



Media Guide
October - December 2018



Response to “current” automobiles

From “three” perspectives, the media have covered automobile news in the world for 18 years

Products <=> Automobile magazines

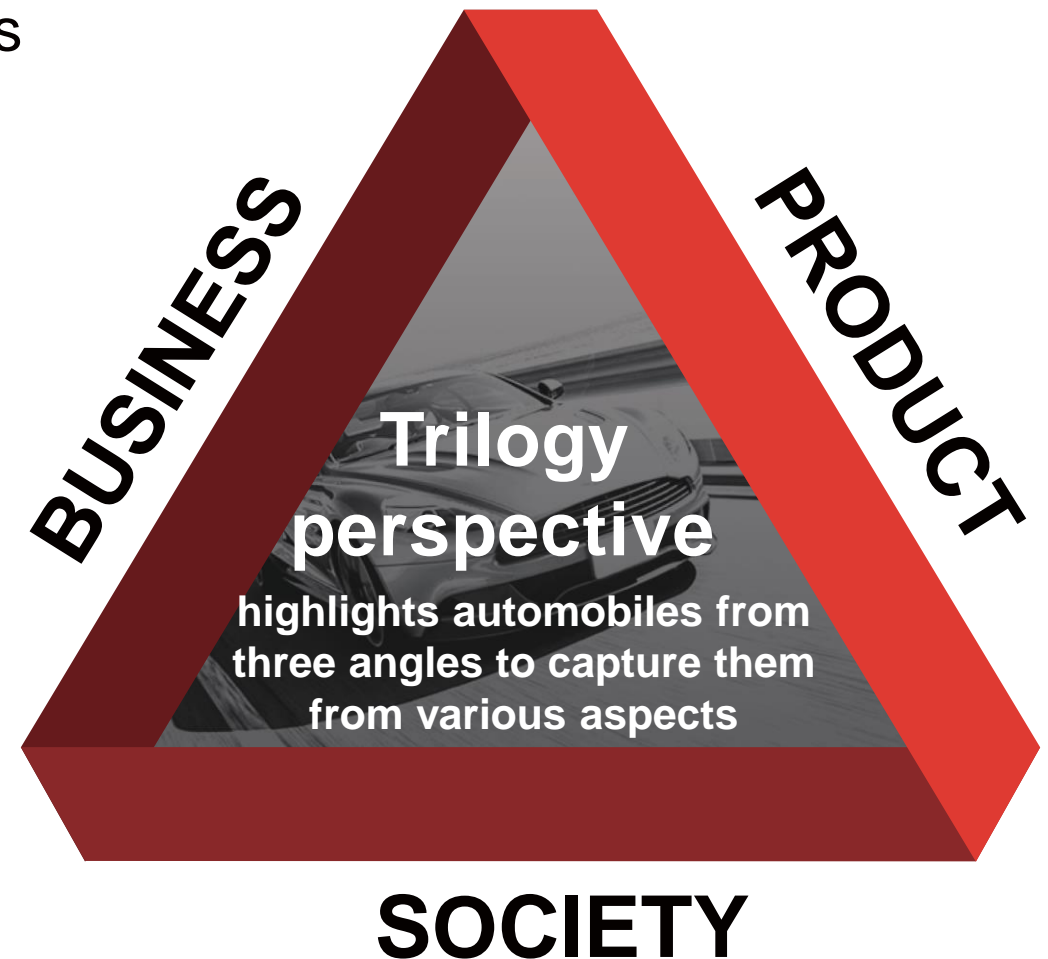
New model automobiles/motor shows
Automotive navigation/telematics services& content
Motor sports

Society <=> General and evening newspapers

Incidents/accidents
Politics/administration/environment
Handles public hot topics from an automotive aspect

Business <=> Economic and industry journals

Trend for automobile-related companies
Trend for new and used automobile markets



Response

Response is an expert news website specialized in automobiles.



