





What are needed
now are
engineers
who are
IT architects.

Display Advertising Rates

Size	Rate per Issue (JPY)	Rate per Issue/6 Issues (JPY)	Rate per Issue/12 Issues (JPY)
Inside Front Cover Spread	1,780,000	1,691,000	1,602,000
Second Inside Front Cover Spread	1,680,000	1,596,000	1,512,000
Third Inside Front Cover Spread	1,580,000	1,501,000	1,422,000
4C  Back Cover	1,200,000	1,140,000	1,080,000
Inside Back Cover	680,000	646,000	612,000
1 Page	680,000	646,000	612,000
Vertical 1/3 Page	300,000	285,000	270,000
1C  1 Page	340,000	323,000	306,000
1/2 Page	210,000	199,500	189,000

IT Architect

A Technology Information Magazine for System Architect

ITアーキテクト

IT Architect
<http://www.itarchitect.jp/>

Guidelines on Advertisement Production

- Advertising copy should be positive film in camera-ready or actual size (4 color ads: 175 lines; black and white: 150 lines). For positive film, please include one proof of the color print, and for monochrome, please include one proof of the blue print.
- For submissions of positive film, basically no proof reading is done.
- For two-tone advertisements, black plus cyan, red, or yellow are used.
- A register mark must be included on the advertising copy.
- Designation of halftones should be in units of 10%.
- We do not accept order for special colors. Please use combinations of the four colors.
- All printing is offset printing.
- If special plate-making is necessary for an advertisement, the advertiser will be charged the actual cost.
- Regarding proofreading, if there are revisions or additions that exceed the obligation of our company, the advertiser will pay the actual cost. We reserve the right of refusal in the event of time limitations. (Generally, revisions and additions are not accepted following final approval.)
- Advertising that has been submitted cannot be returned until the journal sale date, unless advance arrangements have been made. If the advertising placement schedule conflicts with a holiday (such as 3-day holidays, summer vacation, or year-end holidays), please prepare a duplicate copy.

Submission Rules

- Please submit advertising applications at least 40 days before publication.
- Please understand that, except for the special pages listed on the table of Display Advertising Rates, the page on which the advertisement will appear cannot be specified by the advertiser.
- Postponement or cancellation of advertisements must be received at least 40 days before publication.
- Placement of an insert postcard in the journal must be accompanied, at minimum, by a 1-page color advertisement. Please inquire concerning rates.
- The advertiser shall be fully responsible for the content of the advertisements placed in the journal.

SCHEDULE

Booking Deadline	40 days before publication date
Material (Data) Deadline	35 days before publication date
Material (Film) Deadline	25 days before publication date

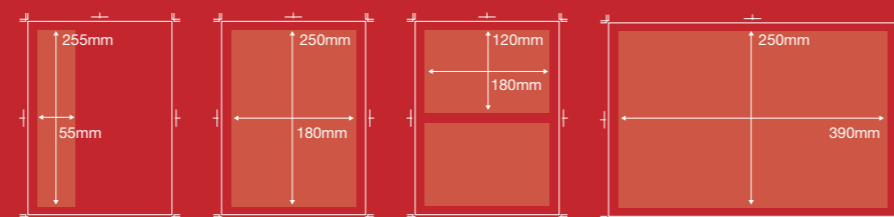
MAGAZINE PROFILE

Title	IT Architect
Launch	November 24, 2005
Frequency	Bimonthly (24th of every other month)
Size	(H) 277 mm × (W) 210 mm
Printing Process	Offset printing
Circulation	25,000
Sales Method	Paid subscription + Shop stand
Publisher	IDG Japan, Inc.

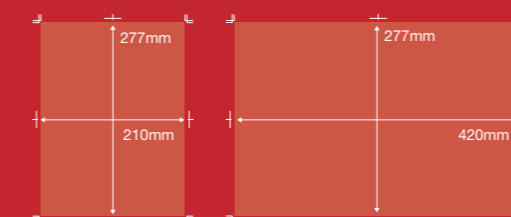
Advertising Rates and Specifications

Advertising Copy Sizes

Non-Bleed



Trim Size



Editorial Concept

As IT systems become increasingly complex, it is close collaboration with businesses and expansion of offshore development that is sought...

