



Media Guide
April - June 2021



Toward “hardcore gamers” who are game enthusiasts more than anyone else

Game*Spark handles game information in not only Japan but also overseas areas such as North America and Europe, distributing information from a “global perspective.”

Overseas/Japanese games

Distributes game news mainly about PS4/PC game titles in and outside Japan

e-Sports

Distributes “hot topics” of E-Sports such as news, serialization and interviews

Industry information

Introduces interviews with developers, financial statements reporting and other information

Comic serialization

Distributes the comics “Junk Gaming Maiden” and “Gaming*Supakun” each week. Their unique view of the world is rising to the lips of readers

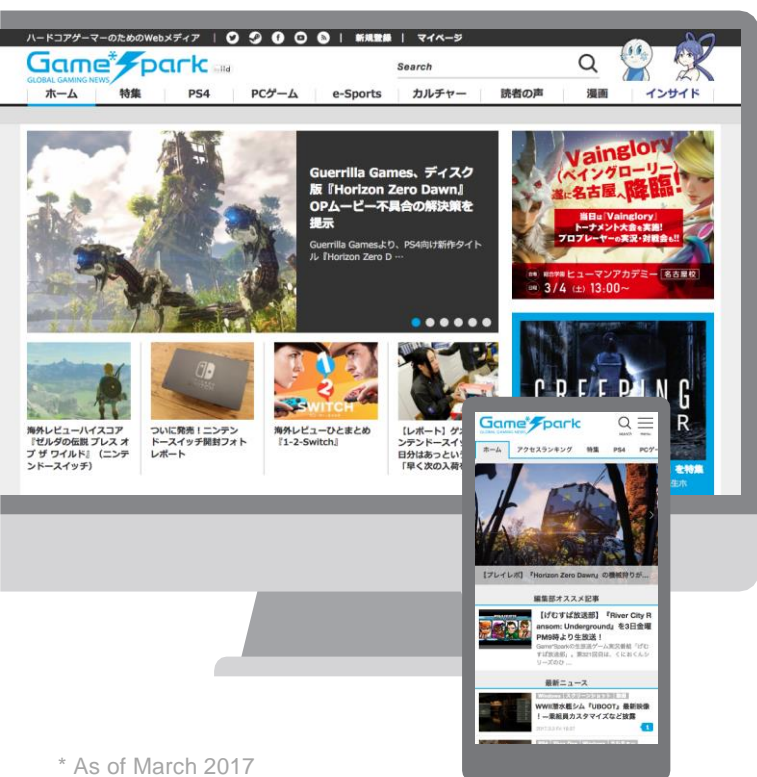
*“Gaming*Supakun” does not appear now.

Features

Contains unique features such as the “toilet of the year” and “everlasting RPGs you should play from now”

Game*Spark

Game*Spark is the web game media targeting at the “hardcore gamers” who are game enthusiasts more than anyone else. It has many regular readers and loyal users. Communities in comments are vibrant.



