



Press Kit

What is Kokoro Media?

A publishing platform that responds to the wishes of foreign readers who want to "know authentic Japan" and seek more than just tourist information.



The "heart" of Japan, which has no distinctive form,
resides in various people and things.

It is made of what people think, what they feel, and what they want to convey.
We explore the heart of Japan from various angles and convey it to our readers.

Our Identity

Kokoro Media was born in the summer of 2020 with the objective of bringing something new to the already crowded universe of websites about Japan.

We wanted to move away from simply sharing information, and instead, move toward **putting people and culture at the center of our purpose**. This is, in part, due to the fact that our founding members and contributors all have a personal interest in intercultural exchange, human contact, and listening to the experiences of others.

We have built Kokoro Media around three core values:

① Respect for diversity

On one hand, our contributors have very different backgrounds and profiles. On the other hand, we wish to represent Japan in all its forms by putting forward interlocutors of all origins, genders, ages, professions, interests, etc.



Our Identity

② Encouraging curiosity

We live in an era that encourages us to consume web content rapidly. We have voluntarily chosen long formats, which allow us to go deeper into the subjects we cover.

We hope to develop our readers' curiosity about different topics, inspire them with new ideas, and offer them new points of view on the world.

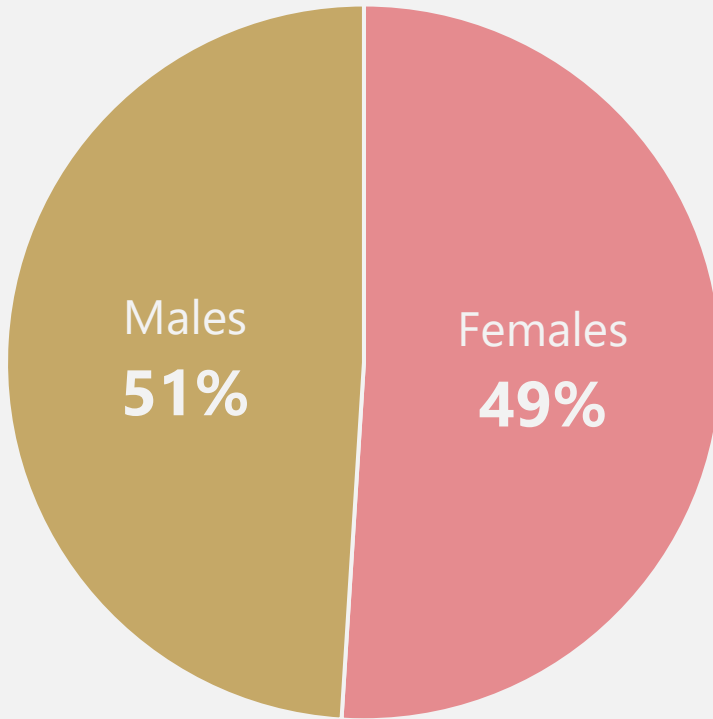


③ Candor and personality

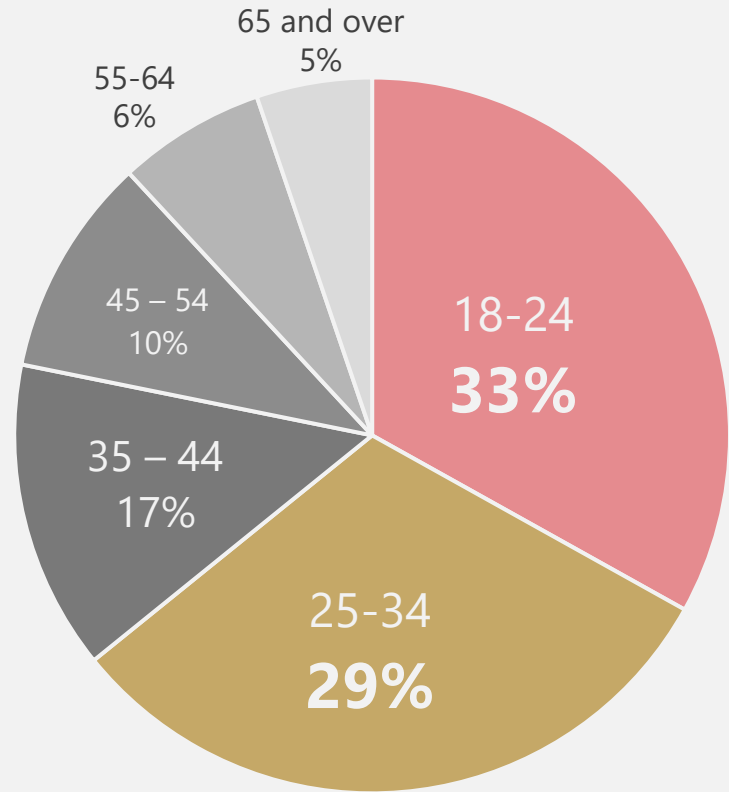
We provide articles based on each writer's experience living in Japan, opinions, personality and style, and articles in an honest and candid way.



