

AnimeAnime.jp
アニメ!アニメ!

Media Guide
April- June 2021



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

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

Midnight/adult anime

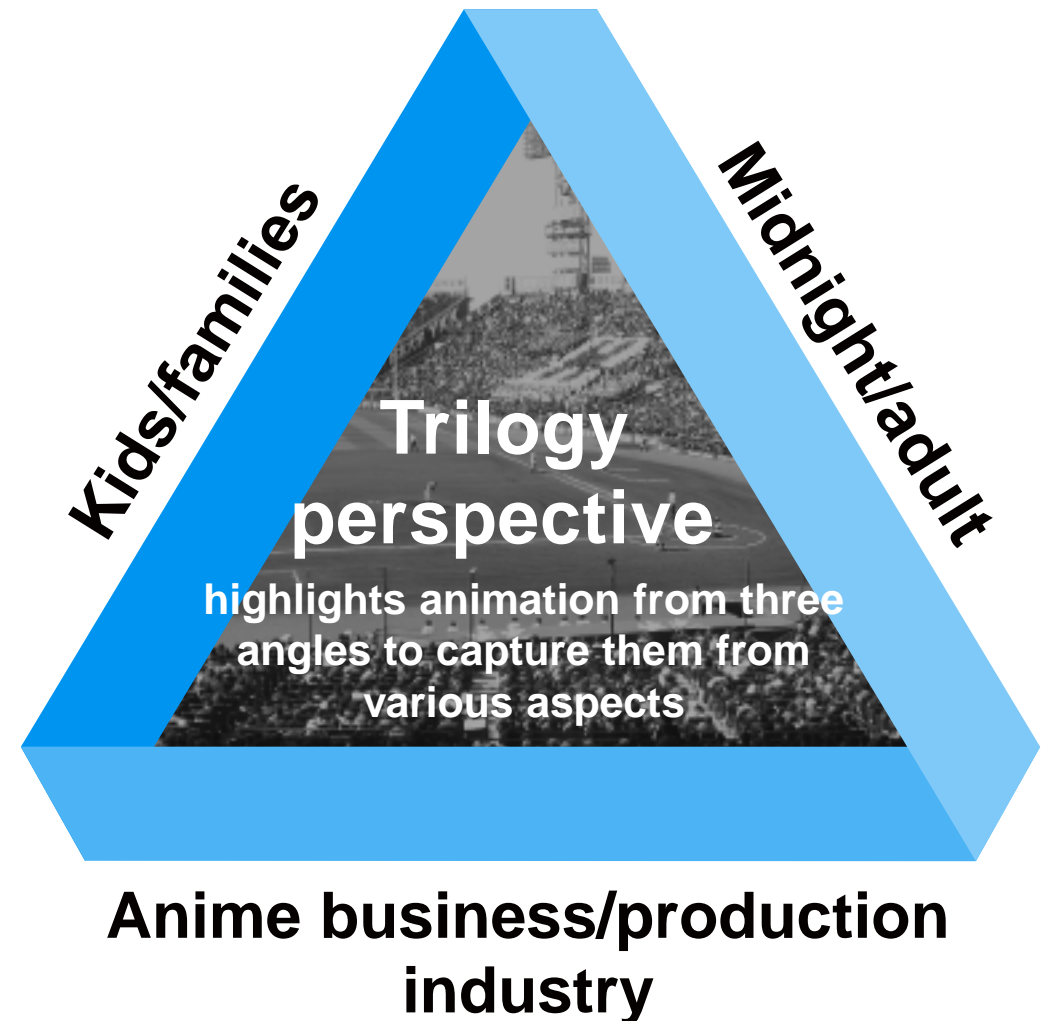
Contains many original articles including so-called midnight anime and interviews

