

Impress Corporation

2026 Jul-Sep Edition

Consumer Media

Media Guide



PC Watch
PC & IT News



AKIBA PC Hotline!
PC Parts & Akihabara



AV Watch
AV & Home Theater



Digicam Watch
Camera & Photography



Kaden Watch
Home Appliances



Keitai Watch
Mobile & Smartphone



Mado no Mori
PC Software & DX



Impress Watch
Tech & Lifestyle



INTERNET Watch
Internet & Cloud



GAME Watch
Gaming & Esports



HOBBY Watch
Hobby & Collectibles



MANGA Watch
Manga Discovery



Car Watch
Automotive



Travel Watch
Travel & Tourism



Gourmet Watch
Food & Dining

NETWORK
TOTAL

212M+

Monthly PV

43M+

Monthly UB

15

Media Sites

30+

Years Online



MEDIA OVERVIEW

Covers internet services, IT, home appliances, gadgets, money, and healthcare—social trends centered on "technology that changes daily life". 30s gadget-loving early adopters; multi-hobby parenting generations. Recently: NISA investment content and cross-specialist media parenting reviews.

15.6M

Monthly PV

3.6M

Monthly UB

200K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※6	TOP	1 week	¥400,000/week	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP+Art.	Flexible	300×300/250:¥1.0 300×600/800:¥1.5/imp	300×300–800
6	No.2 Rectangle	TOP+Art.	Flexible	¥0.5/imp	300×300
7	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
8	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+8	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
9	Rotation Premium	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	468×150
10	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 200K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥600,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥300,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Excl. tie-up TOP: Est. 200K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- Gadget-loving 30s Early Adopters
- Multi-hobby Parenting Households
- NISA / Investment Researchers
- SNS Power Users
- Smart Home Enthusiasts
- Healthcare Tech Followers

TRENDING CONTENT

- NISA & investment-related content
- Cross-media parenting product reviews
- New internet service launch coverage

AD SPEC QUICK GUIDE

- File FormatsJPG / PNG / GIF
- Max File Size100KB – 150KB
- Deliveryimp-based sales
- TargetingCategory / ROS
- AMP SupportTOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

PC Watch has been Japan's trusted source for PC & technology news since 1996. Covering not only PCs but also Generative AI, semiconductor trends, streaming content, creative tools, remote work, and Mini PCs & peripherals—30 years of tech authority.

18.3M

Monthly PV

2.6M

Monthly UB

300K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥300,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥1,200,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥1,200,000/week	300×300
6	Skyscraper	TOP	1 week	¥800,000/week	300×800
7	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
8	High Hijack ※3※4	TOP	1 week	¥1,500,000/week	1600×800
1+8	High Impact ※3※4	TOP	1 week	¥3,000,000/week	Billboard+HIHijack
9	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
10	Rotation Sky	Article	Flexible	—	300×800
11	Rotation Premium	Article	Flexible	—	468×150
12	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 400K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	Contact us	Image+Text
2	Hybrid ※1	TOP	4 weeks	Contact us	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Excl. tie-up TOP: Est. 300K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

👤 PC Enthusiasts & Power Users

🧠 Generative AI Early Adopters

💼 IT Professionals & Managers

🎨 Creative Professionals

🏠 Remote Workers & WFH Users

📱 Mini PC & Gadget Fans

🔥 TRENDING CONTENT

- Multi-product feature roundups
- Mini PC deep dives & comparisons
- Gen AI tool reviews & guides

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

Covers PC and PC parts news alongside Akihabara store and online retail updates. Expanded coverage includes secondhand & retro PC/gaming content. Since 2024, continues the beloved "DOS/V POWER REPORT" column series with in-depth parts reviews.

