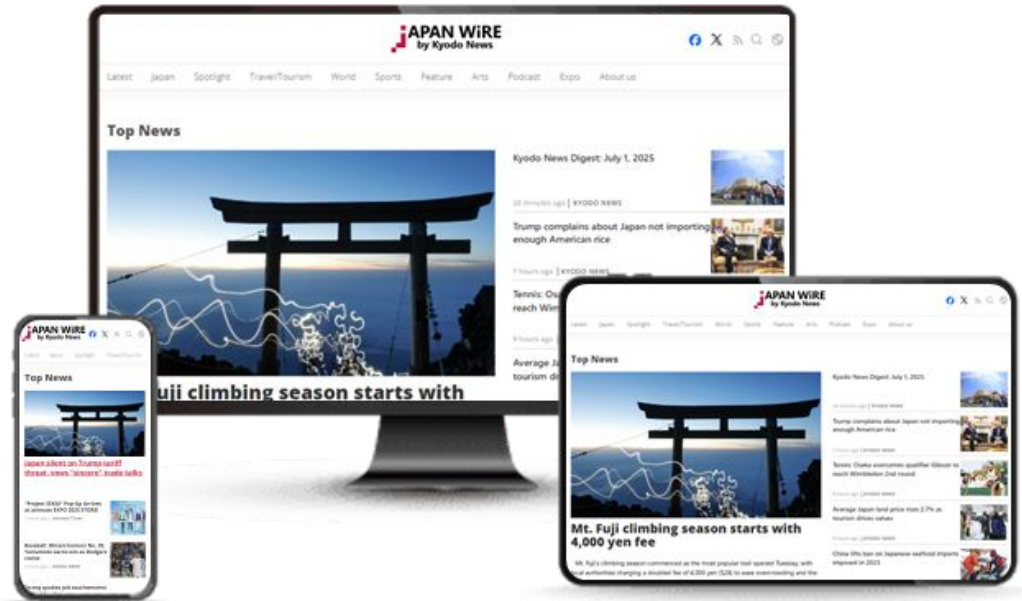




共同网

Media Guide

2026.4



01

Features

English-language website of Kyodo News

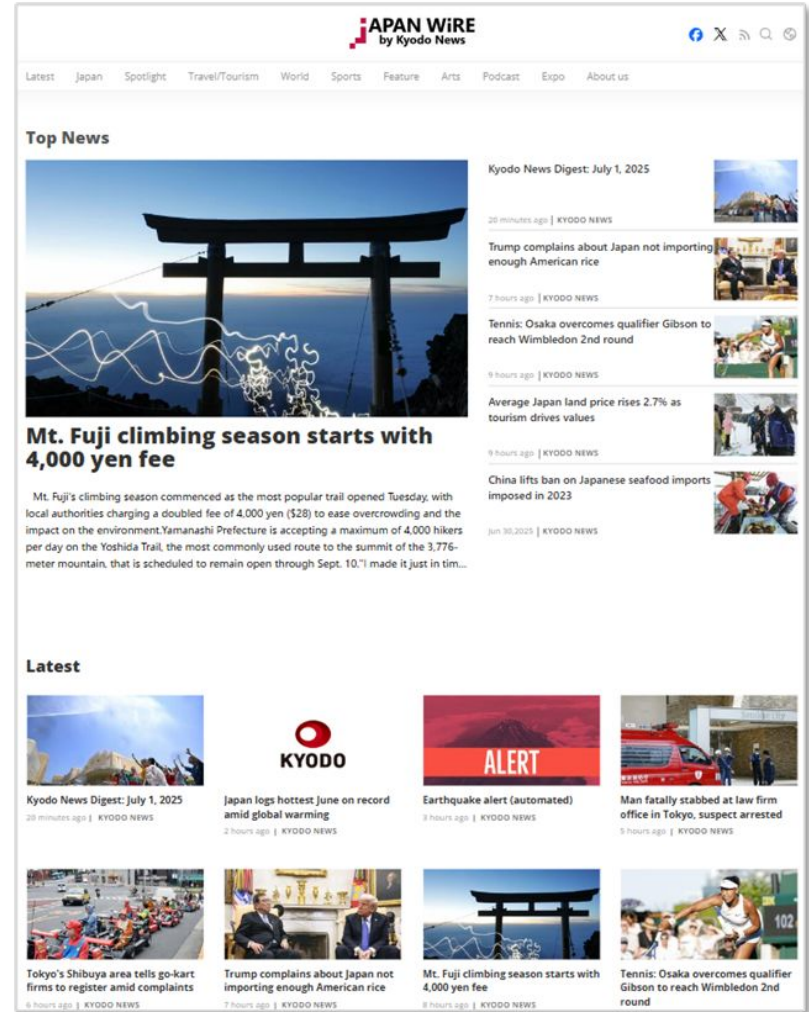
Since its launch in 2017, Japan Wire by Kyodo News has become one of the leading English-language news sites in Japan.

