

PRINT

## W magazine's June/July edition parallels art, fashion for W:Art supplement

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*Amber Heard on the cover of W June/July*

By JEN KING

Chanel, Prada and Louis Vuitton are among the luxury marketers underscoring the connection between the world of art and fashion in W magazine's dual issue for June and July.

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The marketers seen in the advertising space of the June/July issue enhance the overall theme of the edition. In addition, the marketers help to bridge the artwork seen in the imprint's annual, standalone publication, W:Art in which retailer Saks Fifth Avenue was the primary sponsor.

"Saks was the perfect partner because their customers, like W's readers, are true tastemakers who appreciate art and want to further explore its unique connection with fashion," said Lucy Kriz, publisher of [W magazine](#), New York.

W magazine's June/July edition, combined with W:Art, featured 58 ad pages, an 11 percent increase from the year-ago period. The publication has a rate base circulation of 450,000 and its readers have a median household income of \$155,215.

One in the same

The 114-page issue began with two full-page inside front cover efforts for Chanel's "Paris-Dallas" Métiers d'art collection featuring actress Kristen Stewart. The ads featured Ms. Stewart in two different ensembles to get the most out of the prime real estate in the magazine.



*Second page of Chanel's inside front cover spot with Kristen Stewart*

The front of the book included efforts from Omega featuring actress Nicole Kidman, two full-page spreads from beauty marketer Lancôme, a handbag effort from Prada and a spot from jeweler David Yurman.

Against the table of contents was Louis Vuitton's latest handbag campaign with actress Michelle Williams. A secondary, full spread ad was also seen between the table of contents to break up the section.

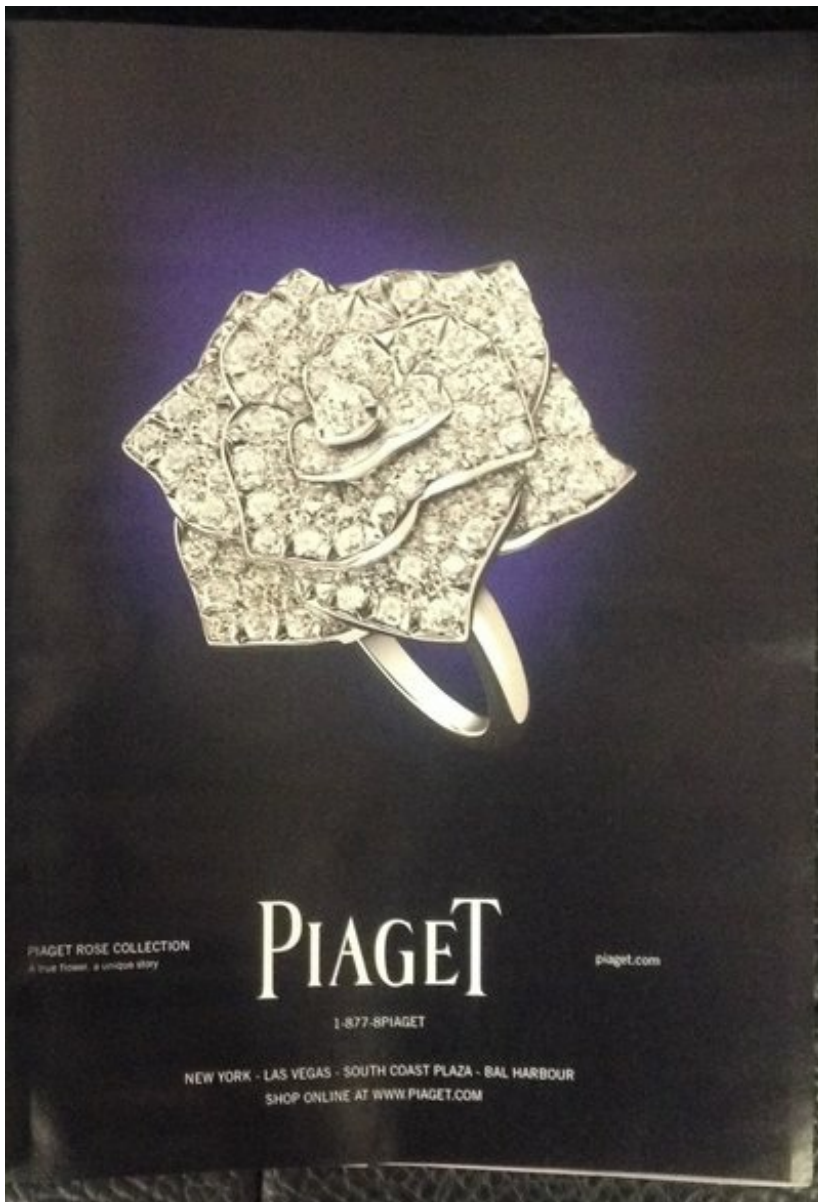


*Michelle Williams for Louis Vuitton, opposite the table of contents*

The final listing of contents was framed by a Rolex campaign for its Oyster Perpetual DateJust Lady 31.

