

ニューススイッチ

NEWSWITCH

News switch Media Guide

2024.4~6

<https://news switch.jp/>





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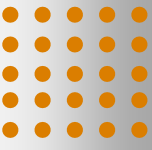
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Introduction

“Newswitch” is a website owned and operated by The Nikkan Kogyo Shimbun. We report our newspaper articles and original contents on this website, making industrial news in an easy-to-understand manner and approaching news from different perspectives.

To realize that, we pick up 17 timely themes for different categories such as “Business & Economy” “Technology” “Car / Railway / Airline”, and so on. Furthermore, our news reporters and outer industry experts will comment on the articles to add their view worth reading.

Main readers of this website are business people in their 20s to 40s who are responsible for the next generation and also the college students working towards the same path.

Newswitch was created with a focus on design. It is completely mobile-friendly. Also, we also aim to build communities through workshops or other events related to “Robot” or “Rikejo (working women in the fields of science and technology)” ,etc.

Newspaper companies like us, which are old media, stand at a crossroad. “Newswitch” would change and pursue the value of industrial information journal. Our challenge has only just begun. We pledge to continue growing as a media, listening sincerely to the voices of the people.

Our aim is to become “The most useful business website which is technical, clear and enjoyable”

We hope you will be looking forward to “Newswitch” from now.



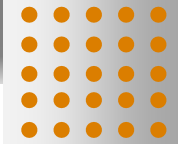
Yutaka Ake

The Daily Industrial News
Newswitch Producer



Ryuta Yoshimoto

The Daily Industrial News
Newswitch Editor-In-Chief



Outline of Newswitch



ニュースイッチ NEWSWITCH

ニュース 特集・連載 キーワード解説 イベント 動画 広告アーカイブ 記者・編集者 検索 ログイン 会員登録

NEW

新着記事

新型コロナウイルスが「天文学」に影響!? 東大など調査が明らかにしたこと
東京大学

トピックス のニュース一覧

【音声解説 #163】 11/29-12/05にニュースイッチで話題になった記事ランキング&編集部の見になる記事
音声解説 監修

日本の伝統を次世代につなぐ。「特走型リブランディング事業」で目指す未来
朝日

地域に貢献する企業が利益を生み出す東北最大級の老舗倉庫企業が取り組む水ジティブ・インパクトとは
朝日 中盤 AD

プラスチックの位置選択的金属材料化
ニッケル
朝日 中盤

立体造形物に電子回路、単大などが光造形3Dプリンターと無毒樹脂メッキ融合
朝日 中盤

アウディ・BYD・プジョー…主力EVを日本投入する海外メーカーたち、それぞれの戦略
フォルクスワーゲン

地域に貢献する企業が利益を生み出す東北最大級の老舗倉庫企業が取り組む水ジティブ・インパクトとは
朝日 中盤 AD

注目キーワード解説

ロジック半導体

演算処理や制御などを行う半導体デバイスで、パソコンやスマートフォンなどデジタル機器の中核部品の一つ。半導体基盤に構成される集積回路は、回路規模を縮小することでより多くのトランジスタを集積でき、消費電力削減や処理性能の向上につながる。先端ロジックを搭載するデジタル機器は膨大な演算処理を素早く行うことから、メーカーは回路規模の微細化を

特集・連載

金融で“解決”!! 今そこにある課題

ニュースイッチ NEWSWITCH

ニュース 特集・連載 キーワード解説 イベント 動画 広告アーカイブ 記者・編集者 検索 ログイン 会員登録

トピックス のニュース一覧

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朝日 中盤 AD

ドローンのレンタル事業・オリックス・レンタックが取り扱いを開始した日米2国間の結核
朝日

「スマホ首」の疲労感、金沢大などが解明した意義
朝日

魚と野菜を育て地域経済を潤す循環型農業、アクアボックス設備が火船渡で始まる
朝日

注目キーワード解説

“Newswitch” has created for reporting our contents more vivid and friendly.

Our concept is to “make hard or complicated news become easy to understand”.

We deliver news from the trending topics in real time to the topics with less attention but interesting to know to wide range of readers.

Starting from a news media, we would like to expand it to a wide range of the community.

