

MEDIA/PUBLISHING

Barron's expands into China with local alliance

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Barron's is moving into China. Image credit: Barron's

By STAFF REPORTS

Investment publication *Barron's* is bringing its content to Chinese readers through a partnership with local political and economic magazine *Caijing*.

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The two media companies have struck a 10-year deal, which will see franchised editorial from *Barron's* accessible to *Caijing* subscribers via print, online and mobile. Reflecting the mobile tendencies of Chinese consumers, the partnership includes the launch of a WeChat channel.

Coming to China

Dow Jones-owned *Barron's* caters to an audience of financial professionals, including bankers, investors and wealth advisors.

Now the publication is entering China with help from *Caijing*. As part of the partnership, the media brand is launching a WeChat channel as well as a standalone *Barron's* China Web site.

Barron's and *Caijing* will also be hosting multiple events in 2019 to further engage Chinese readership.

"The arrival of *Barron's* in China will delight investors," said Almar Latour, publisher of Dow Jones Media Group, in a statement. "Thanks to our partnership with *Caijing*, the investment community in China will now have access to our unrivaled, world-class business and investment coverage.

"This partnership marks an exciting milestone for *Barron's* and Dow Jones in China," Mr. Latour continued. "Not only will we connect with Chinese investors like never before, we will also be able to learn from and gain expertise in the Chinese investment world to help educate investors globally."



Barron's is translating its content into China. Image credit: Barron's

In 2014, weekly financial publication *Barron's* joined the growing list of imprints to publish a glossy supplement geared toward the sensibilities of ultra-affluent consumers with the launch of *Penta* magazine.

Since its launch in 2009, in the aftermath of the credit crisis, *Penta* has been a newsprint section of Dow Jones-owned *Barron's* from which readers have been able to acquire guidance on financial matters for their degree of wealth, \$5 million or more in liquid assets. Given its success as a print section, *Penta* will publish as a quarterly glossy supplement with its inaugural issue set to drop with the Sept. 29 edition of *Barron's* ([see story](#)).

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