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

10 million

Facebook

4,560

Monthly UUs

3.4 million

Twitter

92,800

LINE

1,105,000

* As of September 2020

News

Event reports

Interviews

Reviews

Videos

Serialization/
columns

Business

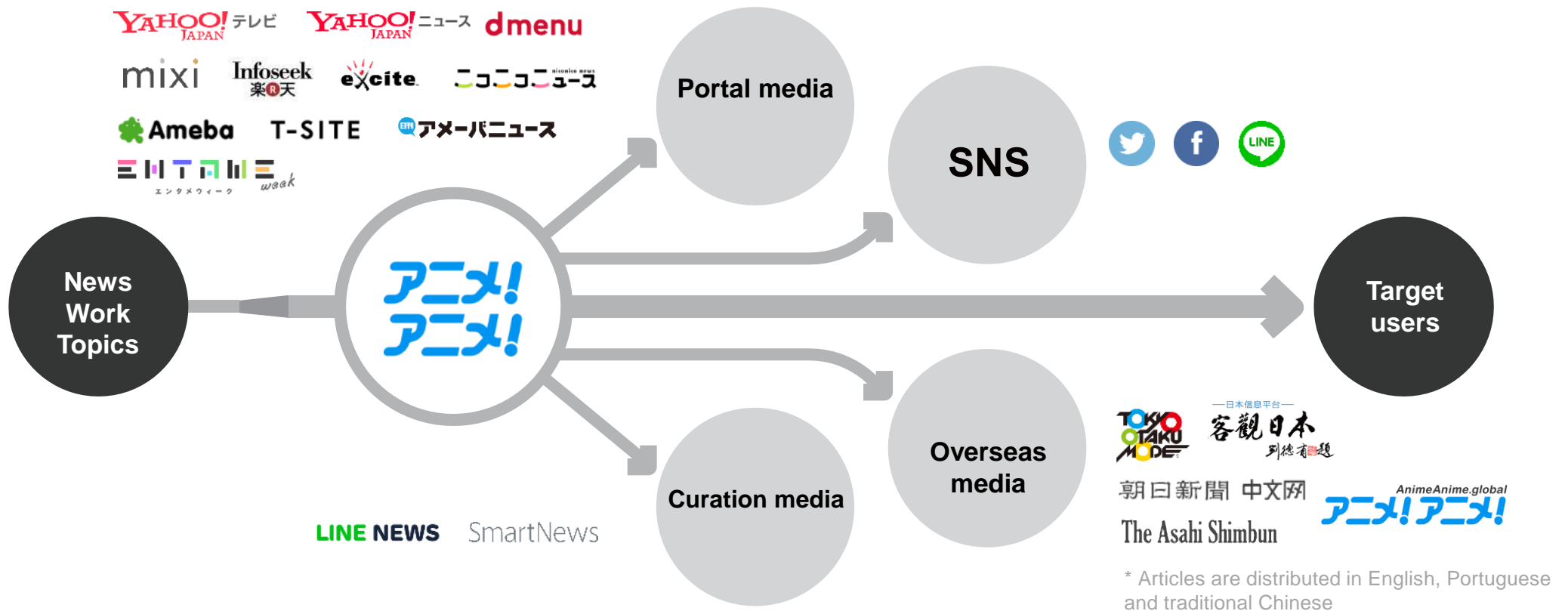
Back stage

SP Apps

Expert
articles

Anime! Anime!'s ability to reach target users

Articles have been spread widely beyond the boundaries of media.

