



Japan Wonder Travel.com

Japan Wonder Travel Blog Media Kit

2025 Update

Aerial view of a city skyline, likely Tokyo, featuring a prominent tower (Tokyo Skytree) and numerous high-rise buildings under a blue sky with scattered white clouds.

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About us

The **Japan Wonder Travel Blog** is a media platform created by **travelers**

Our editorial team consists of passionate Japanese travelers and foreign nationals who work together to provide content that incorporates both "things Japanese people want to share," and "things travelers want to know." It is a media platform that inspires and motivates travelers to take action and explore japan on a deep level.

Media	<u>Japan Wonder Travel Blog</u>
Founded	2015
Editor in Chief	Johnathan Bryce Crowe
Company	<u>Compass Corp.</u>
CEO	Fumito Sasaki
Address	3rd Floor, Ginza Kobiki Building, 7-16-21 Ginza, Chuo-ku, Tokyo 104-0061



Japan Wonder Travel.com

About us



Johnathan Bryce Crowe

- Editor in Chief of Japan Wonder Travel Blog
- Born in California, raised in Seattle, and living in Japan for 7 years
- Has been writing and editing for the JWT blog since 2022
- Loves writing and producing electronic music



Kanako Ichioka

- Data Analyst and Web Marketer
- Born and raised in Japan, with 4 years of study abroad experience in San Diego
- Joined Compass Corp. media team in December 2024
- A mother of two kids



Japan Wonder Travel.com

About us



Compass Corp. is a company specializing in inbound tourism, creating and operating its own tours via the Japan Wonder Travel sector, for foreign visitors to Japan. Through our own media, the **Japan Wonder Travel Blog**, we optimize our experience and expertise as a travel agency to continually share the attractions of Japan with the world.

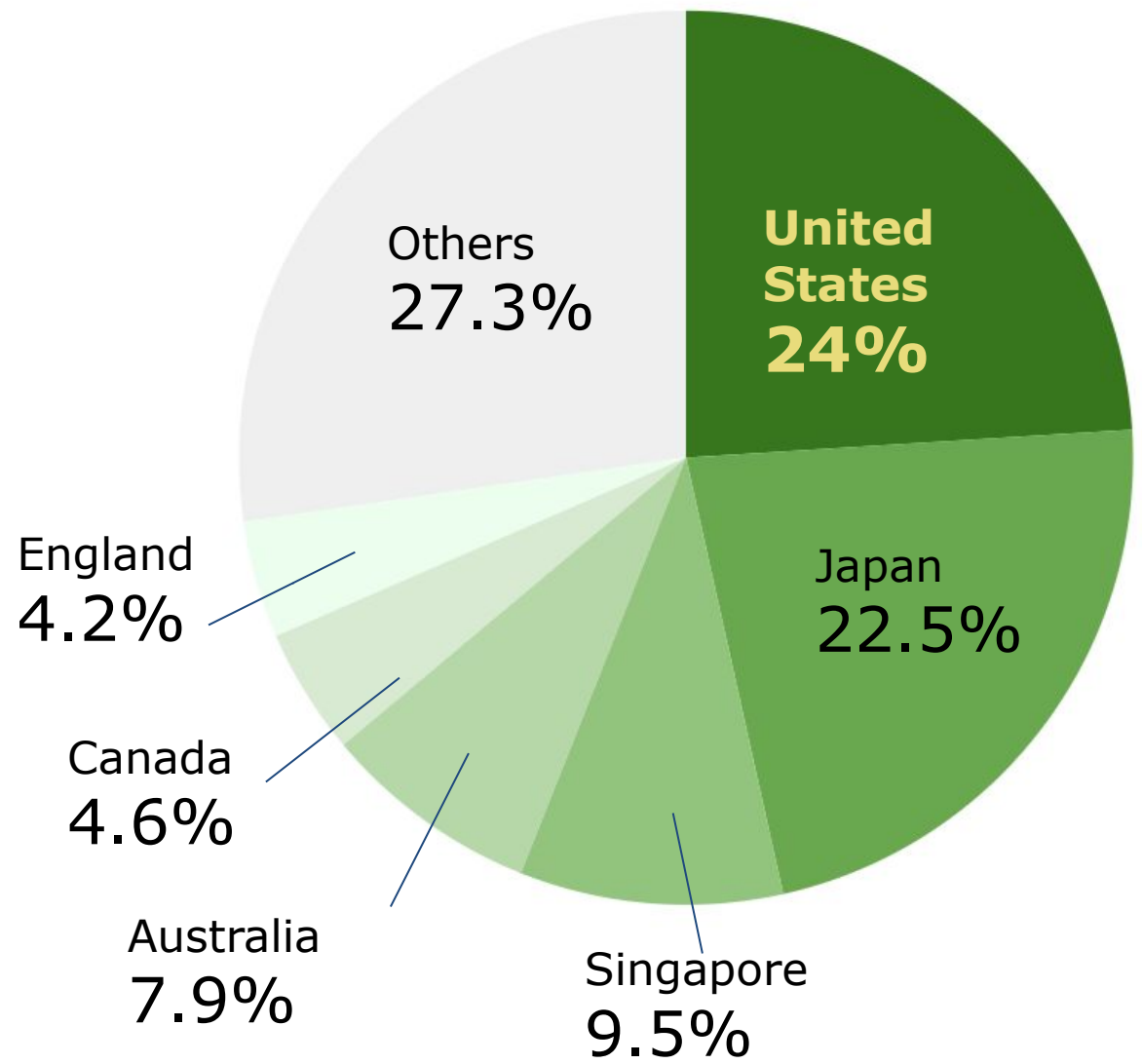
Everyone involved in our efforts is a traveler who enjoys exploring Japan and the world.

