

RJHH

KIT MEDIA 2026

The International Platform
for Japanese Hip-Hop Culture

Media

Events

Magazine

Global Audience

Since 2013 · 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.

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 Niche,

Engaged Audience

RJHH does not chase mass reach — it cultivates a qualified, highly engaged community across newsletter, social media, and live events.

NEWSLETTER

2,500+

- Direct opt-in subscribers
- Bi-weekly "Ura Street" edition
- High open & click rates
- Owned, qualified channel

SOCIAL COMMUNITY

20K+

- Across Instagram & socials
- Hip-hop fans & Japan culture lovers
- Daily content & high engagement
- Direct artist & fan interaction

LIVE AUDIENCE

12,000+

- Spectators reached per year
- Paris Matsuri & MCJP events
- Concerts, conferences, showcases
- Real-world brand visibility

Quality over volume — a community that converts, not just scrolls.

Newsletter · Social · Events · Institutional Partnerships

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+

Paris Matsuri 2025

SPECTATORS



MCJP CONCERT

2,500+

MCJP 2025

ATTENDEES

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

Events are the most powerful touchpoint for brand integration.

CULTURAL EVENTS

A Strong Cultural Presence



Paris Maturi 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+

- ✓ 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

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 · realjapanesehiphop.com

THE DECISION

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+ live event spectators per year, 2,500+ newsletter subscribers, and growing.

RJHH IS YOUR GATEWAY TO JAPANESE HIP-HOP CULTURE.

Let's Work Together

ADVERTISING & GENERAL INQUIRIES

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Commercial inquiries

contact@realjapanesehiphop.com
All other questions

realjapanesehiphop.com