Monthly PVs

50 million

Monthly UUs

8 million

Number of
members

165,000

Facebook

1 million

Twitter

57,000

* As of April 2018

Automobiles

Motor cycles

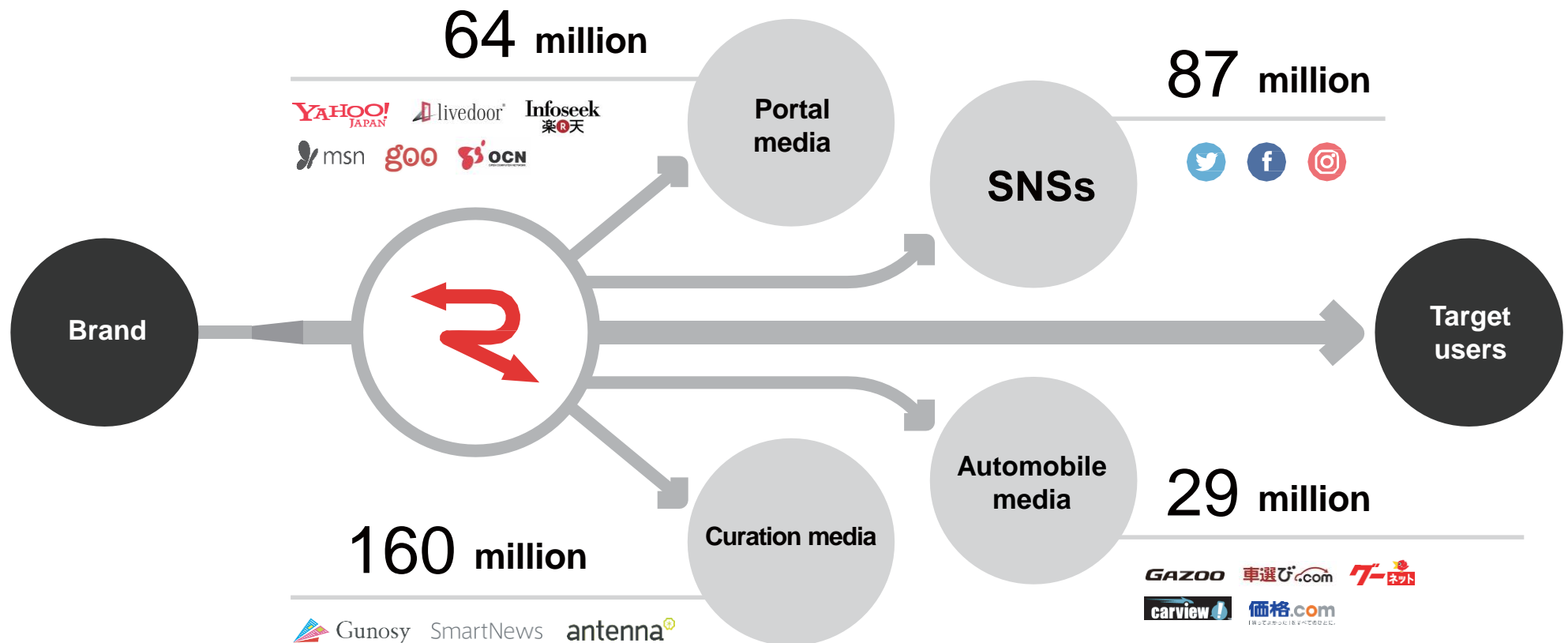
Scoop

Car audio information

Repair/maintenance

Response's ability to reach target users

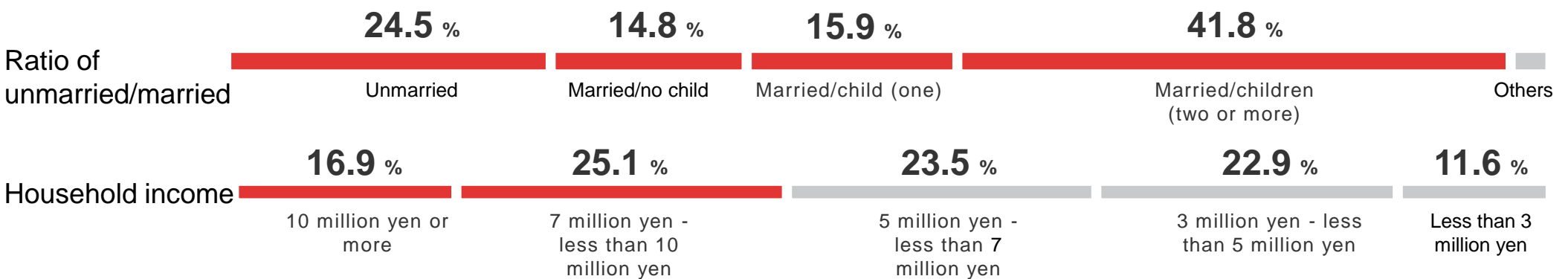
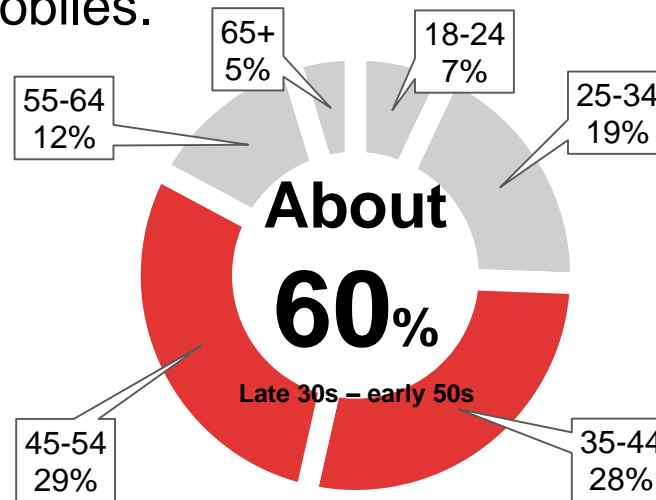
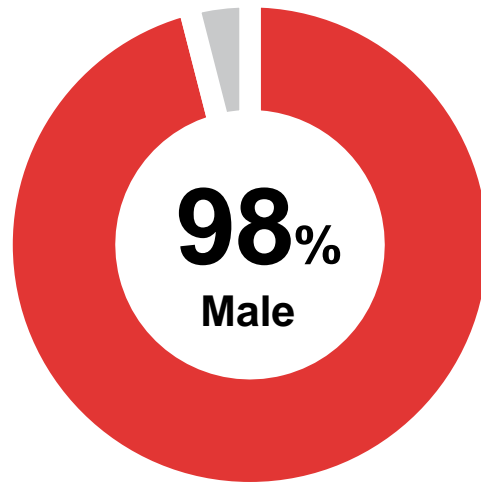
Articles have been spread widely beyond the boundaries of media.



