

Your sports story in Japan

Journalism-based PR & media

ペンで、心を動かす
PEN&Co.

Tokyo, Japan
Pen Moves Hearts.

Who We Are

Pen & Co., Ltd. is a Tokyo-based communications agency founded by two former journalists from The Asahi Shimbun. Drawing on 20+ years of journalistic experience, we provide content creation, localisation, and PR services for the Japanese market. We also operate our own media—Pen & Sports, Pen & Voyage and Pen & Spoon—to help you reach audiences in Japan.



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

September 2026

540,000
Monthly Page Views

81,000
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.

PEN&SPORTS

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.



Chikako Tada, CEO

Pen&Co., Ltd.

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

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