



Media Guide  
April - June 2021



# 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

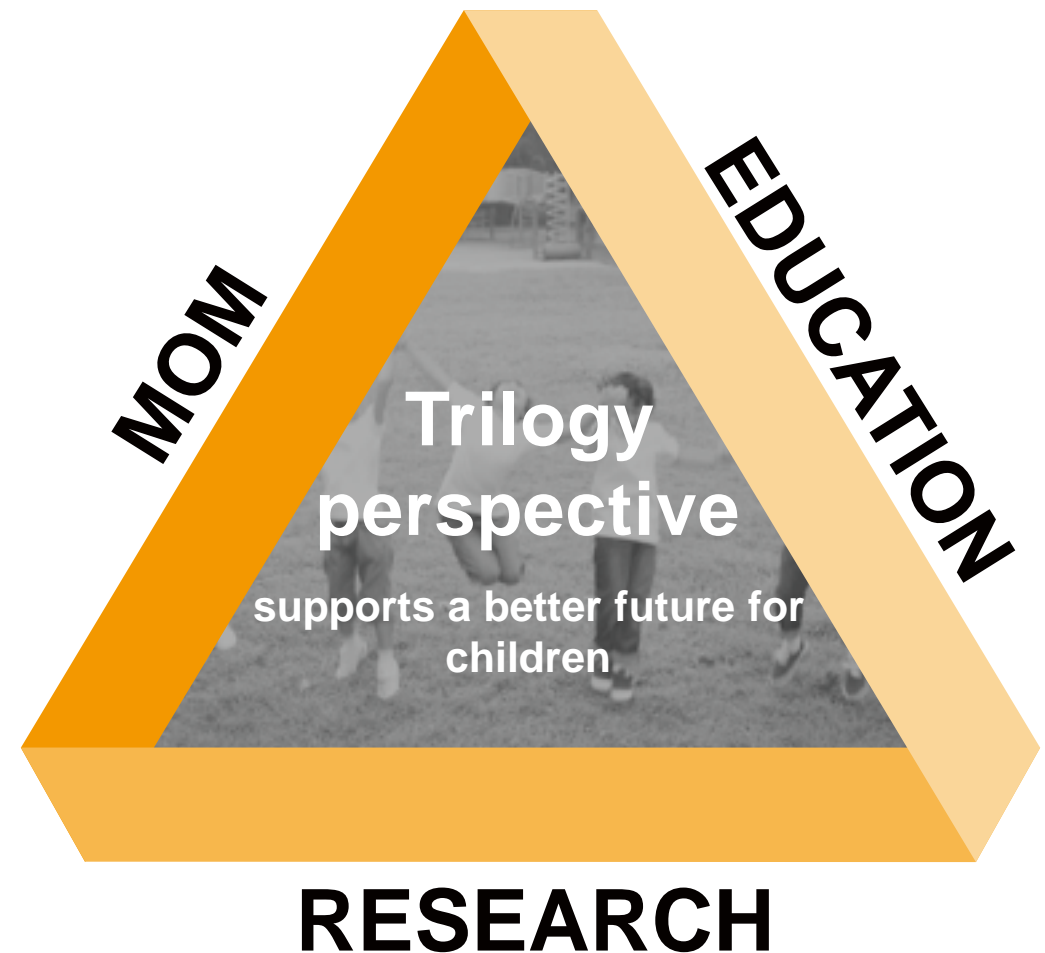
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Communicates information on education/entrance exams, educational materials, enrichment lessons and health