Articles posted are spread widely through Response 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

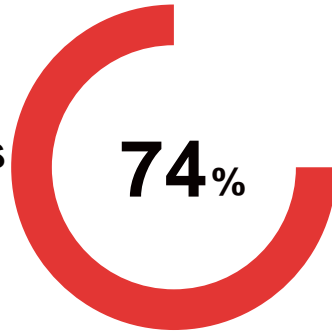
The media are attracting attention of the male users in their 30s-50s who love automobiles.



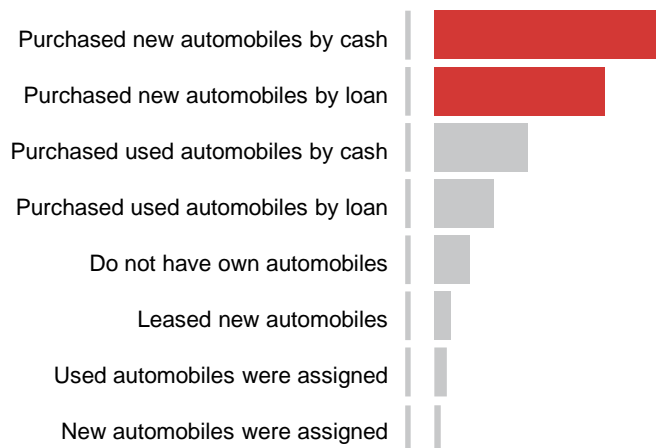
The ratio of the users with two or more children is 41.8%, showing the fact that many of them have many family members. Therefore, articles related to “family cars” have been read frequently.

User characteristics

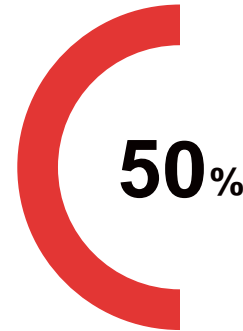
**Those who
bought new
automobiles**



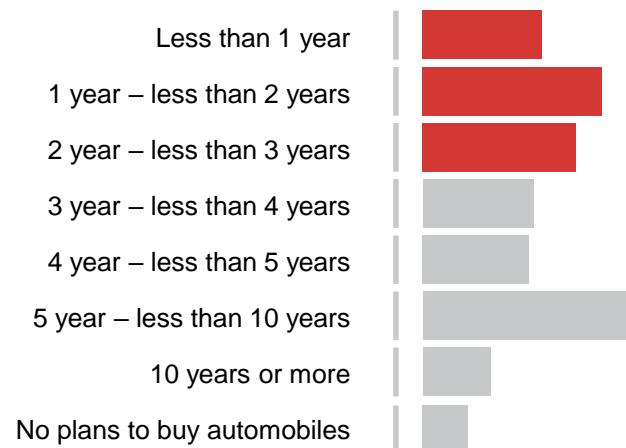
[Automobile purchase form] The total of the respondents who answered they bought new automobiles exceeds 70%. More than 40% of the respondents answered they purchased new automobiles by cash. This percentage is high.



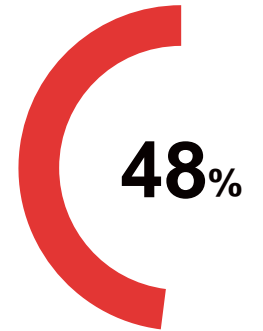
**Those who
plan to buy
automobiles
within three
years**



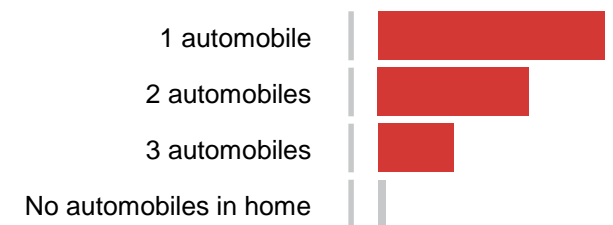
[Automobile purchase period] About 50% of the respondents plan to buy automobiles within three years. 12% of the respondents plan to buy automobiles within one year. This suggests that many users consider buying automobiles.



**Those who
own two or
more
automobiles**



48.2% of the respondents own two or more automobiles. About half of them hold more than one automobiles. This level is high. In combination of household income data, it is suggested that they are rich and need automobiles.



User persona

The website is viewed by the general users in their 30s - 50s who are interested in automobiles.

Users who desire to buy automobiles very much

Their interests and attention are automobiles

They access Response to get information on “mobility” such as automobiles and motorcycles

They buy new automobiles

When they buy automobiles, they purchase new automobiles mainly and switch to new ones within three years

They are in their 30s-50s

They are in their 30s-50s. People in these age groups are current automobile purchasers

