



Media Guide
April – June 2021



The media add games to life

The media intend to connect between inside and outside games, inside and outside the game industry and game players and non game players, “adding games to life” of more people.

Console games

Distributes information on console games in Japan

Smartphone games

Distributes information on smartphone games in Japan

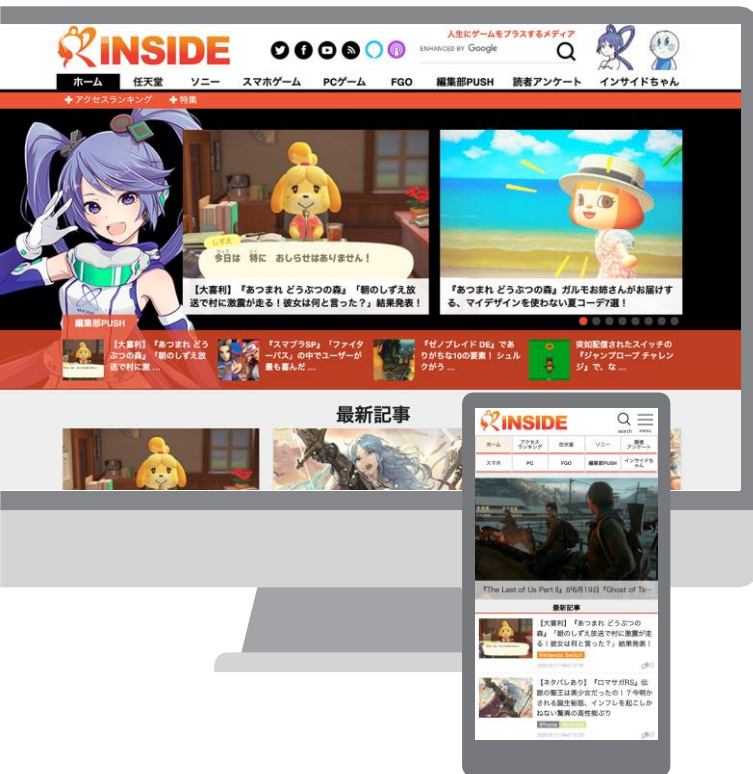
Game business/production industry

Distributes interviews with developers, financial statements reporting and other matters on “GameBusiness.jp”



INSIDE

INSIDE is a news & communication media handling a wide range of categories from console games to social games.



