



工業団地インフォ

INDUSTRIAL ESTATE INFO

Powered by 日刊工業新聞

“Industrial Estate Info” Website Media Guide

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

2026.02-03

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 Shimbun.
- ✓ 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 Shimbun.

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

③ Information Related to Industrial Estates

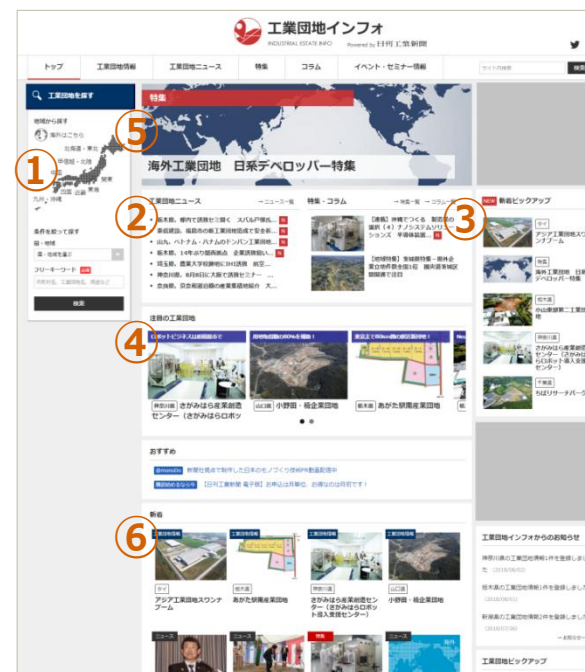
Special columns, useful information, related links, etc.

④ "Special Contents" space

⑤ "Premium Contents" space

⑥ NIKKAN Selection

(④-⑥ explained later in detail)



For Desktop

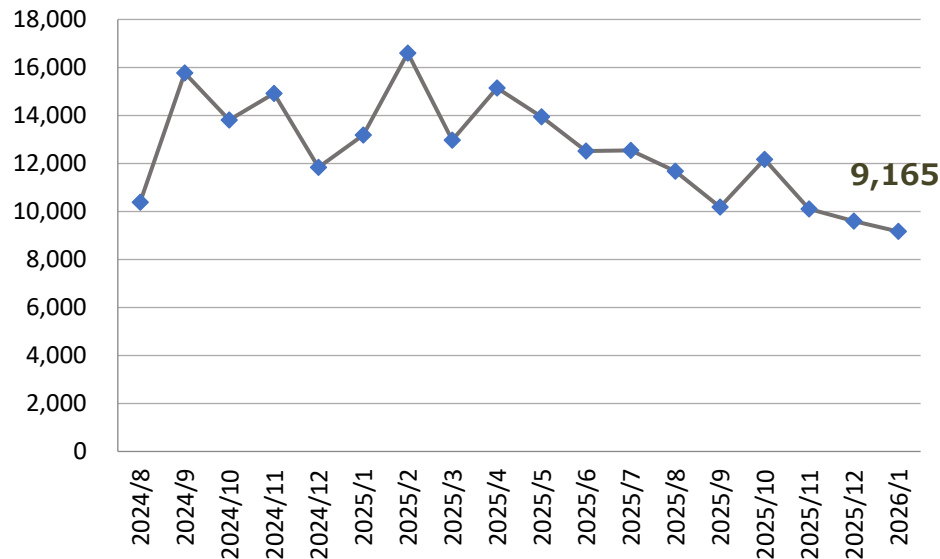


For Mobile

Media Power

Page Views(PV)	9,165/month
Unique Users(UU)	5,019/month
Avg. Session Duration	0:00:29
Pages/Session	1.43

(Results for Jan. 2026 ※Google Analytics 4)



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

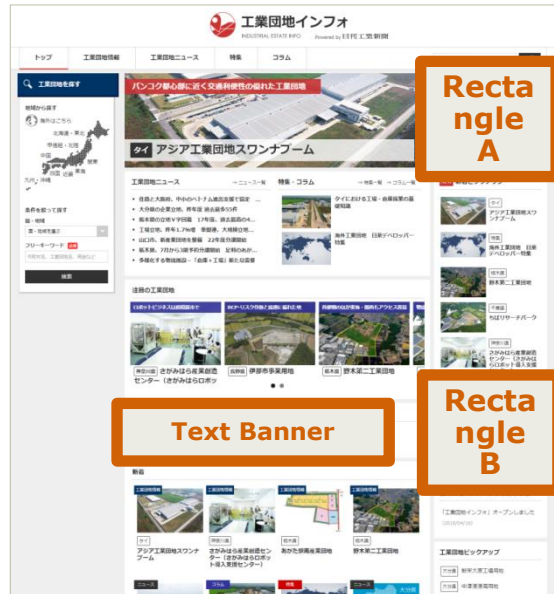
- Newspapers・Magazines
- Website: 1,740,000PV/month, 900,000UU/month
- E-mail magazines: 220,000 subscribers
- X, Facebook



