

**Media Guide** 



### **Bringing Web 3.0 Closer to You**

**Iolite** 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 Iolite – 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	



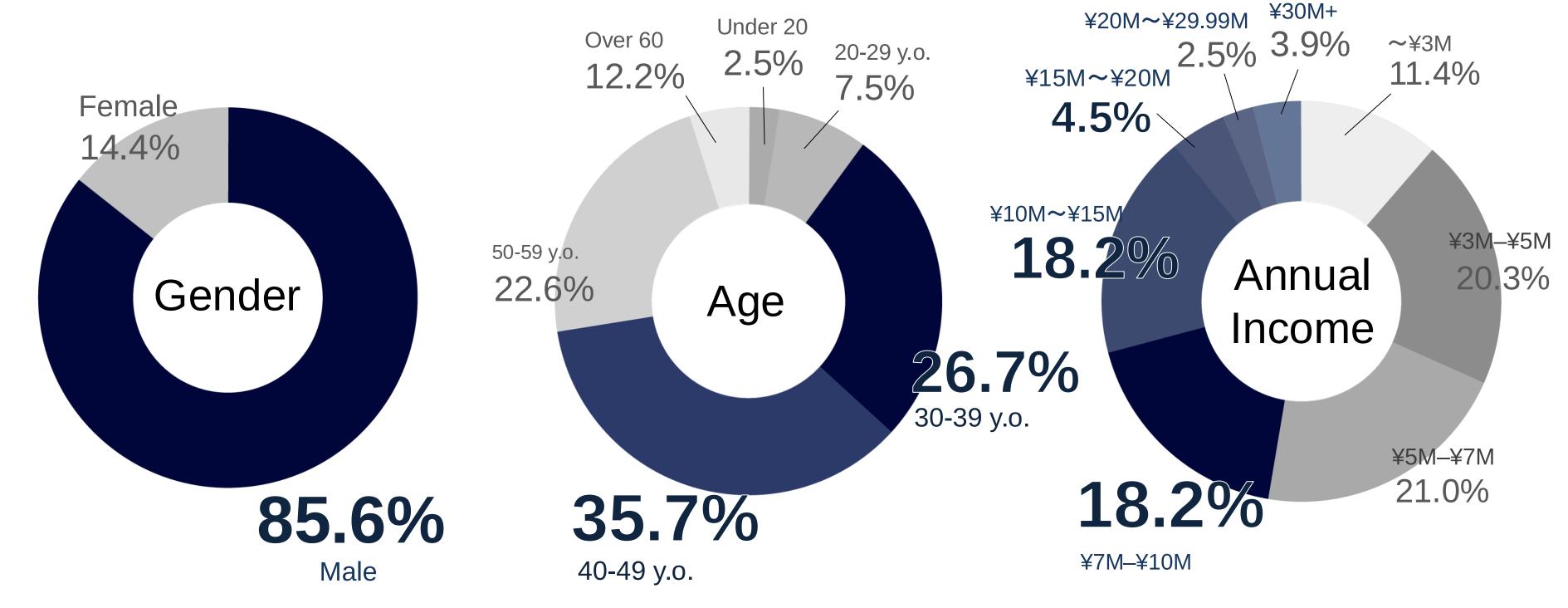






## **Audience Analytics**

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





## 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.

 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 **Content Creation** for custom creation. **Details** • 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). Yes **Backlink** \*Parameters can be added upon request **Print:** Generally, the third Friday of every odd-numbered month. **Proofreading** deadline Web: Two business days before publication date. **Secondary Usage** Yes Official LINE updates will be available only on Tuesdays, Thursdays, and Remarks Sundays. Placement order is determined by the editorial team. 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 掲載に際して for transparency. Expenses incurred for photographers, travel, or remote interviews will be billed separately.



**Print** 

UIの進化と日本のDX推進を阻むUI問題について ご見解をお持ちでしょうか。

佐々木俊尚 (以下・佐々木):まずDXが推進するなか でUIが進化してインターネットが使いやすくなるという のが間違いなくあるわけです。

本社会に普及して、インターネットが使われるようになった時代を振り返ってみると、あの頃書店に行くとパソコンの使い方入門みたいな本がたくさん売ってたんですが、スマホ時代になって、PCも含めて入門書を読んでいる人というのは少ないと思います。それはそれだけUIが進化して使いやすくなったということなんですが、Android OSにしろiOSにしろ、直感的に使えるようになっているので、まったく予備知識なしに使い始めてもそこそと使いたなどるくらいにはなってきています。それも年々使いやすくなってきている。

UIの進化というのはMS-DOS時代のCUIから、80年代後半から90年代にかけてMacやWindowsのGUIとなり、2000年代半ばぐらいのスマートフォンの登場でディスプレイをタッチ操作するようになるんですが、マウスで操作するか指で操作するかの違いで、基本的にはパソコンのGUIと同じ操作系だったので、過去数十年のパソコンなどのUIの進化は実質1回しか行われてないともいえるんです。

82 | Iolite Special issue | 2024.10

佐々木俊尚

オ)など高音多数。

Profile (1907年 大連報告 大手報告 大手を活っている。 1907年 大手を活っている。 1907年 大手を活っている。 1907年 大手を活っている。 1907年 大手を出る。 1907年 19

佐々木: そうですね。生成月が登場してから今後は OSがUIの中心になるといわれるようになったなかで、 今後のUIの進化を考えると、ひとつは音声で入力する のが当たり前になるということです。また、Appleの Vision ProのUIがジェスチャーの動きだけということから、 もうひとつの方向性として、Appleが次に考えているよ うなジェスチャーUIですね。

そのジェスチャー UIと生成AIが音声対応するという 方向性がリンクする可能性もあって、最終的な着地点と いうのは音声とボディーランゲージでコンピュータと会 話するという方向なんじゃないかと思います。

デバイスと会話するのが当たり前の時代になる? 佐々木:そう、まさに我々人間が人間同士で喋る時と 同じ感じですよね。メニュー画面とか全部なくなって、 我々が人と喋るのと同じようにコンピューターとも喋り、 ボディーランゲージで話すという方向に最終的に行き着 くんじゃないかと。

さらには音声とボディーランゲージだったら、今のス マートフォンの形態は必要なくなるので、デバイスの形態が起小型化して、我々が日常的に目にすることはない という可能性があるわけです。

もはやデバイスとも呼べない形態になる? 佐々木:一時的にはそうですね。でも、やはり人間とい

Web3.0

Web 3.0 is "one goal" - exploring possibilities without stating a specific end point — Exclusive interview with Audrey Tang

Web

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

**Editors of Iolite** 

SHARE 🚿 😝



1. Audrey Tang talks about Web 3.0
2. Al is the "intelligence" that supports daily life
3. To me, Al 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	<ul> <li>Text: 200–400 characters per page, focusing on visuals to reinforce your product's presence through repetition.</li> <li>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).</li> </ul>
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.





# **Olite** 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 Iolite'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: <a href="https://j-cam.co.jp/inquiry/">https://j-cam.co.jp/inquiry/</a>