With our "**traveler's perspective**" as a core strength and motivator, we cover everything from introducing iconic destinations, accommodations, and restaurants to offering travel tips, history, culture, and trends. **Our articles span all aspects of travel**—from meticulous preparation to enjoying the moment—ultimately encouraging travelers to create and cherish lasting memories.

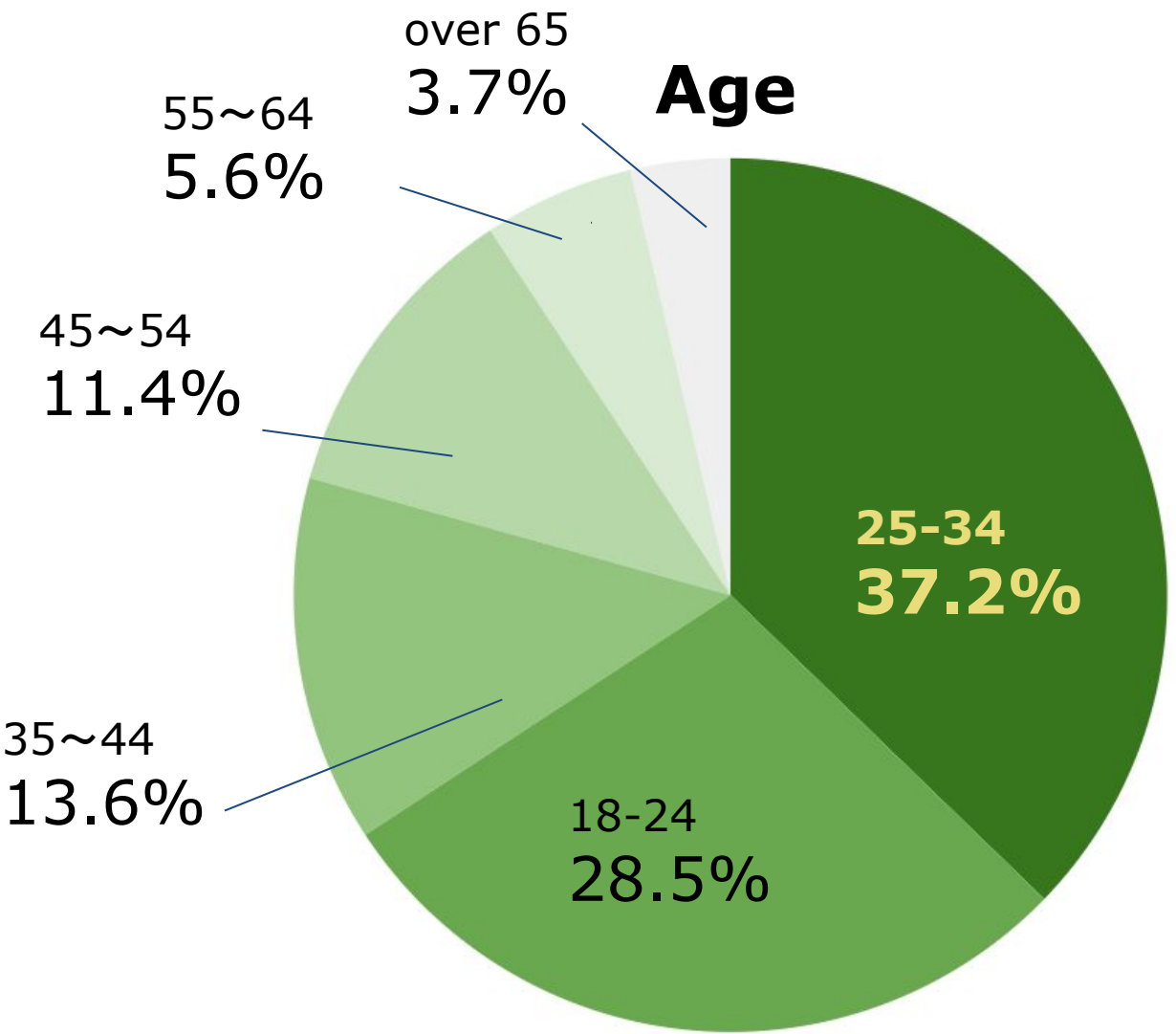
Demographics

Approximately 70% of our readers access the site from outside Japan, with a **high density from English-speaking countries that have an interest in and curiosity about Japan**. Our core audience is made up of **trend-sensitive, adventurous individuals, primarily in their 20s to early 30s**.

