

A Distribution Business Website for
the Retail and Service Industries



<https://diamond-rm.net>

MEDIA GUIDE

Published: Oct-Dec 2023

What is the DCS Online?	3
User Profile	4
ADVERTORIAL	6
Publication	8
Reprint Online	9
ADVERTISEMENT	11
Top Rectangle	12
In-feed (Upper/Middle/Lower)	13
EMAIL ADVERTISEMENT	14
Email Newsletter	15
Targeting Mail	16
Targeting Mail Attribution List	17
Lead Generation	18
Schedule	21
Contact	22

What is the DCS Online?

An original online news website of the DIAMOND RETAIL MEDIA Co., Ltd., taking full advantage of the coverage of our “DIAMOND Chain Store” magazine.
It provides the latest news contents every day to businesspersons in mainly retail and distribution industries.

Basic Information

Monthly PV

1,986,000 PV

Monthly UU

921,000 UU

Number of AU

43,000 AU

IT business has overturned the standard and conventional wisdom in the industry, then retailers have been forced a great transformation in their business models accordingly with the rise of Amazon. Moreover, we are confronted with the depopulation, declining birthrate and aging population, labor shortage, and a rivalry beyond the business categories... I say it is significant to acquire reliable information resources to survive the business environment which is increasing its uncertainty. Also, the information should never be simply listing, it is supposed to be organized from the perspective of what they need to innovate their business and continue to grow.

We thoroughly compile and provide the site, DCS Online, which includes know-hows and trends of updating store creation to innovate day-to-day operation, business transformations with AI, significant tips to develop strategies focused on their management 5 or 10 years out, and more.

