

**VISION**  
SYSTEMS DESIGN.  
**JAPAN**

2025  
MEDIA KIT

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
April 2025	<ul style="list-style-type: none"> <li>■ SWIR</li> <li>■ High Speed Vision</li> <li>■ Pharmaceutical/Medical Device</li> <li>■ Camera Interfaces</li> <li>■ Deep Learning/AI</li> </ul>	4/8/2025	4/15/2025	OPIE '25 April 23rd to 25th Image Sensing Show June 11th to 13th
July 2025	<ul style="list-style-type: none"> <li>■ Industrial Camera Directory</li> <li>■ Multispectral/Hypersp</li> <li>■ Vision-Guided Robotics</li> <li>■ Factory Automation</li> <li>■ 3D Vision</li> </ul>	6/28/2025	7/5/2025	International Technical Exhibition on Image Technology and Equipment Dec 3rd to 5th
November 2025	<ul style="list-style-type: none"> <li>■ Embedded Vision</li> <li>■ Thermal Imaging</li> <li>■ Smart Cities</li> <li>■ Edge AI</li> <li>■ OCR (Optical Character Recognition)</li> </ul>	11/11/2025	11/18/2025	International Technical Exhibition on Image Technology and Equipment Dec 3rd to 5th

\* 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



# 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、とらえたすべてのピクセルにおいて真正なスペ

Sponsored

The screenshot shows the VISION SYSTEMS DESIGN JAPAN website with several native ad placements. A red box highlights a specific ad for SENOP's HSC-2 camera. Other ads include CoaXPress 2.0 CXP-12, iEye MCP, and Teledyne DALSA. The website layout includes a navigation bar, a main content area with a grid of articles, and a sidebar with additional product information.

## Ad rate(US\$)

1 month	3000/Month
3 months	2100/Month