



工業団地インフォ

INDUSTRIAL ESTATE INFO

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“Industrial Estate Info” Website Media Guide

<https://estate.nikkan.co.jp/>

2024.4-6

What is "Industrial Estate Info"

- ✓ Includes but not limited to information on Japanese, other countries' industrial estates will be available.
- ✓ Provides user-friendly service and enhanced search engine function which is also compatible with on mobile screens.
- ✓ Linked with website, SNS and e-mail magazines operated by The Nikkan Kogyo Shimibun.
- ✓ Applies an effective SEO strategy to improve information transmission capacity.

① Search Tools

Search based on conditions such as country / region.

② Industrial Estate News

Selection of related articles from Nikkan Kogyo Shimibun.

High update frequency to activate the site and improve its value.

③ Information Related to Industrial Estates

Special columns, useful information, related links, etc.

④ "Special Contents" space

⑤ "Premium Contents" space

⑥ NIKKAN Selection

(④-⑥ explained later in detail)



For Desktop

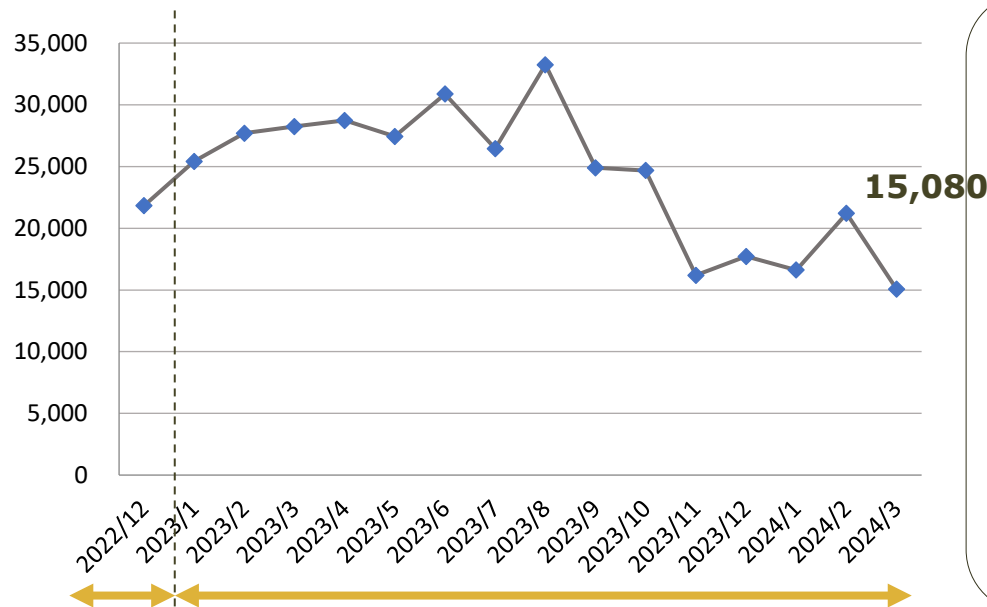


For Mobile

Media Power

Page Views(PV)	15,080/month
Unique Users(UU)	8,236/month
Avg. Session Duration	0:00:34
Pages/Session	1.49

(Results for Mar. 2024 ※Google Analytics 4)



Measuring tool :
Google Analytics

Measuring tool : Google Analytics 4

Why did we open this site?

Other existing industrial estate sites

- Information only provided for limited areas
- Lack of search function
- Lack of information transmission capacity



Promotion through Nikkan Kogyo Shimbun media

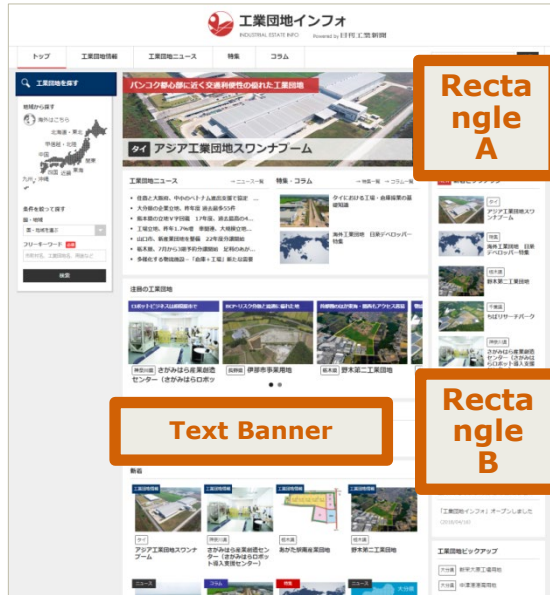
- Newspapers・Magazines
- Website: 2,000,000PV /month, 800,000UU / month
- E-mail magazines: 230,000 subscribers
- Twitter, Facebook, LINE@



