

MULTICHANNEL

Forbes to launch digital extension of ForbesLife to increase luxury content

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Content on ForbesLife Web site

By JEN KING

Forbes Media is expanding its digital footprint by launching a dedicated Web site Sept. 2 for its luxury lifestyle publication, ForbesLife.

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Luxury Daily

Now in its 25th year of coverage, ForbesLife focuses on topics and interests geared toward a predominantly male audience. The digital extension of ForbesLife will give the publication the opportunity to expand its coverage, while not dismissing its core readership.

“This is an area that Forbes knows extremely well, and we wanted to put the expertise behind something like luxury lifestyle,” said Michael Solomon, editor of **ForbesLife and ForbesLife.com**, New York. “ForbesLife.com is a way to basically leverage our expertise and knowledge and apply high-quality content, at scale, to luxury lifestyle.

“I don’t think we’re alone in thinking that [there is potential in luxury coverage],” he said. “The whole marketplace feels that way.

“In the last two to three years, luxury was a ‘dirty’ word, and now there’s never been a better time to cover luxury. Readers look to [Forbes] in terms of expertise.”

ForbesLife magazine is published five times a year and is distributed to subscribers as a supplement of the original Forbes imprint. Forbes magazine, in addition to 35 licensed local editions, collectively reach a global audience of approximately 5 million readers.

Vertical movement

ForbesLife.com will publish daily features on menswear and women's fashions, watches and jewelry, automobiles, boats, luxury real estate, food and beverage and arts and culture. The pieces will be penned by a network of more than 150 global contributors.

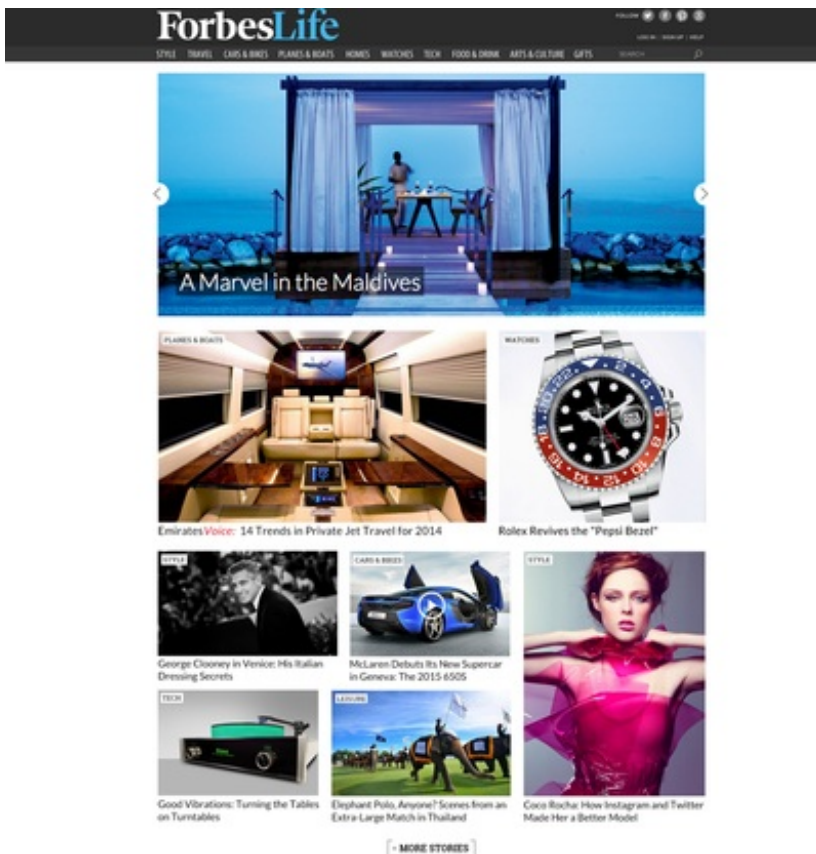
Experts in the subject of luxury lifestyle, a number of ForbesLife contributors have written for The New York Times, Vogue and The New Yorker. The network of contributors will have access to Forbes' digital publishing tools used to create and share content.



The cover of the spring 2014 print edition of ForbesLife

ForbesLife.com will be built on a navigation system that is highly-visual and optimized for desktop, mobile and tablet devices. In a branded statement, Forbes Media president/CEO Mike Perlis said that the strategy behind ForbesLife.com “further reinforces [Forbes’] multi-platform strategy to leverage...highly-curated editorial content and visuals.”

In addition, ForbesLife.com will have cross-promotional opportunities through Forbes.com’s global comScore audience of 25 million per month. When launching a new content-driven product, an established audience ensures a smooth transition and guaranteed interest for marketing partners.



Screenshot of the ForbesLife Web site, provided by ForbesLife

For marketers, ForbesLife.com will offer similar opportunities as Forbes.com through the use of BrandVoice, a platform that provides thought leadership, insights and domain expertise. By offering assistance to advertising partners, marketers may be more inclined to place media buys on the new Web site.

To align with the September print issue of ForbesLife magazine, the publisher plans to launch an accompanying mobile application. The app will be a mobile-optimized version of ForbesLife and will link to original content housed on the ForbesLife Web site.

Sharing content via social media is an important aspect of the app and will give readers an additional outlet to interact and engage with the ForbesLife brand.

“Readers always want an application,” Mr. Solomon said. “It is another way to come at a brand.

“Given our unique navigation system, [the app] is another way to interact and engage with the site,” he said. “The app also allows for a lot of social sharing – for luxury lifestyle content, social is vital and sharing that content is the key to success.”

Power of supplements

Magazine and newspaper supplements have seen a large degree of success lately with many expanding regional output.

For example, due to the continued success of The Wall Street Journal’s WSJ. magazine, the news outlet is expanding its lifestyle supplement’s reach to include affluent readers in Brazil and Latin America.

The news of the expansion came just days after the June issue, which included coverage of the upcoming FIFA World Cup in Brazil, was inserted in The Wall Street Journal on May 31. Since emerging markets in Brazil and Latin America continue to flourish and mature, WSJ. magazine's expansion will likely result in increased awareness for its marketing partners who are planning retail expansions of their own ([see story](#)).

Also, The Financial Times celebrated the twentieth anniversary of its How To Spend It magazine supplement by expanding its reach to affluent readers in Italy through a partnership with Italian newspaper publisher Il Sole 24 Ore.

How To Spend It's inaugural issue under the Il Sole 24 Ore partnership will hit newsstands in September. By expanding the output of its magazine, The Financial Times is strengthening the ongoing trend that has positioned supplements as viable, stand-alone pieces in the publishing industry ([see story](#)).

What makes ForbesLife and its upcoming Web site launch stand apart from its competitors, is that the publication captures personalities rather than products due to its affiliation with Forbes.

"ForbesLife has had a level of access to [the luxury] world, it's not just about bringing a product to the reader," Mr. Solomon said. "We have a unique position in that way, [by accessing] this world through Forbes' personalities to tell these stories."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ay3urPCpTxc](http://www.youtube.com/embed/ay3urPCpTxc)

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