

AnimeAnime.jp
アニメ!アニメ!

Media Guide
April-June 2018



Anime! Anime! Delivers the “present” of anime to you

Anime! Anime! communicates the latest information to anime fans and industry players.

Midnight/adult anime

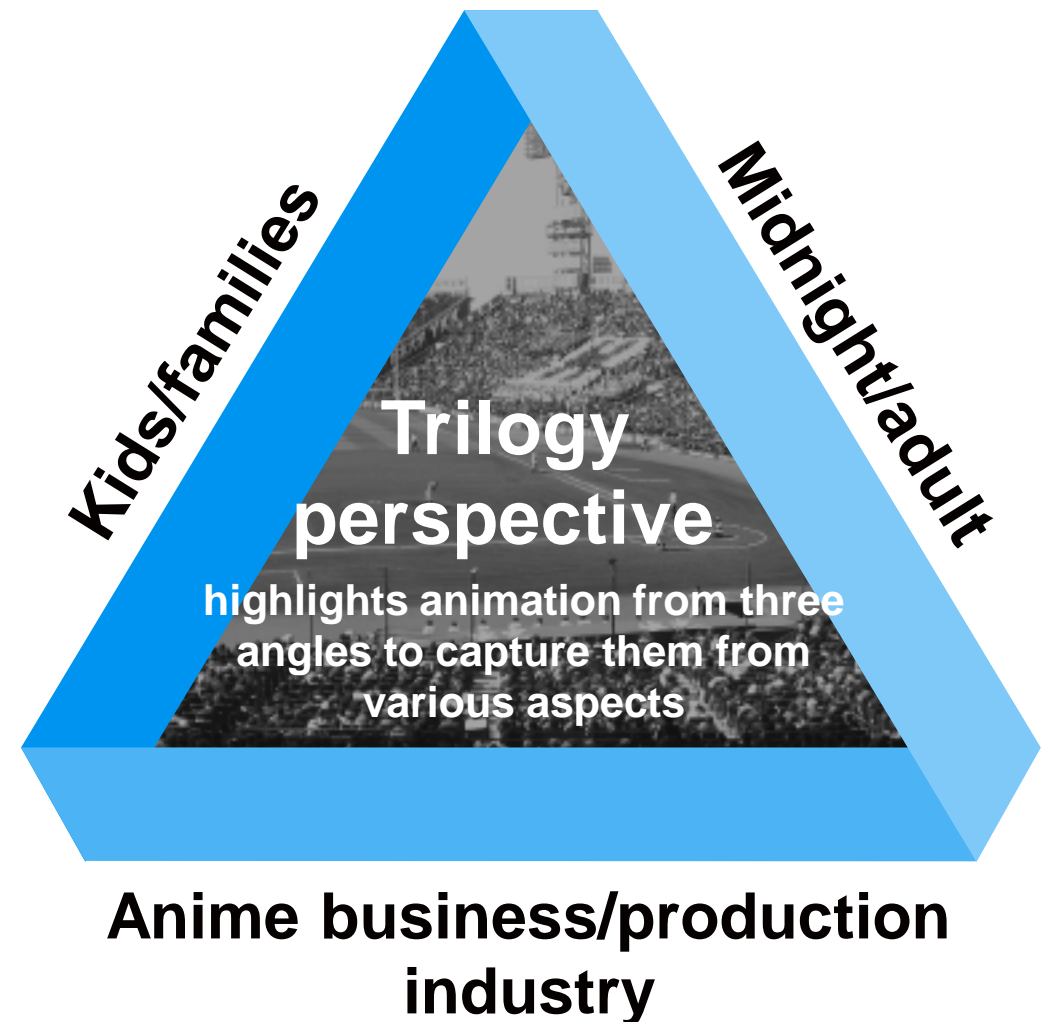
Contains many original articles including so-called midnight anime and interviews

Anime for kids/families

Sufficiently communicates non otaku-oriented anime works such as anime for kids/families to anime fans

Animation business/production industry

Communicates moves of anime-related companies and market information early



Anime! Anime!

