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## Industrial Products Guide

**The Tabloid Magazine connecting Advertisers and Users throughout Japan.**

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- Media:** Industrial Products Guide (IPG)  
**Publisher:** Cosmo Brains Corporation  
**Published:** Monthly  
**Distribution:** IPG is distributed free of charge to 36,000 engineers who require Industrial products Information throughout Japan.  
**Ad Reservations:** The closing date for ad reservations is the end of the second month preceding the month of publication.  
**Ad Materials:** The closing date for finished Data is the first day of the preceding month.  
**Publication Date:** The magazine is published on the 27<sup>th</sup> of each month for the following month's edition.

**IPG** supplements your sales efforts by placing your advertisement in front of the right people – those who have an impact of purchasing. The controlled distribution covers the complete range of people who influence the purchasing decision – any advertisement can act as an introduction to all these decision-makers making your sales efforts more simplified and more effective. IPG serves as an Industrial products pipeline between the seller and the buyer.

### **CONTROLLED CIRCULATION**

Through a “controlled circulation” and distribution method high quality results have been and continue to be attained for our advertising clients who chose to use this electronic products pipeline to get the attention of their targeted customers. “Controlled circulation” is a reader management system formed directly with the decision-makers in your industry. Through regular contact we are guaranteed to reach the right people who have an impact on purchasing. We are constantly receiving new subscription – only the most qualified will get a copy so that we are maximizing the value of your advertising money. At the same time, regular contact allows us to take people of the distribution list who no longer match your needs.

In addition to the benefits of reaching a controlled circulation we also offer an advertising and sales consultation service to ensure that you are communicating your messages to the audience in the best possible way. This includes surveys taken within your industry on consciousness, market awareness, advertising image and corporate name awareness among others in order to maximize your effectiveness and increase your sales.

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## Ad Material Requirements

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Full Data is acceptable.

Attention

- Please provide us output sample of final data(actual size)
  - Please send manuscripts to a printing office by full data including the image.
  - Please make all fonts an outline.
  - We will refuse the PDF form.
  - Please append this specifications when you send manuscripts to a printing office.
- (※Please check Advertising specification Page5)

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## Media Data 2011

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Total Japanese Circulation 36,000

### 2011 Advertising Rates

#### Black & White :

1/9 Page (77mm x 118mm)	—	¥ 112,000
1/6 Page (120mm x 118mm)	—	¥ 166,300
2/9 Page (77mm x 248mm) or (163mm x 118mm)	—	¥ 219,500
3/9 Page (77mm x 375mm) or (250mm x 118mm)	—	¥ 322,600
4/9 Page (163mm x 248mm)	—	¥ 421,100
5/9 Page (180mm x 255mm)	—	¥ 499,000
6/9 Page (250mm x 248mm) or (163mm x 375mm)	—	¥ 565,000
9/9 Page (250mm x 375mm)	—	¥ 670,000
10/9 Page (380mm x 255mm)	—	¥ 798,000

#### Color

2-Color	—	Additional ¥ 30,000
3-Color	—	Additional ¥ 60,000
4-Color	—	Additional ¥ 120,000

#### Series Booking Discounts

3 times	—	2% Discount
6 times	—	5% Discount
9 times	—	8% Discount
12 times	—	11% Discount

**Consumption Tax:5%Extra**