Demographics

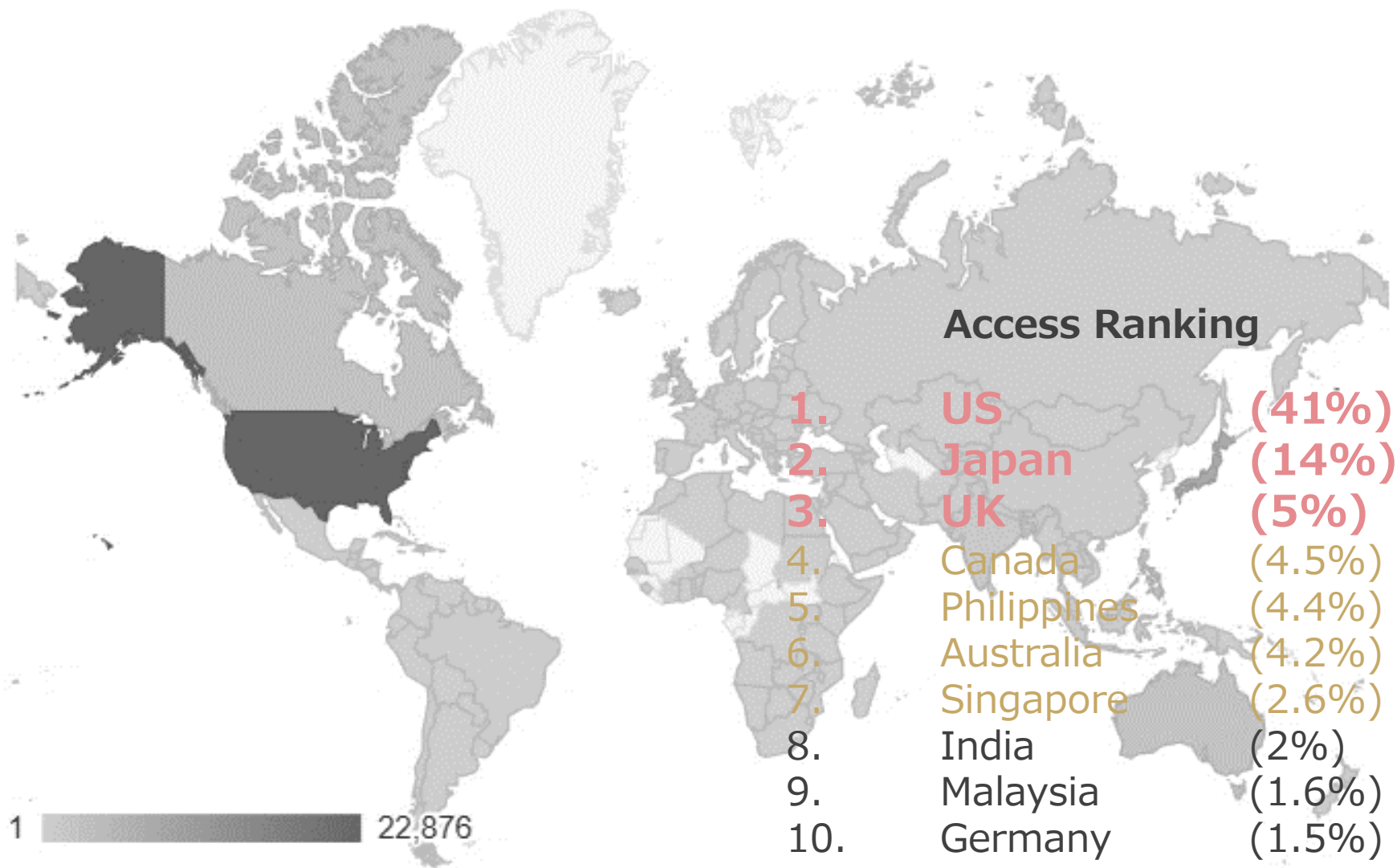


Gender



Age

Readers' Location



Based on the access information from 194 countries
(Data for January to May 2022)

Readers' Interests

Affinities

1. **Movies**
2. **Value shopping**
3. **Art and theater**
4. **Green living**
5. **Music**
6. **Books**
7. **Technology**
8. **TV**
9. **Speed Cooking**

In-market Segment

1. **Home Decor**
2. **Employment**
3. **Foreign language study**
4. **Post-secondary education**
5. **Investment services**
6. **Career consulting services**
7. **Women's apparel**
8. **Business software**
9. **Banking services**

Readers' Profiles

The Motivated Young Active



In their thirties. Living in Japan. Wants to succeed in Japan.

Interests:

- Learning Japanese
- Reading
- Anything related to business

The Entertainment Lover



In their twenties – Living in the US. Would like to travel to Japan someday. Has interest in Japanese culture.

Interests:

- Movies
- Music
- Art

The Japanese Pop Culture Fan



In their twenties – Living in the US. Is about to move to Japan. Is looking for information about life in Japan.

Interests:

- Video games, manga
- Learning Japanese
- Japanese daily life

The Green Consumer