* As of March 2017

Monthly PVs

10.1
million

niconico ch

9,000

Monthly UUs

2.7 million

Twitter

76,000

Main
distribution
destinations



Overseas
games

Japanese
games

PC games

e-Sports

Game
industry

Game events

Readers'
voice

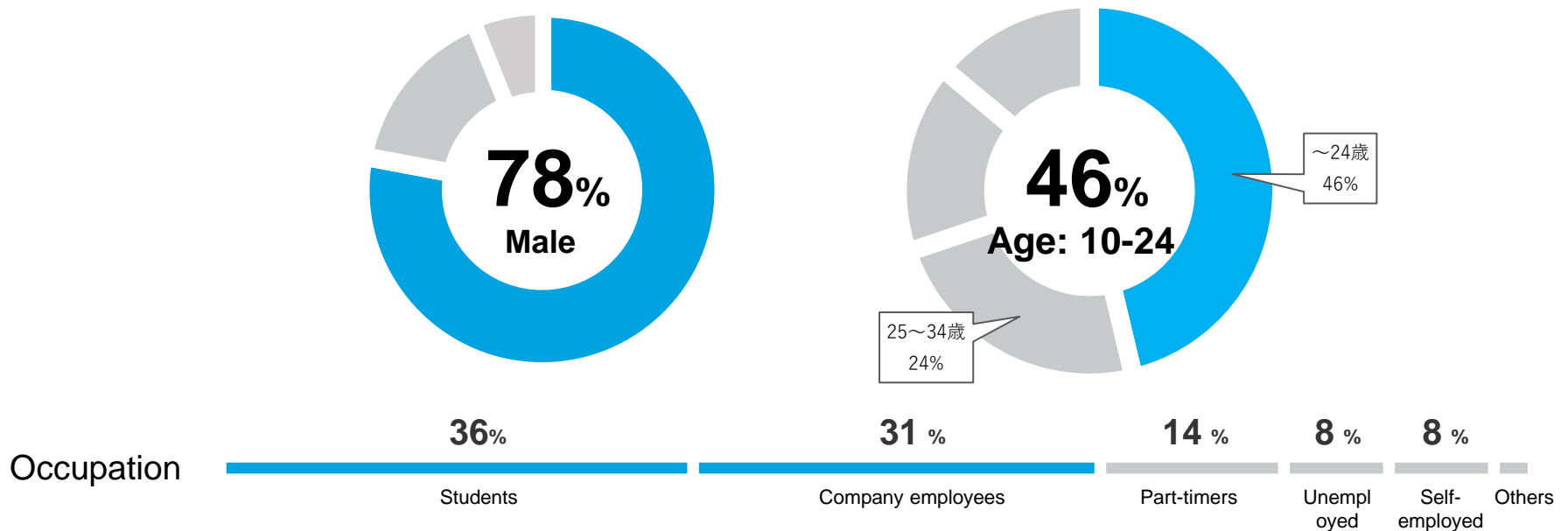
Comics

Indie games

Cutting-edge
technology

User attributes

Many of main users for the media are males in their 10s-30s and have played games for more than 10 years.



The media are viewed by the many hardcore gamers who are knowledgeable about games. Most of users simply like games very much and ask for new information which cannot be found on any other media. Their most common hardware is PS4. Many users also enjoy PC games on Steam.

User characteristics

The media are viewed by the users in their 10s-30s who are enthusiastic about games.

PS4/PC titles are popular

[Popular Genre]

No.1: Action No.2 : RPG No.3 : FPS

No.4 :Simulation No.5 : Adventure

Monthly game purchases

[5,000 ~ 9,999 yen] 27% [10,000 ~ 14,999 yen] 19%

[More than 15,000 yen] 22%

Number of game-play units per year

[0 ~ 10 units] 19%, [11 ~ 20 units] 27%,

[21 ~ 30 units] 35%, [More than 31 units] 19%

Frequently played platforms

No.1:PC No.2:PS4 No.3:Nintendo Switch

No.4:3DS No.5:Xbox One

「夜戦がとにかく楽しい！」—『CoD: MW』マルチを体験した本田翼さんへインタビュー

本田翼さんが『CoD: MW』マルチプレイを体験！その感想は…？
家康用ゲーム / PS4

2019.8.16 Fri 17:00



先日、アメリカ・ロサンゼルスにて行われた『コール オブ デューティ モダン・ウォーフェア (Call of Duty: Modern Warfare)』のマルチプレイお披露目イベントに参加したGame*Spark編集部。イベントには、各属のメディアに加え、著名人やインフルエンサーの方々も招待されていました。

そんな中、なんと日本からは、ゲーム好きで有名であり自身のYouTubeチャンネル「ほんだのほいく」にて実況配信も行っている女優・本田翼さんが参加。各国からの参加者にもじり、『CoD: MW』のマルチプレイを楽しみました。

今回、編集部では『CoD: MW』のマルチプレイを堪能した本田さんにインタビューを敢行。本作の感想や、ゲームに対する愛着を語っていただきました（めっちゃ緊張した…）。

