

PRINT

69pc of advertisers new to WSJ. magazine's November edition

November 12, 2014



WSJ. magazine's November 2014 cover

By JEN KING

Cartier and Louis Vuitton were among the luxury advertisers featured in WSJ. magazine's fourth annual November "Innovators" issue honoring innovative and influential individuals.

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Luxury Daily

Much like its readership of leaders and influencers, WSJ. magazine's Innovators Awards is given to talents across seven categories that have shaped their respective fields through their accomplishments. The combination of innovation, glamour and success has resulted in the November issue seeing a 47 percent increase in ad pages from the year-ago edition.

"With a 47 percent increase in ad pages, I'm thrilled to report that this is the largest November Innovators issue to date," said Anthony Cennamo, publisher of [WSJ. magazine](#), New York. "Sixty-nine percent of our advertisers are new to the issue, including Harry Winston, Bulgari, Gucci, Carolina Herrera and Coach, who ran in WSJ.'s first-ever gatefold.

"Over the past four years, we've built an incredibly strong Innovators platform that

advertisers want to be a part of," he said. "With unforgettable moments like last year's Daft Punk and Gisele Bündchen duo, and this year's on-stage appearances from Madonna, Eminem and Lil Buck, it's incredibly newsworthy.

"Also, innovation is a theme that resonates with many of the marketers who run with us. WSJ. editors honor such a diverse range of talent across various industries – from food and fashion to technology and architecture – that the platform appeals to a wide range of advertisers."

The Wall Street Journal's paid weekend circulation in the United States is 2,300,510, making the imprint the number one newspaper measured by rate base.

An innovative space

WSJ. magazine's November issue opened with a tri-fold for Coach handbags. On the reverse side of the Coach effort is an expanded version of the magazine's cover with model Joan Smalls and Innovator Awards winner for performing arts Lil Buck.

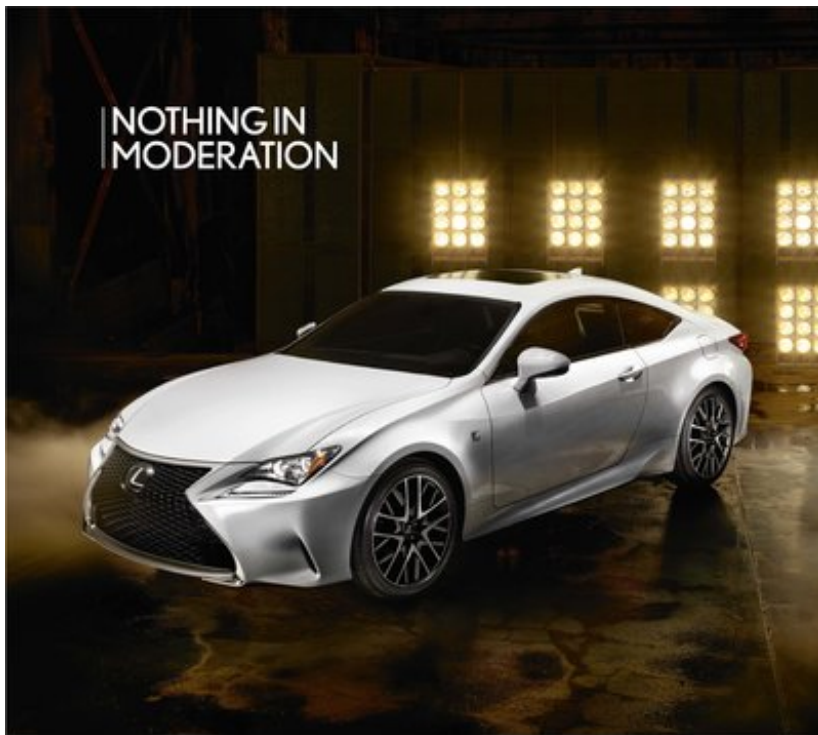
The following effort was placed by Cartier for its latest Panthère de Cartier collection. Cartier's ad was followed by French leather goods maker Louis Vuitton's Iconoclast collection and promoted photographer Cindy Sherman's collaboration with the brand.



Louis Vuitton's Iconoclast campaign in WSJ. magazine

Additional ads in the front of the book included Ralph Lauren eyewear, Harry Winston, Estée Lauder's Modern Muse fragrance, Bulgari's Diva collection and Swiss watchmaker Breguet's Reine de Naples collection.

