



Media Guide
April – June 2021



Response to “current” automobiles

From “three” perspectives, the media have covered automobile news in the world for 20 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

145,000

Facebook

1 million

Twitter

76,000

* As of March 2020

Automobiles

Motor cycles

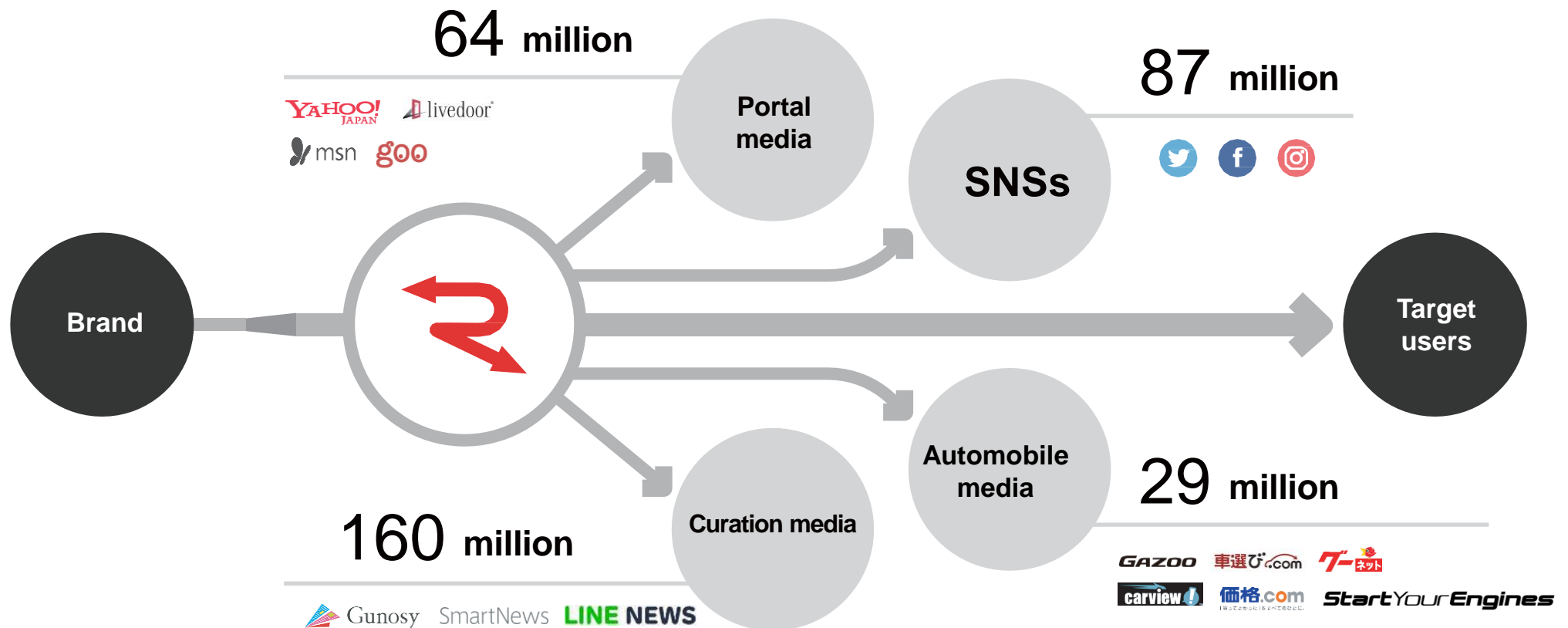
Scoop

Car audio information

Repair/maintenance

Response's ability to reach target users

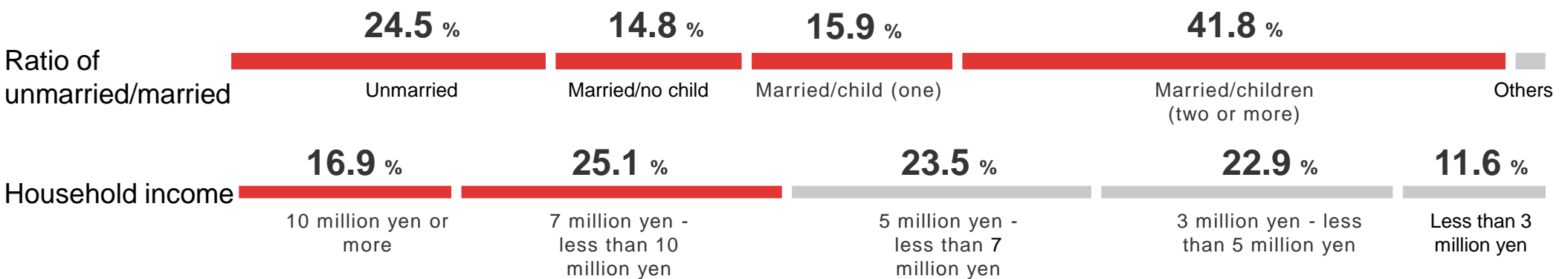
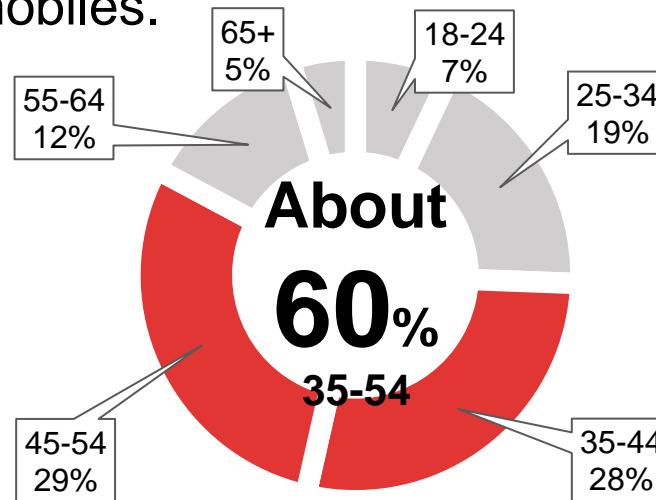
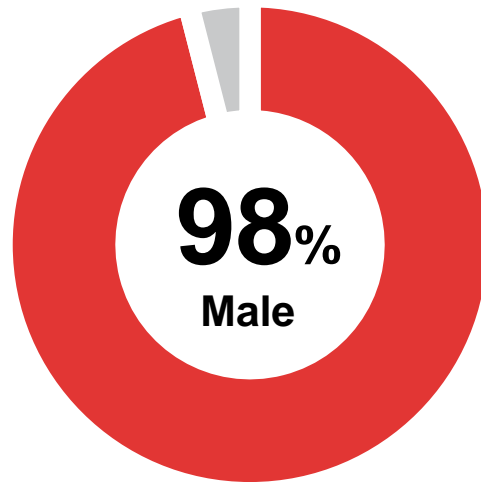
Articles have been spread widely beyond the boundaries of media.