## 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

6 ~ 23  
million

Annual PVs

120  
million

Monthly UUs

2 ~ 6  
million

Facebook

5,500

Twitter

12,000



Education/  
entrance exams

Educational  
ICT

Educational  
industry NEWS

Educational  
events

Programming

EdTech

Hobbies/  
entertainment

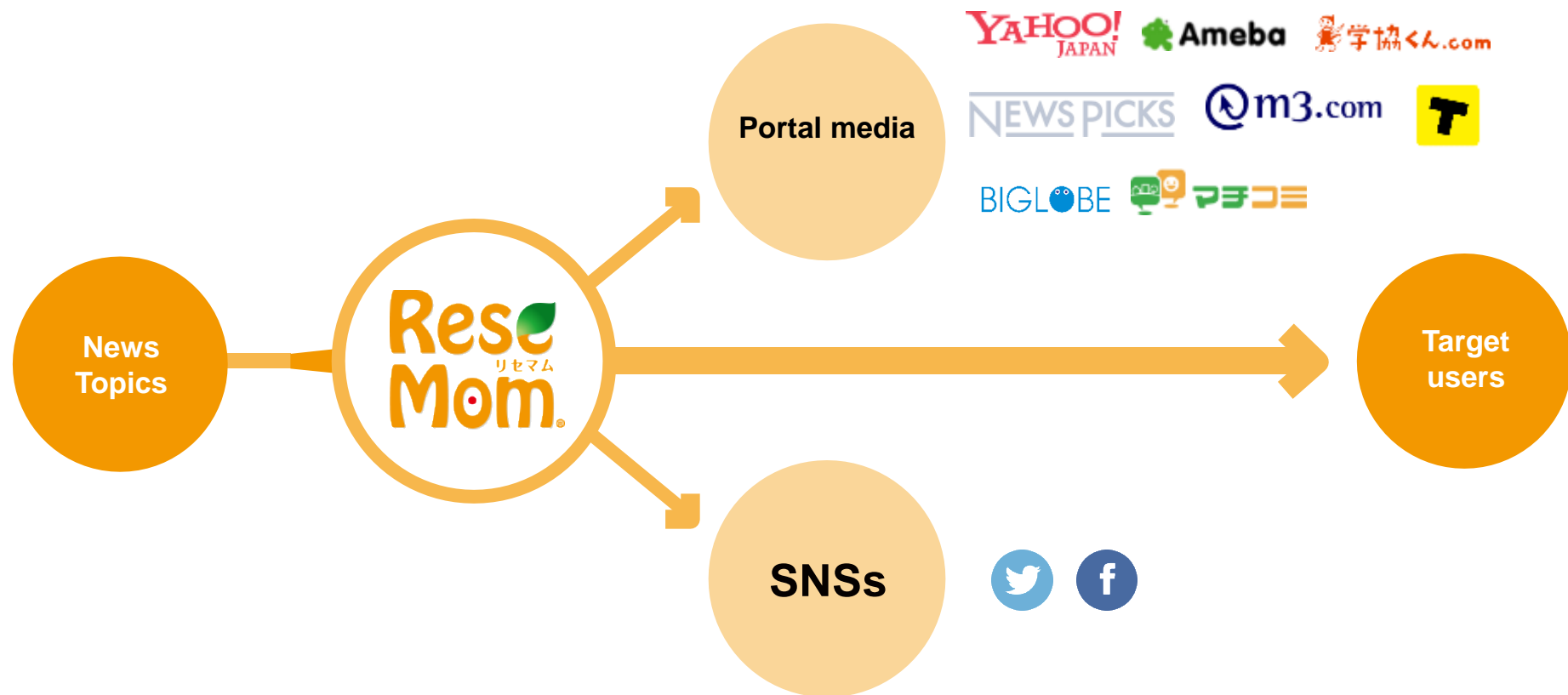
Medical  
Faculty

IID Award

\* As of March 2021

# ReseMom's ability to reach target users

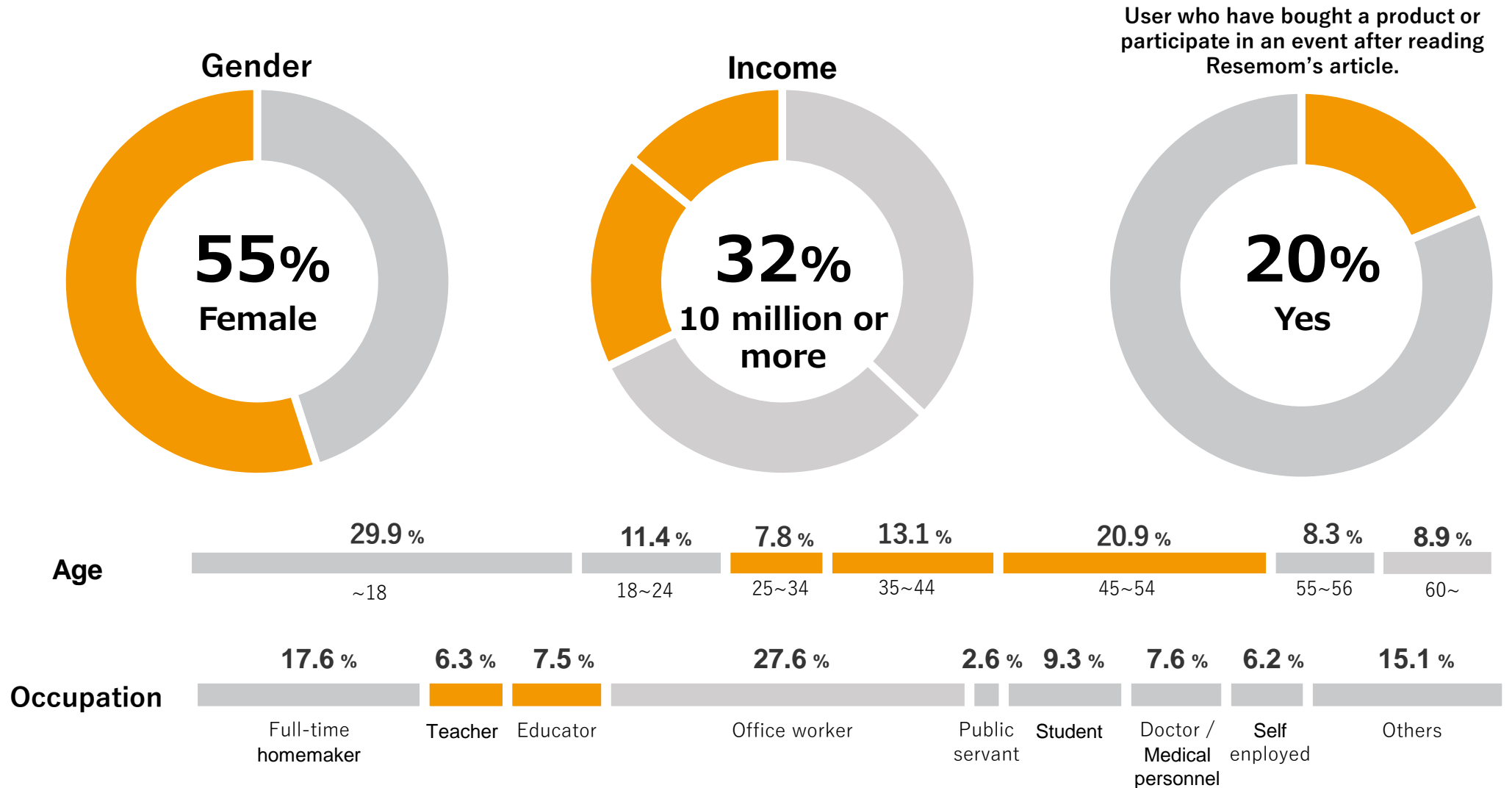
Articles have been spread widely on portal media, SNSs and others.