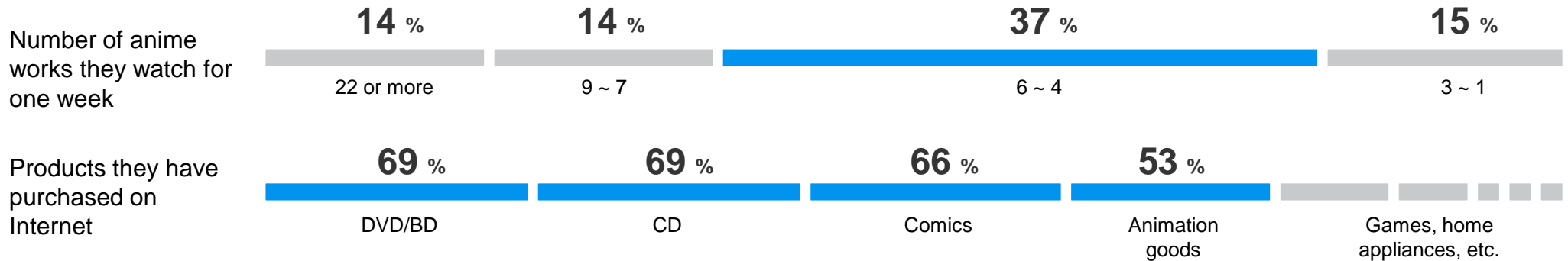
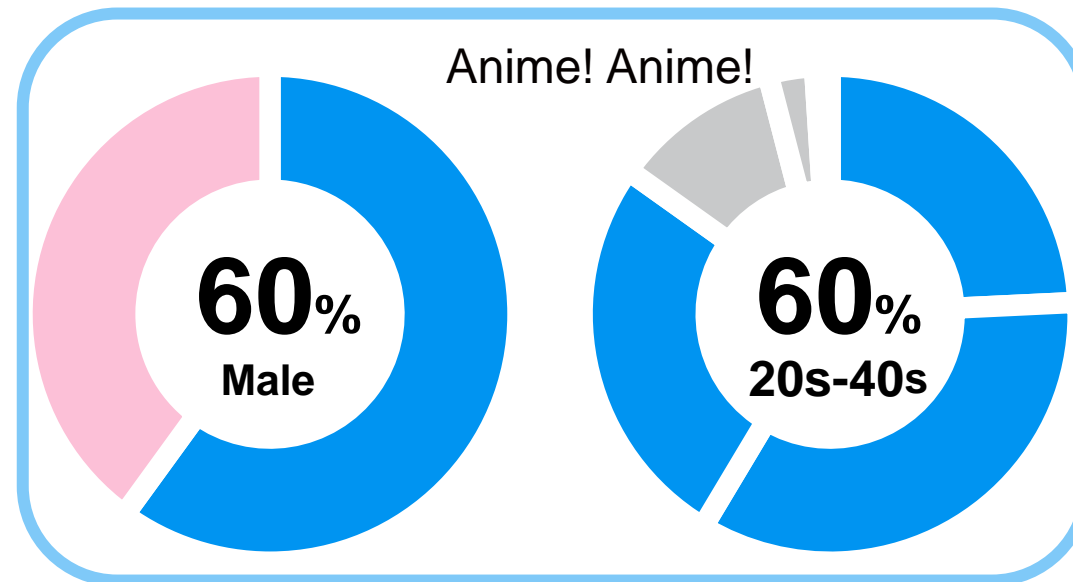


Articles posted are spread widely through Anime! Anime! official SNSs, media as external distribution destinations, curation media and others. In addition to exposure within media, you can generate communication points with many users.

User attributes

The ratio of male to female users for this website is 6:4.

Many of the users for this website are in their 20s-40s.



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
- Comic information
- Voice actor information
- Hobby information
- Movie 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

イベント・レポート 2019.9.14 Sat 20:00
【収録オフショット】ついに実現！大西さんバースデーの裏面に密着「水瀬いのり」と大西沙織のPick Up Girls」第35回
水瀬いのりさんと大西沙織さんがバースパーティを祝うYouTube番組「水瀬いのり」と大西沙織のPick Up Girls」の第35回が配信開始。今回は待望の大西さんバースデーの裏面をお届けします。



水瀬いのりさんと大西沙織さんがバースパーティを祝うYouTube番組「水瀬いのり」と大西沙織のPick Up Girls」の第35回が配信開始。

画像を全て見る

声優 特別編集
「手紙だけにモチたいた。」 齊藤せ馬、内山...

