

# MONOCLE

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## Nikkei and Monocle sign global partnership

Japanese media corporation Nikkei Inc. and global affairs magazine Monocle today announce an alliance that sees Nikkei taking a stake in the London based global affairs magazine. The inaugural strategic partnership sees Nikkei becoming a Monocle shareholder.

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Monocle is a unique target for one of Asia's largest media companies, whose roster includes its flagship newspaper with a daily circulation of three million, over 40 magazines, TV channels, radio, books, database services, conferences and online news platforms. In autumn 2013, Nikkei Asian Review was launched as a new, unique publication focusing on economy and business from an Asian perspective.

Commenting on the announcement, Tsuneo Kita, President and Chief Executive Officer of Nikkei said, "*We are delighted to announce our partnership with Monocle today. Under Tyler Brûlé's leadership, Monocle has grown rapidly to boast a core readership of thought-leaders around the world and through this wide-reaching partnership, the Nikkei Group will be able to further boost its global reach.*"

Both businesses believe the partnership is an intelligent and innovative fit, due to their mutual respect for high quality, in-depth journalism. At the same time, they see immediate opportunities to bolster their positions on newsstands across Asia.

"*This is the perfect partnership for Monocle,*" says Tyler Brûlé, Monocle chairman and editor in chief. "*Given Nikkei's editorial reach, there are many areas where we can work with Nikkei correspondents to strengthen our coverage in various regions while also supporting the Nikkei Asian Review via Monocle's established distribution networks.*"

As one of the few consistently growing news magazine titles, both on newsstands and via subscriptions in over 100 markets worldwide, Monocle has carved a new and profitable media model combining print, broadcast, retail, e-commerce and books. Nikkei Asian Review is also available throughout the globe, both online and print. Through sharing international newsstand and subscription intelligence, both brands aim to grow their global presence even further.

The partnership also reflects the editorial focus Monocle has held on Japan since its first issue in February 2007 – and the desire for Nikkei to bring more of Japan to the world.

The alliance was signed on Monday 1 September.



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# MONOCLE

## Note to Editors:

- Nikkei and Monocle to form a strategic alliance – with Nikkei to become a Monocle shareholder. Brule’s holding company Winkontent retains over 80%, founding shareholders from Switzerland and Sweden hold the remaining stake.
- The alliance values Monocle at over 100 million USD

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## About Nikkei

Founded in Tokyo in 1876, Nikkei Inc. is one of Asia’s largest media companies and publisher of the highest-circulating financial newspaper in the world: the Nihon Keizai Shimbun (Nikkei). Famous for its daily Tokyo stock index, Nikkei is one of Japan’s most widely recognized media companies.

From its headquarters in the heart of Tokyo’s Otemachi district, the Nikkei group’s media interests span daily and weekly newspapers, magazines, TV, radio, books, publishing, conferences and online trading platforms. With over 1,300 journalists spread across 54 domestic offices and 36 foreign bureaus – including its latest base in Yangon – Nikkei correspondents and editors cover all major industrial and business sectors – from all corners of the world.

An employee-owned company, Nikkei is headed by CEO Tsuneo Kita. In 2013 the group had revenues in excess of 2.8 billion and profits of more than 100 million USD. With a commitment to fair and impartial news coverage, Nikkei has recently embarked on a phase of international expansion with acquisitions in South East Asia and further afield.

In print, over 2.7 million editions of the main daily paper are sent to press across the working day and printed at 34 sites across Japan and around the world. The total of print and online subscribers exceeds 3 million. Reaching Japan’s most influential and affluent readers, the Nikkei also publishes papers focused on small business, manufacturing and marketing – and a host of affiliated websites. Its sister company, Nikkei BP, looks after a portfolio of weekly and monthly magazines including business titles Nikkei Business, Nikkei Trendy and the Japanese edition of National Geographic for which Nikkei BP and the National Geographic Society established a joint venture company. As a result, Nikkei’s titles have a strong advertising base and attract top international and Japanese brands via innovative display solutions and unrivalled reach.



# MONOCLE

In Japan, Nikkei also boasts extensive television operation with stakes in key broadcasters such as TV Tokyo alongside the Nikkei CNBC rolling financial news channel – a joint venture with CNBC Asia Pacific. Also heard over the airwaves are Nikkei’s radio channels, with programming focused on business and finance and a variety of mobile news and information products.

## About Monocle:

Launched in February 2007, Monocle is a premium media brand with magazine, web, broadcast and retail divisions. Focusing on global affairs, business, culture and design, Monocle’s mission is to keep an eye on the world.

Monocle is published 10 times a year from its London headquarters, Midori House in Marylebone, and has bureaux in New York, Zürich, Tokyo, Toronto, Istanbul and Hong Kong. Led by editor in chief and chairman, Tyler Brûlé, Monocle has an editorial team of 85. In addition it has 30 foreign correspondents reporting from Tel Aviv to San Francisco.

Printed in the UK, the magazine focuses its distribution in the top 30 urban hubs in North America, Europe and the Asia-Pacific region, and is available on newsstands in over 65 markets. Monocle’s global circulation is 77,030 with 18,000 subscribers in over 100 markets worldwide, each paying a premium subscription of £80 annually. In addition, Monocle produces a twice-yearly seasonal newspaper, Monocle Mediterraneo and Monocle Alpino.

Monocle is a distinctive mix of smart journalism, international awareness and sharp design. In print and online, writers and photographers are dispatched to over 50 countries every month to deliver stories on forgotten states, alluring political figures, emerging brands, fresh forces in popular culture and inspiring design solutions. Monocle’s annual Quality of Life issue, which ranks the top 25 most liveable cities in the world, has become a trigger for global debate on improving our cities.

Coupled with online elements such as the daily Monocolumn and a series of exclusive films, documentaries and slideshows, Monocle has built an hourly, daily and weekly relationship with its readers to create an opinionated and predictive package that can be accessed anywhere in the world, at any time.

Breaking traditional media models, Monocle has also created a unique retail channel with freestanding shops in London, Hong Kong, Toronto, Tokyo and New York – along with an e-commerce site. The shops sell a mix of limited edition collaborations, plus Monocle’s own-designed posters and notebooks. In 2011 Monocle opened its first cafe in the Hankyu Men’s department store in Chiyoda-ku, Tokyo. The Monocle Cafe London joined Tokyo in April 2013.



# MONOCLE

In October 2011 Brûlé and his team at Monocle launched a new audio service, Monocle 24. Broadcasting from the Monocle studios in London 24 hours a day, seven days a week, Monocle 24 brings listeners a mix of fresh conversation, the best of culture, business and design – and is available to all listeners via iTunes, on [monocle.com](http://monocle.com), or via the Monocle app.

**Monocle Facts:**

\* Monocle retails for £6 per issue, £80/10 issue subscription