11.4M

Monthly PV

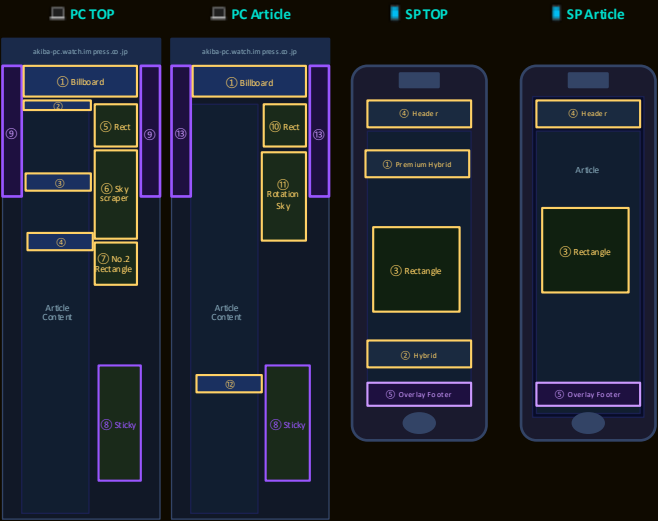
1.6M

Monthly UB

150K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
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4	Hybrid ※1	TOP	1 week	¥600,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥900,000/week	300×300
6	Skyscraper	TOP	1 week	¥600,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥400,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,200,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,400,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
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13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 200K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥400,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥200,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 150K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

🛒 PC Parts Builders & Buyers

🎮 Retro Gaming Collectors

💻 DIY PC Enthusiasts

🏠 Akihabara Shoppers

🔧 Hardware Modders

🛒 Bargain Hunters

🔥 TRENDING CONTENT

- Secondhand & retro PC market reports
- DOS/V POWER REPORT column revival
- Mini PC parts deep dives

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

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ad-sales+mark@impress.co.jp



MEDIA OVERVIEW

Covers 4K & Hi-Res Audio—the latest trends in AV. Daily coverage of video & music streaming services, Blu-ray/DVD software news. Approx. 7 in 10 readers are considering a 50"+ screen, and 30%+ have household income of ¥7M+.

20.6M

Monthly PV

2.3M

Monthly UB

300K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

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1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥1,000,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥500,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥700,000/week	300×300
6	Skyscraper	TOP	1 week	¥500,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥400,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 250K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥800,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥400,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Over lay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 300K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

4K/8K TV Enthusiasts

Hi-Res Audio Fans

Home Theater Builders

Streaming Service Users

High-Income Households (¥7M+)

Blu-ray / Disc Collectors

TRENDING CONTENT

- 4K/8K TV buying guides & comparisons
- Hi-Res Audio gear reviews
- Streaming service news & analysis

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp



MEDIA OVERVIEW

Japan's first site specialized in home appliances—air conditioners, refrigerators, washing machines and more. Launched in 2006, delivering new product news and real-life editor reviews, answering the "need to know" before buying home appliances.

8.8M

Monthly PV

2.4M

Monthly UB

100K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥600,000/week	300×300
6	Skyscraper	TOP	1 week	¥400,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥300,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 200K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥400,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥200,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 100K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- 🏠 Home Appliance Shoppers
- 👨👩👧 Family Purchase Decision Makers
- ❄️ AC / Refrigerator Researchers
- 🧺 Washing Machine Buyers
- 🔍 Pre-purchase Researchers
- 💡 Energy-saving Enthusiasts

🔥 TRENDING CONTENT

- Seasonal appliance buying guides
- Real-life editor product reviews
- New model launch coverage

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp



MEDIA OVERVIEW

Japan's largest news media covering the latest trends in mobile phones and smartphones. Read by general users and mobile industry professionals—from carrier shop staff seeking sales insights to solution providers tracking market intelligence.