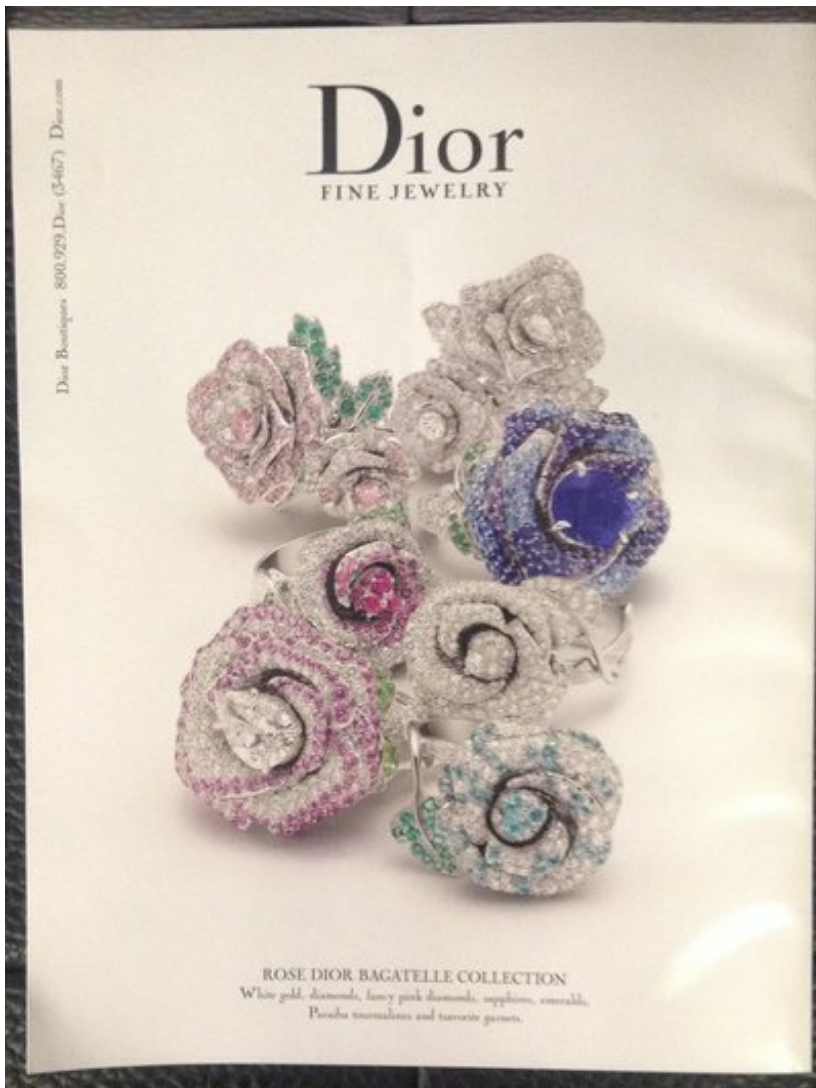
After the fold, jewelers reigned the advertising space with efforts from Bulgari being seen after the table of contents.

Three single-page Tiffany & Co. ads were placed in succession to promote the jeweler's Atlas collection. Following was Piaget, which ran an ad for the first time in the June/July issue of W magazine.



*Piaget ad in W magazine*

Additionally, Van Cleef & Arpels placed two single-page efforts among the contents while Chopard placed only one to show off its high-jewelry line. Dior looked to be noticed by the reader by promoting its fine jewelry on the outside back cover.

