



RJHH—

MEDIA KIT

2024

A- THE MEDIA	p.3
B- OUR KEY FIGURES	p.4
C- WORLDWIDE DATA	p.5
• Social Networks	
• Web platform	
D- OUR WORKS	p.8
• Music & Video	
• Radio program	
• Podcast	
• Events	
• Conferences	
E- OUR COMMUNICATION OFFERS	p.16
F- THEY TRUST US	p.21

Real Japanese Hip Hop (RJHH) Your Portal to Japanese Hip Hop Culture



Founded in 2013 by Roger Aatangana Kolo, Real Japanese Hip Hop (RJHH) quickly established itself as the first media outlet dedicated entirely to Japanese hip-hop culture.

Since its creation, RJHH has become an essential reference point for all fans and professionals keen to keep abreast of rap, R&B, and other urban music developments on the Japanese scene.

With an active presence on social networks and a dynamic web platform, RJHH reaches an international audience, touching fans on every continent.

Our mission is to bring you as much relevant and up-to-date information as possible, highlighting significant artists and the new rising stars of Japanese urban music. Real Japanese Hip Hop has defended its unique positioning for the past ten years: to be the voice of Japanese hip-hop culture worldwide.

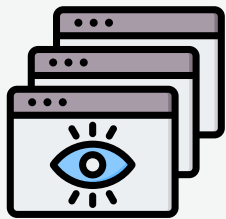
10 years of expertise in Japanese hip-hop



