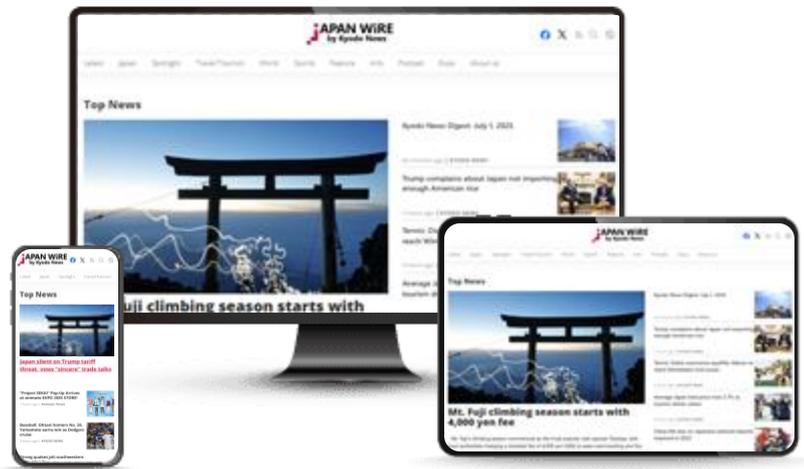




Media Guide

2025.10



Features

English-language website of Kyodo News

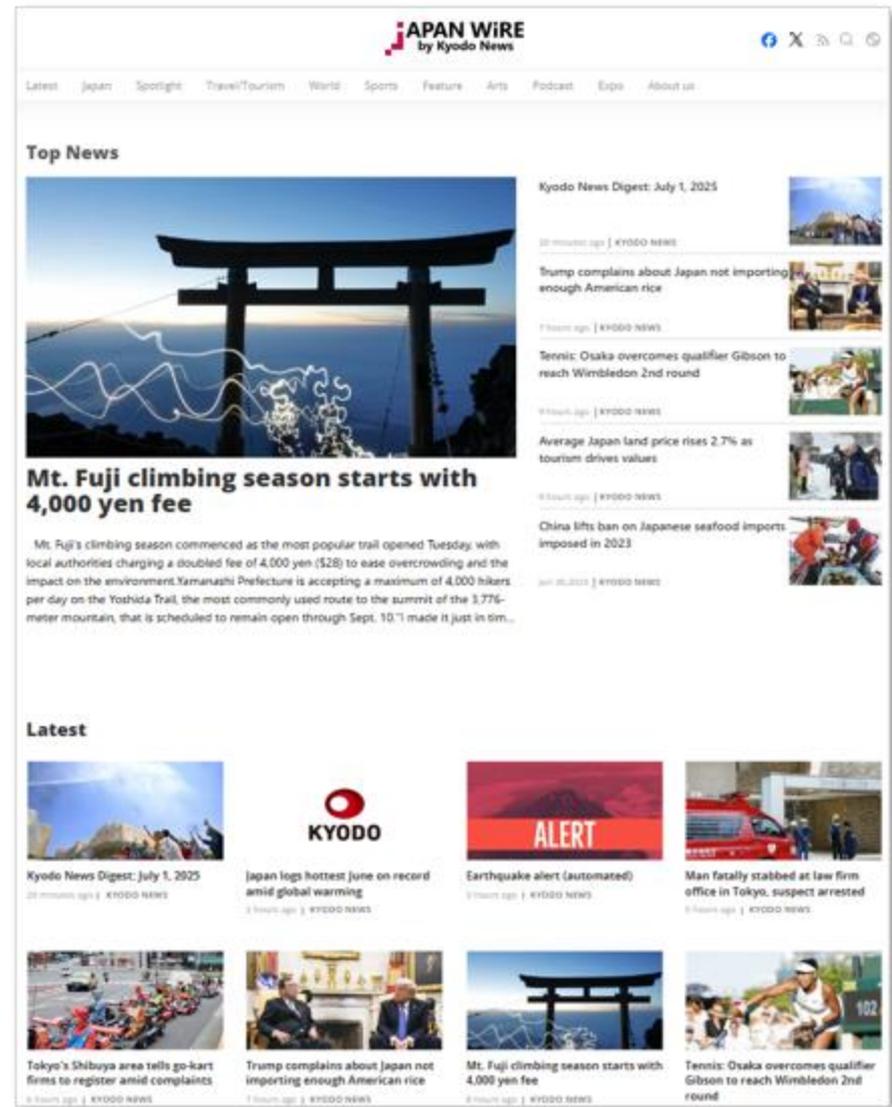
Since its launch in 2017, Japan Wire has become one of the leading English-language news sites in Japan. Operated by Kyodo News Digital with the cooperation of Kyodo News.

