

CONDÉ NAST

INTERNATIONAL

CONDÉ NAST INTERNATIONAL AND NERVORA TO LAUNCH *WIRED* MIDDLE EAST

31 January 2019 - Condé Nast International and Nervora today announced the upcoming launch of *Wired* Middle East. The newest edition of *Wired* — the fifth edition of the brand worldwide — will be published under a licence agreement with Nervora, a Dubai-based media company which also publishes *Vogue Arabia*. Internationally, this is the first licence agreement with Condé Nast International for *Wired* and strengthens the company's presence in the Middle East.

Wired is a global authority on technology, innovation, and ideas, reaching a global audience of over 48 million people. It is an essential source of information and ideas that make sense of a world in constant transformation, and is read by the world's most influential innovators. The late Steve Jobs called it “*required reading*” and Sir Richard Branson has said, “*It is always on the cutting edge.*”

Markus Grindel, Managing Director of Global Brand Licensing at Condé Nast International, commented, “*The Middle East region is one of the most vibrant markets in the world and home to upwards of 350 million people. Following the success of Vogue Arabia, we are delighted to be launching Wired in the market as well.*”

Launching in Spring 2019, the Middle Eastern edition of *Wired* will join the market with a digital-first, bilingual proposition in English and Arabic, with seasonal print special issues to follow, beginning in Autumn 2019. In addition, *Wired's* marquee events and consulting practice will also be launched in the region. The editorial team will be announced in due course.

Shashi Menon, Founder & CEO of Nervora, remarked “*With the pervasive impact of technology on society, business, culture, and the world of tomorrow, there has never been a more critical time for Wired to come to the market. For nearly three decades, the publication has chronicled change and delivered insightful, award-winning commentary. We couldn't be more thrilled to be launching it in the Middle East.*”

The Middle East — the world's most youthful region demographically, with 60% of the population under the age of 30 — is primed for a brand like *Wired*. Across the region, governments are investing heavily in smart city projects. And commercially, IT spending within the Middle East and North Africa (MENA) region was projected at US \$155 billion in 2018, with spend on consumer electronics exceeding US \$80 billion.

“As a brand, Wired already reaches an audience of nearly 300,000 people in the region — an influential tribe of tech-savvy and knowledge hungry business leaders, professionals, and consumers who are building the future,” continued Menon.

Wired is published in the United States, Britain, Italy, Japan, and now the Middle East.

Please visit www.wired.me.

Notes to Editors:

About Condé Nast International

Condé Nast International (CNI) sets the benchmark for publishing excellence with leading print and digital brands including *Vogue*, *Vanity Fair*, *GQ*, *Wired*, and *AD* among others. Reaching more than 240 million consumers across Europe, the Middle East, Asia and Latin America, we are committed to delivering beautiful, influential content and brand experiences for individuals who demand to be inspired.

CNI is headquartered in London, and we operate in China, Japan, Taiwan, India, Russia, Italy, France, Spain, Germany, the UK and Mexico. In addition to publishing 30 brands, we run a licensing and restaurant division with local partners in 17 markets, the Condé Nast International Luxury Conference and several ventures in education. Committed to reinventing ourselves, we are constantly evaluating how we work across countries and brands and how we develop our products to expand our global leadership in the fashion, luxury and lifestyle spaces.

Please visit condenastinternational.com and follow Condé Nast International on [LinkedIn](#) or at [@condenastint](#) on Twitter.

About Nervora

Nervora is a media company building a portfolio of the Middle East’s most premier, authoritative content and experiences. Nervora publishes marquee publications in both English and Arabic, including *Vogue Arabia*, *PopSugar Middle East*, and *Wired Middle East*, reaching a highly coveted audience of millions. Nervora also specializes in native advertising, sponsorships, events, and commerce-driven partnerships. Nervora was founded in 2009 and is headquartered in Dubai. Please visit Nervora.com.

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