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PRESS RELEASE

Tyler Brûlé to launch *Monocle* – a new global media brand
London – Monday 23 October 2006

In 1996 a 25-year-old journalist saw a gap in the market for a magazine that targeted an untapped global audience and merged architecture, interior design, fashion and food. Mesmerising in its unswerving internationalist style and dry, provocative wit, *Wallpaper** swiftly became an adjective in its own right. At the vanguard of the last decade's design renaissance, *Wallpaper** established a blueprint for a new breed of magazine and defined a new, single edition publishing concept. Ten years, thirteen magazine awards, an FT column and the creation of design agency Winkreative later, *Wallpaper** founder Tyler Brûlé is set to launch the second ground-breaking publication of his career.

Monocle will launch in February 2007. Created for an audience that existing media models currently ignore, *Monocle* is a global media brand that combines print, web and broadcast components. At its core lies a monthly magazine delivering original coverage in global affairs, business, culture and design. Sitting alongside will be a web-based broadcast component delivering bulletins, mini-documentaries and talk formats. *Monocle* will be published from a London hub and from launch will have editorial bureaux in New York, Zürich and Tokyo. Staffed by an editorial team of 22, the team has been drawn from the Independent, BBC, The New York Times and a host of other international news organizations. Printed in the UK, the magazine will focus its distribution in Europe, North America and the Asia-Pacific region.

Monocle is as much aimed at the Spanish banker living in London as the Finnish architect in Zürich, the Canadian lawyer in Hong Kong, or the Brazilian gallerist in Tokyo; readers who probably don't live in their country of birth, whose work takes them to several different countries a week and who thought they had outgrown news and business magazines as we currently know them. Well-educated and well-heeled, *Monocle's* audience consists of opinion-formers who crave a world view rather than a domestic rendition, a global current affairs brand that is not US based, and a print component which is focused on delivering the best writing, photography and production in an original, quality format.

Free of PR-driven content, celebrities (entertainment, business or otherwise) and the low-grade production values that have become the norm in many 'news and information' titles, *Monocle* will deliver an intelligent take from territories less covered and corners rarely explored. From a less obvious approach to global affairs coverage to business pages that are just as interested in the small and crafted as they are in the massive and muscular, *Monocle's* words and pictures will be delivered by an international team of established and emerging writers, photographers, illustrators and film directors.

Staying true to Brûlé's roots, *Monocle* will be distinctive through its mix of smart journalism, international awareness and razor-sharp design. Coupled with online and broadcast elements, *Monocle* will build 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.

Monocle will be published 10 times a year and distributed worldwide with an initial print run of 150,000. It is financed by an international consortium of private investors and will be published from London by Winkontent, the editorial and broadcast arm of Winkorp AG, Brûlé's Zürich-based holding company.

Note to editors:

- *Monocle* launches in February 2007
- The magazine will be available on news stands around the world, while subscribers will be able to access a web and broadcast component of the publication
- *Monocle* is published from London with bureaux in Tokyo, New York and Zürich
- *Monocle* is being created 10 years after Tyler Brûlé launched Wallpaper*
- Brûlé sold his stake and left Wallpaper* in June 2002
- Brûlé currently holds the post creative director of his design agency Winkreative and is a columnist for the Financial Times

Key posts at *Monocle*:

Tyler Brûlé – editor in chief and chairman
Robyn Holt – managing director
Pamela Mullinger – publisher
Richard Spencer Powell – creative director

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Tyler Brûlé

Born in Canada and based in the UK for the past 15 years, Tyler Brûlé began his career as a reporter for the BBC before turning to print journalism. In 1996 he launched Wallpaper* magazine, which became an instant publishing success, going on to sell in over 50 countries. The magazine won numerous awards for its design, international relevance and use of typography and in 2001 Brûlé became the youngest-ever recipient of the British Society of Magazine Editors Lifetime Achievement Award.

In May 2002 Brûlé sold his stake in Wallpaper* to focus on Wink Media, the design and advertising agency he set up in 1998. Re-branded Winkreative, the agency is a wholly owned subsidiary of the Swiss parent company Winkorp AG which Brûlé set up in 2002. The award-winning agency is distinguished by its editorial approach and international focus with past and present clients including Swiss International Air Lines Ltd, British Airways, Bally, Spanair, BMW, Prada, Stella McCartney, Villa Moda, Sky One, Bernhardt and Marks & Spencer.

Since 2005 Brûlé has also made a return to his broadcast roots with Winkontent, the editorial and TV production arm of Winkorp, creating two television series for BBC Four. Presented by Brûlé and produced in conjunction with Moonbeam Films, The Desk examined the media from a global perspective while Counter Culture looked at how societies are reflected by their shopping habits. Brûlé is also a columnist for the Financial Times and a regular contributor to The New York Times' T magazine.

Robyn Holt

Australian-born Robyn Holt carries with her more than 25 years experience in journalism, publishing, cosmetics and the fashion industry and is a proven CEO. Most recently she has been Managing Director of Condé Nast's Russian operations – publisher of Russian editions of Vogue, GQ, Architectural Digest and Glamour magazines. During her tenure she launched Glamour, which now sells more than 600,000 copies and is the largest-selling edition of the magazine in Europe. She took a fledgling Condé Nast company and turned it into a major profit-producing company of the International division.

Holt has also been Editor-in-Chief of Vogue Living in Australia and has worked as Managing Director and CEO of Sanofi Beauté Australia where she managed fragrances for brands including Yves Saint Laurent, Oscar de la Renta, Tiffany and Burberry.

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