Foreign readership interested in Japan

Readers interested in Japan access Japan Wire from more than 190 countries. Approximately 20-30 percent of access comes from foreigners living in Japan.

PR articles published indefinitely

No limit on publication period allows for the potential of sustained access, including from the top page and from searches.



Features

Chinese-language website of Kyodo News

Provided in a simplified Chinese character version for mainland China and in traditional Chinese characters for Taiwan, Hong Kong. As the site of a news organization the website can be accessed from mainland China despite web browsing restrictions.

PR articles published indefinitely

No limit on publication period allows for the potential of sustained access, including from the top page and from searches.

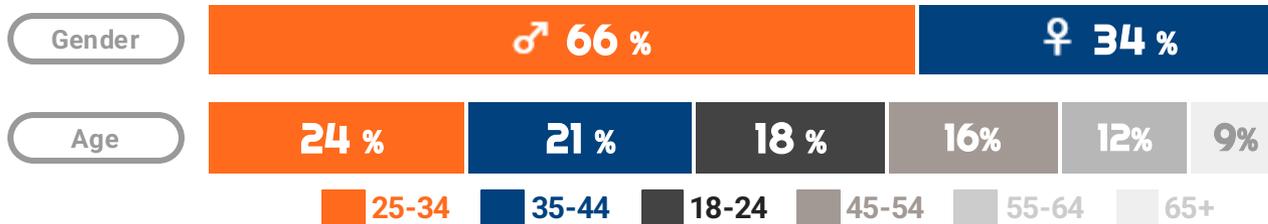


User demographics

Kyodo Media Analytics

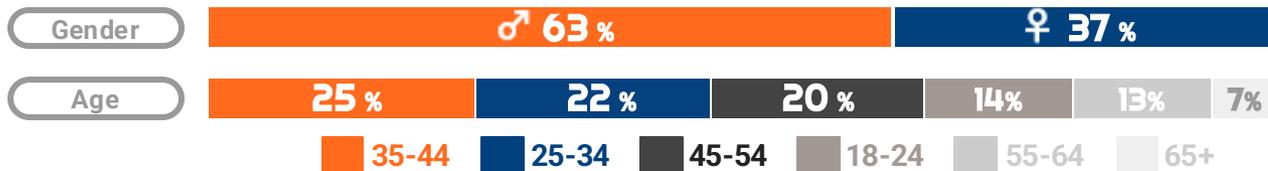
01 Japan Wire by Kyodo News

Monthly PV **1,000,000** (approx.) Countries **190** +



02 共同網 (Chinese sites)

【Simplified】 Monthly PV **381,000** (approx.)



【Traditional】 Monthly PV **110,000** (approx.)



Access by country

1. U.S.
2. Japan
3. Singapore
4. Canada
5. China
6. Phiippines
7. U.K.
8. Australia
9. India
10. France

※2023.5 by Google Analytics

PR articles engaging foreign readership

Promotion from a foreign perspective

PR articles written by foreign writers experienced in projects aimed at targeting and engaging the site's foreign readership.

Regular and engaged readers

A highly reputable source of news with a readership around 1 in 3 of which are repeat users, visiting the site weekly for their news gathering.

*2024.5 by Google Analytics

Effective SEO, indefinite archiving

Effective SEO and keyword strategy means articles regularly place toward the top of searches. Indefinite archiving allows for long-term promotion.

Themed rooms offer unique guest experience at Haneda Airport hotel [PR]

DHC KYODO NEWS DIGITAL | Apr 12, 2024 | 1394 | [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

Popular

- Kyoto hotel's refusal to accommodate for sick man illegal city
- Japanese town installs barrier to block viral Mt. Fuji photo spot
- Marugame Castle stay added to west Japan city's tourism tax gift choices
- Japan's Himeji Castle entry fees could increase for overseas visitors
- Foreign visitors to Japan up 3rd, for 3rd straight month in May

Case Study: PR feature with Sumitomo Fudosan Villa Fontaine Co.