Anime! Anime! is a comprehensive news website handling various anime information.



Monthly PVs

3.7 million

Monthly UUs

1.5 million

Facebook

3,700

Twitter

79,200

LINE

379,000

* As of March 2017

News

Event reports

Interviews

Reviews

Videos

Serialization/
columns

Business

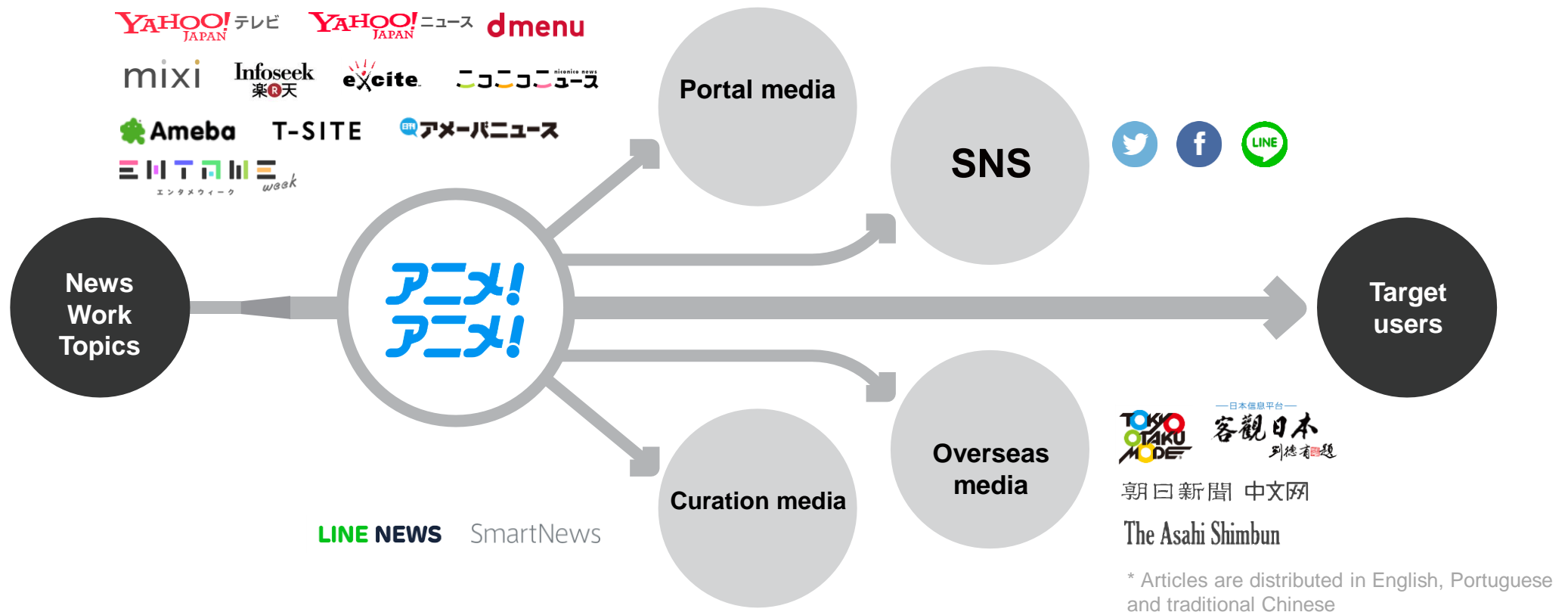
Back stage

SP Apps

Expert
articles

Anime! Anime!'s ability to reach target users

Articles have been spread widely beyond the boundaries of media.

