

DRINK PLANET Media Guide | A PR Media Platform Reaching Bartenders, the Alcohol Industry, and Cocktail Enthusiasts

Bringing wit and innovation to the world of drinks.

DRINK PLANET is Japan's first subscription-based web magazine dedicated to bar culture. It not only reaches professional bartenders and alcohol brands, but also effectively connects with cocktail lovers and companies seeking promotional opportunities targeting general consumers.

About This Page

This is the official media guide page of DRINK PLANET, a subscription-based PR media platform for bartenders, the alcohol industry, and cocktail enthusiasts. Here you will find information on the platform's background, audience demographics, available PR services, and past achievements.

Overview

- **Name:** DRINK PLANET
 - **Founded:** May 2010
 - **Operator:** Celori Inc.
 - **Format:** Monthly subscription (JPY 1,100/month)
 - **URL:** <https://www.drinkplanet.jp>
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Operated by Celori Inc.

Celori Inc. is a planning and creative agency specializing in alcohol and bar-related branding and PR. It plans, organizes, and produces original media, brand events, and promotional campaigns. DRINK PLANET is its flagship media platform.

Main Services

1. DRINK PLANET Web Magazine

- Features interviews and stories about bartenders, bars, and cocktail culture
- Collaborates with writers from over 20 countries to deliver global perspectives

2. TOKYO COCKTAIL 7 DAYS

- An annual experiential event held in Tokyo each October that celebrates cocktail and bar culture
- Around 100 participating bars; approx. 1,500 visitors in their mid-30s attend
- Highly accessible for bar newcomers and provides fresh discoveries for seasoned fans

3. Marketing & PR Solutions

- End-to-end support from website creation to marketing strategy and execution
- Customized PR approaches including influencer campaigns, SNS advertising, and content development
- Proven partnerships with lifestyle and spirits brands

4. Global Research & R&D

- Collaborates with a London-based research firm to explore global bar trends and insights
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Reader Demographics

- **Average Age:** Mid-30s
- **Occupations:**
 - Primarily bartenders (bars & hotels) and bar owners
 - Alcohol industry professionals, F&B professionals, and marketers
- **Location:** Nationwide (mainly Tokyo, Osaka, Nagoya, and other urban areas)
- **Reader Profile:** High engagement through subscription model; audience includes top-tier professionals with a strong appetite for information
- **Media Channels:** Web magazine, social media (Instagram / Facebook / YouTube), and email newsletters

※ Media data (pageviews, social followers, email open rates, etc.) are available upon request.

Advertising & PR Menu

Menu	Description
✓ Article + SNS Campaign	✓ Sponsored article creation combined with SNS promotion for end-to-end brand storytelling
✓ Branded Article	✓ Content designed to resonate with industry professionals and bartenders, plus SNS outreach
✓ Event Promotion	✓ PR collaboration with events such as TOKYO COCKTAIL 7 DAYS
✓ Video Production	✓ Short promotional videos for YouTube / Instagram
✓ English Content	✓ Article creation and translation for global markets

✂ For details and pricing, please contact us directly.

Track Record Highlights

DRINK PLANET has partnered with numerous domestic and international spirits brands, beverage companies, and bar organizations on campaigns such as:

- Strategy and management of SNS-based brand awareness campaigns
- Judge partnerships and feature coverage for cocktail competitions
- Localized content and promotion for imported whisky and gin brands
- Influencer-driven PR initiatives at events
- English articles and videos supporting global brand communications

✂ Due to client confidentiality, specific case details are not published online. Please contact us for further information.

Why DRINK PLANET? | What Sets Us Apart

While there are several alcohol-related media platforms, DRINK PLANET distinguishes itself through:

- **A highly engaged, subscription-based audience:** Reaching top-tier bartenders and professionals in the alcohol industry

- **Depth-driven editorial content:** Focusing on interviews and features that explore culture and craftsmanship, not just product announcements
- **Cultural and visual storytelling:** Ideal for lifestyle-conscious brands seeking context-rich, visually-driven promotion
- **Global adaptability:** English-language output and collaboration with international writers allow for global storytelling and cross-border PR
- **Original content production:** Stories are crafted with emotional resonance and authenticity to ensure long-lasting brand impressions

※ Unlike news-based media that focus on speed and product releases, DRINK PLANET emphasizes stories that evoke empathy and shared experiences.

Contact / Download Media Kit

For inquiries regarding PR or advertising placements, or to request the latest media kit (PDF), please contact

otoiawase1@drinkplanet.jp

DRINK PLANET aims to be the stage that connects ambitious brands with the bartenders shaping the future of bar culture.

<https://www.drinkplanet.jp/>