Who we've worked with

Tottori Pref., Ibaraki Pref., Makinohara City, Shizuoka Pref.
Minato Ward (Tokyo), Chofu City, Taito Ward (Tokyo)

Reach for the top in searches

PR articles list high in searches

A screenshot of a Google search for "ibaraki sustainability". The search bar shows the query and navigation icons. Below the search bar are tabs for "All", "Images", "News", "Videos", "Shopping", "Forums", "Web", and "More". There are also buttons for "Open now" and "Top rated". The top search result is highlighted with a red box and is from "Kyodo News+ | Japan's leading news agency". The headline is "Ibaraki looks to AI, exports to achieve sustainability in ...". Below the headline is a snippet: "Dec 8, 2023 – Ibaraki Prefecture, one of Japan's leading agricultural regions, is taking up the challenge to make its agriculture and fishery industries ...". Below the search results is a "People also ask" section with two questions: "What is Ibaraki prefecture known for?" and "What is the economy of Ibaraki?". At the bottom, there are more search results from "Ohio State Sustainability Institute" and "横浜ゴム". A search bar at the bottom of the image contains the text "Ibaraki Sustainability".

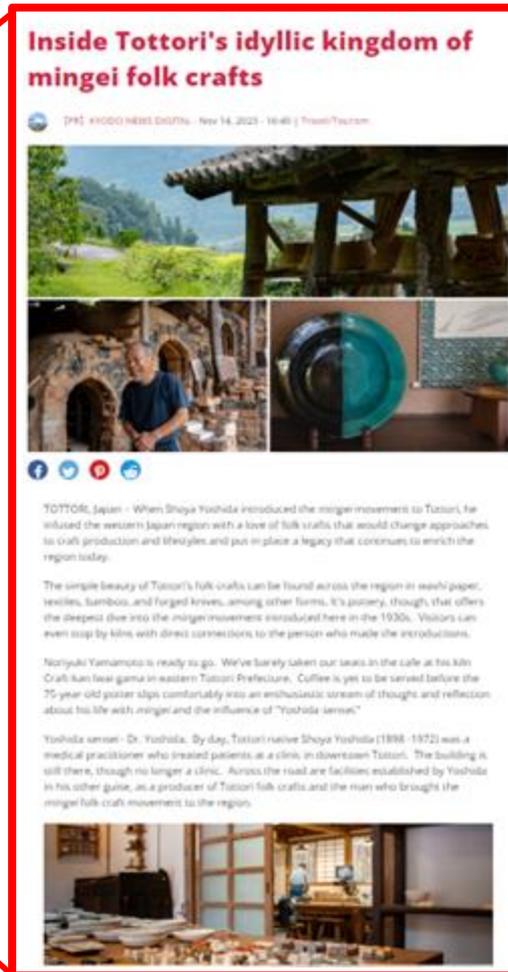
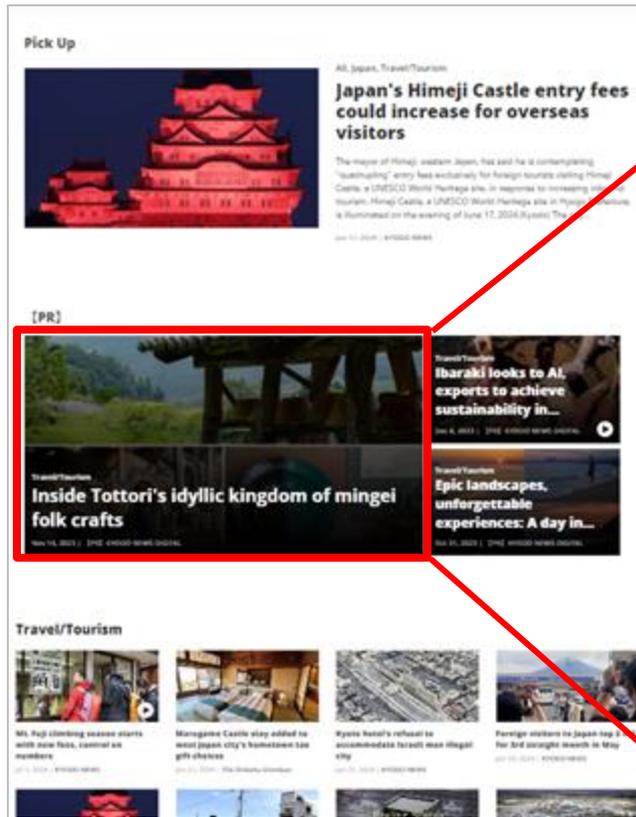
A screenshot of a Google search for "tottori mingei". The search bar shows the query and navigation icons. Below the search bar are tabs for "All", "Images", "Shopping", "Videos", "News", "Maps", "Web", and "More". There are also buttons for "Open now" and "Top rated". The top search result is highlighted with a red box and is from "Kyodo News+ | Japan's leading news agency". The headline is "Inside Tottori's idyllic kingdom of mingei folk crafts". Below the headline is a snippet: "Nov 14, 2023 – The simple beauty of Tottori's folk crafts can be found across the region in washi paper, textiles, bamboo, and forged knives, among other forms ...". Below the search results is a "People also ask" section with three questions: "What is the mingei movement in Japan?", "What was the name of the person who was the founder of the mingei folk craft movement?", and "What is the history of mingei?". At the bottom, there are more search results from "Wikipedia" and "Tottori Folk Crafts Museum". A search bar at the bottom of the image contains the text "Tottori Mingei".