In their thirties – Living in Japan. Is interested in sustainable living. Supports different kinds of projects.

Interests:

- Ecology
- Technology

Social Media

	 Facebook	 Twitter	 LinkedIn
Followers	42,650	5,080	590
Main Profile	Living overseas Interested in Japanese culture Like anecdotes and pictures	Living in Japan and overseas Interested in social issues Strong personal values	Living in Japan and overseas Interested in working in and with Japan
Preferred Content	Japanese culture Japanese daily life	Japanese society and social issues Sustainability Japanese daily life	Successful individuals Studying Japanese Business Advice

(As of May 2022)

Our Content

Interviews

We feature Japanese people with strong aspirations who are active in various fields, as well as foreigners who are residing in or involved with Japan.

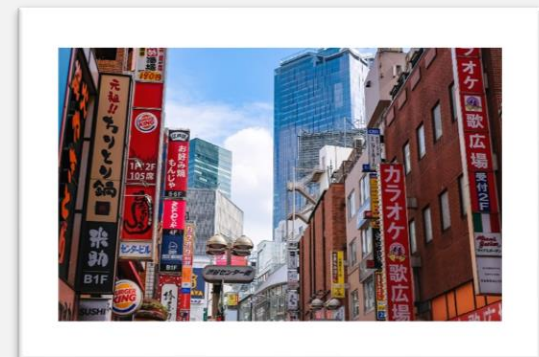
The heart and skills of Japan, Japan seen through the eyes of foreigners, passion for Japan, passion for work, challenges, life aesthetics, and dreams are popular content that resonates with readers.



Columns

From the diverse perspectives of a variety of Japan residents, we introduce various aspects of Japanese life, things that Japanese people themselves sometimes may not notice, and things that are not well known.