<6 Categories>

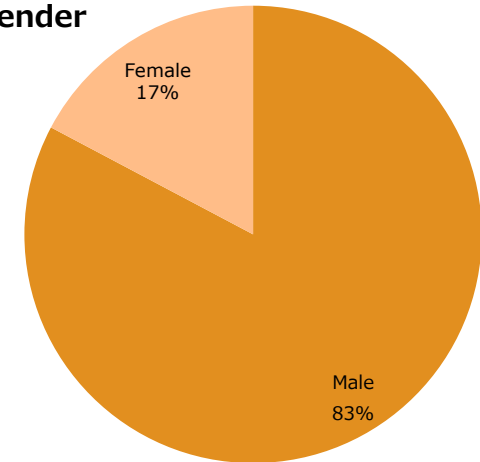
- “Topics”
- “Business & Economy”
- “Technology”
- “Car / Railway / Airline”
- “Education / Career”
- “Start up company”



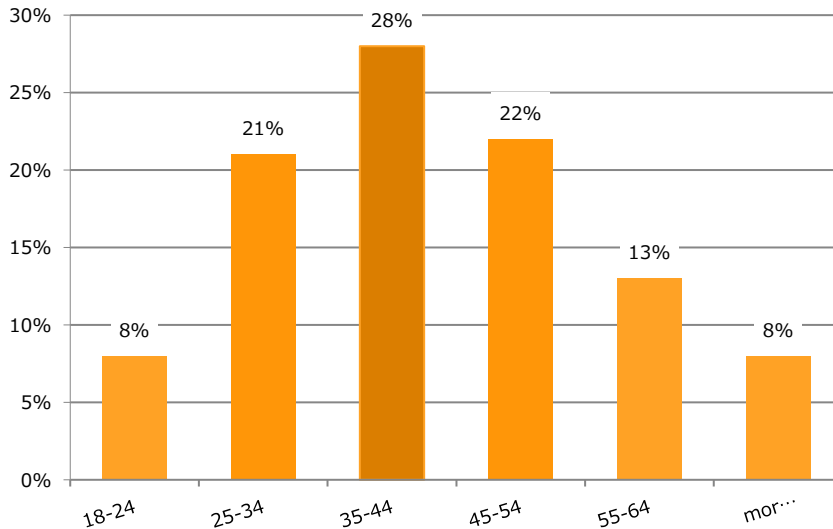
Overview

- ☑ Have a high percentage of junior/mid-level business person
→ Aged from 25 to 44 account for 49%.
- ☑ Managers and managerial personnel members are also our stable users.
→ Aged over 45 accounts for 43%
- ☑ Many users have interest in manufacturing (“Monodzukuri”) ,information about new technologies and products.
- ☑ Read by people who are interested in planning, survey/marketing, PR/advertising, corporate planning and start-up business.
- ☑ Lots of users are also conscious about venture companies.
- ☑ 57% of users access the site using smartphone.

