



Media Guide

Bringing Web 3.0 Closer to You

lolite is a business magazine dedicated to Web 3.0, a term that represents the imminent era of revolutionary change.

We provide insights and information about the decentralized internet and next-generation technologies. Covering topics such as blockchain technology, NFTs, the metaverse, and AI, our publication offers a unique perspective on the ever-evolving Web 3.0 space. Since our inception, our editorial team has been closely connected to blockchain scenes worldwide. With a commitment to delivering the latest updates and an emphasis on both depth and quality, **lolite** stands as a trusted source for professionals navigating the complexities of Web 3.0.

The Origin of lolite – A Compass for Dreams

The name **lolite** draws inspiration from the gemstone’s symbolic meaning: *a compass for dreams*.

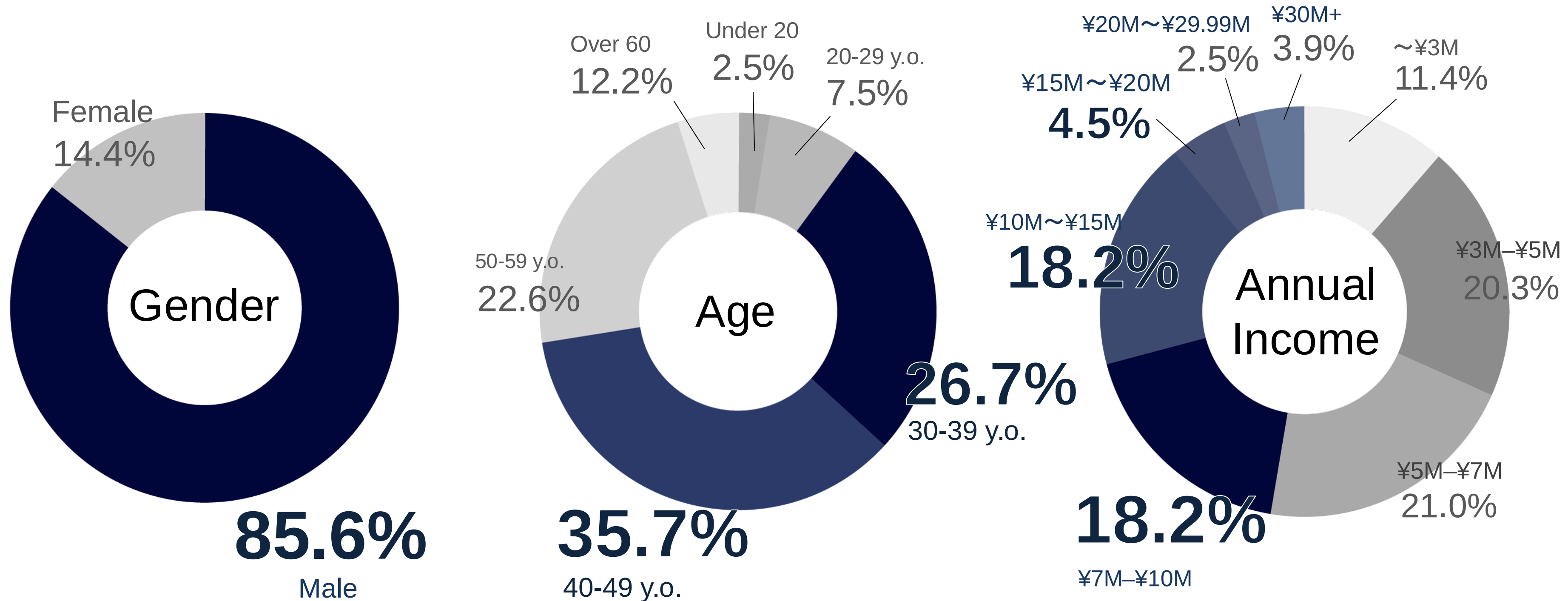
- **IO**: In the world of engineering, *IO* stands for *Input/Output*, reflecting the exchange of information. It’s also a popular domain among tech and blockchain companies.
 - **Lite**: Evoking *light*, it represents the guiding force that illuminates the path forward.
- This combination embodies our mission to serve as a beacon of knowledge, guiding readers through the rapidly evolving landscape of Web 3.0.

Overview and Achievements	
Magazine	
Number of copies published	20,000
Number of pages	96
Sales price	1,200 yen
Distribution	Convenience stores and bookstores nationwide
SNS	
X(Twitter) Followers	31,481 people
LINE Members	18,952 people

As of the end of July 2025



Reaching High-Income Male Decision-Makers (30s–40s)



Contextual Advertising and Branding:

- Print**

Web

Macro perspective

vol.10
Tech and
Future

DX推進の妨げになっているUIの使いづらさは
企業側の体質の問題でもあり、
それを解消すればDX化は進む

佐々木健爾氏にテクノロジーと社会の未来を数える連載企画。
今回のテーマはUIの進化とDX推進を阻む日本の山問題について

取材・文：編集部 Text: Editorial department 編集：伊藤いづな Iizuka Photo: @iizuka

Audrey Tang talks about Web 3.0

Creative Production at No Extra Cost:

We offer support for creative production at no additional cost, ensuring your ads make a lasting impact.

- Placement in prominent sections such as the inside front cover (Page 2), inside back cover (Page 3), or opposite the table of contents for maximum visibility.
- **Specifications:** Printed ads should measure **280mm (H) × 210mm (W)** with an additional 3mm bleed on all sides.