編集部にメッセージを送る

インタビュー・声優・記事 2019.7.15 Mon 10:00
インタビュー
宮野真守×高木俊、普段の関係性も「ベットと釣り主」？ SMILY☆SPIKYで14年来のふたりが「ベット2」で共演！【インタビュー】
映画「ベット2」に出演する宮野真守さん・高木俊さんにインタビュー。公私ともに仲の良いふたりがキャストティングされたのは、彼らの関係性のファンでもあるプロデューサーの計らいだったのだとか、オファーを受けたときのお気持ちや、最近の観文など、お話をうかがいました。



声優の宮野真守と高木俊が、2019年7月26日
(全)公開の映画「ベット2」で共演！しかも作中

ベット2 特別編集
「ワンピース」「天気の子」「ア...

今月のおすすめ番組

コミックシーモア presents 伊東健人と選ぶ！電子コミック大賞
「電子コミック大賞」ももったもったの10月10日(日)に「伊東健人と選ぶ！電子コミック大賞」を開催いたします。ここでしか見られないインタビュー映像も！

アニメ！アニメ！がおすすめするインターネット番組を配信します。

アニメ！アニメ！がおすすめするインターネット番組を配信します。

イベント・レポート・アニメ・記事 2019.12.27 Tue 18:15
イベント・レポート
西田健児さんと立花理香さんに、「プロ野球ものまね芸人」とガチンコ野球対決(?)をしてもらいました【『八月のシンデレラナイン』BD発売記念】
TVアニメ『八月のシンデレラナイン』より、毎週お話を聞いた西田健児さんと立花理香さん。今回は、立花理香さんが、野球ファンチーム「そうすけおんニッパローさん」と野球対決！勝負の行方は？

画像を全て見る

アプリゲームとTVアニメで展開されている、『八月のシンデレラナイン』。『アニメ！アニメ！』では本作とコラボし、八月ナイチーム(西田健児さんと立花理香さん)とガチンコ野球対決！勝負の行方は？

八月のシンデレラナイン 特別編集
「おんなが変化球？」 甲子園がクラ...

編集部にメッセージを送る

インタビュー
アニメ評論家・藤津亮太が語る「インタビューの極意」質問や事前準備も「シミュレーションが大事」
アニメ評論家として数々の雑誌を持つ、藤津亮太さんに「インタビューの極意」について伺った。知ることでインタビューがもっと楽しくなるプロのテクニックとマインドとは？

