

Technical Magazine for
Radio Communications and
High Frequency

RFワールド

RADIO FREQUENCY

Japan's only magazine specialized
in Radio Frequency

Media Data
2017



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



Digital TV
Broadcast



Cellular Phone
Systems



Build Wireless
LAN systems



Introducing Radio
Science



A primer for RF
equipment



Lowpower RF data
communications



Radiowaves and
Traffics



Experience Making
and Experiment



Radiowave
Propagations



Vector Network
Analyzers



Cellular Antennas



Measuring Radiowaves,
Using Radiowaves



A primer for measuring
radio equipment



Design/Buid of
small Antennas



Satellites and Radio
Communications



Antenna techs for
mobile terminal



Complete study of
3.9G/LTE



New concept of
measuring equipment



Terrestrial microwave
communications



PLL frequency
synthesizers



Ships and Radio
Systems



A teardropless
primer for SDR



Pi over 4 shift
QPSK



Wireless LANs
aflesh



New Radio
Sciences



Vector Network
Analyzers



LabVIEW and
USRPs



Build microwave
circuits



Wideband
oscilloscopes



A primer for Error
Correction Codes



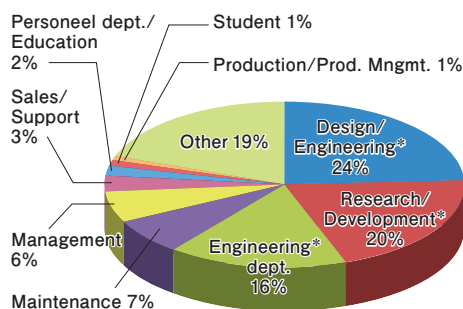
A road to the 5G



A teardropless
primer of ECC

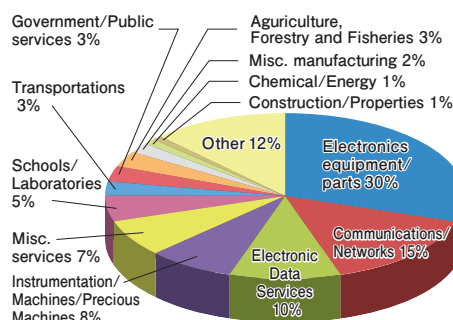
The reader: People who would like to learn technology of wireless and high frequency for professional needs

Occupation



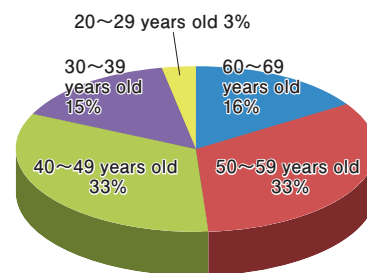
60% of readers* are related to R&D, Engineering department

Type of business



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

Range of age



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

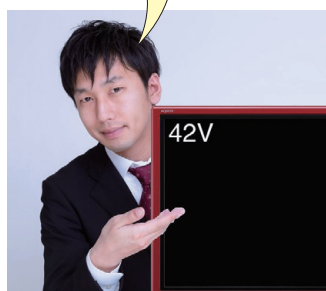
Profile of typical readers:

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.



Communications/Network engineer

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.



Engineer of Electrical Equipments/parts

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"



Participant in Electronic Data Services

"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.



Other related person

Here are differences of the RF-world magazine!

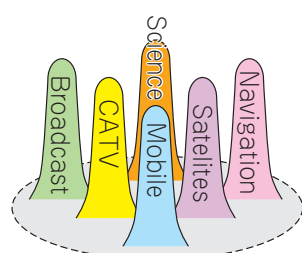
[1] Broader coverage of readers rather than treatises.

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 assumed 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.



