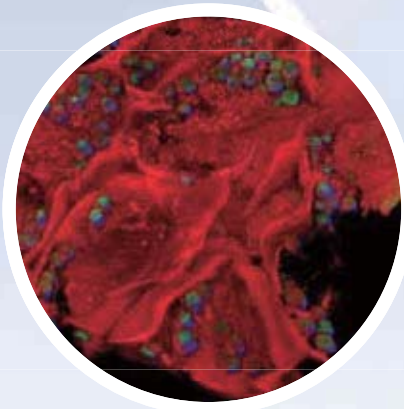


2014 Media Solutions Guide

BioOptics WORLD[®]

Advances in lasers, optics, and
imaging for the life sciences

JAPAN



Audience Reach

As a Japanese edition of BioOptics World, BioOptics World Japan's mission is to give you opportunities to expand your reach into the Japanese photonics and optics industry.

- Frequency: A quarterly
- Language: Japanese
- Circulation: 7,000



AUDIENCE DEMOGRAPHICS

Job Function

Corporate Management	8%
Basic Rese	5%
Research&Development	24%
Production•Product/Quality Control	3%
Marketing	15%
Laboratory Management	5%
Procurement/Purchasing	2%
Ophthalmologist/Optomtrist	3%
Dentist	3%
Private Clinician/Surgeon	5%
Chemist	2%
Biologist	2%
Physicist/Biophysicist	5%
Pathologist/Radiologist/Geneticist/Oncologist	2%
Professor/Education	15%

Business/Occupation

University/Laboratory	15%
Medical institution/Facilities for health & wellness	20%
Government•Municipality•Embassies	5%
Medical, Biotechnology Equipment Manufacturer	15%
Analysis, Measurement Equipment Manufacturer	5%
Medicine, Reagent, Diagnostic drug Manufacturer	5%
Material, Chemical, Cosmetics Manufacturer	5%
Electrical machinery, Instrument Manufacturer	15%
Optical goods, Eectronic parts Manufacturer	10%
Finace, Stockbroker, Consulting, Venture Capital	5%

* 読者データは2014年4月現在、BioOptics World Japanが想定した数字に基づいています。

2014 Editorial Calendar

	● Editorial Highlights	● AD	● MAT
Jun pre-issue	Microscopy/Ophthalmology/Supercontinuum Lasers Supercontinuum light empowers research, biomedicine Optical Coherence Tomography/Dentistry OCT with VCSEL Market Watch Survey Results - Photonics Industries Domestic Production Volume, Value of shipments	5/30/2014	6/6/2014
Sep first issue	Focus Topics Molecular Imaging, Cytometry Featured Application Ophthalmology	9/5/2014	9/12/2014

*The editorial calendar subject to change.

*

2014 Rate Card & Ad specs

RATE CARD

		1x	3x	6x	US\$
4-Color	Full Page	3000	2750	2500	
	1/2 Page(Hor. /Ver.)	1800			
	1/3 Page(Hor. /Ver.)	1500			
B&W	Full Page	2000	1750	1500	

Premium Positions*	1x
CV2	3600
Facing CV2 (Pg. 1)	3500
CV3	3300
CV4	375

*Advertisers on a 12x contract prioritized to be served premium positions.

- Translation (English to Japanese): \$200 per page or fractional
- We prefer ad material supplied as PDFs with PDF/X-1a format option.

AD SIZES

W x H	TRIM	BLEED (mm)
Full Page	180 x 255	210 x 280
2 Page Spread	388 x 255	420 x 280
CV4	180 x 255	
1/2Page Horizontal	180 x 125	
1/2Page Vertical	85 x 255	
1/3Page Horizontal	180 x 83	
1/3Page Vertical	55 x 255	

ONLINE and TARGET MARKETING PROGRAM

e-Newsletter text ad:

Weekly : Top @\$800 Middle or Bottom: @\$500

- ad spec: Japanese Character 144 + linked URL

e-List rental:

rental fee @\$1000/M segmentation +@\$100/M

- minimum charge: \$1000

List rental:

rental fee @\$1000/M* segmentation +@\$100/M *postal charge excluded

- minimum charge: \$1000*

Outsert:

rental fee @\$1000/M* segmentation +@\$100/M *material must be less than 297 x 210mm, 50g.

- minimum charge: \$1000

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

2014 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 35

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 | - Pagepeel | @\$2000/Month |
| - Pushdown | @\$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 | - Whitepaper | @\$1500/a piece |
| - Microsite | @\$2500/Month | (3 months) | |

●minimum contract term: 1 month