1,3k
articles
published



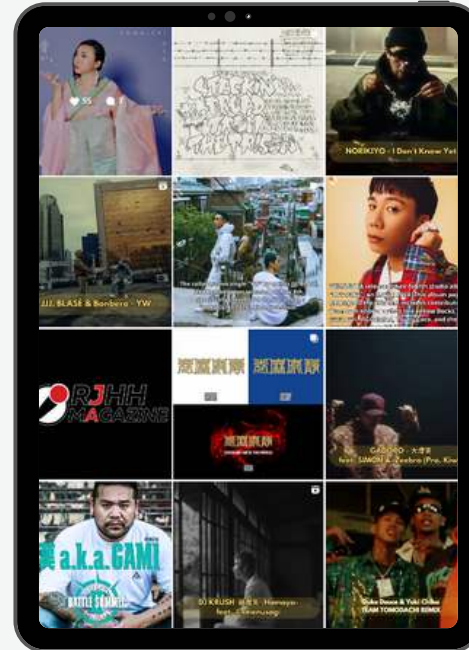
6,5k
publications on
social networks



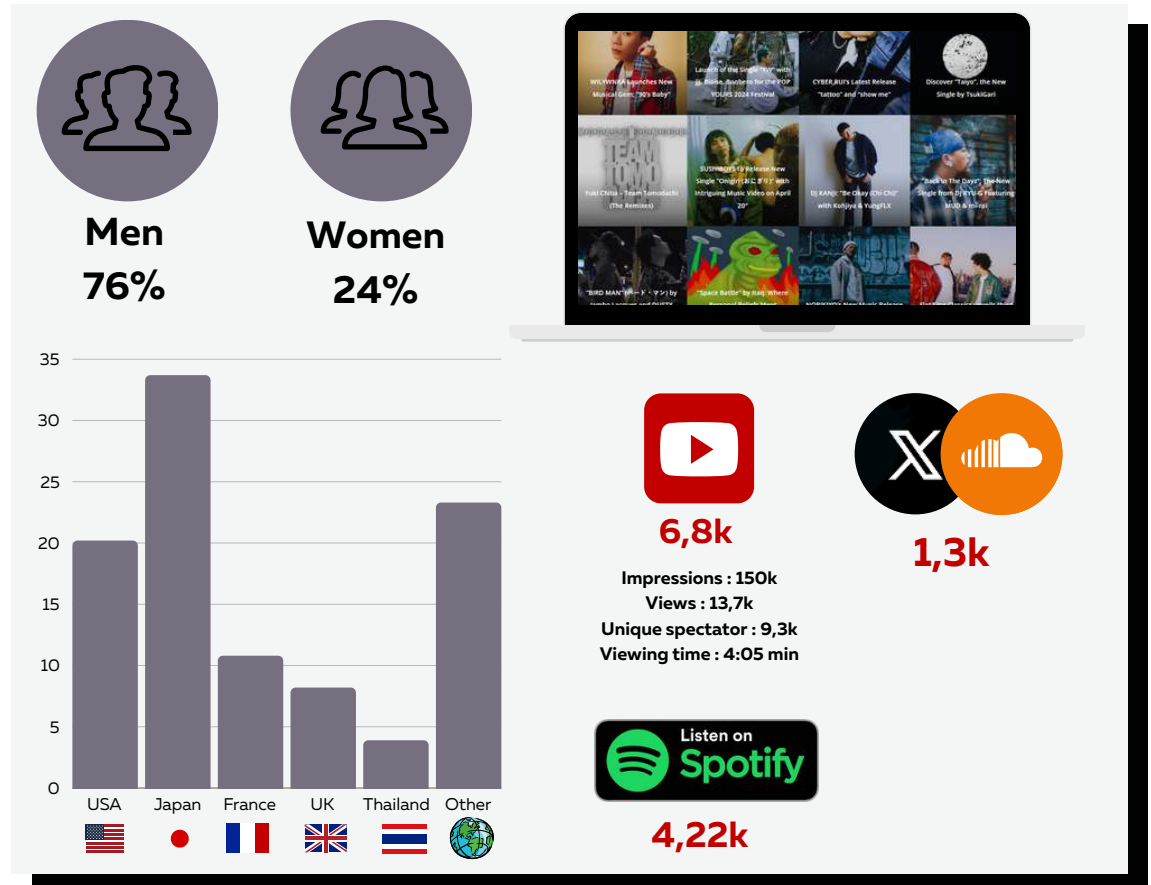
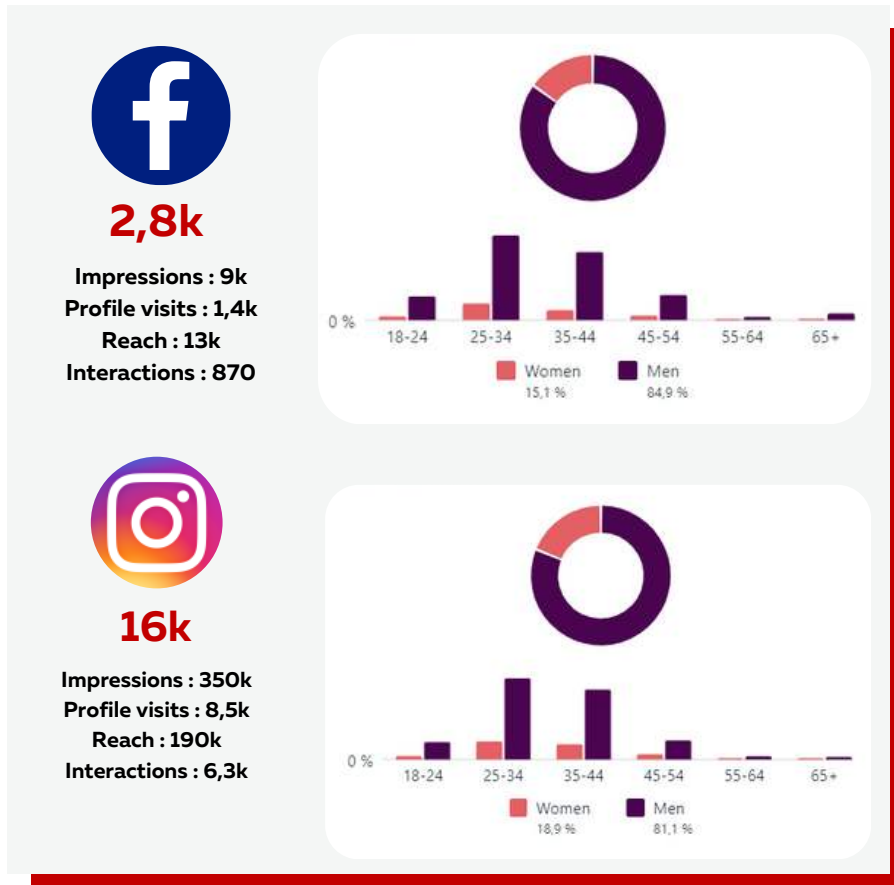
27k
page views