Coverage of Trade Magazine

Coverage of the RF-world magazine

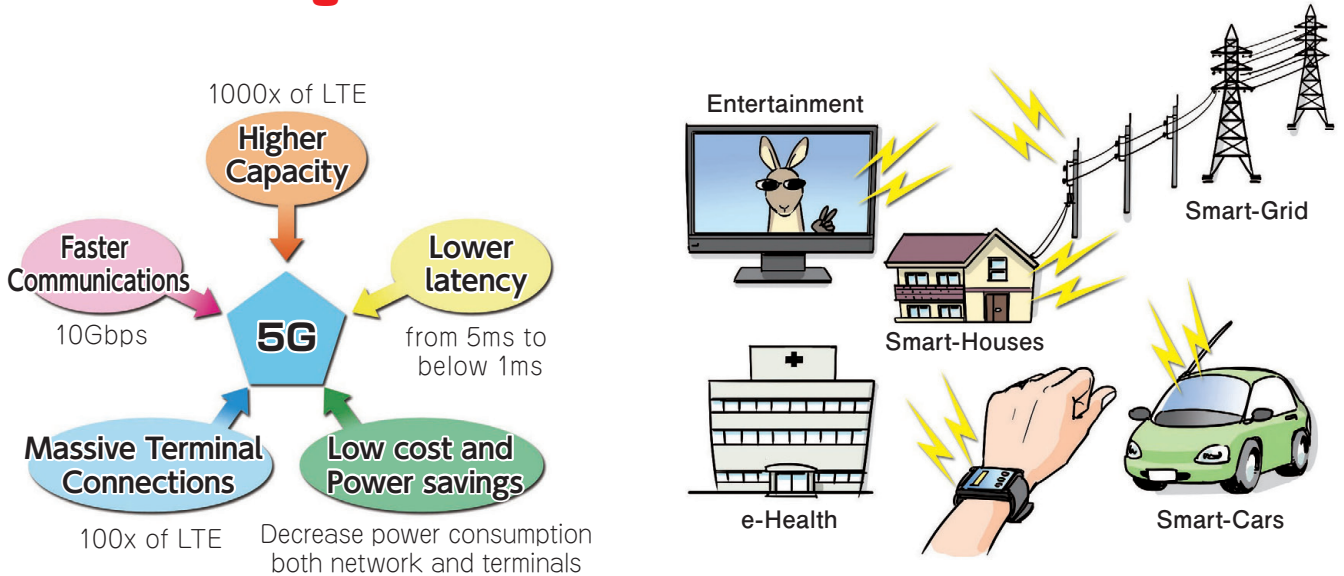


[4] "Transistor Gijutsu" features circuit engineering, "RF-world" features system engineering

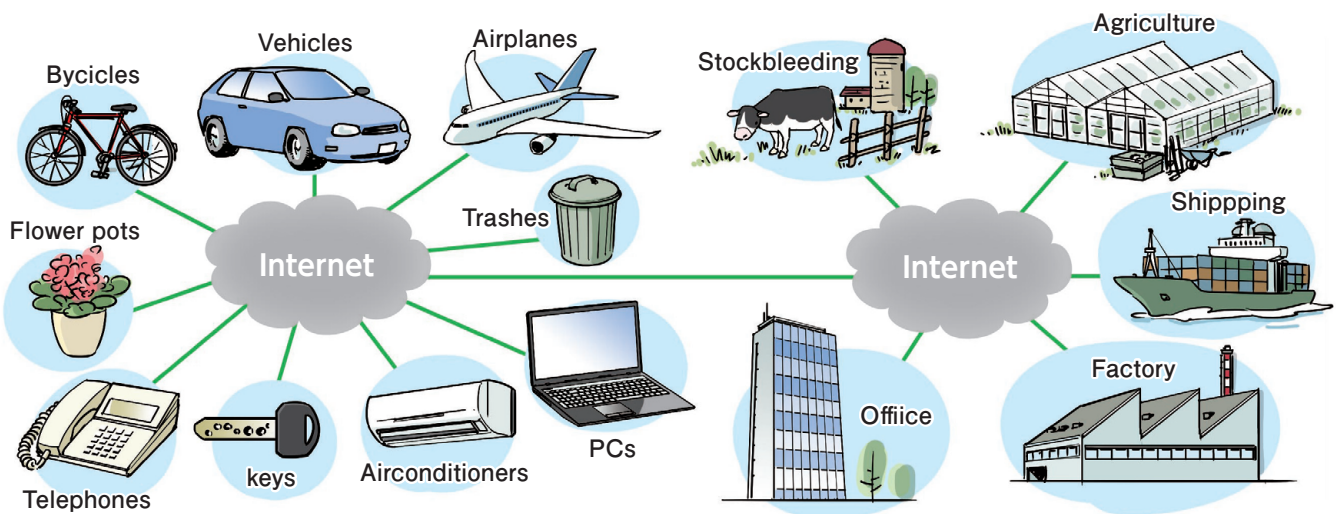
Year 2017:

