

# RJHH

## KIT MEDIA 2026

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The International Platform  
for Japanese Hip-Hop Culture

Media

Events

Magazine

Global Audience

Since 2013 · [realjapanesehiphop.com](http://realjapanesehiphop.com)

# The Global Gap in Japanese Hip-Hop Media

Japanese hip-hop is one of the most dynamic music scenes in the world today. However, it remains significantly underrepresented at the international level.

01

## INFORMATION

No reliable source for international audiences to follow the scene

02

## CULTURAL INSIGHT

Deep cultural context is lost in translation or simply absent

03

## CONNECTIONS

No direct link between Japanese artists and global partners

*"Brands, artists, and audiences struggle to access reliable information, cultural insight, and direct connections to the Japanese hip-hop scene."*

— The problem RJHH solves

OUR ANSWER

# RJHH bridges Japan and the world

Founded in 2013, Real Japanese Hip Hop (RJHH) is the first media platform fully dedicated to Japanese hip-hop culture — bridging communities worldwide.

JAPANESE  
ARTISTS

— RJHH —

INTERNATIONAL  
AUDIENCES

GLOBAL  
BRANDS

— RJHH —

NICHE CULTURAL  
MARKET

FANS &  
COMMUNITY

— RJHH —

AUTHENTIC  
CURATED CONTENT

**12 YEARS** of consistent content production since 2013

The only international media 100% dedicated to Japanese hip-hop.

**RJHH IS NOT JUST A MEDIA — IT IS A CULTURAL BRIDGE.**

# A Unique Positioning

01

## First International Media

100% focused on Japanese hip-hop — no direct competitor worldwide.

02

## 10+ Years of Credibility

Deep cultural expertise built since 2013, trusted by artists & institutions.

03

## Strong Network

Japan and Europe connections — exclusive access to artists and insider content.

04

## Exclusive Content

Artist interviews, scene reports, and insider stories unavailable elsewhere.

**RJHH IS NOT JUST A MEDIA — IT IS A CULTURAL BRIDGE.**

# 10+ Years of Impact

## WEBSITE & GLOBAL REACH

**1.8M+**

Page Views  
(all-time)

**349K**

Active Users  
(website)

**867K**

Pages Views  
(website)

**2min47**

Avg Session  
Duration

## SOCIAL MEDIA — META

**20.5K**

Meta  
Followers

**360K**

Meta  
Impressions

**203K**

Meta  
Reach

**10K**

Meta  
Interactions

## CONTENT PRODUCTION

**1,300+**

Articles  
Published

**5,800+**

Social Media  
Posts

**900+**

Newsletter  
Subscribers

**EST. 2013**

Consistent  
Production

WHO WE REACH

# A Targeted & Engaged Audience

## OUR AUDIENCE IS COMPOSED OF:

- Hip-hop fans & music enthusiasts
- Japan culture lovers & otaku community
- Industry professionals & creatives
- Artists, labels & music industry players

### DEMOGRAPHICS

**76% MEN**

**24% WOMEN**



AGE RANGE: 18–34 (primary) · Top markets: USA, Japan, France, UK

### WHY THIS AUDIENCE MATTERS FOR BRANDS

Highly engaged niche audience with strong purchasing intent in music, fashion, technology and Japanese culture. Premium demographic, hard to reach through mainstream channels — RJHH is your direct access point.

# A Global Digital Presence

## INSTAGRAM

16K

- 16K Followers
- High engagement reels
- Stories & posts
- 360K+ impressions

## WEBSITE

349K

- 349K active users
- 867K page views
- 2min47 avg session
- 362 articles online

## NEWSLETTER

2.5K+

- 2,500+ subscribers
- Direct communication
- High open rates
- Qualified audience

Multi-platform strategy maximising reach across all touchpoints

Instagram · Web · Newsletter · YouTube · Print

WHAT WE CREATE

# A Complete Media Ecosystem

01

## EDITORIAL PLATFORM

News, reviews, profiles  
deep dives & reports

02

## SOCIAL MEDIA

Instagram posts, reels  
stories daily content

03

## PRINT & DIGITAL MAGAZINE

Premium collector publication  
with exclusive interviews

04

## VIDEO CONTENT

Interviews, event coverage  
artist showcases

05

## EVENTS & CONFERENCES

Live concerts, academic  
conferences & activations

RJHH creates content across multiple platforms to maximise your visibility.

PREMIUM PUBLICATION

# RJHH Magazine

A premium publication dedicated to Japanese hip-hop culture.

## PRINT & DIGITAL

Available in both formats  
for maximum distribution

## EXCLUSIVE CONTENT

In-depth interviews &  
deep cultural features

## COLLECTOR OBJECT

Premium design & quality  
for hip-hop enthusiasts

## GLOBAL DISTRIBUTION

International reach  
across Europe & Japan

**1,500+** copies printed (Vol.1)

Growing international distribution across Europe and Asia.

LIVE EVENTS

# Real-Life Impact

RJHH organises and participates in major cultural events across Europe and Japan.



**MATSURI FESTIVAL**

**9,500+**

**SPECTATORS**

Paris Matsuri 2025



**MCJP CONCERT**

**2,500+**

**ATTENDEES**

Maison de la Culture du Japon à Paris

**Live audience = strong brand visibility in a premium, engaged cultural environment.**

Events are the most powerful touchpoint for brand integration.