1,5k
subscriptions to
RJHH newsletter



We have been present on most social networks since 2015





real_japanese_hip_... Modifier le profil Voir l'archive Outils publicitaires

5095 publications 16 k followers 1878 suivi(e)s

REAL JAPANESE HIP HOP

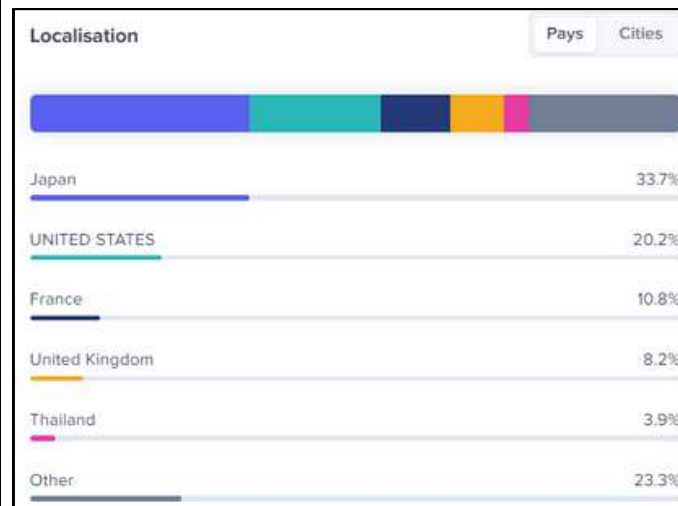
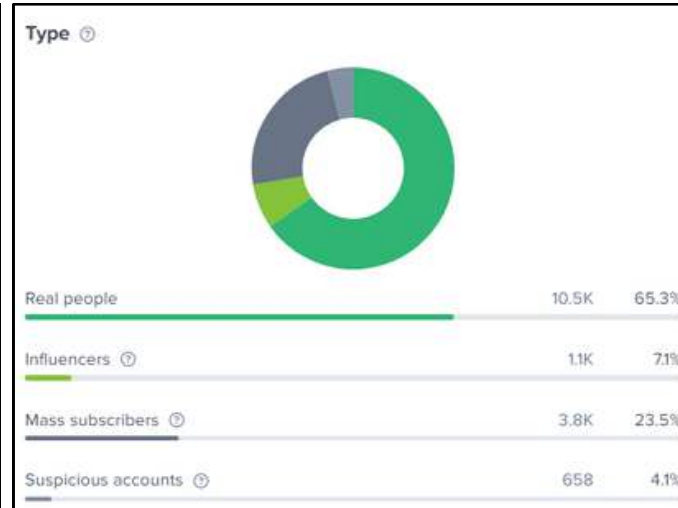
@real_japanese_hip_hop
Site web d'actualités
@rjhnews
@attango_64 President and Founder
The media source of Japanese hip-hop culture.
linktree/realjapanesehiphop

45,3 k comptes touchés ces 30 derniers jours. Voir les statistiques

PUSH NICE OUT R&B HITS WK.T.S.S J.HIP-HOP TPN J-RAP TEEBOMB

PUBLICATIONS REELS ENREGISTREMENTS IDENTIFIÉ(E)

Grid of 6 posts: 1. A woman in a pink kimono. 2. Graffiti art. 3. A person in a black hoodie. 4. A city street scene. 5. A person in a colorful jacket. 6. A person in a black hoodie.



Last 90 days

- Account reached: **210k**
- Non-followers: **22.4%**
- Followers: **77.6%**
- Impressions: **942k**
- Posts: **433**
- Comments: **178**

By content type

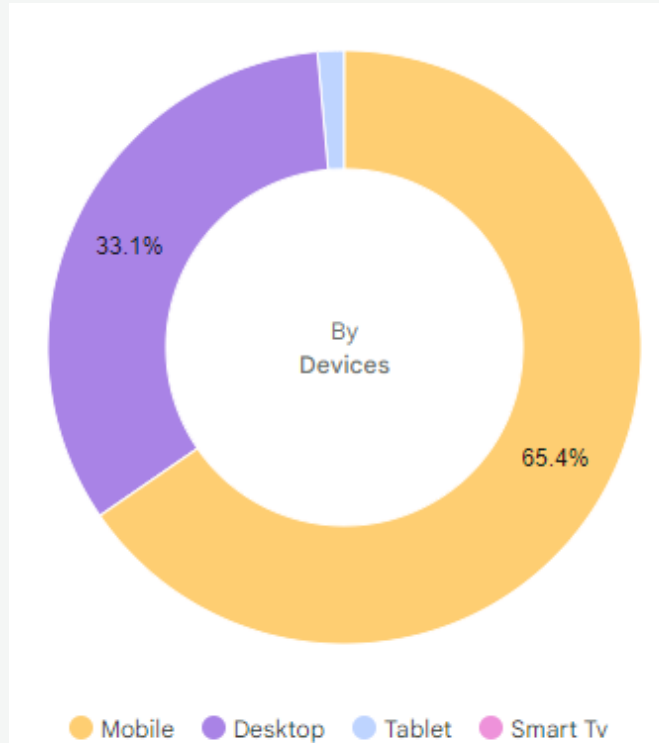
- Reels: **39.8k**
- Posts: **38.9k**
- Stories: **4.1k**
- Videos: **650**

