	TechTarget Japan x Keyman's Net	IT	Available
March, 2025	Ad feature	Sponsor Share-type Lead Generation: IT Infrastructure Optimization	TechTarget Japan x Keyman's Net	IT	Available

※Please contact our sales representatives for details.

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