Keywords for wireless and high frequency

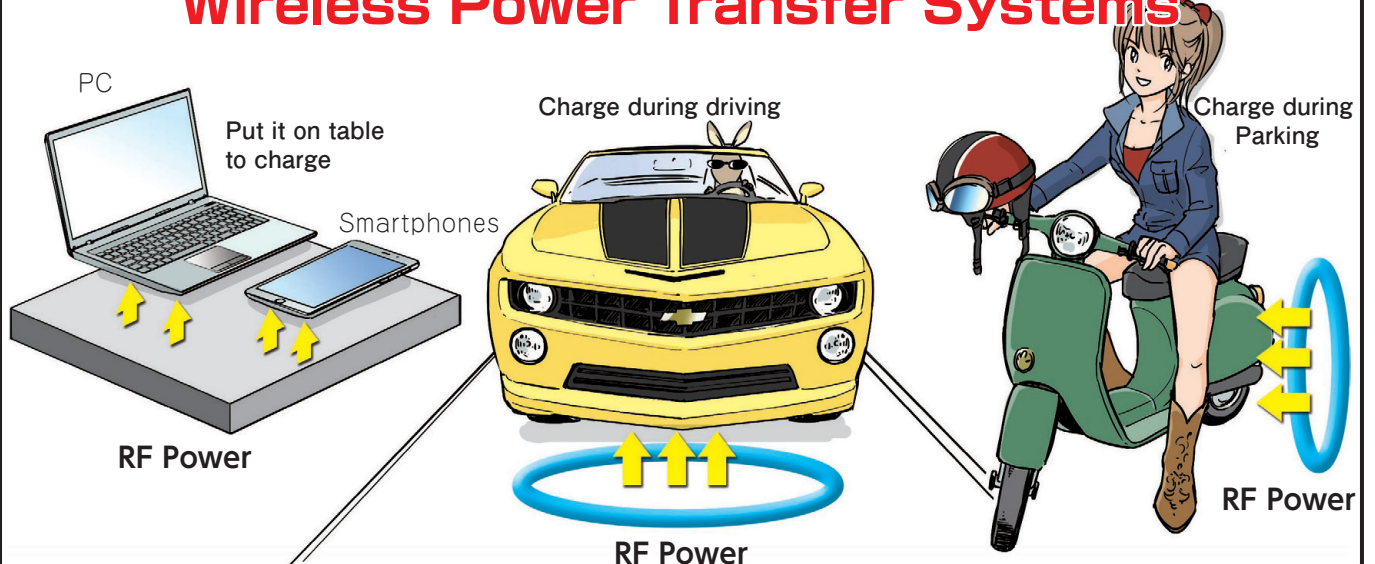
5G: The fifth generation of mobile communications services



IoT: Internet of Things



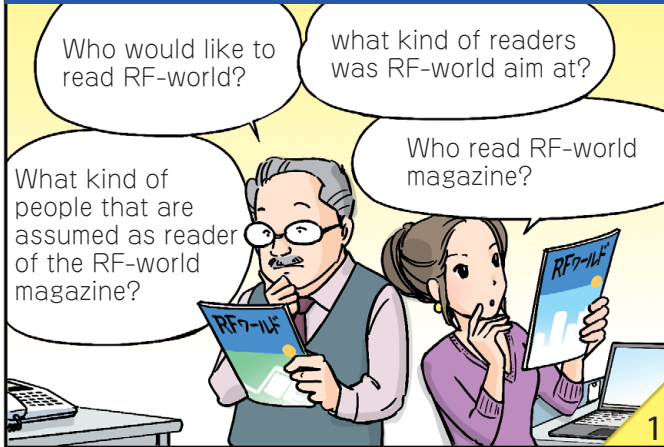
Wireless Power Transfer Systems



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

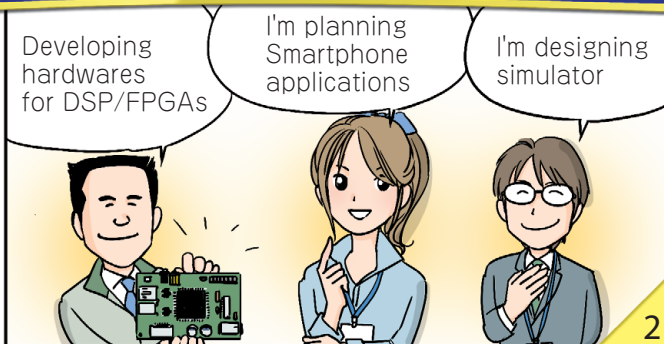


Today, digital systems are in its glory. Although professional know one's field well, they may feel technologies of one's outside are veiled.