Monthly PVs

10 million

Monthly UUs

2.4 million

Facebook

20,000

Twitter

64,000

*As of March 2018

Nintendo

Sony

Smartphone
games

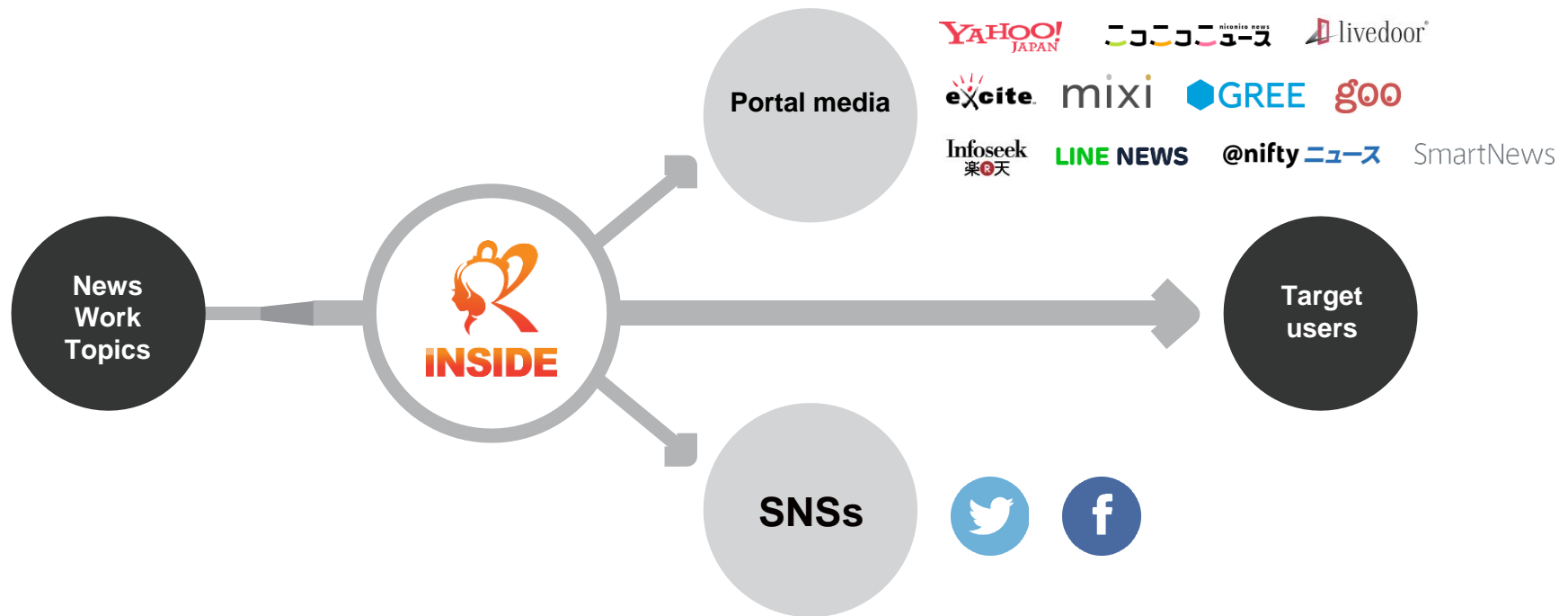
PC games

VR

Game industry

INSIDE's ability to reach target users

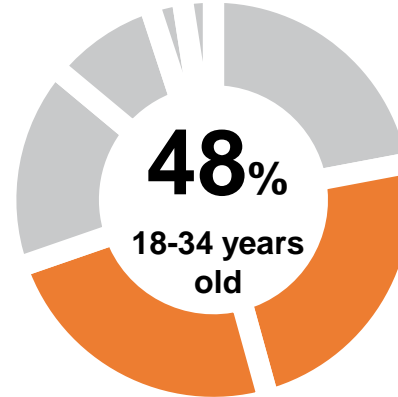
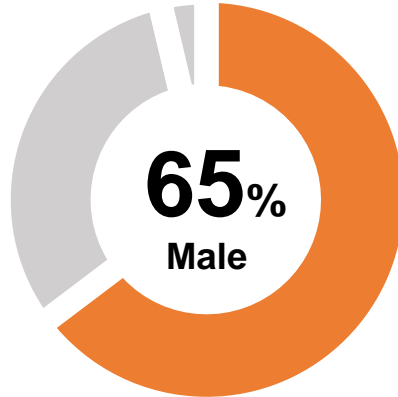
Articles have been spread widely beyond the boundaries of media.



Articles posted are spread widely through INSIDE 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 have many male users in their 20s-30s.



The main user of our web side is the most frequent game players.

User characteristics (1)

The website is viewed by the readers in their 20s-30s.

Interests and attention

The website is viewed by the readers who are interested mainly in console games such as Nintendo Switch, 3DS and PS4, and in smartphone apps, comics and animation.

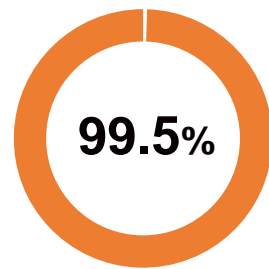
TOP5 hobbies other than games

- [Animation] 61.7%
- [Comics] 59.1%
- [Music] 53.9%
- [PC/peripherals] 52.3%
- [Movies] 38.3%



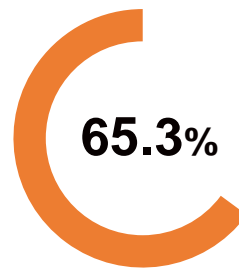
User characteristics (2)

Percentage of owning game hardware



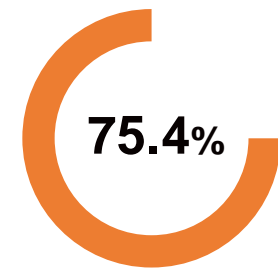
Almost all of the users own game hardware. The tendency shows that the ratio of owning any Nintendo hardware is high.