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

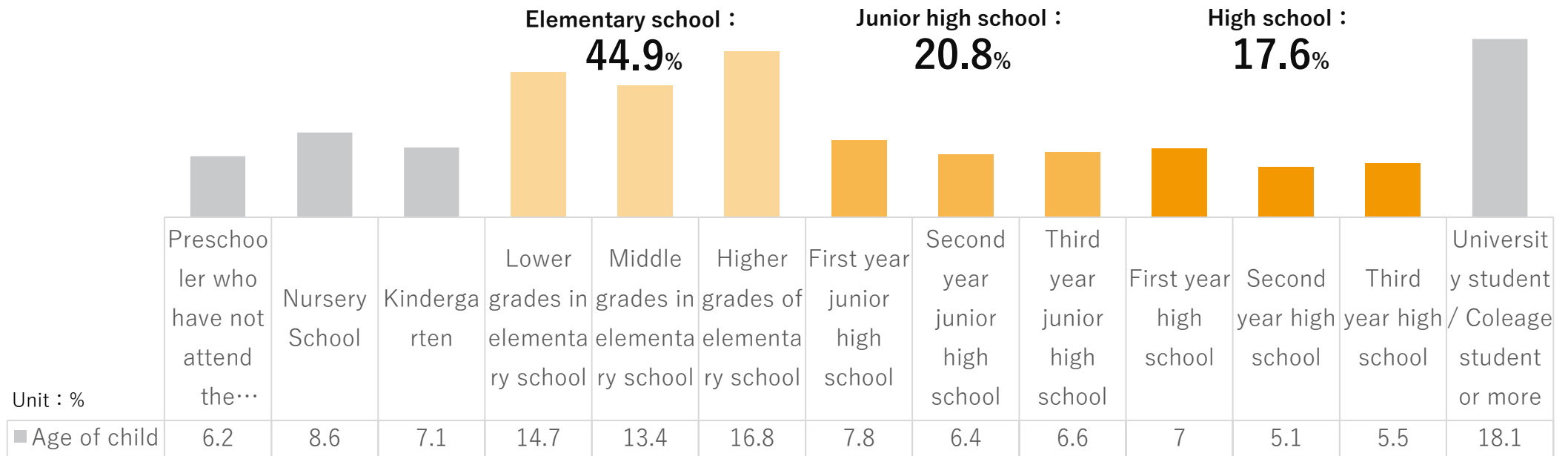
The media are attracting attention of child-raising female users and teaching staff.



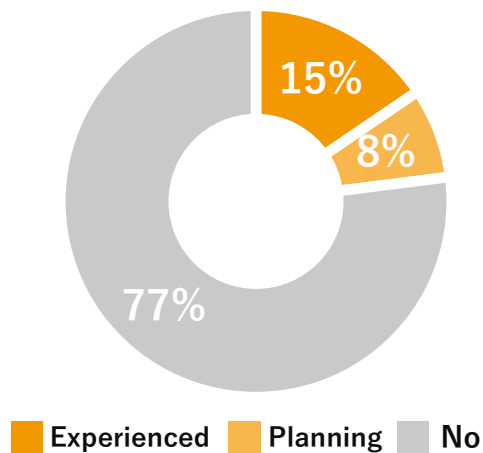
\*The percentage of users 18 years old or younger increases in exam season.

\*As of July 2018 (Except for gender/age data)

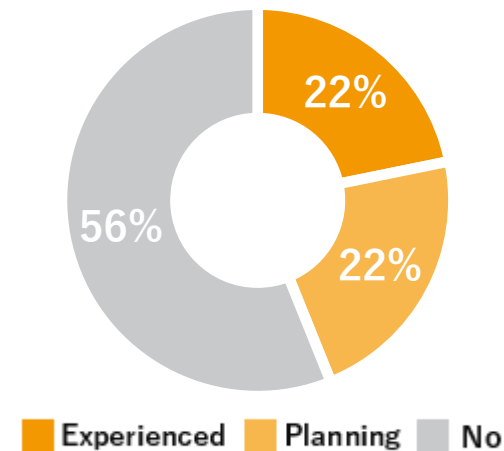
# User attributes



User who have experienced elementary school exams of their child



User who have experienced junior high school exams of their child



※As of July 2018



# 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



# Special plans

In order to be used for promotions as well,  
we are developing variety of special plans to gather readers attention in every season.

Season	Theme	Genre	Target	Promotion methods
March	Educational ICT Expo (Virtual)	Tie-up page/Event	Educator	Sponsor / Event participation
May	ReseMom Kid DAY	Tie-up page/Event	Grade1-4 students & Guardians	Sponsor / Event participation
5月下旬	Joint School Briefing/ Private school (Virtual)	Tie-up page/Event	Grade1-6 students & Guardians	Sponsor / Event participation
5月下旬	Joint School Briefing/ Distance learning & boarding school (Virtual)	Tie-up page/Event	Grade7-9 students & Guardians	Sponsor / Event participation
6月中旬	Special Feature on Public High School Entrance Exams / Summer	Tie-up page	Grade7-9 students & Guardians	Sponsor /Native ad
6月中旬	Special Feature on Junior High School Entrance Exams	Tie-up page	Grade1-6 students & Guardians	Sponsor /Native ad
7月上旬	Special Feature on Summer science project / Elementary school	Tie-up page	Grade1-6 students & Guardians	Sponsor
7月上旬	Special Feature on Summer science project / Junior High	Tie-up page	Grade7-9 students & Guardians	Sponsor
8月中旬	ReseMom Kid DAY	Tie-up page/Event	Grade1-4 students & Guardians	Sponsor / Event participation
11月中旬	Special Feature on Public High School Entrance Exams / Winter	Tie-up page	Grade7-9 students & Guardians	Sponsor /Native ad
12月中旬	ReseMom Kid DAY	Tie-up page/Event	Grade1-4 students & Guardians	Sponsor / Event participation