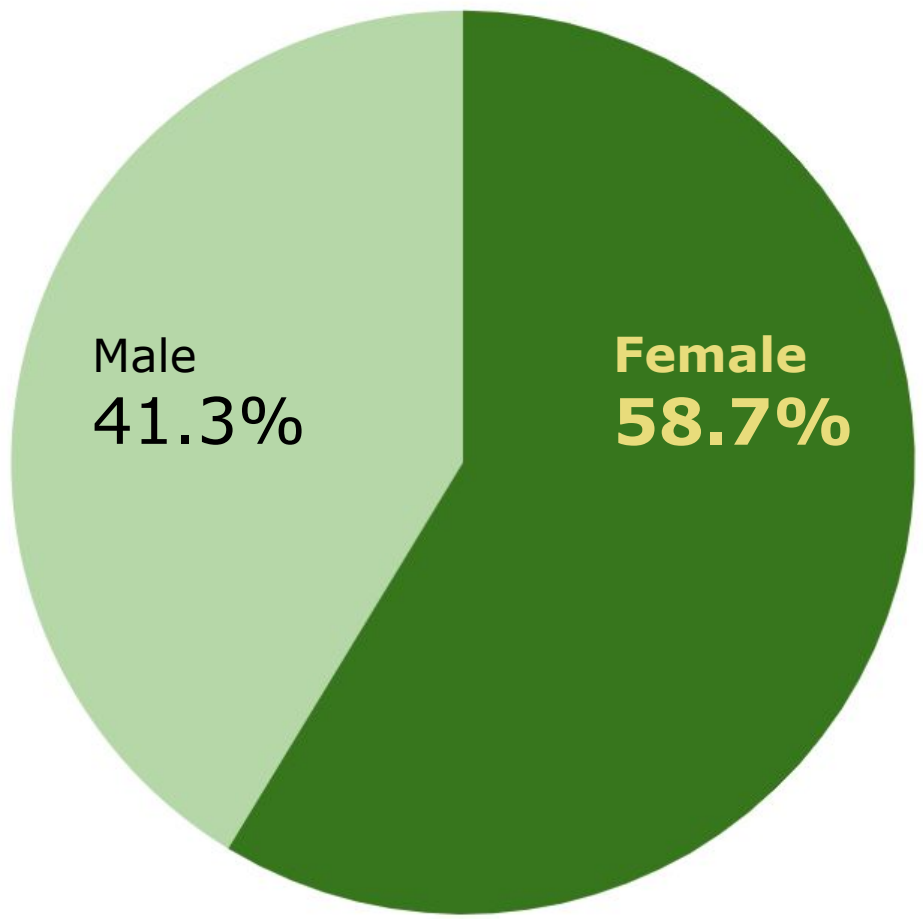
Country



Age



Sex



Note: All data is based on n=250,000 (monthly unique users).

Media Profile

Since its establishment in 2015, we have published **over 1,000 articles in total**. We post and update our content daily, Monday through Friday, ensuring that the information remains current.



Traffic Data

Monthly page views:
370,000
Monthly unique users:
250,000

Note: All data is as of March 2024



Update Frequency

Daily updates
Monday to Friday



Total number of articles published

Over 1,000 articles
since the establishment
in 2015

Themes

Because **we value both Japanese and foreign perspectives**, our planning and editing are carried out by native staff in both English and Japanese. We cover all 47 prefectures and address a wide range of topics that appeal to all types of travelers, from first-time and repeat visitors.



Main Content and Themes

1 

Food

Articles that explore Japan through food, covering popular Japanese dishes, regional specialties, seasonal delicacies, and the discovery of trendy or rare establishments.

2 

Culture and History

Articles about Japan's culture and history, ranging from niche topics like "What is a Torii?", "How to enjoy hot springs", and "What was the Edo period?", to mainstream subjects such as "Real Life Anime Locations" or "Fashion Trends of Japan in 2024."

3 

Seasonal Events and Activities

Articles about seasonal topics, iconic spots, events, and traditional festivals including New Year's, cherry blossom viewing, Awa-odori, autumn foliage, and more.

Social Media

We also share information through our social media accounts, primarily on Instagram.
In the future, we will focus on video content to introduce the latest trends and event information in English.