Percentage of buying game software (5,000 yen or more/month)



Many users buy game software each month. The percentage of buying 5,000 yen or more of the software exceeds 60%.

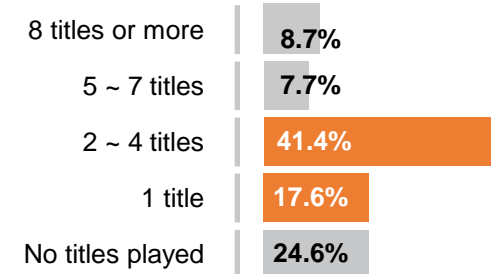
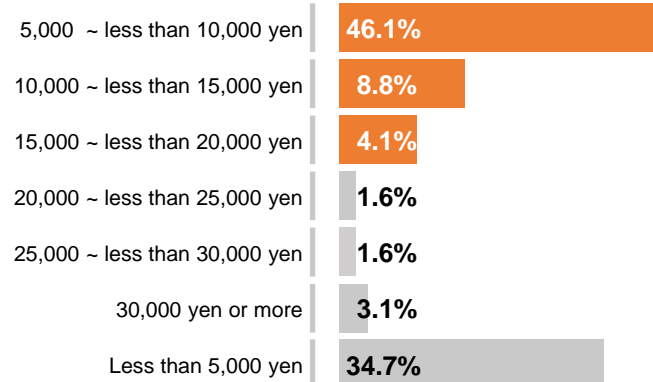
Percentage of playing app games



More than three fourths of the users are playing smartphone app games.

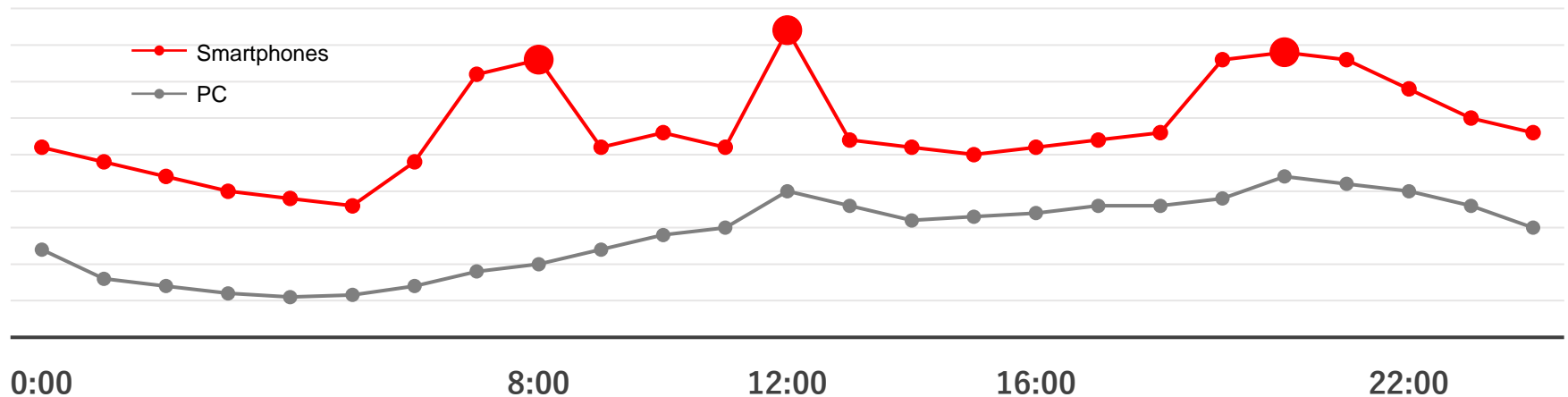
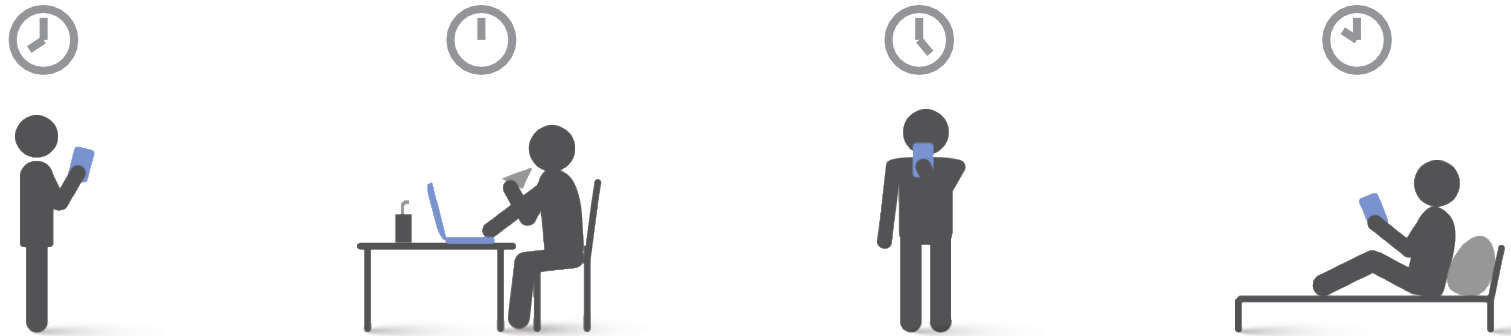
Played Platforms TOP5