# A Strong Cultural Presence



Paris Matsuri 2025



MCJP — Conférence avec Utamaru (Rhymester)

## Maison de la Culture du Japon

Conferences & academic panels  
on Japanese hip-hop history

## Live Concerts & Showcases

Bringing Japanese artists  
to European audiences

## Artist Collaborations

Working directly with Japan's  
most influential artists

RJHH connects culture, audience, and experience.

# Proven Experience

## CASE STUDY 01

### MCJP Conférences + Concert

Maison de la Culture du Japon à Paris

# 2,500+

attendees across multiple events

- ✓ Cultural authority positioning
- ✓ Institutional partnership at premium venue
- ✓ Media coverage & content production



## CASE STUDY 02

### Paris Matsuri Festival 2025

Large-scale Japanese cultural festival, Paris

# 9,500+

spectators at the festival

- ✓ Strong brand visibility at scale
- ✓ Live performance showcase
- ✓ Cross-audience cultural impact



OUR PARTNERS

# They Trust Us

MCJP

## Maison de la Culture du Japon à Paris

Institution · Paris, France

Bilateral cultural institution dedicated to artistic and intellectual exchange between France and Japan.

JF

## Japan Foundation

Institution · Tokyo, Japan — ■■■■■■

Japanese government agency dedicated to international cultural exchange and diplomacy on a global scale.

IFM

## InterFM 897

Radio · Tokyo, Japan · 89.7 MHz

Tokyo-based radio broadcasting in English & Japanese — pioneer of the international music scene for 30+ years.

SC

## Spincoaster

Music Media · Tokyo, Japan

Reference independent music webmedia of the Japanese alternative and hip-hop scene.

PM

## Paris Matsuri

Event · Paris, France

France's largest Japanese cultural festival — 9,500+ spectators at the 2025 edition.

BL

## Blender Bookmagazine

Magazine · Paris, France

Independent French magazine devoted to art, fashion and creation with full editorial freedom.

*"Trusted by Japan's top institutions and international cultural partners since 2013."*

# What We Offer

## BRAND CONTENT

- Sponsored articles & features
- Artist interviews & profiles
- Editorial storytelling
- Cultural reports & analysis

## SOCIAL MEDIA CAMPAIGNS

- Instagram posts & reels
- Story campaigns
- Audience engagement
- Influencer activation

## EVENTS & ACTIVATION

- Concert branding
- Conference sponsorship
- Brand integration on stage
- On-site visibility

**+ CUSTOM CAMPAIGNS — All offers can be tailored to your objectives, audience, and budget.**

Contact us: [regie@realjapanesehiphop.com](mailto:regie@realjapanesehiphop.com)

INVESTMENT

# Partnership Packages

Three clear entry points. Every package is fully adaptable to your objectives.

## STARTER

€1,000

- Sponsored article
- Instagram post (1x)
- Brand mention on social
- Audience reach: 20K+

## GROWTH

€1,500

- Sponsored article
- Instagram posts (2x)
- Newsletter inclusion
- Audience reach: 40K+

## PREMIUM

€2,500+

- Full multi-platform campaign
- Article + Instagram + Newsletter
- Event integration & branding
- Custom content production
- Audience reach: 80K+

All prices are indicative. Contact us to build a campaign that fits your goals.

[regie@realjapanesehiphop.com](mailto:regie@realjapanesehiphop.com) · [realjapanesehiphop.com](http://realjapanesehiphop.com)

# Why Partner With RJHH?

## UNIQUE NICHE POSITIONING

The only international media dedicated to Japanese hip-hop. No direct competitor.

## CULTURAL CREDIBILITY

12 years building trust with artists, institutions and fans. Our voice carries authority.

## INTERNATIONAL AUDIENCE

Reach a globally distributed, English-speaking audience passionate about Japanese culture.

## DIRECT ARTIST ACCESS

Exclusive relationships with Japan's top hip-hop artists — content unavailable elsewhere.

## MULTI-PLATFORM REACH

Web, social, newsletter, print and events — your brand at every touchpoint.

## PROVEN TRACK RECORD

12,000+ event attendees, 1.8M+ page views, and growing year over year.

**RJHH IS YOUR GATEWAY TO JAPANESE HIP-HOP CULTURE.**

# Our Vision

RJHH is growing. Here is where we are heading:

## VIDEO & DOCUMENTARY

Launching a dedicated video channel with artist documentaries, scene reports and exclusive concert footage.

2025–2026

## INTERNATIONAL COLLABORATIONS

Expanding partnerships with European and Japanese institutions, festivals and cultural organisations.

2025+

## ASIAN HIP-HOP EXPANSION

Extending editorial coverage to Korean, Chinese, and Southeast Asian hip-hop scenes.

2026+

## LIVE EVENTS SERIES

Developing a regular European tour with Japanese artists and multi-city cultural festivals.

2025–2026

# Let's Work Together

## ADVERTISING & PARTNERSHIPS

[regie@realjapanesehiphop.com](mailto:regie@realjapanesehiphop.com)

Commercial inquiries

## GENERAL INQUIRIES

[contact@realjapanesehiphop.com](mailto:contact@realjapanesehiphop.com)

All other questions

[realjapanesehiphop.com](https://realjapanesehiphop.com)