*As of July 2024

*Not all PR article ads will appear at the top of the search results

Article positioning upon publication

Positioning in top category for 2 weeks keeps PR articles easily visible



PR article: 3 plans

English Standard Plan

- On location reporting by native writer
- 2-week positioning in top category
- 3,000 PV guaranteed
- Republication OK (without change)
- Published indefinitely

- Production time 4-8 weeks
- Up to 2,000 words
- Reporting (inc. PV, UU)
- Travel expenses outside of Tokyo charged separately

900,000 yen (exc. tax)

English Light Plan

- Online interview by native writer
- 2-week positioning in top category
- Images provided by client
- Republication OK (without change)
- Published indefinitely

- Production time 3-6 weeks
- Up to 1,000 words
- Reporting (inc. PV, UU)

500,000 yen (exc. tax)

Multilingual Plan (English Chinese - simplified & traditional)

- On location reporting by English-language native writer
- English article translated into Chinese (simplified & traditional) and published
- 3,000 PV guaranteed (Eng. only)
- Republication OK (without change)
- Published indefinitely

- Production time 8-12 weeks
- Up to 2,000 words (English version)
- Reporting (inc. PV, UU)
- Travel expenses outside of Tokyo charged separately

1,200,000 yen (exc. tax)



Option: Article Japanese translation (for content check purposes) 50,000 yen (exc. tax)

*All topics for PR articles subject to review

*Contact for details

Banner advertisement



Reach foreign readers in Japan & abroad

Japan Wire is visited by foreigners living in Japan as well as by readers based around the world who are interested in Japan. Using banner ads increases awareness and drives traffic to client sites.

Banner listing fees

Period	Article top	Article right	Forecast impressions
1 month	400,000 yen (exc.tax)	200,000 yen (exc.tax)	up to 800,000
2 weeks	250,000 yen (exc.tax)	150,000 yen (exc.tax)	up to 400,000

*No fee reduction or refund available if number of impressions is below forecasted
 *Please provide banner materials according to size specifications of placement
 (Please provide materials that conform to Google's [creative guidelines](#).)
 *Banner image and destination URL reviewed before publication

Other PR services

International Media Press Tours

Press tours for international media

Using the extensive network of the Kyodo News group to deliver press tours for international media

※Costs will be quoted individually based on the project details.



〈For your attention〉

Costs and conditions vary depending on the nature of the request. Please contact for details.

Press events bringing intl. media to venues in Japan can be arranged, as well as receptions and parties facilitating interaction with members of the media.

Travel expenses for participating media and tour staff (including for on-location research) charged separately.

Case study

Haneda Airport Garden

Press tour and networking party for international media covering the full opening of commercial complex Haneda Airport Garden

In 2023, around the full opening of Haneda Airport Garden, a commercial and leisure facility operated by Sumitomo Realty & Development Group, members of the international media were invited to a tour of the facility and a networking reception. Participants could enjoy a complimentary hotel stay and use of the facility's rooftop hot-spring spa.

A total of 15 media outlets participated, 11 of which published related articles and social media content.

<Examples of participating media>

CNN (U.S.), Filipino-Japanese Journal (Philippines) Japaholic (Taiwan), Xinhua News Agency (China), Arab News Japan (Saudi Arabia), Stars and Stripes (U.S.), Japan Web Magazine (inbound media), Japan Travel (multi-lingual inbound media), byFood (inbound OTA), others



Press tour



Networking reception

Press tour



Networking reception



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