



Media Guide

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*.

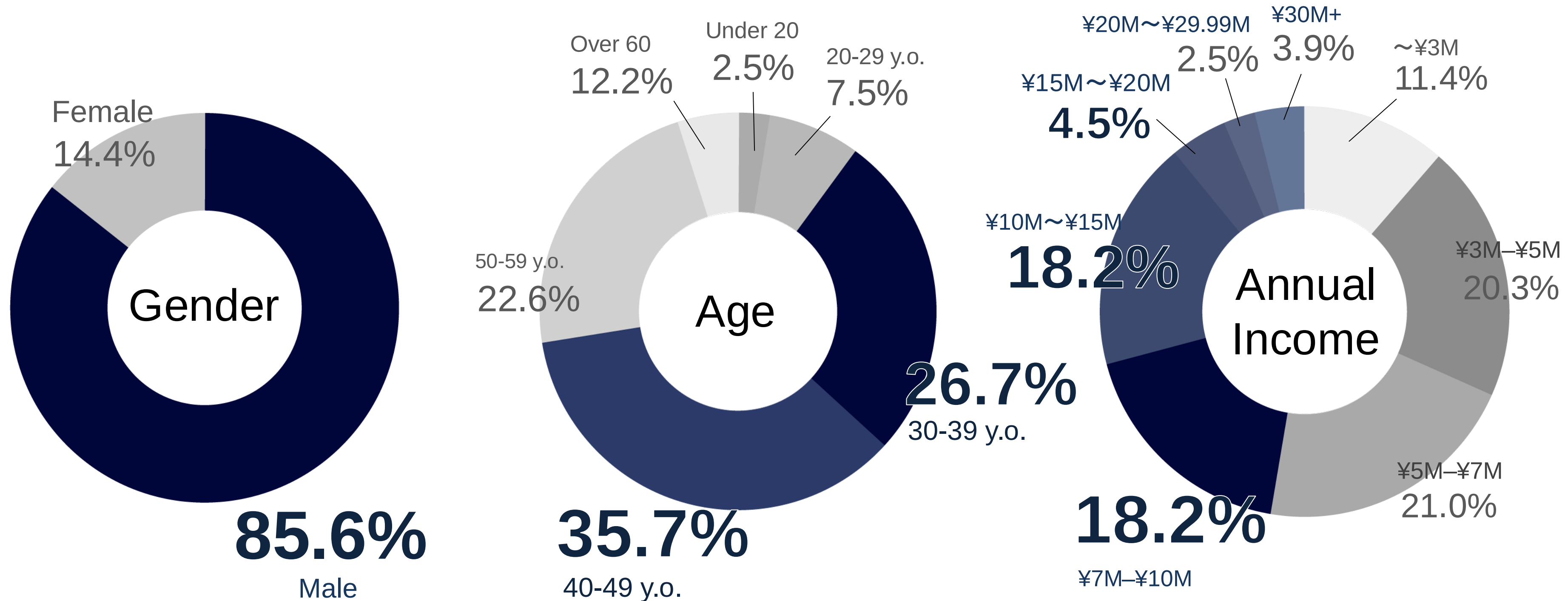
- **IO**: In the world of engineering, *IO* stands for *Input/Output*, reflecting the exchange of information. It’s also a popular domain among tech and blockchain companies.
 - **Lite**: Evoking *light*, it represents the guiding force that illuminates the path forward.
- This combination embodies our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

——UIの進化と日本のDX推進を阻むUI問題について
 ご見解をお待ちしようか。

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
 のが間違いないからわけです。

今から20年以上前、90年代にパソコンがようやく日
 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
 った時代を振り返ってみると、あの喫茶店に行くとパソ
 コンの使い方を入門したい本がたぐさん売ってたんです
 けど、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。それはただだけ
 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にしる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
 こで使いこなせるくらいにはなっています。それも
 年々使いやすくなっています。

UIの進化というのはMS-DOS時代のGUI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年代後半ぐらいのスマートフォンが登場でデ
 スktopをタッチ操作するようになるのですが、マウス
 を操作するが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い
 えるんです。

——今後はUIが劇的に変わる可能性がありますか？

佐々木：そうですね。生成AI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、ひじょう音声で入るす
 るのが当たり前のようになると思います。また、Appleの
 Vision ProのUIがジェスチャーの動きだけというところか
 らも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
 いうのは音声でジェネララングージでコンピュータと会
 話するというのが向んないかないかと思います。

——デバイスと会話するのが当たり前の時代になる？

佐々木：うま、まさに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て、
 我々が人と喋るときと同じようにコンピュータとも喋り、
 ボディラング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ラングージだったら、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
 態が極小化して、我々が日常的に操作することはい
 う可能性もあるわけだ。

——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

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

Editors of lolite

SHARE   

Audrey Tang

オードリー・タン

Web3.0は1つの目標
特定の終着点として明言しないのは
そのほかの可能性を探るため



Photo&Interview

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