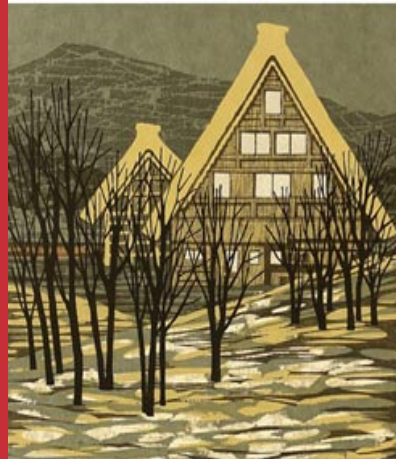




Japan Objects

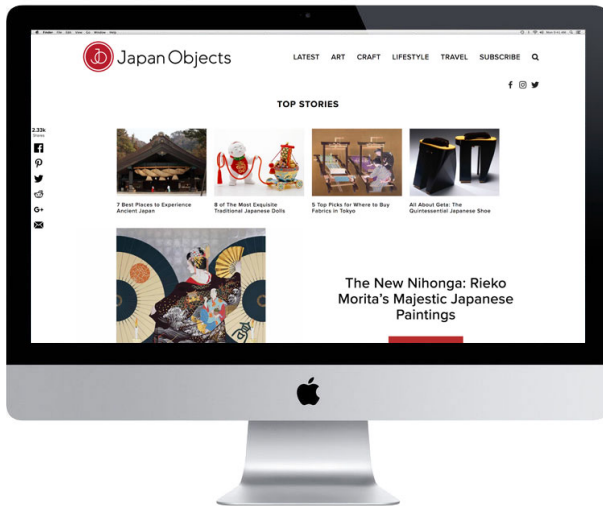
Japan Objects is an online magazine for culture lovers, presenting the most inspiring Japanese art and design.

Launched in July 2017, we are the fastest growing cultural site about Japan, and the only web magazine dedicated to discussing and promoting exclusively Japanese brands, artists, and designers in English.

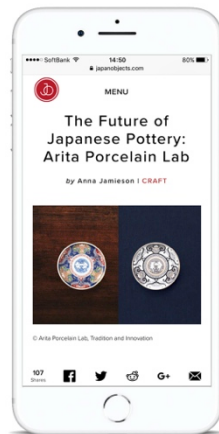


## Why work with us?

- When you work with Japan Objects, you're supporting Japanese businesses, independent artists and designers just like we are.
- We know what English-speaking markets are looking for from Japan. Our premium-quality content, and advanced SEO rankings are designed to maximize your brand awareness internationally.
- Your brand gets the *right* exposure to a large community who are enthusiastic about Japanese art and design.
- You become part of your future customers' everyday life, appearing on a site they know and trust, and in their daily conversations on social networks.
- We want you to succeed.



200,000  
monthly pageviews



150,000  
monthly unique visitors

It's not just about the numbers, our readers share their questions and opinions with us everyday on all these channels...



42K +



20K +



2K

# Engagement is King!



Our Facebook fans don't just passively view: **33%** stop to leave a comment or let us know what they think of the content we share. This shows our readers' commitment to Japan Objects, and to Japanese design generally. The average engagement rate for other sites on Facebook is just 1.6%!