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

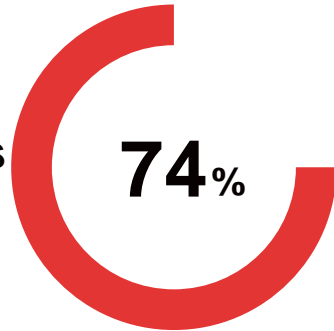
The media are attracting attention of the male users in their 30s-50s who love automobiles.



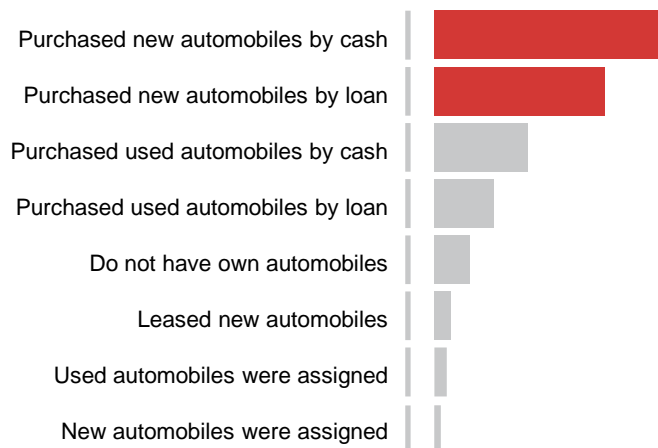
The ratio of the users with two or more children is 41.8%, showing the fact that many of them have many family members. Therefore, articles related to “family cars” have been read frequently.

User characteristics

**Those who
bought new
automobiles**



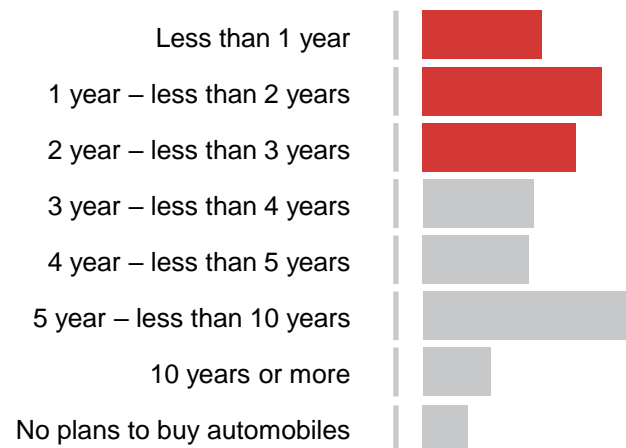
[Automobile purchase form] The total of the respondents who answered they bought new automobiles exceeds 70%. More than 40% of the respondents answered they purchased new automobiles by cash. This percentage is high.



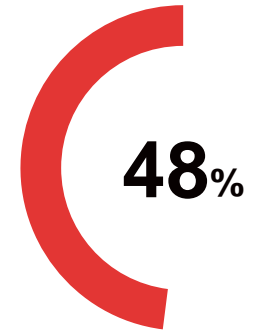
**Those who
plan to buy
automobiles
within three
years**



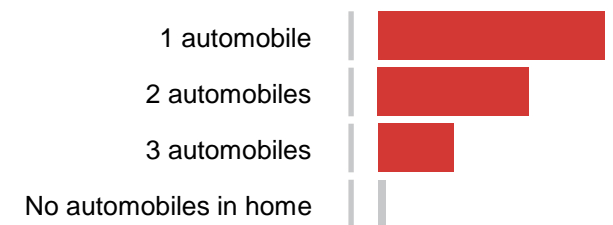
[Automobile purchase period] About 50% of the respondents plan to buy automobiles within three years. 12% of the respondents plan to buy automobiles within one year. This suggests that many users consider buying automobiles.