- No.1 : Nintendo Switch
- No.2 : Nintendo 3DS
- No.3 : Play Station4
- No.4 : PC
- No.5 : Xbox One



Use scene

The number of PVs increases during commuting hours, and grows from lunch hours to night.



Information on advertisement products

Advertisement menu and rate list

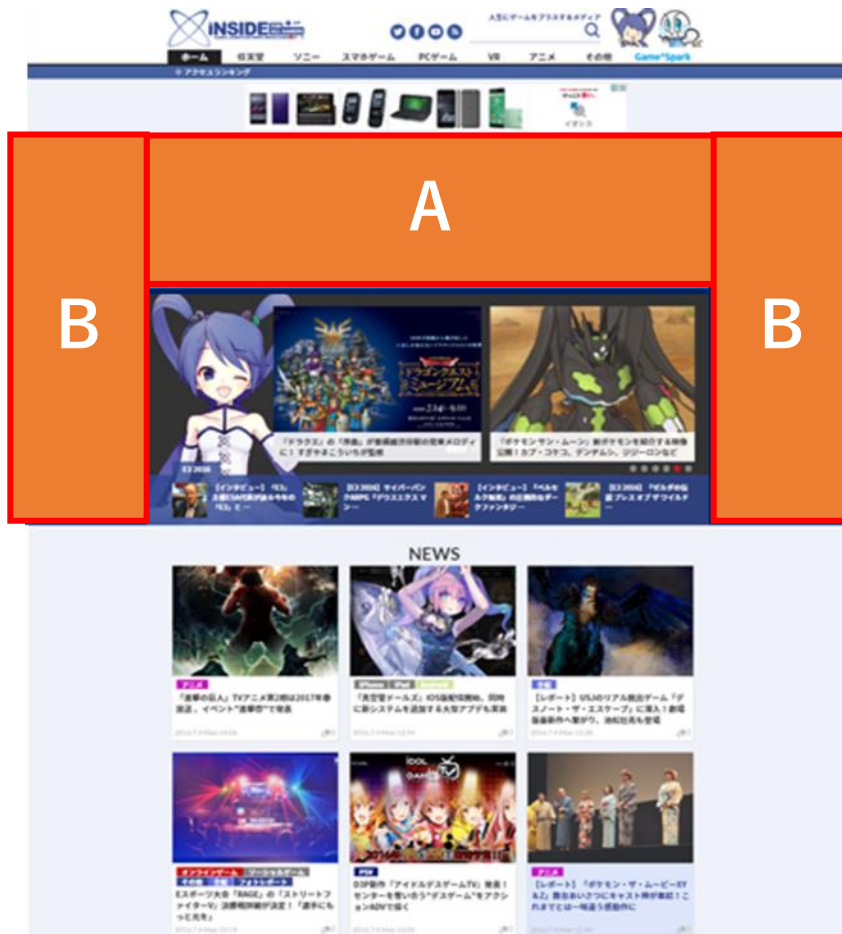
Form	Device	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	1 week	150,000	imp (estimated)	¥150,000
		Billboard	2 week	200,000	imp (estimated)	¥120,000
		Prime Display	2 week	200,000	imp (estimated)	¥120,000
		Double Prime Display	2 week	200,000	imp (estimated)	¥120,000
	SP	Smartphone Premium Takeover	1 week	750,000	imp (estimated)	¥750,000
		Header Banner	1 week	500,000	imp (estimated)	¥300,000
		Prime Display	1 week	500,000	imp (estimated)	¥300,000
Content production	PC/SP	Native Advertising	Archive	3,000PV	PV (estimated)	¥450,000
				5,000PV	PV (guaranteed)	¥650,000
				20,000PV	PV (guaranteed)	¥1,100,000