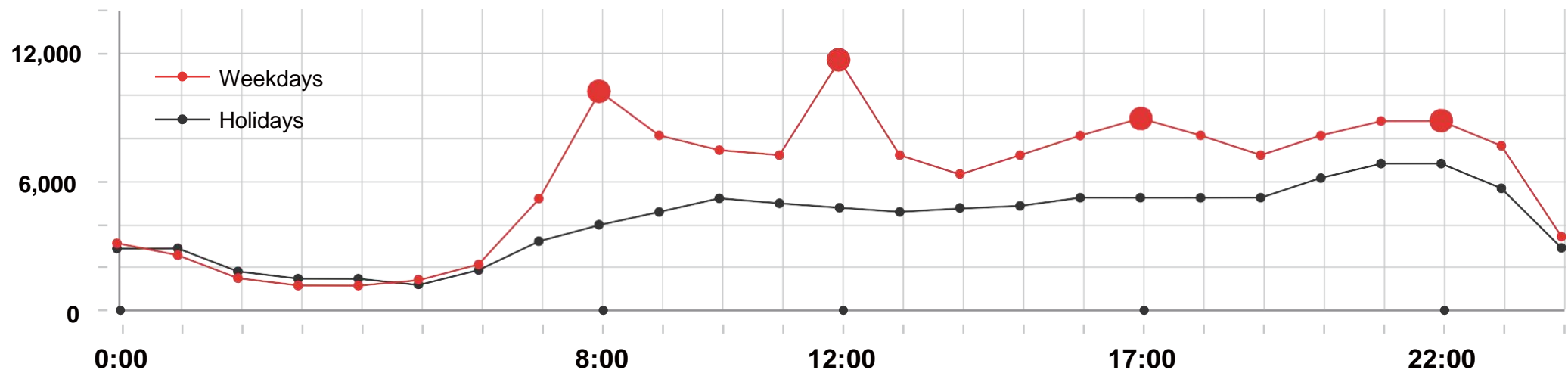
They have two or more children and high income

They have two or more children and are business persons with annual income of 10 million yen or more



Use scene

The media are supported by business persons. On weekdays, articles are read during morning commuting hours, lunch hours, and hours from after returning to home to going to bed.



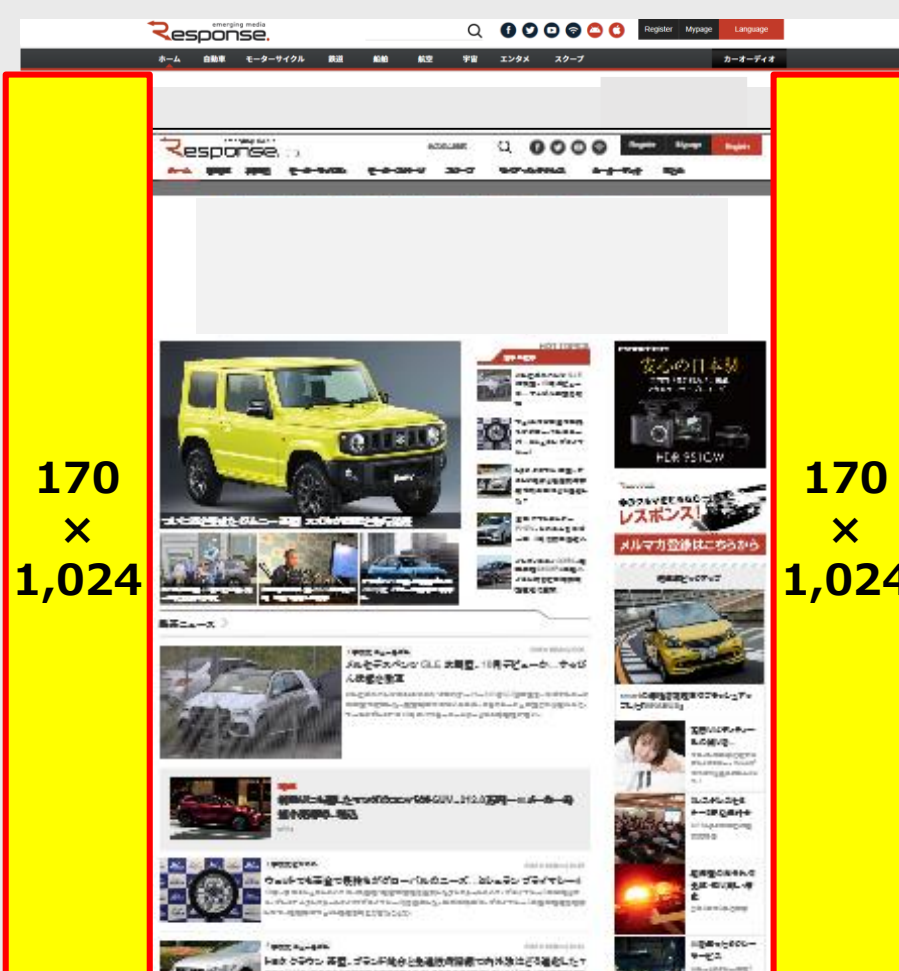
Information on advertisement products

Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	1 week	1,500,000	imp (estimated)	¥3,000,000
		Brand Panel	1 week	250,000	imp (estimated)	¥500,000
			2 weeks	500,000	imp (estimated)	¥950,000
			4 weeks	1,000,000	imp (estimated)	¥1,700,000
		Super Banner	1 week	1,000,000	imp (estimated)	¥450,000
			2 weeks	2,000,000	imp (estimated)	¥860,000
			4 weeks	4,000,000	imp (estimated)	¥1,600,000
		Prime Display	1 week	500,000	imp (estimated)	¥625,000
			2 weeks	1,000,000	imp (estimated)	¥1,200,000
			4 weeks	2,000,000	imp (estimated)	¥2,200,000
	SP	Premium Takeover	1 week	1,500,000	imp (estimated)	¥1,800,000
		Header Banner	1 week	600,000	imp (estimated)	¥360,000
			2 weeks	1,200,000	imp (estimated)	¥660,000
			4 weeks	2,400,000	imp (estimated)	¥1,200,000
		Rectangle Banner	1 week	1,000,000	imp (estimated)	¥750,000
			2 weeks	2,000,000	imp (estimated)	¥1,400,000
			4 weeks	4,000,000	imp (estimated)	2,600,000
Text advertisement	PC	Topic Board	1 week	250,000	imp (estimated)	¥30,000
			2 weeks	500,000	imp (estimated)	¥50,000
	PC/SP	Flash Mail	1 distribution	About 165,000 mails	Distribution (estimated)	¥800,000
			Package of distributing mails three times	About 495,000 mails	Distribution (estimated)	¥2,000,000
Content production	PC/SP	Native Advertising	Archived	10,000	PV (guaranteed)	¥1,000,000~
			Archived	30,000	PV (guaranteed)	¥2,000,000~
			Archived	30,000 (10,000/1 ad)	PV (guaranteed)	¥2,550,000~
	PC/SP	Light Tie-up	Archived	3,000	PV (estimated)	¥1,000,000~ ¹⁰
		Tie-up	1 month (estimated)	30,000	PV (guaranteed)	¥3,000,000~