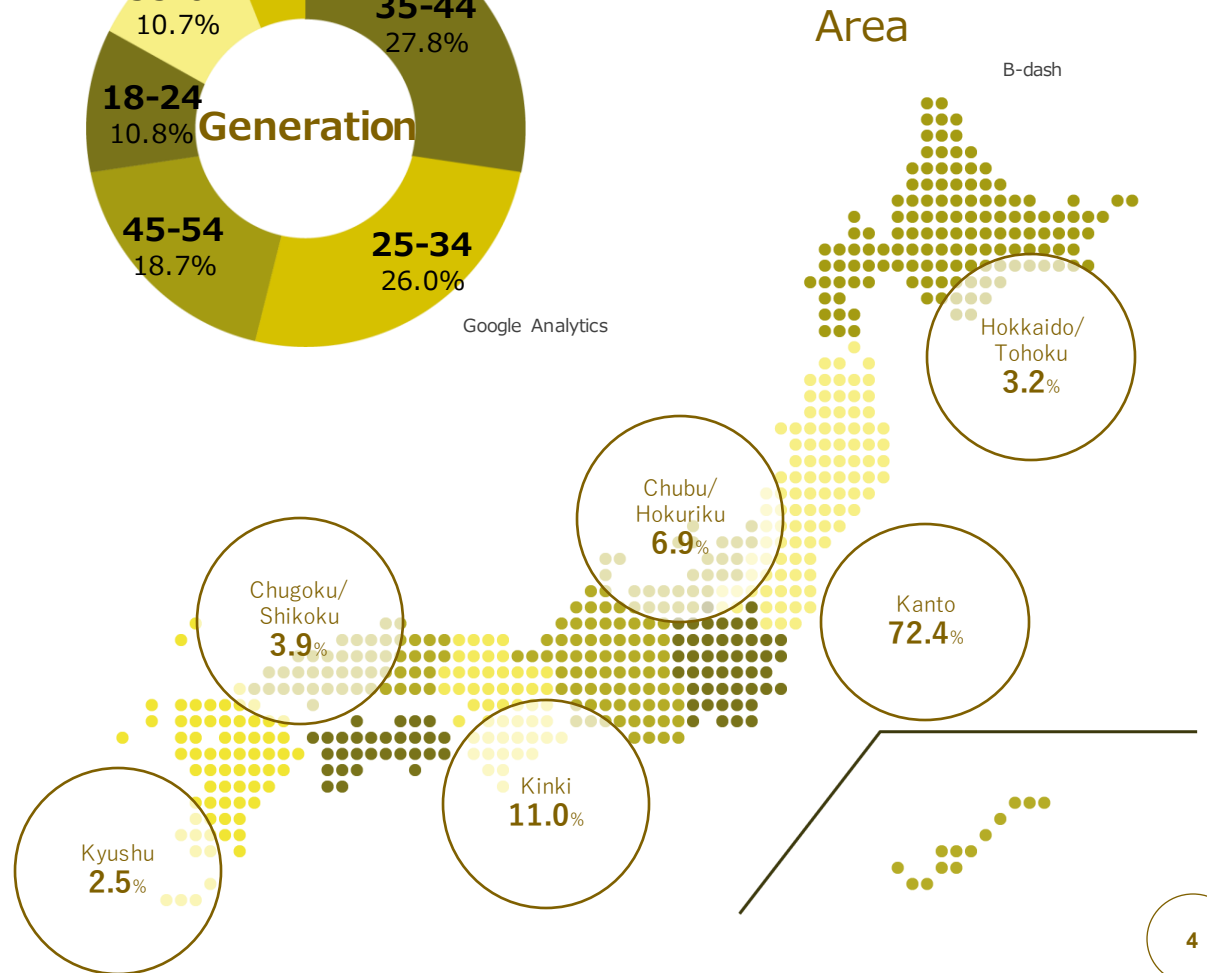
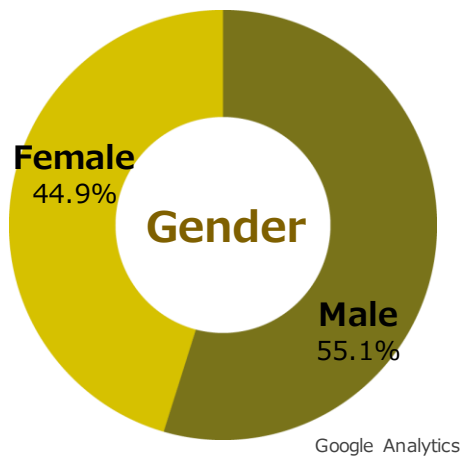
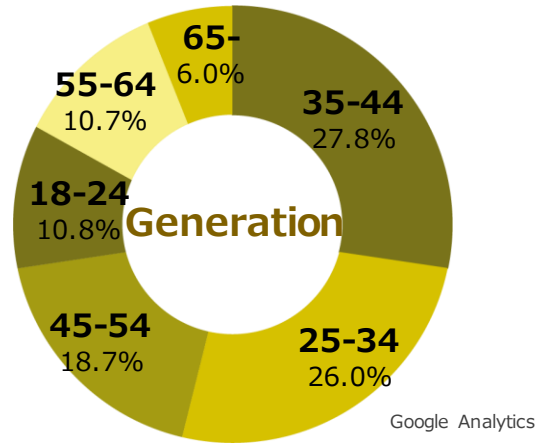
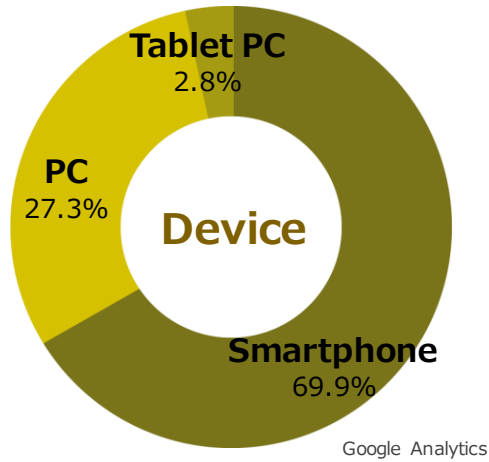
It has been extensively browsed by important persons such as decision makers, executives in charge of merchandising or marketing from wide range of retail business: food supermarket, general supermarket, convenience store, home improvement store, drug store, discount store, department store, and specialty store chain.

The DCS Online, a unique news website, enables you to provide direct propositions for retailer executives about their merchandising, marketing, or business innovation.



The Editor in chief of the DCS Online,
Koji Abe

Attributions of users who visit the DCS Online website?



User Profile

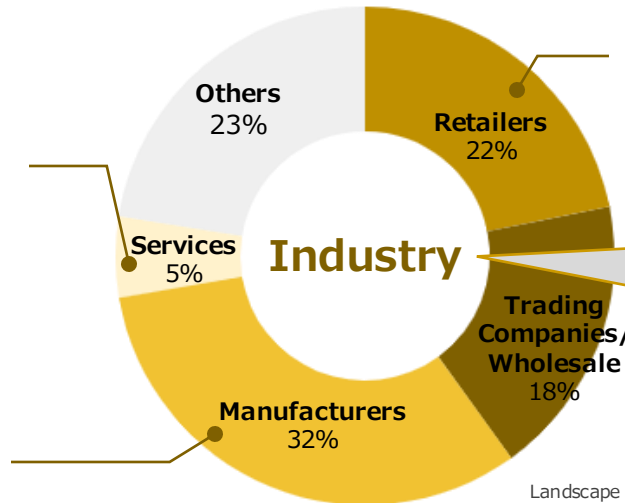
Possessing high potential customer information only the professional media could determine. We have advanced attributions such as “food supermarket” or “general supermarket”, which general magazines are unable to search.

