



INSIDE ⁺
FOR ALL GAMERS
GLOBAL GAMER'S NETWORK: INSIDE-GAMES  JP [®]

Media Guide
April – June 2018



The media add games to life

The media intend to connect between inside and outside games, inside and outside the game industry and game players and non game players, “adding games to life” of more people.

Console games

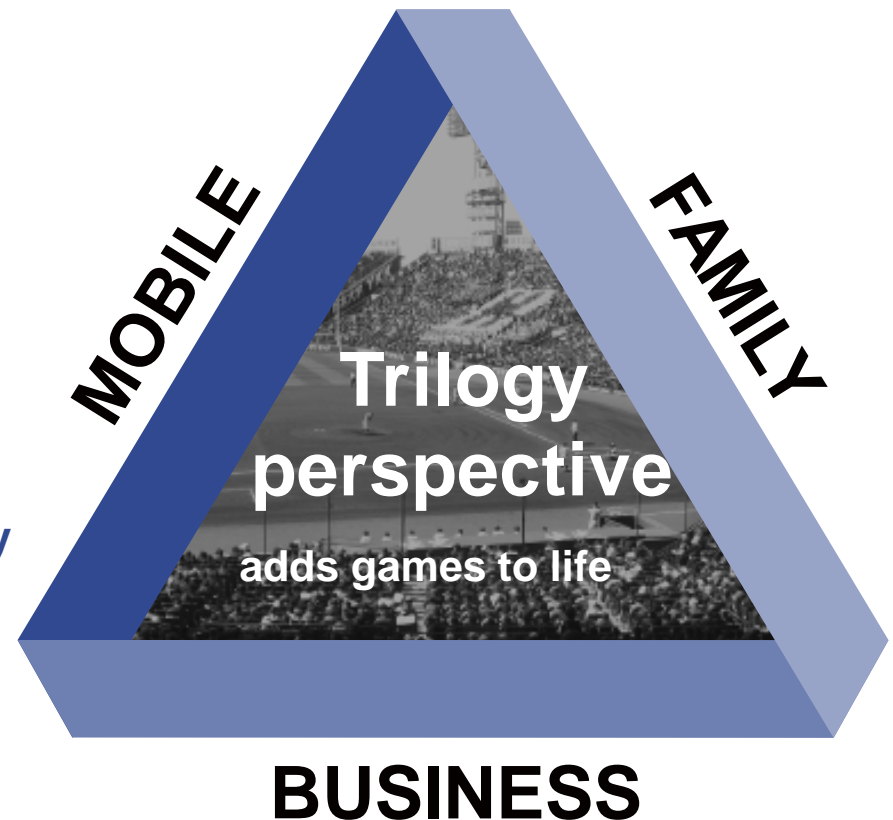
Distributes information on console games in Japan

Smartphone games

Distributes information on smartphone games in Japan

Game business/production industry

Distributes interviews with developers, financial statements reporting and other matters on “GameBusiness.jp”



INSIDE

INSIDE is a news & communication media handling a wide range of categories from console games to social games.