Insights

- Accounts reached: **101.2k**
- Accounts reached: **73.8k**
- Total followers: **16k**

The RJHH web platform website was launched in 2017

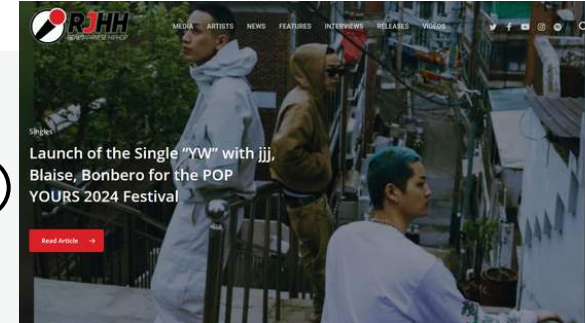
By Devices



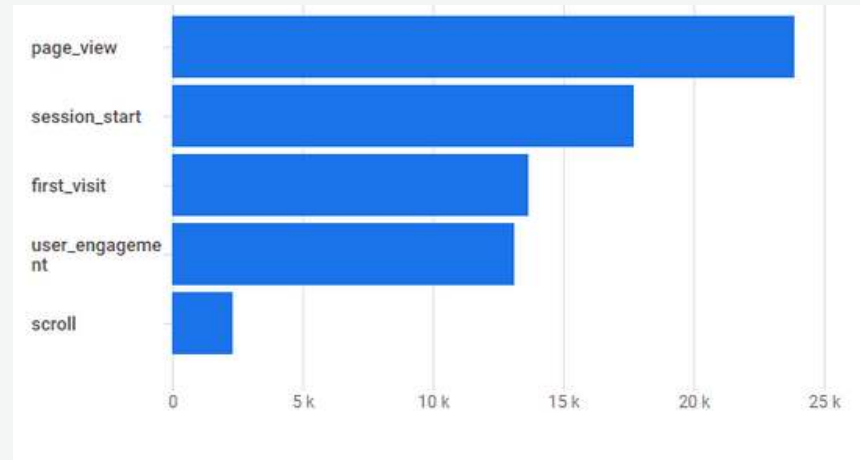
www.realjapanesehiphop.com

www.media.realjapanesehiphop.com

- 18k unique visitors
- 24.8k pages visited
- 1min47s Average engagement duration
- 260 articles published