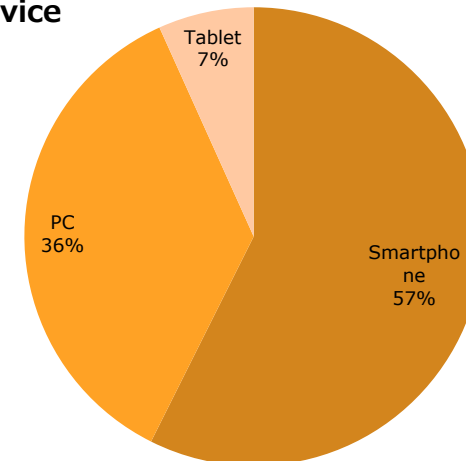
Gender

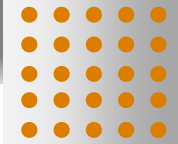


Age

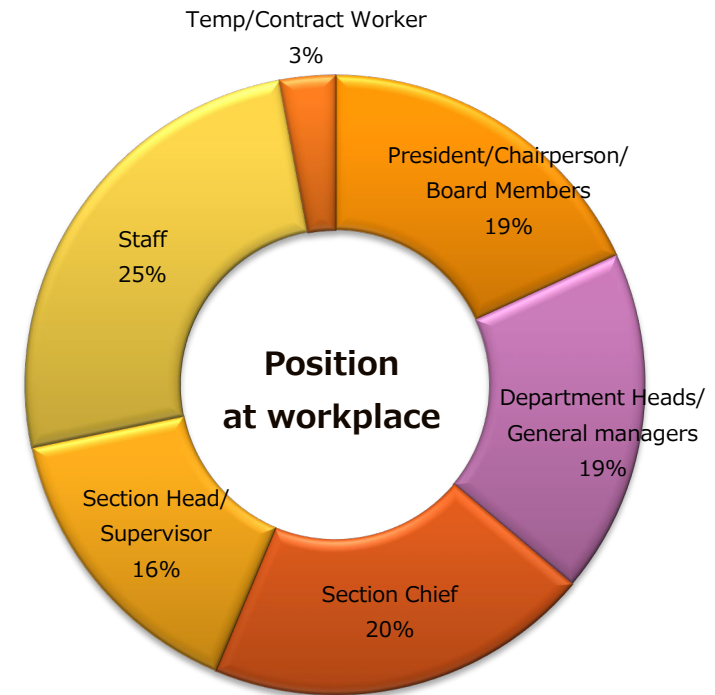
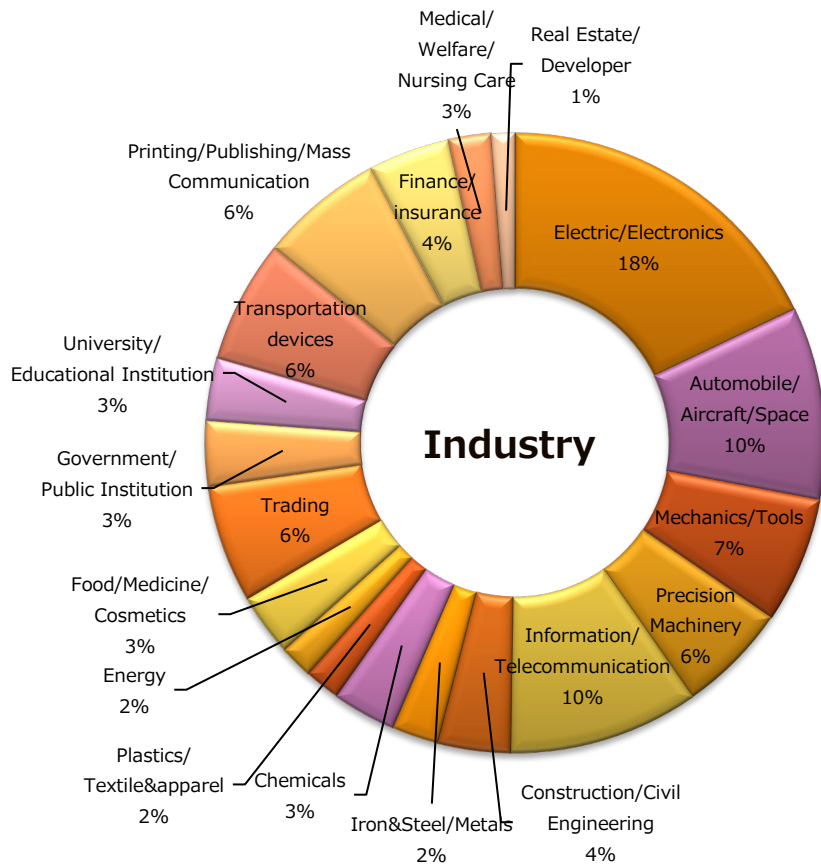


Device





Industry, Position at workplace

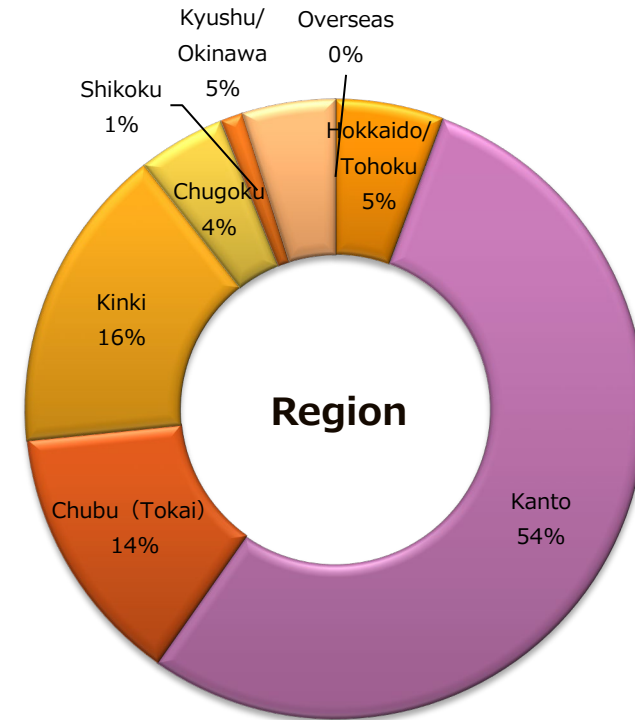
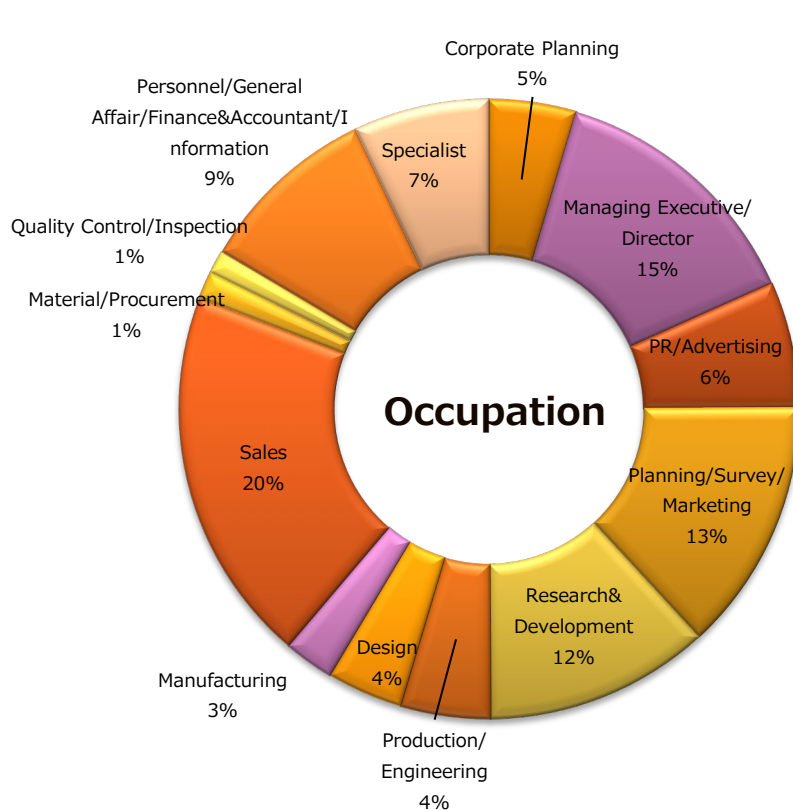