Monthly PVs

10 million

Monthly UUs

2.1 million

Facebook

21,000

Twitter

63,000

*As of March 2018

Nintendo

Sony

Smartphone
games

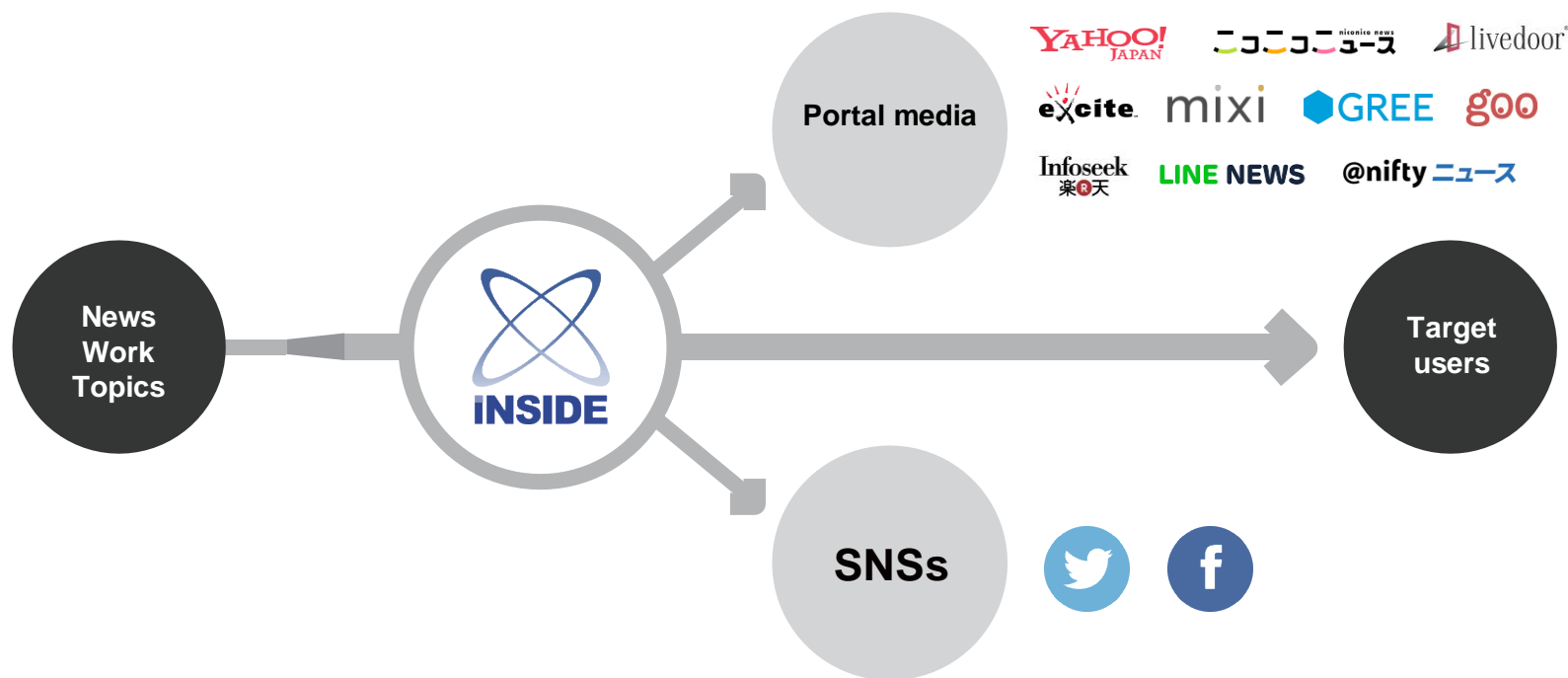
PC games

VR

Game industry

INSIDE's ability to reach target users

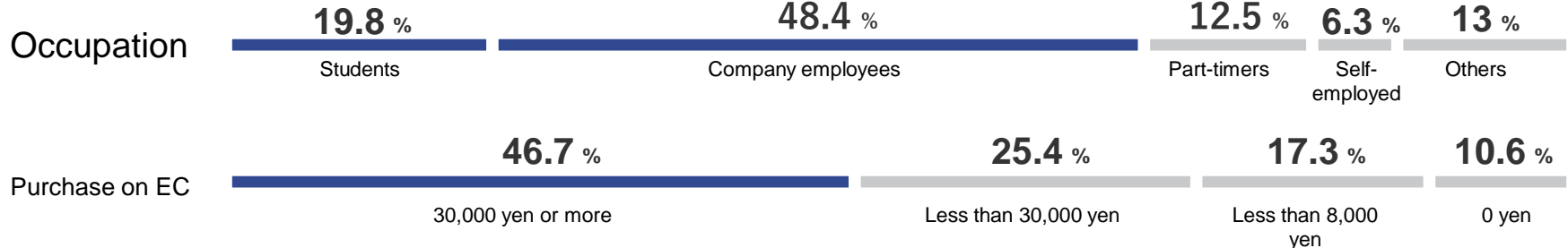
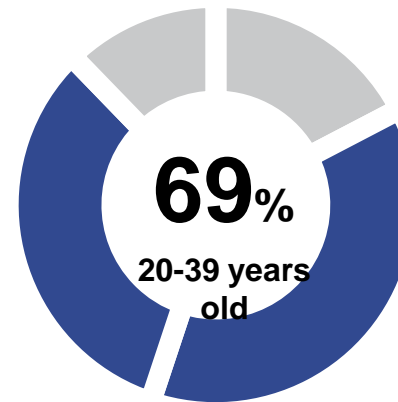
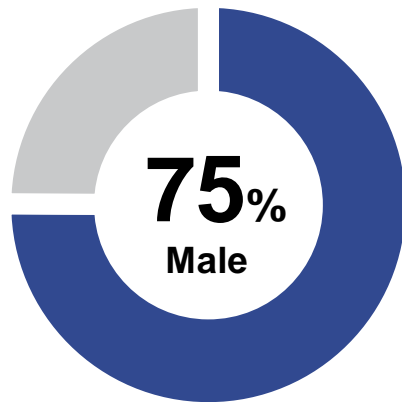
Articles have been spread widely beyond the boundaries of media.