Services Breakdown

Restaurant/Ready-made Meal **12.0%**
Service **8.3%**
Personnel Service **28.8%**
Travel/Tourism **6.1%**
Holding Company/Others **44.8%**

Manufacturers Breakdown

Food **60.8%**
Consumer Product **10.7%**
Industry **20.9%**
Pharmaceutical/Dispensation **7.6%**

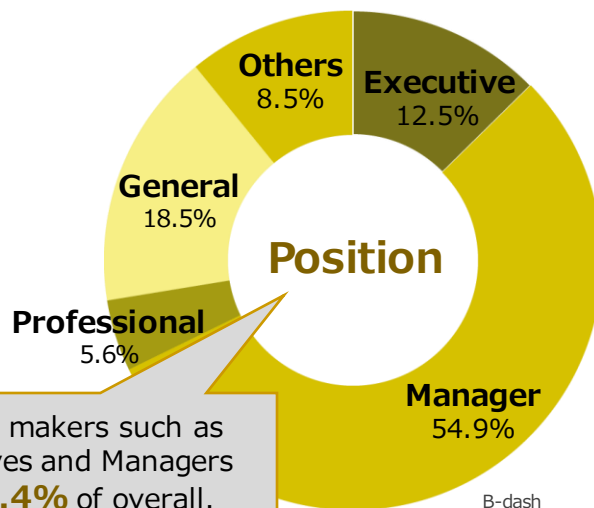


Retailers Breakdown

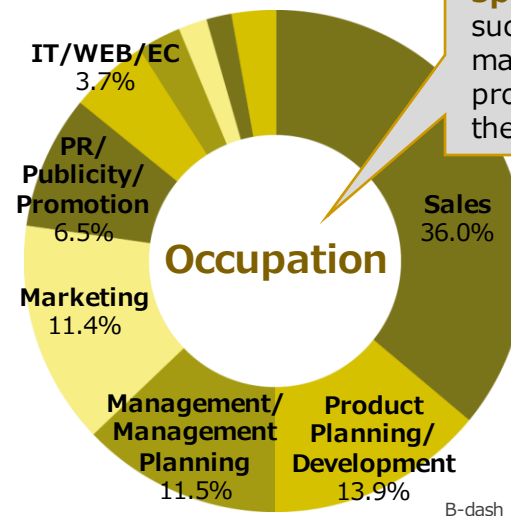
Food Supermarket **25.0%**
Home Improvement Store **10.3%**
Drug Store **8.1%**
Discount Store **1.8%**
Convenience Store **3.7%**
General Supermarket **28.9%**
Specialty Store **12.4%**
Cooperative (CO-OP/JA) **3.8%**
Department Store/Mall **1.2%**
Others **4.8%**

Those who directly involved in the Distribution/Retail Industries account for **approx. 77%** of overall.

The Retail Industry occupies **approx. 22%** by itself.



Decision makers such as Executives and Managers take **67.4%** of overall.



Lead from a wide spread of occupations such as Sales, Development, mainly who focuses on promoting their business at the frontline.

Also,
Finance/Personnel/IR **2.8%**
Buyer **2.3%**
Manufacturing/Production **1.3%**
Others **2.9%**

ADVERTORIAL

A high-quality expert team creates each content based on their coverage, then post it. Set up guide frames upon the post, which makes readers lead to the article.

Image

Solution



Merchandising Related



Details

Volume	<ul style="list-style-type: none"> • From 1,000 chars/Approx. 3 graphics *Research, collect, and photograph materials included. • Large Title: Up to 45 full-width chars
Period	<ul style="list-style-type: none"> • From 1 month *Archived contents for a year even after exceeded the expected PV.
Expected PV	<ul style="list-style-type: none"> • From 1,000PV *May vary depending on the article contents. PV guarantee not included.
Guide Frame	In-feed Advertisements
Measure	Advertisements/Email Advertisements
PR Notation	Placed on guide frames and articles
Contact Information etc.	<ul style="list-style-type: none"> • Can be located on the lower contents • Logo acceptable • Click-through count setting available
Review Report	<ul style="list-style-type: none"> • Provides the number of such as PV, UU, Imp, Email Open Rate • Details will be determined by consultation

Fee

From ¥ 900,000 (+tax)

- Additional fee is required for creation of guide frames and targeting mail manuscripts.
- Please contact us for a series of advertisements. It is available as per your request.
- Extra fee is charged for travel costs on research, collect, and photograph materials.