☑ Electronics/Machinery/Automobile accounts for high percentage(51%).

☑ Wide range of people read our contents without reference to their position.

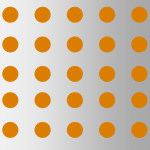


Occupation, Region



- ☑ The total of “Corporate Planning”, “Managing Executive/Director”, “PR/Advertising”, “Planning/Survey/Marketing” accounts for about 40%.
- ☑ Following the above, technical personnel such as “Research & Development” “Production/Engineering ” accounts for 24%, and next, “Sales” accounts for 20%.

- ☑ Kanto area(including Tokyo,Yokohama,Chiba,etc.) accounts for 50%. And also users in other areas,especially Chubu area(including Nagoya,Niigata,Hamamatu,etc.) and Kinki area (Osaka,Kyoto,Kobe,etc.) read our articles.



Page View(PV) & Unique User(UU)

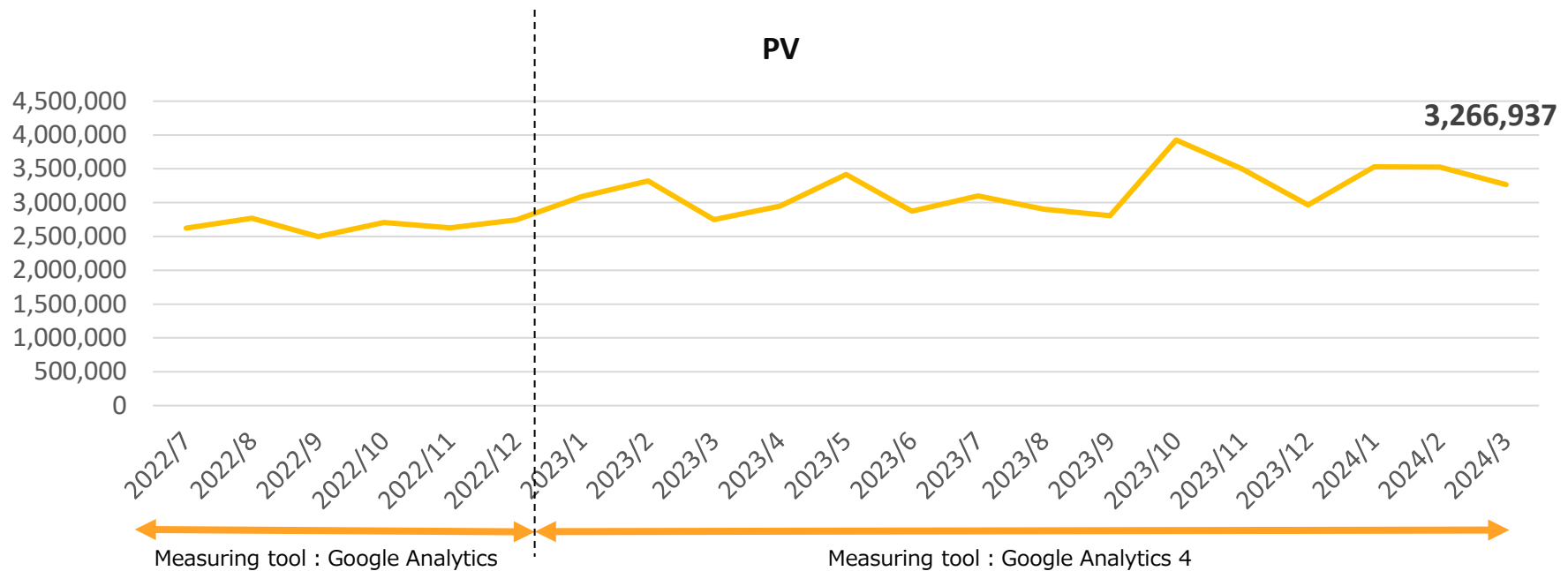
- ☑ Updated 10-15 articles/day
- ☑ total number of articles
approx. 41,046 (As of Mar. 2024)
- ☑ Data on Newswitch (Mar. 1-31, 2024)

