

<Call For Advertising>



GAME ENTERTAINMENT!



~TGS2022 Special Edition~

First REAL (in-person) event in Three years! As a special edition of TGS2022, "GAME ENTERTAINMENT! Coming Soon! Metaverse, Blockchain, NFT, Subscription, Indies... This special edition features the "now" and "future" of games that are ahead of our time!

As business models in all industries change and DX evolves after Covid-19 lockdowns, gaming, a conglomeration of the latest technologies and entertainment, is also about to enter a new stage. Metaverse, Blockchain, NFT, Subscription-based Games, Indies.... In addition to the game platforms and titles that have led the industry for many years, new services, devices, and content are being introduced one after another. The year 2022 is truly a turning point of the times. TOKYO GAME SHOW will be held for the first time in three years at Makuhari Messe in the real world. Not only general game fans, but also people in the industry are paying much attention to the show as a place where they can experience today's games.

Nikkei Entertainment!, leading entertainment and showbiz industry in Japan, will publish a special edition of TGS2022, a separate volume of "GAME ENTERTAINMENT! will be released as a special edition for TOKYO GAME SHOW 2022. This special edition will cover not only the latest trends in the game industry in Japan and abroad, but also interviews with the top management of hardware manufacturers and game publishers, as well as the latest technologies surrounding games. In addition, this edition will also provide commentary on the highlights of upcoming TGS2022, interviews with official supporters, and the latest information on game events around the world.

In addition, a printed copy of this magazine will be distributed to visitors to TGS2022. An English version will also be made available to visitors from overseas. We also plan to distribute the magazine at overseas game events to send out information to the world.

This is a fantastic opportunity to place an advertisement in this magazine, which is expected to have a high promotional effect.

Editorial Coverages (Tentative)

- Game Trends in Japan, Asia and the World
- Gaming Industry TOP Interviews
- Review of gaming events in 2022
- Highlights of Upcoming TGS2022
- Interview with Official TGS2022 Ambassador
- Relay interview with past TGS Ambassadors
- Value of TGS on business, etc.



Previous GAME ENTERTAINMENT!

※Editorial contents are subject to change.

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■ Issue & Closing Dates

Issue Date	Closing Date	Data Submission
September 13 (Tue.)	August 19 (Fri.)	August 29 (Mon.)

※ If you wish to submit an English version of your ad for the English reprint, please submit both the Japanese version and the English version.

■ Ad Rates (JPY) ※Additional 10% of Japanese Consumption Tax will be added.

Cover 4	Cover 2 Spread	Second Cover 2 Spread
JPY2,000,000	JPY2,500,000	JPY2,300,000

Third Cover 2 Spread	Cover 3	Facing Editorial Index
2,000,000	750,000	800,000

1 page, 4-color	Advertorials (incl. production)
700,000	1,200,000

※Advertorial production schedule will be determined upon consultations.

※We may not be able to accept tie-ups depending on the dates of your application.

■ Ad. Material Size

	Heights mm× Width mm
Cover 4	230×200
2 Page Spread	280×420
1 Page	280×210

<Media Outline>

【Unit Price】 JPY 1,100 (Tax Inclusive) 【Circulations】 : 10,000

Japanese Reprints (For TGS2022 Venue Distributions) : 50,000

English (For TGS2022 Venue/Overseas Events Distributions) : 5,000

【Specifications】 Modified A4、Total:100 pages, Saddle-Stitched

To Contact/To Inquiry
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