Posting your original articles or news release to the DCS Online.
It enables you to appeal directly to numerous Distribution/Retail entrepreneurs.

Image



Details

Volume	<ul style="list-style-type: none"> • From 1,000 chars • Required to provide graphics (From Approx. 3 graphics) • Materials • Large Title: Up to 45 full-width chars
Period	<p>From 1 month</p> <p>* Archived contents for a year even after exceeded the expected PV.</p>
Expected PV	<p>From 500PV</p> <p>* May vary depending on the article contents. PV guarantee not included.</p>
PR Notation	Generally placed
Contact Information etc.	Can be located on the lower contents (Mandatory to be on the manuscript)
Review Report	<ul style="list-style-type: none"> • Provides PV and UU information • Details will be determined by consultation

Fee

From ¥ 200,000 (+tax)

• Please contact us for a series of publications. It is available as per your request.

It enables you to approach in the different readerships by optimized magazine articles for website and reprinted them on the DCS Online.

Image

An article published on the "DIAMOND Chain Store" magazine will be



Reprinted on the "DCS Online" website along.

Subject to renew the title or diagram structures to optimize for web articles.



<https://diamond-rm.net/sales-promotion/61760/>

Details

Volume	<ul style="list-style-type: none"> •Approx. 2,000 chars •Approx. 3 graphics •Large Title: Up to 45 full-width chars (Possibility rewrite them for website)
Period	<p>1 month (basic)</p> <p>*Archived contents for a year even after exceeded the expected PV.</p>
Expected PV	<p>From 1,000PV</p> <p>*May vary depending on the article contents. PV guarantee not included.</p>
Measure	Email Advertisements or others depending on progress
PR Notation	Placed on guide frames and articles
Contact Information etc.	<ul style="list-style-type: none"> •Located on lower contents and side menu •Banners available as per your request
Review Report	<ul style="list-style-type: none"> •Provides PV and UU information •Details will be determined by consultation

Fee

From ¥ 500,000 (+tax)

- Rewrite for magazines and websites available. (Additional fee is required.)
- Additional fee is also required for creation of targeting mail manuscripts.
- Publication fee on the magazine is subject to change depending on the number of pages and contents. Please contact us.

On the first day, uploaded in the latest news area on the DCS Online website.
It is concurrently displayed on "Product/Service" area on the lower side menu on the top page.

PC



PC (Middle Screen)



Smartphone



Smartphone (Lower Screen)



ADVERTISEMENT

Top Rectangle

With a high degree of attention, the advertisements would be appeared on almost every page.
An attractive menu for raising awareness of your services and events.

PC

The PC screenshot shows a website layout with a top navigation bar containing links like '特産', '通販', '経営', '店舗', 'マーケット', '海外', 'EC・決済', 'テクノロジー', '商品・売場トレンド', 'データ', '雑誌・書籍'. Below the navigation is a search bar and a '会員のご案内' button. The main content area features a large blue banner for '処方せん受付' (Prescription Reception) with an image of a pharmacy interior. To the right of the banner are several text-based articles. Below the banner is a '最新ニュース' (Latest News) section with a grid of article thumbnails, including one with a large yellow 'AD' (Advertisement) placeholder.

Smartphone

The smartphone screenshot shows a mobile-optimized version of the website. It features a top navigation bar with a hamburger menu icon, a search bar, and a '会員のご案内' button. The main content area displays a large yellow 'AD' (Advertisement) placeholder at the top. Below it, there are several article thumbnails with images and text, including one with a large yellow 'AD' placeholder. The layout is clean and easy to navigate on a mobile device.

Details

Menu	Top rectangle
Fee	Static: ¥600,000 Video: ¥700,000
Period	1 month (basic)
Expected Imp	350,000
Page	Top page/Each article page
Method	<ul style="list-style-type: none"> •Rotation (Others available up to 5 kinds) •Display amounts controlled
Image Spec	300×250px Static: Jpeg/Ping/Gif Video: Gif is the only acceptable
Deadline	5 business days in advance
Images	Completed data must be submitted *Additional fee is required for our operation.

In-feed (Upper/Middle/Lower)

Well positioned in the latest news area in a natural manner.
Placing impressive images or texts could anticipate a lot of customers to your website.

PC

The PC news feed displays a grid of content. At the top, there are three main sections: a featured article with a large image, a smaller article with a line graph, and a large yellow advertisement labeled 'AD (Upper)'. Below these are several smaller articles and advertisements, including one for 'Oisix ra daichi', 'セルフ. セルフケア薬局', and 'ainoma'. A large yellow advertisement labeled 'AD (Middle)' is also present. At the bottom, there are more articles and a large yellow advertisement labeled 'AD (Lower)'. The layout is clean and organized, with clear visual hierarchy.