PV 3,266,937

Unique User (UU) 2,431,545

PV of the average number of last four months* 3,320,619

* last four months ... Dec. 1,2023 - Mar. 31,2023





Spreading through SNS & other online media

- ☑ Facebook Like 5,736 (as of Mar. 31)
- ☑ X (Twitter) Follower 8,222 (as of Mar. 31)
- ☑ Newspicks Follower 20,891 (as of Mar. 31)
- ☑ Adopted as a Line News official account media (post our articles on Tue./Thu./Sun.) Registration(Friends) 252,767 (as of Mar. 31)
- ☑ Serve our articles out to other online media in Japan, such as Yahoo! News(Yahoo! Japan), goo news, dmenu news.
- ☑ Spreading on curation apps like SmartNews, etc.

SNS

facebook



News Media

YAHOO! ニュース



SmartNews



NEWS PICKS



goo ニュース



dmenu ニュース





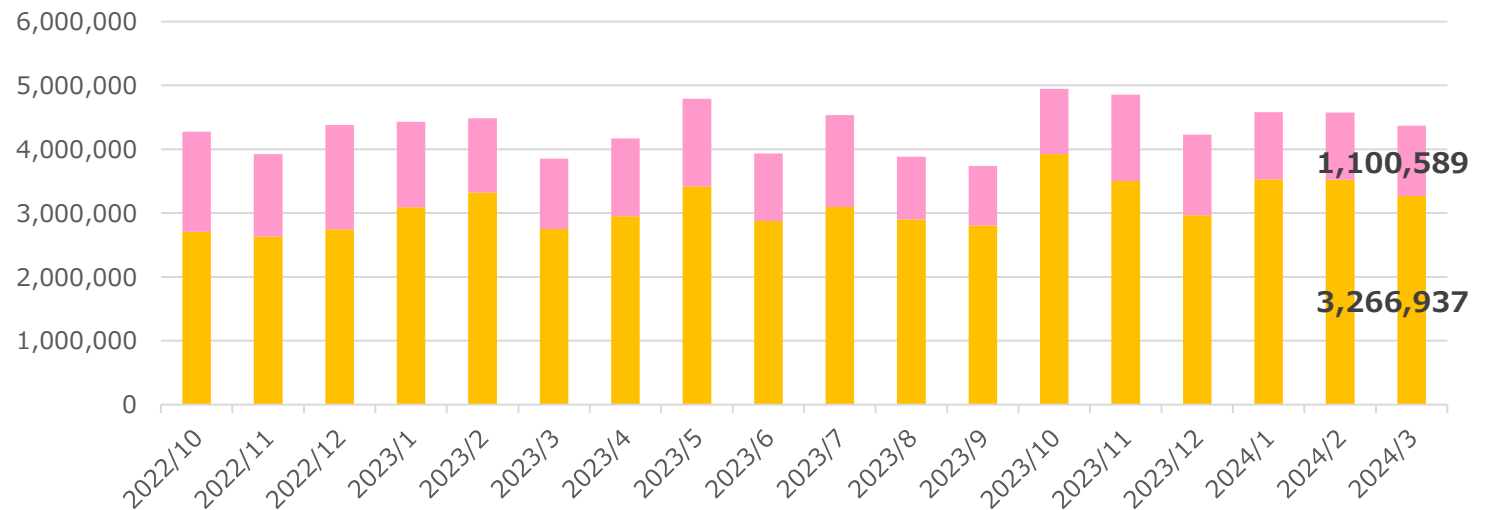
Page View(PV) (SmartNews : include "Newswitch Channel")

- ☑ Newswitch
PV 3,266,937 (Mar. 1-31, 2023)
- ☑ SmartNews "Newswitch Channel"
PV 1,100,589 (Mar. 1-31, 2023)
- ☑ Total PV
PV 4,367,526 (Mar. 1-31, 2023)