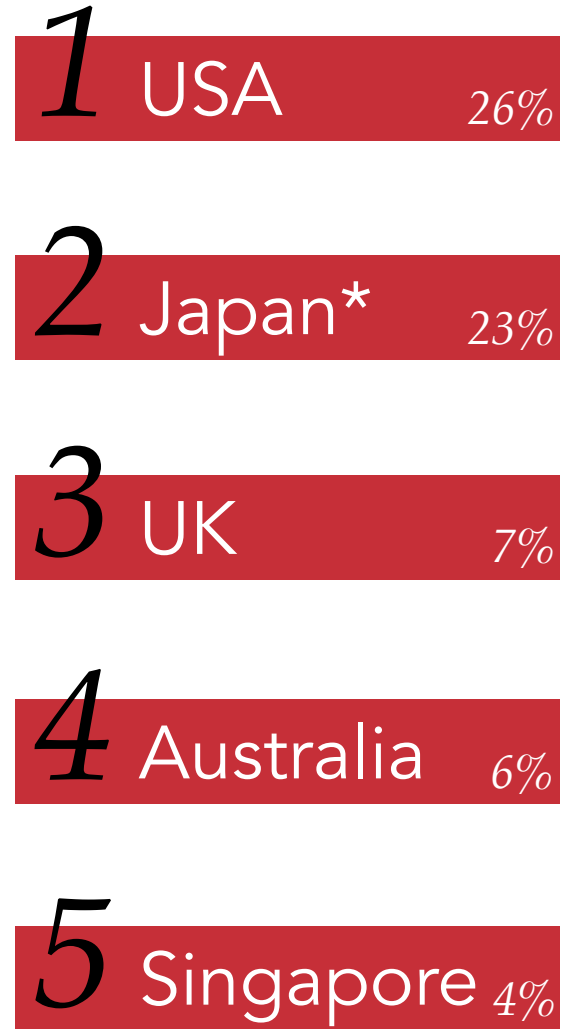
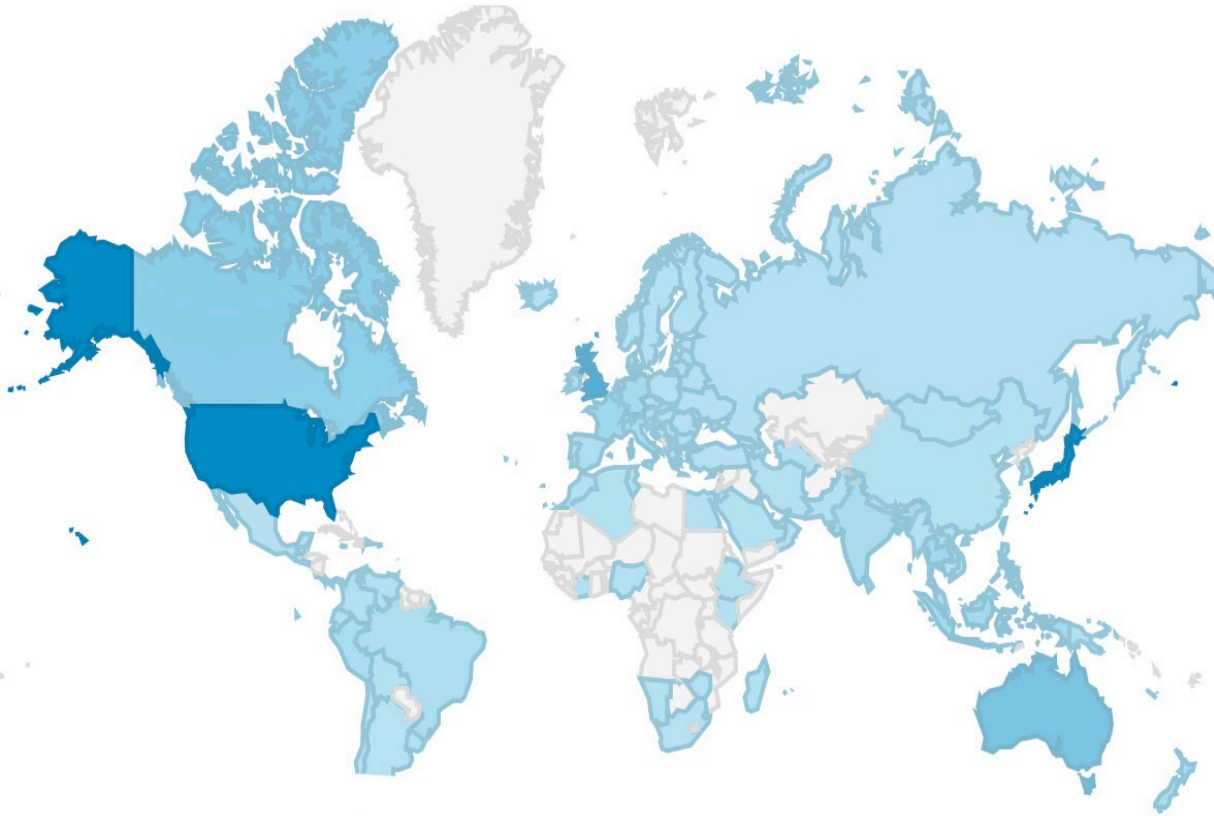
Instagram users have a reputation for scrolling through without really looking, which is why the average engagement for other accounts is just 0.7%. But for Japan Objects more than **20%** of visitors share, support or comment on our posts.



Our mailing list grows rapidly and is read every week by more than 40% of recipients, double the industry average.