16.3M

Monthly PV

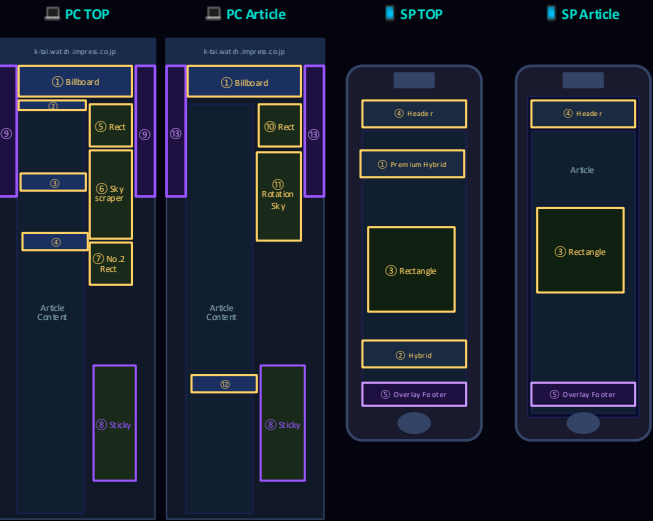
3.7M

Monthly UB

350K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥1,000,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥500,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥700,000/week	300×300
6	Skyscraper	TOP	1 week	¥500,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥400,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,200,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,400,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 200K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥600,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥300,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 350K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

Smartphone Early Adopters

Carrier Plan Switchers

Carrier Shop Staff

Mobile Industry Professionals

Mobile Accessory Shoppers

Mobile Solution Providers

TRENDING CONTENT

- Smartphone model reviews & comparisons
- Carrier plan & pricing analysis
- Mobile accessory roundups

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp



MEDIA OVERVIEW

From mastering office apps & security to creator tools and programming. Covers PC power users, DX/IT adoption topics. PC AI articles featured prominently: Excel Copilot, ChatGPT, and PC NPU guides—popular with the 20–30s core readership.

23.8M

Monthly PV

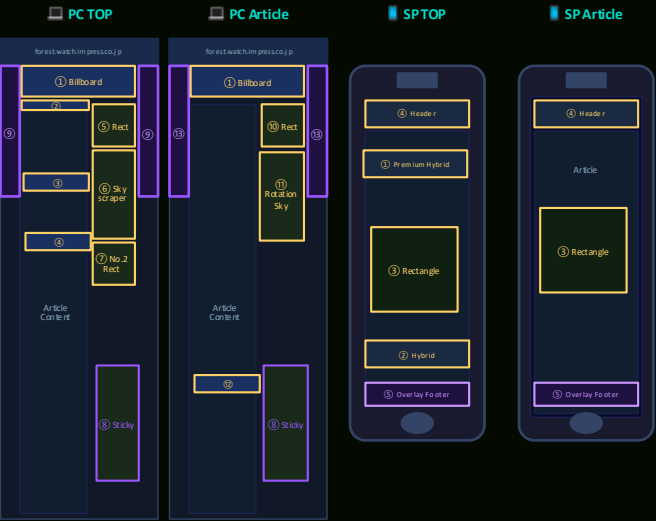
3.2M

Monthly UB

50K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥600,000/week	300×300
6	Skyscraper	TOP	1 week	¥400,000/week	300×800
7	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
8	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+8	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HIHijack
9	Library Ad	Genre/List/Detail	1 week	Please contact us	728×90 / 970×250
10	Download Sponsor	Library DL Page	2 weeks	¥1,000,000 / 2wk	600×800px
11	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
12	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp.guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 150K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	—	Image+Text
2	Hybrid ※1	TOP	4 weeks	—	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Excl. tie-up TOP: Est. 50K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

PC Power Users (20–30s core)

AI Tool Early Adopters

DX / IT Adoption Managers

Security-conscious Workers

Creator Tool Users

Office App Power Users

TRENDING CONTENT

- Excel Copilot & ChatGPT guides
- PC NPU how-to articles
- Security & privacy tooling reviews

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Library Ad

Placement	Genre/List/Detail
Period	1 week
Est. Imps	Contact us
Size	728×90 / 970×250

Download Sponsor

Placement	Library DL Page
Period	2 weeks (Mon–Sun)
Est. Imps	400,000 imp
Size	600×800px

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

Reaches readers passionate about the latest internet technologies who are known as "IT experts" among friends. As the "household IT admin" and "DX champion" at work—networking gear, broadband, AI adoption, telework, and SMB IT. Combined with Cloud Watch.