Foreign readership interested in Japan

Readers interested in Japan access Japan Wire by Kyodo News 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.



URL: <https://english.kyodonews.net/>



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.



URL: <https://china.kyodonews.net/>

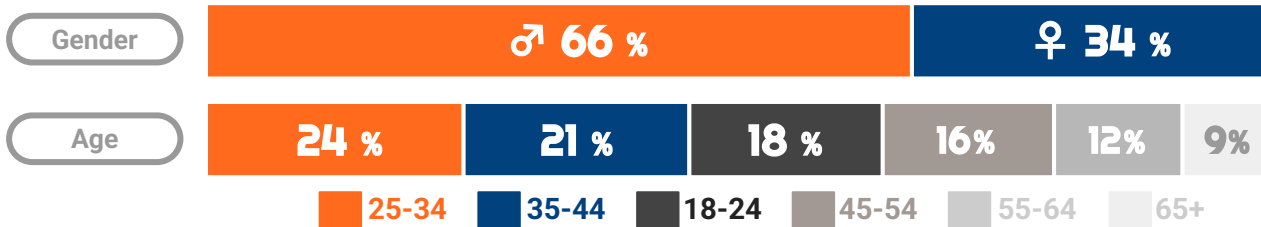


User demographics

Kyodo Media Analytics

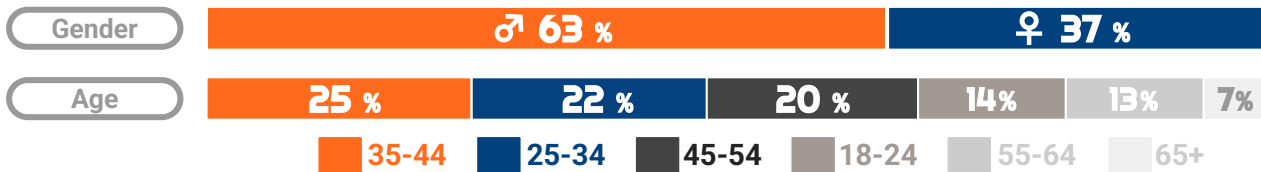
01 Japan Wire by Kyodo News

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

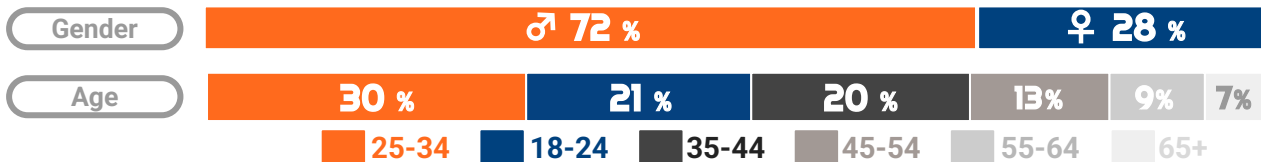


02 共同網 (Chinese sites)

【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. Philippines
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.

