

A magazine full of practical information
for maximum use of Windows systems

NT/2000/XP/2003
Windows
Server **World**

Media Profile

Advertising Rates and Specifications

Windows Server World



Editorial Policy

We renamed the magazine upon debut of a new platform, Windows Server2003, and changed the format to offer more than ever!!

"Windows2000 World" has been renamed "Windows Server World" and given a new format. The Windows 2000 through Windows 2000 Server has come to be actively used in different fields, including small and medium scale corporate information systems, key large-scale operations, e-commerce sites, etc. The new server OS, "Windows Server2003," is as operable and easy to control and install as its predecessor Windows 2000 Server and enables creation of a flexible network system for individual departments or for the entire company.

"Windows Server World" will deliver timely and accurate information on "Windows Server2003." At the same time, it will give even more information necessary for information systems departments from a business point of view, such as information and user examples and the possible uses of Windows platforms in large-scale systems.

"Windows Server World" will present the essence of "Windows2000 World" in a new format and deliver information that will help you to more effectively use Windows systems. Please look for its debut.

Junya Onuma, Editor in chief of Windows Server World



Contents

Provides a range of information from technical trends to new products for more active use of Windows.

Feature articles /Special planning

Each issue will contain such topics as practical use tips, how-to information, and techniques regarding Windows platforms that corporate system/network administrators may find useful.

New product information

The magazine will deliver hardware and software product information on a timely basis. Detailed product reviews will be available. The magazine will not only be the first to report on new products but also provide pictures showing the inside of the equipment and what the set-up screens look like.

In addition to Windows-related information, we will take the lead in introducing next-generation technology and development trends, local and overseas exposition news, etc.

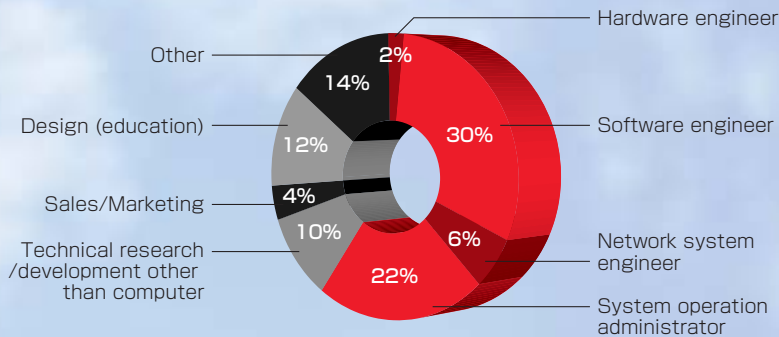
Information updates /Market trends

Each issue will come with a content-rich CD-ROM that contains superb shareware/freeware from all over the world, a special article-linked data package, a product trial version, a giveaway OS package, etc.

CD-ROMs

Readers' profile

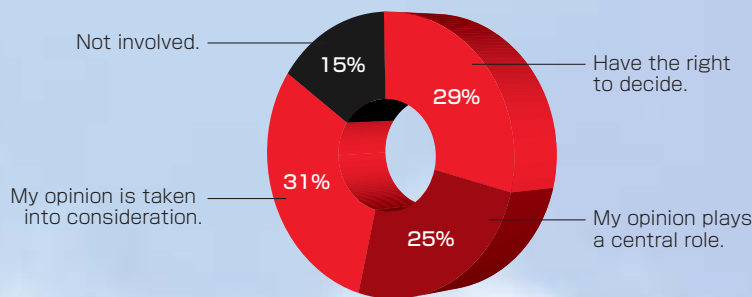
Q1 What is your profession?



In-house system network administrators are the readers

Target readers include not only administrators of in-house systems built on Windows platforms, but also all engineers involved with Windows such as those who propose products or solutions to the company's end users.

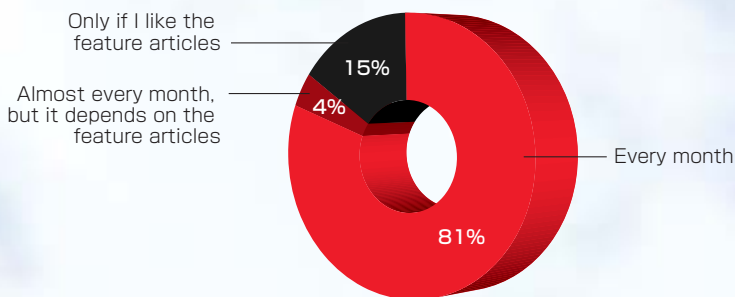
Q2 What is your involvement in the introduction of products at your workplace?



Readers play an important role in selecting products

Although IT management has the right to make final decisions, it is the engineers in the field or the "Windows Server World" readers who actually compare and study product details and select products. The IT management entrusts them with the right to choose and introduce products.

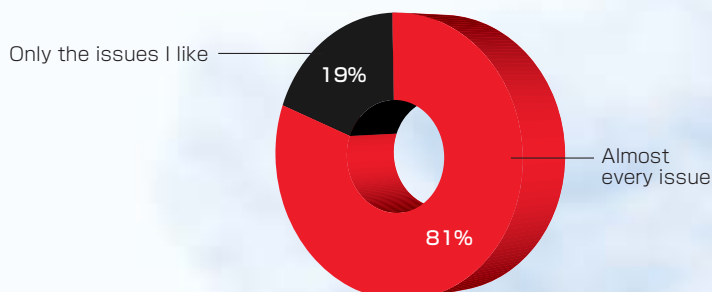
Q3 How often do you purchase "Windows2000 World?"