SmartNews

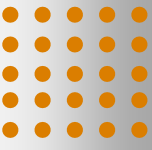


Total PV



Newswitch

Smartnews newswitch Channel



Total number of PV

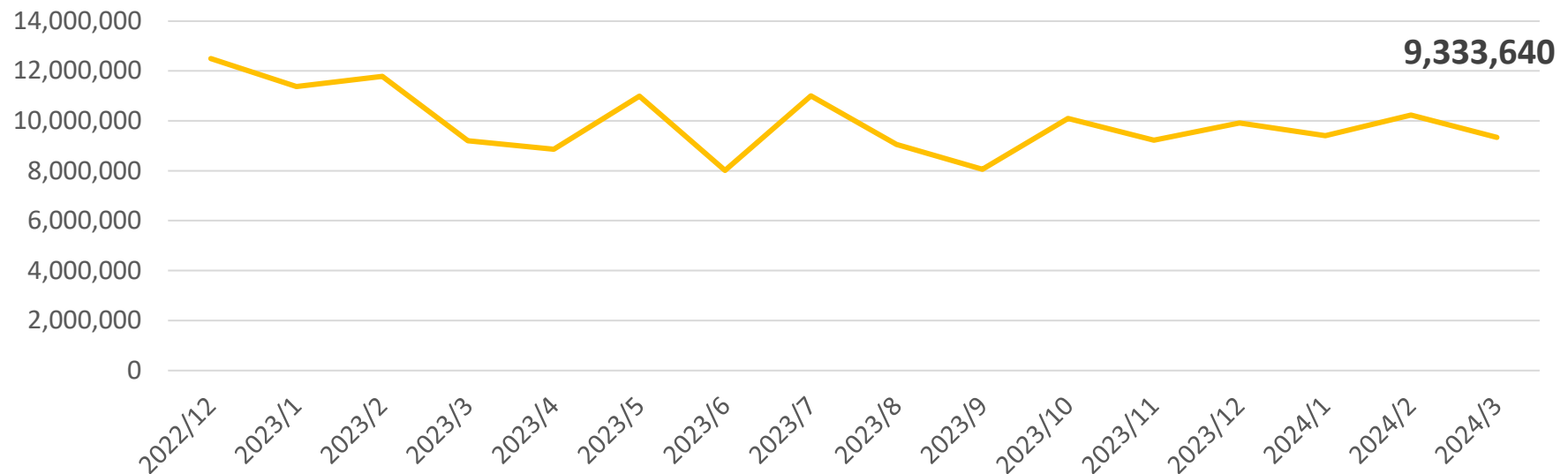
☑ **Total PV *1 9,333,640**
(Mar. 1-31, 2023)

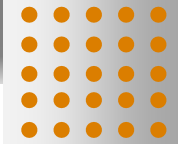
☑ PV of the average of last 4 months *2 **9,720,218**

*1 Total PV: In addition to PV on Newswitch , it includes views of outer website such as Yahoo! News (Yahoo! Japan), LINE News, SmartNews, dmenu-news, goo news.

*2 Last 4 months: Dec. 1,2023 – Mar.31,2024

Total Number of PV





Rectangle(Static)

《 PC 》



Rate	Rectangle A	1week	JPY 250,000 (+tax)
		1month	JPY 800,000 (+tax)
Quantity			6
Exposure area			All Pages
Exposure type			rotation
Estimated imps			400,000imp/month
Estimated Click through Rate (CTR)			Rectangle A : 0.05%
Device			PC/SP
Pixel Size (Width x High)	PC	300 x 250	
	Smartphone	300 x 250	

■ Sample Schedule

- ① Application
- ② Submission of the Ad
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.

➤ For smartphone site, please refer to the P.19.

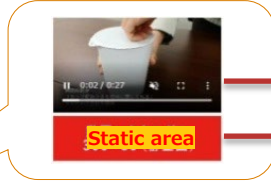


Video – Video Rectangle

《 PC 》



Rectangle A・B



✓ Video area Size=16:9 and up to 30MB

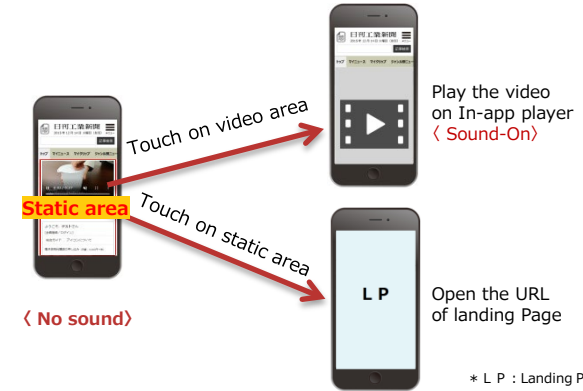
✓ Link to Static area.

Link to Static area.



《 Smartphone 》

Assign the different URL link to Static area.



Video Rectangle banners are available both PC and smartphone.
Please prepare just 1 video data for this ad.
On the ad area, there are 2 separate areas: a Video area and a Static area.
You can show titles or copies on the Static area.

Rate	Rectangle A	1week	JPY 350,000 (+tax)
		1month	JPY 900,000 (+tax)
Quantity		6	
Exposure area		All Pages	
Exposure type		rotation	
Estimated imps		400,000imp/month	
Estimated Click through Rate (CTR)		Rectangle A : 0.05%	
Statistic's Pixel Size (Width x High)		300x80	

- You can use video at the area of Rectangle A or Rectangle B.
- For smartphone, please refer to the upper right image.
- Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.
- For smartphone site, please refer to the P. 19.