8.7M

Monthly PV

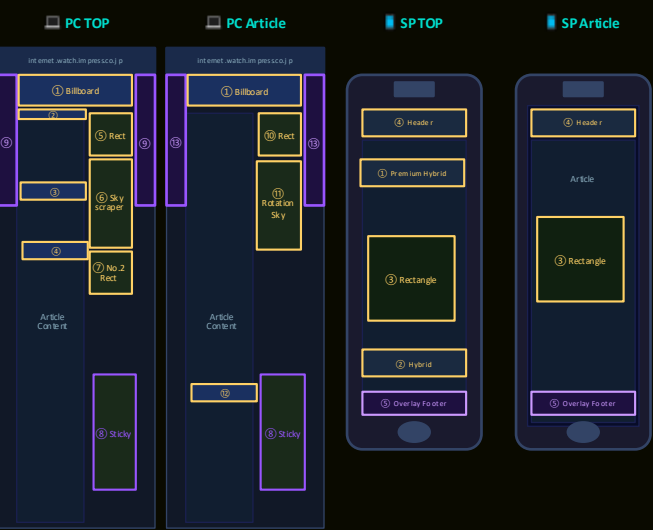
1.7M

Monthly UB

50K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

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5	Rectangle	TOP	1 week	¥600,000/week	300×300
6	Skyscraper	TOP	1 week	¥400,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥300,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
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11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 100K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥200,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥100,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 50K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- Household IT Admins
- Workplace DX Champions
- Cloud & SaaS Adopters
- Networking Gear Enthusiasts
- Telework / Workcation Users
- SMB Owners & Sole Proprietors

TRENDING CONTENT

- AI adoption & business DX guides
- Networking gear & broadband reviews
- Cloud Watch: SaaS & cloud service news

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

A game media trusted by highly purchase-motivated game fans since 2000. Covers hot game titles, hardware, gadgets, and entertainment trends. Official X (Twitter) followers: 258,956. Exciting content that truly satisfies game fans! Actively gaming—strong support from active players.

20.4M

Monthly PV

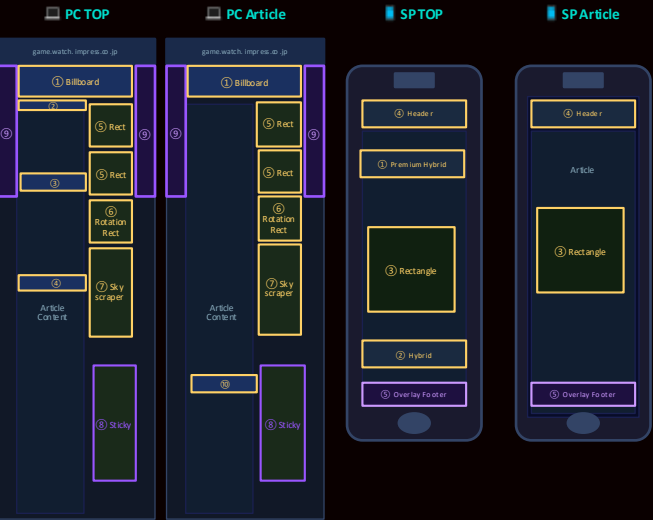
4.8M

Monthly UB

200K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP+Art.	1 week	¥600,000/week	300×300
6	Rotation Rect	TOP+Art.	Flexible	¥1.0/imp / ¥2.0/imp (cat.)	300×300
7	Skyscraper	TOP+Art.	1 week	¥400,000/week	300×800
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP+Art.	1 week	¥750,000/week	1600×800
1+9	High Impact ※3※4	TOP+Art.	1 week	¥1,000,000/week	Billboard+HiHijack
10	Rotation Premium	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	468×150

