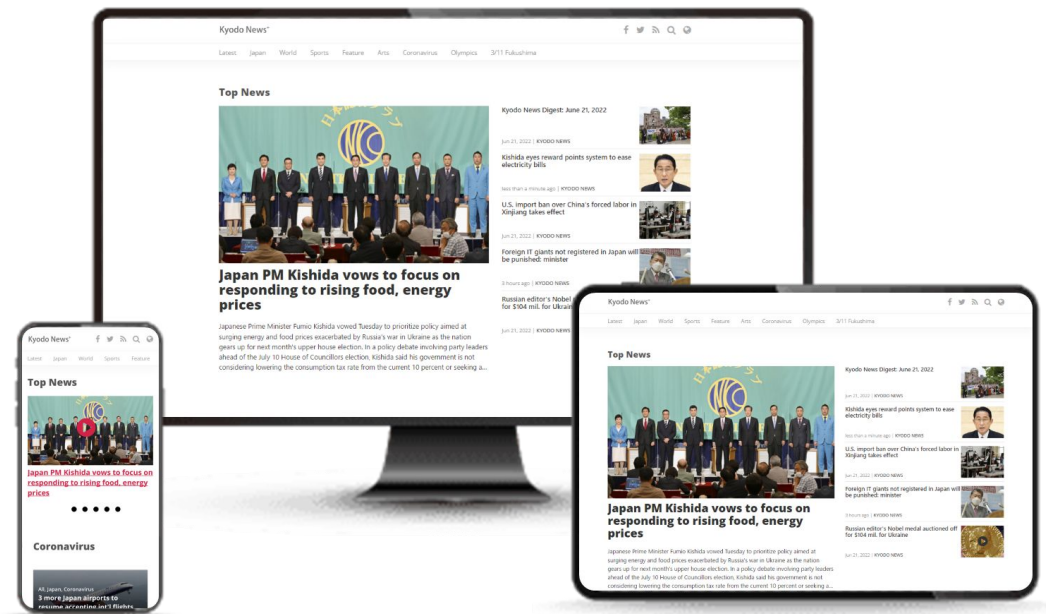


Kyodo News⁺

共同网

Media Guide

2024.12



01 Kyodo News Plus

Features

English-language website of Kyodo News

Since its launch in 2017, Kyodo News Plus 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 Kyodo New Plus 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.

The screenshot displays the Kyodo News+ website interface. At the top, there's a navigation bar with categories like Latest, Japan, G7, Travel/Tourism, World, Sports, Feature, Arts, Coronavirus, and About us. The main section is titled 'Top News' and features a large image of a crowd under cherry blossoms. Below the image is the headline 'Japan split over parliament debate on Constitution revision: poll'. To the right, there's a 'Kyodo News Digest: May 2, 2023' section with several smaller news items, including 'Part of Japan SDF helicopter wreckage recovered from seabed', 'U.S., Philippine leaders agree to push 3-way cooperation with Japan', and 'Japan PM Kishida says he plans to pay 2-day visit to South Korea from May 7'. Below the main headline, there's a sub-headline 'Japan split over parliament debate on Constitution revision: poll' and a brief summary of the survey results. At the bottom, there's a 'Coronavirus' section with three articles: 'All, World, Japan, Coronavirus: Coronavirus pandemic latest: May 2, 2023', 'All, Japan, Coronavirus: Japan ends COVID-19 border controls before Golden Week holidays', and 'All, Coronavirus, Japan: Japan formally decides to downgrade COVID-19 to flu level on May 8'. A flight arrivals board is also visible on the left side of the bottom section.