Opposite the table of contents automaker Lexus promoted its brand new model, the RC F Sport.



INTRODUCING THE FIRST-EVER RC F SPORT

Born from a blank sheet of paper, we engineered it with a 306-horsepower 3.5-liter V8 engine paired with a sequential paddle-shift transmission, standard Adaptive Variable Suspension and available Dynamic Rear Steering to produce maximum power with precision handling. A wide body stance and low profile deliver increased stability while a unique mesh grille insert and 19-inch alloy wheels complete its aggressive look. Inside the cockpit, an LED-lit instrument cluster keeps you informed while enhanced, bolstered front sport seats keep you firmly planted through curves. The RC 350 F SPORT from Lexus. Once driven, there's no going back.



lexus.com/RC | RC350F

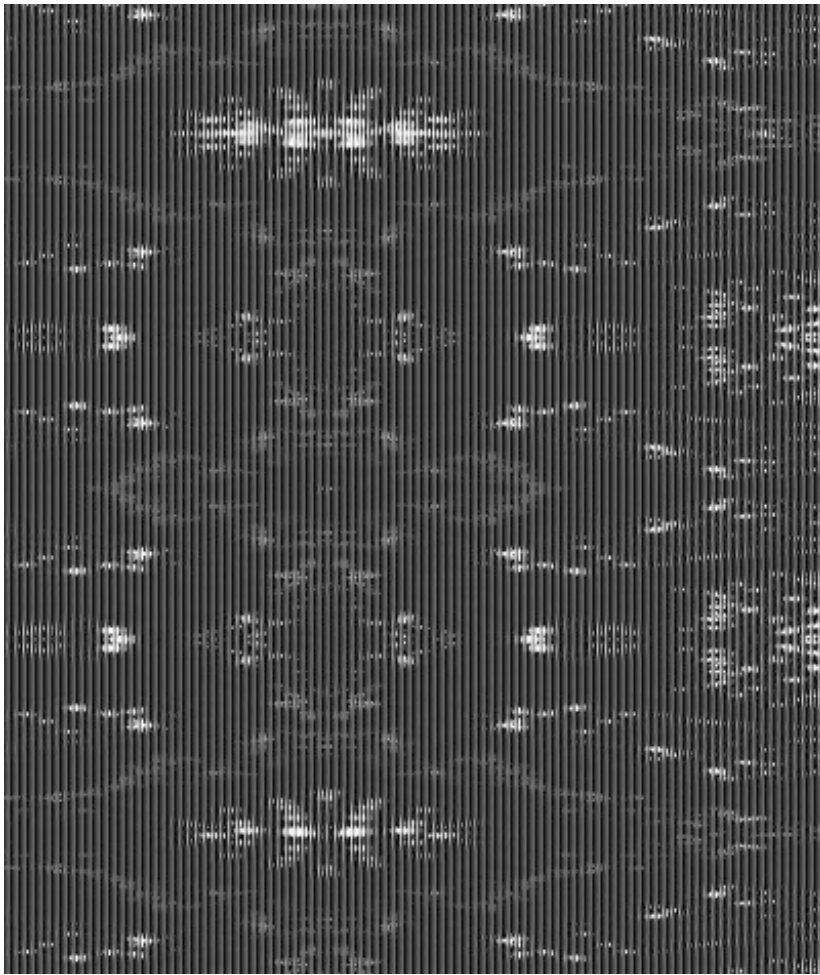
*EPA-estimated 17 mpg city/25 mpg highway. Actual mileage may vary. Performance based on 2014 model year. Performance may vary. ©2014 Lexus.

Lexus ad opposite WSJ. magazine's table of contents

British jeweler De Beers separated the issue's content listing and was concluded with an effort by Gucci for its menswear collections.