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

User attributes

The media have many male users in their 20s-30s.



Main users for INSIDE are in their 20s-30s. People in these age groups play games most frequently. The users also often buy products on EC.

User characteristics (1)

The website is viewed by the readers in their 20s-30s. People in these age groups play games most frequently. The users also often buy products on EC.

Interests and attention

The website is viewed by the readers who are interested mainly in console games such as Nintendo Switch, 3DS and PS4, and in smartphone apps, comics and animation.

TOP5 hobbies other than games

[Animation] 61.7%

[Comics] 59.1%

[Music] 53.9%

[PC/peripherals] 52.3%

[Movies] 38.3%



3月18日に発売予定の3DS用ハンティングアクションゲーム『モンスターハンターダブルクロス』。人気大シリーズの最新作として注目をあつめる本作ですが、その発売と合わせて『一番いいモンスターハンターXX(ダブルクロス)』の発売も同時進行される。これは、『モンスターハンターダブルクロス』の素材に7等強22種のカードからめいりながら作れる。ハズレのキャラクターやクマ、新キャラクターのミルシヤや斬り系モンスターのバルフルクロスをはじめ、ファン垂涎のグビグビが得意なモンスターも登場している。

今回、インサイド編集部では、『モンスターハンターダブルクロス』のプロデューサーを務める



マテル・インターナショナルは、新たに『USO (ウソ) カードゲーム』シリーズを展開するとともに、その第1弾として『ウソ デザックス』を発売すると発表しました。

『ウソ デラックス』は、『ウソ』のポップなデザインがあらわれた青用の部の箱が特徴のカードゲームです。新ルールのカードを含む全116枚のカードと、本商品限定の編み記入カードが入ったセット商品となっています。



他には代えがたいツブツブ感を提供し、世界の人々を年齢・性別問わず引きつけるロボット。そんなロボットを手軽に操作できるという人生の喜びを提供するため、今まで様々なゲームやおもちゃが生み出され、道を拓いてきました。そんな中、スマートフォンで操作し対戦ができるという、ARゲームとおもちゃを融合させた夢のロボット「メカモン(MekaMon)」が海外で生み出され、

「メカモン(MekaMon)」はイギリスのベンチャー企業Reach Roboticsが手がけており、CEOのサイラス・アダムソン氏を含めた10名ほどのメンバーが大学を卒業後に加盟。メカモンという名前から「ロボットモンスター」といったフレンドリーな世界観を想像するかもしれません。「メカモン」はエンジニアの憧れであった未来のロボットで世界観から見た人型ロボットの希少な存在といえるかながら十分な設備、現状実現はしかなりませんが、熱くするためにこういう設定が不可欠である。気になる方はぜひ公式サイトをご覧ください。



6月14日から16日まで米ロサンゼルスで開催された世界最大のゲームトレードショー「E3 2016」、会場となったLAコンベンション・センターのウエストホールでは、大手春社の新型ハードや多くの大作タイトルが軒を連ねる中、任天堂はWii U版『ゼルダの伝説 ブレス オブザワイルド』のみをプレイアブル展示していました。



