

AXIS

concepts on the horizon



AXIS Media Guide

Design exists throughout human society and can be found in every scene of daily living.

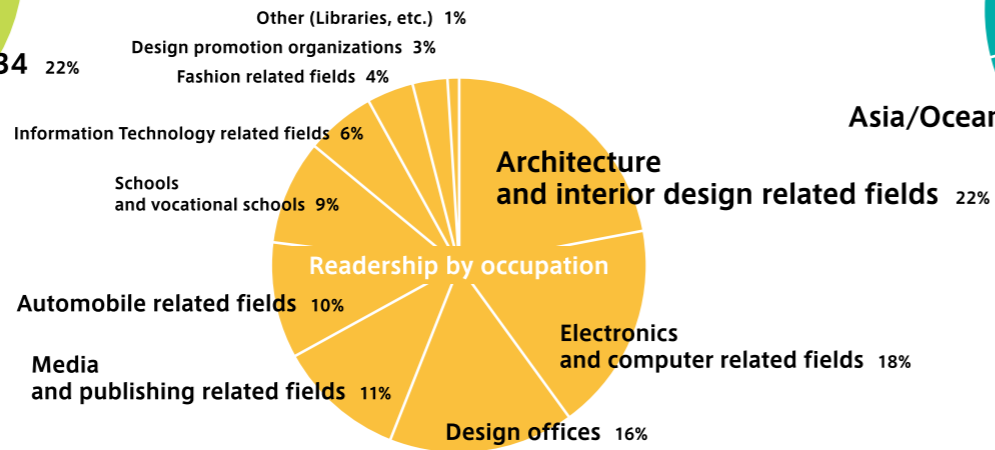
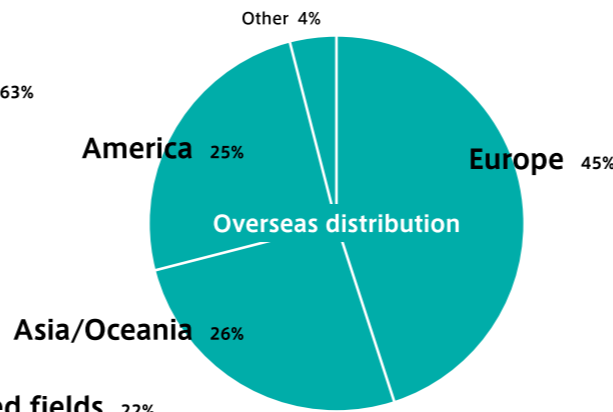
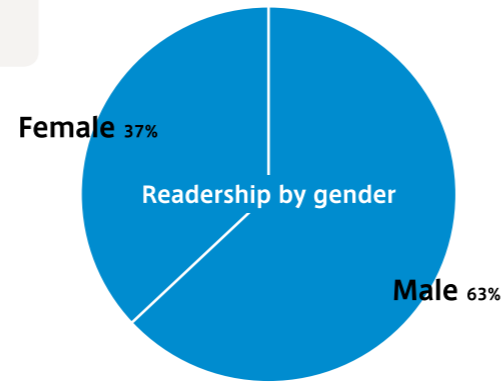
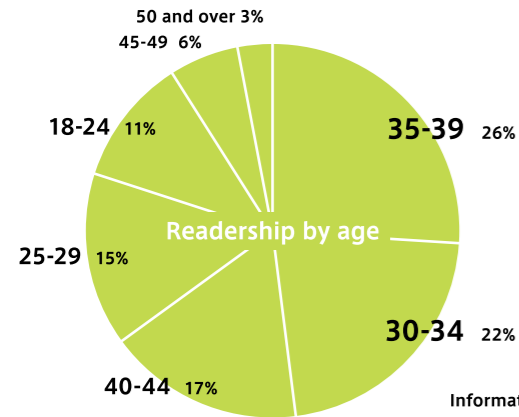
Ever since its establishment in 1981, AXIS has conceived design not merely as something concerned with form and color but as an endeavor that plays a key role in daily living, culture, communication and business. In today's diverse and complex world, a broader type of design is necessary, one that transcends the frameworks of such fields as products, architecture, interiors, graphics, fashion, multimedia, and information design.

AXIS will continue to probe the nature of design, examine the future of society and lifestyle, and make new proposals.

AXIS readers are opinion leaders sensitive to new design, business and social trends, and users with a superior understanding of design and quality.