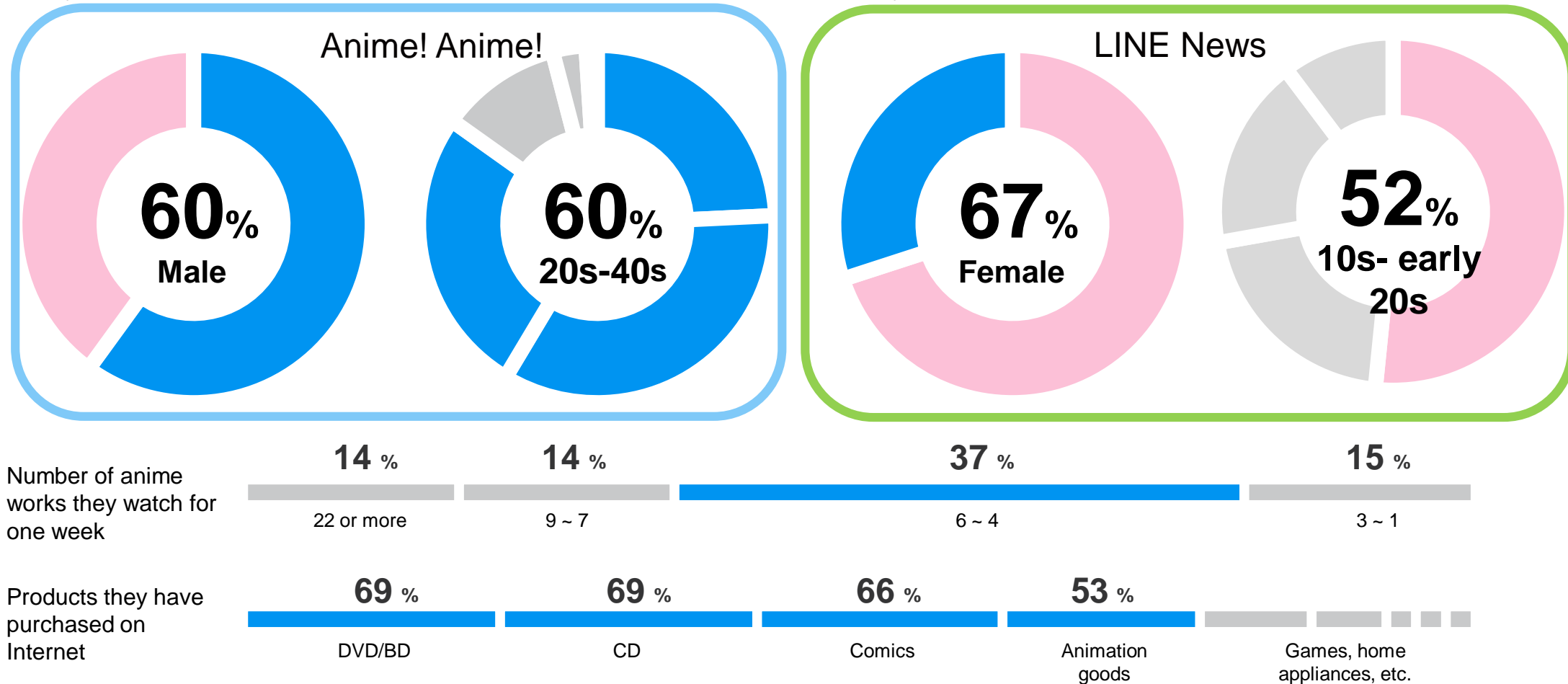


Articles posted are spread widely through Anime! Anime! official SNSs, media as external distribution destinations, curation media and others. In addition to exposure within media, you can generate communication points with many users.

User attributes

The ratio of male to female users for this website is 6:4, while the ratio of male to female users for LINE News is 3:7.

Many of the users for this website are in their 20s-40s, while many of the users for LINE News are in their 10s-20s.



The percentage of the users who watch 4-6 anime works for one week is the highest. Some of them watch more than 22 anime works. DVD/BD and CD are the products which are most frequently purchased on Internet.

User persona

The website is viewed by the general users in their late 10s-40s who are interested in anime and the users who are involved in the animation industry.

