

'23

Media Kit

Vision*Systems*
VISION AND AUTOMATION SOLUTIONS
FOR ENGINEERS AND INTEGRATORS WORLDWIDE
DESIGN
JAPAN

Insights and Trends for the Machine Vision Market



AUDIENCE REACH

JOB FUNCTION

Design Development/ System Integration	48.0%
Business Management	18.0%
Manufacturing Production Engineering	15.0%
Research and Development	10.0%
Project Management	3.0%
Quality Control (test/ measurement)	2.0%
Other personnel	4.0%

SUBSCRIBERS

9,000

INDUSTRY

Semiconductor/ Electronics	15.0%
General Manufacturing	15.0%
Entertainment/ Consumer/ Embedded Systems	12.0%
System Integrator	10.0%
Automotives	8.0%
Aerospace / Military Defense	4.0%
Ceramic/ Glass	4.0%
Medical	4.0%
Food and Drink	3.0%
Energy (oil, gas, solar, wind)	3.0%
Agriculture	3.0%
Plastic	2.0%
Pharmaceutical Industry	2.0%
Other	15.0%



EDITORIAL CALENDAR/ RATE CARD

EDITORIAL CALENDAR

	Feature	Ad Close	Material Due	Bonus Distribution
November 2022	<ul style="list-style-type: none"> ■ Multispectral/Hyperspectral Imaging ■ Robotic Picking ■ LiDAR's Autonomous Vehicle ■ Embedded Vision ■ Deep Learning/AI 	11/11/2022	11/18/2022	International Technical Exhibition on Image Technology and Equipment December 7th to 9th
April 2023	<ul style="list-style-type: none"> ■ Pharmaceutical/Medical Device Inspection ■ Software Algorithms ■ Image Sensors ■ SWIR Imaging ■ Vision/Imaging Trends 	4/7/2023	4/14/2023	Sensor & Imaging EXPO April 19th to 21st Image Sensing Show June 14th to 16th
July 2023	<ul style="list-style-type: none"> ■ INDUSTRIAL CAMERA DIRECTORY ■ Smart Camera ■ Camera Interfaces ■ Life Sciences ■ Machine Vision Lighting 	6/30/2023	7/7/2023	International Technical Exhibition on Image Technology and Equipment December 6th to 8th
November 2023	<ul style="list-style-type: none"> ■ High Speed Inspection ■ Packaging ■ 2022 Innovators Awards ■ Embedded Vision ■ Logistics/Warehousing 	11/10/2023	11/17/2023	International Technical Exhibition on Image Technology and Equipment December 6th to 8th

* editorial calendar subject to change

RATES SPECS

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

* All Rates are gross.

Mechanical Specs	Live Area	Trim (mm)
Full Page	180×255	210×280
CV4	180×255	210×280

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

Live Area 180×255mm
Trim Size 210×280mm



DIGITAL ADVERTISING

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

Rectangle 2

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

Skyscraper

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

Text banner

Japanese Character 144

Ad Rate(US\$)

- Leaderboard @\$2000/Month
- Push Down @\$2500/Month
- Rectangle 1 @\$1750/Month
- Skyscraper @\$1500/Month

●Minimum contract term: 1 month

- Text Banner @\$1000/Month
- Rectangle 2 @\$1500/Month
- Withe Paper 3-month Sponsorship Rate @\$1500/Paper

The screenshot shows the VisionSystems website with several digital advertising placements highlighted by red boxes:

- Top Banner:** A horizontal banner at the top of the page with the VisionSystems logo and the text "ワールドワイド産業用カメラディレクトリー".
- Push Down:** A large banner below the top banner, featuring the LDMblue logo and the text "LDMblue".
- Rectangle 1:** A 300x250 pixel advertisement for CoaXPress 2.0 CXP-12 フレームグラバラー by euresys.
- Rectangle 2:** A 300x250 pixel advertisement for uEye XCP by IDS.
- Skyscraper:** A vertical advertisement on the right side of the page for Teledyne (M456) featuring a camera lens.
- Text Banner:** A horizontal text-based advertisement at the bottom of the page for Teledyne (M456) with the text "高速かつ高パフォーマンス" and "07, 37MPの高解像度で、かつてないほどのスピードを提供".

NATIVE ADVERTISING

【About Native Ads】

Feature your high-performing content on our brand site through native ad placements and benefit from our highly trafficked sites that attract qualified professionals.

【Native Ad Specs】

【Native1】

Native ad deliverables include an image + text with URL that link back to your website.

■ Specs

- Image: up to W130px, H112px or text up to 62 Japanese characters
- Headline text: up to 18 Japanese characters
- Click through link

【Native2】

Sponsored Content with native advertising placements showcase your content in our channels, replicating form and function and attracting users to quality content.

■ Specs

- Image: up to W130px, H112px
- Headline: up to 18 Japanese characters
- Contents(Text, Image, Youtube, Video, Contact details)
- Logo image

SENOP社ハイパースペクトルカメラ
 フィンランドのセノップ社 (SENOP) のハイパースペクトルカメラ「HSC-2」は、とらえだすすべてのピクセルにおいて真正なスペ

Sponsored

Ad rate(US\$)	
1 month	3000/Month
3 months	2100/Month