PC Premium Takeover

This menu has a big impact!



**170
×
1,024**

**170
×
1,024**

Advertisement product details

Placement page	TOP page, Article page
Placement period	1 week (guaranteed)
Placement volume	1,500,000imp (estimated)
Rate	¥3,500,000
Display style	Paste

Advertisement material format

Dimensions	170×1,024
File	JPEG, GIF
Max file size	100KB

PC Brand Panel

This menu generates the best branding effect on the “face” of Response!



Advertisement product details

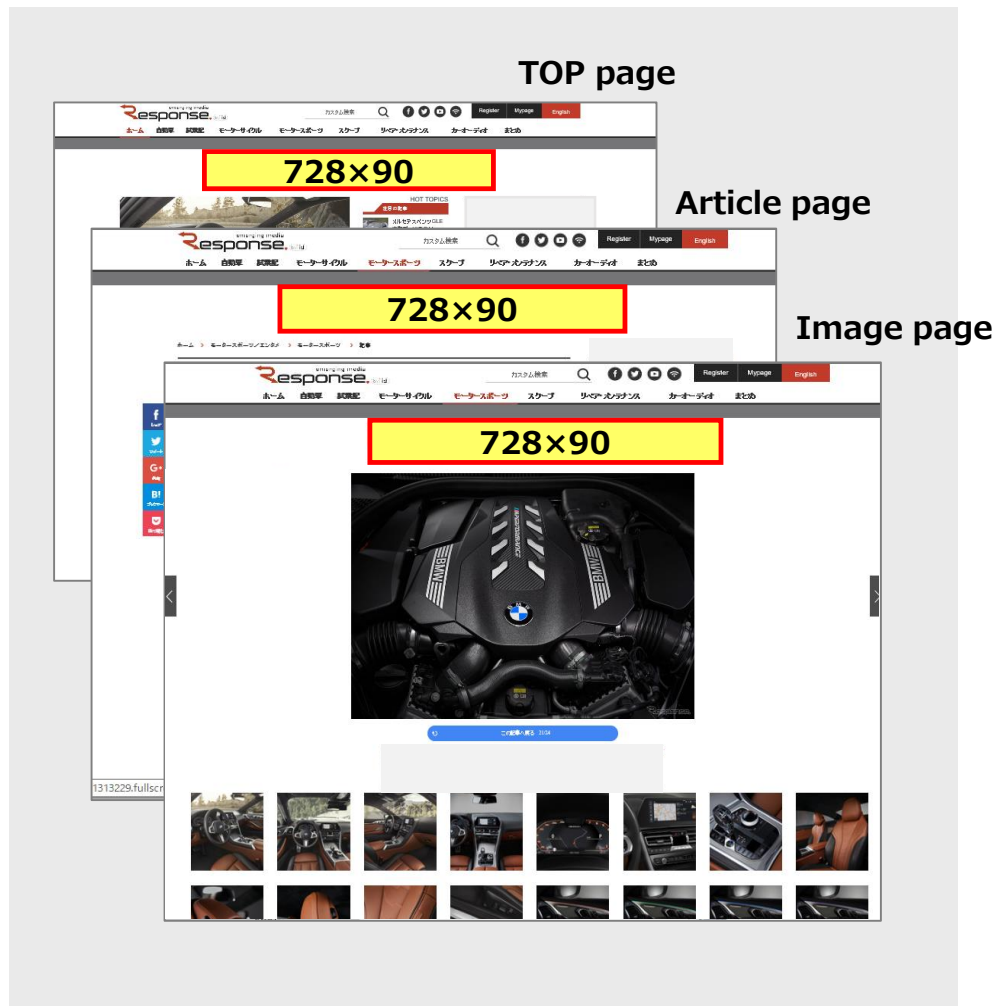
Placement page	TOP page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 250,000imp/1 week (estimated) (2) 500,000imp/2 weeks (estimated) (3) 1,000,000imp/4 weeks (estimated)
Rate	(1) ¥500,000 (2) ¥900,000 (3) ¥1,600,000
Display style	Paste
Remarks	You can distribute your advertisement by designating areas. Please inquire about quotations upon your need.

Advertisement material format

Dimensions	300 x 250
File	JPEG,PNG,GIF (without ALT) * Material in Flash is not available
Max file size	100KB

PC Super Banner

This menu guarantees imp and places an advertisement on the first view screens of all pages!



Advertisement product details

Placement page	All pages
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 1,000,000imp (estimated) (2) 2,000,000imp (estimated) (3) 4,000,000imp (estimated)
Rate	(1) ¥450,000 (2) ¥860,000 (3) ¥1,600,000
Display style	Rotation
Remarks	You can distribute your advertisement by designating areas. Please inquire about quotations upon your need.

