

PRINT

## WSJ. magazine closes out 2014 with largest Holiday issue to-date

December 10, 2014



*WSJ. magazine's Holiday 2014 cover*

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By JEN KING

Ralph Lauren, Chanel and Hermès were among the advertisers to promote timeless gifting ideas in the Holiday issue of WSJ. magazine.

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**Luxury Daily**

Inserted into the newspaper, WSJ. magazine arrived on newsstands and doorsteps during the height of Art Basel Miami Beach Dec. 6 and is the largest Holiday issue for the supplement to-date. Luxury advertisers likely sought out the December/January Holiday edition of The Wall Street Journal's WSJ. magazine to reach the publications' affluent and influential audience as the holidays near.

"During this key gift-giving season, brands need to engage with an audience that's eager to spend," said Anthony Cennamo, publisher of [WSJ. magazine](#), New York. "The Wall Street Journal reaches some of the most affluent readers across the globe, and WSJ. magazine is the glossy gateway to luxury shoppers."

"With 12 successful issues behind us, I'm thrilled to report that we're closing the year up 13 percent, and that this Holiday issue is the largest in WSJ. magazine's history," he said.

"We saw a 25 percent increase in fashion/luxury and 16 percent in travel, with

advertisements from fashion powerhouses Chanel, Prada and Bottega Veneta; prestige jewelers Van Cleef & Arpels, Bulgari and Graff; timepiece brands Rolex, Audemars Piguet and Panerai; and travel marketers Singapore Airlines, Turkish Airlines and Hawaii Tourism. Fashion/luxury and travel go hand-in-hand, so it's a powerful combination."

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.

Up close for the holidays

Within the Holiday issue 60 percent of the advertisers were new to the edition. These 40 advertising partners included Bloomingdale's, Céline, De Beers, Loro Piana, Louis Vuitton, Michael Kors watches, Mikimoto, Dolce & Gabbana and Swarovski.

"Many of the marketers who ran in the Holiday issue are opening stores there in the coming months if they haven't done so already, so bringing our product to life in this thriving space during Art Basel Miami Beach was the perfect fit for us," Mr. Cennamo said.

The dual issue opened with a two-page spread by Ralph Lauren for its Ricky Bag. The two full pages show founder Ralph Lauren's wife Ricky, the inspiration for the bag's design, in equestrian, casual and formal wear.

Ralph Lauren's effort was followed by Chanel's latest resort collection campaign featuring model Joan Smalls and the young Hudson Kroenig.



*Chanel Resort collection campaign*

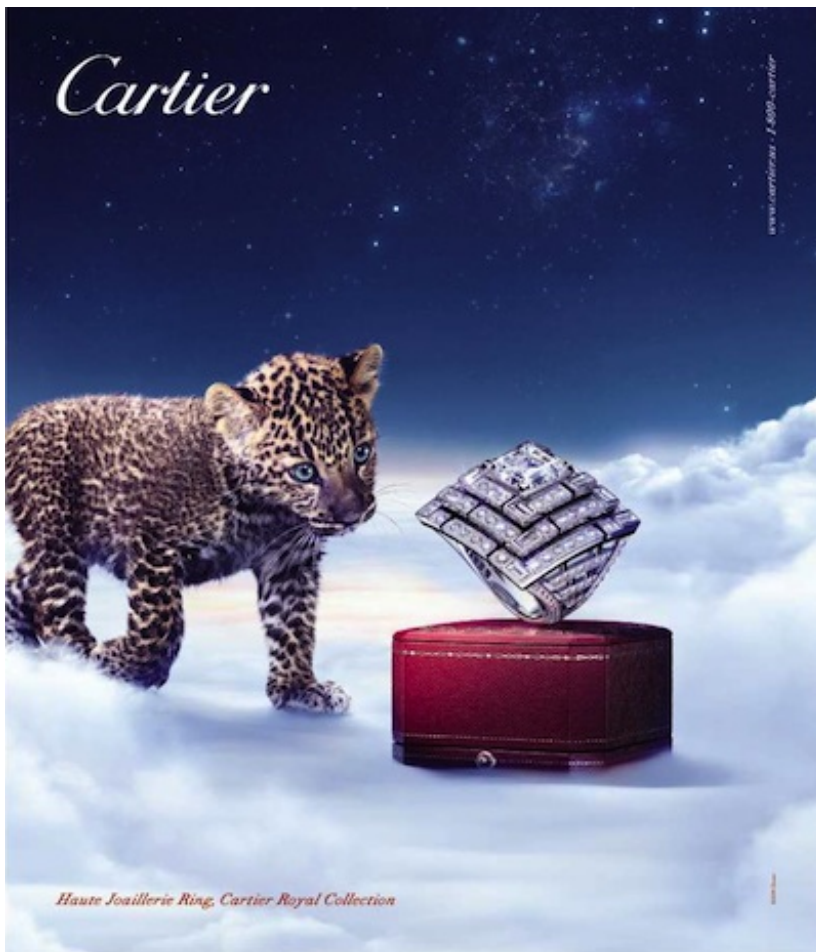
The front of the book showed various sectors of the luxury industry including apparel and accessories, personal care and fragrance as well as jewelry and watches. By showing a wide range of brands in its ad space, WSJ. magazine was able to accurately display its readers' interests.

