



Media Guide  
July - September 2018



# Website supporting a better future for children

The website delivers a wide range of educational news based on high quality editorial capabilities and diversified angles.

## EDUCATION

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Introduces educational ICT, educational events and introduction examples of educational scenes

## MOM

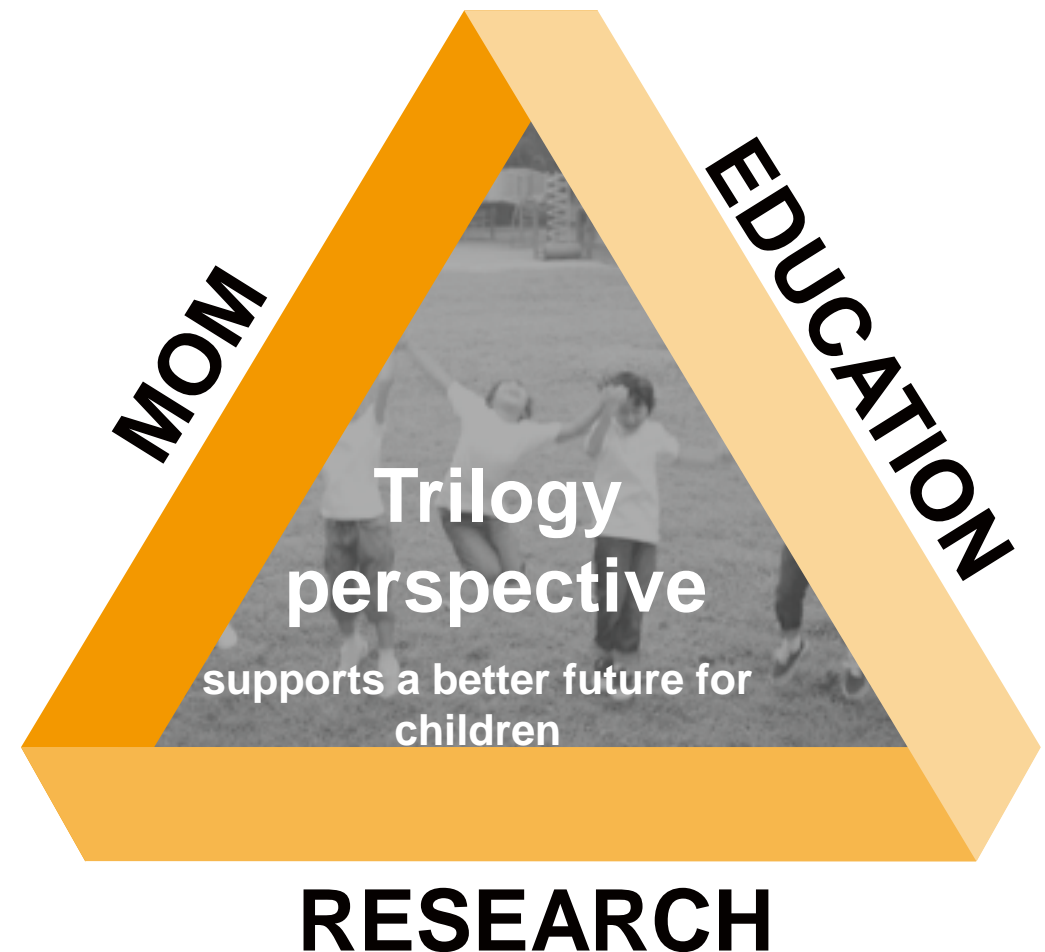
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Communicates information on education/entrance exams, educational materials, enrichment lessons and health

## RESEARCH

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Contains the information which is useful to know “now” such as where to go, art and music



# ReseMom

ReseMom is one of the leading educational information news websites communicating a wide range of news from the latest educational circumstances to child-raising tips to guardians and educators.