任天堂が、マリオのスマートフォンでのデビュー作として、12月15日に世界同時配信する

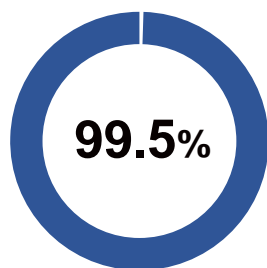


アップルの新製品発表会で、マリオの生みの親・宮本茂氏も登壇しての豪華な発表。App Storeでは史上初となる事前予約が行われ、すでに2000万件を超える予約が、夏の『ポケモン GO』に続く任天堂マジックの発動なるかと期待される本作ですが、日本各地のアップルストアには本日より先着体験が開始されました。

【附注】《中国通志》卷四十五《地理志》：“（高丽）地居海隅，与朝鲜接壤，其地多山，其俗多文。”

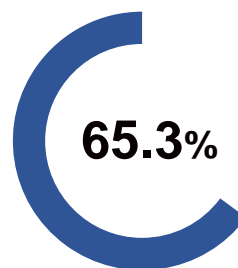
User characteristics (2)

Percentage of owning game hardware



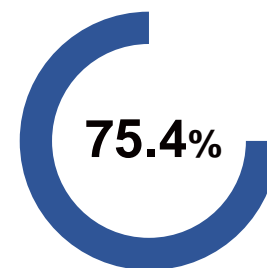
Almost all of the users own game hardware. The tendency shows that the ratio of owning any Nintendo hardware is high.

Percentage of buying game software (5,000 yen or more/month)

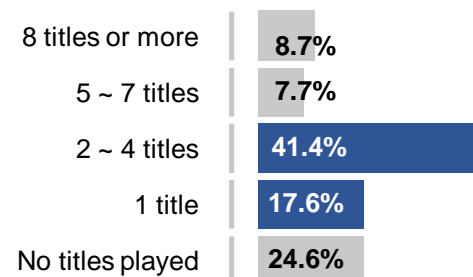
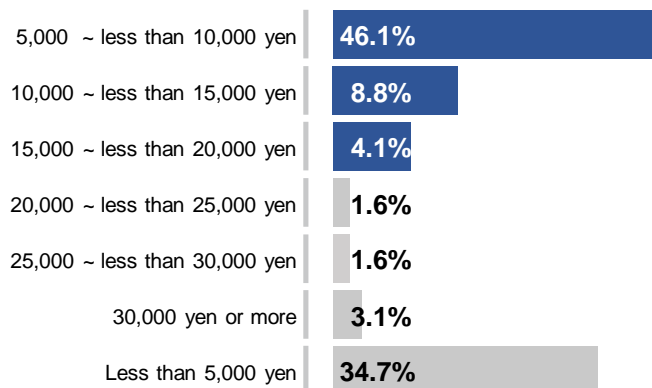
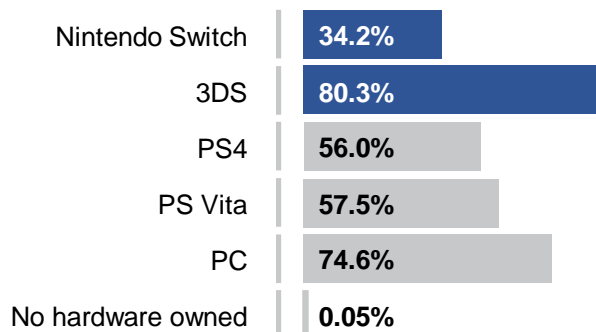


Many users buy game software each month. The percentage of buying 5,000 yen or more of the software exceeds 60%.