Who we've worked with

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

Kyodo News*

Latest Japan Visual Stories Travel/Tourism World Sports Feature Arts Podcast Olympics Paralympics About us

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

[PR] KYODO NEWS DIGITAL - Apr 12, 2024 - 13:59 | Travel/Tourism

Facebook Twitter LinkedIn YouTube

Popular

- Kyoto hotel's refusal to accommodate Israeli man illegal: city
Jun 21, 2024 | KYODO NEWS
- Japanese town installs barrier to block viral Mt. Fuji photo spot
May 21, 2024 | KYODO NEWS
- Marugame Castle stay added to west Japan city's hometown tax gift choices
Jun 27, 2024 | The Shikoku Shimbun
- Japan's Himeji Castle entry fees could increase for overseas visitors
Jun 17, 2024 | KYODO NEWS
- Foreign visitors to Japan top 3 mil. for 3rd straight month in May
Jun 20, 2024 | KYODO NEWS

Ad closed by Google

TOKYO -- Guests at a Villa Fontaine-brand hotel at Tokyo's Haneda Airport can now stay in special themed rooms showcasing Japanese and popular culture including collaborations with Hatsune Miku and Love Live! Nijigasaki High School Idol Club.

Some 100 specially decorated guestrooms at the Hotel Villa Fontaine Premier/Grand Haneda Airport, operated by Sumitomo Fudosan Villa Fontaine Co., Ltd., feature collaborations with a number of iconic brands and characters offering travelers a taste of Japanese culture almost as soon as they step off the plane with the hotel directly connected to Haneda Airport's Terminal 3 (international terminal).

Among the rooms fans of Japanese popular culture can enjoy those featuring virtual singer and idol Hatsune Miku, one of the Pjapro characters created by music technology company Crypton Future Media, INC. All six of the Pjapro characters - including Kagamine Rin, Kagamine Len, Megurine Luka, MEIKO and KAITO - feature in the collaboration, a first for a hotel.

Other pop-culture themed rooms now available to book at the hotel include those with

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

Reach for the top in searches

PR articles list high in searches

A screenshot of a Google search for "ibaraki sustainability". The search bar contains the text "ibaraki sustainability". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", "Forums", "Web", and "Tools". The "All" tab is selected. Below the tabs, there are buttons for "Open now" and "Top rated". The first search result is highlighted with a red box. It is from "Kyodo News+ | Japan's leading news agency." and the title is "Ibaraki looks to AI, exports to achieve sustainability in ...". The snippet below the title reads: "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, there 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 of the search results, there are two more results: "Ohio State Sustainability Institute" with the title "Motomu Ibaraki - Ohio State Sustainability Institute" and "横浜工ム" (Yokohama Kōmu).

Ibaraki Sustainability

A screenshot of a Google search for "tottori mingei". The search bar contains the text "tottori mingei". Below the search bar, there are tabs for "All", "Images", "Shopping", "Videos", "News", "Maps", "Web", and "More". The "All" tab is selected. Below the tabs, there are buttons for "Open now" and "Top rated". The first search result is highlighted with a red box. It is from "Kyodo News+ | Japan's leading news agency." and the title is "Inside Tottori's idyllic kingdom of mingei folk crafts". The snippet below the title reads: "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, there 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 of the search results, there is one more result: "Wikipedia" with the title "Tottori Folk Crafts Museum".

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

Pick Up




All, Japan, Travel/Tourism

Japan's Himeji Castle entry fees could increase for overseas visitors

The mayor of Himeji, western Japan, has said he is contemplating "quadrupling" entry fees exclusively for foreign tourists visiting Himeji Castle, a UNESCO World Heritage site, in response to increasing international tourism. Himeji Castle, a UNESCO World Heritage site in Hyogo Prefecture, is illuminated on the evening of June 17, 2024. (Kyodo)

Jun 17, 2024 | KYODO NEWS


[PR]



Travel/Tourism

Inside Tottori's idyllic kingdom of mingei folk crafts


Nov 14, 2023 | [PR] KYODO NEWS DIGITAL



Travel/Tourism

Ibaraki looks to AI, exports to achieve sustainability in...

Dec 8, 2023 | [PR] KYODO NEWS DIGITAL




Travel/Tourism

Epic landscapes, unforgettable experiences: A day in...