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 150K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥300,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥150,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Excl. tie-up TOP: Est. 200K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- 🎮 Active Gamers (core)
- 👤 Console & PC Hardware Buyers
- 📺 Esports & Streaming Fans
- 🎯 Day-1 Purchase Decision Makers
- 📜 Trading Card & Gacha Players
- 📱 Mobile Game Users

🔥 TRENDING CONTENT

- Hot title launch coverage & reviews
- Hardware & gaming gadget roundups
- Esports tournament reports

AD SPEC QUICK GUIDE

- | | |
|---------------|-----------------------|
| File Formats | JPG / PNG / GIF |
| Max File Size | 100KB – 150KB |
| Delivery | imp-based sales |
| Targeting | Category / ROS |
| AMP Support | TOP only (no article) |

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

HOBBY Watch was launched by passionate demand from hobby fans in June 2020. Traffic continues to grow year after year. In-depth review articles, behind-the-scenes developer interviews, and cutting-edge event reports.

12.6M

Monthly PV

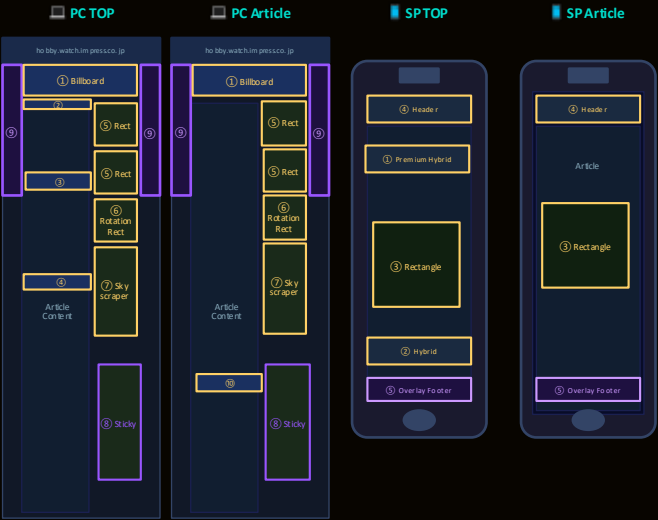
2.6M

Monthly UB

100K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP+Art.	1 week	¥600,000/week	300×300
6	Rotation Rect	TOP+Art.	Flexible	¥1.0/imp / ¥2.0/imp (cat.)	300×300
7	Skyscraper	TOP+Art.	1 week	¥400,000/week	300×800
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP+Art.	1 week	¥750,000/week	1600×800
1+9	High Impact ※3※4	TOP+Art.	1 week	¥1,000,000/week	Billboard+HiHijack
10	Rotation Premium	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	468×150

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 100K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥300,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥150,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Excl. tie-up TOP: Est. 100K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- Scale Model & Gunpla Builders
- Figure & Diorama Collectors
- Rail Model Enthusiasts
- Board Game Players
- Trading Card Collectors
- Cosplay & Craft Creators

TRENDING CONTENT

- In-depth kit review & build guides
- Developer & sculptor interviews
- Event & expo reports

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp



MEDIA OVERVIEW

A comprehensive manga media covering free previews, sale info, comics fairs, novelties, and more. From timeless classics to trending hits and promising newcomers—helping readers discover all kinds of manga.