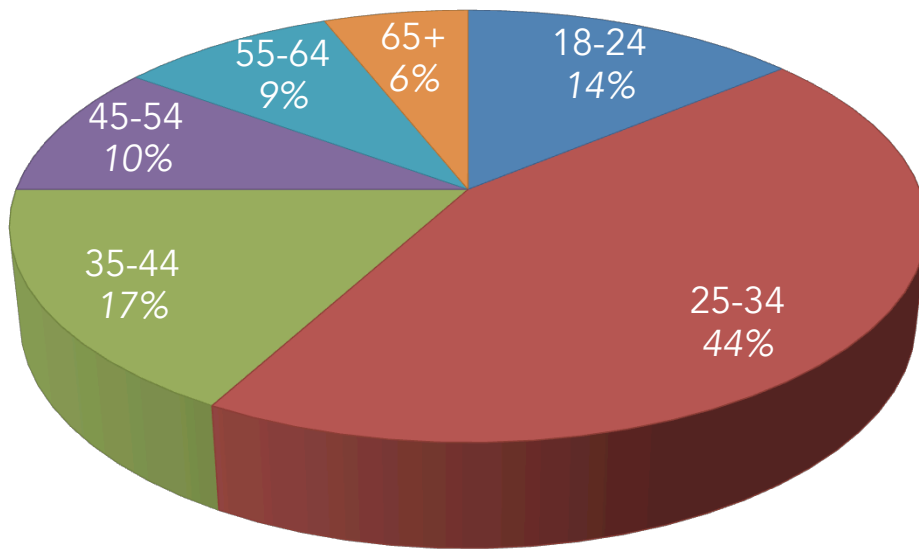
Our online community of over 15,000 dedicated fans is an interactive space for people to share their enthusiasm for Japan and Japanese culture.

# Our Top Markets



\*Over 70% of readers in Japan are temporary visitors from English-speaking countries.

# Our Audience



- 42% are over the age of 35.
- 70% of our readers are between 25 and 45 years old.

## Reader profile

- Female 65% / Male 35%
- Ave. household income \$60K
- College Educated

## Our readers are...

Travel Buffs  
Online Shoppers  
Beauty Mavens  
Home Decorators  
Green Living Enthusiasts  
Art Lovers  
Business Professionals  
Cooking Enthusiasts

## Our readers are interested in...

Japanese Art	Antiques
Japanese Cosmetics	Tea
Japanese Homeware	Manga
Kitchenware	Zen
Kimono	Jewelry

## Our readers love to buy from...

Amazon	Hakuichi
Rakuten	Mikimoto
Japan House London	Fuji Arts
Studio Ghibli	Sapporo
Issey Miyake	JAL
Sotheby's	Uniqlo

## Our audience also read...

National Geographic	BBC
The New York Times	Vogue
Refinery 29	Buzzfeed
My Modern Met	Upworthy
Bored Panda	Design Milk





# In-Post Ads



LATEST ART CRAFT LIFESTYLE TRAVEL SUBSCRIBE Q



© Kunio Kaneko, Ichi-Ichi-Ichiban, 2001

Are you tired of wearing the same old puffer jacket every winter? Do you want to add a certain *pop* to your wardrobe without exerting too much effort? **Maybe it's time that you invest in a *hanten*.** These comfortable coats have been worn for hundreds of years, and remain in-style to this day thanks to their simple yet effective design. If you are feeling lost in regards to where to start, **this helpful guide will have you snuggled up with a brand-new hanten in no time!** We'll explain how they came to be, where you can buy a hanten jacket, and what to consider when buying them.

In-Post  
300 x 250

What is a Hanten?



Gion Kyoto: 9 Must-See Highlights of the Geisha District



25 Helpful Japanese Beauty Products You'll Want to Buy Now



## 10 Best Towns to Enjoy the Winter Snow in Japan

by [Teni Wada](#) | Updated Dec 11, 2018 | [TRAVEL](#)



© Colin Tsoi / Creative Commons, Shirakawa-go

Side Bar

160 x 600

Top Stories



# Sponsored Articles (TOP)

## 10 Fun & Cultural Experiences for your Tokyo Itinerary

by Samantha Cubbison | TRAVEL

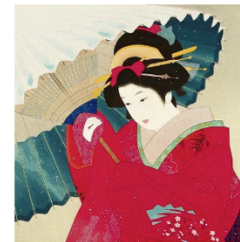


© Giuseppe Milo / Creative Commons, Kimono Girl, Tokyo

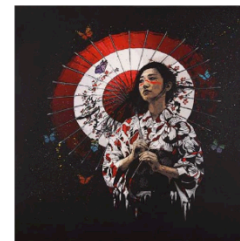
Here at Japan Objects we have put together this essential list for **10 must-try cultural things to do in Tokyo to introduce you to the best workshops and hands-on activities in this amazing metropolis.**

This post is brought to you by **Arita Porcelain Lab**. This is Nippon Modern Luxury. Feel Japan, enjoy the luxurious moment with our modern Aritayaki.