画像を全て見る

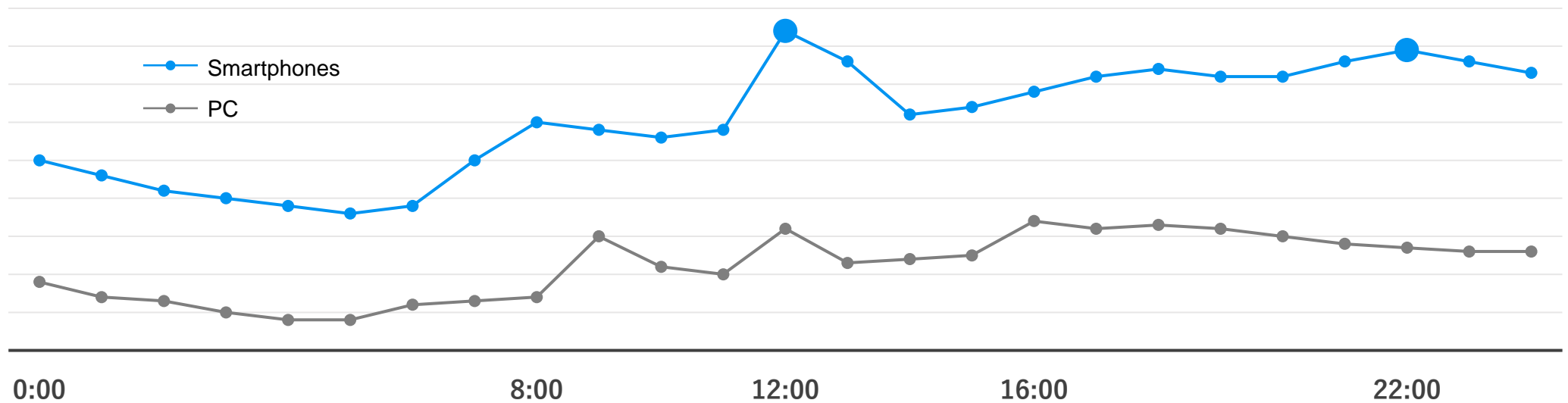
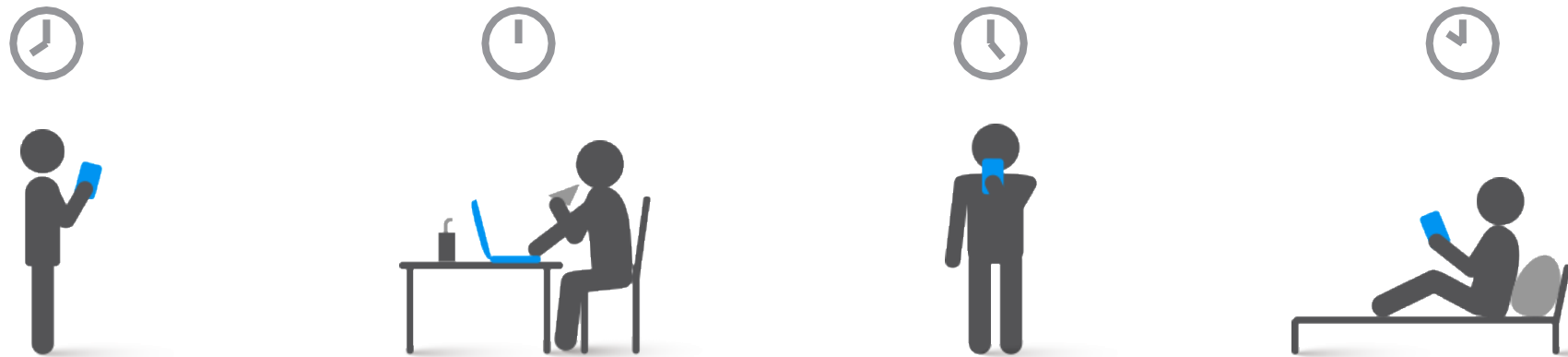
好きな作品や声優さんについて「もっと知りたい」と思ったときに、よくみなさんが見られるのがインタビュー記事ではないでしょうか？

インタビュー 特別編集
Run Girls, Run!・草太原康「得意なダンスを、はなしてはどうですか？」

今回はアニメライターで藤津亮太さんに、インタビューの際にどうやって面白いお話を引き出しているのかについて伺いました。

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	200,000	imp (estimated)	¥400,000
		All Header Banner	1 week	200,000	imp (estimated)	¥250,000
		1 st Half Page Banner	1 week	200,000	imp (estimated)	¥200,000
		Wide Rectangle Banner	1 week	200,000	imp (estimated)	¥200,000
	SP	Takeover Advertisement	1 week	1,000,000	imp (estimated)	¥1,000,000
		Header Banner	1 week	800,000	imp (estimated)	¥300,000
Rectangle Banner		1 week	800,000	imp (estimated)	¥300,000	
Content production	PC/SP	Native Advertising	Archive	-	-	¥450,000 ~
			Archive	5,000PV	PV (guaranteed)	¥ 650,000 ~
			Archive	20,000PV	PV (guaranteed)	¥ 1,100,000 ~

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	20,000imp
Rate	¥400,000
Estimated CTR	0.60 ~ 1.00%

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

* Distribution time of display advertisement is from 10:00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10:00 on April 1 to 9:59 on April 8.)

* This price is tax excluded.

