

PRINT

The New York Post responds to luxury interest with expanded Alexa pullout

August 6, 2014



The New York Post's Alexa

By JEN KING

The New York Post is the latest news outlets to increase its circulation of a supplement targeting affluent readers.

[Sign up now](#)

Luxury Daily

Beginning this month, the New York Post will expand its broadsheet luxury lifestyle supplement, Alexa, from 16 issues a year to 24 times annually. Supplements have proven themselves to be worthwhile investments for publications looking to zero in on specific demographics of readers.

"We are expanding further into the luxury area now because our readers and marketing partners are demanding it," said Jesse Angelo, CEO/publisher of the [New York Post](#), New York. "We were constantly being asked why Alexa was not produced more often, so we are increasing the frequency to 24 times a year, and adding more titles to cover all luxury sectors.

"Every day, the richest, most powerful, most influential people in the richest, most powerful, most influential city on Earth read the New York Post," he said. "Unlike our friends at the WSJ and Barron's, who cater to a more broad-based, national audience,

Alexa has a laser-like focus on a very affluent and unique reader here in New York City, in the Hamptons, and in South Beach."

Newsstand neighbors

Alexa debuted in 2010 as a fashion pullout covering women's luxury apparel. The issue featured designer trends combined with high-end photography and an industry gossip column.

After the success of Alexa's inaugural issue, the New York Post expanded the franchise to include a high-end men's fashion edition, Alexa Men. The newspaper continued to create offshoots covering lifestyle topics such as Alexa Weddings, which covers bridal fashion and honeymoons, and its aspirational real estate edition, Alexa Luxe Living.

In terms of marketing seen in the supplement, Mr. Angelo said "[Alexa has] steadily built a robust portfolio of advertising partners from some of the world's most prestigious brands. As for growth potential, Mr. Angelo said, "the demand for more luxury content continues to grow, we see a real opportunity in expanding Alexa's reach."

column, Threads.

Ms. Conklin said of Alexa that “readers and advertisers immediately loved [the] high-quality content and beautiful design” and that the expansion is a reflection of its popularity as a “luxury lifestyle brand that will only continue to grow.”

Hitting newsstands on August 20, Alexa for Women, and going forward, the pullout supplement will be printed on higher-quality paper to enhance the advertising space and to elevate the reader’s experience.

Supplemental appeal

News organizations have consistently looked to supplements to increase readership among established audiences with content that is more focused on lifestyle.

For example, weekly financial publication Barron’s is joining the growing list of imprints to publish a glossy supplement geared toward the sensibilities of ultra-affluent consumers with the launch of Penta magazine.

Since its launch in 2009, in the aftermath of the credit crisis, Penta has been a newsprint section of Dow Jones-owned Barron’s from which readers have been able to acquire guidance on financial matters for their degree of wealth, \$5 million or more in liquid assets. Given its success as a print section, Penta will publish as a quarterly glossy supplement with its inaugural issue set to drop with the Sept. 29 edition of Barron’s ([see story](#)).

Successful supplements are even extending outside the United States to increase exposure for the content and backing brand.

For instance, The Financial Times is celebrating 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](#)).

But, given the New York Post’s mass appeal and commonality, does it have what is needed to be an attractive media buy for luxury marketers?

"Alexa’s audience, quality, and unique voice are attractive to our marketing partners," Mr. Angelo said.

"[Also], Alexa covers fashion and luxury lifestyle, giving great insight into the latest and greatest, but still manages to have fun and bring a smile to readers' faces," he said.

"Happy, engaged readers are a marketer’s best friend!"

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Ld1jD5NjLjM](https://www.youtube.com/embed/Ld1jD5NjLjM)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.