* The figures above are estimated and quoted as of March 2020. Please note in advance that they are subject to change.

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

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	150,000imp (estimated)
Rate	¥150,000 - (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

* 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.

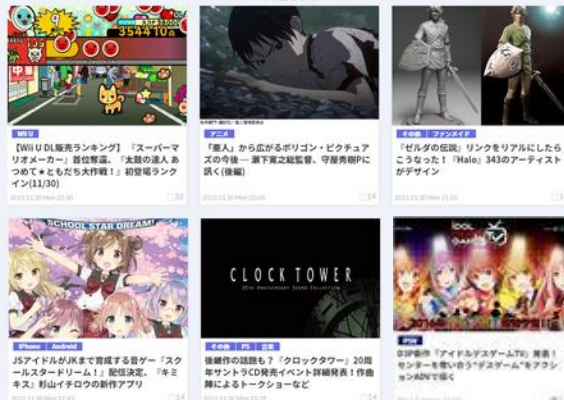
PC Billboard

An advertisement is placed between topics and a list of articles. Therefore, this menu has high appeal power.
The advertisement is placed directly underneath an article, attracting attention of users.



AD

NEWS



Advertisement product details

Placement page	All pages
Placement period	2 week
Placement volume	200,000imp (estimated)
Rate	¥120,000 (Tax excluded)
Display style	Paste

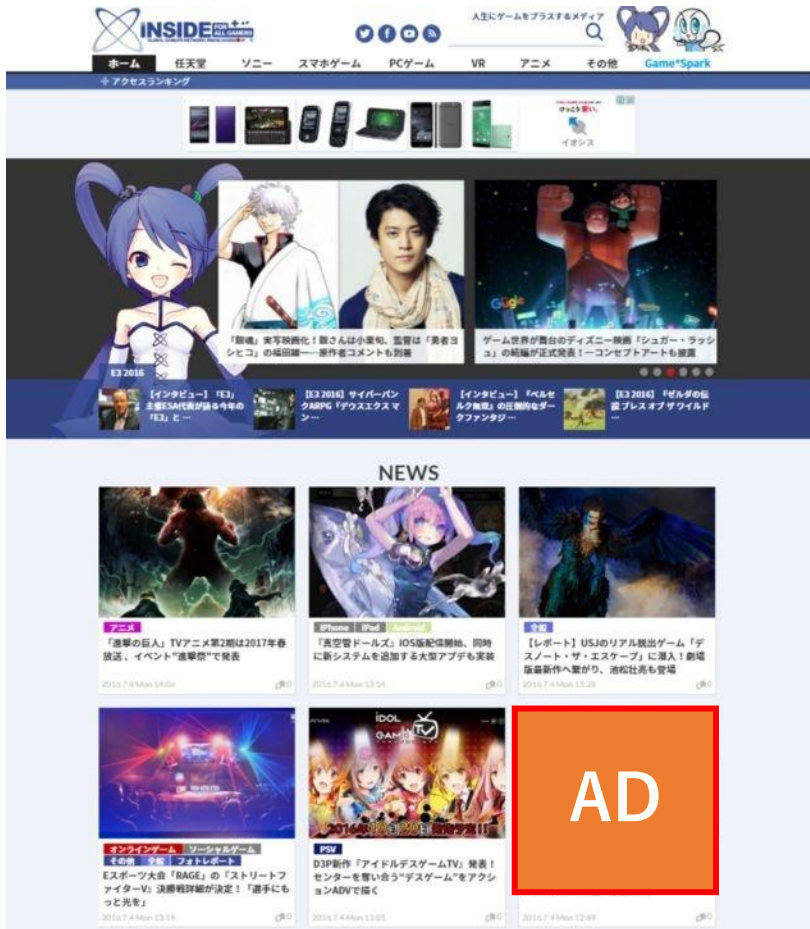
Advertisement material format

Dimensions	500 x 250
File	JPEG, GIF
Max file size	150KB

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* This price is tax excluded.