3.4M

Monthly PV

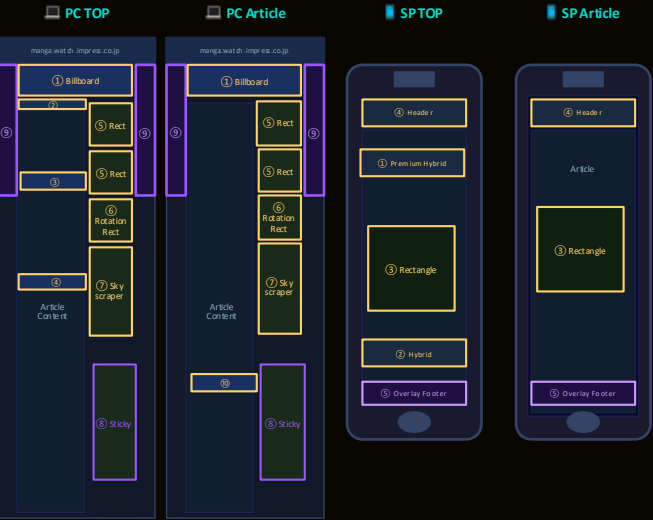
0.71M

Monthly UB

Contact us

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP+Art.	1 week	¥600,000/week	300×300
6	Rotation Rect	TOP+Art.	Flexible	¥1.0/imp / ¥2.0/imp (cat.)	300×300
7	Skyscraper	TOP+Art.	1 week	¥400,000/week	300×800
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP+Art.	1 week	¥750,000/week	1600×800
1+9	High Impact ※3※4	TOP+Art.	1 week	¥1,000,000/week	Billboard+HiHijack
10	Rotation Premium	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	468×150

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. Contact us

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥300,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥150,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Excl. tie-up TOP: Est. Contact us Banner: jpg/png/gif

AUDIENCE PROFILE

- Manga Readers (all ages)
- New Title Discoverers
- Sale & Deal Hunters
- Classic Manga Fans
- Newcomer Author Followers
- Digital Comic App Users

TRENDING CONTENT

- Free preview & limited campaign alerts
- New volume & series launch coverage
- Comics fair & novelty news

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

Delivers daily information for a better car life—from the latest news on domestic and imported cars and motorcycles to technology explainers, car navigation, tires, and chemicals. LINE NEWS partnership: 360,000+ friends. Multi-vehicle ownership rate: 40%+.

13.0M

Monthly PV

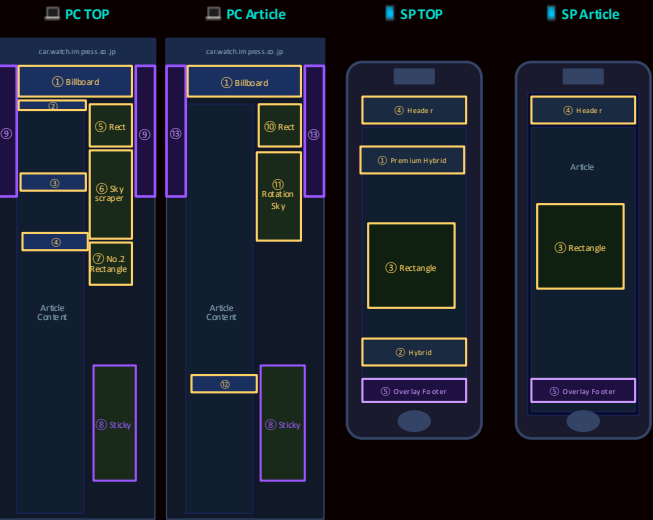
2.8M

Monthly UB

200K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥600,000/week	300×300
6	Skyscraper	TOP	1 week	¥400,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥300,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 200K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥800,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥400,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 200K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- 🚗 Domestic & Import Car Enthusiasts
- 🏍️ Motorcycle Riders
- 🔧 Car Maintenance DIYers
- 🚗 Car Navigation & EV Adopters
- 🚩 Motor Sport Fans
- 💰 Multi-vehicle Owners (40%+)

🔥 TRENDING CONTENT

- New model launch & test drive reports
- EV & next-gen vehicle technology
- LINE NEWS: 360K+ reader reach

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

Delivers daily travel-focused news—from infrastructure updates (new airline routes, Shinkansen extensions) to hotel news, local events, travel apps, and travel goods. Travel report features and custom tie-up articles can be produced on request.