**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

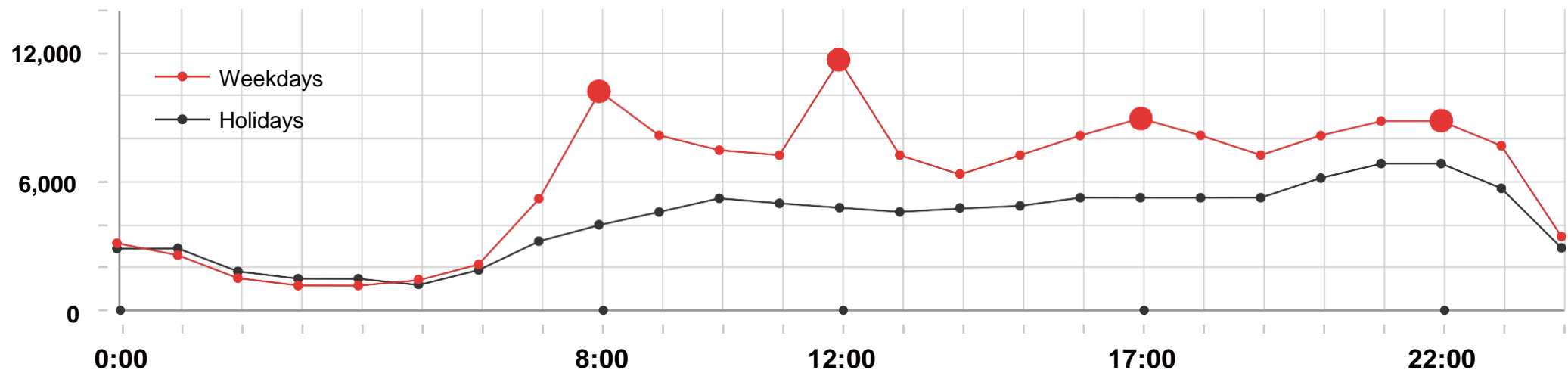
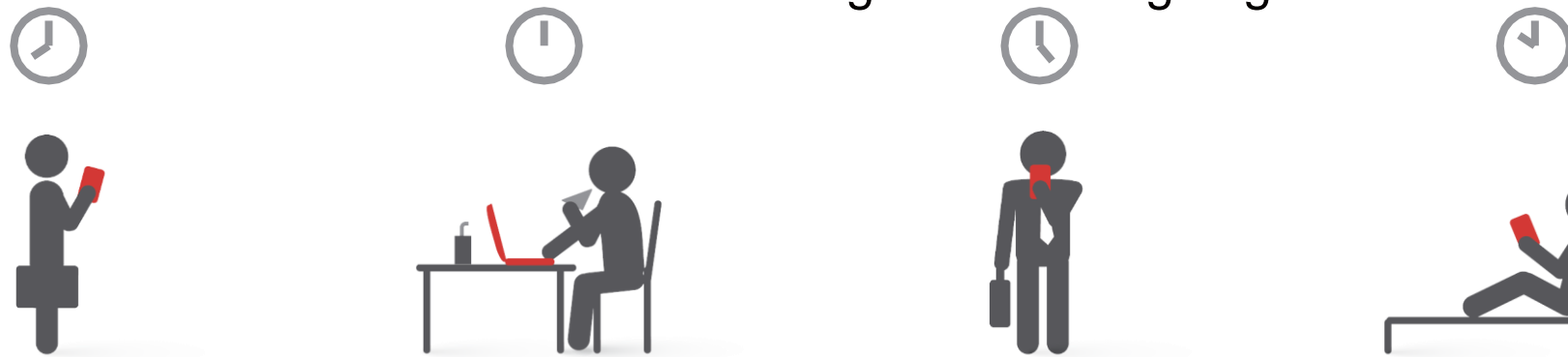
They have two or more children and high income

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.