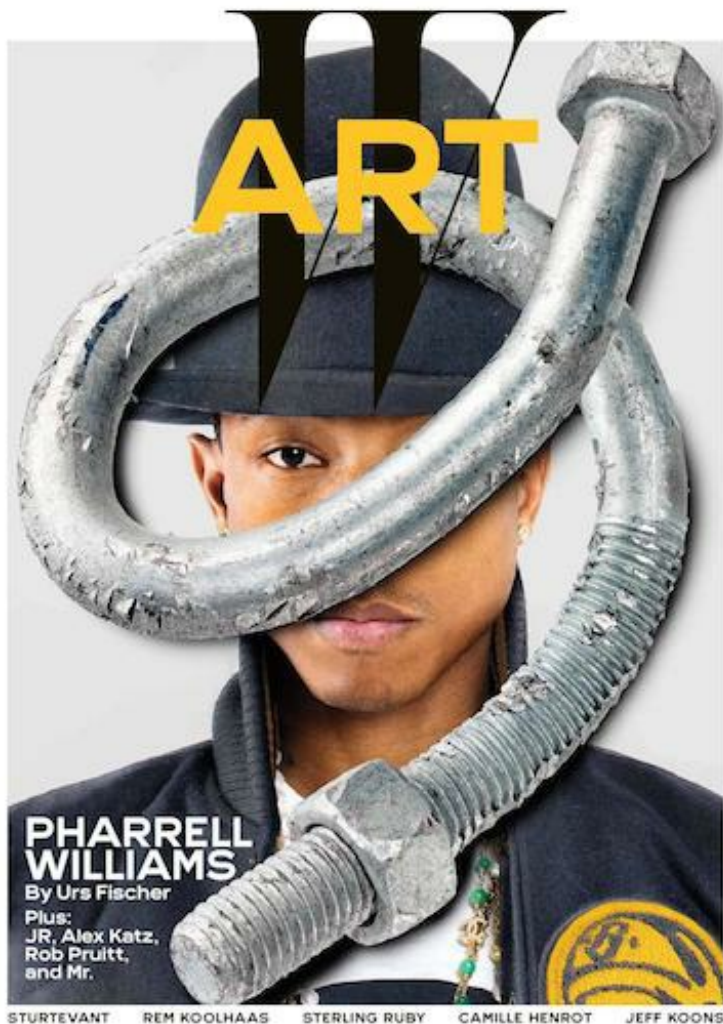


*Dior's outside back cover effort for its Rose Dior Bagatelle collection*

The Artful reader

W magazine subscribers received the W:Art poly-bagged with the June/July edition. Those without an annual subscription are able to purchase the special issue from newsstands.





*Cover of W:Art featuring Pharrell Williams*

Department store chain Saks Fifth Avenue is the primary sponsor of the 88-page W:Art, which focuses on the direction of contemporary art, from galleries to music producer and recording artist Pharrell Williams. By acting as primary sponsor and exclusive retail partner of this issue, Saks will be able to more fully immerse itself in the art community and other creative channels, a mission of new president Marigay McKee ([see story](#)).

Saks' advertising totals 16 pages spread out among the content of W:Art. Each spread was conceived by the retailer's chief marketing officer, Mark Briggs, who used larger-than-life photographs of accessories sold by the retailer.



*Saks ad in W:Art featuring a Gucci shoe*

According a statement made by W, the scale of the photographs in “Magnified:Magnifique” is a measurement of the time, skill and passion necessary to create a luxury product.

The Magnified:Magnifique concept includes footwear, handbags and jewelry from brands such as Louis Vuitton, Dior, Bulgari, Fendi and Prada. These marketers also placed branded efforts within the June/July issue of W’s primary magazine.



*Saks ad in W:Art featuring Chloé handbag*

#### New mags on the block

Supplements have been gaining popularity and have proved to be a viable option for publishers looking to extend an imprint to a larger audience. These titles capture topics that the main publication's readership is interested in.

For instance, CurtCo Media's newest imprint, Robb Report Health & Wellness, a quarterly imprint and Web site, is viewed as a guide to help Robb Report's sophisticated audience live healthier lives through features on medical advancements and tips for living well. The publication will also give Robb Report readers access to cutting-edge information and care from top health-care professionals ([see story](#)).

Sourcing content and marketing partners that will interest discerning readers will also help a supplement succeed.

"At W, every single issue we do is 'special,' and W:Art was clearly no exception," Ms. Kriz said. "The fact that Saks developed such beautiful and groundbreaking creative ads exclusively for the initiative, made it all the more special."

#### Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/rtD99CwCdwg](http://www.youtube.com/embed/rtD99CwCdwg)

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