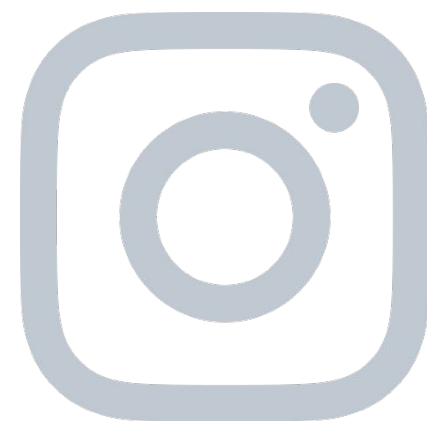


Facebook
32,000



Japan Wonder Travel
@japanwondertravel

予約する



Instagram
27,000

< japan_wonder_travel



1,505 投稿
2.7万 フォロワー
606 フォロー中

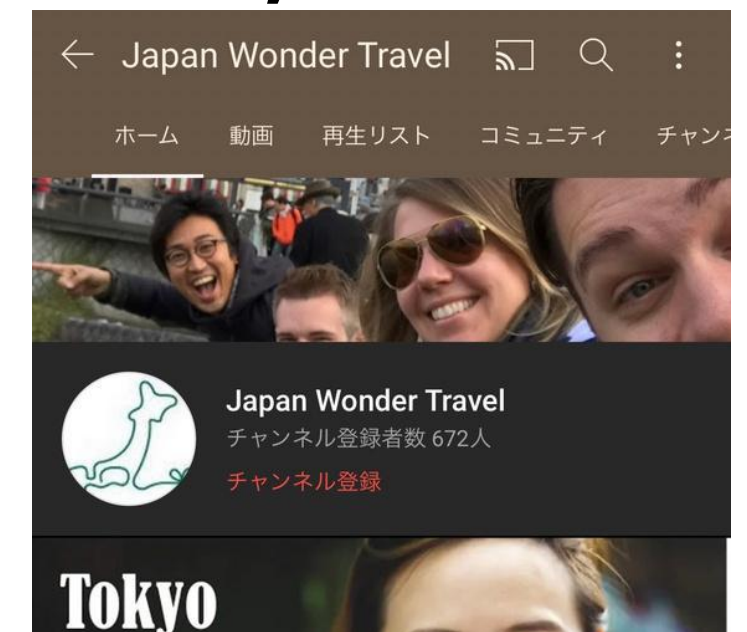
Japan Wonder Travel
旅行会社
Tokyo | Kyoto
Beautiful places throughout Japan
Personalized tours, authentic experiences
Check out our tours, blog, and other social
翻訳を見る
linktr.ee/japan_wonder_travel
@japan_wonder_travel



X
1,915



YouTube
2,660



Collaboration Examples

Suginami-ward

In our fiscal year of 2021, as part of the "Tourism information dissemination project aimed at attracting visitors through the development and enhancement of walking tours within Suginami Ward," a total of 26 monitoring tours were held, with more than 170 foreign participants.



To attract participants, we primarily utilized Facebook and Instagram, targeting monitors with high social media usage frequency. This approach effectively led to the dissemination of information.



We regularly share information about local tourist spots and events in the ward on our Facebook, Instagram, and X accounts, updating them monthly.

Ministry of Economy, Trade and Industry

In our fiscal year of 2019, monitoring tours were conducted in 14 prefectures affected by Typhoon No.19. To promote the region's attractions, 21 foreign monitors with active social media use were dispatched. Participants were recruited through Facebook, selecting them from 94 applicants. During the tours, support was provided to participants, ensuring that information dissemination both during and after the tours was carried out appropriately, leading to effective promotion.

Tohoku Region: Discovering the Hidden Treasures of the North



In 2020, Japan Wonder Travel was given a project by the Ministry of Economy, Trade and Industry (METI) to promote 14 selected prefectures that have been affected by typhoons. We offered 20 internationals living in Japan, the opportunity to travel to several destinations and share their experiences while travelling and also after.