### Top Stories



15 Japanese Winter Essentials To Buy Now



Japanese Street Art by RoamCouch Transforms a Rural Town

Our sponsored articles put your message and links where our readers' eyes are: right within the content .



# Sponsored Articles (END)

You don't need to look far to find unparalleled Tokyo experiences that will stay with you for a lifetime. To fully immerse yourself in the city and its rich history of tradition with a modern twist, pick any one of these distinct activities or workshops. No matter what your hobbies and interests may be, it's easy to learn something new and have fun doing it.



**SPONSORED BY ARITA PORCELAIN LAB.**

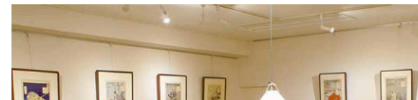
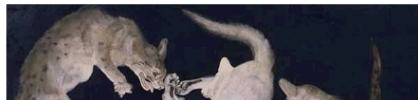
**Arita Porcelain Lab can be distinguished from other Aritayaki brands for its history of more than 200 years since 1804, and the creation of modern series reinterpreted by Yazaemon the 7th.**

July 20, 2018 | [Travel](#), [Tokyo](#)



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## RELATED TRAVEL



# Sponsored Editorial Features

## Randoseru: How to Choose the Best Japanese Backpack

by [Lucy Dayman](#) | LIFESTYLE



© [Tsuchiya](#), Randoseru Backpacks

Early in the morning or late afternoon, you'll see them traveling in clusters; small, near identical boxy bags strapped tightly upon the backs of only slightly larger Japanese elementary school children. These bags are known as *randoseru*. **Carefully crafted, incredibly durable and often rather expensive**, they've been a staple of everyday Japanese schoolwear for over a century.

However, it does them a disservice to consider the randoseru just a Japanese school bag. Dig deeper and you'll realize there's so much more than meets the eye. **Incredible Japanese craftsmanship, timeless design, and a royal history**; let's dive into the wonderful world of the randoseru.

### Top Stories



[Gion Kyoto: 9 Must-See Highlights of the Geisha District](#)



[25 Helpful Japanese Beauty Products You'll Want to Buy Now](#)



[Origami 101: Helpful Tips & Easy Instructions for Beginners](#)


Let us tell your brand story & introduce you to our audience. We'll also showcase your brand's best products and services!

Whether it's a question about a renowned woodblock print master, or where to buy luxury Japanese cosmetics,



our audience trusts us to give honest advice & meaningful insights about Japanese artists, designers and brands.

# What our readers say about Japan Objects...


 **Paul Price** reviewed Japan Objects – 5★  
22 April at 10:54 · 🌐

I love this page so much I love everything on this page thanks for making this page



**Emmy Sasaki** · Commented on [10 Brilliant Glass Artists Who Will Shatter Your Preconceptions](#)  
Spectacular! Cannot pick one favorite as all are uniquely wonderful.

Public · 20w


 **Brooke Shāra** reviewed Japan Objects – 5★  
16 April · 🌐

I love it. The art and the items. So cute



**Tango Lima** · Commented on [Why Kyoto is the World's Best Place for Craft](#)  
AMAZING UNIQUE JAPANESE SCULPTURES & ARTS

Public · 16w

 **Kelly Radtke** reviewed Japan Objects – 5★  
1 February · 🌐


A beautiful eclectic collection of art and heritage.



**Sarah Berry** · Commented on [Life Lessons from the Kimono Closet](#)

I have about 10 kimono and other various items to wear along with kimono. I became interested in kimono via anime and manga, and actually bought my first kimono at an anime convention! I really enjoyed this article and will try to find this book mentioned to read. Will also follow your page, thanks!

Public · 12w

 **Duncan Ferguson** reviewed Japan Objects – 5★  
24 January · 🌐

Splendid site - excellent images - jolly good

Ready to work with us?



Email Diccon to get started and learn about the next steps: [diccon@japanobjects.com](mailto:diccon@japanobjects.com)