Monthly PVs

3 ~ 15  
million

Annual PVs

70 million

Monthly UUs

1 ~ 5  
million

Facebook

4,600

Twitter

9,000



Education/  
entrance exams

Educational  
ICT

Educational  
industry NEWS

Educational  
events

Programming

Life/health

Hobbies/  
entertainment

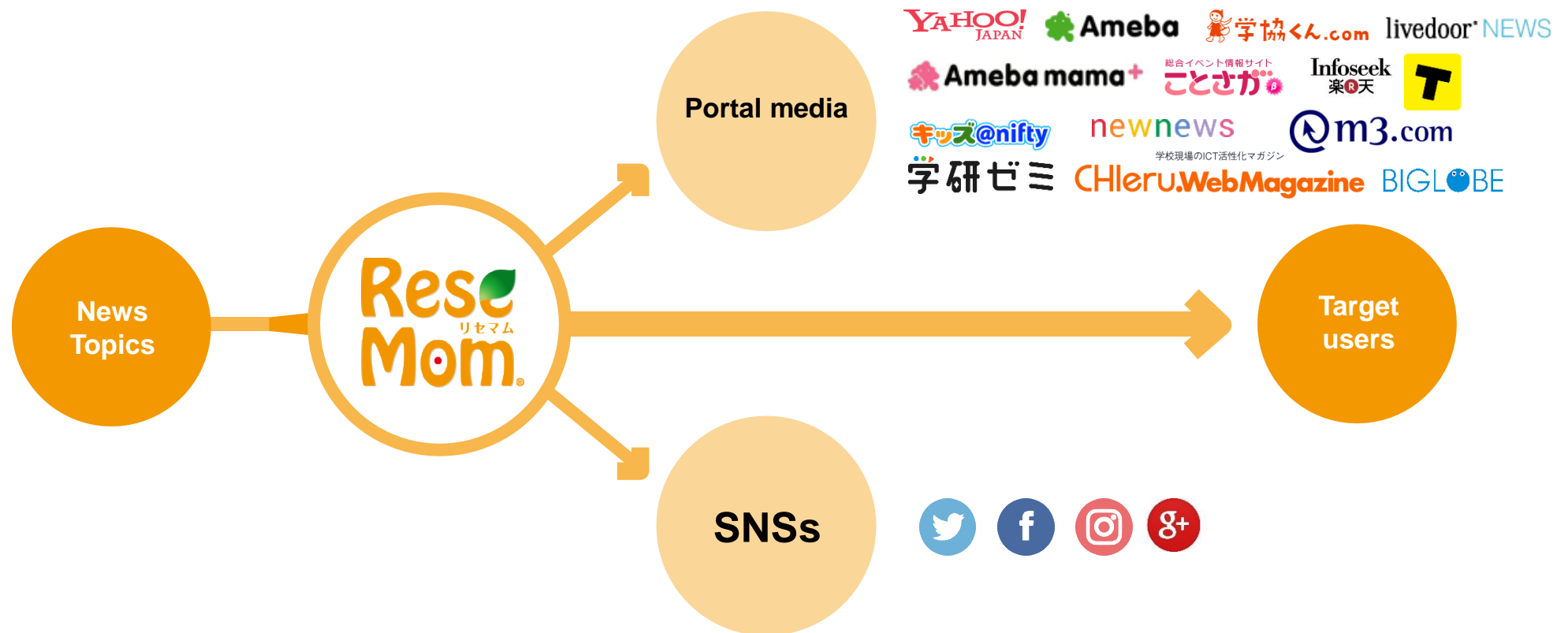
Medical  
Faculty

IID Award

\* As of March 2018

# ReseMom's ability to reach target users

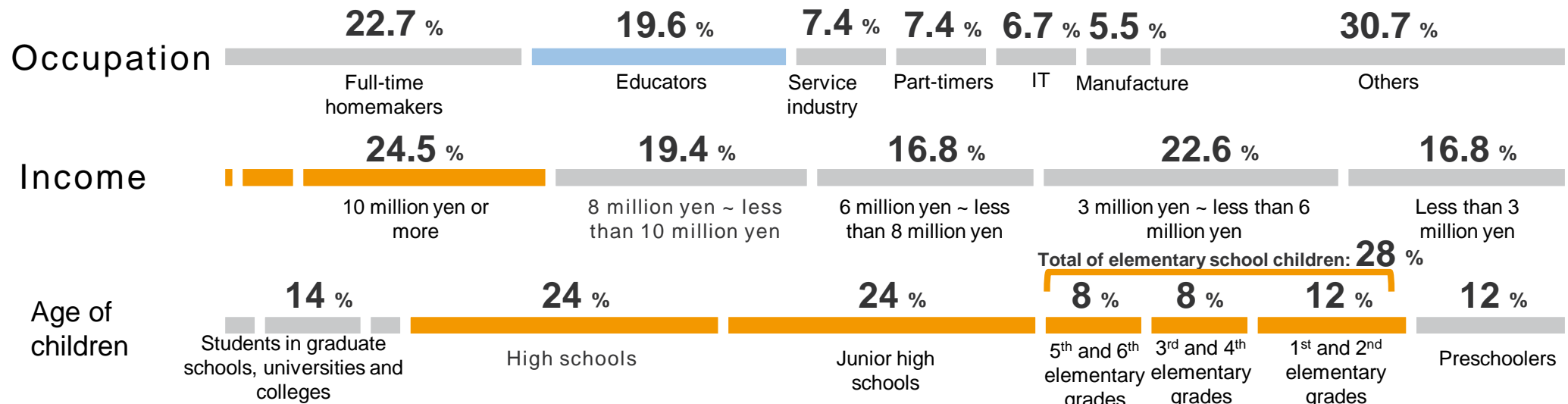
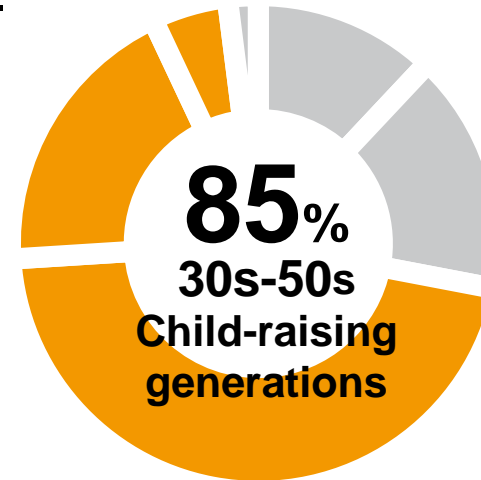
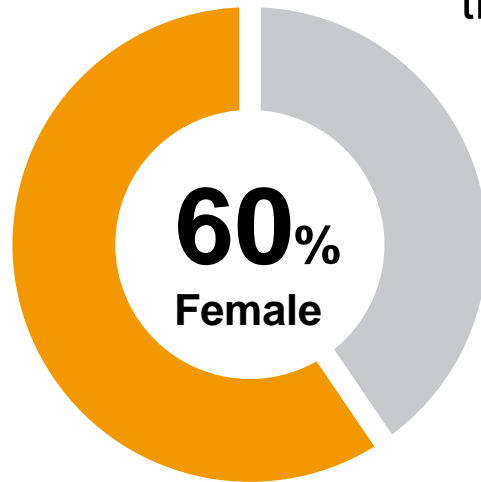
Articles have been spread widely on portal media, SNSs and others.



Articles posted are spread widely through ReseMom 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 are attracting attention of child-raising female users and teaching staff in their 30s-50s.



The main readers are the guardians who have students in elementary schools, junior high schools and high schools. One out of five is an educator. One out of four has 10 million yen or more of household income. Through communicating information, ReseMom is supporting to create a better future for children.



# User persona

The website is viewed by the guardians who are aggressive in collecting educational information and have high household income and the users involved in the education industry. Both types of the users are in their 30s-50s.