We share our insight and emotions about what real life in Japan is like.



Our Content

Unfiltered

These are articles based on honest talks between the writers and staff involved with this website.

To make our readers' time in Japan more enjoyable and richer, we provide useful information on day-to-day life, leisure, manners, work, education, environment, etc.



Culture

We share the charm of Japanese traditions, culture, lifestyle, and the spirit of the Japanese people.

We offer stories and information that will make a visit to Japan more memorable.



Newsletter

Subscribers receive a monthly e-mail newsletter with recommended articles, our latest information, and invitations to our events.

Subscribers : 480

Opening rate : 40%

Click rate : 10%

(As of June 2022)



Hello Dear Amélie

I hope this email finds you well.

Thanks to your support, last month, Kokoro Media was able to celebrate its first anniversary! We could have not made it without you, and on behalf of the Kokoro Team, I would like to express our gratitude to all of our readers who have subscribed to our newsletter and donated a tip via Buy Me a Coffee. We will keep doing our best to provide diverse, useful, and inspiring content!

Our interviewees this month share two things in common: a love for Japan and its culture, and their desire to do things their way, even if that means taking an unusual path.

Kikukawa and Rai Izumi are brewers at Momotaru Brewery, a 270-year-old sake brewery. Innovation is not well perceived in this field. However, they have decided to follow their instinct and create unusual sake tastes and bottle designs, while keeping the tradition of making sake by hand.

Go Nakamura used to work for a big advertising agency, where he realized he did not like to work for companies that did not match his values. After making peanut butter for fun with his sister friends, they decided to start their own peanut butter company based on honesty and quality.

Cyril Cospiari, a French national, has worked for years as a translator and an interpreter, powered by his love for the Japanese language. Passionate about *nikugo*, a form of Japanese comedy, he became a *nikugo* performer by following a path that is not the traditional one.

John Wolff, who comes from Detroit, has always loved Japanese video games. After working in the video game industry in Japan, his passion could lead him to become a consultant, a game producer, and an independent game creator.

I hope you will learn as much as we did through these interviews, and that they will make you want to dare take a new path!

Cheers,

Amélie, chief editor of Kokoro Media

New Interviews

This Father and Son Innovate Traditional Japanese Sake Making



"In traditional Japanese industries, there is a tendency to believe that preserving the traditions is 'good,' and changing anything is 'bad.' However, I believe that 'tradition' is about adding innovation to elements that have been protected for many years, so that in future times, and can be loved by people for as long as possible."

Kikukawa and Rai Izumi are brewers at Momotaru Brewery, a 270-year-old sake brewery. They have found their own way to bring innovation to a traditional industry in which pre-fixed notions usually hardly change.

[Read more](#)

The Small Peanut Butter Company That Wants to Inspire Japan



"I would like Happy Nuts to become a success story for small industries in Japan. I want other producers to think, 'if these ideas were able to build a business this way from peanuts, we can succeed too.' It could be great if we could encourage people to start something new."

Go Nakamura quit his job at a big advertising company to create Happy Nuts Day, and hopes to encourage the birth of new regional ventures in Japan.

[Read more](#)

Humor in Japan: What It Is Like to Perform Rakugo Comedy



"I often refer to *nanagusa* 'strawman comedy'. The *nanagusa* or 'storyteller' is not merely telling the story, he or she is acting it. The story is expressed by the characters themselves, and the *nanagusa* is playing all of them."

Cyril Cospiari is a French national who has been living in Japan for more than 20 years. His love for the Japanese language has led him to live in Japan, where he is working as a translator, now specializing in *nanagusa* with his "Detached Lovers."