Smartphone

The smartphone news feed is optimized for a smaller screen. It features a vertical list of content. At the top, there are two main sections: a featured article with a large image and a smaller article with a line graph. Below these are several smaller articles and advertisements, including one for 'ainoma' and 'ダイヤモンド・ドラッグストア'. A large yellow advertisement labeled 'AD (Upper)' is also present. At the bottom, there are more articles and a large yellow advertisement labeled 'AD (Lower)'. The layout is clean and organized, with clear visual hierarchy.

Details

Menu	In-feed (Upper/Middle/Lower)
Fee	Upper: From ¥400,000 Middle: From ¥200,000 Lower: From ¥150,000
Period	1 month (basic)
Expected Imp	Upper: 70,000 Middle: 50,000 Lower: 40,000
Page	Top page
Method	<ul style="list-style-type: none"> •Rotation (Others available up to 3 kinds) •Display amounts controlled
Image Spec	240×150px Jpeg/Ping/Gif Text: Approx. 25-35 full-width chars
Deadline	5 business days in advance
Images	Completed data must be submitted *Additional fee is required for our operation.

EMAIL ADVERTISEMENT

Email Newsletters in the morning every weekday has been read innumerable users in wide spread of the Distribution industries. Some subscribe it as a daily routine preceded an onset of their business, it can be the most effective measure for you to promote your products or services introduction.

Details

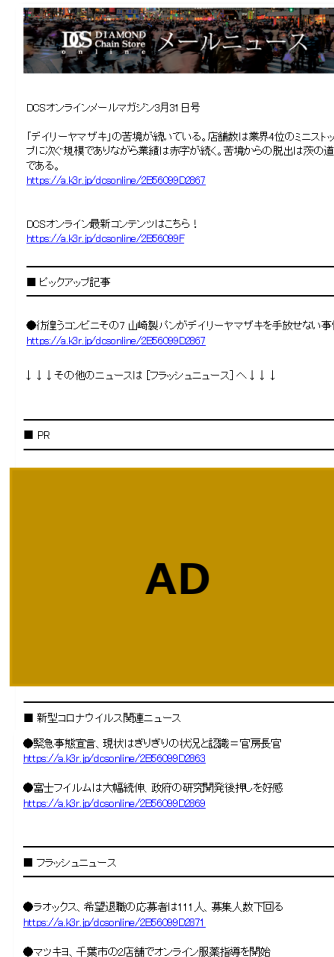
Outgoing Email Count	Approx. 14,000 mails
Delivery Date & Time	7:30 (Mon. through Fri.)
PR Notation	Placed on titles
Transition Destination including Contact	Located URL on contents, and it will be shortened when delivered.
Review Report	Outgoing Email Count, Email Open Rate, Click Count, CTR

Submission Rules

Volume	Approx. 35 full-width chars in 5 to 8 lines
Deadline	5 business days in advance of the delivery date *Manuscript creation available with an additional fee.
Others	<ul style="list-style-type: none"> •Prohibited to use platform dependent chars •Prohibited to insert images •Click-through count setting available. Required to provide the URL. •The only one URL can be set in general *Can be set the URL on the 2 locations, with the title and inline

Fee

Basic Rate	¥ 200,000 (+tax) 3 times
4th and After	+ ¥50,000 (+tax) Per time



Delivering the “Targeting Mail” available to whom subscribe our email newsletter. Expected to be an effective measure to attract up to 22,000 customers by being provided many conditions, so that you can gain leads to a seminar and a promotion for presentations.

Details

Outgoing Email Count	Up to 22,000 mails
Delivery Date & Time	9:00 (One from Mon. to Fri.) *May be 11:30 due to the scheduled time range. (Always be with an advance notice)
PR Notation	Placed on guide frames and articles
Transition Destination including Contact	<ul style="list-style-type: none"> • Located on contents • Banners available as per your request
Exclude the Specified Domains	No charge up to 10 domains, additional fee is required beyond
Review Report	Outgoing Email Count, Email Open Rate, Click Count, CTR

Submission Rules

Volume	Recommended: From 35 full-width chars in 30 lines
Deadline	5 business days in advance of the delivery date *Manuscript creation available with an additional fee.
Others	<ul style="list-style-type: none"> • Prohibited to use platform dependent chars • Image insertion available (Required to provide the images) • Click-through count setting available. Required to provide the URL.