Interests and attention

- Anime information
- Voice actor information
- Movie information
- Comic information
- Hobby information
- SP Apps

Insight

They are sensitive to anime trend.

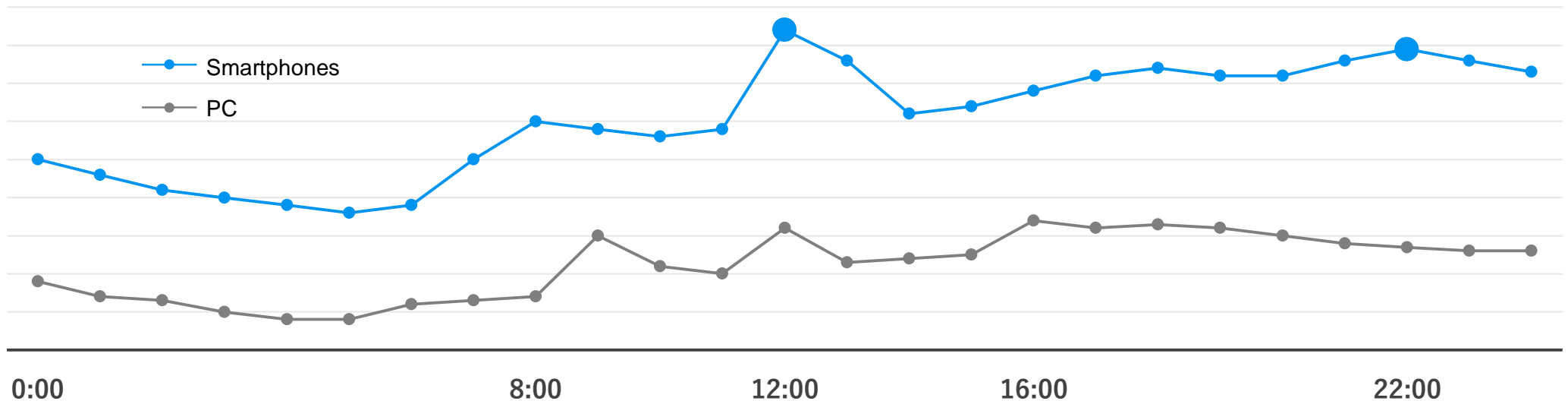
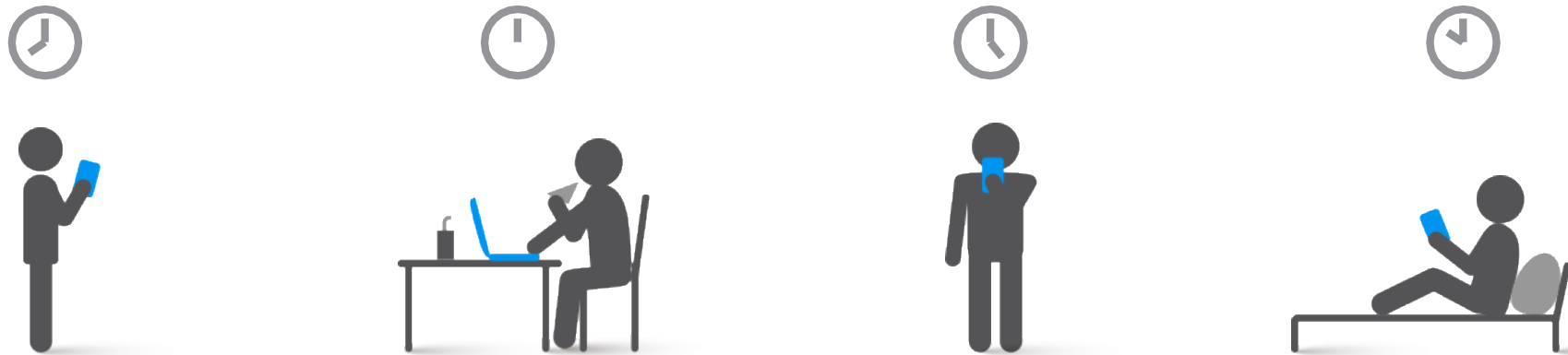
They are active and aggressive (such as participating in events and buying goods)

They are inquisitive very much



Use scene

The number of PVs peaks during lunch hours and at the time of regular distribution of LINE News (0:22 p.m.) and grows steadily toward night.