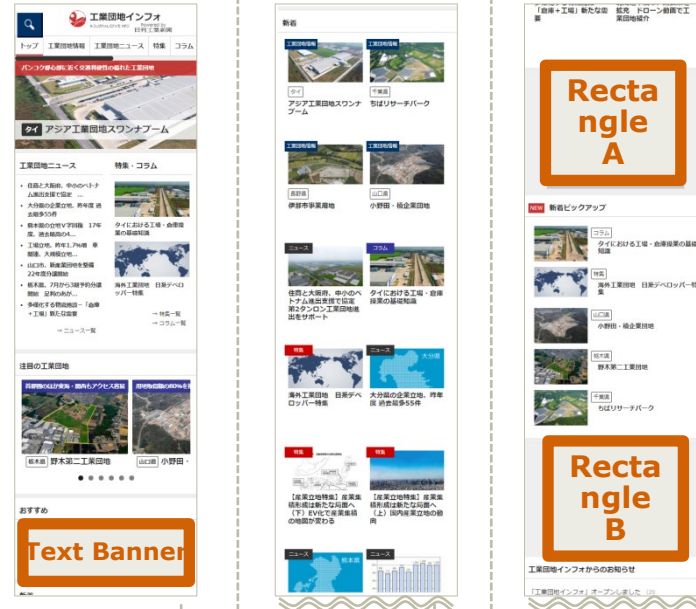
- User →→ Easy to find information
- Sender → Easy to deliver information

Advertisement Space (Homepage)

For Desktop



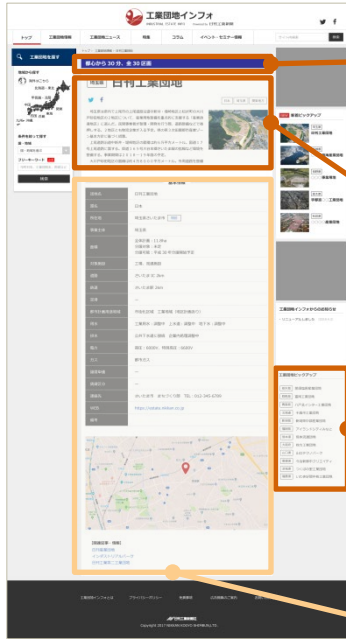
For Mobile



Ad name	Post period	Rate	Quantity	Spec
Rectangle A	1 month	JPY 300,000 (+tax)	3	300 pixel(width)×250 pixel(height) (All pages)
Rectangle B	1 month	JPY 200,000 (+tax)	3	300 pixel(width)×250 pixel(height) (All pages)
Text Banner	1 month	JPY 100,000 (+tax)	3	Up to 35 Japanese characters (All pages)

“Special Contents” - Advertisement Option

For Desktop



Sales copy

Up to 18 Japanese characters

**Photos:1
Text**

Up to 300 Japanese characters

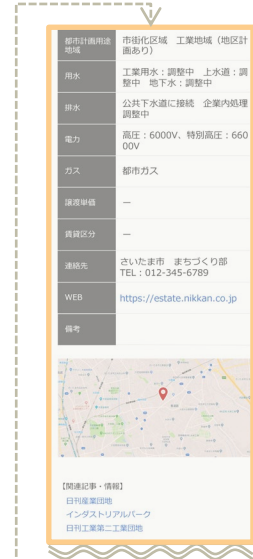
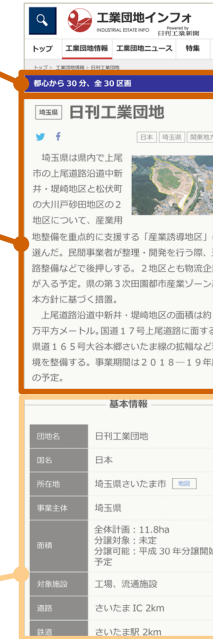
“NIKKAN Selection” area

Have priority to show information in this section (Randomly displayed)

※ Please refer to page 7 for the mobile version.