## Interests and attention

- Entrance exam information
- Enrichment lessons
- Latest educational information
- Introduction examples of educational scenes
- Experience with families
- Study outside Japan
- English
- Programming

## Insight [guardians]

- The users are highly educated
- Their household income is high
- They are also interested in information such as children's health, hobbies and travel

## Insight [educators]

- The users are highly educated
- They are interested in educational ICT and utilization examples
- They are also interested in voices from mothers and children

デジタル生活 / 小学生  
2017.6.8 Thu 15:15  
IchigoJamにlittleBits、Scratchも…仙台にプログラミング教室開校



全国に拡大しつつある、プログラミング教室の新規開校。宮城県仙台市内の起業家らが立ち上げた「マジカルコンパス」は、8月に同市内太白区長町に「ComPath Programming School (コンパスプログラミングスクール)」を開校する。開校前には、タミヤロボットスクールの体験イベントも実施予定。

シェア ツイート

プログラミング教育

ソニー、教育機関向け「STEM教育パッケージサ...

【夏休み2017】5歳から歓迎、レゴのプログラミング...

プログラミングを楽しめる小さなコンピューター「...



教育・学校 / 初等学校  
2016.10.04 18:48  
「マナビ」を取り入れたファミリアが6/11横浜元町に誕生



ファミリアは、6/11日に「ファミリア横浜元町校」(横浜市中区)をオープンする。ページデザインは、6/11から6/11まで1か月間の子どものアイデアを募集した「Familiar Kids LABO」の成果を反映する。

「ファミリア横浜元町校」は、「マナビ」・「コト」...

教育・学校 / 大学  
2016.10.04 18:48  
1学期で最大300万円、明大が海外トップ校への留学を助成



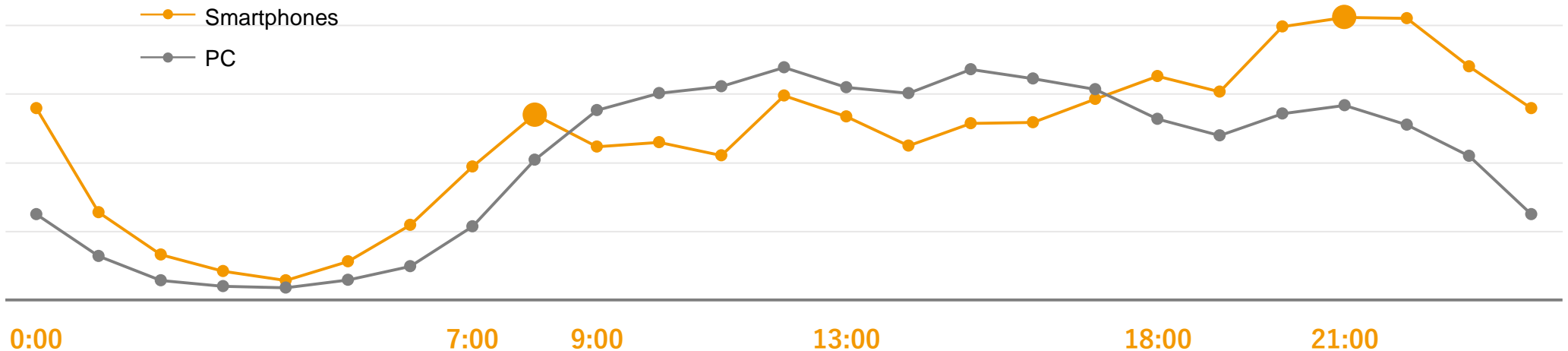
明治大学は、優秀な学生の海外トップ校への留学を助成する。1学期で最大300万円、明大が海外トップ校への留学を助成する。1学期で最大300万円、明大が海外トップ校への留学を助成する。



# Use scene



Smartphones  
PC



**[Guardians]** They access the website during an early morning hour (7 a.m.), a hour when they send their children to school (8 a.m.), and hours after they finish work (from 6 p.m.) and housework (from 9 p.m.)

**[Educators]** They access the website during commuting hours (6-8 a.m.), working hours (from 9 a.m.) and hours after they finish work (from 6 p.m.)