PC/SP advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp/PV)		Rate
Display advertisement	PC	Takeover Advertisement	1 week	100,000	imp (estimated)	¥150,000
			2 weeks	200,000	imp (estimated)	¥300,000
			4 weeks	400,000	imp (estimated)	¥550,000
		All Header Banner	-	100,000	imp (guaranteed)	¥100,000
				200,000	imp (guaranteed)	¥150,000
		1st Half Page Banner	2 weeks	200,000	imp (estimated)	¥150,000
			4 weeks	400,000	imp (estimated)	¥250,000
		Wide Rectangle Banner	2 weeks	200,000	imp (estimated)	¥100,000
			4 weeks	400,000	imp (estimated)	¥200,000
	SP	Takeover Advertisement	1 week ~	500,000 ~	imp (estimated)	¥500,000 ~
		Header Banner	1 week	500,000	imp (estimated)	¥150,000
			2 weeks	1,000,000	imp (estimated)	¥250,000
			4 weeks	2,000,000	imp (estimated)	¥450,000
		Rectangle Banner	1 week	500,000	imp (estimated)	¥200,000
			2 weeks	1,000,000	imp (estimated)	¥400,000
			4 weeks	2,000,000	imp (estimated)	¥750,000
Content production	PC/SP	Native Advertising	Archive	-	-	¥450,000 ~
			Archive	5,000PV	PV (guaranteed)	¥ 650,000 ~
			Archive	20,000PV	PV (guaranteed)	¥ 1,100,000 ~
Navigation panel	SP	LINE DIGEST Spot for Account Media	1 distribution	Inquiry upon your need		¥ 600,000 ~

PC Takeover Advertisement

It is possible to make an impactful appeal by taking over the entire website.



Advertisement product details

Placement page	TOP page / article page
Placement period	1 week ~ (paste during the period)
Estimated imp	(1) 90,000 ~ 100,000imp/1 week (estimated) (2) 180,000 ~ 200,000imp/2 weeks (estimated) (3) 400,000imp/4 weeks (estimated)
Rate	(1) ¥150,000 - (1 week) (2) ¥300,000 - (2 weeks) (3) ¥550,000 - (4 weeks)
Estimated CTR	0.60 ~ 1.00%

Advertisement material format

Dimensions	Panel A/B: W200 x H640 Panel C: W1050 x 250 * Max file size: 100KB
File	JPEG/GIF
Specifications	All panels are clickable A link can be designated for each panel Panels A and B scroll with the page

PC All Header Banner

A banner is displayed directly under a category bar, attracting eyes of the users visiting the website.



Advertisement product details	
Placement page	TOP page / article page
Placement period	imp (guaranteed)
Placement volume	(1) 90,000 ~ 100,000imp (guaranteed) (2) 180,000 ~ 200,000imp (guaranteed)
Rate	(1) ¥100,000 - (2) ¥150,000 -
Estimated CTR	0.10%

Advertisement material format	
Dimensions	W728 x H90 * Max file size: 30KB
File	JPEG/GIF

PC 1st Half Page Banner

It is most suitable for an informative appeal because of the space size.



Advertisement product details

Placement page	TOP page / article page
Placement period	2 weeks ~ (paste during the period)
Placement volume	(1) 180,000 ~ 200,000imp/2 weeks (estimated) (2) 400,000imp/4 weeks (estimated)
Rate	(1) ¥150,000 - (2 weeks) (2) ¥250,000 - (4 weeks)
Estimated CTR	0.10 ~ 0.15%

Advertisement material format

Dimensions	W300 x H600 * <u>Max file size: 50KB</u>
File	JPEG/GIF

PC Wide Rectangle Banner

It is possible to appeal your products/services naturally because an advertisement is displayed between content.