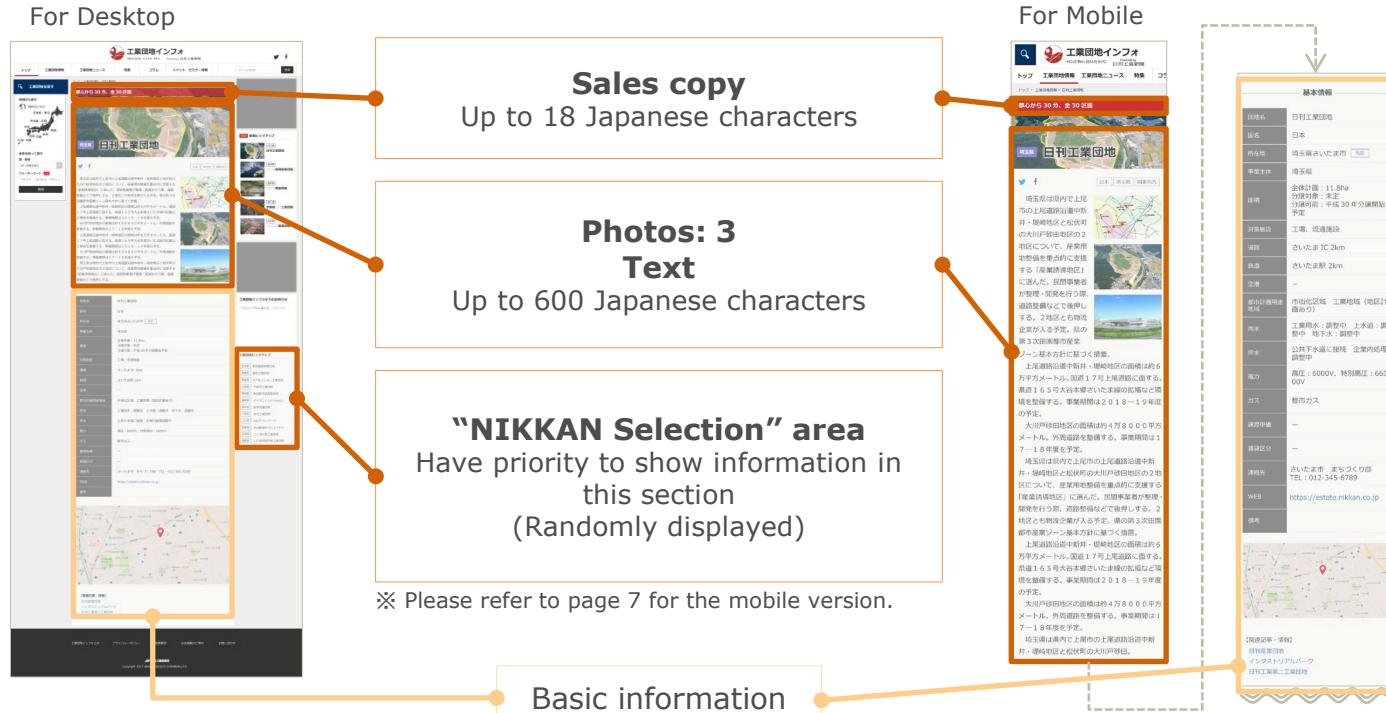
Basic information

For Mobile



Ad name	Post period	Rate	Quantity	Spec
Special Contents	<ul style="list-style-type: none"> Homepage: 1month Photos, Text, Priority displayed: 1year 	JPY 500,000 (+tax)	10	Basic information + Photos:1, Text:Up to 300 Japanese characters +
	<ul style="list-style-type: none"> Homepage: 1month Photos, Text, Priority display: 6months 	JPY 300,000 (+tax)		Priority displayed in “NIKKAN Selection” (Random displayed)

“Premium Contents” - Advertisement Option



Ad name	Post period	Rate	Quantity	Spec
Premium Contents	<ul style="list-style-type: none"> Homepage: 1month Photos, Text, Priority display: 1year 	JPY 800,000 (+tax)	3	Basic information + Photos:3, Text:Up to 600 Japanese characters +
	<ul style="list-style-type: none"> Homepage: 1month Photos, Text, Priority display: 6months 	JPY 500,000 (+tax)		Priority displayed in “NIKKAN Selection” (Random displayed)

Individual Industrial Estates Page

Please provide information on the industrial estate.

For the “Basic information” part,
the publication fee is free.

Please contact us for the data format (Excel file).

Number of registered estates

Japan : 312 (42 prefectures)

Others : 294 (14 countries)

As of Mar. 2024

Industrial Estate “Basic Information”

- Name of estate
- Location
- Project Implementing Organization
- Area
- Target facility
- Highway
- Railway
- Airport
- Harbor
- Types of use in urban planning regions
- Water supply
- Drainage
- Electrical power
- Gas
- Transfer price
- Lease
- Contact info
- Map info



Display on Smartphone

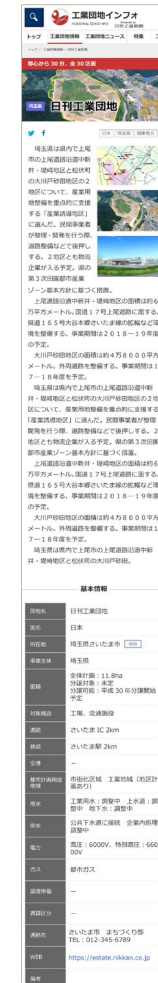
Homepage



"Special Contents"



"Premium Contents"



Contact Us

[About Advertisement and other inquiries]

The Nikkan Kogyo Shimbun

ad-denshi@nikkan.tech

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Tokyo 103-8548, Japan

[To provide information]

Please use the inquiry form below.

<https://biz.nikkan.co.jp/english/contact/>