Readers go to the bookstore to buy the magazine every month and keep every issue

Because of the longstanding quality of "Windows NT World" and "Windows2000 World," "Windows Server World" has established itself as the Windows magazine for corporate readers. Readers find the information reliable and make the trip to bookstores to buy the magazine. As it is a practical magazine and readily usable in the field, most readers keep every single issue so they can refer to past issues to solve their problems. Treasuring every single issue is typical of "Windows Server World" readers.



Q4 Do you keep past issues of "Windows2000 World?"



*Based on "Results of Readers 2003 Survey on Windows2000 World"



ADVERTISING RATES (JPY)

	Size	1x	6x	12x
Full Color 	Cover 2, DPS	1,520,000	1,444,000	1,368,000
	2nd Cover 2, DPS	1,400,000	1,330,000	1,260,000
	3rd Cover 2, DPS	1,250,000	1,187,500	1,125,000
	Opposite of editorial contents	680,000	646,000	612,000
	Cover 3	650,000	617,500	585,000
	Cover 4	890,000	845,500	801,000
	Full page	560,000	532,000	504,000
Black and White 	Full Page	290,000	275,500	261,000
	1/2 Page	185,000	175,750	166,500

ADVERTISING REQUIREMENTS

- Please prepare original ad copy in complete mechanical or full-scale positive film (4 color 175 lines, black and white 150 lines).
Please make sure to attach a color proof to the positive film, or a blue print to the black and white film.
- In principle, we will not submit a proof if the original copy is submitted in positive film format.
- For a two-color advertisement, black plate and one of the three primary colors blue, red, or yellow will be used.
- Please do not forget to indicate a registry guide on the original copy.
- Please designate a color by units of 10%.
- We cannot accept designations of non-standard colors. All requests should be a combination of the four colors.
- If a gradation effect is to be used, please make sure to attach a brush reproduction.
- Offset printing will be used.
- For any ad requiring special reproduction, we will ask you to bear the actual cost of the reproduction.
- If any correction or addition to the proofreading that is beyond our responsibility should occur, we will charge you the actual cost. We may decline to fulfill your request

if we consider it unreasonable time-wise. (In principle, we cannot accept any additional corrections after the proof has been sent to the press.)

- If the original copy is needed for correction of the proof, we will not be able to return the original copy, etc. submitted as a complete mechanical (mechanical, colors, etc.) until the date of issue. If the progress schedule overlaps with another schedule, (consecutive holidays, summer, or year-end holidays), please make sure to prepare a duplicate.

RULES AND REGULATIONS

- Please submit an ad application 40 days prior to the date of issue.
- Please note that you cannot specify a page other than those indicated in the ad rate list.
- Postponement or suspension of ad placement should be made 40 days prior to the date of issue.
- A bind-in postcard will require you to place at least a full page color advertisement at the same time. Please contact us for the rates.
- Advertisers will have full responsibility for all matters concerning the contents of the advertisement.

SCHEDULE

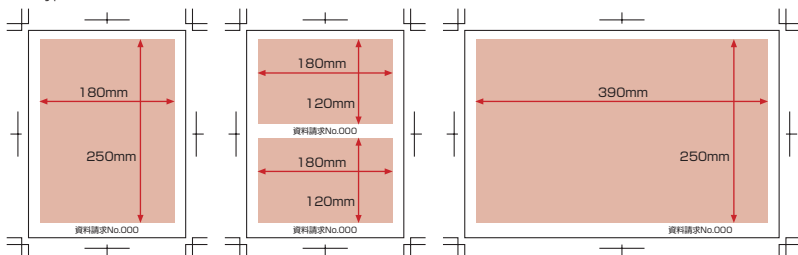
Booking deadline	40 days prior to the date of issue
Material(Data) deadline	35 days prior to the date of issue
Material(Film) deadline	25 days prior to the date of issue

MAGAZINE PROFILE

Title	Windows Server World
Launch	June 24, 1996
Frequency	Monthly (the 24th of each month)
Trim	(H) 277 mm x (W) 210mm
Printing method	Offset printing
Circulation	80,000
Sales method	Paid subscription + Shop Stand
Publisher	IDG Japan, Inc.

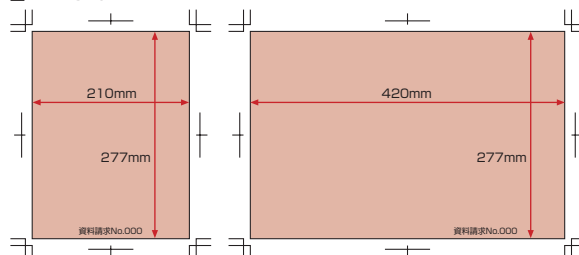
Material Size

Type Area



■ Cover 4 Size/Type Area [250mm×180mm]

Trim Size



■ Cover 4 Size / Trim Size [255mm×195mm]