Content Details	<ul style="list-style-type: none"> • Text: 200–400 characters per page, focusing on visuals to reinforce your product’s presence through repetition. • Provide your materials, and we’ll handle the ad design at no extra charge. For web publication, banner creation is also available (subject to consultation).
Backlink	<p>Yes</p> <p>*Parameters can be added upon request</p>
Proofreading deadline	<p>Print: Generally, the third Friday of every odd-numbered month. Web: Two business days before publication date.</p>
Secondary Usage	Yes
Remarks	Official LINE updates will be available only on Tuesdays, Thursdays, and Sundays. Placement order is determined by the editorial team.
Regarding publication	<p>All ads will undergo a review process based on our advertising standards before publication. Published articles are archived and will include “AD” or “Sponsored” labels for transparency.</p> <p>Expenses incurred for photographers, travel, or remote interviews will be billed separately.</p>

KAZU SUZUKI / WLF PROJECT / WOLF-FLOW / WLF LAST GENERATION

【アイオライト】
Web3.0 Front line

WLF PROJECT と lolite によるコラボ人狼カード

The new possibilities of business
with Werewolf games and cryptocurrencies.

SBI WEB3 WALLET

話題の
NFT取引を
だれでも、
かんたんに

日本初
日本円だけで
NFT売買可能

手数料
0円
利用手数料0円

SBI WEB3 WALLETに
ついて詳しくはこちら

口座開設は
こちら

＜暗号資産を利用する際の注意点＞暗号資産は、日本円、ドルなどの「法定通貨」とは異なり、国等によりその価値が保証されているものではありません。暗号資産は、価格変動により損失が生じる可能性があります。暗号資産は、移転記録の仕組みの破綻によりその価値が失われる可能性があります。当社が倒産した場合には、預託された金銭及び暗号資産を返還することができない可能性があります。当社の取り扱う暗号資産のお取引にあたっては、その他にも注意を要する点があります。お取引を始めるに際しては、「取引約款」、「契約締結前交付書面」等をよくお読みのうえ、取引内容や仕組み、リスク等を十分にご理解いただきご自身の判断にてお取引くださるようお願いいたします。秘密鍵を失った場合、保有する暗号資産を利用することができます。その価値を失う可能性があります。暗号資産は支払いを受ける者の同意がある場合に限り、代金の支払いのために使用することができます。

商号等:SBI VCトレード株式会社(第一種金融商品取引業者、暗号資産交換業者)
第一種金融商品取引業:関東財務局長(金商)第3247号
暗号資産交換業:関東財務局長 第00011号
加入協会:一般社団法人 日本暗号資産取引業協会(会員番号1011)

Publication Fee

Print Media	
Display Ad	
Article Ad	
Tie-ups/Special projects	
Publication Fee (USD, including tax)	
1P	2,000
2P (1 page spread)	3,600
4P (2 pages spread)	6,000
6P (3 pages spread)	11,000
Opposite table of contents	4,000
Inside the back cover (Cover 3)	6,000
Back of cover (Cover 2)	12,000
Back cover (Cover 4)	20,000

Web Media	
Banner	
Article	
Publication Fee (USD, including tax)	
Banner Advertisement *Please contact us for long-term listings.	
1 month	2,000
2 months	3,600
3 months	4,200
Tie-up article *The article will be placed on the top slider for 14 days from the date of posting.	
1 article	2,000
3 articles	3,600
5 articles	6,000

Q1. Could you provide details about the magazine's circulation and distribution?

A. The magazine has a circulation of approximately **20,000 copies** and is distributed nationwide through bookstores, industry events, and Web3.0-related companies. It reaches a highly engaged audience, including business leaders, investors, and developers.

Q2. Can you assist with ad creative production?

A. Yes, our editorial team can handle creative production for both display and advertorial ads at no additional cost. We offer a full-service solution including interviews, writing, and design.

Q3. Do you have examples of past advertorials?

A. Yes. We have collaborated with a diverse range of clients including crypto exchanges, NFT projects, Web3.0 startups, and venture capital firms. Sample pages from past issues can be provided upon request.

Q4. What is the timeline and deadline for ad placement?

A. As a general rule, bookings should be made at least one month prior to the publication date. For advertorials, please allow 2–3 weeks for interviews and content creation.

Q5. Are promotional opportunities available beyond the magazine?

A. Yes. In addition to magazine placement, we offer integrated promotion through lolite's official website, social media channels, and exclusive reader events for multi-channel exposure.

Q6. Is there a minimum ad placement size or pricing guideline?

A. [Pricing Reference]

Print: Display or advertorial ad (1 page, full color, including interview & production) – from USD 2000 (excl. tax)

Online: Sponsored articles or banner ads – from USD 2000 (excl. tax)

Package discounts are available based on volume or recurring placements. Please contact us for details.



【Management company】	J-CAM Inc.
【Establishment】	May 2020
【Main Business】	Planning and publication of the Web 3.0 information business magazine "lolite" Operation of the cryptocurrency lending service "BitLending"
【Representative Director】	Toshiyuki Niitsu
【Address】	105 - 0003 BIZCORE Nishi-shimbashi 13F, 3-13 -3 Nishi-shimbashi, Minato-ku, Tokyo, Japan

For advertising applications and inquiries, please visit here: <https://j-cam.co.jp/inquiry/>