

PRINT

Vanity Fair broadens global reach with Mexico expansion

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October cover of Vanity Fair

By STAFF REPORTS

Condé Nast-owned Vanity Fair is planning to increase its print circulation in Mexico starting April 2015.

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Following the successful launch of Vanity Fair in France last year, Condé Nast International is confident that expanding the publication into Mexico will yield similar results. Although not technically part of the much talked about BRIC countries, Mexico is gaining ground in the luxury space despite the socio-economic troubles plaguing much of the country.

Next stop Mexico

Vanity Fair Mexico will be the result of an editorial merger with the Spanish language edition to provide the publication's journalistic content and local advertisements. This merger will be represented across all platforms: print, Web, mobile and social media.

Editor in chief of Vanity Fair Spain, Lourdes Garzón, will lead the local editorial team for the launch. Of her experience with Vanity Fair Spain and how it will affect her new position at the Mexican version of the imprint, Ms. Garzón said, "There are many issues of

shared interest between Mexico and Spain. We will have high level contributors, and following great success in Spain we are sure we will be able to succeed in Mexico with focused and exclusive content.”



Vanity Fair's Spanish language Web site

The launch of Vanity Fair Mexico is the publication's sixth market. Vanity Fair is currently printed in the United States, the United Kingdom, Italy, Spain and France with a gross international readership of 8.4 million and more than 11 million unique online readers.

Of the expansion, Eva Huges, CEO and general director of Condé Nast Mexico and Latin America said, “We have always been characterized for betting on the quality of our publications, for innovating on our platforms and carefully selecting the teams we work with, Vanity Fair is the fifth publication with which we seek to expand our content offerings in the market.”

Mexico and Latin America has seen expansion from Wall Street Journal’s WSJ. magazine as well.

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 comes 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](#)).