Brands such as Hermès, Bulgari, Louis Vuitton and Estée Lauder were in the front of the book as was Chanel for its fine jewelry, Dolce & Gabbana for its The One fragrance and watchmakers Audemars Piguet, Harry Winston and Michael Kors.



*Harry Winston timepiece ad*

Opposite the table of contents, Cartier placed its holiday campaign featuring a panther cub walking among the clouds as it approaches a Haute Joaillerie ring from the jeweler's Royal collection.



*Cartier effort opposite the opening section of the table of contents*

Rolex split up the content listing to promote its Cellini timepiece before Prada and Bottega Veneta showed off fashions on the pages with the continued paging descriptions.

Directly after the editor's letter and masthead for WSJ. magazine, newcomer to the Holiday issue, Italian cashmere brand Loro Piana. The cashmere brand used WSJ. magazine to promote 40 exclusive bespoke suits that Loro Piana plans on making using the rare wool from the Record Bale award.



### *Loro Piana campaign*

Within the well pages, brands such as De Beers, Céline, Graff Diamonds, Pomellato and David Webb showed items ideal for gifting whether it be a diamond necklace or handbag. Additional efforts were seen by Mikimoto, Chopard, Longchamp, Atelier Swarovski for Viktor & Rolf, Bloomingdale's holiday campaign and Gemfields.



### *Gemfields effort featuring Mila Kunis*

Just as the front of the book promoted female accessories by Ralph Lauren in the inside front cover pages, the lifestyle brand targeted male readers with an outside back cover ad for its RL67 Safari collection watch. This two-sided approach will likely leave Ralph Lauren products top-of-mind as readers brainstorm appropriate gifts for loved ones.



### *Ralph Lauren outside back cover effort*

Content in the December/January Holiday issue included the cover story featuring actor Christian Bale, who spoke about the pitfalls of celebrity and his well-guarded feelings about his career. Additional highlights included China's entrance into fine wine, artisanal cheeses and farmed caviar, a look into what drives author David Eggers and an insider's view of the up-and-coming neighborhood, Miami's Design District.

What's next?

WSJ. magazine has witnessed a successful year marked with advertising page increases, expansions into new markets and another roster of astounding innovators received its coveted awards.

For example, due to the continued success of The Wall Street Journal's WSJ. magazine, the news outlet expanded 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, Cartier and Louis Vuitton were among the luxury advertisers featured in WSJ. magazine's fourth annual November "Innovators" issue honoring innovative and

influential individuals.

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 ([see story](#)).

As the year comes to an end, WSJ. magazine remains optimistic for what the future holds for print publishing.

"We're closing out the most successful year yet at WSJ. and our momentum only continues to get stronger," Mr. Cenname said. "From the pages of our magazine to its digital presence to its event platforms, I can't wait for what's in store."

Final Take

*Jen King, lead reporter on Luxury Daily*

Embedded Video: [//www.youtube.com/embed/lkcpGI2QRhg](https://www.youtube.com/embed/lkcpGI2QRhg)

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