Kyodo News+

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/>

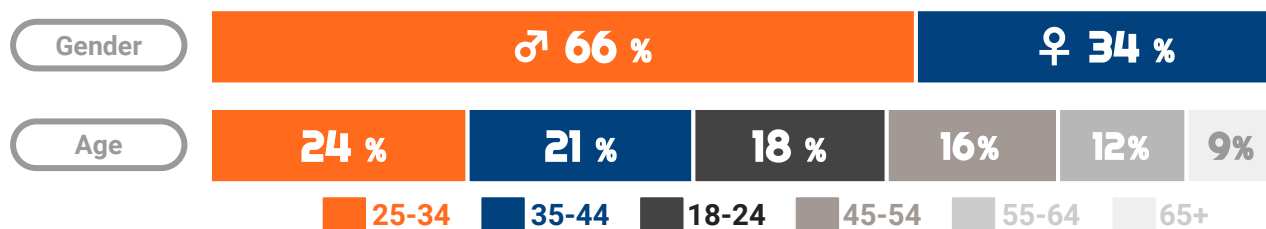


User demographics

Kyodo Media Analytics

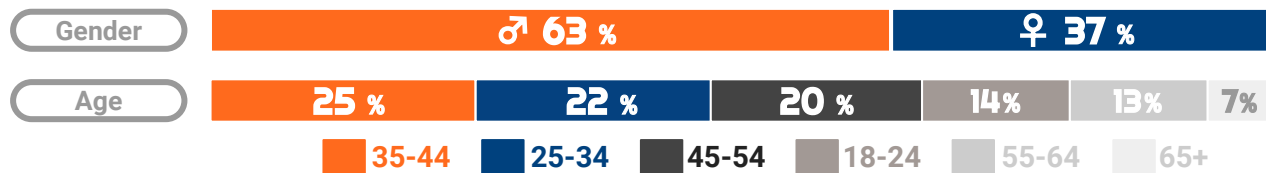
01 Kyodo News Plus

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

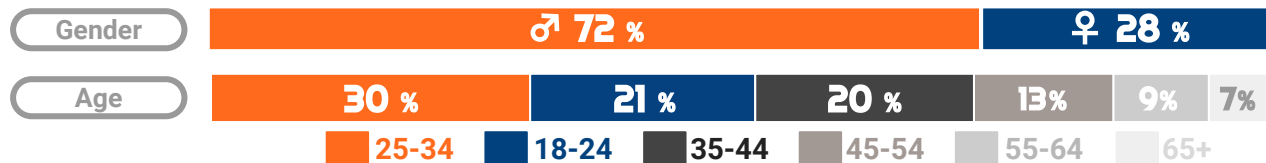


02 共同網 (Chinese sites)

【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.

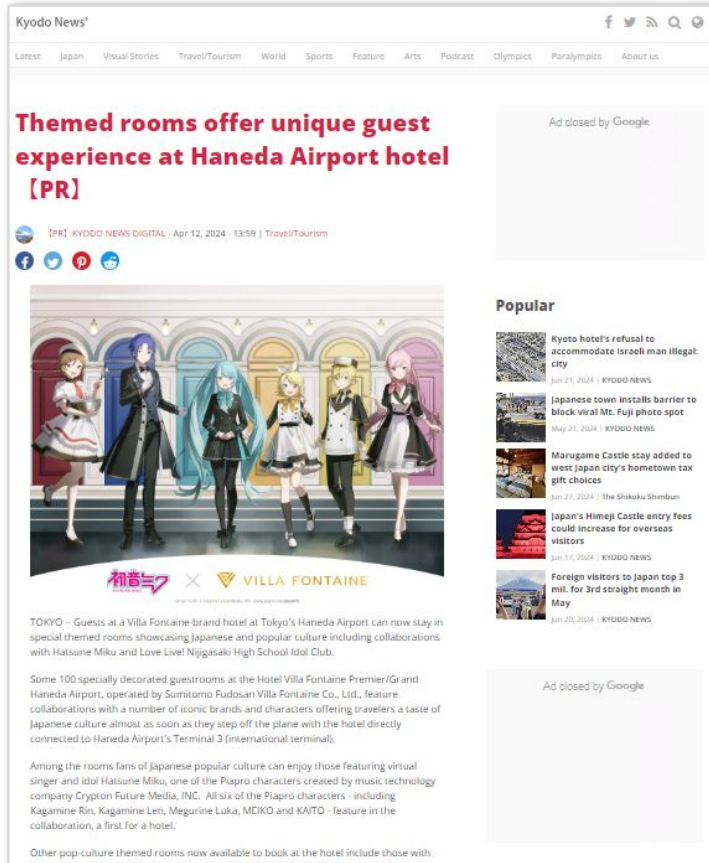
*2024.5 by Google Analytics

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)



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 is at the top with the Google logo. Below the search bar are tabs for "All", "Images", "News", "Videos", "Shopping", "Forums", "Web", and "Tools". The "All" tab is selected. Below the tabs 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 says: "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 section titled "People also ask" 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: one from "Ohio State Sustainability Institute" with the title "Motomu Ibaraki - Ohio State Sustainability Institute", and another from "横浜ゴム" (Yokohama Rubber Co., Ltd.) with the title "Ibaraki Sustainability". A large white button with a magnifying glass icon and the text "Ibaraki Sustainability" is at the bottom.

A screenshot of a Google search for "tottori mingei". The search bar is at the top with the Google logo. Below the search bar are tabs for "All", "Images", "Shopping", "Videos", "News", "Maps", "Web", and "More". The "All" tab is selected. Below the tabs 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 says: "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 section titled "People also ask" 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 from "Wikipedia" with the title "Tottori Folk Crafts Museum". A large white button with a magnifying glass icon and the text "Tottori Mingei" is at the bottom.

*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

Kyodo News*

Latest Japan Visual Stories Travel/Tourism World Sports Feature Arts Podcast

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) The

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

Jun 1, 2024 | KYODO NEWS

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

Jun 22, 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

Kyodo News*

Latest Japan Visual Stories Travel/Tourism World Sports Feature Arts Podcast

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-kun Iwai 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
- 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

The screenshot shows the Kyodo News website interface. At the top, there's a navigation bar with categories like News, Lifestyle, Arts, Sports, World, Japan, Coronavirus, and Tokyo2020. Below this, a large orange banner at the top of the article area is labeled "Article top (728x90)". The main article is titled "Baseball: Yu Darvish finale one of his best games in majors: Hillman" by Jim Allen, dated Oct 4, 2020. The article text describes Yu Darvish's performance in his final game of the year for the Chicago Cubs. A large photo of Yu Darvish in a pitching motion is featured. To the right of the article, a "Popular" sidebar lists several news items, including badminton, karate, and sumo. Below the sidebar, a "Tweets by @kyodo_eng" section shows a tweet about Sony's U.S. approval to supply chips to China. At the bottom right of the article area, an orange banner is labeled "Article right (300x250)".

Reach foreign readers in Japan & abroad

Kyodo News Plus 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

Standard plan from **2,900,000 yen** (exc. tax)



〈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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