

Japan School News

School
News

School
Directory

Job
Listings



JapanSchoolNews.com is an editorial-driven online portal serving the International School community in Japan.

JapanSchoolNews.com features positive news stories and photographs of children actively engaged in meaningful pursuits — a refreshing antidote to the doom and gloom in much of the modern media.

Including sports results, upcoming events, and listings, JSN offers schools an opportunity to celebrate their success stories with a wider audience, and gives parents and teachers great pride in seeing their activities shared with the public.

History

First published in May 2010 by Caroline Pover as print-based media, Japan School News was designed to inform parents in a very real way about what was going on within the school community.

In December 2014, JSN was bought by Mojoworks (publishers of Kansai Scene magazine) and in May 2016 the print edition was faded out and the focus shifted to digital delivery of its content via japanschoolnews.com.

JSN continues to evolve, both stylistically and editorially, but remains focused on its core objectives – to provide useful and engaging information to English-speaking expatriate parents in Japan. Japanschoolnews.com offers free services to schools and is supported through advertising.

Editorial policy

Japan School News contains the latest news and success stories, upcoming events, job announcements, new facilities, educational support services, teacher training opportunities, and general interest articles about international education and parenting in Japan.

Articles featured in the School News sections are written and submitted by the schools directly. To qualify for the free school news section, schools must adhere to our **article submission guidelines** (see overleaf).

Audience

Two thirds of the readership are parents: just under half have preschoolaged children, 38% have elementary-aged

children, and 15% have children in high school. One third of the readers are educators themselves. 14% are representatives of companies looking to support the international school community and their activities. Most of the readers are non-Japanese and all of them speak English at home.

Distribution

Japan School News content is now published exclusively online at www.japanschoolnews.com, on our **Facebook page**. Weekly updates are sent to our **mailing list**. The site contains all the stories from past print editions plus a searchable online directory of International Schools in Japan. The website is optimised to display on mobile devices using a responsive layout.

Advertising

Banner advertising, newsletter sponsorship or sponsored posts (advertorials) are available for clients looking to reach the international school community and families in Japan. See our rates on the following pages for details of advertising opportunities.

Contact us

Please call or email us with any questions or queries.

Mojoworks KK (Attn. Japan School News)
Osaka, Nishi-ku, Shinmachi 3-5-7,
Eiko Bldg. 2F
Tel: 06-6539-1717
Email: info@japanschoolnews.com



School News Submission Requirements

Length

School News article submissions must be *less than 250 words* in length. The online submission form will limit your submission to this length automatically.

Title & Author

Please include a title for the article. The author will default to your username.

Images

All article submissions should be accompanied by at least one sharp color image. Please upload an image at least 1000px wide.

Voice

Try and write the articles in a casual, friendly tone. Avoid business-like or overly formal language.

Subject matter

Please limit the subject matter to event reports, success stories, and general-interest news.

Articles about upcoming Open House events, new courses, summer schools or new initiatives etc. or that are otherwise considered as excessively self-promotional, may be declined. For such subject matter, we may recommend banner advertising or sponsored posts as an alternative.

FREE Submit your School News

Schools are encouraged to submit their self-authored 'school news', **totally free of charge**, for publication on Japan-SchoolNews.com. We welcome news about your inspirational events, fundraising drive, sports successes, community outreach activities and so on. However, since we also offer sponsored posts and display ads, there are certain submission requirements that must be satisfied to qualify for this free service (see opposite).

Submissions can be made 24/7 directly through the website. If you haven't already, register as a user and click on **[Submit News +]** to get started.

FREE List your School

The online directory of International Schools in Japan is another free service offered by Japan School News. Simply register as a user and add your school to the directory in a few simple steps.

Click on **[List your School +]** to get started.

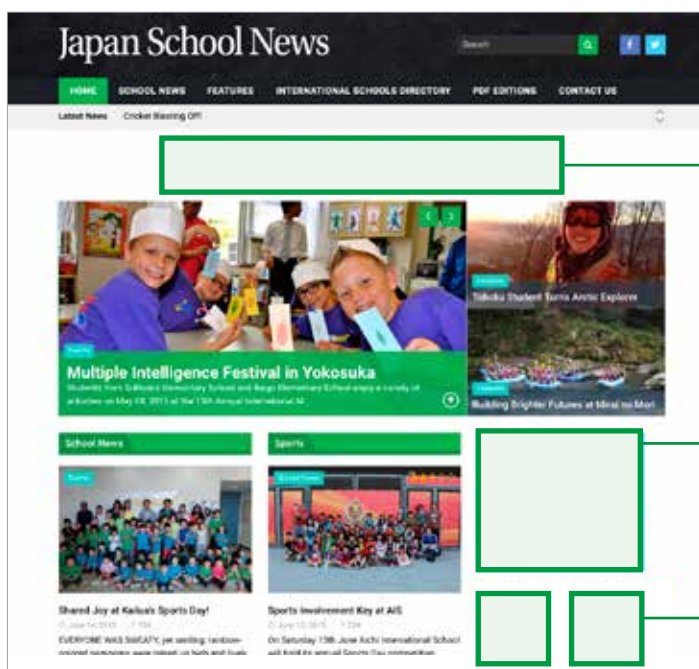
FREE Post a Job

Looking for staff? Post your job free of charge on japan-schoolnews.com and accept applications directly.

Click on **[Post a Job +]** to get started.

japanschoolnews.com





Leaderboard banner ad

728 x 90px
One position.
Rotates between ads every 6 seconds.

Sidebar banner ad

300 x 250px
One position.
Rotates between ads every 6 seconds.

Small Sidebar banner ad

125 x 125px
Four positions.
Rotates between ads every 6 seconds.

Banner Ads

We offer banner ad advertising on japanschoolnews.com at the following rates:

Banner size	30 days	60 days	90 days	12 months
728 x 90px	¥20,000	¥30,000	¥45,000	¥100,000
300 x 250px	¥10,000	¥15,000	¥25,000	¥50,000
125 x 125px	¥3,000	¥5,000	¥7,500	¥15,000

*All rates are payable in advance and are subject to an additional 8% consumption tax

Sponsored Posts (advertorials)

Need more than 250 words or want to spread the word about your upcoming Open Day, Bazaar or simply promote your school, or other service to our readers? Consider a sponsored post (advertorial).

Articles can be up to 500 words in length, can contain up to three images and be either self-authored or written by JSN as required*. Articles that are self-authored may be edited for style, content or length. Sponsored posts will appear in the 'Features' category and shared on the JSN Facebook page.

Words	Images	Self-authored	JSN-authored
500	3	¥30,000	¥60,000

* To be authored by JSN, we will require a press release or similar English language source material. If this cannot be provided then an interview may need to be conducted via Skype or telephone.