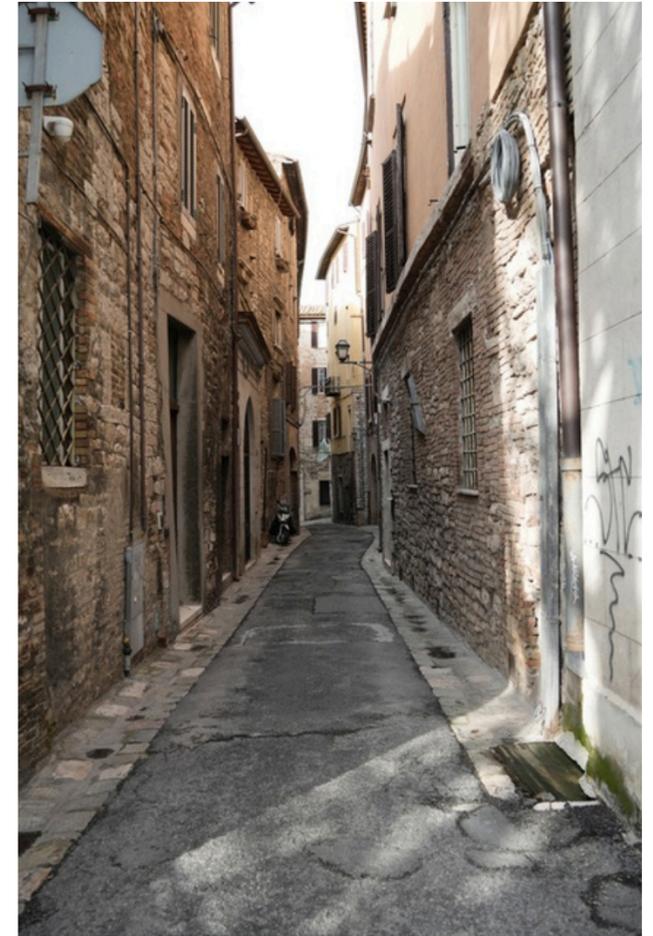


# Map your Stories for Japanese Travellers

Journalistic Editorial Work & Liaison



ペンで、心を動かす  
**PEN&CO.**

Tokyo, Japan  
#StoriesJP

ペンで、心を動かす  
**PEN & CO.**

A Tokyo-based communication boutique founded by two former journalists from The Asahi Shimbun. With **20+ years** of reporting in **30+ countries**, we run media platforms including Pen&Voyage and Pen&Sports, alongside editorial production and localisation. Drawing on experience from **Expo 2025** Osaka–Kansai and the **Tokyo 2020** Olympics, we coordinate your projects with practical, agile support.



## Chikako Tada, Co-founder

Food and travel writer, editor, author, translator and global liaison.  
A graduate of Le Cordon Bleu Paris.



## Akio Harada, Co-founder

30 years in the sports industry.  
Involved in six Olympic Games, including Dentsu and Tokyo 2020.

# How We Can Help You

A trusted, attractive option for Japanese travellers.

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## 1 | Editorial Re-design for Japan

Rebuild your existing materials —websites, brochures, route maps, tour pages, airport signage — so they are clear, contextual, and natural in Japanese.

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## 2 | Field Reporting & Accurate Content

Visit your destination, verify information, and create reliable stories for Japanese audiences —feature articles, press releases, website copy, or travel guides.

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## 3 | Engagement Projects

Seasonal features, themed stories, small experience events, or journalist-led tours that help Japanese travellers connect with your destination.



# Where the Story Lives

Pen&Voyage (approx. 15,000 PV/month) is a travel media site for Japanese travellers in their 30s–70s who seek meaningful, self-directed international travel. Content focuses on three core areas—At the Airport, In the Sky, and Destination—with popular features including cabin reviews, airport lounge experiences, and souvenir selections. All articles are evergreen editorial designed for long-term discovery through search. We also operate Pen&Sports (approx. 54,000 PV/month), read by an intellectually curious audience in their 20s–60s.

# Selected Travel Projects

## EVA Air, Taiwan



A full-service airline, partnered with our media initiative. Pen&Sports ran banner ads, creating natural touchpoints with readers. Pen&Voyage also published flight reports and practical destination guides.

## Sir Safety Perugia & Purpose Japan



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.

## Latvia travel & LOT



Led editorial coverage of a press tour organised by the Investment and Development Agency of Latvia (LIAA) and LOT Polish Airlines, producing 20 articles including LOT flight reviews and on-the-ground reporting on Latvia's tourism assets.

# Ready for your Japan journey? 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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