

# Marketing & Creativity SENDENKAIGI

Sendenkaigi Co., Ltd. Since 1954, Japan

## 2016-2017 MEDIA KIT



*We are the only media having capability for reaching to the millions potential clients in Japanese ad-industry.*

PRINT

55,000+

4 monthly magazines subscribers  
Each circulation is over 50,000



DIGITAL

450,000+ UU

Highly engaged monthly unique users across Sendenkaigi digital properties



EVENTS

30,000+

attendees per year  
Conferences with more than 10,000 attendances are held 4 times annually.



TRAINING

18,000+

trainees per year  
Employees from 7000 companies are educated in our seminar every year.

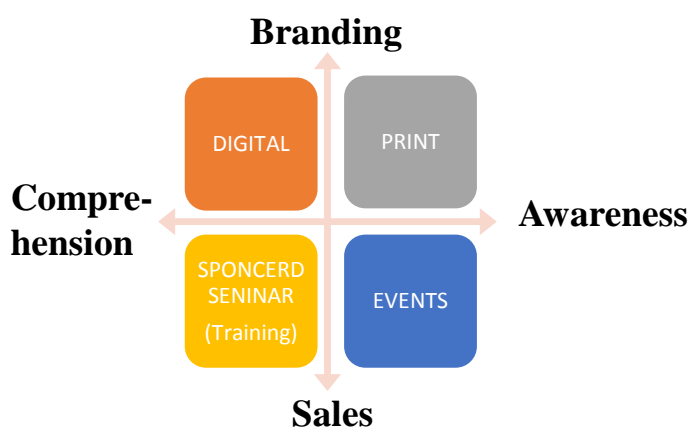


*4 types of Advertising plan tailored to your marketing strategy*

We are allowed to solve marketing issues with the combination of Media and Events

- Media:** raising awareness and comprehension of your company and services
- Events:** reaching the specific potential customers.

We will plateau in your strategy with a combination of various plans.



PRINT



**SENDENKAIGI 60th Anniversary**  
Advertising & Marketing  
Circulation: 55,000

First published in 1954. Providing sponsor advertisement, marketing expertise and solutions, and up-to-the-minute industry news. Top level advertisement marketing professionals comprise a majority of readership in industries that include manufacturing, service, distribution services, and retail.



**BRAIN**  
Creative  
Circulation: 50,000

With a focus on advertising, we also cover architecture, fashion, and art. An estimated 65% of our audience is comprised of Japanese creative professionals working in both large and boutique agencies. Each month, we invite a creative international guest to design the cover.



**KOHOKAIGI**  
Public Relations  
Circulation: 50,000

This is the only professional journal for Public Relations in Japan. Cutting edge Public Relations information that contributes to business management and organizational activation, Includes Public Relations tools to increase corporate value, strategic PR, brand protection with risk management, and offers critical information and problem solving expertise, for individuals, local governance for large enterprises, and to executives from leading companies.



**HANSOKUKAIGI**  
Sales Promotion  
Circulation: 50,000

Specializing in sales promotion, it introduces the latest techniques and know-how to “attract customers” and “sell products.” Analyzes factors from successful campaigns, introduces planning and presentation techniques, and publishes proposals that were actually used in presentation in line with the practice.

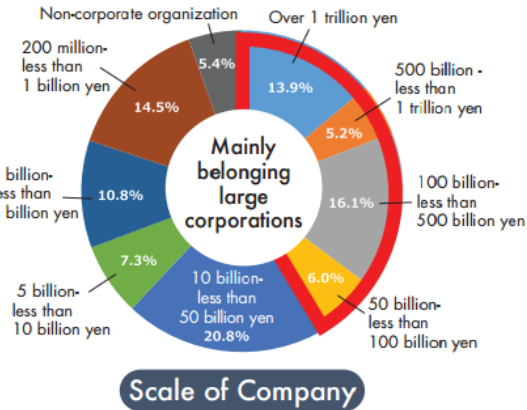
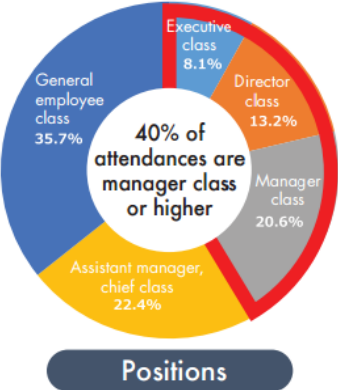
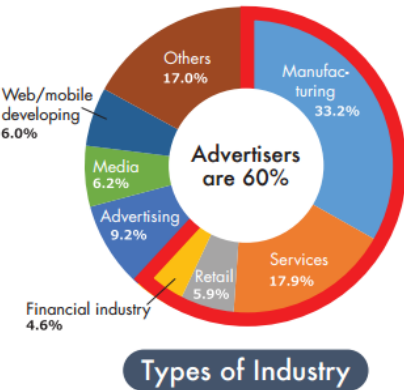
DIGITAL



**AdverTimes**  
Online Media  
Unique User/Month: 450,000 Page Vies/Month: 1.2 Million

We launched our online site in November 2010, with a primary focus on the advertising industry. More than 450,000 people visit the site monthly.