【PR】Game*Spark 編集部がおすすめ！ Q123特設ページはこちら

インサイド/Game*Spark限定 シリアルコード配布 サイト・新作告知の全タイトル

【PR】League of Angels 3! リリース 記念！実況についてにじさんじ所属 Vtuber・モイラ様へインタビュー！

新作MMO League of Angels 3! リリースのタイミングで手に入れた限定資料をもちに、にじさんじ所属 Vtuber・モイラ様へインタビュー！



「ゲームが大好きで、特にFPSが好きです。今回、Call of Duty: Modern Warfareのマルチプレイを体験することができて、本当に楽しかったです。特に夜戦が大好きです。」



「ゲームが大好きで、特にFPSが好きです。今回、Call of Duty: Modern Warfareのマルチプレイを体験することができて、本当に楽しかったです。特に夜戦が大好きです。」

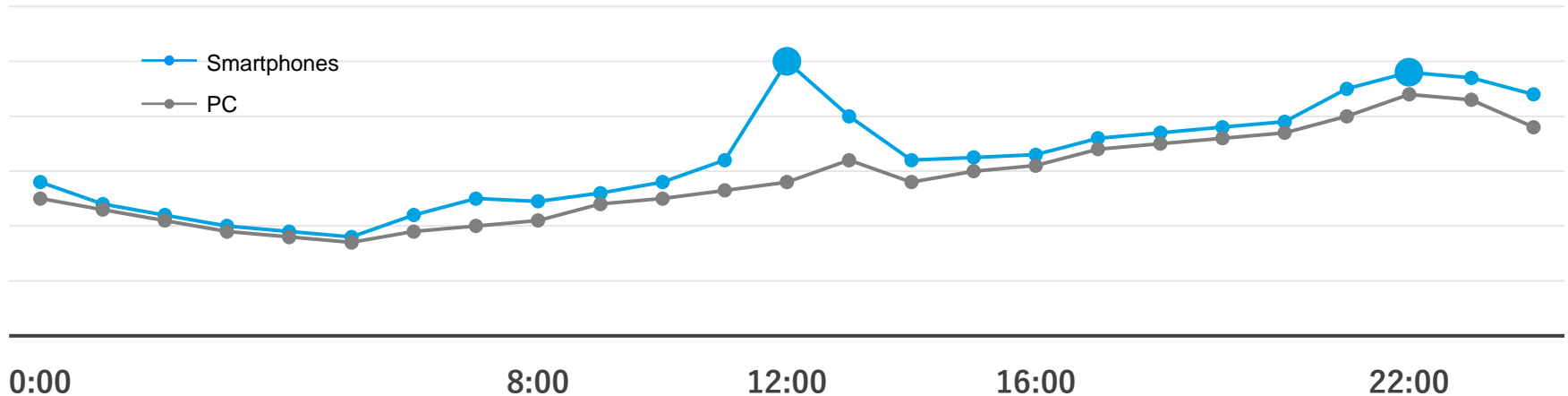


「ゲームが大好きで、特にFPSが好きです。今回、Call of Duty: Modern Warfareのマルチプレイを体験することができて、本当に楽しかったです。特に夜戦が大好きです。」



Use scene

As the number of PVs has been stable, it 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	600,000	imp (estimated)	¥700,000
		Billboard	1 week	500,000	imp (estimated)	¥300,000
		Prime Display	1 week	500,000	imp (estimated)	¥300,000
		Double Prime Display	1 week	500,000	imp (estimated)	¥300,000
	SP	Smartphone Premium Takeover	1 week	1,100,000	imp (estimated)	¥1,100,000
		Header Banner	1 week	950,000	imp (estimated)	¥600,000
		Prime Display	1 week	950,000	imp (estimated)	¥600,000
Content production	PC/SP	Native Advertising	Archive	3,000PV	PV (estimated)	¥450,000
				5,000PV	PV (guaranteed)	¥650,000
				20,000PV	PV (guaranteed)	¥1,300,000

* The figures above are estimated and quoted as of March 2021. Please note in advance that they are subject to change.