18.7M

Monthly PV

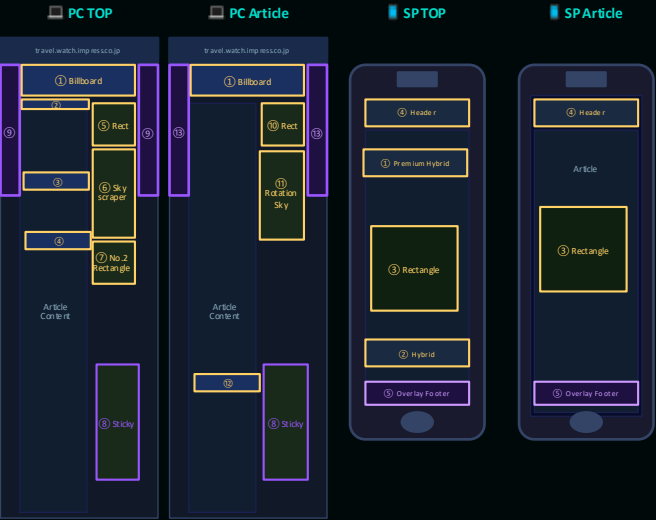
5.7M

Monthly UB

40K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥600,000/week	300×300
6	Skyscraper	TOP	1 week	¥400,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥300,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 50K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥800,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥400,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 40K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- ✈

International Travel Planners
- 🏠

Domestic Trip Enthusiasts
- 🏨

Hotel & Resort Researchers
- 🚆

New Route & Infrastructure Followers
- 📱

Travel App Early Adopters
- 🛍

Travel Goods Shoppers

TRENDING CONTENT

- New airline route & Shinkansen news
- Hotel opening & resort reports
- Custom travel tie-up articles available

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

MEDIA OVERVIEW

Delivers daily food-focused news. From new products at supermarkets and convenience stores to new café and restaurant menus, plus deals and services to beat rising prices—delivering the latest trends and technology related to daily dining.

