

NOMUNICATION.JP



MEDIA KIT

ABOUT US

nomunication.jp is an English-language lifestyle blog dedicated to spreading the joy of Japanese whisky, spirits, cocktails, and Tokyo's drinking scene. This is accomplished with an all-encompassing content strategy consisting of news, product reviews, event reports, industry insights, and a few dashes of evidence-based speculation.

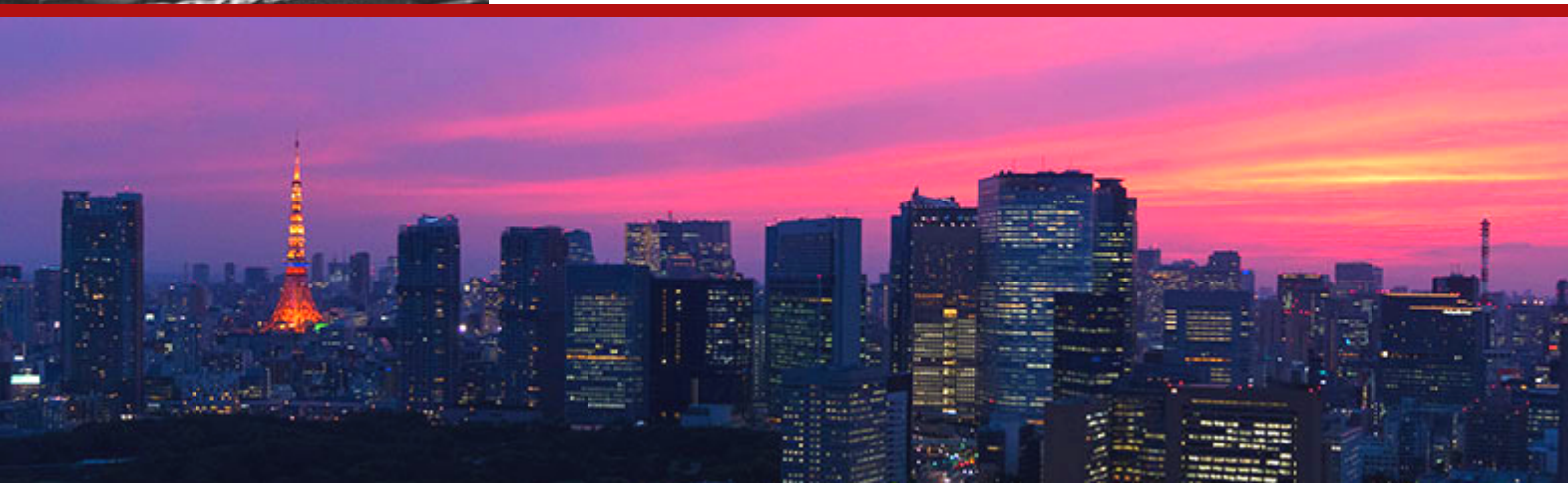
Educational content has also remained a cornerstone since the site's inception: Japanese language and culture guides, infographics, neighborhood-specific information, and reference resources are all crafted specifically for nomunication.jp.

This is garnished with a level of local expertise that is only possible thanks to Whiskey Richard's decade-plus experience living in, drinking in, and experiencing Tokyo's nightlife the way the locals do -- he is fully fluent in Japanese.



"Nomunication" is a bilingual port-manteau of 飲む, the Japanese verb "to drink," and the English word communication

The exclusive content of nomunication.jp attracts an audience of influential industry thought leaders that includes distillers, importers/exporters, wholesalers, retailers, bartenders inside and outside of Japan, and of course the very passionate fans of Japanese whisky and spirits.



ABOUT WHISKEY RICHARD

Whiskey Richard has been in Tokyo for 11 years. He is certified by the Cocktail Culture Foundation as a Cocktail Expert, and holds Whisky Kentei Level 3, as well as JLPT Level 1. His favorite cocktail is the Rusty Nail, but a G&T is a close runner-up. When not drinking, he enjoys flower photography, snowboarding, techno, and traveling within Japan.



STATISTICS AS OF MAY 2019

10K

monthly
uniques

50K

monthly
page views

8.2%

average post
engagement

TOP 3 COUNTRIES OF READERS



Japan
27.5%



USA
24.4%



Taiwan
5.9%


FACEBOOK FOLLOWING



7.4 K

[FB.COM/DRINKINTOKYO](https://fb.com/drinkintokyo)

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