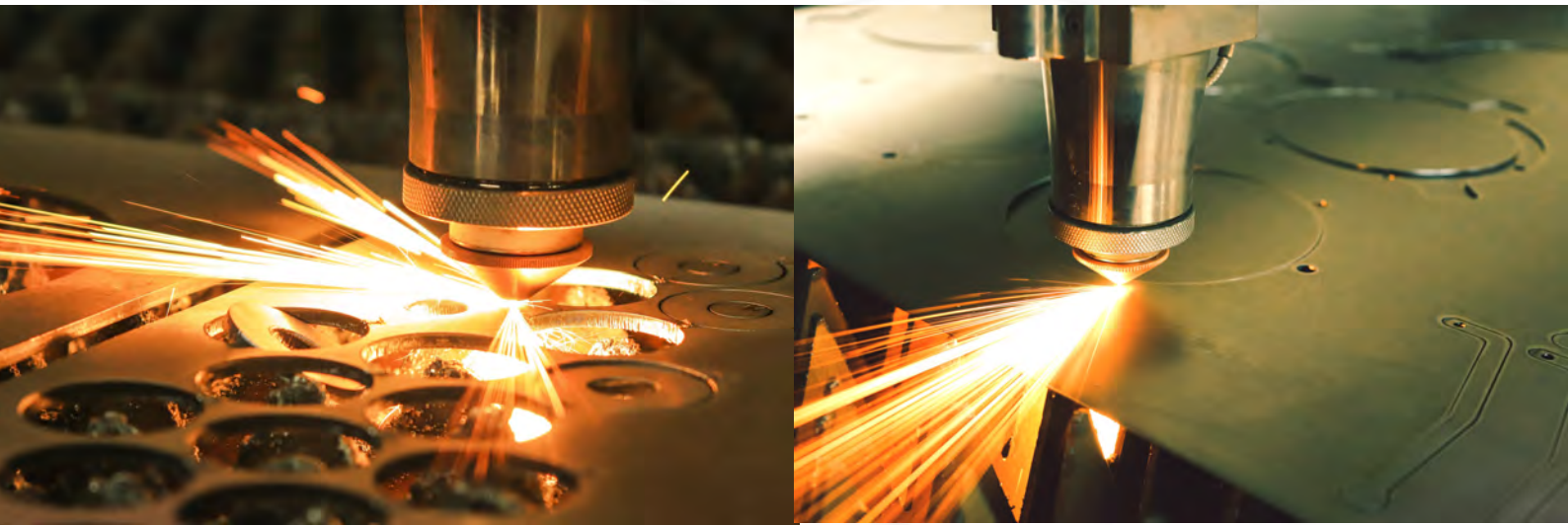


# 2024 MEDIA PLANNER

- 100% Lasers for Materials Processing
- Worldwide Audience
- Multi-Channel Marketing
- 100% Buying Authority

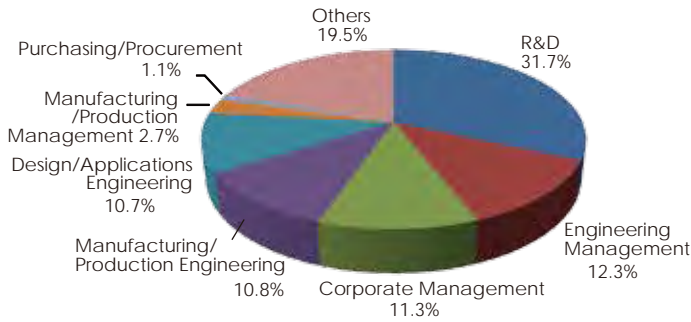


# 2024 Media Information

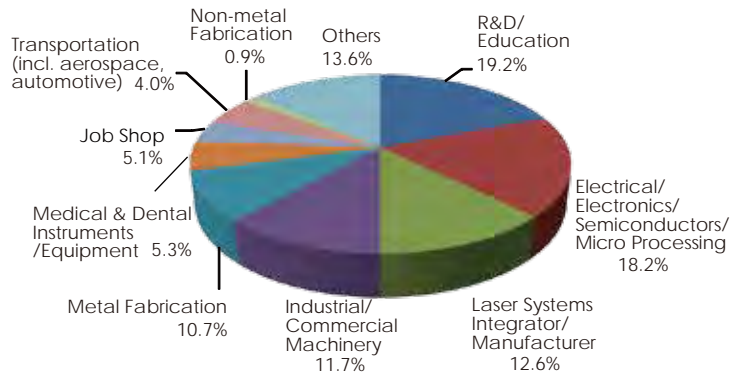
<http://ex-press.jp/ilsj>

**Industrial Laser Solutions Japan** provides the most up-to-date global laser processing technology, products, manufacturing, distributing, and marketing solutions for Japan's manufacturing professionals, enabling them to manufacture products better, faster, and less expensively.

• Readers' job function\*



• Readers' industry\*



• Readers' purchasing influence\*

-Laser Systems

Cutting System	27.4%
Welding System	24.6%
Marking System	22.6%
Drilling System	17.4%
Micromachining System	16.4%
Others	20.5%

-Laser Oscillators

Diode Laser	40.6%
Solid State Laser	35.0%
CO <sub>2</sub> Laser	25.8%
Eximer Laser	12.0%
Others	15.6%

-Laser Parts & Accessories

Laser Optics	31.3%
Laser Power Meter	25.8%
Laser Head	22.1%
Positioning/Motion System	20.1%
Detector	20.1%
Beam Delivery Optics	18.2%

Galvo Scanner	
Laser Beam Analyser	16.9%
Optical Fiber Delivery System	16.0%
Cooling System	15.3%
Safety System	15.1%
Laser & Process Gas	11.7%
	9.6%

## 2024 editorial calendar

\*Publisher's own data based on the April 2023 issue.

Issue	Editorial Themes
<b>2024.4</b> Ad Deadline: 4/3 Materials Due: 4/10	Market Forecast Industrial Femtosecond Laser Processing Fiber Laser 3D Imaging Laser Cutting and Drilling
<b>2024.10</b> Ad Deadline: 10/9 Materials Due: 10/16	Microfabrication Additive Manufacturing High Power Metal Processing Application to Aerospace High Power Laser for Nuclear Fusion

## 2024 advertising rates

Digital + Print

	1x (USD)
1P4C	2500
1PBW	1800
CV4	3500
CV2/CV3/Page1	3000

## advertising specs

Standard: 180 x 255 mm

Bleed Trim: 210 x 280 mm

\* Advertisers who run in the same issue of ILS Japan and LFW Japan receive 5% off their earned rate.

2023.10

### Contact

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**INDUSTRIAL**  
**Laser Solutions**  
FOR MANUFACTURING  
**Japan**

# 2024 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	- Withe Paper 3-month Sponsorship Rate	@\$1500/Paper

● minimum contract term: 1 month