



Japan Wonder Travel.com

Japan Wonder Travel Media Kit

2026 Update



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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 near Seattle, Washington; living in Japan for 8 years
- Has been writing and editing for the JWT blog since 2022
- Writes, produces, and releases electronic music independently



Kanako Ichioka

- Japan Wonder Travel SNS Specialist
- 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



At Compass Corp., we specialize in inbound tourism, creating and operating our 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 are travelers who enjoy exploring Japan and other parts of 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 spontaneous enjoyment, ultimately encouraging travelers to create and cherish lasting memories to fullest.

Themes

We cover **all 47 prefectures** of Japan and feature a wide range of topics that appeal to **everyone**, from **first-time visitors** to **repeat travelers**.



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 2026."

3 

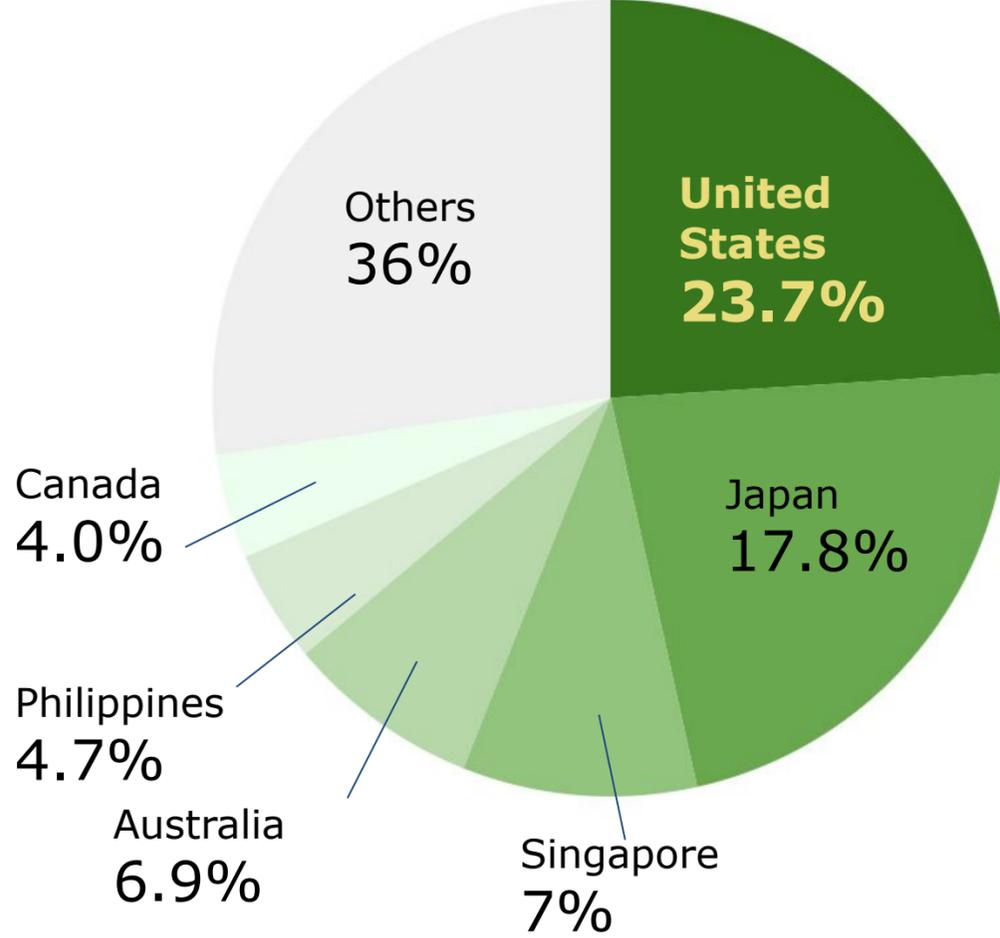
Seasonal Events and Activities

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

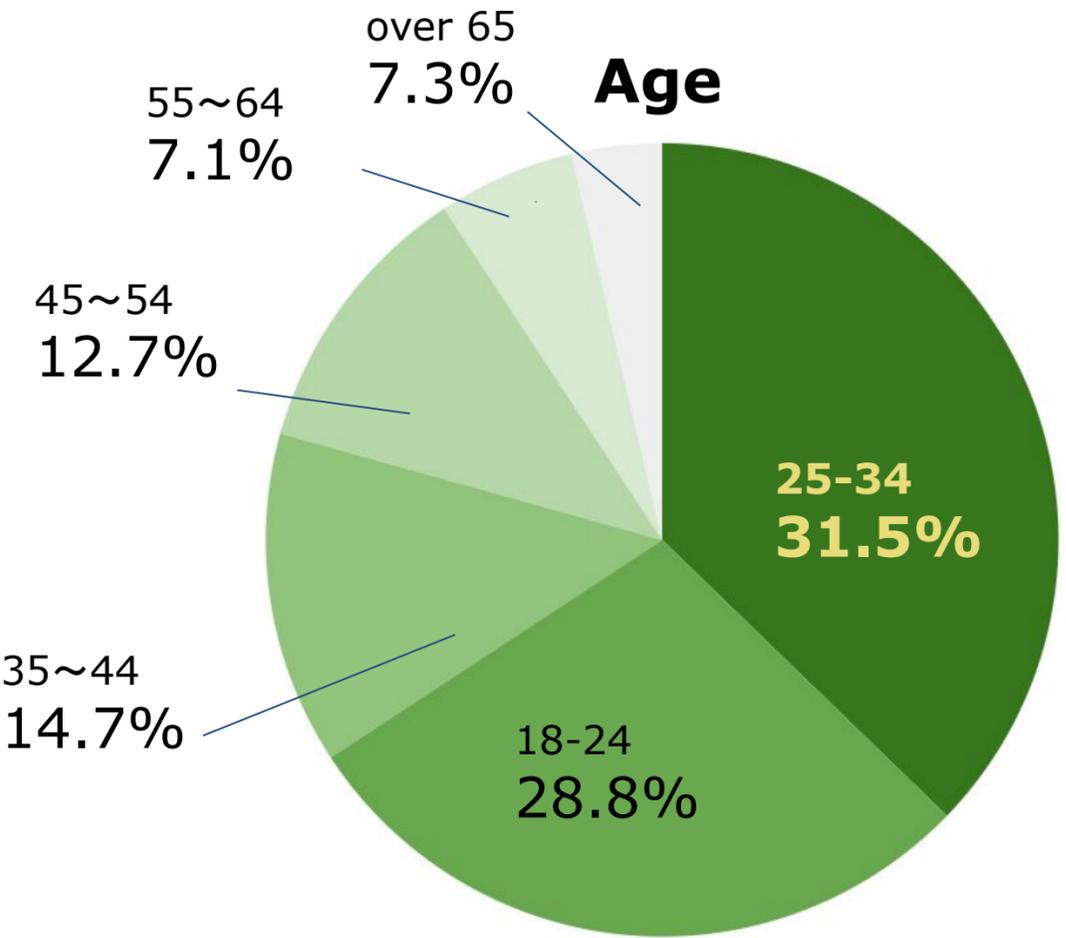
Media Profile (Blog)

Approximately 80% 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**.

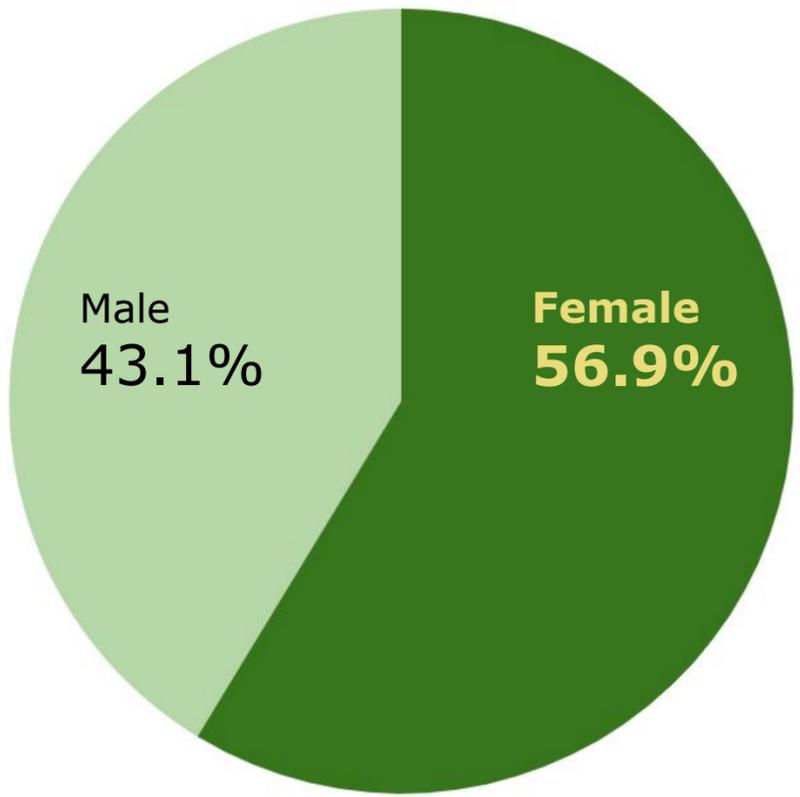
Country



Age



Sex



Note: All data is based on n=70,000 (monthly unique users).