Advertisement material format

Dimensions	728 x 90
File	JPEG,PNG,GIF (without ALT) * Material in Flash is not available
Max file size	100KB

PC Prime Display

An advertisement is placed on a large panel on the first view screen of each page!

Article page

The screenshot shows the Response website interface. At the top, there's a navigation bar with links like 'ホーム', '自動車', 'バイク', 'モータースポーツ', 'スポーツ', 'リペアメンテナンス', 'カーオーディオ', and 'まとめ'. Below this, a large article is displayed with a photo of a Yamaha motorcycle racer. A yellow box with the text '300x250' is overlaid on the right side of the article image, indicating the advertisement placement area. The article title is '新しいYZF-R1で鈴鹿8耐へ...ヤマハ中須賀選手「20周年に華を添えたい」'. Below the main image, there are smaller images and text related to the article.

Advertisement product details

Placement page	Article page, Image gage
Placement period	(1) 1 week (guaranteed) (2) 1 week (guaranteed) (3) 2 weeks (guaranteed)
Placement volume	(1) 500,000imp (estimated) (2) 1,000,000imp (estimated) (3) 2,000,000imp (estimated)
Rate	(1) ¥625,000 (2) ¥1,200,000 (3) ¥2,200,000
Display style	Rotation
Remarks	You can distribute your advertisement by designating areas. Please inquire about quotations upon your need.

Advertisement material format

Dimensions	300 x 250
File	JPEG,PNG,GIF (without ALT) * Material in Flash is not available
Max file size	100KB

SP Premium Takeover

This menu has a big impact!



Advertisement product details

Placement page	TOP page, Article page
Placement period	1 week (guaranteed)
Placement volume	1,500,000imp (estimated)
Rate	¥1,800,000
Display style	Paste

Advertisement material format

Dimensions	Header portion: 750×200×100 Footer portion: 200×60×160 ※background-color settings: transparent
File	JPEG, GIF
Max file size	100KB

SP Header Banner

An advertisement sits on the first view screens of all pages on the smartphone website!

TOP page



Article page



Advertisement product details

Placement page	TOP page, Article page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 600,000imp (estimated) (2) 1,200,000imp (estimated) (3) 2,400,000imp (estimated)
Rate	(1) ¥360,000 (2) ¥660,000 (3) ¥1,200,000
Display style	Rotation
Remarks	You can distribute your advertisement by designating areas. Please inquire about quotations upon your need.

Advertisement material format

Dimensions	320 x 100
File	JPEG, PNG * Animation is not available
Max file size	50KB

SP Rectangle Banner

An advertisement is distributed from a large panel on article and image pages on the smartphone website!

Article page

4WDで、5MTか4ATを選ぶ。「JC」と「JL」の2仕様を設定。

ボディカラーは都合9色が用意されており、ジムニーXCとジムニーシエラJCでは、ブラック2トーンルーフも選べる。さらにジムニーXCには、ルーフとボンネットをブラックにした、ブラックトップ2トーンも設定され、受注生産となっている。

今年8月、電気自動車およびハイブリッド自動車(EV/HV)に搭載される製品に対応した...

《高木啓》

《PR》関連記事

➤ 駐車時や細い路地の認知を支援。「360°ビュー・モニター」(マツダ)

【注目の記事】[PR]

➤ 貧血やだるさを毎日予防できる、手軽な鉄分補給が話題！(フィネス)

➤ アドバンストSCBSの夜間歩行者検知機能を向上。(マツダ)

➤ もしもイエスタが来日したら...イエスタbot「ワイが凍結される」(SPREAD)

powered by Cynergi platform

300×250

Image page

トヨタ クラウン 新型、ブランド統合と先進技術搭載で内外装はどう進化した？ 40枚目の写真・画像



トヨタ クラウン(プロトタイプ)

《撮影 吉田裕子》

この写真の記事

300×250

Advertisement product details

Placement page	Article page, Image page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 1,000,000imp (estimated) (2) 2,000,000imp (estimated) (3) 4,000,000imp (estimated)
Rate	(1) ¥750,000 (2) ¥1,400,000 (3) ¥2,600,000
Display style	Rotation
Remarks	You can distribute your advertisement by designating areas. Please inquire about quotations upon your need.

Advertisement material format

Dimensions	300 x 250
File	JPEG, PNG * Animation is not available
Max file size	50KB

This menu approaches readers reliably by placing an advertisement on the TOP page on the PC website!



Advertisement product details

Placement page	TOP page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed)
Placement volume	(1) 250,000imp/1 week (estimated) (2) 500,000imp/2 weeks (estimated)
Rate	(1) ¥30,000 (2) ¥50,000
Display style	Text

Advertisement material format

No. of links	One only (* it is possible to replace)
Text	Two-byte 25 letters
Remarks	Requires the credit [PR]
Prohibitions	<ul style="list-style-type: none"> • Use of one-byte katakana, one-byte brackets and platform dependent characters • Image expressions by using symbols such as emoticons • Letters which cannot be used due to system restrictions

Flash Mail

An advertorial mail magazine with its subject name exclusive for one company is issued !