Number of events by Event Name



Projects fully supported and implemented by RJHH

MUSIC



STARTS	LISTENERS	STREAM	FOLLOWERS
36k	17k	25k	8.5k

VIDEO

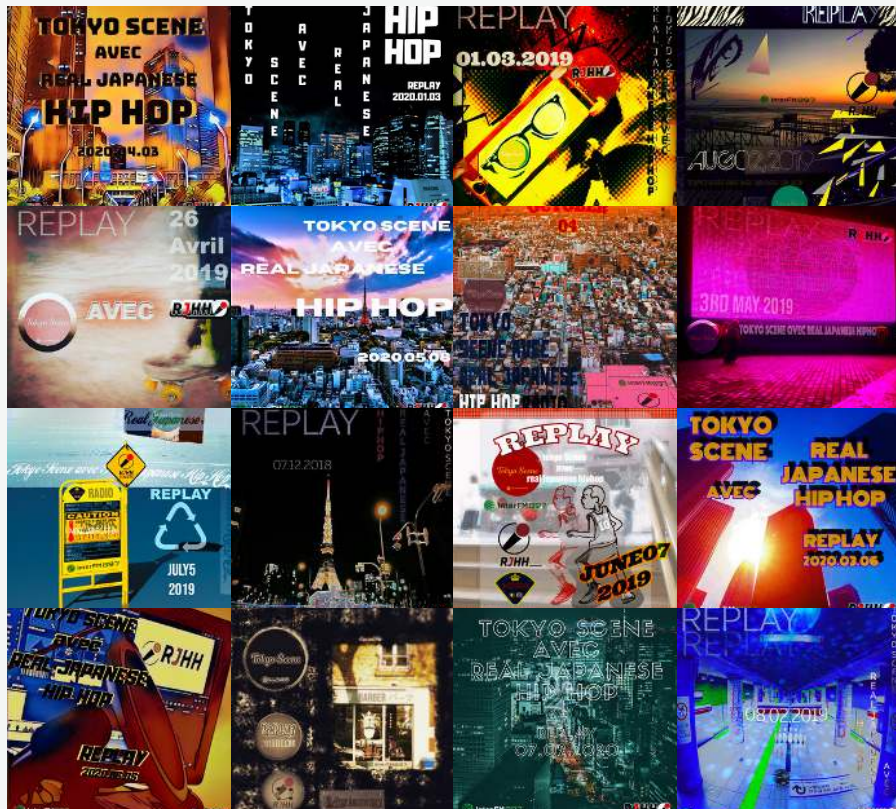


SONIKEM - **Ninjas In Paris**
ISH-ONE & ARAN



YouTube 200k views

Tokyo Scene & RJHH



Tokyo Scene with Real Japanese Hip Hop



A hip-hop music and culture program with InterFM89.7 in French live from Tokyo.

- **95** broadcasts
- with over **47 hours**
- and **570 hip-hop songs** selected



RJHH Podcast



Real Japanese Hip Hop officially began podcast production in September 2020 and plans to expand its audio catalog in 2022.

The Japanese hip-hop podcast is a 30-minute audio immersion with commentary by ATTANGO and guest artists from the Japanese Rap, R&B, and Trap scenes.

Podcast host data



78%



21%



1%

Published podcasts: **24**

Total hours: **6**

Total number of plays: **6750**

Number of plays per month: **1350**



82%

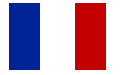


5%



13%

REAL JAPANESE HIP HOP LIVE
Paris 2019.01.30



570 spectators



REAL JAPANESE HIP HOP PARTY

Tokyo 2019.01.30 & 2023.12.19



Shibuya DJ BAR BRIDGE

55 guest artists



Shibuya Café del SONICA

35 guest artists



PREMIUM STUDIO LIVE SESSIONS

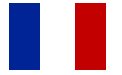
Tokyo 2020.12.11



1,580 online viewers

CONCERT

RJHH/MCJP 2024.06.21



◆ ◆ 21 JUN 2024 - 20H00

HIP HOP

JAPONAIS

NAMICHIE

COMA-CHI

CONCERT

COMA-CHI
(RAPPEUSE, FINALISTE DU B-BOY PARC MC BATTLE 2005)

NAMICHIE
(RAPPEUSE, ARTISTE D'ART PLASTIQUE)

SONIKEM
(DJ, RAPPEUR ET PRODUCTEUR)

MAISON DE LA CULTURE DU JAPON À PARIS, 101 BIS QUAI JACQUES CHIRAC, 75015 PARIS
MÉTRO : BIR-HAKEIM RER : CHAMP DE MARS TOUR EIFFEL
RESERVATION: [WWW.MCJPF.FR](http://www.mcjpf.fr)