With the environment of IT systems undergoing rapid transformation, what is now being sought is the engineer who can guide system development toward the right direction, an

IT Architect

With IT (information technology) systems growing even more complex due to the profusion of platforms and technologies, with user demands constantly changing depending on the business environment, and with the expansion of offshore development, the state of IT system development is undergoing remarkable changes. Given this, what is being sought now are engineers (IT architects) who can actualize IT systems that accurately reflect users needs by using the optimal designs and technologies. IT Architect Japan delivers the latest technology information on IT system development to people who already are IT architects as well as to people who intend to become IT architects.

Looking for engineers who can properly construct outstanding systems.



Hiroshi Ando

General Manager, Strategy Group
FIT Planning Department Recruit Co., Ltd.

Today, IT is indispensable for actualizing business strategy. As it is becoming increasingly important to construct business plans that delineate "how to utilize IT in business," engineers are now being sought who correctly understand IT, which is complex and changing daily, and who can describe how to actualize the desired systems. I look forward to the journal IT Architect nurturing and producing engineers who can properly construct outstanding systems, in a way that reaches both corporate users and IT vendors.

An IT Architect is something that all engineers desire to become.



Hidenori Takahashi

Executive Director, Skill Standard for IT Users' Group;
President, Skill Standard Research Center

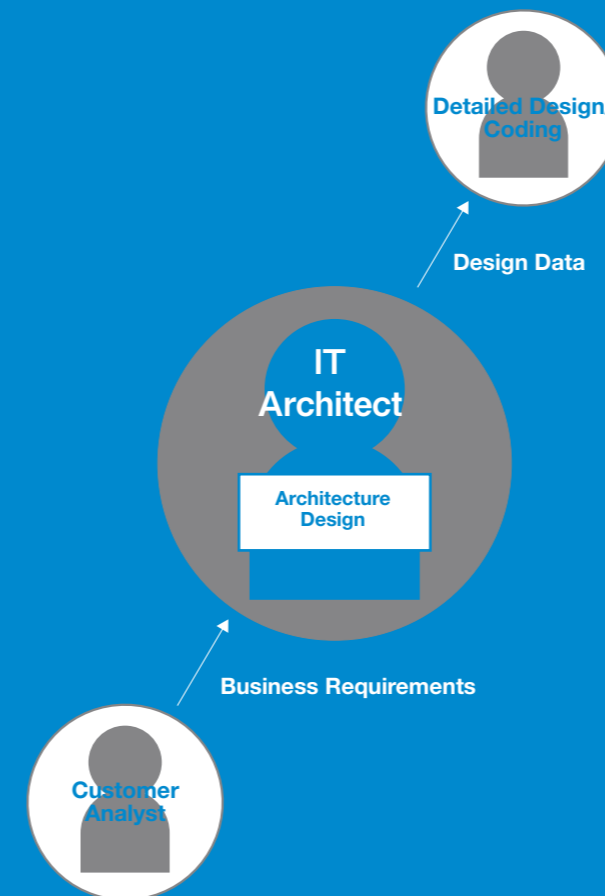
The IT Skill Standards (ITSS) drawn up by the Ministry of Economy, Trade, and Industry are an extremely useful tool for engineers who are designing their own careers. IT architects in particular are in an important position not only with regard to deciding the success or failure of individual projects but also with regard to determining companies' overall IT strategies. An IT architect is something that all engineers desire to become. IT Architect is the best form of media available for educating engineers about the job. I hope that this magazine will be widely read by engineers.

Target Reader

Our readers will play a central role in the development of next-generation systems.

The skills demanded of IT engineers today are growing more diverse and advanced. In response, at the end of 2002, Japan's Ministry of Economy, Trade, and Industry drew up "IT Skill Standards" (ITSS) that classify job types according to the skills and roles required of IT engineers. One of the job types defined in these IT Skill Standards is IT architect. The role of the IT architect is to design systems based on the requirements stated in orders from corporate users, etc., for such systems and to deliver that design data to the IT engineers who will do the detailed design and implementation of the system. In other words, if the IT architect does not properly design systems based on the buyers' requirements, successful system development will not be possible. The successful outcome of the system development truly depends on the IT architect.