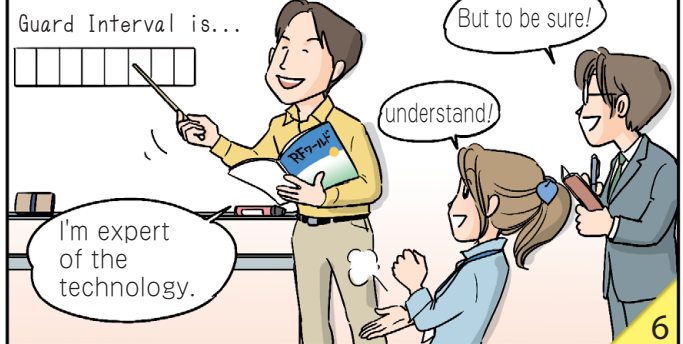
- Guard Interval?
- Inter Symbol Interference?
- Delay spread
- CDF? LDPC?
- Turbo code? W-CDMA?
- LTE-Advanced?
- VoLTE? FDD?
- TDD? PAPP?
- Soft decision?



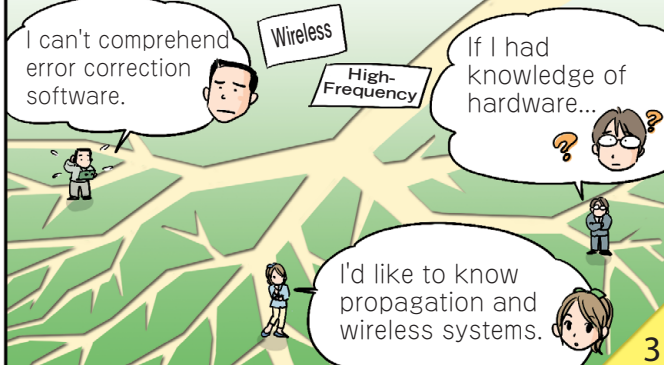
The reader of RF-world is the people that exclusively involved in wireless and high frequency as a profession.



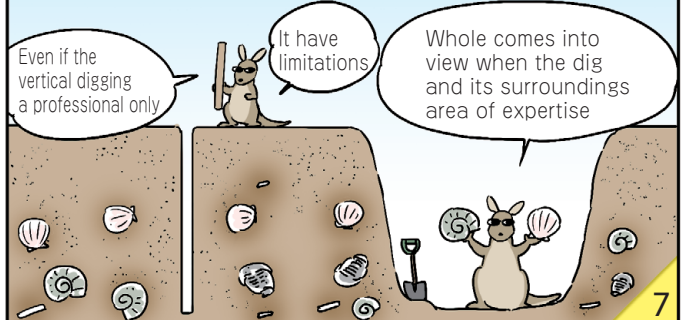
In RF-world magazine, experts in a certain field explain to the expert of another field.



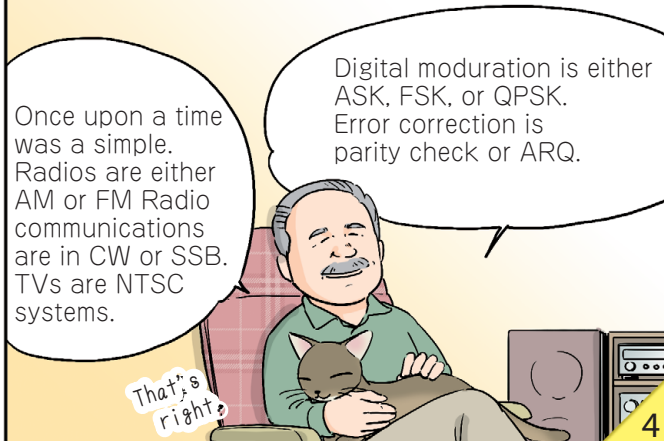
Nowadays, the world of wireless and high frequency applications based on digital technology has specialized and sophisticated.



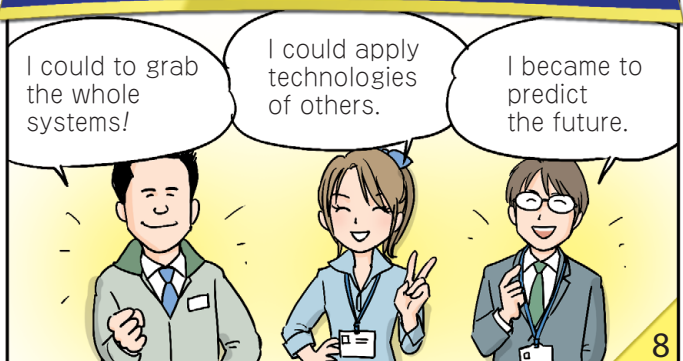
There is a limit in the vertical digging to deepen the knowledge of a specialized field. There is a limit to the boring survey. It might be noticed by digging around.