Response Mail <Special Issue>

[illegible]

Advertisement product details

Distribution date	Weekday (optional)
No. of mails distributed (estimated)	About 165,000 (as of March 2018)
Rate	¥800,000 (one distribution) ¥2,000,000 (package of distributing mails three times)
Display style	Text

Advertisement material format

No. of links	Up to about 5 links (* recommendation: 2 links)
Main text	Two-byte 38 letters x about 50 lines
Subject line name	About two-byte 25 letters
Prohibitions	<ul style="list-style-type: none"> • Use of one-byte katakana, one-byte brackets and platform dependent characters • Image expressions by using symbols such as emoticons • Letters which cannot be used due to system restrictions

19

Native Advertising

An advertorial advertisement appeals readers more naturally!



[Production flow]

1. Based on your request, the editorial desk writes an advertorial material.
2. The desk asks you to check the content of the material.
3. After proofreading, the advertisement is published in the same format as that of normal articles.
4. After publication, the advertisement is archived and retained in the same way as normal articles.



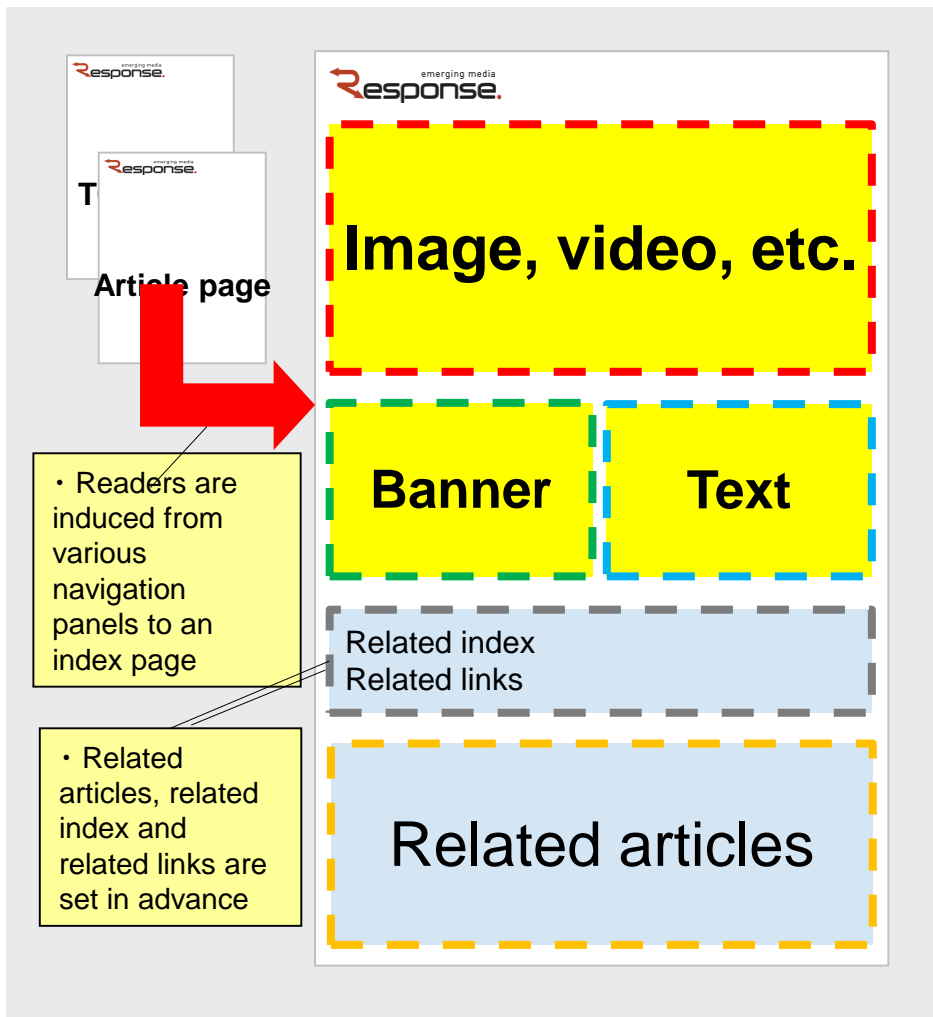
**Client website
(LP page)**

Advertisement product details

Menu	Standard	Premium	Bulk Pack
No. of articles	1	1	3
Rate	¥1,000,000	¥2,000,000	¥2,550,000
PV	10,000 (guaranteed)	30,000 (guaranteed)	Total 30,000 (guaranteed)
URL	1 (* it is impossible to replace) - It is possible to produce an advertisement without URL		
Remarks	<p>◆ A Native Advertising placed is posted each one time on Facebook and Twitter of Response (free of charge).</p> <p>◆ Secondary use (such as external navigation to content and provision of materials) is possible. Please inquire about rates.</p> <p>◆ The right top of a title has the credit [PR] which indicates an advertisement.</p> <p>◆ No Native Advertising will be distributed to external websites.</p> <p>◆ For the menu guaranteeing 30,000PV, we will induce customers by using Cynergi Platform (see P.19).</p>		

Light Tie-up (1)

This menu uses existing index pages to create tie-up pages easily.



Advertisement product details	
Components	<ul style="list-style-type: none"> • Image • Video • Text • Banner advertisement, etc.
Navigation period	2 weeks ~
Rate	1,000,000 yen ~ (negotiable)
Breakdown	All inclusive (such as production costs and edit/placement costs)
Remarks	Please share materials to be used in advance

* We will submit a report on PVs and number of clicks when your advertisement is finished.

* To navigate readers to an index page, it is possible to use pure advertisement menu, in addition to navigation panels. Please consult about use of pure advertisement separately.

* The rate above is just an rough approximation.

Rates may exceed the rate above depending on the details of interviews, placement format and others. Please inquire about rates separately.