Readership profile

- Designers and planners in their 30s and 40s
- People sensitive to corporate and product brands and concepts, etc.
- People with discriminating taste in lifestyle
- People with great interest in event information and job offer information



Industry type of past advertisers

Interiors, Fashion, Automobiles, Motorbikes, Computers, Office equipment, Corporate Identity design, Architecture, Real estate, Branding, Cosmetics, Alcohol and soft drinks, Design electronics, Cellular telephones, Educational institutions, Notification of events, competitions and certifications, Personnel wanted ads

Ad Production Services and Paid Publicity Ads

AXIS provides high quality ad production services and paid publicity ads to match your strategy. Please feel free to inquire about any of our services, from basic reporting to photography to copy writing and layout.



オーバスデザインアワード



日本フィリップス株式会社



岐阜県立国際情報芸術アカデミー

Advertisement Rates

Ad space	Number of colors	Finished size (height x width mm)	Rates (¥)
Forth cover	4-colors	279×217	650,000
Two page spread on second cover	4-colors	297×454	1,150,000
Third cover	4-colors	297×227	600,000
Two page spread on inside pages	4-colors	297×454	800,000
Inside pages	Full page 4-colors	297×227	500,000
Inside pages	Full page B/W	297×227	300,000
Inside pages	1/2 page 4-colors	277×94	280,000
Inside pages	1/2 page B/W	277×94	180,000

*Consumption tax will be added to all fees

In the case of yearly or continuing contracts, a discount will be offered depending on number of issues ads will run.

Ad Production Services and Paid Publicity Ads

- 1) Ad Production Services and Paid Publicity Ads are limited to two page spread or better.
- 2) Basic fee comprises advertising fee plus standard production fee (30,000 per page).
- 3) Advertiser will be billed for expenses incurred for photography in remote locations and for the employment of special photographers and models, etc.
- 4) In case special platemaking methods are required, those additional costs will be charged.

Schedule

- 1) Application deadline: 60 days prior to publishing date (first day of odd-numbered months).
- 2) Completed block copy deadline (one proof): As a rule, 30 days prior to publishing date (first day of odd-numbered months).
- 3) Film deadline (no proof): As a rule, 25 days prior to publishing date (first day of odd-numbered months). Please inquire for schedule at end of the year and New Year's.

Contractual Conditions

- 1) As a rule, the advertiser may not determine the position or opposite page of advertisements on inside pages.
- 2) We cannot postpone or cancel any contract after the deadline date.
- 3) We will inspect your advertising content before contract can be concluded.
- 4) We reserve the right to refuse to publish any advertising content deemed to be inappropriate.
- 5) We take no responsibility for any legal problems caused by advertising content.
- 6) Advertising fees are subject to change without notice. Please check with us for any changes.
- 7) As a rule, proofs are carried out once only.
- 8) We does not do color proofs for film.
- 9) In some cases colors may differ with PDF data files.

Mechanical Requirements

- 1) AD mechanical should be provided in completed block copy or full-sized positives (with a color 100%-size proof attached).
- 2) If unframed ad (Bleed type) write your company name, logo, copy, etc., within 10 mm of the margins of the finished size
- 3) Please leave a 3 mm or greater margin on the top, bottom, left and right of your finished size.

Other

Estimates for advertisements in special configurations, such as postcards or display advertisements, will be made on a case by case basis.

Planning and editing of design books

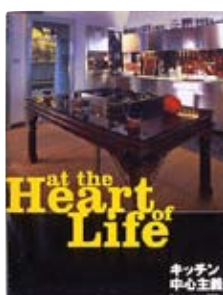
In addition to the magazine, AXIS plans and publishes books on artists and general design, such as the corporate series that provides an overview of design by companies on the leading edge.



Digital Dreams 日本語版



松下のかたち



at the Heart of Life—キッチン中心主義

Advertising inquiries and requests:

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URL: <http://www.axisinc.co.jp>

Summary of medium

Date of establishment: September, 1981

Issue frequency: bimonthly (6 issues per year)

Date of publication: first day of odd-numbered months

Circulation: 30,000 (20,000 copies sold in Japan and 10,000 overseas)

Format: Approximate A4 format edition (297 x 227 mm)

Price: ¥1,500 (price before tax: ¥1,429)

Nature of circulation: sales through dealers across Japan and subscriptions