The IT architects who carry this heavy responsibility are in the influential position of selecting the architecture and selecting the technology, software, and hardware that form corporate systems. IT architects who are readers of our journal will play an especially core role in the development of systems from here forward.



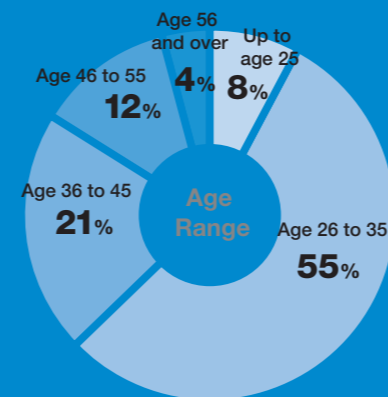
Reader's Profile

These are the engineers that read IT Architect.

IT Architect is a useful information resource not only for engineers at systems development companies but also for core engineers at corporations that use IT systems.

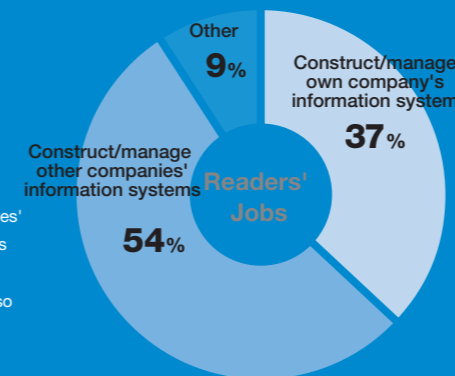
Our readers are the generation that is playing a central role in the development of next-generation IT systems.

The mainstay of IT Architect's readership consists of engineers ranging in age from their mid-twenties to mid-thirties. They are the generation that is playing a central role in IT system development.



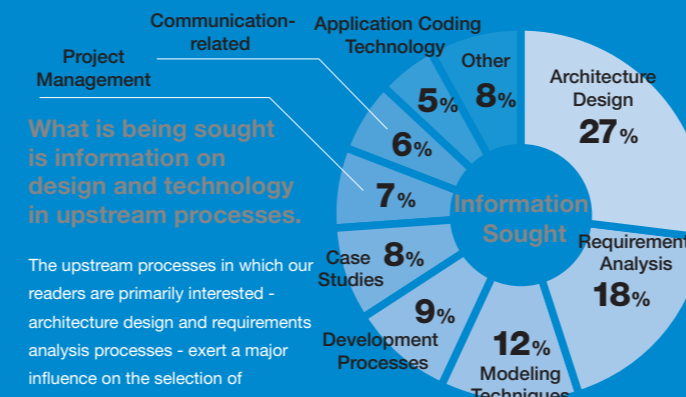
Engineers at user corporations are also tuned in to IT Architect

System development companies' engineers are not the only ones reading IT Architect. User corporations' engineers are also among our mainstay readers.



What is being sought is information on design and technology in upstream processes.

The upstream processes in which our readers are primarily interested - architecture design and requirements analysis processes - exert a major influence on the selection of technology and products in the subsequent downstream processes.



*Reader Profile Survey, IT Architect, Vol. 1 (June 2005)

