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**Future Plc announces the launch of Metal Hammer Japan**



**6th March 2020** – [Future Plc](#), the global platform for specialist media, announces the launch of Metal Hammer Japan on 23rd March. Metal Hammer, the world’s biggest heavy metal music brand will now be available for the first time in the Japanese language.

Launched in 1983, Metal Hammer quickly became the greatest and most respected heavy metal publication on the planet. With millions of followers around the world, Metal Hammer has always been at the forefront of metal journalism, giving readers access to the biggest names in the industry as well as supporting up-and-coming artists that take the world by storm.

Metal Hammer is part of the UK’s fastest-growing music website - [www.loudersound.com](#), and has the largest social media following of any UK music magazine, with more than 2.9 million followers across its social channels. Recently Metal Hammer celebrated 50 Years of Metal with a number of special features and initiatives, such as its new partnership with global streaming service Deezer.

Metal Hammer Japan, will launch its first print issue in the Japanese language. The mission is to champion heavy metal within Japan and will be taken up by the new editor, Takahide Okami.

Takahide Okami said: “All the staff are excited that Metal Hammer magazine will land in Japan. In the 1980s to 2000s, heavy metal was a popular music genre in Japan, comparable to domestic pop songs (J-POP). But now, I can't help but feel that pop music, dance music, rap songs, etc. have been taken away. Metal Hammer Japan, will bring the world's latest metal music to Japanese metal fans in order to create another metal whirlwind in Japan in 2020. The future of Japanese metal is bright!”

Editor of Metal Hammer, Merlin Alderslade comments: “Japan is one of the world’s most exciting and vibrant markets when it comes to heavy metal, and we couldn’t be more delighted to have the latest incarnation of Metal Hammer on the scene. Metal Hammer Japan will serve as the country’s first stop for world exclusive interviews with global artists and features on the Japanese metal scene and beyond.”

The Metal Hammer brand, and a proportion of the content, will be licensed to Rittor Music Inc. by Future Plc.

**About Future:**

Future Plc is a global platform business for specialist media with diversified revenue streams.

The Media division is high-growth with three complementary revenue streams: eCommerce, events and digital advertising including advertising within newsletters. It operates in a number of sectors including technology, games, music, home interest, hobbies and B2B and its brands include TechRadar, PC Gamer, Tom's Guide, Android Central, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com and Tom's Hardware.

The Magazine division focuses on publishing specialist content, with over 75 publications and over 568 bookazines published per year, totalling global circulation of 1.1 million. The Magazine portfolio spans technology, games and entertainment, music, creative and photography, hobbies, home interest and B2B. Its titles include Classic Rock, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? and Music Week.

**About Rittor Music Inc:** In addition to publishing professional magazines such as “Guitar Magazine”, “Sound & Recording Magazine” and instruction books for musical instruments, for players and creators who perform musical instruments and music production, we also operate the largest musical instrument marketplace in Japan, Digimart, and develop music-related media and content businesses.

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