270 spectators



CONFERENCES RJHH/MCJP

- Paris 2024.02.27
- Paris 2024.04.03
- Paris 2024.06.20

1,100 conférence participants

RJHH WEB PLATFORM



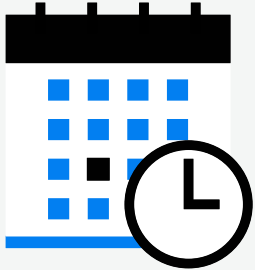
NEWSLETTER



INSTAGRAM



EVENT

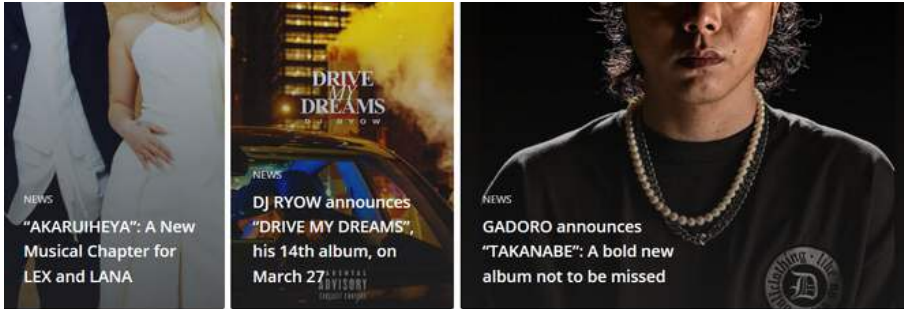




To make yourself known to our web users. You have 2 options.

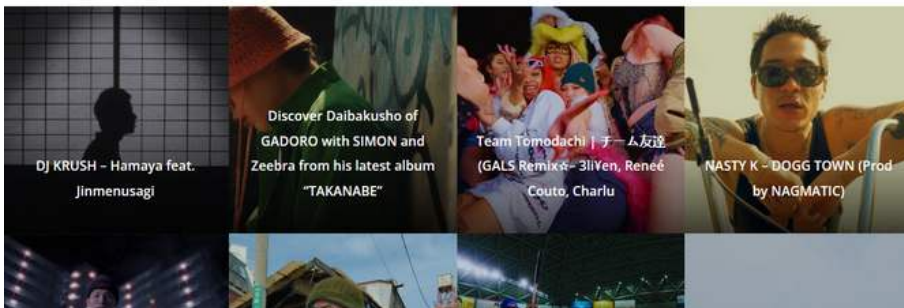
BANNERS

2 banners 728*180 pixels :
75€ per month / (¥12.700)



[More News Stories](#)

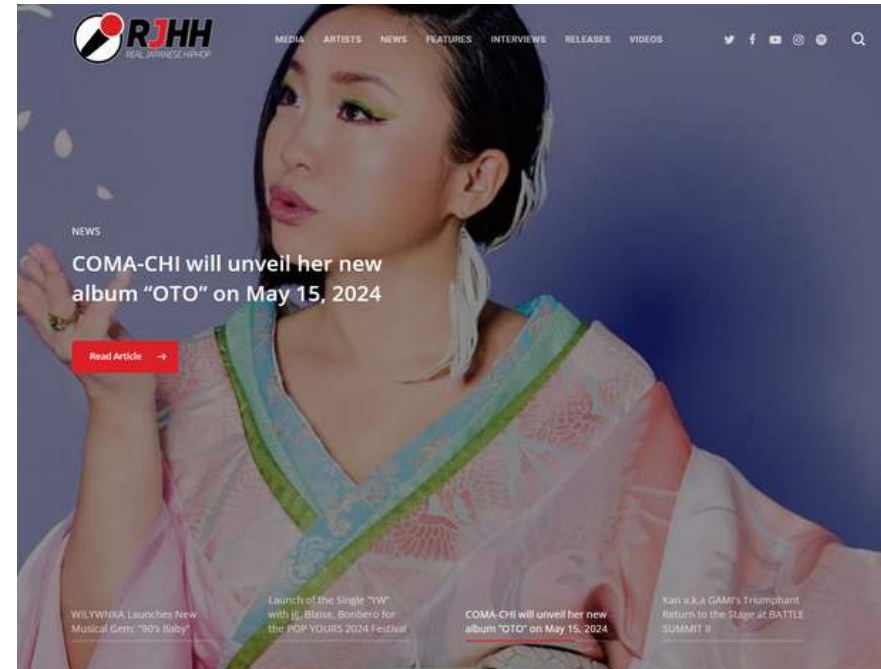
RAP | Videos



AD PAGE & ARTICLE

• 1 advertising page or 1 advertising article :
150€ per month / (¥17.000)

1 title, between 5000 characters (spaces and punctuation included) in word format
 1 image web format - 1 URL





To make yourself known to our community.

Personalized e-mailing, with content for a very high open rate. Our newsletter is sent **3** times a month.

2,5k registered users to whom you can communicate your ads and products.