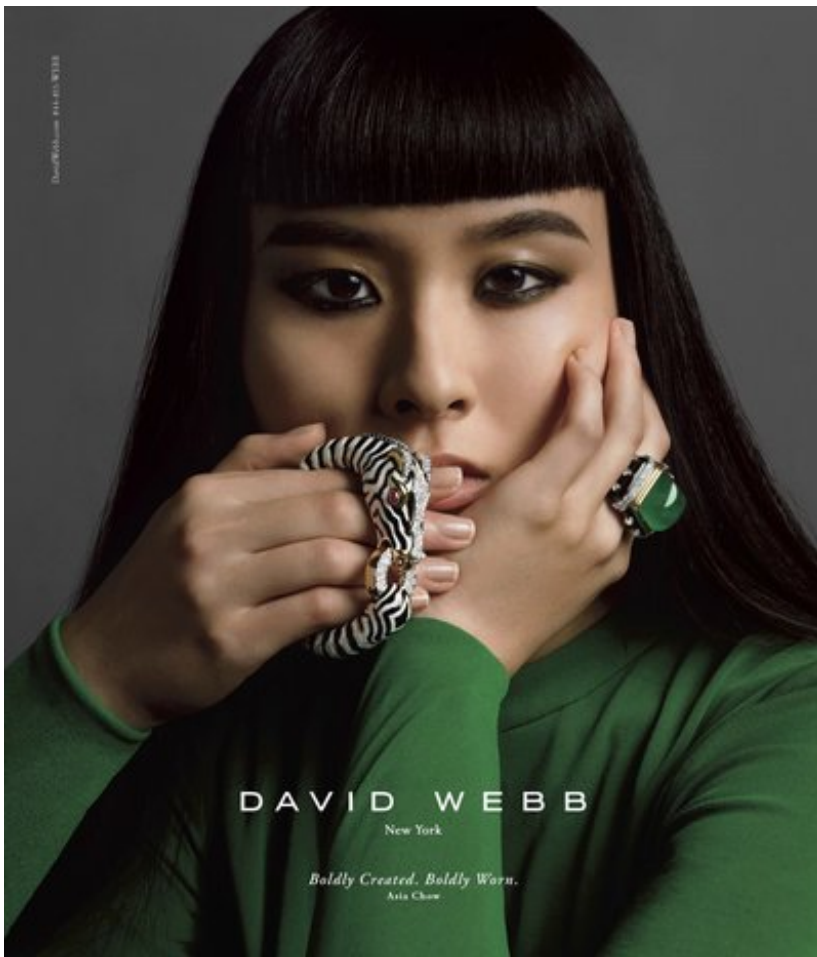
Within the well, ad efforts ranged from fashion, fragrance and home decor to jewelry and watches. From the fashion industry, Céline, Carolina Herrera, Bottega Veneta and menswear brands Stefano Ricci, Caruso and Brunello Cucinelli also advertised.

Dom Perignon took the opportunity to share its connection to the fashion world by placing its collaborating with designer Iris van Herpen at New York Fashion Week to celebrate the metamorphosis of the brand's Vintage 2004 Champagne ([see story](#)).



Dom Perignon's fashion-themed campaign in WSJ. magazine

From the jeweler and watchmaker realm, brands such as Dior timepieces, Chopard, David Webb, Roberto Coin, IWC watches, Mikimoto pearls and Bell & Ross shared pieces.



David Webb effort seen in WSJ. magazine

Additional efforts were seen from Fendi Casa, Bang & Olufsen and Sentient Jet. The issue was concluded by an outside back cover effort from Saint Laurent Paris for its female apparel.



Saint Laurent's outside back cover effort in WSJ. magazine

Content in the issue, which landed on newsstands and Wall Street Journal subscribers' doorsteps Nov. 8, revolved around the 2014 Innovators Awards and included pieces on pastry chef Dominique Ansel, creator of the Cronut, and artist Frank Stella's preparation for a retrospective at the Whitney museum.

The winners of the 2014 Innovators awards were selected by The Wall Street Journal and WSJ. magazine, the year's winners came from various industries that included performing arts, fashion, art, architecture, entrepreneurship, technology and food.

Winners of the WSJ. magazine's 2014 Innovators Awards included Memphis jookin' dancer Lil Buck; Nicolas Ghesquière, the recently appointed creative director of Louis Vuitton; Kara Walker, the artist behind the massive installation at New York's Domino Sugar factory; Japanese architect Sou Fujimoto and his "future primitive" designs; Dr. Dre and Jimmy Iovine for their role in the success of the now Apple-owned Beats headphones; Girls Who Code founder Reshma Saujani and the chef of Denmark's Noma and a new pop-up in Japan, René Redzepi.