Advertisement product details	
Placement page	TOP page / article page
Placement period	2 weeks ~ (paste during the period)
Placement volume	(1) 180,000 ~ 200,000imp/2 weeks (estimated) (2) 400,000imp/4 weeks (estimated)
Rate	(1) ¥100,000/2 weeks (2) ¥200,000/4 weeks
Estimated CTR	0.15 ~ 0.2%

Advertisement material format	
Dimensions	W660 x H200 * Max file size: 100KB
File	JPEG/GIF

SP Takeover Advertisement

It is possible to make an impactful appeal by taking over the top and bottom of a screen.



Advertisement product details

Placement page	TOP page / article page
Placement period	1 week ~ (paste during the period)
Placement volume	450,000 ~ 500,000imp/1 week (estimated)
Rate	¥500,000 ~ (1 week)
Estimated CTR	0.5 ~ 1.0%

Advertisement material format

Dimensions	Header: W750 x H200 x H100 Footer: W750 x H60 x H160 * Max file size: 100KB
File	PNG (partially transparent)
Specifications	<ul style="list-style-type: none">• The header is fixed on the top. The footer scrolls with the page.• The size is optimized depending on device.

SP Header Banner

A banner is displayed on the upper part, attracting eyes of users visiting the website.

TOP page



Article page



Advertisement product details

Placement page	All pages
Placement period	1 week ~ (paste during the period)
Placement volume	(1) 400,000 ~ 500,000imp/1 week (estimated) (2) 900,000 ~ 1,000,000imp/2 weeks (estimated) (3) 2,000,000imp/4 weeks (estimated)
Rate	(1) ¥150,000 - (1 week) (2) ¥250,000 - (2 weeks) (3) ¥450,000 - (4 weeks)
Estimated CTR	About 0.10%

Advertisement material format

Dimensions	W320 x H100 * Max file size: 50KB
File	GIF/JPEG

SP Rectangle Banner

A banner is displayed under an article, appealing your products/services to the users who are highly sensitive to information.

Article page



Advertisement product details

Placement page	All pages
Placement period	1 week ~ (paste during the period)
Placement volume	(1) 400,000 ~ 500,000imp/1 week (estimated) (2) 900,000 ~ 1,000,000imp/2 weeks (estimated) (3) 2,000,000imp/4 weeks (estimated)
Rate	(1) ¥200,000 - (1 week) (2) ¥400,000 - (2 weeks) (3) ¥750,000 - (4 weeks)
Estimated CTR	0.15% ~ 0.20%

Advertisement material format

Dimensions	W300 x H250 * Max file size: 50KB
File	GIF/JPEG

Native Advertising

It is possible to place an advertorial. After we ask your request, the editorial desk will plan, write and place an advertisement.



Advertisement product details			
Device	PC/SP		
Placement period	Archive		
PV	2,500 ~ 3,000PV (estimated)	5,000PV ~	20,000PV ~
Rate	¥450,000 ~	¥650,000 ~	¥1,100,000 ~
Estimated CTR (link in an article)	5 ~ 10%		

***A Native Advertising placed is posted each one time on Facebook and Twitter of Anime! Anime! (free of charge).**

***Secondary use (such as external navigation to content and provision of materials) is possible. Please inquire about rates.**

* The rates above are gross. For detailed quotations, please consult separately.

* Articles will be written after we ask your requests.

* You are asked to proofread and approve the content of articles before placement.

* Articles have the credit [PR]. No distribution to external websites is allowed.

* For the menu guaranteeing 20,000PV, we will induce customers by using Cynergi Platform (see P.21).

* We have a menu which uses content of an article as secondarily. Please consult separately if you are interested.

LINE DIGEST Spot for Account Media

We distribute messages five days (Tuesday-Saturday) a week to the users who added the Anime! Anime! LINE account as a friend. You can use spaces within these messages as an advertisement. By using the spaces, you can reach anime fans on LINE. For screen transfer, see the images below.