Percentage of playing app games

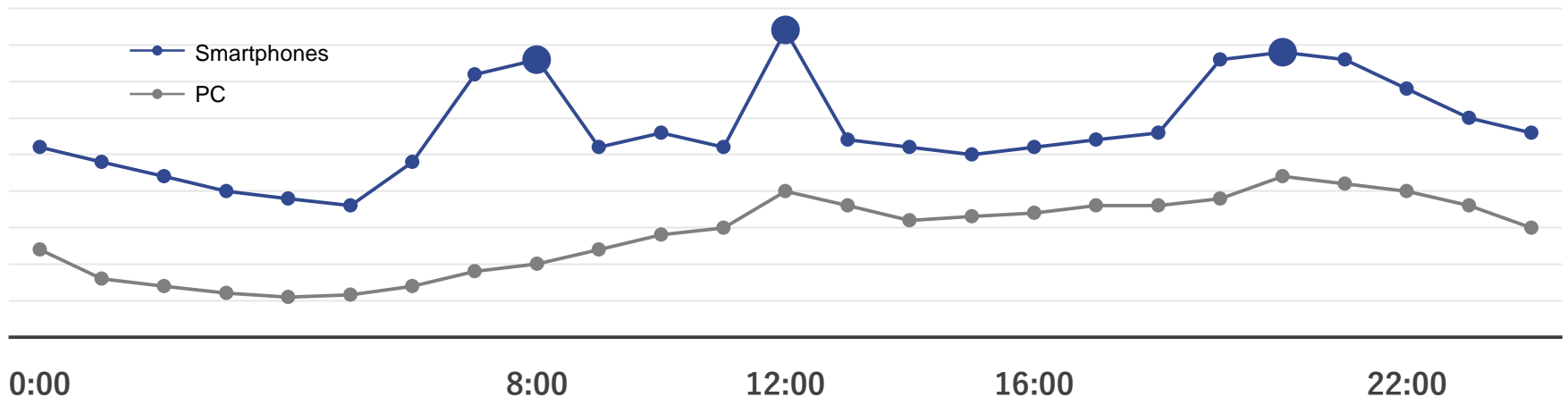
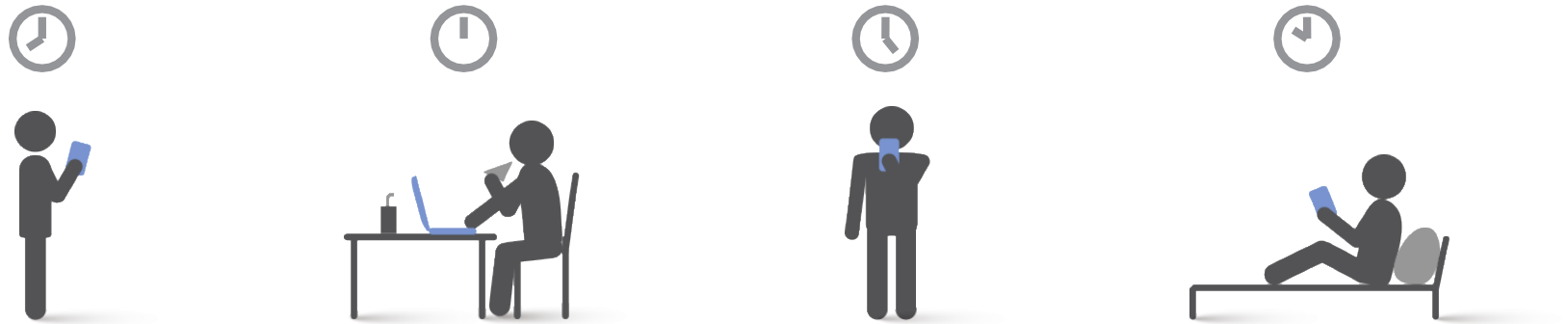


More than three fourths of the users are playing smartphone app games.



Use scene

The number of PVs increases during commuting hours, and grows from lunch hours to night.