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	1 week (paste during the period)
Estimated imp	20,000imp (estimated)
Rate	¥250,000
Estimated CTR	0.10%

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

* Distribution time of display advertisement is from 10: 00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10: 00 on April 1 to 9: 59 on April 8.)

* This price is tax excluded.

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	1 week (paste during the period)
Estimated imp	200,000imp
Rate	¥200,000
Estimated CTR	0.10 ~ 0.15%

Advertisement material format	
Dimensions	W300 x H600 * <u>Max file size: 150KB</u>
File	JPEG/GIF

* Distribution time of display advertisement is from 10: 00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10: 00 on April 1 to 9: 59 on April 8.)

* This price is tax excluded.

PC Wide Rectangle Banner

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

TOP page



Article page



Advertisement product details

Placement page	TOP page / article page
Placement period	1 week (paste during the period)
Estimated imp	200,000imp
Rate	¥200,000
Estimated CTR	0.15 ~ 0.2%

Advertisement material format

Dimensions	W660 x H200 * <u>Max file size: 100KB</u>
File	JPEG/GIF

* Distribution time of display advertisement is from 10: 00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10: 00 on April 1 to 9: 59 on April 8.)

* This price is tax excluded.

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)
Estimated imp	1,000,000imp
Rate	¥1,000,000
Estimated CTR	0.4 ~ 1.0%

Advertisement material format

Dimensions	Header: W750 x H200 x H100 Footer: W750 x H60 x H160 * <u>Max file size: 100KB</u>
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.

* Distribution time of display advertisement is from 10: 00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10: 00 on April 1 to 9: 59 on April 8.)

* This price is tax excluded.

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)
Estimated imp	800,000imp
Rate	¥300,000
Estimated CTR	0.10%

Advertisement material format

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

* Distribution time of display advertisement is from 10: 00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10: 00 on April 1 to 9: 59 on April 8.)

* This price is tax excluded.

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)
Estimated imp	800,000imp
Rate	¥300,000
Estimated CTR	0.15% ~ 0.20%

Advertisement material format

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

* Distribution time of display advertisement is from 10:00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10:00 on April 1 to 9:59 on April 8.)

* This price is tax excluded.

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)	1~3%		

- ◆ **A Native Advertising placed is posted one time on SNS 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 PV, we will induce customers by using Taboola, Popin, Outbrain and so on.
- * We have a menu which uses content of an article as secondarily. Please consult separately if you are interested.
- * This price is excluding tax.

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

Monthly UUs

20,000

10,000

Twitter

3,400

* As of November 2020

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	10,000imp (estimated)
Rate	¥100,000
Estimated CTR	0.1%

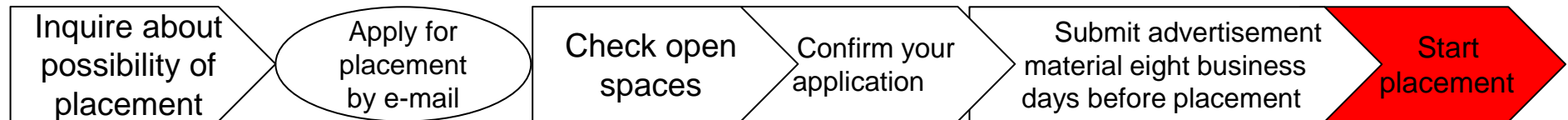
Advertisement material format	
Dimensions	W300 x H250 * Max file size: 50KB
File	JPEG/GIF

* Distribution time of display advertisement is from 10: 00 am on the designated day. (Example: If it is published for 1 week from April 1, it will be published from 10: 00 on April 1 to 9: 59 on April 8.)

* This price is tax excluded.