Daichi Yamamoto's new album "Radiant" is coming soon.
Daichi Yamamoto will release his third album, "Radiant," on May 15 in collaboration with JJJ. The album features nine tracks, including the single "ATHENS." To celebrate the release, Daichi Yamamoto will launch a "Radiant Release Tour Watch Your Step 2024" tour, visiting seven cities, including Tokyo, Okayama, and Kumamoto.

The "Radiant" album reflects Daichi Yamamoto's evolution, with exciting collaborations including CFN Malik, Bobby Bellwood, and Kzyboost. Don't miss this tour to experience Daichi Yamamoto's revolutionary new sound live.

[VIEW MORE](#)



Japanese hip-hop, mainly through the impact of female rappers, is a rich and dynamic cultural phenomenon. These artists have forged a path for new generations and inserted Japanese culture and language into global rap. From pioneers like COMA-CHI, who discovered hip-hop at 15 and rose to fame with her album "Day Before Blue" in 2008, to new voices like Namichie, recognized by Forbes in its 30 UNDER 30 JAPAN selection, the movement is constantly evolving.

The conference at Université Jean Moulin Lyon 3, hosted by Chiharu Chujo, will focus on these female artists, their uniqueness, and their societal role. Guest artist COMA-CHI and ATTANGO, president of Real Japanese Hip Hop, will share their experiences, highlighting the genre's evolution.

The highlight of this celebration will be a concert at the MCJJP, where two generations of female rappers, COMA-CHI, Namichie, and Sonikem, will perform, symbolizing two generations of Japanese female rap. The show promises to be a fitting end to the focus on Japanese hip-hop at the Maison de la Culture du Japon in Paris.



Coma-Chi
COMA-CHI discovered hip-hop at the age of 15. In 2005, she was the first female finalist in the B-BOY PARK MC BATTLE, and her fame suddenly went national. Her debut album, "Day Before Blue" was such a success that the hit. 2 9-r 5 (Michibata) was later described as a "Japanese rap classic." The music industry quickly noticed the emergence of this first female rapper in Japan in her own right. COMA-CHI went on to collaborate with several prominent artists.

Namichie

After brilliant studies at Tokyo University of the Arts, Namichie enjoyed success with the release of her debut album "Everyday Away" in 2020. That same year, she was included in Forbes magazine's 30 UNDER 30 JAPAN selection, which rewards young talent under 30 in various fields. In addition to her solo work, she collaborates with artists such as A.SOBONEM.



[Read more](#)

MC TYSON "Do it again"



[Read more](#)



What we offer: advertorial including :

- 1 banner
- 1 presentation text
- 1 link URL

All newsletter send by



Newsletter

Technical details

Price

Press release

1 image 600x300 pixels, 100kb max - 1 title + 500-character text (including spaces and punctuation) in Word format - 1 URL

95€ / (¥16.000)

Special Press release

2 images 600x300 pixels, 150kb max - 1 title + 1000-character text (including spaces and punctuation) in Word format - 5 URLs

150€ / (¥25.000)



RJHH Facebook page /@realjapanesehiphop

PHOTO/PICTURES

VIDEO

Landscape	1200 x 630	1280 x 720 (16:9)
Portrait	630 x 1200	1024 x 1280 (4:3)
Square	1080 x 1080	1080 x 1080 (1:1)
Stories	1080 x 1920	1080 x 1920 (9:16)



RJHH Instagram profil /@real_japanese_hip_hop

PHOTO/PICTURES

VIDEO

Landscape	1200 x 630	1280 x 720 (16:9)
Portrait	630 x 1200	1024 x 1280 (4:3)
Square	1080 x 1080	1080 x 1080 (1:1)
Stories	1080 x 1920	1080 x 1920 (9:16)

Pictures & Photos

- Post & Carrousel: **80 euros / ¥13.500**
- Story + link: **100 euros / ¥17.000**
- Real + link: **100 euros / ¥17.000**

Video

- Post & Carrousel: **100 euros / ¥17.000**
- Story + link: **130 euros / ¥22.000**
- Real + link: **130 euros / ¥22.000**



Maison
de la culture
du Japon
à Paris

パ
リ
日
本
文
化
会
館



Gridge



Contact us

ADVERTISING & ADVERTISERS

If you are interested in our communication support, getting information about advertising opportunities, and or receiving our MEDIA KIT, please contact our internal management by email at

regie@realjapanesehiphop.com

REAL JAPANESE HIP HOP

SIRET: 848 497 954 00026

www.realjapanesehiphop.com