Fee

Up to 5,000 mails	From ¥ 500,000 (+tax)
Up to 10,000 mails	From ¥ 550,000 (+tax)
Up to 15,000 mails	From ¥ 600,000 (+tax)
Up to 22,000 mails	From ¥ 700,000 (+tax)

*Will be determined the number of outgoing mails after consultation. It can be slightly increase or decrease depending on the type of target customers.

ダイヤモンド・リテイルメディア特別PR

このメールは、弊社主催のセミナーイベントサービスにご登録・ご受講いただきましたお客様、または弊社スタッフと名刺交換されていた方にお送りしております。(届出が不要なお客様は、お手数ですがメール受信の配信解除はこちらから解除ください)

流通セミナーのご案内

◆「AI機械学習分析」の事例を公開◆

ダイヤモンド・リテイルメディアでは、POS・ID-POSデータ分析の専門家、株式会社IDプラスアイ 鈴木聖一氏の協力のもと、POS・ID-POSデータの分析や、売場の視覚立案などを会員のみなさまと研究する「AI in ID-POS協働研究フォーラム」を実施しております。

AI入門セミナーは、本フォーラムで実践活用し、好評をいただいている「AI機械学習分析」に焦点を当て、ID-POS分析から学習データを作り、AIを活用した日常業務の作成から重点商品の推奨を導き出します。そして「AI機械学習分析」の基本ロジック、技術的な解説から、その実践事例をわかりやすく説明いたします。

AI活用の事例をわかりやすく解説するとともに、最先端の研究情報を1日で体験することが出来ます。無料でも受講ください！

<https://diamond-rm.net/seminar/74728/>

【オンライン開催日時】
2024年2月16日(水)
14:00~18:00(13:50~オンライン受付開始)
Zoomによるウェビナー形式で配信

【参加費用】
10,000円(税込)/1人
※AI in ID-POS協働研究フォーラムの会員の方は無料です
【受講定員】
50人(定員に達し、次第、応募を締め切ります)

【主催】 AI&ID-POS協働研究フォーラム 事務局
フォーラムURL: https://diamond-rm.net/id_pos_forum/

【ご参加方法・手順】
・Zoomによるウェビナー形式で開催いたします。
・お申込後、開催前日までに入場URLをお送りいたします。

【お申し込みについて】
下記申し込みサイトより詳細をご確認の上お申し込みください。
※定員になりましたら、応募を締め切らせていただきます。
<https://diamond-rm.net/seminar/74728/>

Targeting Mail Attribution List

Ratio by Industry



Industry	<p>Retailers...20% General Supermarket Food Supermarket Convenience Store Discount Store Drug Store/Pharmacy Home Improvement Store Specialty Store Department Store/Mall Cooperative (CO-OP/JA) Specialty Store/Apparel Furniture/Electronics Retail Store Voluntary Chain Online Store/Mail Order Food Delivery</p> <p>Trading Companies/Wholesale...18%</p> <p>Manufacturers...32% Food Consumer Product Industry Pharmaceutical/Dispensation</p> <p>Services...5% Restaurant/Ready-made Meal Service (Excludes Restaurant/Ready-made Meal) Personnel Service/Rental Office Travel/Tourism Holding Company</p> <p>Others...25% IT/Telecommunication Advertising/Media/PR/Printing Logistic Finance/Security/Insurance Consulting/Professional Firm/Research Construction/Interior/Real Estate Energy (Electricity/Gas/Petroleum/Alternative Energy) Public Corporation/Government Agency/School/Lab Special Corporation/Incorporated Foundation/Association/Confederation</p>
Position	Executive Manager Professional General Part-time Employee Others
Geographic	Areas (Prefectural)
Sales Range (yen)	Less 100 Million 100 Million to less 50 Billion 50 Billion to less 100 Billion 100 Billion or more
Employees Range (persons)	Less 10 10 to less 100 100 to less 1,000 1,000 to less 10,000 10,000 or more

Lead Generation

Aim to lead the targeted customers by publishing solutions, implementation examples, and seminar reports which resolve a lot of issues in the Retail industry.