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36 Hours in Niigata: Scenery, sake and Tsubamesanjo!



In 2020, Japan Wonder Travel was given a project by the Ministry of Economy, Trade and Industry (METI) to promote 14 selected prefectures that have been affected by typhoons. We

Travel experiences (itineraries) from the monitors were published on the blog, enabling readers to replicate the experiences themselves.

Pricing Plans

Types	Contents	Included	Price(excluding Tax)
JWT Media Set	Write an on-site report article (up to 2,000 words), create PR content and post it on various social media platforms (Instagram Stories, Facebook, X), and feature a banner on the blog (sidebar)	1 article / 1 post on each social media platform / Banner displayed for 3 months Guaranteed page views: 10,000*	¥600,000~ ※If the research duration is 1 hour ※Transportation and accommodation expenses are separate
Featured Articles	On-site report article creation (1,000–2,000 words)	1 article Guaranteed page views: 10,000*	¥400,000~¥600,000 ※If the research duration is 1 hour ※Transportation and accommodation expenses are separate.
PR Articles	PR article creation (1,000–2,000 words) Note: No research required	1 article Guaranteed page views:10,000*	¥200,000~¥300,000 ※Subject to change depending on the length of the article and the number of revisions.
SNS Postings	Content creation after on-site research, posting on Instagram Stories, Facebook, and X	One post on each platform	¥50,000~¥150,000 ※Transportation and accommodation expenses are separate
	Content creation based on provided materials, posting on Instagram Stories, Facebook, and X	One post on each platform	¥50,000
Text Ads	Introduction within the article (100–300 words)	Featuring introduction text	¥100,000~

*For guaranteed page views (PV), a separate estimate for increasing PVs is available.
If you have any questions or requests beyond the above plans, please feel free to contact us.



Make Your Trip to Japan Wonderful

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Area Produce Department Media Team