Media Profile (Blog)

Since our founding in 2015, we have published **over 1,000 articles**.
We are committed to delivering **high-quality content** and providing **useful information** to our readers.



Traffic

Monthly PV:
100,000
Monthly UU:
70,000

Note: All data is as of January 2026



Total Articles Published

Over 1,000 articles
published since our
launch in 2015

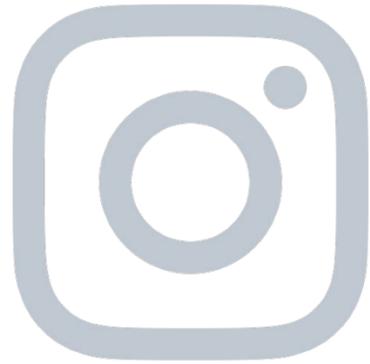


Production Structure

Content planning and
editing by native
Japanese and English
speakers

SNS Platforms

We share content across our **social media platforms**, with a primary focus on **Instagram**. To share the **charm of Japan** with the world, we cover **travel information, destinations, and Japanese culture**.



Instagram
32,400

Profile information for **japan_wonder_travel** (Japan Wonder Travel):
1,640 posts, 3.2万 followers, 635 following.
Bio: 旅行会社
Japan Travel Guide & Tours
Sharing the beauty & secrets of Japan
Travel guides, culture tips, hidden gems
Got questions? DM or comment!
www.japanwondertravel.com、他 4 件



Facebook
31,000

Profile information for **Japan Wonder Travel**:
3.1万 followers, 14 following.
Bio: Let's enjoy Japan one step deeper
We are offering guided tours all over Japan!
When you come to Japan, feel free to contact us!



YouTube
2,800

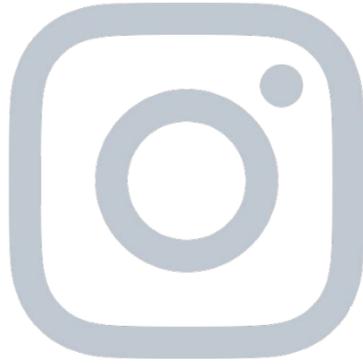
Channel information for **Japan Wonder Travel**:
@japanwondertravel
チャンネル登録者数 2790人・208本の動画
Hello! ...さらに表示
japanwondertravel.com、他 4 件のリンク