Details

Volume (LP)	<ul style="list-style-type: none"> • Approx. 1,000 chars/Approx. 3 graphics *Research, collect, and photograph materials included. • Large Title: Up to 45 full-width chars
Period	<ul style="list-style-type: none"> From 1 month *Archived contents for a year guaranteed.
Guide Frame/Measure	Acquired customers from advertisement/Email ads
Expected Lead	<ul style="list-style-type: none"> 50 to 100 leads *Guarantee not included
PR Notation	Placed on guide frames and articles
Contact Information etc.	<ul style="list-style-type: none"> • Located on lower contents and side menu • Logo acceptable • Click-through count setting available
Deadline	<ul style="list-style-type: none"> • Downloadable documents: 5 business days in advance • Images: Supposed to be with the start of production
Review Report	Provides the Publication Report and the Lead List

Fee

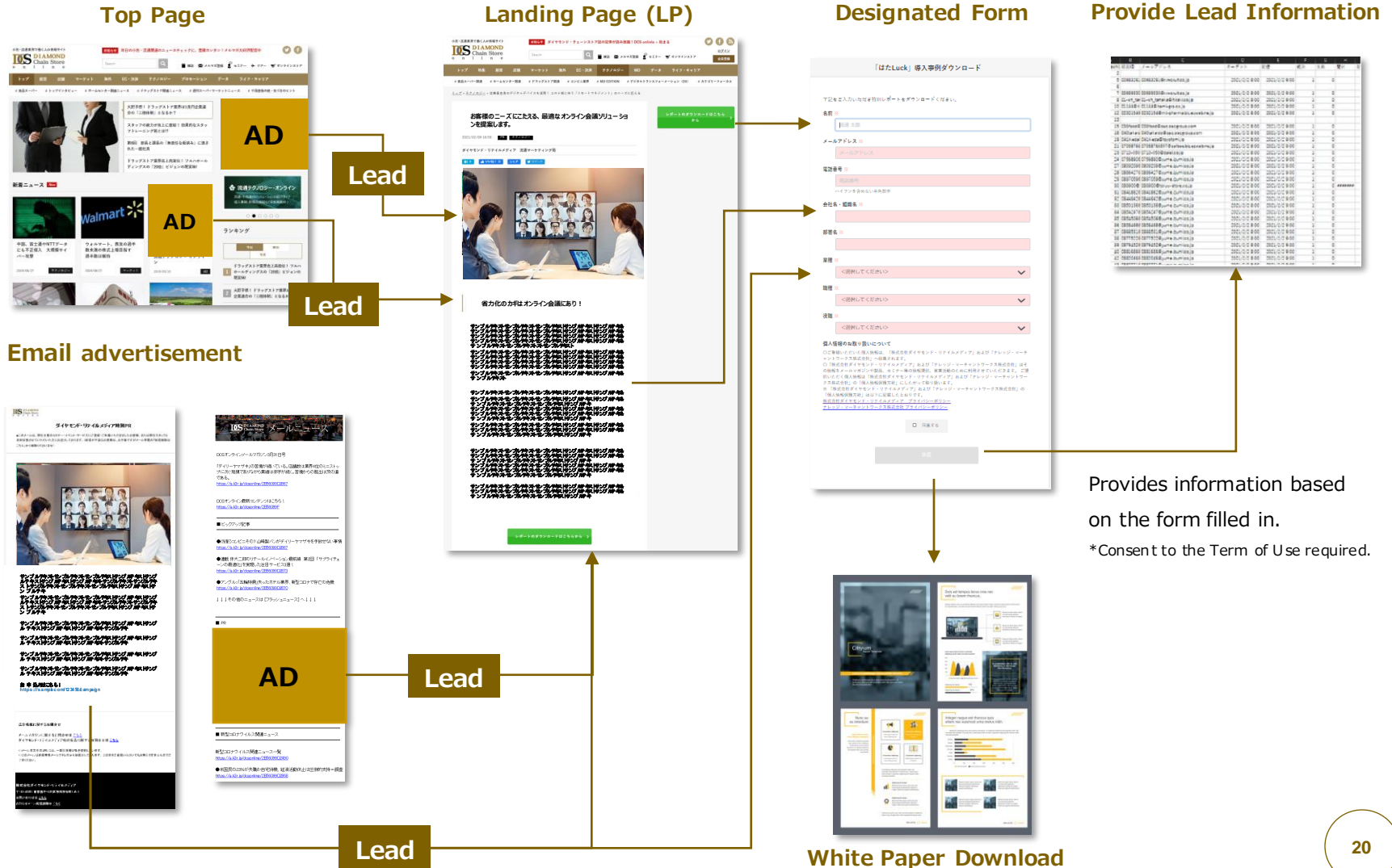
Basic Rate	Expected to be 100 leads	From ¥ 1,800,000 (+tax)
	Expected to be 50 leads	From ¥ 1,300,000 (+tax)

- Will be determined the number of expected leads after consultation.
- Additional fee is required for each creation of downloadable documents, guide frames, targeting mail manuscripts.
- *Not to create a LP (To be transited to your own one) acceptable. Please contact us.
- Extra fee is charged for travel costs on research, collect, and photograph materials.



