

AXIS

concepts on the horizon



AXIS Media Guide

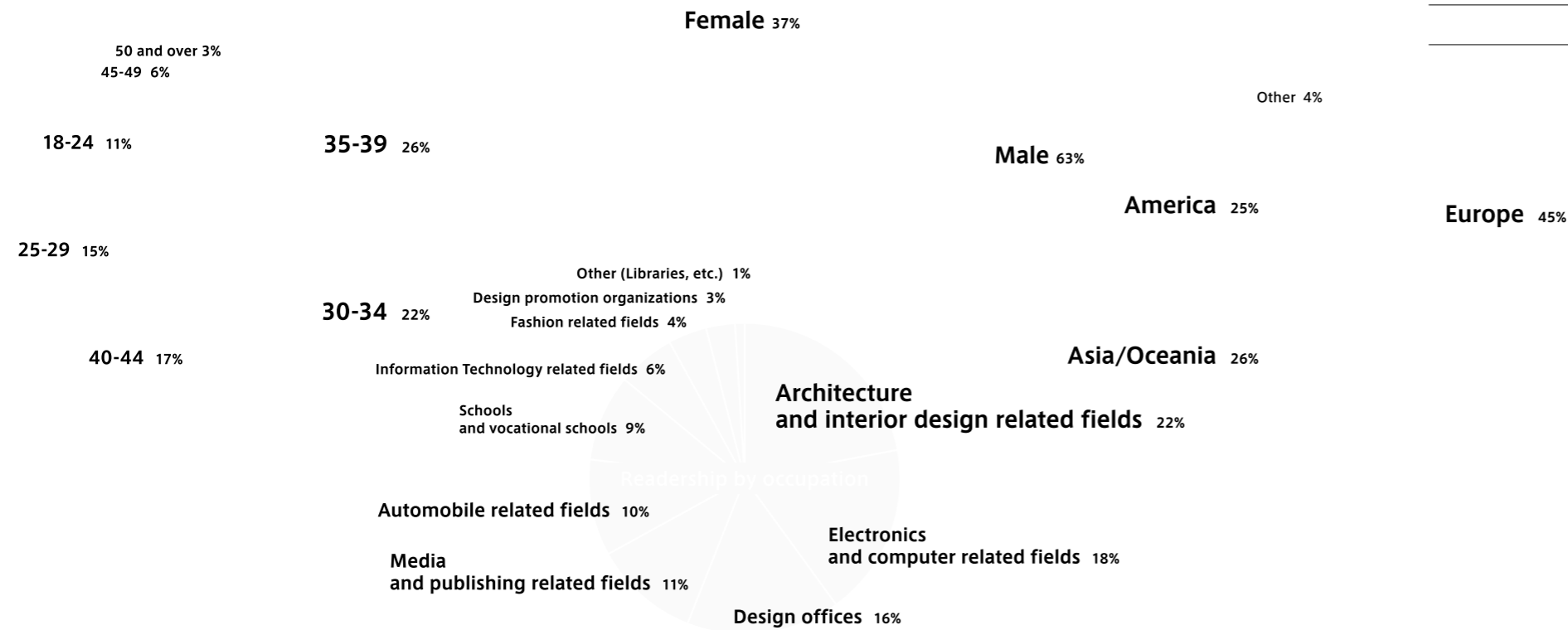
Design exists throughout human society and can be found in every scene of daily living.

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



Advertisement Rates

*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)



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

Planning and editing of design books

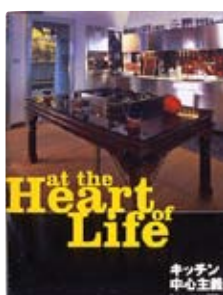
In addition to the magazine, AXIS plans and publishes books on artists and general design, such as the corporate series that provides an overview of design by companies on the leading edge.



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:

AXIS Inc.

5-17-1 Roppongi Minato-ku, Tokyo 106-0032 Japan

Tel: +81 3 5572 0800

Fax: +81 3 3583 0199

E-mail: ad@axisinc.co.jp

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