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## Women's Wear Daily rolls out new magazine targeting beauty industry execs

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By RACHEL LAMB

Women's Wear Daily has launched a new publication dubbed Beauty Inc. targeting luxury beauty industry executives and thought-leaders with news and analysis.

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Beauty Inc. will be distributed 10 times a year to WWD subscribers. It will also be available on select newsstands in Los Angeles and New York and to targeted beauty, fashion and retail executives across the nation.

“Beauty Inc.’s mission is to be the only resource for the entire global beauty supply chain, and to inform and inspire the beauty industry as a whole,” said Alison Adler Matz, publisher of Beauty Inc., New York.

“Beauty is an important and integral part of the coverage in WWD, both on paper and online, and Beauty Inc. provides a forum for a more in-depth, deeper dive into the business of beauty and to reinforce what is a very important area of coverage and business for WWD,” she said.

WWD is a subsidiary of Fairchild Fashion Group, which is owned by [Condé Nast](#).

## Inside the pages

Each of the issues will have a common theme that the editorial content revolves around.

February is the magazine's "Age," issue, with a **cover story** featuring 67-year-old supermodel Lauren Hutton and 20-year-old rising star Ashley Smith.

The magazine will have a few regular features, including a column by Pete Born, executive editor of WWD, called "Pete Unplugged," which will give Mr. Born's take on what is happening in the industry.

"Consumer Chronicals" will delve beauty retailer insights in terms of what is happening with consumers.

"Stalker Shopper," for example, will stop consumers exiting beauty supply stores and ask what they bought, and why.

There will be numerous other sections, such as one that will discuss products and ingredients, and another that will focus on industry executives as they talk about their unique and personal strategies for success.

## Ad opportunities

The magazine will be sent to WWD subscribers and will be available as a PDF for those who subscribe to the site online.

Additionally, the online version can be accessed to subscribers with iPads.

Luxury brands such as Clarins, L'Oreal and Lancome cover the majority of the ads both in the print and online versions of the publication.

So far, the magazine only features advertisements from beauty retailers and companies.

Fairchild tapped into resources within its own house to promote the publication, including its online publications.

The publisher also reached out to the luxury beauty industry and promoted the magazine at events.

"Our target audience is anyone and everyone who is involved in the beauty industry in some capacity," Ms. Matz said. "From C-level execs at retail or beauty companies down through suppliers and organizations, this is for anyone who is interested in the business of beauty relative to their profession."

"Before we launched Beauty Inc., we got a lot of input and feedback within the industry about what it is that what they wanted to hear and read about," she said. "I believe that we are delivering on what the industry wants."