AUDIENCE ANALYSIS



# ADVERTISE PACKAGE

## PLAN 1: Print Advertising

1 Page

Price	JPY 750,000
-------	-------------

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)

4 available medias according to the right targets.

SENDENKAGI	BRAIN	KOHOKAIGI	HANSOKUKAIGI
			
宣伝会議 CMO& Marketer	ブレン Creative Director	広報会議 Public Relations	販促会議 Retail, Sales product

## PLAN 2: Sponsored Content (PRINT & ONLINE POST)

1 page + 1 post

Price	JPY 1,200,000
-------	---------------

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)

Sponsored content includes one online post.



50,000+ circulation



1200 thou. PV  
450 thou. UU  
/monthly

Our editors cover the promotional contents  
tailored for your company in Japanese.

## PLAN 3: Online spread banner ads /Rectangle banner ads.

### Spread Banner ads

Impression	260,000
Price	JPY 650,000

### Rectangle banner ads

Impression	220,000
Price	JPY 480,000

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)

Banner ads on AdverTimes.  
<https://www.advertimes.com>



PC  
1080 pixel x 100 pixel (w x h)  
Mobile  
640 pixel x 300 pixel (w x h)  
GIF, JPEG, FLASH (U100KB)  
Only PC  
300 pixel x 250 pixel (w x h)  
GIF, JPEG, FLASH (U100KB)



**1,200,000 page views monthly**  
It will effectively expose your  
brand.

## PLAN4: Option White Paper Download

We provide the information of the person who downloaded White Page.

Period/Number of download	Published until reaches the number of downloads of expect
Posting Date	Every Wednesday
Personal information provide Date	Every Monday
Price	1/JPY10,000

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)



# FORUM (EXHIBITION& SPONSORED SEMINAR)

*Possible reach the Decision Makers of the advertising industry directly.*

## ADVERTIMES DAYS



10,000 +  
Participants

To commemorate the 60th anniversary of Sendenkaigi, this is an event where Corporate Chief Marketing Officers(CMO), marketing, and communications' directors come together to discuss current events in the advertising industry and offer their visitors for the future.

## DIGITAL MARKETING FORUM



3,500 +  
Participants

This is where advertisers' digital department directors take the stage for discussion on the evolving and dynamic world of digital communication and its future.

## PROMOTION & CREATIVE FORUM



6,100 +  
Participants

## CMO SUMMIT



3,000 +  
Participants

## 2016 SPONSORS:



# EVENT RATE CARD

\*Japanese interpreters are available in a different quotation.

## ADVERTIMES DAYS

Held in April / Deadline in December

SEMINAR				EXHIBITION			
PLAN	Plan A	Plan B	Plan C	PLAN	Plan A	Plan B	Plan C
Participants	180/day	90/day	60/day	Price	JPY 0.7Million	JPY 0.6 Million	JPY 0.5 Million
Time	40mins	40mins	40mins	*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)			
Frequency	2days	2days	2days				
Price	JPY 4.9Million	JPY 3.1 Million	JPY 2.3 Million				

## DIGITAL MARKETING FORUM

Held in June / Deadline in February

PLAN	Plan A	Plan B	Plan C	Plan D
Participants	250	200	150	80
Times	40 mins	40 mins	40 mins	40 mins
Exhibition	○	○	×	×
Price	JPY 3.5Million	JPY 3 Million	JPY 2.5 Million	JPY 1.3 Million

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)

## PROMOTION & CREATIVE FORUM

Held in August / Deadline in April

PLAN	Plan A	Plan B	PLAN	Plan C	Plan D
Participants	120/day	60/day	Participants	120	60
Time	40 mins	40 mins	Time	40 mins	40 mins
Frequency	2 days	2 days	Frequency	1 day	1 day
Price	JPY 3.7 Million	JPY 2.2 Million	Price	JPY 1.6 Million	JPY 800,000

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)

## CMO SUMMIT

Held in November / Deadline in July

PLAN	Plan A	Plan B	Plan C	Plan D
Participants	250	200	180	100
Times	40mins	40mins	40mins	40mins
Exhibition	○	○	○	×
Price	JPY 3.8 Million	JPY 3.3 Million	JPY 3 Million	JPY 1.8 Million

\*Approx. JPY 1 Million=\$10,000 (2016.10. Rate)

# CONTACT US

**Press Contact:**

[pr-info@sendenkaigi.co.jp](mailto:pr-info@sendenkaigi.co.jp)

**Advertising Inquiries:**

[ad-info@sendenkaigi.co.jp](mailto:ad-info@sendenkaigi.co.jp)

Please don't hesitate to let me know if you have any questions.

For general inquiries, use the email addresses above and your message will be passed along to the appropriate person.

## TOKYO OFFICE (HQ)

3-11-13 Minami-Aoyama, Minato-ku, Tokyo, Japan 107-8550

TEL: +81-3-3475-3010

<https://www.sendenkaigi.com/english/>