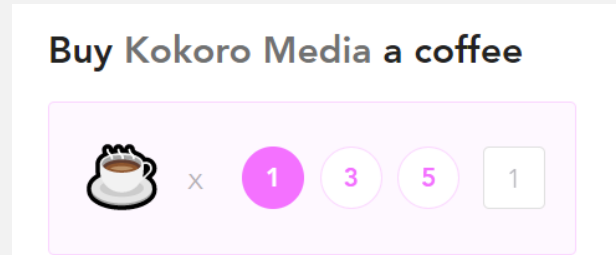
Cyril is also a performer of *nikugo*, a genre of Japanese comedy in which a single storyteller interprets many characters.

[Read more](#)

Kokoro Media Fans

Support from our readers

In 2021, Kokoro Media opened a 「**Buy Me a Coffee**」 donation account.



You can decide how many “cups of coffee” you would like to buy in support of our work. For example, five cups of coffee is a donation of \$25.

Average donation per person : \$53

*In February 2022, we switched to a similar service called "Ko-hi".

Messages from our readers

Thanks for the great website!
I especially like the "Unfiltered" articles,
as I enjoy reading your **different points of view**.



T.

Not only are the articles and interviews interesting, well written and edited, but **the approach is humble and sincere**. I appreciate that very much!



D.

Events

Event in collaboration with Temple University

In April 2022, we collaborated with Temple University for our first online event.

The first edition of *Insights: Learning from Some of Japan's Most Inspirational People* welcomed Henry Seals, Japan's first foreign-born, naturalized human rights commissioner.

After sharing his insights, he led a discussion with TUJ faculty member Sarajeon Rossitto to explore the topic at a deeper level. Finally, one-third of the event's program was devoted to a Q&A session.



Events

“Kokoro Conversations”

In June 2022, we launched an event for readers to interact with each other called "Kokoro Conversations."

Readers gather to engage in open-hearted conversations about the joys and difficulties of living in Japan. They can meet new people, exchange ideas, compare experiences, and find advice and support.

This event is open to anyone interested in Japanese culture, life, and travel, regardless of location or circumstance. Participation is conditional on speaking conversational-level English and adhering to event rules that respect courtesy.



Our Services

Customized Content Creation

1. Article and Web Content Creation Services

Hire our team of professional writers to create on-brand, tailored-made content for your platform(s).

2. Sponsored Articles

Reach your target audience through Kokoro Media. We will introduce your company's products, services, or vision in detail. There are several formats available, so please feel free to contact us to know the best option for you.

3. Brochure Production

We can create tailor-made brochures that will appeal to your customers in terms of language, content, and visuals.

4. Visual Resources Production

Our team has a detailed understanding of design tastes from all around the world. We can help you convey your message visually in a way that matches the culture and latest trends of your target audience.



Illustrations created by pikisuperstar on Freepik.com

Our Services

Supporting Hospitality Toward Foreign Visitors in Japan

1. Enhance Your Services and Facilities

From the most basic topics to the smallest details, our experienced experts in marketing, tourism content, and international hospitality will visit your facility and suggest simple and effective changes that can improve customer satisfaction.

2. Native Proofreading Service

We can help you successfully reach your target audience, not only by ensuring that your text is grammatically correct, but also by considering the culture of your audience and adding explanations about Japanese culture if necessary.

3. Creation and Refinement of Sightseeing Contents

We uncover all of Japan's charm. Our staff, well versed in Japanese culture, cross-cultural communication, tourism, and marketing, will examine your company's tourism resources and services and suggest points for improvement.



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Our Services

Providing a Network of Experts

Expert Referrals

Through our extensive network of experts, we can introduce you to professionals who can meet your needs.

We collaborate with experts who can help you as project meeting advisors, lecturers for seminars and workshops, etc.

Special Monitor Introductions for Tour and Service Trials

We can introduce you to monitors who have experience in tourism content creation, marketing, services aimed at foreigners, etc., not only from a "foreigner's" point of view, but also from the perspective of long-time foreign residents in Japan, who can help you uncover local attractions.



Contact

For any inquiry regarding sponsored articles and other services, or if you would like to collaborate with us, please contact us at the address below.

info-media@kokoro-jp.com