# IID award schedule

We conduct a large-scale Internet survey in collaboration with our in-house Research Division.  
We will propose award-winning companies to use the awards and special interview.

Season	Title
February	Kids PC
March	Programing teaching materials
April	English class for Kids
May	English materials for Kids
June	Electronic dictionary
Summer	*** (Coming soon!!)
September	Nursery school
November	English conversation school
November	Online Eikaiwa
November	English teaching materials
November	Correspondence course
December	Cram school

# ReseEd

ReseEd is a news website that introduces services and equipment that support effective lessons, self-study, and efficient school affairs, with the main theme of utilizing educational ICT in schools.

We will promptly deliver information on trends in educational administration and information on seminars and events related to education.



## Insight 【Education industry players】

- School teachers including principals and vice-principals
- Persons involved in cram schools and after-schools
- Parents who are interested in the latest educational situation

## Interests and Attention

- Teaching materials / services
- Educational administration
- ICT equipment / use cases
- English / Global education
- STEM/STEAM
- Event / Seminar
- SDGs
- Programming education

Teaching materials  
/ services

ICT equipment

Case study

Event

Educational administration

# Information on advertisement products

# Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	2 weeks	500,000	imp (estimated)	¥1,100,000
		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)	¥800,000
		SP Premium Takeover	2 weeks	400,000	imp (estimated)	¥900,000
		SP Rectangle Banner	-	400,000	imp (guaranteed)	¥240,000
Content production	PC/SP	Native Advertising	Archive	-	-	¥450,000 ~
		Light-Native Advertising	Archive	-	-	¥300,000 ~
		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 that is displayed on the TOP page and the entire website, so that this is a very impactful.



## Advertisement product details

Placement page	TOP page Article page Image page
Placement period	2 weeks
Placement volume	500,000imp (estimated)
Estimated CTR	0.70%
Rate	¥1,100,000 (tax excluded)
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:150KB B:150KB

\*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.)



# PC Top Brand Panel

An advertisement that 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 (tax excluded)
Display style	Paste

## Advertisement material format

Dimensions	300 x 250
File	JPEG,PNG,GIF (without ALT)
Max File Size	150KB

\*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.)

# 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 (tax excluded) (2) ¥100,000 (tax excluded) (3) ¥100,000 (tax excluded)
Display style	Paste

Advertisement material format	
Dimensions	200 x 120
File	JPEG,PNG,GIF (without ALT)
Max File Size	50KB

\*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.)

# PC Super Banner

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

The screenshot shows the top of a ReseMom website. The navigation bar includes links like Home, Education, and Digital Life. A large orange banner with the text 'AD' is positioned at the top of the article. The article title is '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 content discusses the trend of digital education and the importance of PCs in schools and homes. A sidebar on the right contains related articles and a search bar.

## Advertisement product details

Placement page	Article page Image page
Placement period	-
Placement volume	(1) 300,000imp (guaranteed) (2) 500,000imp (guaranteed)
Estimated CTR	0.10%
Rate	(1) ¥180,000 (tax excluded) (2) ¥300,000 (tax excluded)
Display style	Rotation

## Advertisement material format

Dimensions	728 x 90
File	JPEG,PNG,GIF (without ALT)
Max File Size	150KB

\*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.)

# 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 ResoMom website interface. The top navigation bar includes links for Home, Education & Learning, Education IoT, Education Career News, Education IT, Life & Health, Digital Life, and Entertainment & Hobbies. Below this is a category bar with links for Elementary School, Middle School, High School, University, and Parents. The main content area on the left 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... an era where every child has their own PC at school and home). The article features a photo of a child using a laptop. To the right of the article, a large orange square with the text 'AD' indicates the placement of a display advertisement. Below the article, there are several smaller images and text blocks, including a section titled '文部科学省の2020年までに1人1台の情報端末配布...' (Distribution of information terminals by the Ministry of Education, Culture, Sports, Science and Technology by 2020...).

