



Media Guide

lolite What is *lolite*?

Web3.0 Front line

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*.

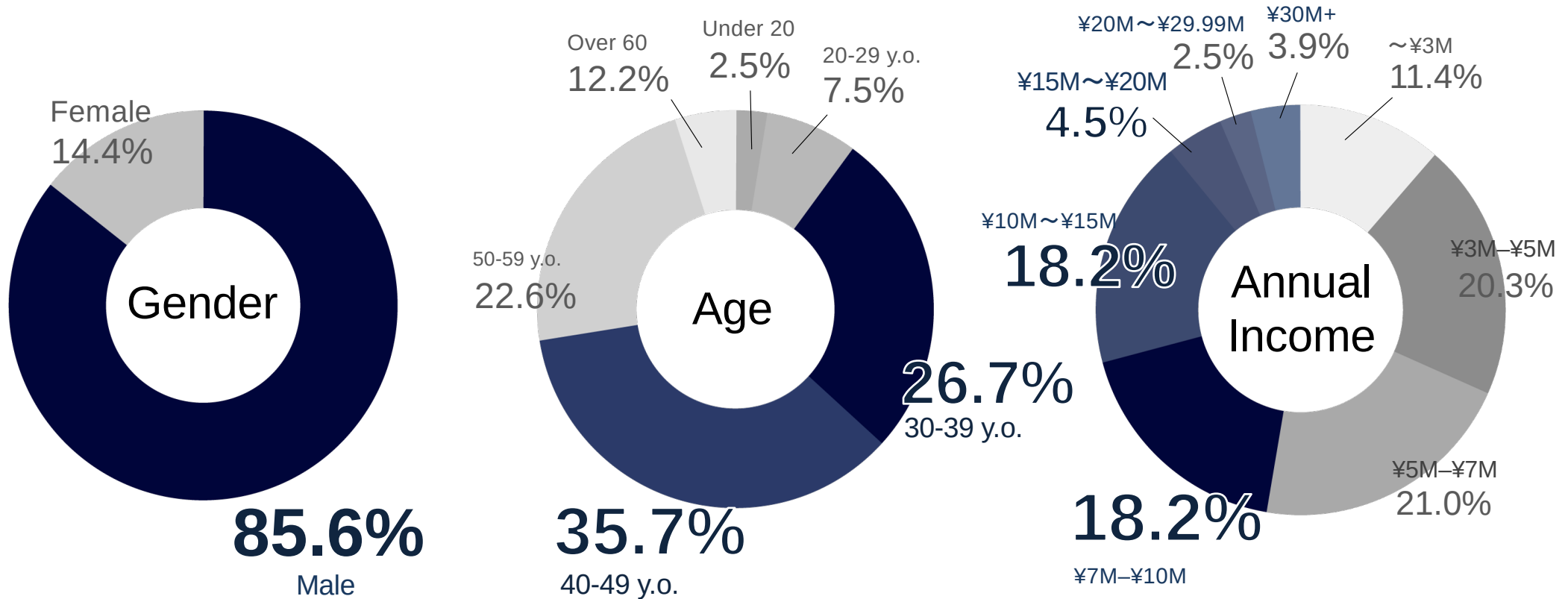
- **IO**: In the world of engineering, *IO* stands for *Input/Output*, reflecting the exchange of information. It's also a popular domain among tech and blockchain companies.
- **Lite**: Evoking *light*, it represents the guiding force that illuminates the path forward. This combination embodies our 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
Social media (e.g., X [formerly Twitter], LINE, etc.)	
X(Twitter) Followers	54,872 people

As of the end of September 2025



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



Data as of the end of July 2025

Tie-up Advertising

Leveraging the Strengths of Print Media

Contextual Advertising and Branding:

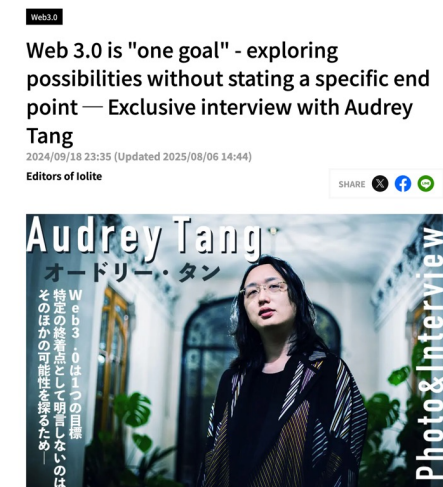
- Strategically place native ads for your products immediately following interview pages to create a cohesive narrative flow.
- Conduct PR with a compelling storytelling approach.
- Enhance branding by positioning ads in pages following expert interviews.

Content Creation Details	• Print: Approximately 1,000 characters per page. • Web:Articles range from 500 to 2,000 characters. Longer articles exceeding 2,000 characters can be split into parts or discussed for custom creation. • Content will include photos and illustrations. While materials are primarily provided by clients, professional photography for interview subjects is available upon request (additional fees may apply).
Backlink	Yes *Parameters can be added upon request
Proofreading deadline	Print: Generally, the third Friday of every odd-numbered month. Web: Two business days before publication date.
Secondary Usage	Yes
Remarks	Official LINE updates will be available only on Tuesdays,Thursdays, and Sundays. Placement order is determined by the editorial team.
掲載に際して	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. Expenses incurred for photographers, travel, or remote interviews will be billed separately.

Print



Web



- Table of Contents
1. Audrey Tang talks about Web 3.0
 2. AI is the "Intelligence" that supports daily life
 3. To me, AI means supportive intelligence that promotes human connections and social connections.
 4. Broadband is essential for communication. It is important to have a shared context and protect it

Audrey Tang talks about Web 3.0

Display Ads

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	• 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	Yes *Parameters can be added upon request
Proofreading deadline	Print: Generally, the third Friday of every odd-numbered month. Web: Two business days before publication date.
Secondary Usage	Yes
Remarks	Official LINE updates will be available only on Tuesdays, Thursdays, and Sundays. Placement order is determined by the editorial team.
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Publication Fee

Print Media

Display Ad

Article Ad

Tie-ups/Special projects

Publication Fee (JPY, excluding tax)

1P	200,000
2P (1 page spread)	360,000
4P (2 pages spread)	600,000
6P (3 pages spread)	840,000
Opposite table of contents	400,000
Inside the back cover (Cover 3)	600,000
Back of cover (Cover 2)	1,200,000
Back cover (Cover 4)	2,000,000

Web Media

Banner

Article

Publication Fee (JPY, excluding tax)

Banner Advertisement *Please contact us for long-term listings.

1 month	200,000
2 months	360,000
3 months	420,000
Tie-up article *Featured on the top slider for 14 days from the publication date.	
1 article	200,000
3 articles	360,000
5 articles	600,000
Press Release Repost *Featured on the top slider for 7 days from the publication date.	
1 article	50,000
3 articles	120,000
5 articles	150,000

*Payments in USD and USD-backed stablecoins are also accepted. Conversions will be based on the exchange rate at the time of invoice issuance.

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 JPY 200,000 (excl. tax)

Online: Sponsored articles or banner ads – from JPY 200,000 (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
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For advertising applications and inquiries, please visit here: <https://j-cam.co.jp/inquiry/>