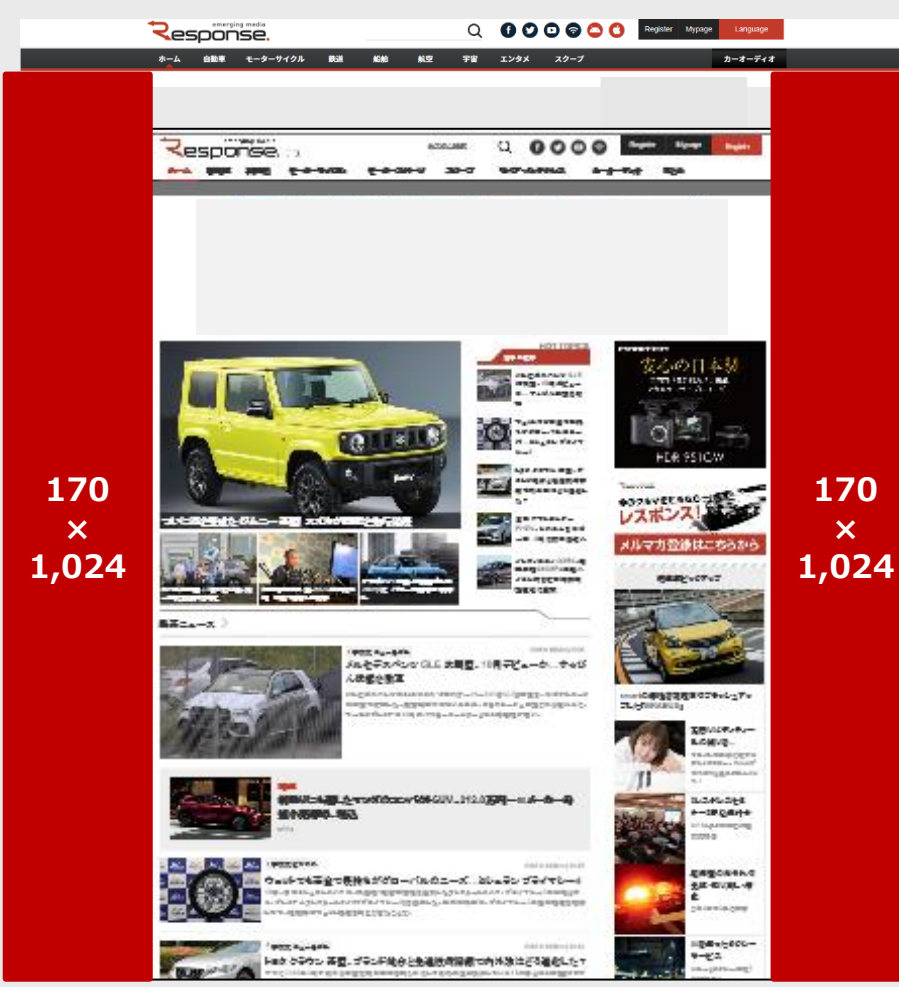
Information on advertisement products

Advertisement menu and rate list

形態	デバイス	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	1 week	700,000	imp (estimated)	¥2,000,000
		Brand Pannel	1 week	100,000	imp (estimated)	¥300,000
			2 weeks	200,000	imp (estimated)	¥550,000
			4 weeks	400,000	imp (estimated)	¥1,000,000
		Super Banner	1 week	650,000	imp (estimated)	¥320,000
			2 weeks	1,300,000	imp (estimated)	¥610,000
			4 weeks	2,600,000	imp (estimated)	¥1,150,000
		Prime Display	1 week	600,000	imp (estimated)	¥600,000
			2 Weeks	1,200,000	imp (estimated)	¥1,150,000
			4 weeks	2,400,000	imp (estimated)	¥2,250,000
	SP	Premium Takeover	1 week	1,300,000	imp (estimated)	¥1,300,000
		Header Banner	1 week	500,000	imp (estimated)	¥350,000
			2 weeks	1,000,000	imp (estimated)	¥650,000
			4 weeks	2,000,000	imp (estimated)	¥1,000,000
		Rectangle Banner	1 week	1,500,000	imp (estimated)	¥600,000
			2 weeks	3,000,000	imp (estimated)	¥1,100,000
			4 weeks	6,000,000	imp (estimated)	¥2,100,000
Text	PC/SP	Flash Mail	1 distribution	About 145,000	Distribution (estimated)	¥800,000
			Package of distributing mails three times	About 435,000	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~
		Light Tie-up	Archived	3,000	PV (estimated)	¥1,000,000~
		Tie-up	1 month (estimated)	30,000	PV (guaranteed)	¥3,000,000~

PC Premium Takeover

The advertisement dramatically improves product recognition of all users visiting the website.



170
×
1,024

170
×
1,024

Advertisement product details

Placement page	Top page and article page
Placement period	1 week (guaranteed)
Placement volume	700,000imp (estimated)
Rate	¥2,000,000 (tax excluded)
Display style	Paste

Advertisement material format

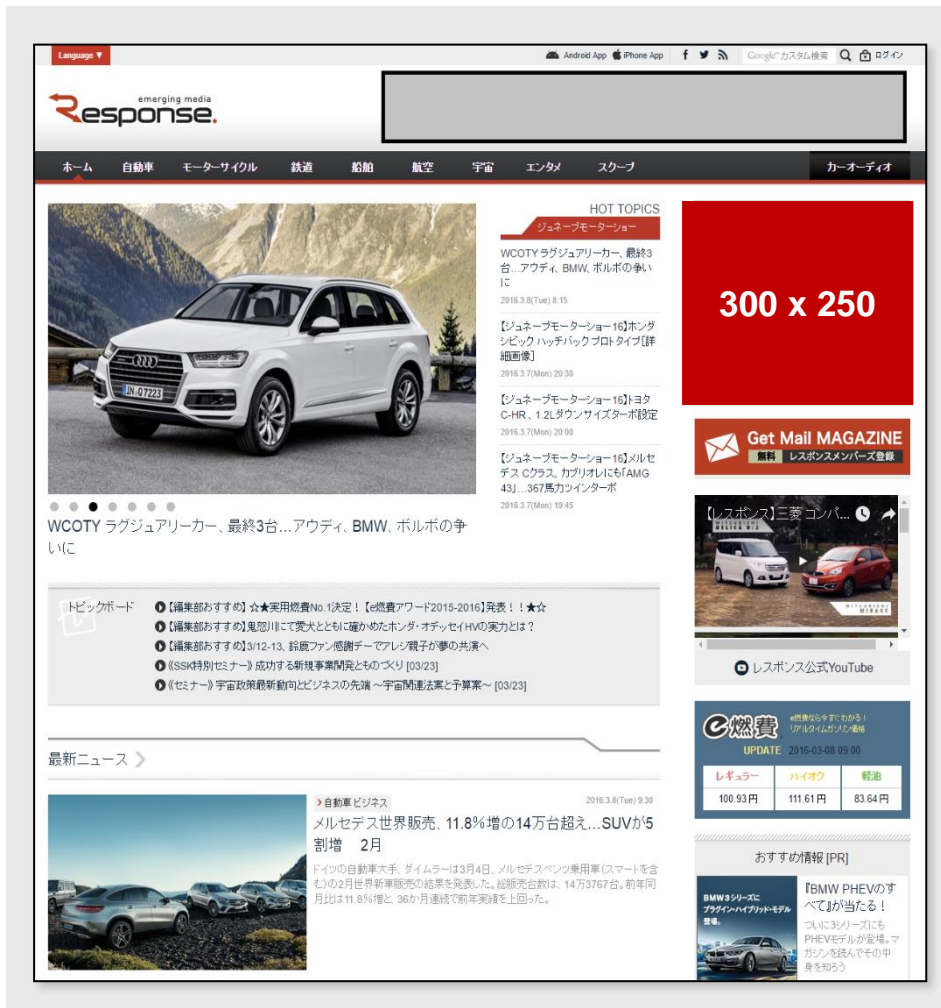
Dimensions	170×1,024
File	JPEG, GIF
Max file size	150KB