## 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 (tax excluded) (2) ¥500,000 (tax excluded)
Display style	Rotation

## Advertisement material format

Dimensions	300 x 250
File	JPEG,PNG,GIF (without ALT)
Max File Size	150KB

\*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.)

# 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]

\*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.)

## Advertisement product details

Placement page	TOP page Article page Image page
Placement period	1 weeks
Placement volume	400,000imp (estimated)
Estimated CTR	0.50%
Rate	¥900,000 (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	150KB



# SP Header Banner

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



[TOP page]



[Article 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.)

## 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 (tax excluded) (2) ¥800,000 (tax excluded)
Display style	Rotation

## Advertisement material format

Dimensions	320 x 100
File	JPEG, PNG, GIF (without ALT)
Max File Size	150KB

# SP Rectangle Banner

This advertisement space can be seen almost all of the website.



【Article Page】



【Image Page】

## Advertisement product details

Placement page	Article page Image page
Placement period	-
Placement volume	400,000imp (guaranteed)
Estimated CTR	0.20%
Rate	¥240,000 (tax excluded)
Display style	Rotation

## Advertisement material format

Dimensions	320 x 100
File	JPEG, PNG, GIF (without ALT)
Max File Size	150KB

\*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.)

# 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.

The screenshot shows a typical ReseMom article layout. At the top is the ReseMom logo and navigation menu. The article title is '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'. Below the title is a sub-header 'デジタル生活 / 小学生' and a date '2024.12.18 Thu 18:00'. The main image shows a young boy sitting at a desk, focused on his laptop. To the right of the image is a large, empty rectangular box, likely a placeholder for an advertisement. Below the image are several smaller images and charts, including a bar chart showing the number of PCs in schools and homes, and a line graph showing the growth of PC ownership. The article text discusses the trend of PC ownership in schools and homes, and how it can be used for learning. It mentions that the Ministry of Education has been promoting the use of PCs in schools since 2020, and that this trend is also reflected in the home environment. The article concludes by stating that this is a great opportunity for parents to support their child's learning by providing them with a PC.

Native Advertising				
Device	PC / SP			
Placement period	Archive			
PV (guaranteed)	-	5,000PV	10,000PV	20,000PV
Quotation	¥ 450,000~	¥ 650,000~	¥ 800,000~	¥ 1,100,000~

- ◆ A Native Advertising placed is posted one time on SNS 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 Popin, Taboola, Outbrain and so on.

\* Tax excluded.

# Light-Native Advertising

It is a menu to create articles with materials (details and images etc) you provide. 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.



Native Advertising			
Device	PC / SP		
Placement period	<ul style="list-style-type: none"> <li>Up to 5 text / images of 600-1000 characters</li> <li>In-article links: Up to 1 / Related links: Up to 3</li> </ul>		
PV (guaranteed)	-	5,000PV	10,000PV
Quotation	¥ 300,000 ~	¥500,000 ~	¥650,000 ~

- ◆ A Native Advertising placed is posted one time on SNS 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 Popin, Taboola, Outbrain and so on.
- \* Tax excluded.



# 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

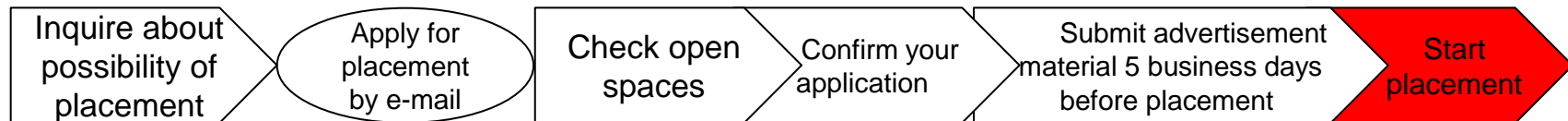
Tie-up Page	
Content	Production of screens for PC/SP Navigation: 4 weeks
Placement period	Archive
Estimated PV	5,000PV
Quotation	¥ 900,000 ~

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