

TOKYO
GAME SHOW 2023

Supervised by

日経エンタテインメント!
ENTERTAINMENT

Reaching More Than 100,000 TOKYO GAME SHOW 2023 NOW! (Limited Edition) Call For Advertiser

Distributed to All TOKYO GAME SHOW Attendees
Two versions: Japanese and English
Also included in the October issue (Sept. 4) of Nikkei Entertainment!

TOKYO GAME SHOW 2023 will be held for real at Makuhari Messe as last year. In conjunction with this event, TGS will publish a distribution booklet for visitors, "TOKYO GAME SHOW 2023 NOW!"

In addition to the highlights of the event, Nikkei Entertainment! booklet will be full of hot information on games, including not only highlights of upcoming TGS2023, but also game trend commentary and interviews with Nikkei Entertainment! Furthermore, this booklet will be published as a book-in-book in the October issue (on sale on September 4) of Nikkei Entertainment!

The English version will also be distributed not only to visitors from overseas, but also at overseas game events in the fall and beyond.



Image: TGS2022 Venue Report



2022 On-site distribution Game
Entourage! TGS2022 Limited
Distribution Edition

In addition to distribution at the
venue
Nikkei Entertainment! magazine
as a book-in-book.



◆Editorial Contents ※Subject To Change

- ✓Game Contents Outlook
- ✓ Game Industry and TGS from Around the World
- ✓Game Event Review – Post Covid-19
- ✓ Interview with TGS2023 Official Supporter
- ✓ Cheering Message from TGS2022 Official Supporter
- ✓ TGS2023 Highlights
- ✓ TGS2022 Review

※Editorial contents are subject to change
without prior notice.

Sale Date・Issue Date／Circulations

TOKYO GAME SHOW 2023 NOW! (Limited Edition)

Issue Date : September 21, 2023 (Thu.)

Circulations : 50,000 (Japanese Edition) 、 5,000 (English Edition)

Format : Modified A4 32 page ※planned

Nikkei ENT ! October Issue (Book Insert Format)

Issue Date : Monday, September 4, 2023

Circulations : 50,091 (Japan ABC, Jan.- Dec. 2021)

Closing Dates

Space Reservations : July 26 (Wed.) ／ Materials : August 18 (Fri.)

Advertising Menu

Space and Rate (tax incl.)		Cover 4★	Cover 2 Spread★	Second Cover 2	Cover 3	1 page, 4-color	1 page, Advertorial	Center Spread
		JPY 2,220,000	JPY 2,640,000	JPY 2,530,000	JPY 825,000	JPY 770,000	JPY 1,320,000	JPY 1,650,000
1	TGS2023 NOW! (Japanese Edition)	●	●	●	●	●	●	●
2	TGS2023 NOW! (English Edition)	●	●	●	●	●	●	●
3	Nikkei ENT ! October Issue Book Insert	●	●	●	●	●	●	●
4	Nikkei ENT! ! October Issue Cover Page	●	●	—	—	—	—	—

**Advertisers for Cover 4 and Cover 2 Spreads are "Nikkei Entertainment! Can be published in double with Cover 4 and Cover 2 Spreads of this magazine.

Separate manuscript (in Japanese) can be published from the book-in-book upon request from advertiser.

Japanese-language ads will be published in Nikkei Entertainment! Japanese-language ads will be placed in Nikkei Entertainment!

*Only one company will be allowed for each menu around the front pages.

Please note that the advertisement will be closed as soon as the slots are sold out.

If you wish to place an English ad in the English version, please prepare two ads, one in Japanese and one in English.

If you wish to have a tie-up(advertorial), please contact us to arrange a date for the interview.

*Please note that we may not be able to accept a tie-up(advertorial) depending on the date of your application timeline.

Advertising Material Specifications (Saddle-stitched, Japanese edition is right-opening * English edition is left-opening)

	Cover 4	Cover 2 Spread	1 page, 4-color	Center Spread
Nikkei ENT !	277 × 220	297 × 464	280 × 210	280 × 420
TGS2023 NOW!	230 × 200	280 × 420		

To Contact
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