"Our Innovators go on to achieve even greater things after the awards," Mr. Cennamo said. "A few months after our event last year, Daft Punk and Pharrell Williams were on stage accepting a Grammy, just like they were on stage at Innovators.

"Less than a week after Innovators, Lil Buck was dancing at the White House," he said. "Our editorial team has a strong sense of what's culturally relevant and sets the tone for

the months ahead.”

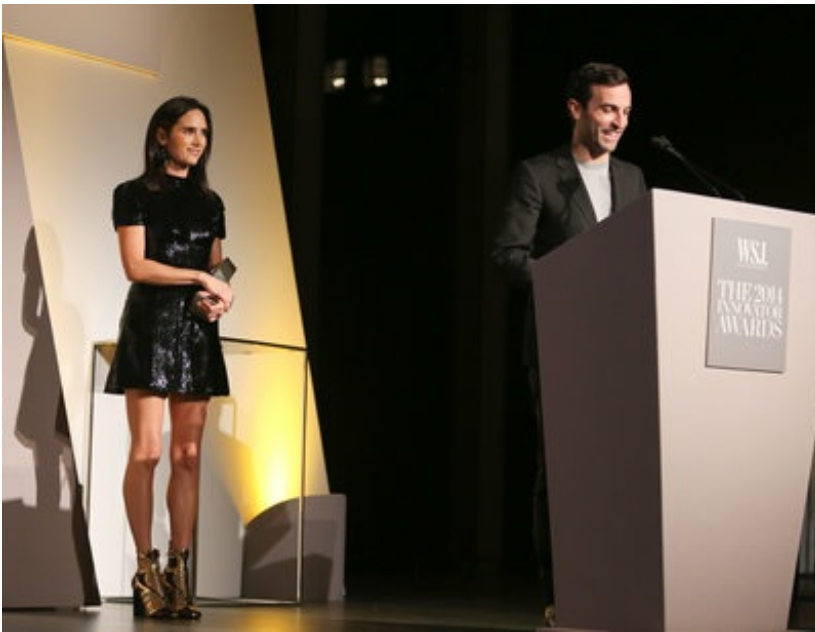
This year’s winners were honored Nov. 5 at New York’s Museum of Modern Art where more than 260 guests celebrated their achievements and contributions.



WSJ. magazine's Kristina O'Neill with Lil Buck and Madonna



Rapper Eminem with Innovator Award winners Dr. Dre and Jimmy Iovine for Beats



Actress Jennifer Connelly and Louis Vuitton's Nicolas Ghesquière

"We are incredibly excited about the remarkable lineup of this year's Innovators," said Kristina O'Neill, editor in chief of WSJ. magazine in a statement. "We spend months deliberating over the winners, and the process is always inspiring. Choosing them is a bit like planning the perfect dinner party. Which is why the event at MoMA, with so many other cultural leaders in attendance, has become WSJ.'s most anticipated evening of the year."

Winning recipe

WSJ. magazine's blend of coverage is meant to inspire, while mirroring its affluent audience is a strong draw for advertisers. Its Innovators Awards provides a signature platform for brands to share their like-mindedness with readers.

For example, luxury advertisers such as Tiffany & Co., Louis Vuitton and Cartier featured advertisements in WSJ. magazine's last "Innovators" issue to reach the publication's affluent readership of leaders and influencers in 2013.

Placing an ad in WSJ. magazine ensures a global reach of 3.7 million readers who savor the publication's merger of glamor and ideas. In conjunction with the 112-page November issue, the magazine held its annual Innovators Awards Nov. 6 where it celebrated the accomplishments of individuals in seven categories ([see story](#)).

The shared traits of WSJ. magazine's Innovators are also found among its core readership, making the award even more attractive.

"WSJ. magazine's readers and innovators have an overarching commonality: they're driven to succeed and achieve great things," Mr. Cennamo said.

"In fact, according to data released in the 2014 Ipsos Affluent Study, WSJ. is number one in reach for an audience that exhibits successful personality traits, whether that's an entrepreneurial mindset or the ability to influence and make decisions," he said.

"On another note, they're also both very stylish and trendsetters in their respective fields."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/h3BZVjgM9bM](https://www.youtube.com/embed/h3BZVjgM9bM)

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