Information on advertisement products

Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	1 week	250,000	imp (estimated)	¥350,000
		Billboard	1 week	250,000	imp (estimated)	¥200,000
		Prime Display	1 week	250,000	imp (estimated)	¥250,000
		Double Prime Display	1 week	200,000	imp (estimated)	¥200,000
	SP	Smartphone Premium Takeover	1 week	500,000	imp (estimated)	¥700,000
		Header Banner	1 week	500,000	imp (estimated)	¥200,000
		Prime Display	1 week	500,000	imp (estimated)	¥300,000
Content production	PC/SP	Native Advertising	Archive	3,000PV	PV (estimated)	¥450,000
				5,000PV	PV (guaranteed)	¥650,000
				20,000PV	PV (guaranteed)	¥1,110,000

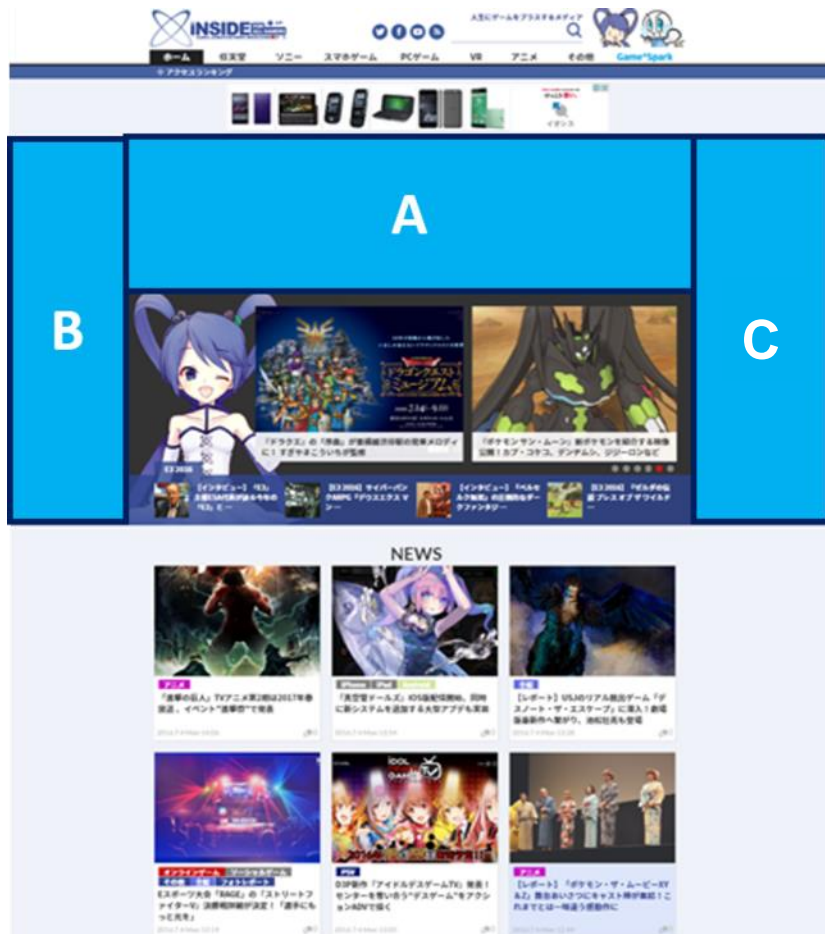
* The figures above are estimated and quoted as of March 2018. Please note in advance that they are subject to change.

* An advertisement is distributed at 10 a.m. on a designated date.

* If using animation images, you are also asked to submit static images.

PC Premium Takeover

**This is an all-page takeover advertisement with outstanding visibility.
The advertisement dramatically improves product recognition of all users visiting the website**



Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	250,000imp (estimated)
Rate	¥350,000 -
Display style	Paste

Advertisement material format

Dimensions	A: 1040 x 250 B: 200 x 660 C: 200 x 660
File	JPEG, GIF
Max file size	ABC: 300KB

PC Billboard

An advertisement is placed between topics and a list of articles. Therefore, this menu has high appeal power.
The advertisement is placed directly underneath an article, attracting attention of users.