■ Sample Schedule

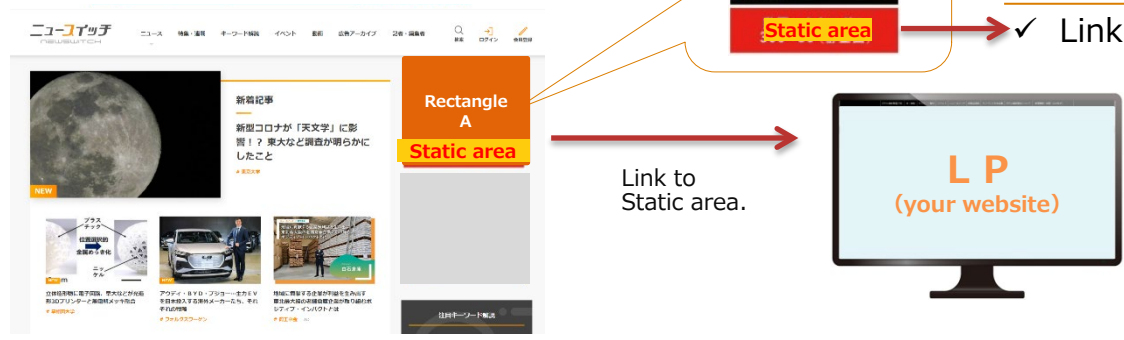
- ① Application
- ② Submission of the Ad (deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.



Video – YouTube Video Rectangle

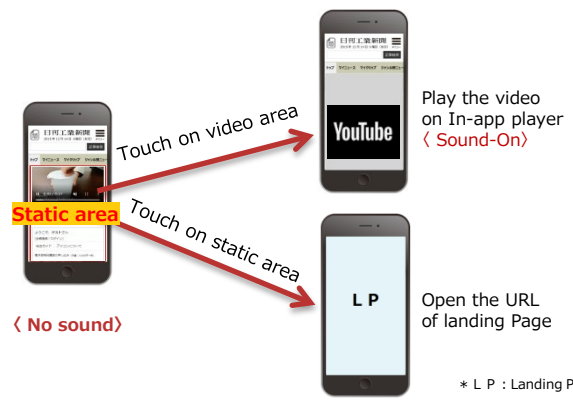
- ✓ Video area Size=16:9
- ✓ Capacity conforms to YouTube specifications
- ✓ Click on the video part to move to the YouTube page
- ✓ Link to Static area

《 PC 》



《 Smartphone 》

Assign the different URL link to Static area.



Video Rectangle banners are available both PC and smartphone.
Please prepare just 1 video YouTube's URL.

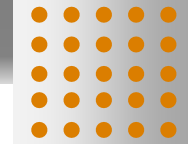
On the ad area, there are 2 separate areas: a Video area and a Static area.
You can show titles or copies on the Static area.

Rate	Rectangle A	1week	JPY 350,000 (+tax)
		1month	JPY 900,000 (+tax)
Quantity		6	
Exposure area		All Pages	
Exposure type		rotation	
Estimated imps		400,000imp/month	
Estimated Click through Rate (CTR)		Rectangle A : 0.05%	
Statistic's Pixel Size (Width x High)		300x80	

- You can use video at the area of Rectangle A or Rectangle B.
- For smartphone, please refer to the upper right image.
- Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.
- For smartphone site, please refer to the P. 19.

Sample Schedule

- ① Application
- ② Submission of the Ad (deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.



Big banner

《 P C 》…article page



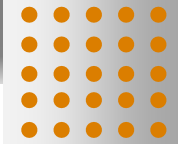
Rate	1 week	200,000円 (+tax)
	1 month	600,000円 (+tax)
Quantity		3
Exposure area		Basically All pages
Exposure type		rotation
Estimatedimps		350,000imp/1month
Estimated Click through Rate (CTR)		0.05%
Device		PC/SP
Pixel Size (Width×Height)	P C	728× 90
	Smartphone	320× 100

Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.

- Display on article page, except Home.
- For smartphone site, please refer to the P. 19.

■ Sample Schedule

- ① Application
- ② Submission of the Ad
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.



《 PC 》

Billboard 970x250 pixel



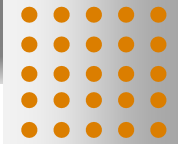
- The static banner ad is displayed above the article area.
- The ad area has a strong impact on users.
- For smartphone site, please refer to the P. 19.

Rate	1week	JPY 700,000 (+tax)
Quantity	3 (including small billboard)	
Exposure area	Basically All pages	
Exposure type	rotation	
Estimated imps	250,000imp/1week (PC+SP)	
Estimated to the Click through Rate (CTR)	0.15%	
Device	PC/SP	
Pixel Size (Width×Height)	PC	970× 250
	Smartphone	320× 100

※Please submit your 2 kinds of data(PC and smartphone sized banners) at least 5 business days before prior to the starting date.