TikTok
2,300

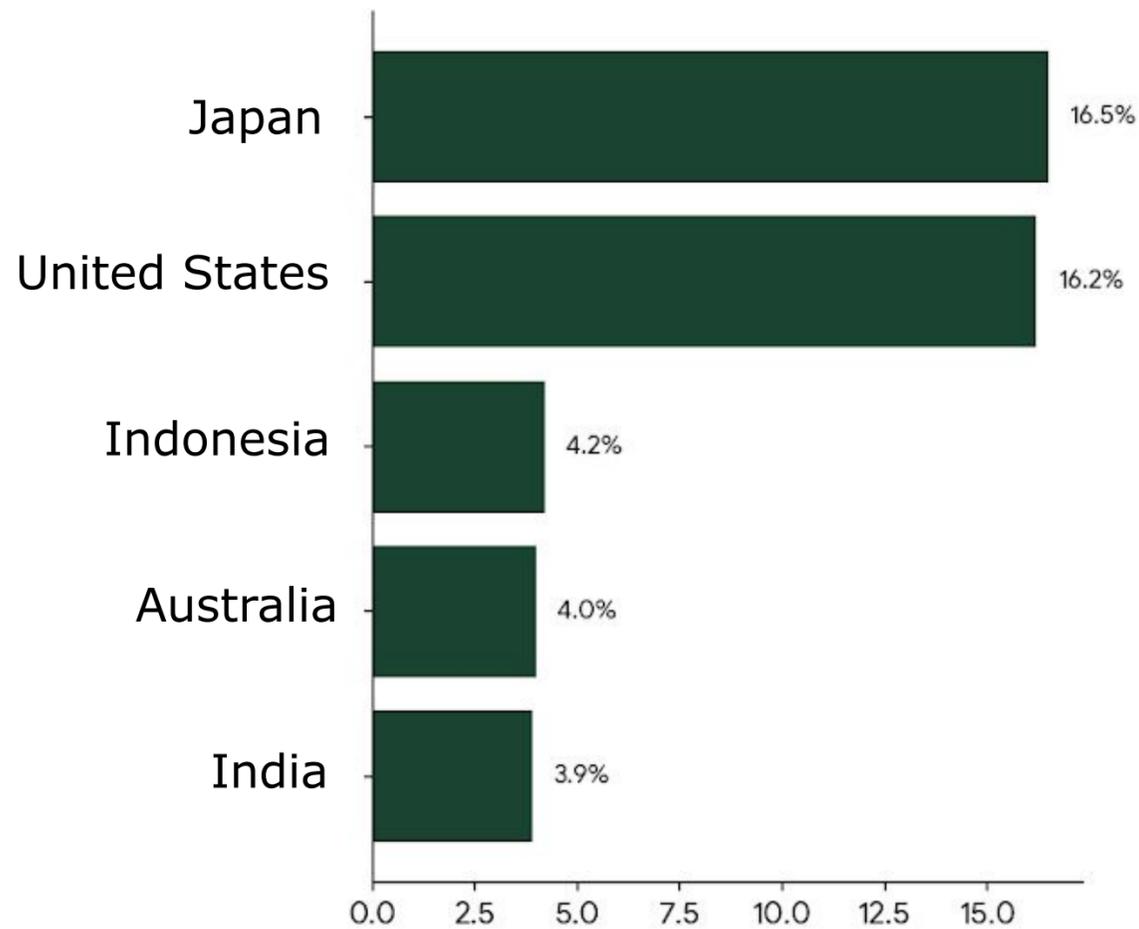
Profile information for **Japan Wonder Travel** (@japanwondertravel):
4 following, 2,362 followers, 4.4万 likes.
Bio: Japan Travel Guide & Tours
Sharing the beauty & secrets of Japan
Travel guides, culture tips, hidden gems curated by locals
https://www.japanwondertravel.com/
TikTok Studio

SNS Profile (Instagram)

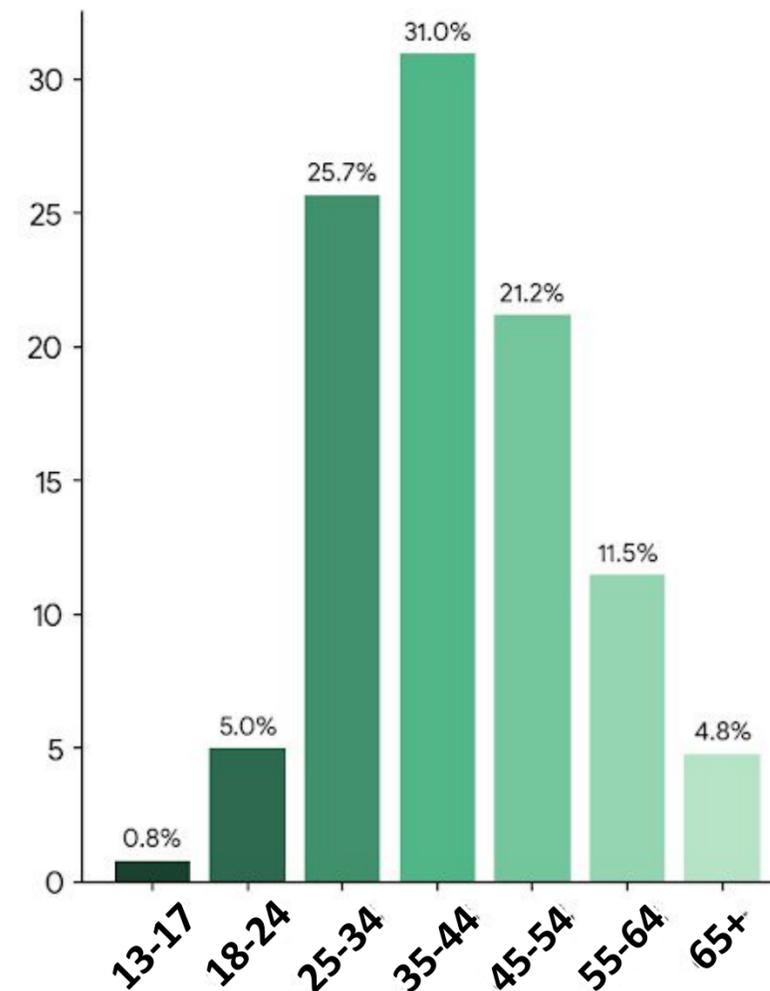


The **core audience** of our **Instagram followers** is **aged 25–44**. Our content is used not only for **destination planning** before traveling to Japan, but also **widely accessed within Japan**, supporting seamless use from **trip planning** to **finding spots during their stay**.