* 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.)

* This price is tax excluded.

PC Brand Panel

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



* 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.

Advertisement product details

Placement page	TOP page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 100,000imp/1 week (estimated) (2) 200,000imp/2 weeks (estimated) (3) 400,000imp/4 weeks (estimated)
Rate	(1) ¥300,000 (tax excluded) (2) ¥550,000 (tax excluded) (3) ¥1,000,000 (tax excluded)
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!



* 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	All pages
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 650,000imp (estimated) (2) 1,300,000imp (estimated) (3) 2,600,000imp (estimated)
Rate	(1) ¥320,000 (tax excluded) (2) ¥610,000 (tax excluded) (3) ¥1,150,000 (tax excluded)
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	150KB

PC Prime Display

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

Advertisement product details

Placement page	Article page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 2 weeks (guaranteed)
Placement volume	(1) 600,000imp (estimated) (2) 1,200,000imp (estimated) (3) 2,400,000imp (estimated)
Rate	(1) ¥600,000 (tax excluded) (2) ¥1,150,000 (tax excluded) (3) ¥2,250,000 (tax excluded)
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	150KB

SP Premium Takeover



Advertisement product details

Placement page	Top page and Article page
Placement period	1 week (guaranteed)
Placement volume	1,300,000imp estimated)
Rate	¥1,300,000 (tax excluded)
Display style	Paste

Advertisement material format

Dimensions	Header:750×200×100 Footer:750× 60× 160
File	PNG,GIF(background-color settings: transparent)
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 Header Banner

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



Advertisement product details	
Placement page	Top page and Article page
Placement period	(1) 1 week (guaranteed) (2) 2 weeks (guaranteed) (3) 4 weeks (guaranteed)
Placement volume	(1) 500,000 (estimated) (2) 1,000,000imp (estimated) (3) 2,000,000imp (estimated)
Rate	(1) ¥300,000 (tax excluded) (2) ¥550,000 (tax excluded) (3) ¥1,000,000 (tax excluded)
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	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 Rectangle Banner

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

Article page

を、主力市場の米国で販売しようという戦略も見え隠れする。ボルシェは、「911Rは生粋かつ妥協のないドライビングマシン」と説明している。

《森脇様》

【注目の記事】[PR]

- 自然を愛する写真家がアウトランダーPHEVを選んだ理由(三菱自動車)
- 必ずもらえるローソンプレミアムロールケーキ(ドコモ口座)
- 老後の資金準備、できていますか？ 迫り来る老後難民を回避する方法(MY介護の広場)

Facebookでシェア Tweetする LINEで送る

 ホンダ シャトル を試乗してみよう!


by 試乗予約.com

300 x 250

Image page

【ニューヨークモーターショー16】ボルシェ 911 R、米国初公開へ 1枚目の写真・画像

自動車 ニューモデル 新型車 2016年3月16日(水) 12:15






ボルシェ 911R

この写真の記事

300 x 250

この記事の写真

Advertisement product details

Placement page	Article page and Image page
Placement period	(1)1 week (guaranteed) (2)2 weeks (guaranteed) (3)4 weeks (guaranteed)
Placement volume	(1)1,500,000imp (estimated) (2)3,000,000imp (estimated) (3)6,000,000imp (estimated)
Rate	(1)¥600,000 (tax excluded) (2)¥1,100,000 (tax excluded) (3)¥2,100,000 (tax excluded)
Display style	Rotation
Remarks	You can distribute your advertisement by designating areas. Please inquire about quotations upon your need.