■ Sample Schedule

- ① Application
- ② Submission of the Ad
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period, we will send the report.



《 PC 》

Small Billboard 970x90 pixel



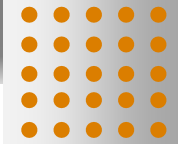
■ Sample Schedule

- ① Application
- ② Submission of the Ad
(deadline for the data is 5 business days before)
- ③ Release the ad
- ④ After finishing the period,
we will send the report.

- The static banner ad is displayed above the article area.
- The ad area has a strong impact on users.
- For smartphone site, please refer to the P. 19.

Rate	1week	JPY 600,000 (+tax)
Quantity	3 (including billboard)	
Exposure area	Basically All pages	
Exposure type	Fixed	
Estimated imps	250,000imp/1week (PC+SP)	
Estimated Click through Rate (CTR)	0.15%	
Device	PC/SP	
Pixel Size (Width×Height)	P C	970× 90
	Smartphone	320× 100

※Please submit your 2 kinds of data(PC and smartphone sized banners)at least 5 business days before prior to the starting date.



Advertorial Page

《 PC 》



The advertorial will be archived from this corner.



Big banner

2week



※1 Facebook ad

■ Sample Schedule

- ① Meeting/Interview
(about 1 month - 2 months prior to releasing)
After having a meeting about the planned content of the article, we will prepare your company / product for the ad. Preparation period will give or take a few days depend on the contents.
- ② Submitting the text base article from us
(about 1 month - 3 weeks prior to releasing)
We send textual material & photos. Please make a final check and confirm it for us.
- ③ We create and send the staging page.
(about 2 weeks prior to releasing)
- ④ Start displaying the advertorial.

Native advertising	Home (Fixed) / Category page
Number of characters & photos	Characters(Japanese): around 2,000 Photos:1 - 3
Duration	Basically 2weeks
Rate	JPY 1,000,000 (+tax)



Advertorial Reproduced from a Newspaper Article

《 The Daily Industrial News (Newspaper) 》

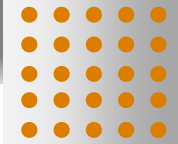


- **Reproduce another advertorials into online pages**
 Reproduce a newspaper or a magazine article into our Online Edition page.
 Reach a wide range of users on our website.
 Youtube videos are available instead of photos.
- **Archive**
 Contents will be archived for a year.
 - The article must have credit on the headline.
 ex) 【○○○○○/PR】
 - We allow secondary use of the article (include texts and photos).

■ Sample Schedule

- ① Check the staging page (about 2weeks prior to releasing)
- ② Release the page

Native advertising	Home (Fixed)
Number of characters & photos	The page structure is follow the paper media (newspaper/magazine) basically.
Duration	Basically 2weeks
Rate	JPY 800,000 (+tax)



The position of ads for smartphone site

The position of ads for smartphone site

- ① Rectangle A
- ② Big banner
- ③ Billboard (Small Billboard)
- ②+④' Ad space links to Advertorial (One of three)

《Home page》



《Article page》





Companies which have placed advertorials on Newswitch

 Inspiration of JAPAN

ANA HOLDINGS

 中小機構
SME Support, JAPAN

SME Support, JAPAN

 富士電機

Fuji Electric

 一般社団法人 日本ロボット工業会
Japan Robot Association

Japan Robot Association

 日本LPガス協会
Japan LP Gas Association

Japan LP Gas Association

 国立研究開発法人
科学技術振興機構
Japan Science and Technology Agency

Japan Science and Technology Agency

 株式会社 日立システムズ

Hitachi Systems

 ROHM
SEMICONDUCTOR

ROHM

 Agilent Technologies

Agilent Technologies

地方創生農林水産業
ロボット推進協議会

Robot Promotion Association for regional revitalization on Agriculture, Forestry and Fisheries

公益財団法人
大分県産業創造機構

Oita Prefecture Industrial Creation Organization

 FerroTec

Ferrotec

 株式会社 ホーユーウエルディング
HOYU WELDING

HOYU WELDING

 株式会社 渡辺リネン

Watanabe Linen

 HITACHI
Inspire the Next

HITACHI

 国立大学法人
東京農工大学
Tokyo University of Agriculture and Technology

Tokyo University of Agriculture and Technology

 HILLTOP
Challenge makes the innovation

HILLTOP

 国立大学法人
長岡技術科学大学
Nagaoka University of Technology

Nagaoka University of Technology

 OMRON

OMRON

 YAMAHA
Revs your Heart

Yamaha Moter

(random order)



■ About Ads and others

Digital Media Bureau
The Nikkan Kogyo Shimbun
ad-denshi@nikkan.tech

14-1 Nihonbashi Koami-cho, Chuo-ku,
Tokyo 103-8548, Japan

■ About articles and relevant matters

Please use the inquiry below.

<https://newswitch.jp/index/inquiry>