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	2 week
Placement volume	200,000imp (estimated)
Rate	¥120,000 - (tax excluded)
Display style	Paste

Advertisement material format

Dimensions	300 x 250
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 Double Prime Display

This large advertisement space has twice as large as the Prime Display space, catching eyes of users.



AD

任天堂 / Wii U / 記事

【Wii U DL販売ランキング】『スーパーマリオメーカー』首位奪還、『太鼓の達人 あつめて★ともだち大作戦!』初登場ランクイン(11/30)

2015年11月30日のWii Uのダウンロードソフトランキングをご紹介します(19時現在)。

今週は『スーパーマリオメーカー』が再び首位に返り咲き、すっかり定番ソフトとなった『スプラトゥーン』もTOP3入りを果たしており、両作の強い人気を裏付ける結果となりました。

14位には『太鼓の達人 あつめて★ともだち大作戦!』が初登場ランクイン。これは和太鼓リズムゲーム『太鼓の達人』シリーズ最新作。新モード『ともだち大作戦』をはじめ、様々なモードを搭載。シリーズ15周年記念タイトルに相応しいタイトルとなっています。

順位	タイトル	発売元
1	↑ スーパーマリオメーカー	任天堂
2	↓ Year Walk 最後の啓示	任天堂
3	↑ スプラトゥーン	任天堂
4	↓ タイニーシーフ	任天堂
5	↑ ロックマン エグゼ6 電脳戦グレイヴ	カプコン
6	↓ ソードアート ソルジャーズ	任天堂
7	↑ スーパーマリオワールド	任天堂
8	↑ ロックマン エグゼ6 電脳戦ファルゼー	カプコン
9	↑ MOTHER2 キーゴの逆襲	任天堂
10	↓ じくくろ心教室	任天堂
11	↓ 心教室 スケッチ	任天堂
12	↑ スーパーマリオODG	任天堂

Advertisement product details	
Placement page	Article page
Placement period	2 week
Placement volume	200,000imp (estimated)
Rate	¥120,000 (tax excluded)
Display style	Paste

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

* 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 Premium Takeover

This advertisement space takeovers all the pages of the INSIDE smartphone website. A special-sized advertisement takeovers eyes of users.



Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	750,000imp (estimated)
Rate	¥750,000 (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

* 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

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	500,000imp (estimated)
Rate	¥300,000 (tax excluded)
Display style	Paste

Advertisement material format	
Dimensions	320 x 100
File	JPEG, GIF
Max file size	100KB

- * 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 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.



Advertisement product details

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

Advertisement material format

Dimensions	300 x 250
File	JPEG, GIF
Max file size	100KB

* 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

Reporters who are familiar with games appeal products or services on articles.



Native Advertising		
Device	PC / SP	
Placement period	Archive	
Quotation	20,000PV (guaranteed)	¥1,100,000~
	5,000PV (guaranteed)	¥650,000~
	3,000PV (estimated)	¥450,000~

- ◆ A Native Advertising placed is posted one time on SNS of INSIDE (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.

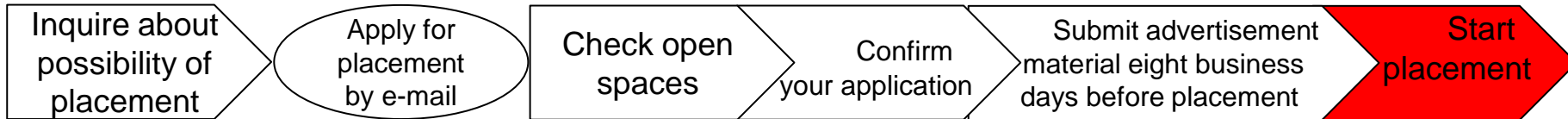
* Articles have the credit [PR].

* For the menu guaranteeing PV, we will induce customers by using Taboola, Popin, Outbrain and so on.

* 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.