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株式会社 日本経済新聞社

英誌「MONOCLE（モノクル）」との資本業務提携について

株式会社日本経済新聞社は2日、英国の総合月刊誌「モノクル」の出版元であるウインコンテンツAG（チューリヒ）と資本・業務提携することで合意しましたのでお知らせします。欧米アジアに幅広い読者を持つ同誌との幅広い提携により、日経グループはグローバルメディアとしての情報発信力を一段と高めていきます。

日経はウインコンテンツ社の発行済み株式数の約3%を取得します。同社が世界各地に張り巡らせたモノクルの販路を活用し、アジア全域の経済情報をカバーする英文媒体「Nikkei Asian Review（NAR）」の販売を加速させます。NAR・モノクル双方の紙面、電子版での編集協力や広告営業、イベントでの連携も含め、多角的に協業する予定です。日経グループの出版社である日経BPは、モノクル誌の日本国内での流通などに協力します。

モノクルは2007年創刊の英文月刊誌。国際情勢、文化・芸術、ライフスタイルなどの分野に強く、高級感のある誌面デザインも多くの読者を引きつけています。リーマン・ショックとその後の世界景気低迷にもかかわらず、13年までに年平均13%の増収を達成しました。月刊誌、電子版のほかオンラインラジオも展開しています。ロンドンに編集本部を置き、ニューヨーク、香港、東京などに拠点を構えています。

経済発展が続く東南アジア諸国は世界の成長センターとして注目され、日本企業の活躍の場としても存在感を高めています。日経グループはNARを軸にアジア地域に関する情報発信を拡充し、信頼されるグローバルメディアとして世界の読者ニーズに応じていきます。

Nikkei to invest in Monocle magazine publisher

Partnership to help boost Nikkei Asian Review's global readership

Tokyo, September 2, 2014 – Nikkei Inc., [“Nikkei”] Asia's leading business media, announced today that it has agreed a capital and business alliance with Winkontent AG, the publisher of monthly global affairs and lifestyle magazine Monocle, in which Nikkei will take a stake in the London-based magazine.

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 Brülé’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.”

“This is the perfect partnership for Monocle,” added Tyler Brülé, 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.”

An agreement was signed between Nikkei and Winkontent on September 1, 2014, however the terms are not disclosed.

Leveraging Monocle’s extensive sales channels in over 100 markets around the world, Nikkei will accelerate sales of its English language weekly on business in Asia, Nikkei Asian Review. Nikkei and Monocle are planning a wide-ranging collaboration including editorial partnerships for print and online, joint events and more. Nikkei BP, the publisher of Nikkei Group’s magazines, will offer its Japan sales channels to market Monocle in that market.

Monocle was launched in 2007, and with its coverage of global affairs, business, art, lifestyle and more, paired with high design values, the magazine quickly attracted a loyal readership of over 70,000. Despite the Lehman Shock and global economic downturn, the company managed to achieve an average 13% annual growth in profits. Aside from the monthly magazine, Monocle is also available via website and has its own online radio station. With its editorial headquarters in London, Monocle has bureaus in New York, Zurich, Toronto, Istanbul, Hong Kong, and Tokyo.

Asia continues to provide a center for global growth with its rapidly developing economies. This partnership will bolster Nikkei’s efforts to grow its global readership, centered around Nikkei Asian Review, the only global English language magazine that brings insights from an Asian perspective – from the inside out.

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About Nikkei Asian Review

Nikkei Asian Review brings insights from Asia, from the inside out. As part of Nikkei, Asia's largest independent business media group, with a 135 year history and network of over 1,300 local and international reporters on the ground in 24 bureaus across Asia, *Nikkei Asian Review* provides credible, comprehensive pan-Asian reporting. Designed for leaders around the world who are shaping the future of Asia, and anyone with an interest in knowing about the real Asia, *Nikkei Asian Review* has been created to change the way Asia is reported in the global marketplace. We report the facts about what is happening in Asia and offer insights over opinions that dig deeper into the heart of a story. Without editorial or political bias, *Nikkei Asian Review* tells untold stories about Asia, from Asia. You can find *Nikkei Asian Review* online, on mobile and tablet devices and as a weekly print edition.

Online: asia.nikkei.com

Facebook: www.facebook.com/nikkeiasianreview

Google+: plus.google.com/105293795757249725929

Twitter: twitter.com/NAR

LinkedIn: www.linkedin.com/company/nikkei-asian-review

Subscriptions: regist.asia.nikkei.com/member/register/

Advertising Sales: naradvertising@nex.nikkei.co.jp

About Nikkei Inc.

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.

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 Brulé, 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.

In October 2011 Brulé 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, or via the Monocle app.