

For Immediate Release

***Fujingaho* Launches *Kyoto-Asu*, a Web Site Dedicated to Kyoto**

Site Aims to Support the Branding of Kyoto, Working Closely with the City of Kyoto

The Very Best of Kyoto, Promoting Japanese Culture and Tourism Throughout Japan and Worldwide

Tokyo, June 27, 2013 - On Monday, July 1, 2013, established women's magazine *Fujingaho*, published by Hearst Fujingaho Co., Ltd. will launch a new web site dedicated to Kyoto information called ***Kyoto-Asu -- Kyoto, Today & Tomorrow*** (<http://trip.kyoto.jp>). Working closely with Kyoto City Tourism & MICE office, the site will be a compendium of the ultimate in Kyoto information. The *Kyoto-Asu* web site aims to support the branding of the city as envisaged in the City of Kyoto's "Future Kyoto Tourism Promotion Plan 2010 ⁺⁵."

The *Kyoto-Asu* web site will feature a database of Kyoto culture, religious services and events, famous temples, restaurants and accommodations, compiled from the *Fujingaho* archives. It will also deliver reports in real time from 108 prominent Kyoto insiders associated with the 108 years since the venerable women's magazine was launched. The site will provide first-class information accompanied by beautiful visuals, capitalizing on a long-standing network of relationships with Kyoto celebrities to discover new information as only *Fujingaho* can. The goal is a first-class Kyoto site to satisfy everyone from first-time visitors through to the most veteran of Kyoto travelers.



"We are delighted to be able to work with *Fujingaho*, Japan's longest-standing women's magazine, and present the charms and attractions of the ancient capital, which boasts a 1200-year history," said Kyoto mayor Daisaku Kadokawa. "I anticipate that *Kyoto-Asu* will help us achieve our aim of attracting 50 million visitors." As one of the 108 prominent Kyoto celebrities, Mayor Kadokawa will share information about Kyoto as it is today on the site.

"We want to share information about various aspects of the ancient capital and pride of Japan, not only throughout Japan, but also around the world by leveraging the extensive Hearst network, publishing magazines in more than 80 countries," said Yves Bougon, Hearst Fujingaho CEO.

Yumi Deguchi, editor-in-chief of both *Fujingaho* and the new web site, adds, "*Kyoto's history has been a string of 'todays and tomorrows,' linking valued daily traditions to build a distinctive culture. This site is a result of the dedicated research of our editors for many years, and I believe it will be the most in-depth, high quality web site about Kyoto. Including segments on the city's literary calendar, inside knowledge and hints on Japanese etiquette, our aspiration is that it will also become a 'gateway to Japan' for foreigners.*"

Kyoto-Asu will link travel bookings and shopping services to provide a seamless experience, from trip planning and local sightseeing to orders for local products after visitors have

returned home. For travel bookings, the site will collaborate with T Gate, Inc., the operator of the travel site “Tabi-no-hakken,” to offer tours for connoisseurs, while Fujingaho shopping site, *Fujingaho no Okaimono* (<http://fujingaho.ringbell.co.jp/>), will offer Kyoto delicacies carefully selected by the editors.

To commemorate the launch of the new web site, the August edition of *Fujingaho* (on newsstands July 1) will be available at the special price of 880 yen (instead of the usual 1,200 yen). The magazine cover will be a painting by the famous artist Akira Yamaguchi, and the magazine will include a feature on “Summer in Kyoto – The Ultimate Overnight Trip” and a supplement called “‘Kyoto delights we want to keep secret’ – recommendations of 108 prominent Kyoto insiders.”

Fujingaho will use multiple platforms, including magazines, web sites and social media to disseminate information about Kyoto’s today and tomorrow, collected through the networks developed over its extensive history.

<Kyoto-Asu web site>

- Launch date: July 1, 2013
- URL: <http://trip.kyoto.jp>
- Media kit: <http://www.hearst.co.jp/ad/kyotoasu>
- Devices: PC, tablet, smartphone
- Social media: Facebook - www.facebook.com/tripkyoto
Pinterest - <http://pinterest.com/tripkyoto> | Twitter - [@tripkyoto](https://twitter.com/tripkyoto)
- Contents:
 - Recommended travel plans: Suggestions of how to best enjoy a visit to Kyoto, including bookings for selected original tours.
 - Kyoto travel information database: Database on places to eat and drink, accommodation, shopping and sightseeing/experiences based on information and resources gathered by *Fujingaho* over its extensive history. The database will start with 550 entries, with plans to build it over time.
 - A word from the locals: Real time reports on today’s Kyoto by influential Kyoto residents in respective fields, including ikebana (Japanese flower arrangement) masters, traditional sweets makers, *kyogen* (traditional Japanese theater) performers, brewers from long-established breweries, journalists, geisha (*geiko*) from the Gion Kibu district, architects, Buddhist monks, photographers, designers and sommeliers.
 - Kyoto – today and tomorrow: Introduction of Kyoto events and festivals
 - Box seat of the month: Guide to prized Kyoto attractions that are not normally accessible. These will be available for booking on the site.
 - Kyoto specialties: Link to a special Kyoto section located within the *Fujingaho no Okaimono* shopping website



The Japanese name of the *Kyoto-Asu* web site has a double meaning: "Kyoto and tomorrow" and "today and tomorrow."

The concept is to draw people in by looking at both the current-day and the future Kyoto. The logo and design signify the yin and the yang of tomorrows mingling with today.

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About *Fujingaho*

Fujingaho is Japan's longest-standing women's magazine, initially published in 1905 (Meiji 38) by its first editor-in-chief, Doppo Kunikida. The magazine publishes articles on top quality food, fashion and homes, and features the best of Japan, both tangible and intangible, aiming to enrich the lives of Japanese women. In 2011, *Fujingaho* launched the shopping site *Fujingaho no Okaimono*, selling food items, gifts and other products carefully selected by *Fujingaho* editors.

Released on the first of the month. Circulation of 79,717 (printer-certified). Price 1,200 yen.

URL: www.hearst.co.jp/product/fujingaho | Twitter: [@DeguchiEiC](https://twitter.com/DeguchiEiC)

About Hearst Fujingaho Co., Ltd.

Hearst Fujingaho is a multi-faceted media company with roots in Japan, the US and France. The company publishes women's magazines such as *Fujingaho*, with its 108-year history, *ELLE Japon*, *25ans*, men's magazine *MEN'S CLUB*, and a range of lifestyle magazines covering interior design, food and weddings. The company also has diversified into media sites such as *ELLE Online*, and e-commerce sites such as *ELLE Shop*. Hearst Fujingaho boasts highly experienced editors, and is actively involved in producing books and corporate publications.

URL: www.hearst.co.jp | Twitter : [@Hfujingaho](https://twitter.com/Hfujingaho)