The RF-world magazine explains technologies both wireless and high frequency.

Radio Frequency

Japan's only magazine specialized in Radio Frequency

http://www.cqpub.co.jp/

http://www.rf-world.jp/
### The reader: People who would like to learn technology of wireless and high frequency for professional needs

#### Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>1%</td>
</tr>
<tr>
<td>Production/Prod. Mgmt.</td>
<td>1%</td>
</tr>
<tr>
<td>Personnel dept./ Education</td>
<td>2%</td>
</tr>
<tr>
<td>Sales/Support</td>
<td>3%</td>
</tr>
<tr>
<td>Management</td>
<td>6%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>7%</td>
</tr>
</tbody>
</table>

60% of readers* are related to R&D, Engineering department

#### Type of business

<table>
<thead>
<tr>
<th>Type of business</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry and Fisheries</td>
<td>3%</td>
</tr>
<tr>
<td>Misc. manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>Chemical/Energy</td>
<td>1%</td>
</tr>
<tr>
<td>Construction/Properties</td>
<td>1%</td>
</tr>
<tr>
<td>Transportation</td>
<td>3%</td>
</tr>
<tr>
<td>Schools/Laboratories</td>
<td>9%</td>
</tr>
<tr>
<td>Misc. services</td>
<td>7%</td>
</tr>
<tr>
<td>Instrumentation/Machines/Precious Machines</td>
<td>8%</td>
</tr>
<tr>
<td>owell/Network/EDS</td>
<td>16%</td>
</tr>
<tr>
<td>Electronic parts</td>
<td>16%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>20%</td>
</tr>
<tr>
<td>Electronic/Network</td>
<td>16%</td>
</tr>
<tr>
<td>Military/Defense</td>
<td>10%</td>
</tr>
<tr>
<td>Other 12%</td>
<td></td>
</tr>
</tbody>
</table>

Main type of business: Electronic parts, Communications, Network, EDS

#### Range of age

- **30~39 years old**: 16%
- **40~49 years old**: 15%
- **50~59 years old**: 15%
- **60~69 years old**: 15%
- **30~39 years old**: 3%

Most readers are age 30 to 59, Middle persons who rustle in engineering

#### Profile of typical readers:

1. **Communications/Network engineer**: I don't understand the terminal equipment side, although I'm in charge of management of cellular base stations, So I use "RF-world" as study aid of principal knowledge.
2. **Engineer of Electrical Equipments/parts**: I take charge of design terrestrial TV sets. Recent TV tuner module seem like a blackbox. I read "RF-world" in order to understand inside tuner module s.
3. **Participant in Electronic Data Services**: I'm developing a traffic management system that uses wireless LAN. It’s important for me to understand propagation of radiowaves to develop reliable system. That’s why I became a reader of "RF-world"
4. **Other related person**: "RF-world" is not enough to study my professional knowledge, but suitable to study outside my field. It’s crucial to know spectral usage in order to share spectrum with others.

#### Here are differences of the RF-world magazine!

1. **Broader coverage of readers rather than treatises.**
   - The RF-world magazine is read by broad coverage of readers who work for electronic equipment, electronic components, communications network, Electronic Data Services, Instrumentation, Precious equipment, Government, Public services, Schools, Laboratories, misc. services.

2. **It's comprehensible rather than treatises.**
   - Articles on the RF-world magazine are assumtioned that an expert describes one’s field to another experts who are not expert of the field. So, readers feel that it's comprehensive.

3. **It's not a trade magazine but a treatise features RF.**

4. **"Transistor Gijutsu" features circuit engineering, "RF-world" features system engineering**
Year 2017:
Keywords for wireless and high frequency

5G: The fifth generation of mobile communications services

- **Higher Capacity**
  - 1000x of LTE
- **Lower Latency**
  - from 5ms to below 1ms
- **Massive Terminal Connections**
  - 100x of LTE
- **Low cost and Power savings**
  - Decrease power consumption both network and terminals

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IoT: Internet of Things

- Bycicles
- Flower pots
- Vehicles
- Airplanes
- Stockbleeding
- Telephones
- Airconditioners
- PCs
- Trashes
- Office
- Factory
- Shipping
- Agriculture

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Wireless Power Transfer Systems

- **RF Power**
  - Put it on table to charge
  - Charge during driving
  - Charge during Parking
Japan's only magazine specialized in Radio Frequency!
The RF-world explains technologies of wireless and high frequency

The readers of RF-world magazine are professionals who would like to spread one's knowledge

Who would like to read RF-world?

What kind of readers was RF-world aim at?

Today, digital systems are in its glory. Although professional know one’s field well, they may feel technologies of one’s outside are veiled.

Guard Interval?
Inter Symbol Interference?
Delay spread
CDF? LDPC?
Turbo code? W-CDMA?
LTE-Advanced?
VoLTE? FDD?
TDD? PAPR?
Soft decision?

Wow! I can’t understand them!

The reader of RF-world is the people that exclusively involved in wireless and high frequency as a profession.

Developing hardwares for DSP/FPGAs

I'm planning Smartphone applications

I'm designing simulator

In RF-world magazine, experts in a certain field explain to the expert of another field.

Guard Interval is...

But to be sure!

I'm expert of the technology.

Nowadays, the world of wireless and high frequency applications based on digital technology has specialized and sophisticated.

I can’t comprehend error correction software.

If I had knowledge of hardware....

There is a limit in the vertical digging to deepen the knowledge of a specialized field.

Even if the vertical digging a professional only

I’d like to know propagation and wireless systems.

Even if the vertical digging a professional only

I have limitations

Whole comes into view when the dig and its surroundings area of expertise

The analog era did not progressing subdivision of technology. So, it’s easy to comprehendnd outside of one’s professional field.

Once upon a time was a simple. Radios are either AM or FM. Radio communications are in CW or SSB. TVs are NTSC systems.

Digital moduration is either ASK, FSK, or QPSK. Error correction is parity check or ARQ.

I could to grab the whole systems!

I could apply technologies of others.

I became to predict the future.

Although RF-world magazine is insufficient to experts deepen their own area of expertise, RF-world magazine is ideal for professionals to learn widely the technology of peripheral disciplines.
**Advertisement fee**

<table>
<thead>
<tr>
<th>Location</th>
<th>Regular Size</th>
<th>Cutoff Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$4,800</td>
<td>$5,280</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$4,400</td>
<td>$4,840</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$3,700</td>
<td>$4,070</td>
</tr>
<tr>
<td>4C 1 page</td>
<td>$3,600</td>
<td>$3,960</td>
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<tr>
<td>2C 1 page</td>
<td>$2,400</td>
<td>$2,640</td>
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<tr>
<td>BW 1 page</td>
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<td>−</td>
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<tr>
<td>BW half page</td>
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</tr>
<tr>
<td>Logo in fold</td>
<td>$6,000</td>
<td>−</td>
</tr>
</tbody>
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**Medium information**

- **Title**: RF-World
- **Start**: Year 2008
- **Date of sales**: Quarterly, sold on 29th day on January, April, July, and October
- **Listed Price**: 1,800 JPY + Tax
- **Size**: B5
- **Number of pages**: 144 pages (excl. Ad)
- **Number of copies**: 20,000

**Advertisement agency would act to put your advertisements**

If you don’t have any transaction with ad agency, We would introduce.

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**Inquiry for advertisement : Sales dept. CQ Publishing**

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