# Information on advertisement products



# Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	4 weeks	850,000	imp (estimated)	¥1,500,000
		Top Brand Panel	4 weeks	50,000	imp (estimated)	¥150,000
		Center Panel	4 weeks	50,000	imp (estimated)	¥100,000
		Super Banner	-	300,000	imp (guaranteed)	¥180,000
			-	500,000	imp (guaranteed)	¥300,000
		Prime Display	-	300,000	imp (guaranteed)	¥300,000
			-	500,000	imp (guaranteed)	¥500,000
	SP	Header Banner	-	600,000	imp (guaranteed)	¥400,000
			-	1,200,000	imp (guaranteed)	¥700,000
		SP Premium Takeover	2 weeks	300,000	imp (estimated)	¥450,000
			4 weeks	600,000	imp (estimated)	¥900,000
Content production	PC/SP	Native Advertising	Archive	-	-	¥450,000 ~
			Archive	5,000PV	PV (guaranteed)	¥650,000 ~
			Archive	20,000PV	PV (guaranteed)	¥1,100,000 ~
		Tie-up Page	Archive	-	-	¥900,000 ~

\* 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

An advertisement is displayed on the TOP page and the entire website. This is an very impactful menu.



Advertisement product details	
Placement page	TOP page Article page Image page
Placement period	4 weeks
Placement volume	850,000imp (estimated)
Estimated CTR	1.00%
Rate	¥1,500,000
Display style	Paste

Advertisement material format	
Dimensions	A:1050 x 250 B:200 x 640
File	JPEG, PNG, GIF (without ALT)
Max File Size	A:100KB B:100KB

# PC Top Brand Panel

An advertisement is placed on the TOP page and the TOP page by category.  
This is a menu suitable for branding.



## Advertisement product details

Placement page	TOP page TOP page by category
Placement period	4 weeks
Placement volume	50,000imp (estimated)
Estimated CTR	0.10%
Rate	¥150,000
Display style	Paste

## Advertisement material format

Dimensions	300 x 250
File	JPEG,PNG,GIF (without ALT)
Max File Size	50KB

# PC Center Panel

This is a highly visible advertisement space displayed on the first view screen of the TOP page.



## Advertisement product details

Placement page	TOP page TOP page by category
Placement period	4 weeks
Placement volume	(1) 50,000imp (estimated) (2) 50,000imp (estimated) (3) 50,000imp (estimated)
Estimated CTR	0.20%
Rate	(1) ¥100,000 (2) ¥100,000 (3) ¥100,000
Display style	Paste

## Advertisement material format

Dimensions	200 x 120
File	JPEG,PNG,GIF (without ALT)
Max File Size	15KB

# PC Super Banner

This advertisement space is placed on a right column of almost all of the website pages, including an article page.

The screenshot shows the ResoMom website interface. At the top is a navigation bar with links like Home, Education, Education ICT, Education Career News, Education Events, Life & Health, Digital Life, and Entertainment & Arts. Below this is a search bar and social media icons. The main content area features a large orange banner with the text 'AD' and a large image of a child using a laptop. Below the banner is a detailed article titled 'マイパソコンで学習効果最大化...学校でも家庭でも子ども1人1台の時代へ' (Maximizing learning effectiveness with my PC... towards an era where every child has their own PC at school and home). The article discusses the importance of PCs in education and the challenges of digital learning. It also mentions the 'Digital Life' section and the 'Education ICT' section. The article is dated 2016.12.8 Thu 18:00.

## Advertisement product details

Placement page	Article page Image page
Placement period	-
Placement volume	(1) 300,000imp (guaranteed) (2) 500,000imp (guaranteed)
Estimated CTR	0.14%
Rate	(1) ¥180,000 (2) ¥300,000
Display style	Rotation

## Advertisement material format

Dimensions	728 x 90
File	JPEG,PNG,GIF (without ALT)
Max File Size	30KB

# PC Prime Display

This advertisement space is placed on a right column of almost all of the website pages, including an article page.

