

Feb. 2018

Monthly Magazine

BBroadband * Broadcasting * Business**-maga**

<http://www.satemaga.co.jp/>

— *Media Data* —

Media Overview

B-maga, monthly magazine, provides critical information on the cable TV, satellite multi-channel broadcasting, IPTV, OTT industry's issues, market trends and technologies. In addition, it sends subscribers the latest news through email, internet media and SNS. Moreover, B-Maga digital version was also released in 2016.

These efficient information dissemination and the mobility for business activities promote further development of the industry.

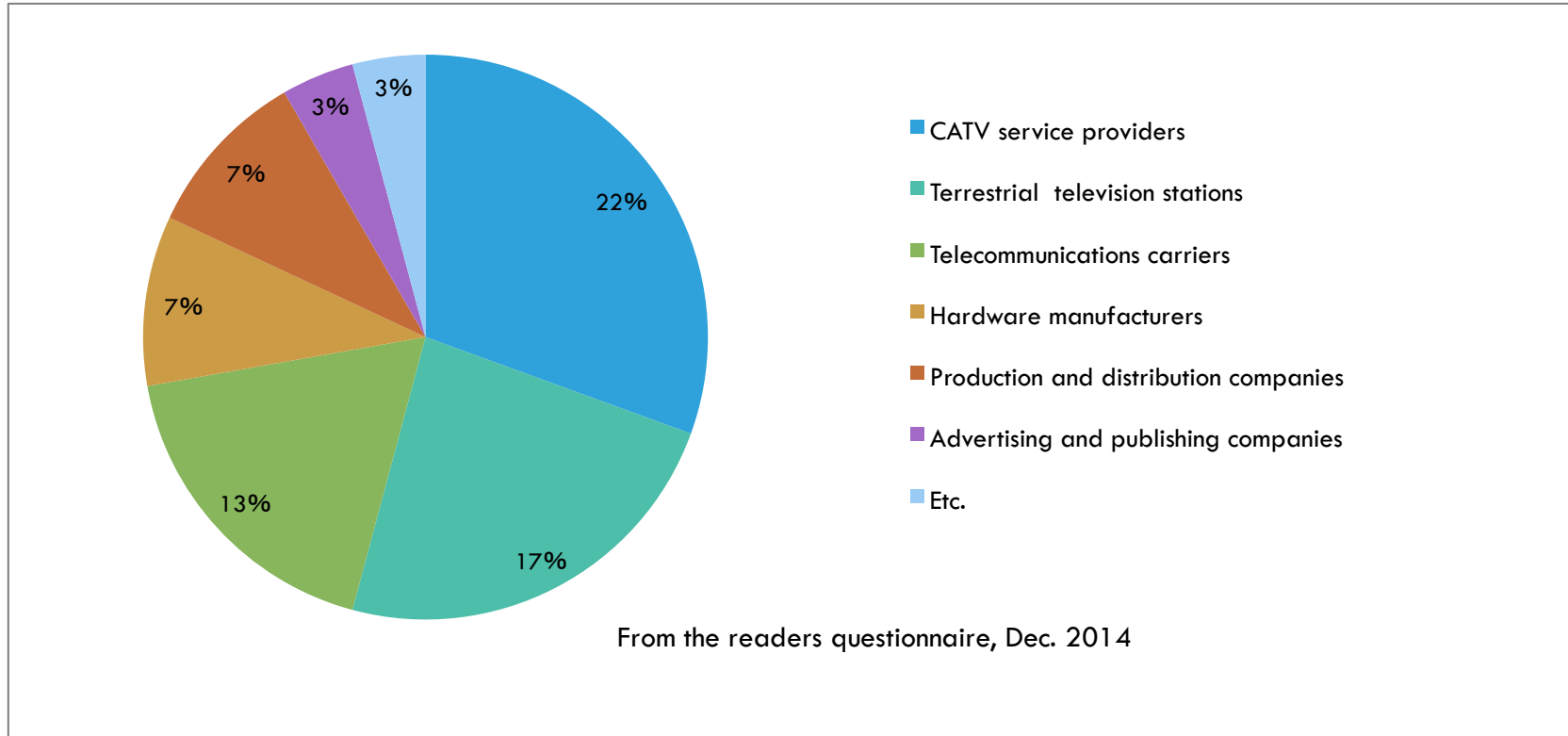
Basic Data

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|--|--------------------------|
| <input type="checkbox"/> Publisher: | SATEMAGA B.I. Inc. |
| <input type="checkbox"/> First Issued: | June 2002 |
| <input type="checkbox"/> Format: | A4 size |
| <input type="checkbox"/> Price: | 1,950yen (tax included) |
| <input type="checkbox"/> Circulation: | 5,000 copies |
| <input type="checkbox"/> Date of Publication | Monthly (Every 10th day) |
| <input type="checkbox"/> Purchase: | Delivered to Subscribers |



Readers' View of B-maga

80% or more of readers are professionals in media and contents business.



● Main reasons readers choose B-maga (Multiple response results.)

To understand research findings and industry trends. 95%

For business development and managerial decision-making. 85%

Advertising Rates

Color	Space	Price (tax not included/JPY)	Size (mm)
4-Color	A/outside back cover	¥600,000	271×198
	B/inside front cover	¥500,000	297×210
	C/inside back cover	¥450,000	297×210
	Article on one page	¥400,000	297×210
Black and White	Article on one page	¥300,000	297×210
	Article on half page	¥150,000	123×190

In addition, tie-up productions are available.

Schedule

Application Deadline	Every 15th day
Closing Deadline	Every 25th day

For any further information, please contact below;

Email: info@satemaga.co.jp

Company Profile

- Company Name: SATEMAGA B.I. Inc.
- Location: Arai-bldg 4F, Tsukiji 2-chome, Chuo-ku, Tokyo 104-0045 Japan
- TEL / FAX: 81-3-5565-7830 / 81-3-5565-0830
- Established: February 2, 2002
- Representative: Etsuko Ichinose, President
- Capital Stock: 10,000,000 (JPY)
- Main Business Activities: Magazine & book publication
Planning and organizing seminars
Planning and producing advertisements
Event management, etc.