The screenshot shows the 'PC Billboard' website. At the top is a navigation bar with links like 'ホーム', '任天堂', 'ソニー', 'スマホゲーム', 'PCゲーム', 'VR', 'アニメ', 'その他', and 'GameSpark'. Below the navigation bar is a main article area featuring a large illustration of a character with purple hair and a blue dress. To the right of the character are several smaller images and text blocks, including one for 'ドラクエ' (Dragon Quest) and another for 'ポケモン' (Pokémon). Below the main article area is a blue box with the text 'AD' in white. Below the 'AD' box is a 'NEWS' section with several article thumbnails and titles, such as '【Wii U DL販売ランキング】「スーパーマリオメーカー」首位奪得。', '【インテリジェント】「インテリジェント」', and '【ゼルダの伝説】リンクをリアルにしたらこうなった！'.

Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	250,000imp (estimated)
Rate	¥200,000 -
Display style	Paste

Advertisement material format

Dimensions	500 x 250
File	JPEG, GIF
Max file size	100KB

PC Prime Display

This standard advertisement space is placed on the TOP page and article page. Its cost-effectiveness is excellent.



Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	250,000imp (estimated)
Rate	¥250,000 -
Display style	Paste

Advertisement material format

Dimensions	300 x 250
File	JPEG, GIF
Max file size	100KB

PC Double Prime Display

This large advertisement space has twice as large as the Prime Display space, catching eyes of users.

任天堂 / Wii U

【Wii U DL販売ランキング】『スーパーマリオメーカー』首位奪還、『太鼓の達人 あつめて★ともだち大作戦!』初登場ランクイン(11/30)

2015年11月30日版のWii Uのダウンロードソフトランキングをご紹介します(19時現在)。

今週は「スーパーマリオメーカー」が再び首位に返り咲き、すっかり定番ソフトとなった『スプラトゥーン』もTOP3入りを果たしており、両作の強い人気を裏付ける結果となりました。

14位には『太鼓の達人 あつめて★ともだち大作戦!』が初登場ランクイン。これは和太鼓リズムムゲーム『太鼓の達人』シリーズ最新です。新モード「ともだち大作戦」をはじめ、様々なモードを搭載。シリーズ15周年記念タイトルに相応しいタイトルとなっています。

順位	タイトル	発売元
1	↑ スーパーマリオメーカー	任天堂
2	↓ Year Walk 最後の啓示	任天堂
3	↑ スプラトゥーン	任天堂
4	↓ タイニシーフ	任天堂
5	↑ ロックマンエグゼ6 電脳獣グレイガ	カプコン
6	↓ ソードアート ソルジャーズ	任天堂
7	↑ スーパーマリオワールド	任天堂
8	↓ ロックマンエグゼ6 電脳獣ファルザー	カプコン
9	↑ MOTHER2 ギガの逆襲	任天堂
10	↓ じっくり絵心教室	任天堂
11	↑ 絵心教室 スケッチ	任天堂
12	↓ スーパーマリオRPG	任天堂

AD

INSIDE

パターに変わる時、リンク先で設定可能
インサイドと共通で表示される時です。画像の比率を揃えて使いまわすことが可能です。

機軸性士ガンダムサンダーボルト! いよいよ第4話がリリース!
キャプションも出せます

パターに変わる時、リンク先で設定可能
インサイドと共通時

記事タイトル入ります ##
記事本文が入ります。説明が入ります。画像が入ります。

最新ニュース

『龍』から広がるゴリゴン・ビクチャアズの今後 - 一歩下ろぎの脱獄後、守屋青樹Pに聞く(後編)

『ゼルダの伝説』リンクをリアルにしたらこうなった! 『Halo』343のアーティストがデザイン

35アイルが35まで育つまで育てるゲーム「スタール

Advertisement product details

Placement page	Article page
Placement period	1 week
Placement volume	200,000imp (estimated)
Rate	¥200,000 -
Display style	Paste

Advertisement material format

Dimensions	300 x 500
File	JPEG, GIF
Max file size	100KB

SP Premium Takeover

This advertisement space takeovers all the pages of the INSIDE smartphone website.

A special-sized advertisement takeovers eyes of users.



Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	500,000imp (estimated)
Rate	¥700,000 -
Display style	Paste

Advertisement material format

Dimensions	Header portion: 750 x 200 x 100 Footer portion: 750 x 60 x 160
File	PNG (background-color settings: transparent)
Max file size	200KB

SP Header Banner

This advertisement space is displayed on the upper part of a page which has outstanding visibility.