Anime! Anime! LINE Message



Article within LINE



Transfer to a designated website
(such as an official website and App DL pages)



Rate: ¥ 600,000-

* The rate above is a rough indication. Rates will be decided based on the number of registered friends as of your applying for our service (the number of registered friends as of April 24, 2017: About 122,000).

Anime! Anime! biz

Anime! Anime! biz is a website specialized in anime business information. The website communicates information on the present and future of the “anime industry” Japan boasts to the world from various aspects.



Monthly PVs

100,000

Monthly UUs

45,000

Twitter

3,400

* As of September 2017

News

Event reports

Interviews

Columns

Over
seas

Corporate
information

About IID

Biz Middle Rectangle

An advertisement is displayed at the location after readers read further the website,
appealing your products/services to users.



Advertisement product details

Placement page	All pages
Placement period	4 weeks (paste during the period)
Placement volume	40,000imp (estimated)
Rate	¥100,000
Estimated CTR	0.1%

Advertisement material format

Dimensions	W300 x H250 * Max file size: 50KB
File	JPEG/GIF

Cynergi platform

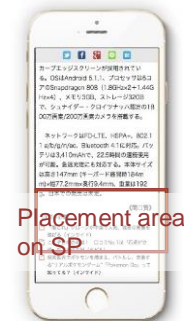
This is a menu by which you can use your content for approach to potential customers beyond boundaries of media.

This is the pay-per-click type menu* navigating only the readers who are interested in your content from over 10 diversified media.



Points

- ◎ We create the effective headlines which really hit potential customers.
- ◎ Beyond media, the platform can deliver information to interested readers.
- ◎ We induce the excellent users* with high rates of time on page/scroll depth. (* researched by our Google Analytics)



Placement area on SP



Placement area on PC

An advertisement is placed on “noteworthy articles” directly underneath an article page.

- * Placement media/areas are allocated by a system automatically and optimally.
- * Your company can not designate placement media and areas.
- * This is an effective system which increases a ratio for displaying advertisements on high CTR media.

