

Email Ad  
Special Campaign **May June**

Email Special Edition

**Double Delivery**

Targeting Mail(eDM)

**Special Discount**



Applicable until email delivery  
through June 30, 2024

# E-newsletter Ads for IT industry / Line of Business

You can distribute exclusive e-newsletter advertisements to their subscribers who have a high level of expertise and interest in each media. This service can be used for product announcements, directing readers to your campaign websites, and attracting customers to your events.

Email special edition	Number of subscribers	Number of deliveries	Effective rate per delivery
@IT Mail Special Edition (IT Strategy)	280,000	2-times deliveries ※2 deliveries for the price of 1!	<del>JPY 2,640,000</del> ⇒ <b>JPY 1,320,000</b>
@IT Mail Special Edition (IT Strategic Operations/ Management)	224,000		
@IT Mail Special Edition (System Development)	234,000		
@IT Mail Special Edition (Security)	208,000		<del>JPY 1,200,000</del> ⇒ <b>JPY 600,000</b>
@IT Mail Special Edition (Career/Skill Development)	154,000		
@IT Jibun Senryaku Kenkyujo (Self-Strategy Research Institute) Mail Special Edition	73,000		
ITmedia Enterprise Mail Special Edition	184,000		
ITmedia Enterprise Mail for SME Special Edition	86,000		<del>JPY 1,360,000</del> ⇒ <b>JPY 680,000</b>
ITmedia Executive Mail Special Edition	6,400		<del>JPY 1,200,000</del> ⇒ <b>JPY 600,000</b>

- ※ HTML format Email is also available. (Additional charge of JPY 100,000 is required.)
- ※ The above prices are gross and do not include tax.
- ※ Since inventory is limited, when considering it, please contact the sales representative in charge as soon as possible.

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Email special edition	Number of subscribers	Number of deliveries	Effective rate per delivery
ITmedia NEWS Anchor Desk Magazine Mail Special Edition	34,000	2-times deliveries ※2 deliveries for the price of 1!	<del>JPY 800,000</del> ⇒ JPY 400,000
ITmedia Business Online Mail Special Edition	152,000		<del>JPY 1,260,000</del> ⇒ JPY 630,000
ITmedia Marketing Mail Special Edition	84,000		<del>JPY 1,120,000</del> ⇒ JPY 560,000

- ※ HTML format Email is also available. (Additional charge of JPY 100,000 is required.)
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# Targeting Mail (eDM)

Exclusive email advertisements can be delivered to users who have obtained opt-in permission from email magazine subscribers. In addition to the existing attribute data of ITmedia ID members (including ABM), the behavioral data of readers stored in the "ITmedia DMP" can be used for more accurate targeting.

Email	Special discount rate
Targeting Mail across ITmedia ID (up to 400,000 names)	<p>Specified segments Attribute / Behavior history / Company name (ABM)</p> <p><b>JPY 30</b> per name</p>
ITmedia Enterprise Targeting Mail	
@IT Targeting Mail	
ITmedia Business Online Targeting Mail	
ITmedia Marketing Targeting Mail	
TechTarget Japan/Keyman's Net Targeting Mail	

- ※ HTML format Email is also available. (Additional charge of JPY 100,000 is required.)
- ※ The above prices are gross and do not include tax.
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