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

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	600,000imp (estimated)
Rate	¥700,000 - (tax excluded)
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 editorial recommendation articles and latest news.
Therefore, this menu 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 - (tax excluded)
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	500,000imp (estimated)
Rate	¥300,000 - (tax excluded)
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.



Advertisement product details

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

Advertisement material format

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

SP Smartphone Takeover Premium

This advertisement space takeovers all the pages of the Game*Spark smartphone website.

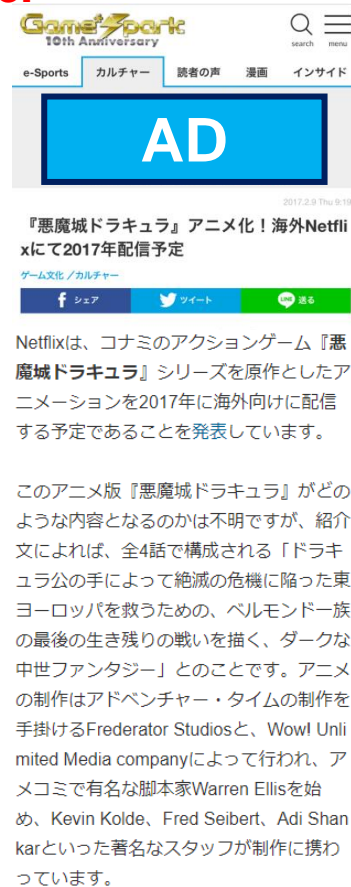
A special-sized advertisement takeovers eyes of users.



Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	1,100,000imp (estimated)
Rate	¥1,100,000 - (tax excluded)
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.

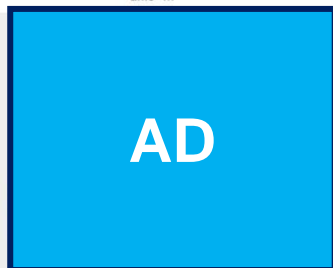


Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	950,000imp (estimated)
Rate	¥600,000 - (tax excluded)
Display style	Paste
Advertisement material format	
Dimensions	320 x 100
File	JPEG, GIF
Max file size	100KB

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.



- 【注目の記事】 [PR]
- ▶ 培った教育ノウハウの蓄積を活かしたオンライン学習サービス (リセマム by NT T東)
 - ▶ 英語が「楽しい」。だから吸収できる。わが子が楽しく学べるMusio X (リセマム by Musio X)
 - ▶ 「愛なき教育は害悪」玉井式 国語的算数教室が目指す教育とは (リセマム by NT T東)

powered by Cynergi platform



Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	950,000imp (estimated)
Rate	¥600,000 - (tax excluded)
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.

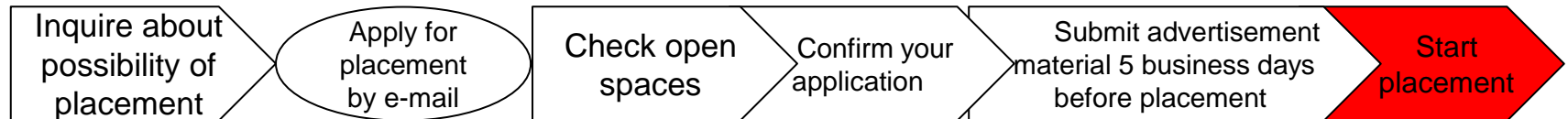


Native Advertising		
Device	PC / SP	
Placement period	Archive	
Quotation	20,000PV (guaranteed)	¥1,300,000~
	5,000PV (guaranteed)	¥650,000~
	3,000PV (estimated)	¥450,000~

- ◆ **A Native Advertising placed is posted one time on the Game*Spark SNS (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.
- * Tax excluded
- * 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 PV, we will induce customers by using Taboola, Popin, Outbrain and so on.

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.