

Yama-Kei Publishers Co., Ltd

<http://www.yama-kei.co.jp/>

Beginning with the first edition of the magazine Yama to Keikoku (Mountains and Valleys) in 1930, Yama-Kei Publishers has produced books, magazines, and DVDs for more than 70 years as a specialist publisher for lovers of the outdoors. In addition to the mountain-themed Yama to Keikoku and Yamakei JOY magazines, the company publishes a variety of nature, travel and outdoor-related magazines and Mooks including skier and Jitensha-Nin (Bicyclist). The company also receives high marks from readers for its book publishing, with reference books like Handy Mountaineering Reference and Color Directory of Mountains that include both highly detailed information and spectacular photographs. As an established publisher in the fields of mountaineering, outdoors and travel, Yama-Kei continues to distribute precise information through magazines, books, DVDs and the Internet.



Yama-Kei Publishers Co., Ltd

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Yutaka Suzuki

Advisors Atsushi Hakuta
Mutsuo Hayashi
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Business Publication of books and magazines on mountaineering, skiing and traveling



Yama to Keikoku
Japan's leading general magazine for all mountaineers, with topics ranging from hiking small mountains to scaling the Himalayas. Published on the 15th of every month.



Yamakei JOY
A mountaineering guide for beginners to intermediate hikers, the basic concept is "enjoying walking in the mountains." Quarterly, with special issues in April and July.



ROCK & SNOW
Specialized magazine focusing on climbing that delves into the latest aspects of mountain climbing including snow climbing, skiing and overseas mountain climbing. Quarterly.



Jitensha-Nin
Introducing scenery that only bicyclists can see, memorable travels and new discoveries. Making life enjoyable for bicyclists. Quarterly.



skier
Entertainment magazine full of practical information on equipment, techniques, and how to enjoy domestic and overseas slopes. Seasonal.



Mountains and Outdoor Mooks
Mooks showing how to enjoy mountains and the outdoors, with titles like "The Alps" and "Mt. Fuji." No fixed publication schedule.



Travel Guides
Domestic travel guides by region from the vantage point of travelers. "Walking Map of Japan" (18 volumes) and "Tabi-ing" (16 volumes).



Complete Walking Maps & Guides
Detailed maps and guides for popular areas including Akihabara (Tokyo), Naha (Okinawa) and Seoul (Korea). No fixed publication schedule.



Walking Atlas
Map and guide magazine featuring sights to see, restaurants to try, and souvenir shops with detailed maps, made using local input. No fixed publication schedule.



DVD Mooks
DVDs and Mooks explaining hobbies that people love, like tai chi, wearing a kimono, and ballroom dancing.



skier DVD
DVDs using all-Japan demonstrators and other top skiers as models to show their techniques and how to improve.



Mountains DVDs
High-resolution DVDs including the "Scenic Mountain Guide," advanced mountaineering guides including the Yari-Hodaka route, the "Four Seasons" series, and "The Japan Alps from the Air."



Mountains books (guides)
Diverse lineup including the YAMAP series of mountain climbing guides that combine guidebooks and maps, the "New Mountain Climbing Guide by Prefecture" guides for 47 prefectures, and other guides for specific purposes.



Mountains books (technique)
Yama-Kei's own "Complete Mountaineering Techniques" definitive series on mountaineering techniques, "Hiking - The First Step" book of techniques for beginners, and other books full of techniques for understanding maps, the weather, etc.



Calendars
High-quality prints of carefully selected photographs with themes including mountains, pets, flowers, plants and animals, and scenery - 42 items from desktop to wall calendars.



Illustrated reference books
A wide variety of reference books with photographs for anyone who enjoys nature, from children to researchers. Subjects include garden flowers, wild birds, mushrooms, ocean and river fish, and constellations.



Internet site
Renovated in June 2006. Aiming to be a new media for a wide range of users, with information on mountains and nature in addition to product introductions.



Mobile Yama to Keikoku
Mobile phone Internet site for accessing local information while hiking, as well as "Yama to Keikoku"-linked reference articles, event information, and basic data on mountains and flowers.