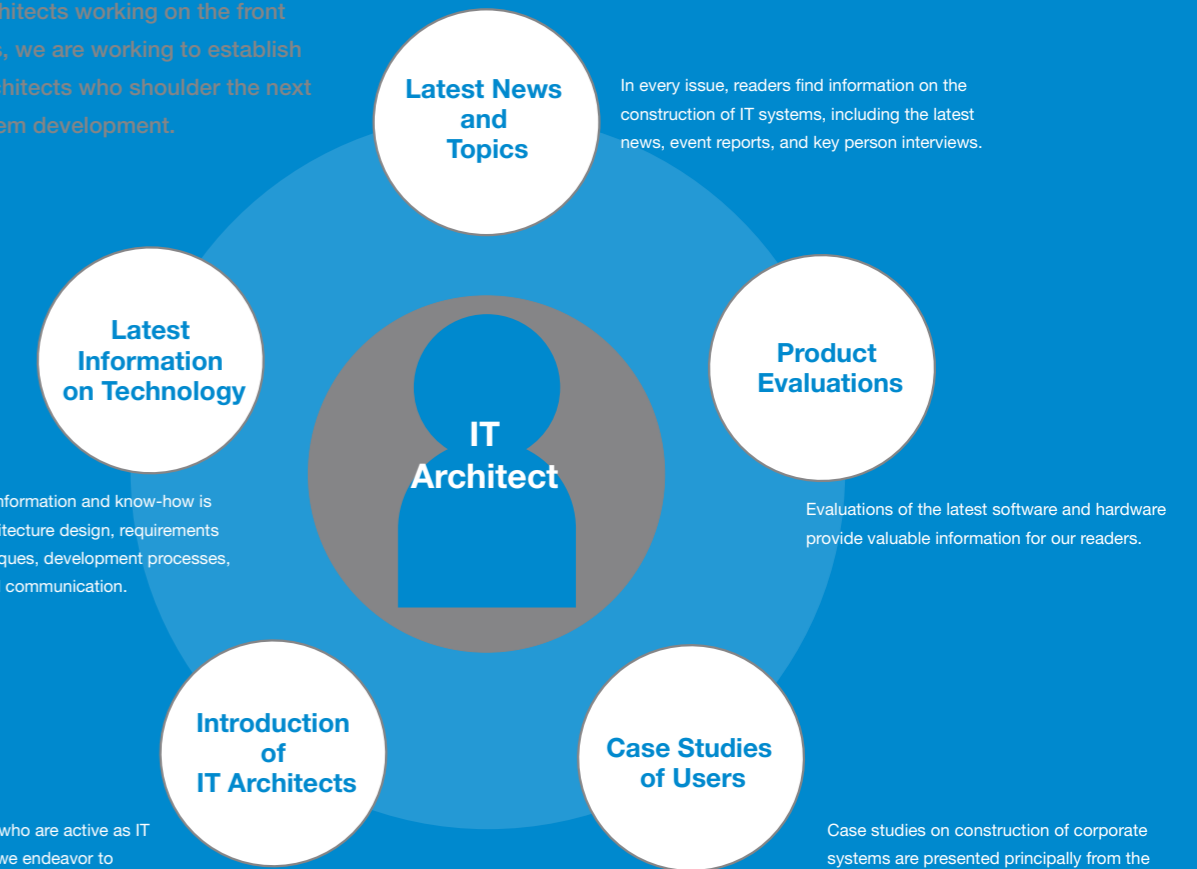
Contents

Covering all the information sought by IT architects

Not only do we offer the latest information on technology, development know-how, and product information, but by making it one of our priorities to introduce IT architects working on the front lines at companies, we are working to establish the image of IT architects who shoulder the next generation of system development.

The latest technological information and know-how is presented, including architecture design, requirements analysis, modeling techniques, development processes, project management, and communication.

By introducing engineers who are active as IT architects at companies, we endeavor to establish an image of core engineers for the next generation.

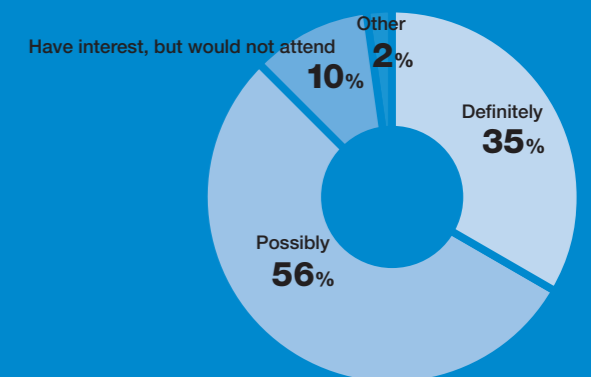


Seminar

Opportunities to provide information "face-to-face" are held regularly.

In addition to information provided in the pages of the journal, readers want information provided face-to-face as well. In response to this need, we regularly hold seminars.

Q: Would you be interested in attending a workshop/seminar on IT architecture?



*Reader Profile Survey, IT Architect, Vol. 1 (June 2005)