



Your sports story in Japan

Journalistic Editorial Work & Liaison

ペンで、心を動かす
PEN&Co.

Tokyo, Japan
#StoriesJP

Who We Are

Pen&Co. is a Tokyo-based communication boutique founded by two former journalists from The Asahi Shimbun. With 20+ years of reporting across 30+ countries, we run media platforms including “Pen&Sports” and “Pen&Voyage”, alongside editorial production, localisation, and cross-border liaison.



Akio Harada

Editor-in-Chief, Pen&Sports

30+ years across the sports industry

Advertising: Dentsu

Journalism: The Asahi Shimbun

Organiser: Tokyo 2020 Olympic and Paralympic Games Organising Committee

Team: SailGP Japan Team

League: Hockey Japan League (HJL)

How We Can Help You

Practical, agile expertise for
Japan-side execution.

1 | Japan-Ready Messaging

Refine Japan-facing profiles, web pages, social posts, and event details, helping you communicate effectively to Japanese audiences through your own PR channels.

2 | PR Storytelling

Produce interviews, features, press materials, and campaign narratives, and handle outreach to Japanese media, including **Pen&Sports** coverage.

3 | Liaison & Operations

Act as your Japan-side partner, coordinating with sponsors, media, and event operators while managing negotiations, reporting, and on-site execution.



Our media platform **Pen&Sports**, launched in July 2023 toward the LA 2028 Games, delivers journalism-based coverage across Athletics, Football, Baseball, Volleyball, Handball, Judo, and more. Specialist reporters with 20+ years' experience provide first-hand stories for a steady monthly audience of deeply engaged Japanese readers aged 20–60.

Our Audience

Active, thoughtful readers rather than passive consumers of information.

40s–50s — intellectually active, authenticity-driven

50s–60s — senior decision-makers and business leaders

20s–30s — value-driven, story-focused young leaders

*February 2026

50,000

Monthly Page Views

35,000

Monthly Users

42_{sec}

Average Time on Page

61%

Email Open Rate

Not Just Clicked — Truly Read

A 61% email open rate reflects a highly engaged audience that reads beyond the headline and spends time with the content.

Selected Case Studies

EVA Air, Taiwan



EVA Air, a full-service airline, partnered with our media work during the Paris 2024 cycle. Pen&Sports featured its banner ads across articles, creating natural touchpoints with sports-focused readers.



Sir Safety Perugia, Italy

A leading club in Italy's top league. Working with a Japanese travel operator, we coordinated a fan tour with club hospitality including backstage access and a headquarters visit. It received local media coverage.



Toshiba Brave Lupus Tokyo

A leading club in Japan Rugby League One and current two-time champions. Launched an exclusive newsletter-based ticket giveaway that increased fan participation and return visits, driven by clear messaging and seamless execution.

Ready for your Japan Game? Let's talk.

From retainers to one-off projects,
we're easy to reach in any way that suits you.

Pen&Co., Ltd.

 <https://pen-and.co.jp/lp/en/>

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