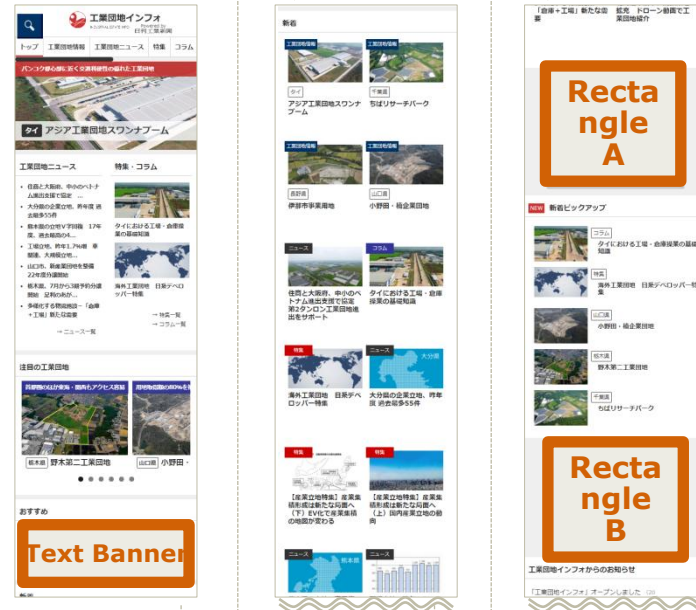
- User →→ Easy to find information
- Sender → Easy to deliver information

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)	2	Up to 35 Japanese characters (All pages)

The screenshot displays the Iwate Industrial Information Portal website. At the top, the header includes the portal's name in Japanese and English, along with a logo. A navigation bar below the header contains links such as 'Home', 'About Iwate', and 'Contact Us'. The main content area is titled 'Iwate Prefecture' and features a large map of the prefecture. A red pin on the map indicates the location of the 'Iwate Prefecture' page. To the right of the map is a sidebar with various links and a list of featured companies. The page is designed with a clean, professional layout using a blue and white color scheme.

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

	工業団地インフォ INDUSTRIAL SITE INFO 【IT】工場の新情報
トップ	工場用地情報 工業団地ニュース 特稿

都府から30分、全30区画

掲載地区	日刊工業団地	日本 埼玉県 掲載地区
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埼玉県は県内で上尾市の上尾道路沿道・新井・堤場地区と松伏町の犬川戸砂田地区の2地域に絞って、産業用土地を重点的に支援する「産業誘導地区」を選んだ。民間事業者が整備・開発を行う形で、路線価でもとら押す。2地区とも物流倉庫があるなど、第3次関東圏都市化ゾーンに当てに基づき選定。

上尾道路沿道・新井・堤場地区の面積は約7万平方メートル、国道17号・戸沼沿道に面する計165号宅地を基本とした大規模な住宅地も環境を整備する。事業期間は2018～19年の予定。

基本情報	
団地名	日刊工業団地
国名	日本
所在地	埼玉県さいたま市 詳細
事業主体	埼玉県
面積	全体計画：11.8ha 決定：未定 分譲予定：平成30年分譲開始
対象施設	工場、流通施設
道路	さいたまIC 2km
鉄道	さいたま駅 2km

Ad name	Post period	Rate	Quantity	Spec
Special Contents	• Homepage:1month • Photos, Text, Priority displayed:1year	JPY 500,000 (+tax)	10	Basic information + Photos:1, Text:Up to 300 Japanese characters +
	• Homepage:1month • Photos, Text, Priority display:6months	JPY 300,000 (+tax)		Priority displayed in "NIKKAN Selection" (Random displayed)

“Premium Contents” - Advertisement Option

For Desktop

For Mobile

Sales copy
Up to 18 Japanese characters

**Photos: 3
Text**
Up to 600 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

Ad name	Post period	Rate	Quantity	Spec
Premium Contents	- Homepage: 1month - Photos, Text, Priority display: 1year	JPY 800,000 (+tax)	3	Basic information + Photos: 3, Text: Up to 600 Japanese characters +
	- 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 : 321 (42 prefectures)

Others : 301 (15 countries)

As of Jan. 2026

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

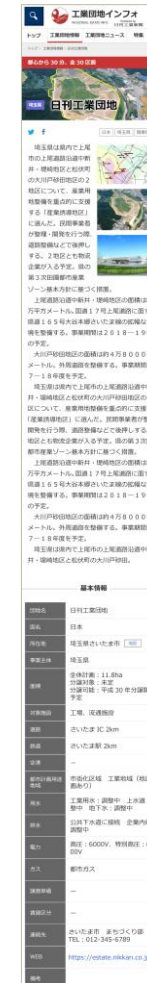
Homepage



"Special Contents"



"Premium Contents"



Contact Us

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