Light Tie-up (2)

A customized index page can navigate readers to overall related articles.

Before customization



After customization



Tie-up (1)

This tie-up menu consists of impressions, various interviews and others by journalists.

Advertisement product details	
Placement period	1 month (estimated)
Rate	3,000,000 yen ~ (negotiable)
Breakdown	Includes production costs, edit costs and costs required for placing special inducement banners on the Tie-up page

◆ **A Tie-up page placed is posted each one time on Facebook and Twitter of Response (free of charge).**

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

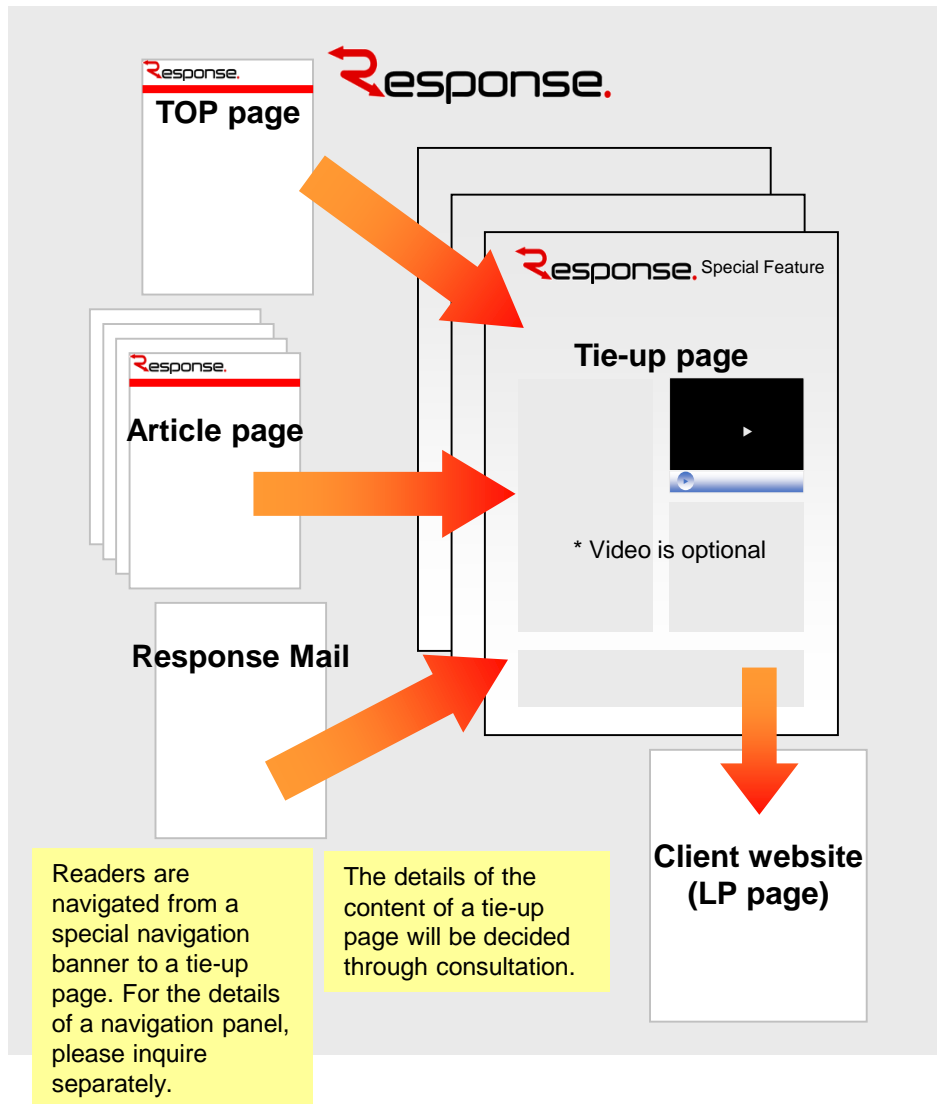
* We will submit a report on PVs and number of clicks when your advertisement is finished.

* To navigate readers to an tie-up page, it is possible to use pure advertisement menu, in addition to a special navigation panel. Please consult about use of pure advertisement separately.

* The rate above is just an rough approximation.

Rates may exceed the rate above depending on the details of interviews, placement format and others. Please inquire about rates separately.

Video option	
Placement period	1 month (estimated)
Rate	1,000,000yen ~
Breakdown	Planning, production and placement for videos (one set)



[illegible]

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.

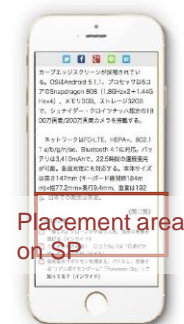
* Media cannot be designated



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



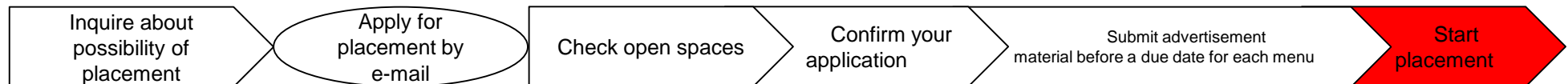
Placement area on PC

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 April 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.
- Please understand in advance that if your advertisement does not reach a guaranteed banner display figure written in this Media Guide during a period, the period will be extended until your advertisement reaches the figure.
- 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 April-June 2018 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.

IID mapping/media list

User age older

For female



User age younger

For male

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)
Money no tatsujin	Money skills