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



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

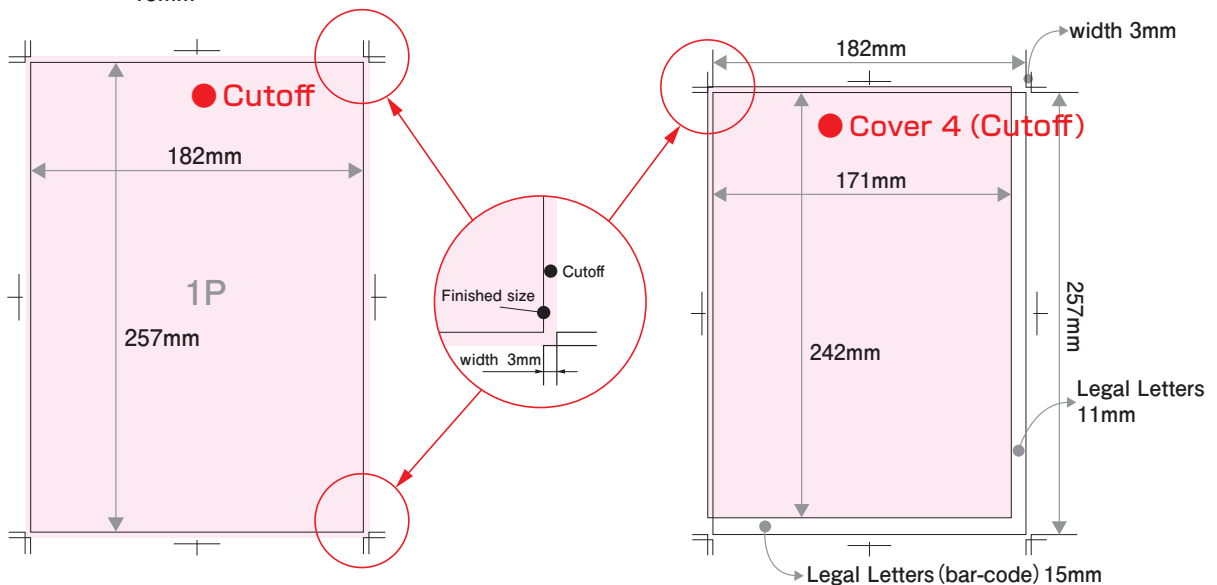
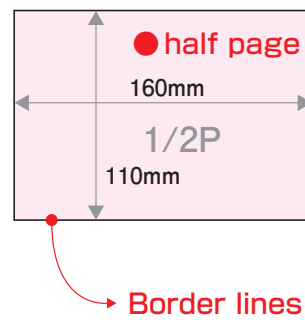
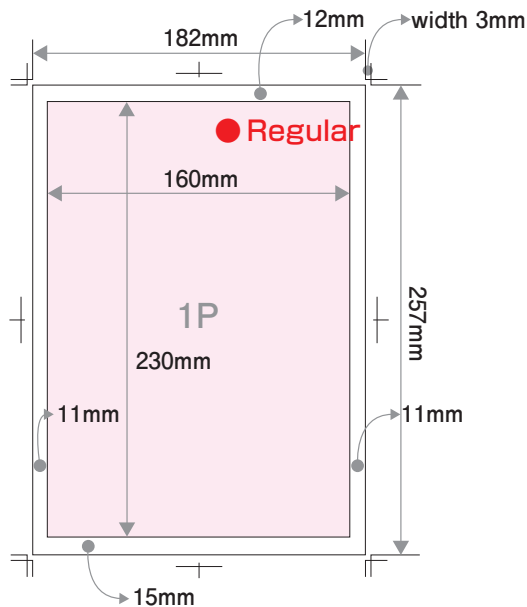
Location	Regular Size	Cutoff Size
Cover 4	\$4,800	\$5,280
Cover 2	\$4,400	\$4,840
Cover 3	\$3,700	\$4,070
4C 1 page	\$3,600	\$3,960
2C 1 page	\$2,400	\$2,640
BW 1 page	\$1,800	-
BW half page	\$1,200	-
Logo in fold	\$6,000	-

● Advertisement fee

No.	On sale	Deadline	D/L of data
36	October 29	Sept. 16	Sept. 28
37	January 27	Dec. 9	Dec. 16
38	Apr. 29	March 18	March 25
39	July 29	June 17	June 24

※ Schedule may vary. Please ask latest schedule.

● Size of advertisement

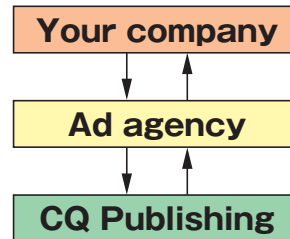


● Medium information

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.



Inquiry for advertisement : Sales dept. CQ Publishing <http://www.rf-World.jp/>

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