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 2021. 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

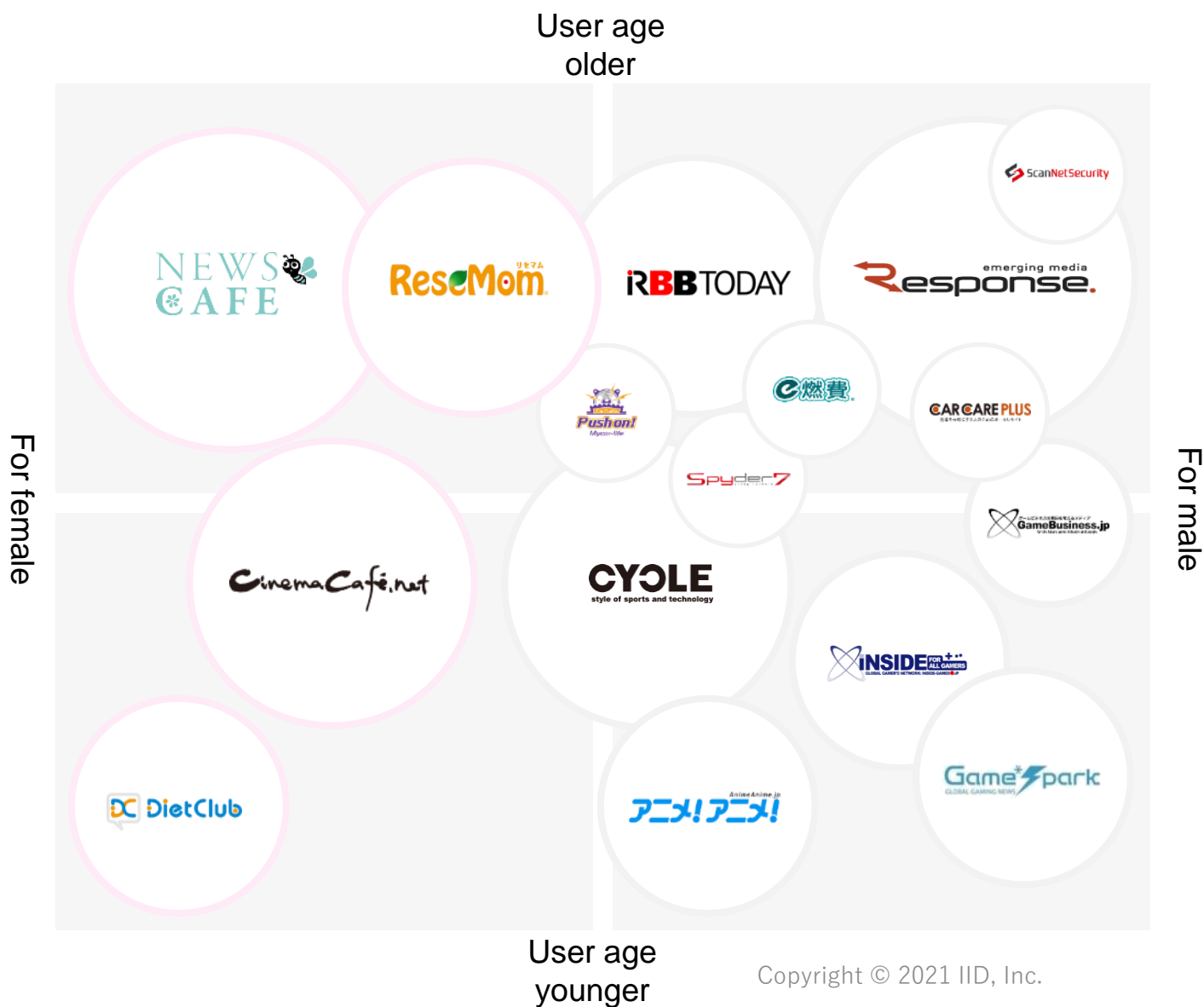
- If our company finds it inappropriate to place your advertisement, you may be kindly requested not to place it. We ask for your kind understanding.

■ 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.

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
Push on!	automobile goods
Scan Net Security	Security
Spyder7	Entertainment (for male)
CAR CARE PLUS	Automobiles (repair/maintenance)