

MEDIA/PUBLISHING

Mansion Global launches Japanese edition

July 8, 2019



Mansion Global Japan's first cover. Image courtesy of Custom Media K.K.

By STAFF REPORTS

Dow Jones' luxury lifestyle quarterly *Mansion Global* brand is growing its global presence with the addition of a Japanese language title.

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Mansion Global Japan will join editions in the United States, the United Kingdom and China, with both translated content from the other titles and original editorial focused on Japan. Aimed at an affluent audience, the publication will include profiles of both people and places driving luxury real estate.

"Through this new partnership, consumers in Japan will now be able to get access to *Mansion Global's* world of luxury real estate and lifestyle content in Japanese for the first time," said Mae Cheng, publisher and editor in chief at *Mansion Global*, in a statement. "Japan is a market full of opportunity, and this new *Mansion Global Japan* product is a statement of our ambition for the country and our readers there."

Japan journal

Mansion Global Japan is being produced through a partnership between Dow Jones & Company Inc. and Custom Media K.K., a marketing, content creation and communications agency. Based in Tokyo, Custom Media K.K. is the publisher of magazines for the American, British and Canadian chambers of commerce and serves as the advertising agency for the Tokyo American Club.

At the helm of *Mansion Global Japan* will be publisher Simon Farrell and editor Shogo Hagiwara. Both men worked together at a daily newspaper in Tokyo, which boasts the greatest circulation of any daily worldwide.

The debut issue of *Mansion Global Japan* will be included as a supplement with the *Wall Street Journal*. The publication will also be available through other points of distribution from July 8.

Balancing Japan-centric and global content, *Mansion Global Japan's* premiere issue features a piece on the growth of Tokyo's luxury high-rises, a profile of the resort town Karuizawa and an interview with Sting's wife Trudie Styler about the couple's estate in Tuscany.

Mansion Global Japan's debut issue

Dow Jones has recently taken other publications into Asian markets.

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

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 ([see story](#)).

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