"Interface" – focused on embedded systems.
We offer the practical technology and useful information to the frontline engineers.
Interface is the professional magazine for embedded systems engineers. Our readers are the young to mainstay engineers and engineering managers in the embedded field.

In the word “interface”, there are many meanings varying from the interface of CPU and peripherals, the interface of hardware and software, the interface of electronics and computer technology. We will explain thoroughly on design methods of embedded systems, especially microcomputer, computer system and development environment.

Cover Story
Targeting the embedded systems design, more than half of the entire editorial pages are used to explain on the hardware and software necessary to build those systems. In order to enhance the readers’ understanding, articles offer many diagrams, charts, photos and lists. The contents are precise and direct to make applications easy and simple. To make the logical explanations as simple as possible, we select simple and easy-to-obtain devices and software.
With the growth of the PC market, Embedded Technology is spotlighted that supports post PC market.

Special scaled-down computer of the microcomputer that doesn’t have the shape of PC, so-called embedded application equipments increases rapidly.

Interface targets the engineer in embedded technology field.

Out three main themes are, “Microcomputer, Memory, Middleware”, “Computer System”, “Development Environment & Assistance”. From the technology to the development technique, from the component produce/procurement to system construction, from the real case in developing to the development methodology, all integrant needed for developing the embedded system are here.
Interface is Read by Embedded System Engineers.

Industry

- Constructor, Developer, Real Estate: 1.30%
- Chemical, Energy, Steel: 2.17%
- Machinery, Precision Apparatus: 12.61%
- Electronics Device, Component: 36.09%
- Transportation: 3.04%
- Other Manufactures: 6.09%
- Trading, Wholesale: 0.43%
- Communication: 7.83%
- Information Service: 11.30%
- Other Services: 2.61%
- Agriculture: 0.43%
- Education, Laboratory: 7.39%
- Others: 8.26%

Occupation

- Research & Development: 32.61%
- Design: 37.83%
- Production & Management: 0.43%
- Maintenance: 2.17%
- Other Engineering: 4.35%
- Sales: 3.48%
- Marketing: 0.43%
- General Affairs, Personal Affairs: 2.61%
- Management: 1.74%
- Others: 14.35%

Age

- 21-25: 11.74%
- 26-30: 6.96%
- 31-35: 16.52%
- 36-40: 18.70%
- 41-50: 30.87%
- 51-60: 14.35%
- Over 61: 0.87%
### Rate and Size

<table>
<thead>
<tr>
<th>Space</th>
<th>Standard Size (Rate)</th>
<th>Standard Size (Height x Width mm)</th>
<th>Bleed Size (Rate)</th>
<th>Bleed Size (Height x Width mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Spread</td>
<td>6,917</td>
<td>255 x 390</td>
<td>7,608</td>
<td>280 x 420</td>
</tr>
<tr>
<td>Back Cover</td>
<td>4,083</td>
<td>255 x 180</td>
<td>4,492</td>
<td>280 x 210</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>3,667</td>
<td>255 x 180</td>
<td>4,033</td>
<td>280 x 210</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>3,250</td>
<td>255 x 180</td>
<td>3,575</td>
<td>280 x 210</td>
</tr>
<tr>
<td>4-Color 1 Page</td>
<td>3,000</td>
<td>255 x 180</td>
<td>3,300</td>
<td>280 x 210</td>
</tr>
<tr>
<td>2-Color 1 Page</td>
<td>2,083</td>
<td>255 x 180</td>
<td>2,292</td>
<td>280 x 210</td>
</tr>
<tr>
<td>B&amp;W 1 Page</td>
<td>1,500</td>
<td>255 x 180</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>B&amp;W 1/2 Page</td>
<td>1,000</td>
<td>125 x 180</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Table-of-Contents Upper Half</td>
<td>2,000</td>
<td>100 x 180</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

(Rates are shown in US$)

### Schedule

- **AD close**: 28 days prior to the date of issue
- **Data Material Due**: 23 days prior to the date of issue
- **Film Material Due**: 17 days prior to the date of issue

※Sat., Sun., Holiday are excluded
※Use the latest schedule for the fixed date

### Data Requirements

- **Provide 3 items as below**
  1. Data
  2. Color Proof
  3. Data Spec Sheet

### Data Specifications

1. Mac format files
2. The images will be saved in the same directory as the output file.
4. Color: CMYK or B/W
5. Color trapping
6. Black to overprint
7. Line: over 0.3 points  Trapping letter: over 8.5 points
8. Indicate Registry Guide
9. Bleed size ad: Add 3mm bleed to all outer edges of document.
10. Full-scale data
11. Prepare a duplicate.
12. Provide data after virus check
13. Contact your local sales representative for material submission instructions
14. Fonts: Ask your local representative for instructions
Media Data

**Film Requirements**

- **Line Screens**
  - 4-Color: 150 / 175 line screen
  - 2-Color: 133 line screen
  - B/W: 133 line screen

- **Film Reverse Print**

- **Indicate Resister Mark, Color Patch**

---

**Guidelines**

- Comparable ad and Paid Publicity: Confirm the format and the contents beforehand.
- Classified info in the general ad: Confirm your local representative beforehand.
- Other rules conform to regulations of The Japan Magazine Advertising Association

---

**Standard Size**

- 1P: 255mm
- 180mm

**Bleed Size**

- 1P: 280mm
- 210mm

Keep live matter 10mm away from edges of final trim.

---

**Full Page Spread**

- 390mm
- 255mm

**Table-of-Contents Upper Half**

- 180mm
- 100mm

Put Ruled Line