Oct 31, 2023 | [PR] KYODO NEWS DIGITAL

Travel/Tourism




Mt. Fuji climbing season starts with new fees, control on numbers

Jul 1, 2024 | KYODO NEWS




Marugame Castle stay added to west Japan city's hometown tax gift choices

Jun 27, 2024 | The Shikoku Shimbun







Kyoto hotel's refusal to accommodate Israeli man illegal: city

Jun 21, 2024 | KYODO NEWS



Foreign visitors to Japan top 3 for 3rd straight month in May

Jun 20, 2024 | KYODO NEWS



Inside Tottori's idyllic kingdom of mingei folk crafts

[PR] KYODO NEWS DIGITAL - Nov 14, 2023 - 16:40 | Travel/Tourism



TOTTORI, Japan – When Shoya Yoshida introduced the *mingei* movement to Tottori, he infused the western Japan region with a love of folk crafts that would change approaches to craft production and lifestyles and put in place a legacy that continues to enrich the region today.

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. It's pottery, though, that offers the deepest dive into the *mingei* movement introduced here in the 1930s. Visitors can even stop by kilns with direct connections to the person who made the introductions.

Noriyuki Yamamoto is ready to go. We've barely taken our seats in the cafe at his kiln Craft-kai wai gama in eastern Tottori Prefecture. Coffee is yet to be served before the 75-year-old potter slips comfortably into an enthusiastic stream of thoughts and reflection about his life with *mingei* and the influence of "Yoshida sensei."

Yoshida sensei- Dr. Yoshida. By day, Tottori native Shoya Yoshida (1898-1972) was a medical practitioner who treated patients at a clinic in downtown Tottori. The building is still there, though no longer a clinic. Across the road are facilities established by Yoshida in his other guise, as a producer of Tottori folk crafts and the man who brought the *mingei* folk craft movement to the region.



PR article: 3 plans

English Standard Plan

- On location reporting by native writer
- 2-week positioning in top category
- 5,000 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

1,200,000 yen (exc. tax)

English Light Plan

- Online interview by native writer
- 2-week positioning in top category
- 5,000 PV guaranteed
- Republication OK (without change)
- Published indefinitely

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

800,000 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

1,500,000 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

News Lifestyle Arts Sports World Japan Coronavirus Tokyo2020

Article top
(728x90 & 320x50)

Baseball: Yu Darvish finale one of his best games in majors: Hillman

By Jim Allen, KYODO NEWS - Oct 4, 2020 - 16:45 | Sports, All

TOKYO -- A day after Yu Darvish pitched his final game of the year for the Chicago Cubs, his first pro manager on Saturday called it the right-hander's best performance in the majors.

Darvish allowed two runs on five hits and a walk, while striking out six over 6-2/3 innings, but that was not enough to keep the Cubs in the postseason as they were knocked out at home in a 2-0 loss to the Miami Marlins.

Article right
(300x250)

Starting pitcher Yu Darvish #11 of the Chicago Cubs delivers the ball against the Miami Marlins during Game Two of the National League Wild Card Series at Wrigley Field on October 02, 2020 in Chicago, Illinois. (Getty/Kyodo)

On the other side of the field, Marlins infield coach Trey Hillman, who managed Darvish in Japan for three years, starting from his 2005 rookie season, had a birds-eye view of his former protegee.

And even though Darvish has had games with better numbers, Hillman did not hesitate to say he had never seen him play better.

Popular

- Badminton: World No. 1 Momota, 14 other Japanese to skip Denmark Open
- Karate: Anti-virus face shield gives fighters' voice back
- Rugby: Former Japan international Hiroki Yuhara dies at 36
- Sumo: Shodai clinches 1st-ever title, ozeki promotion
- Sumo: Autumn basho winner Shodai earns promotion to ozeki

Tweets by @kyodo_englis

- Kyodo News | Japan @kyodo_englis: Sony, Kia seek U.S. approval to supply chips to China's Huawei
- Sony, Kia seek U.S. approval to supply chips to China's Huawei

Reach foreign readers in Japan & abroad

Japan Wire by Kyodo News 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



〈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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