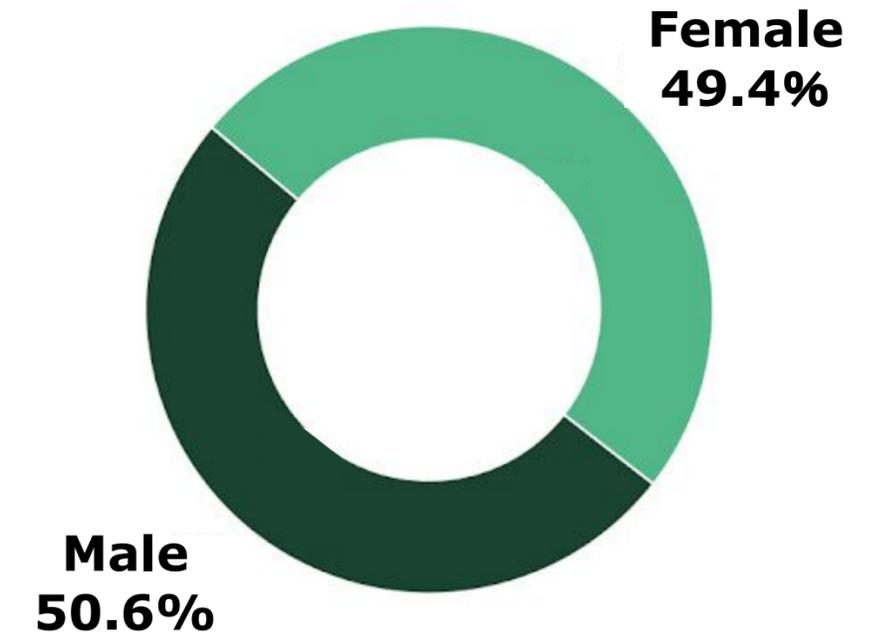
Regions by Traffic*



Age



SEX



*Region data is based on users' location information. Traffic from within Japan includes temporary visitors and travelers.

Pricing Plans

Types	Contents	Included	Price(excluding Tax)
JWT Media Package (Blog+SNS)	On-site interview article (up to 2,000 words) and one social media content piece (either short-form video or carousel). Content will be posted across our social media platforms (Instagram, TikTok, and YouTube).	1 Blog Article / 1 SNS content piece Guaranteed Page Views: 10,000※	¥600,000~ ※Based on a 1-hour interview/shooting ※Additional costs for transportation, accommodation, and other expenses are not included
Blog Article Creation (Blog)	On-site interview/shooting article(1,000-2,000 words)	1 Blog Article Guaranteed Page Views: 10,000※	¥400,000~¥600,000 ※Based on a 1-hour interview/shooting ※Additional costs for transportation, accommodation, and other expenses are not included
Sponsored Article Creation (Blog)	Sponsored article creation (1,000-2,000 words, no on-site interview/shooting required)	1 Blog Article Guaranteed Page Views: 10,000※	¥200,000~¥300,000 ※Price varies depending on article length and number of revisions
Text Advertisement (Blog)	Promotion within an article based on provided information (100-300words)	Sponsored text placement	¥100,000~
Social Media Content Creation (SNS)	Content creation following an on-site visit (either a short-form video or carousel), posted across our social media platforms (Instagram, TikTok, and YouTube).	1 SNS content piece (posted once on each platform)	¥50,000~¥150,000 ※Additional costs for transportation, accommodation, and other expenses are not included
	Content creation using provided photos/videos (short-form video or carousel), posted across our social media platforms (Instagram, TikTok, and YouTube).	1 SNS content piece (posted once on each platform)	¥50,000
	Additional short-form video or carousel creation (per content)		¥30,000
	Additional interview / shooting session (per visit)		¥50,000~ ※Additional costs for transportation, accommodation, and other expenses are not included
Social Media Consulting	Consulting services including content improvement advice and short-form video creation support via online meetings. Customized plans available based on your needs.	Varies depending on the plan	¥50,000~¥220,000 ※Minimum contract period: 6 months



Make Your Trip to Japan Wonderful

株式会社羅針盤

東京都中央区銀座7丁目16-21銀座木挽ビル3階

(東京オフィス)

お問合せ：media@compasscorp.jp

地域プロデュース事業本部

ソリューション事業部 メディアチーム