

ex-press.jp/ledj

LEDs

MAGAZINE

JAPAN

MEDIA KIT 2022



Audience Reach

LEDs Magazine Japan expands the worldwide reach of our flagship magazine, LEDs Magazine, to the 15,000 subscribers. The Japanese edition will provide in-depth information in Japanese about leading-edge technologies and up-to-date news about the global market for the industry which replicates the focus of the flagship publication, LEDs Magazine.



Business

Lighting/Display Manufacturer	10.1%
Distributor	9.9%
Optics & Optical Design	7.1%
LED Material &	6.9%
Chemical Supply for Chip Manufacturin	
Architect/Lighting Designer/Specifier	6.4%
LED Equipment & Instrument Supplier	6.4%
Equipment/Materials Supply	5.2%
LED Packager	5.1%
Test & Measurement/Standards	4.9%
LED/LED Chip Manufacturer	4.1%
Drivers & Power Supplies	3.6%
LED Module/Sub-system Manufacturer	3.2%
Academic or Government Research	3.0%
Financial & Consulting	2.6%
Other	21.5%

Job Function

Product Marketing	27.2%
Research & Development	24.5%
Management (CEO, President, GM, VP)	16.1%
Engineering/Product/ Technical Manager	11.6%
Design Engineer	6.4%
Consulting	3.6%
Product Engineering & Manufacturing	2.4%
Architect Lighting Designer	0.9%
Purchasing	0.6%
Investment/Financial	0.2%
Other	6.6%

Application

General Lighting	80.1%
Industrial & Medical	51.9%
Vehicles	48.3%
Signs & Displays	45.5%
Entertainment & Decorative Lighting	29.0%
Signals	18.7%
Mobile Appliances	18.0%
Other	13.1%

Purchase Influence

LED Chips	34.3%
Packaged LEDs	30.9%
Optics, Lenses, Diffusers, Etc.	30.1%
Lighting Fixtures	28.3%
LED Modules & Subsystems	27.2%
Materials & Chemicals for LED Manufacturing	23.2%
Test & Measurement Equipment	21.2%
Packaging Materials, Heat Sinks	18.5%
Driver ICs	18.2%
Optical Design Software & Services	16.1%
Drivers & Control Equipment	13.7%
LED Manufacturing Equipment	11.8%
Displays	11.8%
Chip-on-Board	8.8%
Other	25.5%

*Publisher's own data based on the Dec 2020 issue.

LEDs
MAGAZINE
JAPAN

2022 Editorial Calendar Magazine Rates & Specifications

Editorial Calendar

	Feature	AD Close	Material Due
March	<ul style="list-style-type: none"> ■ LED driver architectures ■ Germicidal UV in commercial applications ■ Planar SSL technology 	2/22/2022	3/4/2022
June	<ul style="list-style-type: none"> ■ Mini/micro LED technology ■ Lighting for health & wellbeing ■ Circadian Lighting/Healthy Lighting Design 	5/27/2022	6/3/2022
September	<ul style="list-style-type: none"> ■ UV LEDs and applications ■ Micro grids ■ Bluetooth Mesh Connected Lighting 	8/26/2021	9/2/2022
December	<ul style="list-style-type: none"> ■ Horticultural SSL/Controlled environment agriculture ■ Advancing light quality ■ Smart city applications 	11/25/2022	12/2/2022

*Subject to change.

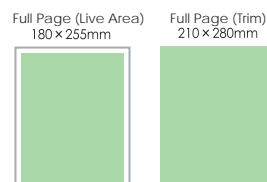
Magazine Rates & Specifications

Ad Rates	1x	4x (US\$)
4C Full Page	3,750	3,500
1C Full Page	3,000	2,500

*All Rates are gross.

Premium Positions	(US\$)
Cover 2	4,200
Cover 3, Page1	4,000
Cover 4	4,500

Mechanical Specs	Trim	Bleed (mm)
Full Page	180 x 255	210 x 280
CV4	180 x 255	210 x 280



2022 Online Specifications

Leaderboard

728x90 pixel, 30K, gif/jpeg/flash

Push Down

Collapsed:970x66 pixels, 60K
Expanded:970x418 pixels, 110K
gif/jpeg/flash

Rectangle 1

300x250 pixels, 40K, gif/jpeg/flash

Side kick 1

Expanded:850x700 pixels, 110K,
gif/jpeg/flash

Text Banner

Japanese Character 144

Rectangle 2

300x250 pixels, 40K, gif/jpeg/flash

Side kick 2

Expanded:850x700 pixels, 110K,
gif/jpeg/flash

Skyscraper

300x600 pixel, 40K, gif/jpeg/flash

Microsite



Page Peel

Peel:900x650 pixels
Dog ear:75x75 pixels
Max file size:100K
non animated gif/jpeg/flash

Online banner ad

- Leaderboard	@\$2000/Month	- Page Peel	@\$2000/Month
- Push Down	@\$2500/Month	- Text Banner	@\$1000/Month
- Rectangle 1	@\$1750/Month	- Sidekick 1	@\$2000/Month
- Rectangle 2	@\$1500/Month	- Sidekick 2	@\$2000/Month
- Skyscraper	@\$1500/Month		
- Microsite	@\$2500/Month	- With the Paper 3-month Sponsorship Rate	@\$1500/Paper

● minimum contract term: 1 month

Contact Sales Manager(Japan) : Masaki Mori e-mail: masaki.mori@ex-press.jp
e.x. press Co, Ltd. AIOS Gotanda 606, 1-10-7 Higashigotanda, Shinagawa-ku, Tokyo 141-0022, Japan
Tel: +81-3-6721-9890 Fax: +81-3-6721-9891