Advertisement material format

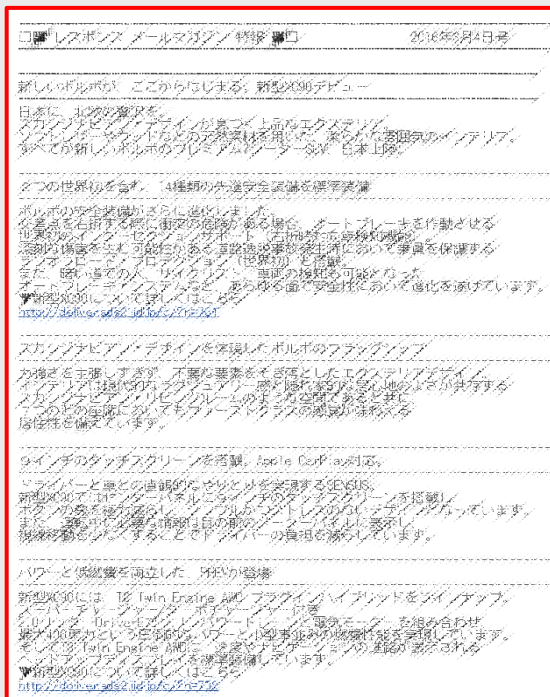
Dimensions	300 x 250
File	JPEG,PNG * Animation is not available
Max file size	150KB

* 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.)

Flash Mail

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

Response Mail <Special Issue>



Advertisement product details

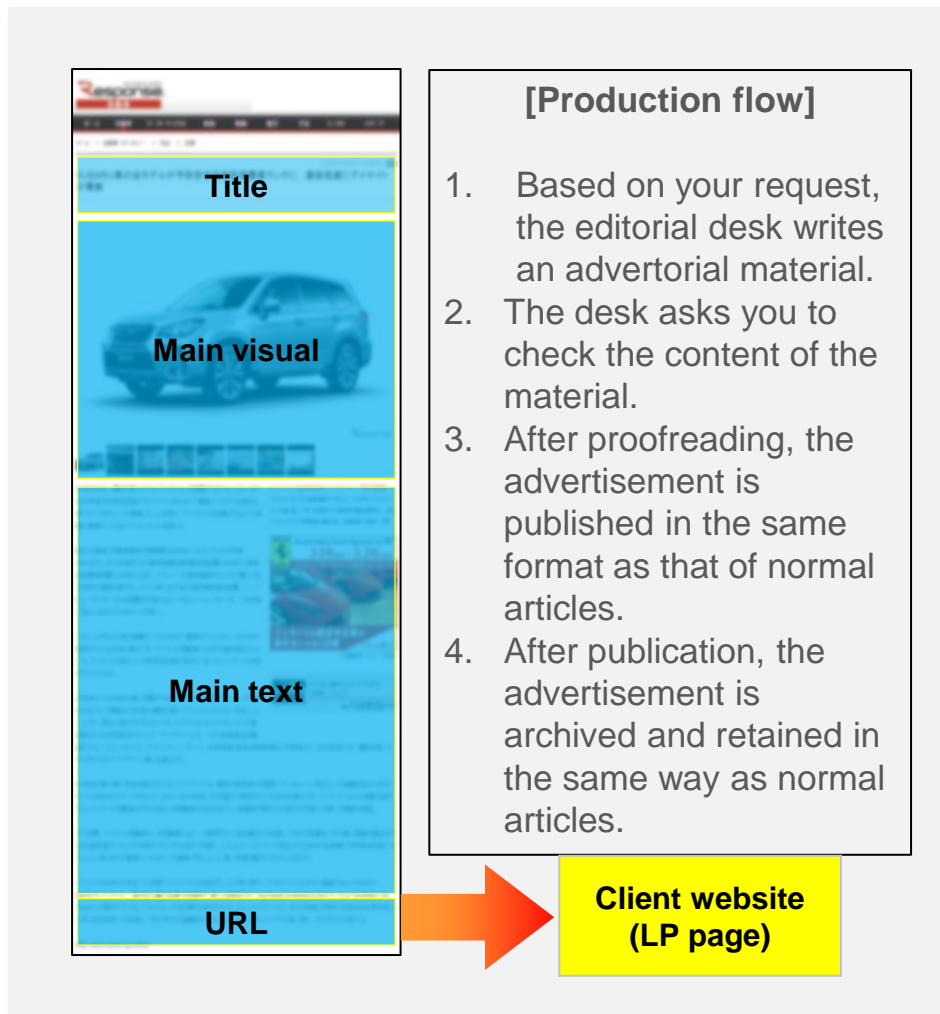
Distribution date	Weekday (optional)
No. of mails distributed (estimated)	About 145,000 (as of December 2020)
Rate	¥800,000 (one distribution, tax excluded) ¥2,000,000 (package of distributing mails three times, tax excluded)
Display style	Text