The screenshot shows the ReseMom website interface. The main content area displays an article titled 'マイパソコンで学習効果最大化...学校でも家庭でも子ども1人1台の時代へ' (Maximizing learning effectiveness with my PC... The era of 1 PC per child in both school and home). The article includes a photo of a child using a laptop and various text blocks. On the right side of the page, there is a large orange square placeholder labeled 'AD' for an advertisement. Below this, there are several smaller thumbnail images and text snippets, likely representing other articles or related content.

## Advertisement product details

Placement page	Article page Image page
Placement period	-
Placement volume	(1) 300,000imp (guaranteed) (2) 500,000imp (guaranteed)
Estimated CTR	0.15%
Rate	(1) ¥300,000 (2) ¥500,000
Display style	Rotation

## Advertisement material format

Dimensions	300 x 250
File	JPEG,PNG,GIF (without ALT)
Max File Size	50KB



# SP Header Banner

This advertisement space is placed on all of page headers on the smartphone website.



[TOP page]



[Article page]

## Advertisement product details

Placement page	TOP page Article page Image page
Placement period	-
Placement volume	(1) 600,000imp (guaranteed) (2) 1,200,000imp (guaranteed)
Estimated CTR	0.20%
Rate	(1) ¥400,000 (2) ¥700,000
Display style	Rotation

## Advertisement material format

Dimensions	320 x 100
File	JPEG, PNG, GIF (without ALT)
Max File Size	30KB

# SP Premium Takeover

This advertisement space takeovers all the pages of the ReseMom smartphone website.  
Only the footer is always displayed as it scrolls with the page.



[TOP page]



[Article page]

## Advertisement product details

Placement page	TOP page Article page Image page
Placement period	(1) 2 weeks (2) 4 weeks
Placement volume	(1) 300,000imp (estimated) (2) 600,000imp (estimated)
Estimated CTR	0.25%
Rate	(1) ¥450,000 (2) ¥900,000
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	30KB

# Native Advertising

It is possible to **communicate information in a way not providing a feeling of strangeness to readers** because an article is prepared in the same format as that for normal articles. **With reliable abilities to interview and edit**, this native advertising thoroughly conveys characteristics of your products/services and unique attractiveness.



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

\* A Native Advertising placed is posted each one time on Facebook and Twitter of ReseMom (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].

\* The menu guaranteeing the number of PVs, an advertisement will be distributed to external networks such as Cynergi platform, Yahoo! Content Discovery and Taboola.

# Tie-up Page

This menu is very flexible in design and therefore is **recommended for a branding purpose.**



## Recommended content

- Want to be particular about design or layout
- Want to draw attention of readers by distributing highly original content for a branding purpose
- Want to carry out dynamic promotions such as features and serialization

## Tie-up Page

Content	Production of screens for PC/SP Navigation: 4 weeks
Placement period	Archive
Estimated PV	5,000PV
Quotation	¥ 900,000 ~

\* The right top of a title has the credit [PR].

# 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.

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

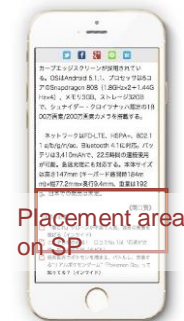
\* Media cannot be designated



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/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.

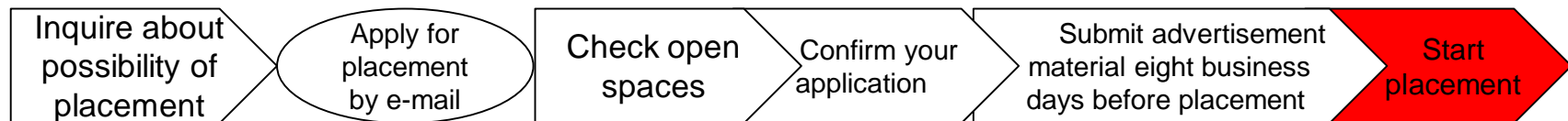
\* Your company can not designate placement media and areas.

\* This is an effective system which increases a ratio for displaying advertisements on high CTR media.



# 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.