11.8M

Monthly PV

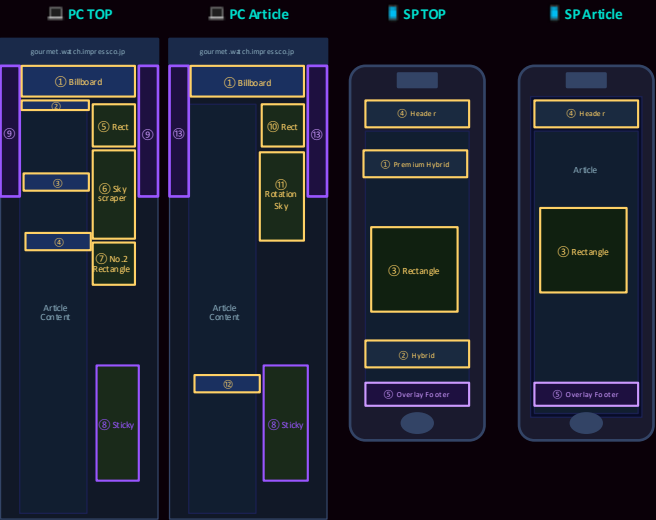
4.3M

Monthly UB

50K/4wk

Mobile TOP Imps

AD PLACEMENT — VISUAL GUIDE



PC SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Billboard	TOP+Art.	Flexible	Lg:¥2.0/imp Sm:¥0.5/imp	970×250 / 728×90
2	Text Link	TOP	1 week	¥200,000/week	Text 28 chars
3	Premium Hybrid ※1	TOP	1 week	¥800,000/week	Image+Text
4	Hybrid ※1	TOP	1 week	¥400,000/week	Image+Text
4	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
5	Rectangle	TOP	1 week	¥600,000/week	300×300
6	Skyscraper	TOP	1 week	¥400,000/week	300×800
7	No.2 Rectangle	TOP	1 week	¥300,000/week	300×300
8	Sticky Banner	TOP+Art.	Flexible	¥1.0/imp ※2	300×600
9	High Hijack ※3※4	TOP	1 week	¥1,000,000/week	1600×800
1+9	High Impact ※3※4	TOP	1 week	¥2,000,000/week	Billboard+HiHijack
10	Rotation Rectangle	Article	Flexible	¥0.5/imp / ¥1.0/imp (cat.)	300×300
11	Rotation Sky	Article	Flexible	—	300×800
12	Rotation Premium	Article	Flexible	—	468×150
13	Article High Hijack	Article	Flexible	¥1.5/imp / ¥3.0/imp (cat.)	1600×800

※1 Excl. tie-up ※2 Viewable imp. guaranteed ※3 Center 980px hidden ※4 May be clipped ※5 Below Hybrid TOP: Est. 50K/wk

MOBILE SITE AD MENU (All prices excl. tax)

#	Placement	Position	Period	Rate	Size
1	Premium Hybrid ※1	TOP	4 weeks	¥800,000 / 4wk	Image+Text
2	Hybrid ※1	TOP	4 weeks	¥400,000 / 4wk	Image+Text
—	Native Ad ※5	TOP	Flexible	¥2.0/imp	Image+Text
3	Rectangle	TOP+Art.	Flexible	¥1.0/imp	300×300
4	Header Ad	TOP+Art.	Flexible	¥1.0/imp	320×100
5	Overlay Footer ■	TOP+Art.	Flexible	¥1.0/imp	320×100

■ Sticky ※1 Bcl. tie-up TOP: Est. 50K/4wk Banner: jpg/png/gif

AUDIENCE PROFILE

- Convenience Store New-product Fans
- Café & Restaurant Trend Followers
- Deal & Discount Hunters
- Supermarket Smart Shoppers
- Home Cooking Enthusiasts
- Food Price / Inflation Watchers

TRENDING CONTENT

- Convenience store & supermarket new arrivals
- Café chain menu launch coverage
- Price-busting deals & campaign news

AD SPEC QUICK GUIDE

File Formats	JPG / PNG / GIF
Max File Size	100KB – 150KB
Delivery	imp-based sales
Targeting	Category / ROS
AMP Support	TOP only (no article)

Contact: Impress Corporation Ad Sales Dept.
ad-sales+mark@impress.co.jp

SUBMISSION RULES

 Submit to: ad-gen@impress.co.jp — send creatives as email attachments (not HTML email).

 Specify in email: media name, ad slot, and placement period.

 Always specify the destination URL. Only 1 URL per creative.

 Max simultaneous placements: Text Links up to 5; all other formats 1 slot.

 For special ad formats (video, tie-up, High Hijack, etc.), please inquire separately.

 Submit at least 5 business days before the start of placement.

 Text links and banners: submit as plain email attachments (no HTML email).

CONTACT

Impress Inc., Corporate Sales Division

ZIP: 101-0051 Kanda Jimbocho, Chiyoda-ku, Tokyo 1-105 Jimbocho Mitsui Building
ad-sales+mark@impress.co.jp

AD PLACEMENT STANDARDS

All creatives are subject to prior review.

Placement may be declined if the creative does not meet eligibility criteria. Please review the full Ad Placement Standards before submission.

 <https://ad.impress.co.jp/adguide/kijun.html>

CREATIVE FORMAT QUICK REF

Banner formats	JPG / PNG / GIF
Max file size	100KB – 150KB (varies by slot)
Video format	MP4 / H.264 (4MB max, 15–30s)
Hybrid / Native	Image + Text (produced by Impress)
URL	1 URL per creative only
Lead time	≥ 5 business days before placement