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

Native Advertising

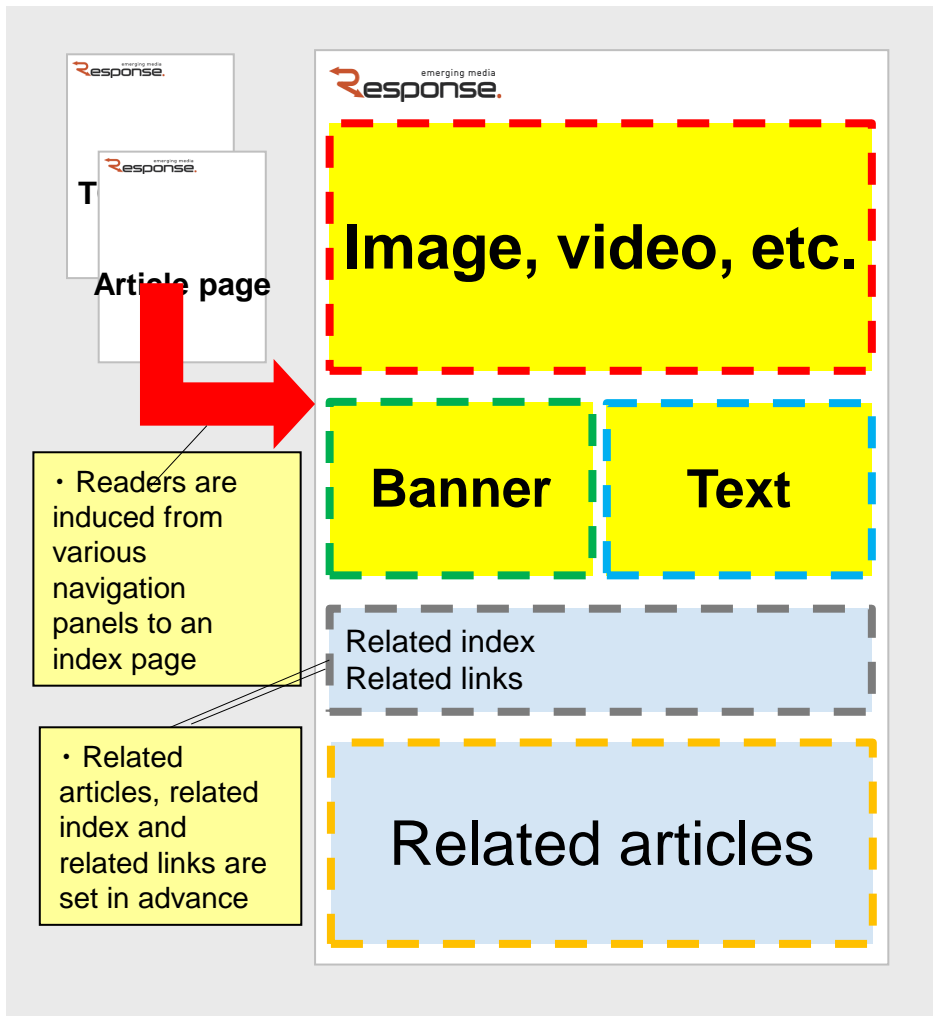
An advertorial advertisement appeals readers more naturally!



Advertisement product details			
Menu	Standard	Premium	Bulk Pack
No. of articles	1	1	3
Rate	¥1,000,000 (tax excluded)	¥2,000,000 (tax excluded)	¥2,550,000 (tax excluded)
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 SNS 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 Taboola, Popin, Outbrain and so on.</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, tax excluded)
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 TV 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.

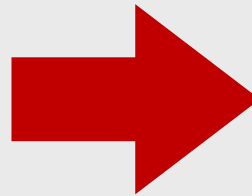
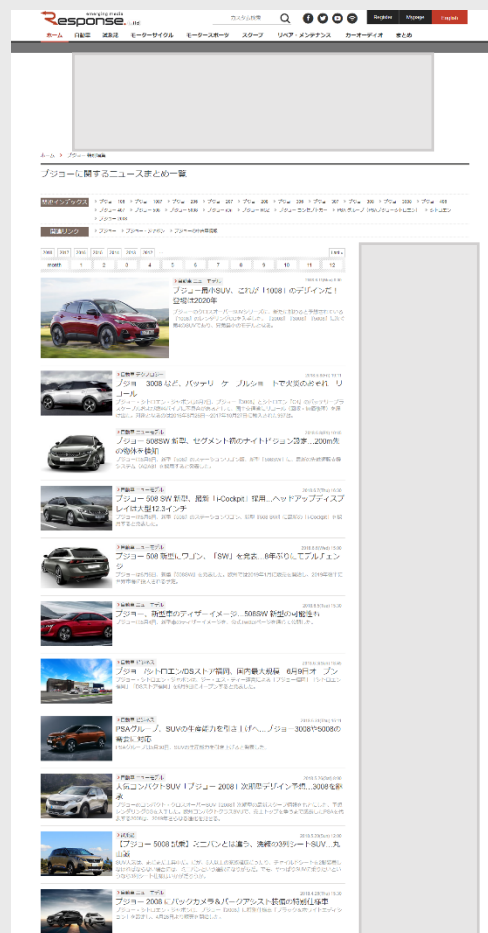
* The rate above is just an rough approximation.

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

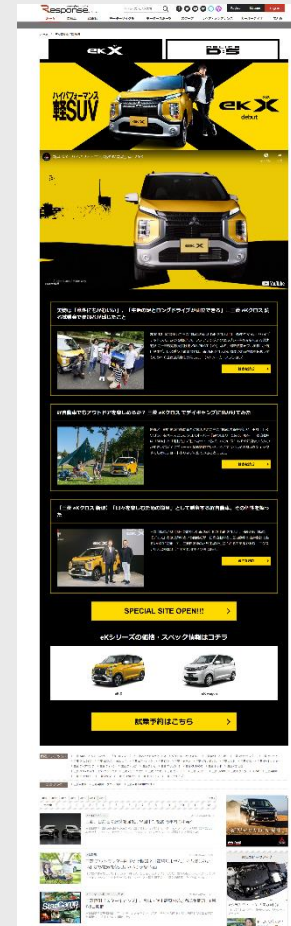
Light Tie-up (2)