Advertisement placement policy/precautions

■ Advertisement placement policy

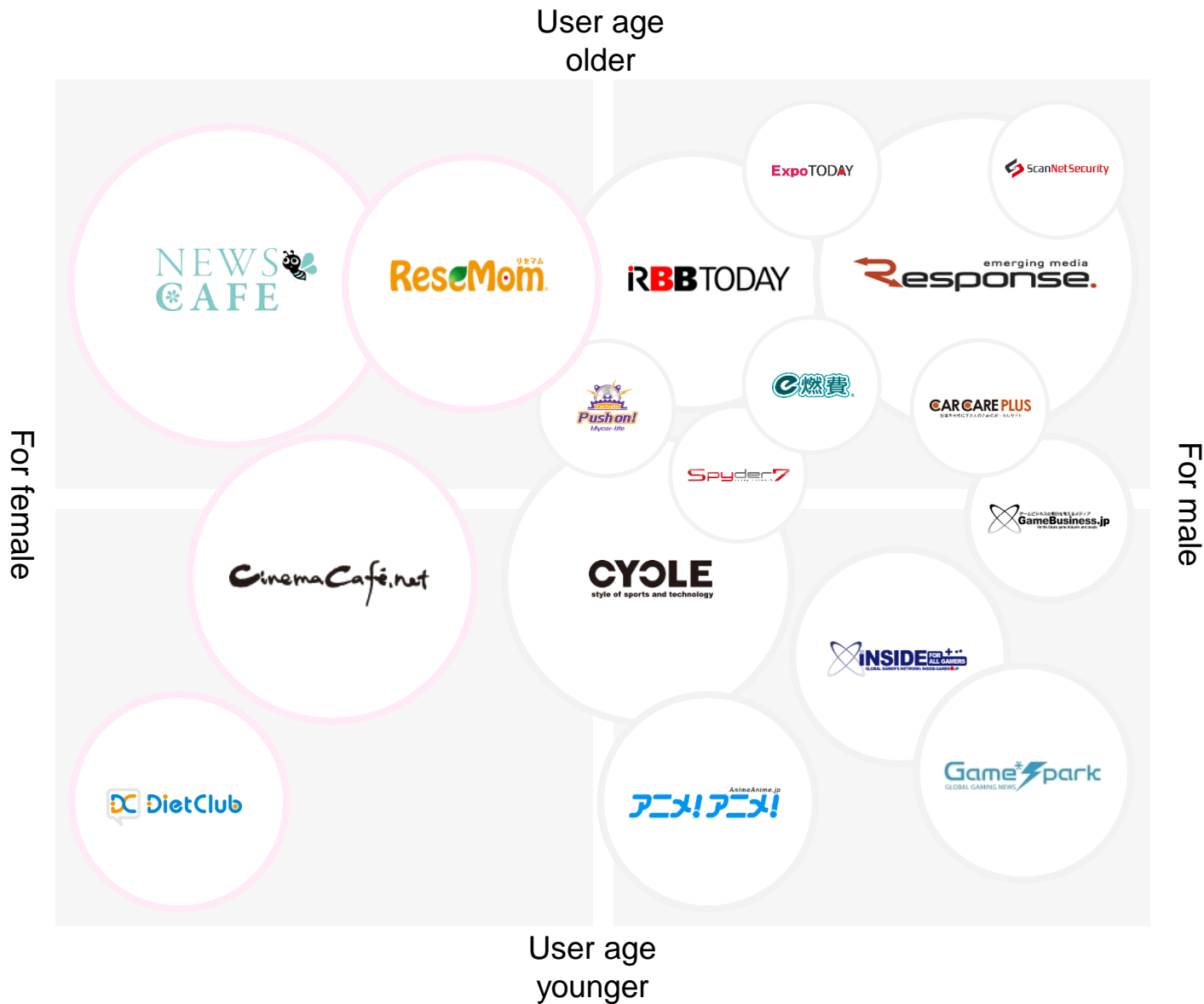
- If our company finds it inappropriate to place your advertisement, you may be kindly requested not to place it. We ask for your kind understanding.

■ Precautions

- The rates, number of spaces, inventory and specifications for each advertisement space are subject to change without notice. Please always check these conditions before you apply for our service.
- If you change the content of your advertisement, the hours from 10 a.m. to 2 p.m. on the first day of the change and the hours from 11:59 p.m. on the last day of the change to 9:59 a.m. on the next day are regarded as adjustment hours. We are not responsible for problems during the adjustment hours. Please understand in advance.
- There are hours for not placing and distributing advertisements due to force majeure such as fire, power blackouts and natural disasters and regular system maintenance. In these cases, please note that our company will be exempted if total hours do not exceed 48 hours in a month or if content is distributed within 24 hours for distribution service.
- The usage purposes for image data used in this Media Guide and past cases are limited only to explanations and introduction of advertisement products, preparation of proposals and materials for sales expansion. Please also understand that images are just only past cases of other companies. You can not produce similar creative or material.
- Please note that the rates listed in this Media Guide exclude taxes.

Overview for IID Media

IID, Inc. is a **content marketing company** operating **48 media** in **20 categories**.



Media name	News categories handled
Response	Automobiles
RBB TODAY	IT/business
INSIDE	General games (Japan/smartphones)
ReseMom	Education/entrance exams
CinemaCafe.net	Movies
NEWS CAFE	Living information portal site
CYCLE style	Sports
Game Spark	Core games (overseas/PC)
Anime! Anime!	Animation
eNennpi	Fuel consumption/environment
Diet Club	Diet
GameBusiness.jp	Games
Expo TODAY	Exhibitions/events
Push on!	automobile goods
Scan Net Security	Security
Spyder7	Entertainment (for male)
CAR CARE PLUS	Automobiles (repair/maintenance)