Map your Stories for Japanese Travellers



Journalism-based PR & media

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PEN&Co.
Tokyo, Japan
Pen Moves Hearts.

How We Can Help You

A trusted, attractive option for Japanese travellers.

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.

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.

3 | Year-Round PR Partnership

Serving as your year-round PR partner for press releases, seasonal storytelling, and events that connect Japanese travellers with your destination.

Selected Travel Projects

EVA Air, Taiwan

A full-service airline partnered with our media initiative. Pen&Voyage published flight reports and destination guides. Led creative production and promotion for a "Sports x Travel" campaign.

Sir Safety Perugia & Purpose Japan

Bridged Purpose Japan with Sir Safety Perugia, a top Italian volleyball club, to design and coordinate an exclusive fan tour. Arranged VIP hospitality, backstage access, and headquarters visits, earning local media coverage.

Latvia travel

Covered press tours organised by the Investment and Development Agency of Latvia (LIAA), LOT Polish Airlines, and Finnair. Produced 40+ articles and YouTube Shorts including flight reviews and on-the-ground reporting on Latvia’s tourism assets.





Where the Story Lives

Pen&Voyage (approx. 360,000 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. 540,000 PV/month), read by an intellectually curious audience in their 20s–60s.

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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.

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/

1-6-16-405 Kanda Izumi-cho, Chiyoda-ku, Tokyo 101-0024, Japan

https://www.linkedin.com/in/chikako-tada/

+81-70-8335-0262

mail@pen-and.co.jp