



Media Guide

What is lolite?

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*.

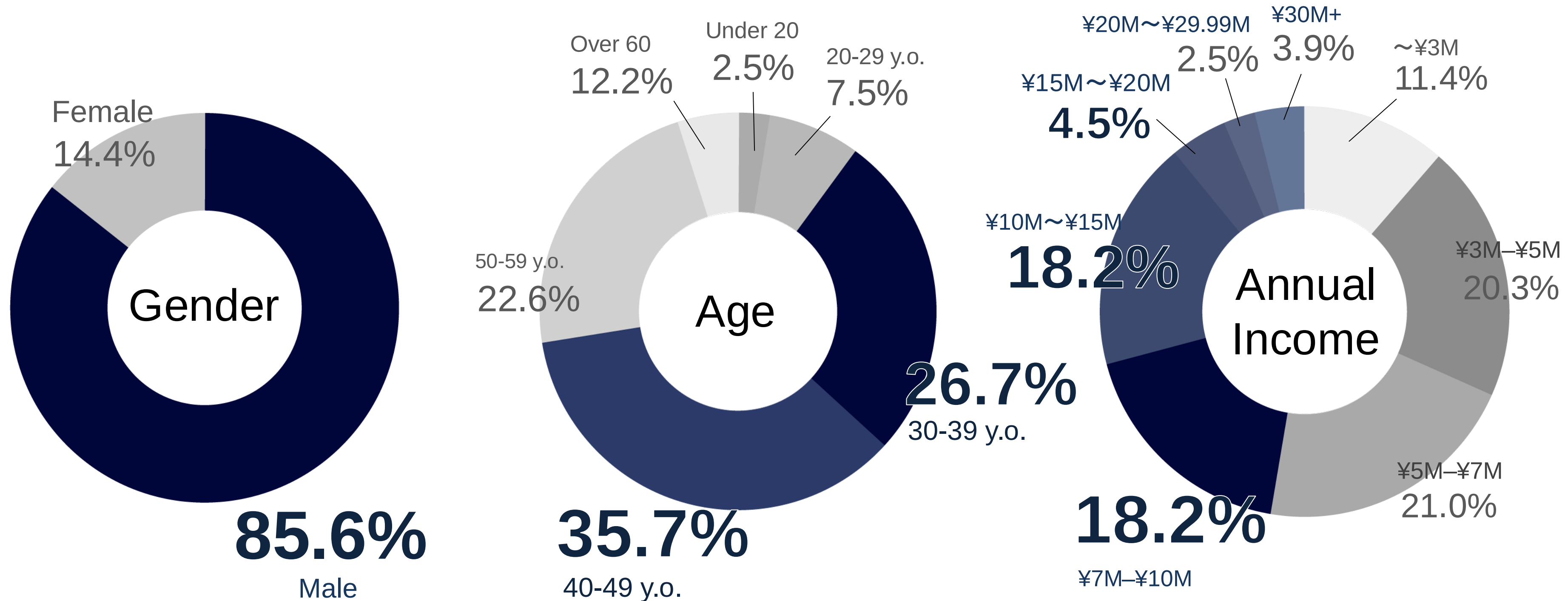
- **IO**: In the world of engineering, *IO* stands for *Input/Output*, reflecting the exchange of information. It’s also a popular domain among tech and blockchain companies.
 - **Lite**: Evoking *light*, it represents the guiding force that illuminates the path forward.
- This combination embodies our 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)



Contextual Advertising and Branding:

- ## Print

Web3.0

2024/09/18 23:35 (Updated 2025/08/06 14:44)

SHARE   



- ## 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.
Regarding publication	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.



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/>