



**it** **INTERFERENCE**  
**TECHNOLOGY**<sup>®</sup>

Japan

**2025**

**MEDIA & MARKETING  
SERVICES**



# AUDIENCE

## AUDIENCE DEMOGRAPHICS

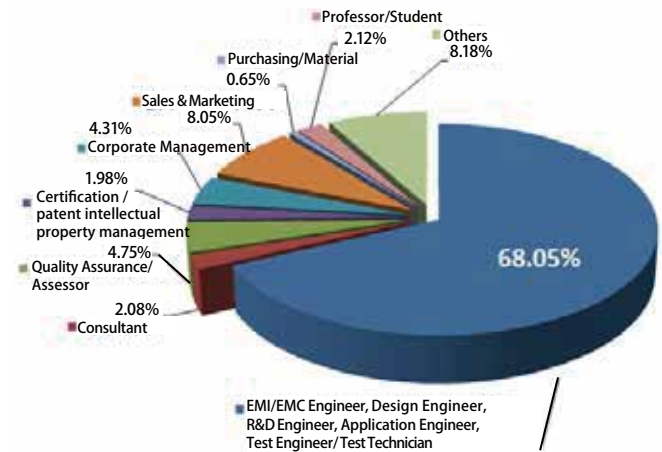
### OUTLINE

Established 2007  
 Frequency 4 times a year  
 Circulation 8000  
 Language Japanese

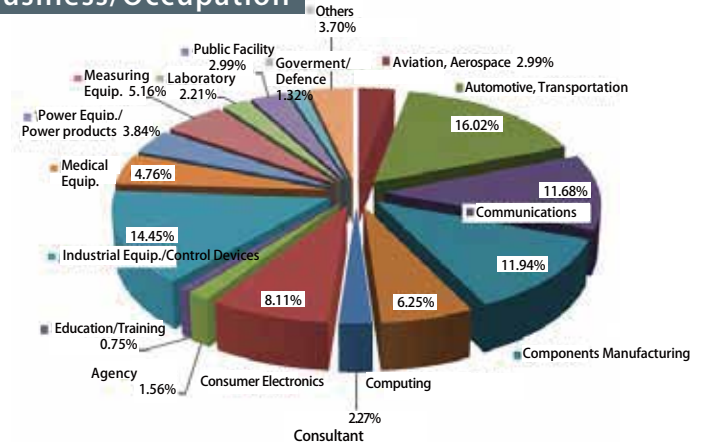
### ISSUE DATE

No. 105	February	Feb 20
No. 106	May	Mar 15
No. 107	August	Aug 21
No. 108	November	Nov 20

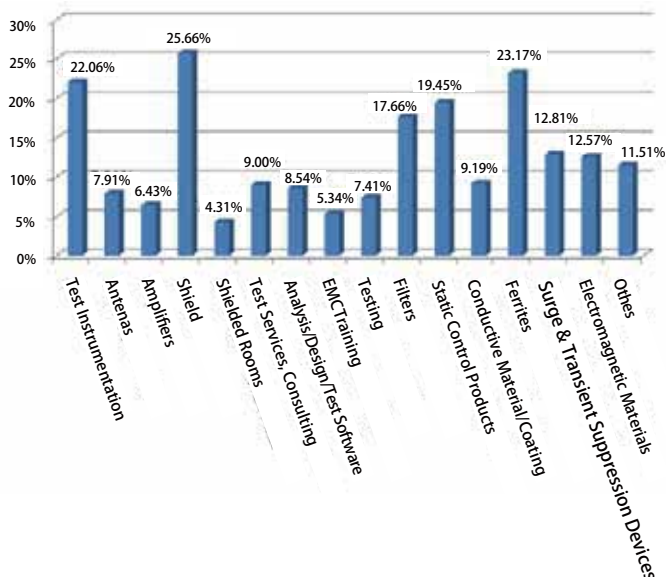
### Job Function



### Business/Occupation



### Purchasing Influence





## Specifications

Dimensions: Width x Height

### FULL PAGE

Trim Size: 210mm x 280mm  
Live Area: 190mm x 260mm  
Bleed Size: 216mm x 286mm

### HALF PAGE HORIZONTAL

Non Bleed: 190mm x 130mm

### HALF PAGE VERTICAL

Non Bleed: 90mm x 260mm

# Publications

Interference Technology has been the global EMI/EMS information leaders since 1970, providing engineers around the world with relevant content and practical solutions. Interference Technology Japan has served the Japanese EMC industry, is published 4 times a year and distributed to an audience of more than 8,000 electronics test and design engineers across Japan, with bonus distribution at some key Japanese EMC Shows.

## Rates

No. of Issues	1x	3x	6x	(USD)
4C Full Page	5,500	4,950	4,450	
4C 1/2 Page	4,500	4,000	3,600	

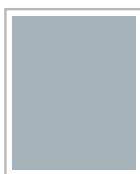
## Premium Positions

	(USD)
Back Cover	7,150
Inside Front Cover	6,600
Inside Back Cover	6,000

## Deadlines

	Materials Due	Publication Date
No.105 / Feb	Feb 6	Feb 20
No.106 / May	Mar 1	May 15
No.107 / Aug	Aug 7	Aug 21
No.108/ Nov	Nov 6	Nov 20

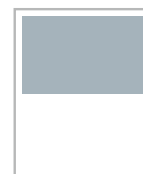
Full page  
180 x 225 mm



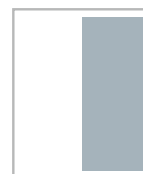
Full page (bleed)  
210 x 280 mm



1/2page (Horizontal)  
180 x 125 mm



1/2page (vertical)  
85 x 255 mm



# ONLINE SPECIFICATION

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

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

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

**Text Banner**  
Japanese Character 144

**Rectangle**  
300x250 pixels, 40K, gif/jpeg/flash  
**Side Kick**  
Expanded:850x700 pixels, 110K,  
gif/jpeg/flash



**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