

PRINT

WSJ. magazine's March spring fashion edition sees 18pc ad increase

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WSJ. magazine's March 2015 cover

By JEN KING

Ralph Lauren, Hermès and Armani were among the apparel brands to take part in the largest March spring fashion issue of Wall Street Journal's WSJ. magazine to-date.

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The glossy lifestyle supplement was inserted into the Wall Street Journal on Feb. 14 with many of its advertising partners breaking new campaigns in the issue. From the year-ago, WSJ. magazine has grown its female audience base by more than 130,000 while fashion spending has increased to an all-time high of \$10.3 billion, making the imprint the ideal outlet for fashion advertisers catering to an affluent reader interested in women's wear.

“Leading brands broke their spring fashion campaigns with WSJ. for good reason: we reach 1.4 million women around the globe who spent a record-breaking \$5.2 billion on women’s apparel and accessories last year,” said Anthony Cennamo, publisher of [WSJ. magazine](#), New York. “This makes WSJ. number one in its competitive set to reach this audience, an audience that’s ready and willing to spend.

“But it’s about reach just as much as it is about the product itself – WSJ. is at the forefront of fashion coverage under Kristina O’Neill’s editorship, and advertisers want to be a part of

it,” he said. “This is Kristina O’Neill’s third March Spring Fashion issue at the helm of WSJ., and she doesn’t disappoint: supermodel Doutzen Kroes is on the cover, and inside there’s an exclusive interview with legendary fashion photographer Steven Meisel and a feature on Estée Lauder’s ever-expanding empire.

“Our advertisers want to run alongside this smart, fashion-forward coverage that’s reaching more women than ever before.”

The Wall Street Journal has 2.169 million global sales, making the imprint the number one newspaper measured by rate base.

Profiles for spring

WSJ. magazine’s March edition saw a total ad page increase of 18 percent year-over-year. Ninety percent of the advertisements in the issue were from the luxury space, a 22 percent increase from the year-ago edition.

Ads new to the March issue included Alexander McQueen, Tiffany & Co., Gemfields, 3.1 Phillip Lim, Carolina Herrera and Zadig & Voltaire.

The issue opened with a two page spread by Ralph Lauren where it showed off its Collection pieces with help from a herd of camels.



Ralph Lauren's inside front cover effort

Hermès looked to WSJ. magazine to debut its “Flâneur Forever” campaign which juxtaposes palm trees against a woman draped in only a brightly colored silk scarf and white tennis shoes.



Hermès campaign

The front of the book for the March issue was dominated by fashion brands showing off their latest campaign efforts. Brands that included ads were Giorgio Armani, Saint Laurent Paris, Chanel, Dolce & Gabbana, Carolina Herrera, Salvatore Ferragamo, Burberry, Balenciaga, Céline, Oscar de la Renta, Michael Kors and Calvin Klein Collection.

Other sectors were represented by Breguet and Estée Lauder.



Estée Lauder lipstick ad

The table of contents was framed by a two-page effort by Louis Vuitton's latest advertising spot, "Series 2." The ads feature photographs by Annie Leibovitz, Juergen Teller and Bruce Weber, who shot actress and brand muse Jennifer Connelly in collection pieces for spring/summer 2015 ([see story](#)).

Prada also placed an ad opposite the conclusion of the content listing. For this effort, the Italian fashion house promoted its women's wear and handbags.



Fashion continued to be the driving force of the issue's ad space within the well with appearances by Versace, Gucci, Tod's, Valentino, Fendi, Chloé, Donna Karan, Lanvin, Longchamp, Alexander McQueen, Kenzo, Missoni and Brunello Cucinelli.

Retailer Saks Fifth Avenue also placed an ad in WSJ. magazine's March issue with a campaign featuring apparel and footwear by Chloé.



Saks Fifth Avenue's spot for Chloé

The 168-page issue closed with a handbag effort for Arkis on the inside back cover while Bottega Veneta placed a men's and women's apparel ad on the outside.

Positive vibrations

WSJ. magazine ended 2014 on a high-note and is set to continue to take its advertising partners to new levels of exposure.

Inserted into the newspaper, WSJ. magazine arrived on newsstands and doorsteps during the height of Art Basel Miami Beach Dec. 6 and was 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.

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 ([see story](#)).

"Like our readers, I'm always excited to see what WSJ.'s editorial team has in store for us," Mr. Cennamo said. "They take us around the world covering the most relevant and cultural topics spanning food, fashion, architecture, design and so much more.

"From an advertising perspective, we're seeing more and more interest in an amplified presence – whether that's through gatefolds or spreads," he said. "In this issue alone, we've seen a 20 percent increase in spreads compared to last year, with multiple pages coming from the likes of Louis Vuitton, Carolina Herrera, Rag & Bone and Salvatore Ferragamo. And in our March Men's Style issue, you'll see an Armani gatefold.

"We also have some exciting plans in the works for New York's Design Week in conjunction with our May Style & Design issue, and look forward to celebrating our fifth Innovator Awards in the fall."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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