

Indie game area support booklet

Indie Guidebook in TGS2025

Guidance for Advertising Submission



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To support the indie game area as a whole, Tokyo Game Show 2025 will publish a booklet introducing the exhibitors and various indie game projects in the area, which will be distributed free of charge to visitors to the indie game area from the first day of the show.



The cover is an image only.

The booth will be placed flat at the dedicated gate at the entrance to Hall 10 (2F), which is the entrance to the indie game area, and will be distributed to visitors to the area.

Listing Details

- Map of the Indie Game Area
- List of exhibitors in the Indie Game Area
- SELECTED INDIE 80 Exhibitors List
- Sense of Wonder Night 2025 Finalists
- Indie Game Area Sponsors
- Indie game industry topics, etc.



Date of Issue / Number of Copies

Indie Guidebook in TGS2025

Date of issue: Thursday, September 25, 2025

Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

Distribution location: Esplanade in front of Hall 10 at Makuhari Messe, etc.

Circulation: 10,000 copies (Japanese edition)

Format: **A5 size**, saddle stitch, left side up, 24 pages (tentative)

Ad Menu: Space and Rates

cover 4	cover 2	4C1P
JPY 440,000 (including tax)	JPY 220,000 (including tax)	JPY 165,000 (including tax)
210 mm (length) x 148 mm (width)	210 mm (length) x 148 mm (width)	210 mm (length) x 148 mm (width)

*The menu around the table is limited to one company each. Please note that the offer will end as soon as all spaces are sold out.

*Fees, number of slots, specifications, etc. are subject to change without notice.

Schedule

Application deadline: Friday, July 25, 2025

Deadline for submission: Friday, August 15, 2025

Contact: Indie Game Management Office >> indie@nikkeibp.co.jp



Indie Guidebook in TGS2025 Advertisement Application Form

Application form send to : indie@nikkeibp.co.jp

After filling it out, please send to indie@nikkeibp.co.jp

Exhibitor Name

Company Address

Company name for billing

Department

Person in charge

E-mail

TEL

		Amount(tax incl.)	Please enter Radio button in the appropriate box.
Advertisement for the "Indie Guidebook" booklet (A5 size, 24 pages planned) 10,000 copies distributed	Cover4	JPY 440, 000	
	Cover2	JPY 220,000	
	4C1P	JPY 165,000	

Total amount
(tax incl.)