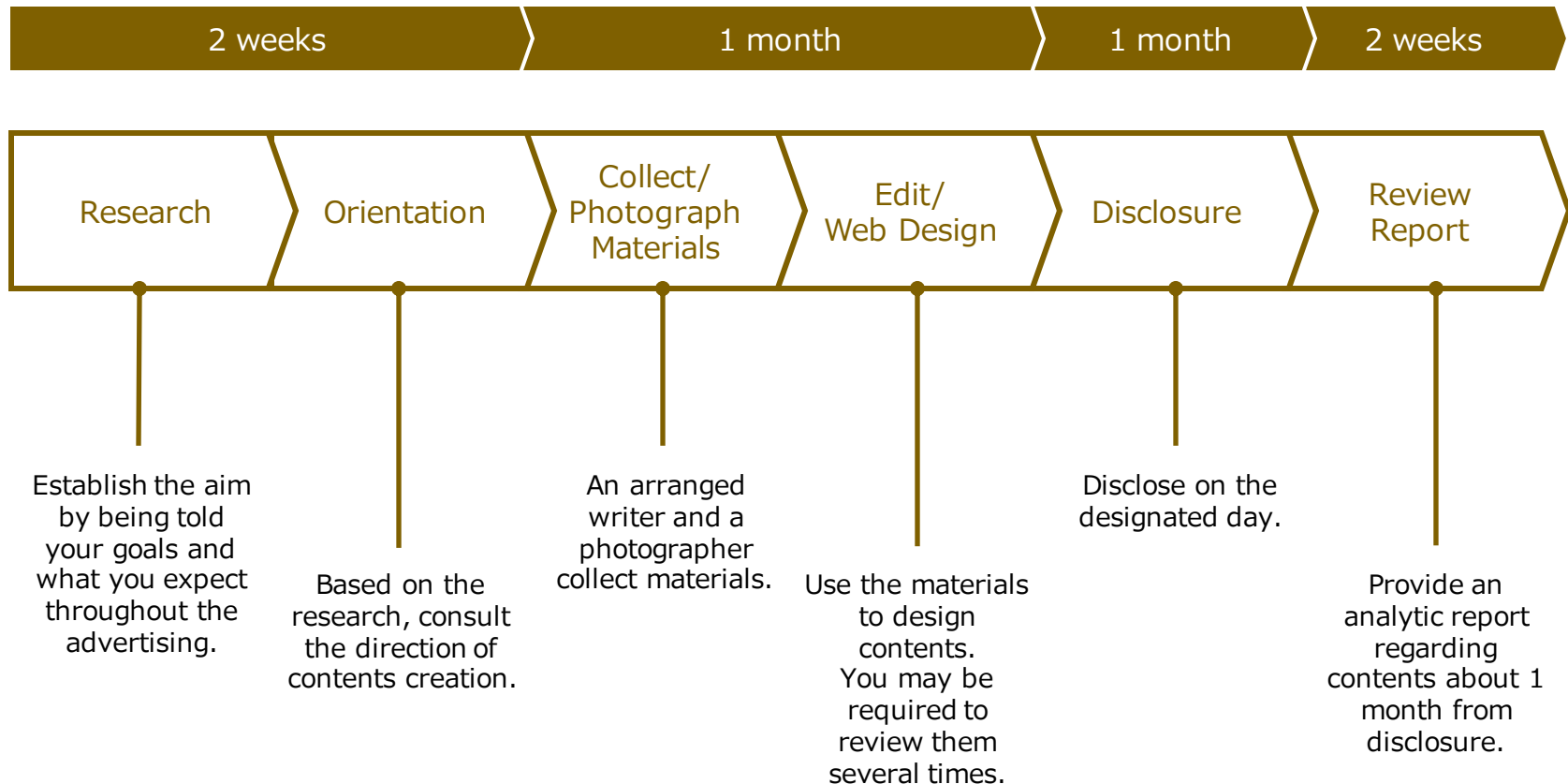
Process of Measure

Basically, a following process conducted to lead acquisition.



Schedule

Showing a basic schedule from a request to disclosure. Subject to change depending on the location or the volume of contents.



Contact

DIAMOND RETAIL MEDIA Co., Ltd.
Marketing Dept.

Takii Tokyo Bldg.

1-6-1 Kanda-jinbocho

Chiyoda-ku, Tokyo, 101-0051 JAPAN

Business hours: 10:00 to 17:00

Contact Information: https://fm.diamond-rm.net/contact_ad

*QR Code is also available to contact us.