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

Before customization

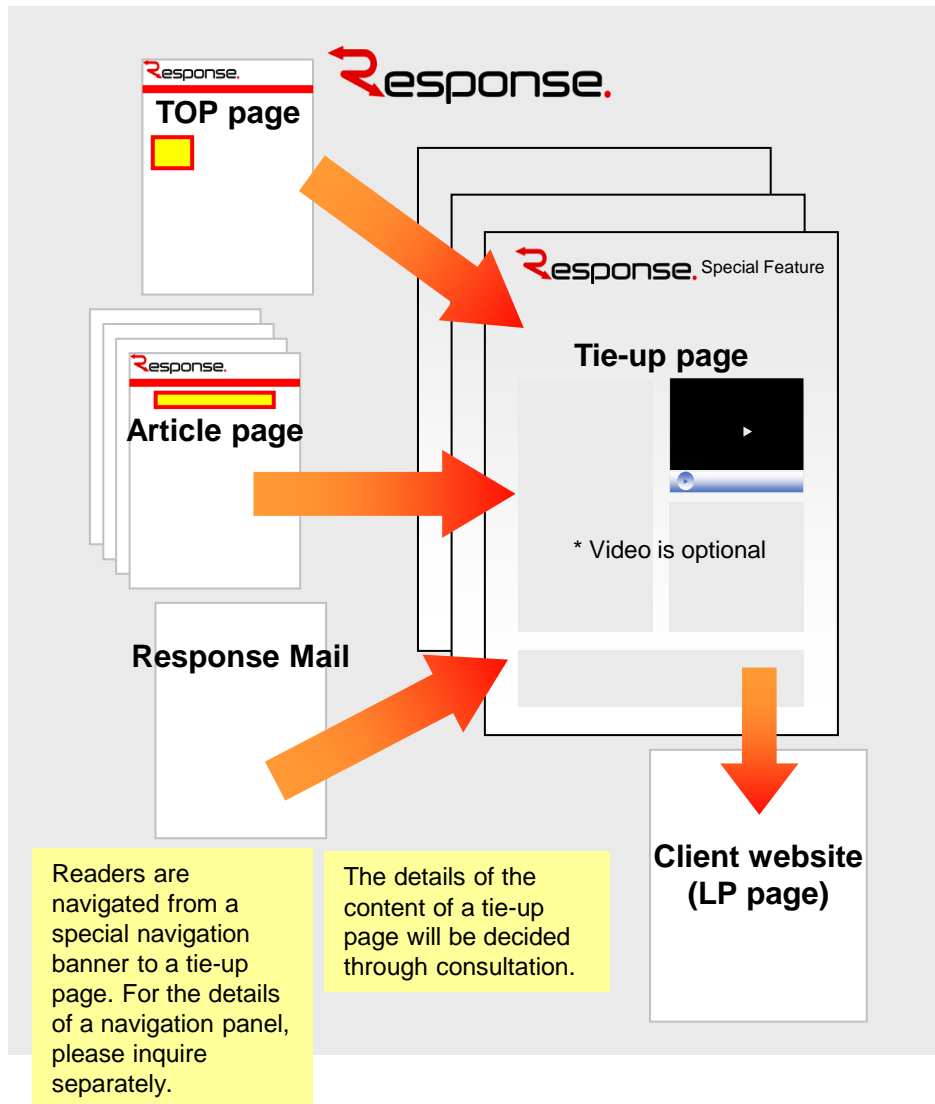


After customization



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 Native Advertising placed is posted each one time on SNS 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.

Tie-up (2)

Tie-up plans from an unique perspective of Response are received well.

Major Automaker

人生には、ボルシェが必要だ

718 Cayman Models Cayenne Models
Panamera Models 911 Carrera Models

TRAVEL REPORT
宮崎 壮人 北山 秀輝 八木 杏奈 宮崎 龍輔

OFFICIAL WEB SITE

Major Automaker

MINI CROSSOVER PHEV TEST DRIVE MONITOR REPORT
一足先に未来を体感する12組をご紹介します

MINI CROSSOVER PHEV 何を感じるのだろうか...

32時間無料モニター募集中

STYLE BOOK プレゼント

Major Automaker

Mercedes-Benz + Response

いつの時代にもクラスがベンチマークであり続ける
Mercedes-Benz C-Class (W205) Edition Sport
2015年11月

32時間無料モニター募集中

Major Supplier

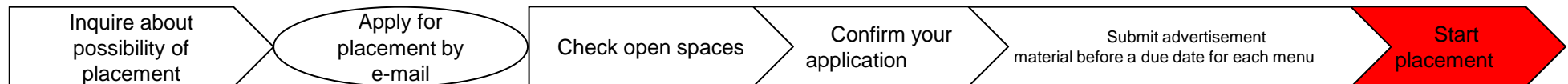
Toyota + Response

新世代トヨタの未来コンセプトを電脳
2015年11月

32時間無料モニター募集中

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.
- 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
Push on!	Automobile goods
Scan Net Security	Security
Spyder7	Entertainment (for male)
CAR CARE PLUS	Automobiles (repair/maintenance)
Money no tatsujin	Money skills