The advertisement dramatically improves product recognition of all users visiting the website.



Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	500,000imp (estimated)
Rate	¥200,000 -
Display style	Paste

Advertisement material format

Dimensions	320 x 100
File	JPEG, GIF
Max file size	100KB

SP Prime Display

A large-sized advertisement is placed. Therefore, this advertisement space has high appeal power. The advertisement is placed directly underneath an article, attracting attention of users.



Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	500,000imp (estimated)
Rate	¥300,000 -
Display style	Paste

Advertisement material format

Dimensions	300 x 250
File	JPEG, GIF
Max file size	100KB

Native Advertising

Reporters who are familiar with games appeal products or services on articles.



Native Advertising		
Device	PC / SP	
Placement period	Archive	
Quotation	20,000PV (guaranteed)	¥1,100,000~
	5,000PV (guaranteed)	¥650,000~
	3,000PV (estimated)	¥450,000~

- * A Native Advertising placed is posted each one time on Facebook and Twitter of INSIDE (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].
- * For the menu guaranteeing 20,000PV, we will induce customers by using Cynergi Platform (see P.19).

Cynergi Platform

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

This is the pay-per-click type menu* (CPC: 30 yen) navigating only the readers who are interested in your content from over 10 diversified media.

Our media

The platform induces excellent users to your article page from a group of our media with total monthly inventory of 200 million impressions.

* Media cannot be designated

RBBTODAY

ReseMom

INSIDE FOR ALL GAMES

CYCLE
style of sports and technology

アニメ!アニメ!

Gamepark
GLOBAL GAMING NEWS

Response
emerging media

CinemaCafe.net

Submission page

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/page views per visit. (* researched by our Google Analytics)



Placement area on SP



Placement area on PC

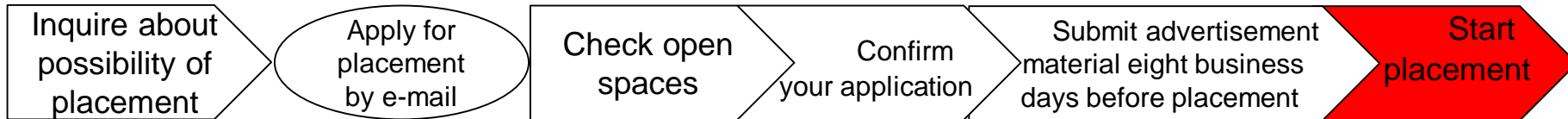
An advertisement is placed on “noteworthy articles” directly underneath an article page.

* 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.

Submission guidelines

■ Flow until starting placement



■ Read before you apply for placing an advertisement

- Before you apply for placing an advertisement, you must inquire to check whether or not your advertisement on products/services will be able to be placed.
- We respond to your inquiry only by the word “possible” or “impossible.”
 - * Please note that we will not answer the reasons why you are able/unable to place an advertisement.
- Our company accepts your application and submission formally when sending receipt e-mails. Please note in advance that no affairs will be handled if our company has not sent receipt e-mails.
- We keep a vacant advertisement space temporarily for five business days after your request. If we are not notified during the period, the space is released automatically.
- All communications are done by e-mail from your application to submission.
- After submission, we review your advertisement material based on our advertisement placement policy and production guidelines. If your advertisement violates the policy, guidelines or any other rules, you may be asked to modify the advertisement.
- The advertisement specifications are as of March 2018. The dimensions, maximum file size and other elements are subject to change.
- We may utilize our advertisement menu to implement research or other activities for the purpose of improving services for users and advertisers.
- Please understand that we will not coordinate advertisements of competitors or placement at the same time.

■ Submission guidelines

- Advertisement material: See each advertisement menu.
- Submission due date: See each advertisement menu.
- Submission method: Submit your advertisement material as an attachment file by e-mail to your person in charge. After confirming submission, we will send a receipt e-mail.
- About links: To demonstrate links, create a designated URL at least five days before starting placement.

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.