

PRINT

## WSJ. magazine positions couture as a destination in July/August edition

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*WSJ. magazine's July/August cover*

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By JEN KING

Apple and Louis Vuitton were among the advertisers transporting readers of WSJ. magazine's July/August issue "outward bound" as they enjoy the summer months.

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**Luxury Daily**

The issue's coverage of men's pre-fall and women's couture, as well as the latest in cruise travel was used as a backdrop to explore the publication's dedication to the interests of its affluent core audience. By devoting focus to both couture and destinations, WSJ. magazine pinpointed its audience who uses "travel as a license to shop" while taking a combined 30.6 million round-trip flights and spending \$15.9 billion on apparel and accessories annually.

"Advertisers chose WSJ. magazine's July/August issue as the premiere 'destination' for their brand campaigns because we take them on a luxurious journey: the five-edition issue is distributed in more than 60 countries around the globe, only to be devoured by the world's most influential, affluent and stylish readers," said Anthony Cenname, publisher of [WSJ. magazine](#), New York.

"Travel is, and always has been, a license to shop, which is why the couture and

destination issue is a must-buy summer vehicle for brands," he said.

The Wall Street Journal has 2.169 million global sales, making the imprint the number one newspaper measured by rate base. July/August's issue was inserted into the June 27 edition of The Wall Street Journal.

Couture as a destination

WSJ. magazine's July/August edition was up 6 percent in ad pages, with fashion and luxury advertising increasing 14 percent year-over-year. Seventy-two percent of total advertisers were new to the issue.

"The strength and diversity of our advertising mix for this issue led to a healthy six percent increase in total pages compared to last year, making it the most robust July/August issue to date," Mr. Cenname said. "This milestone caps off the magazine's successful start to the first half of the calendar year – total paging is up a substantial 16 percent.

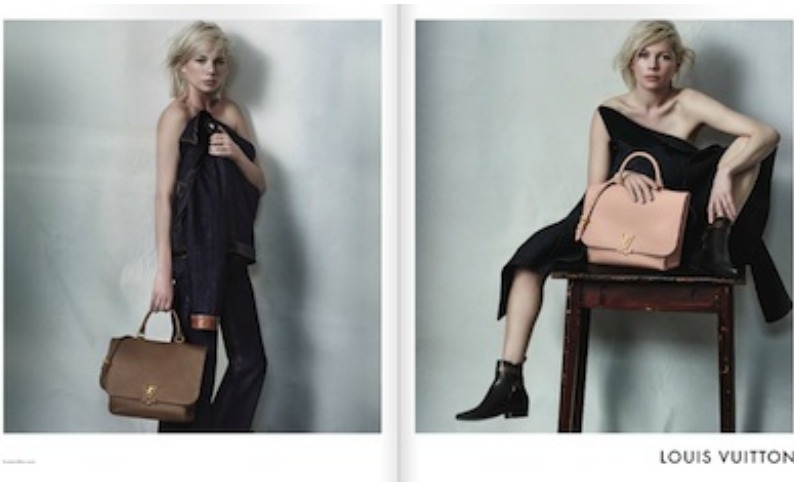
We're looking forward to continuing this upward momentum as we put the finishing touches on our double September issues," he said.

WSJ. magazine's issue began with a gatefold effort for Apple's Apple Watch. Split into three page panels, the advertisement displayed the 42 millimeter stainless steel case with a bright blue leather loop strap from different perspectives, profile, face and wrist strap detail.



*Apple's Apple Watch campaign*

Also seen in the front of the book was Louis Vuitton's ongoing handbag campaign with actress Michelle Williams.



*Louis Vuitton handbag ad*

In addition, the front of the book for July/August saw ads placed by U.S. jeweler Harry Winston for its high-jewelry, and beauty brand Estée Lauder promoted its latest New Dimension serum with help from ambassador Eva Mendes.

Watchmaker Audemars Piguet also turned to WSJ. magazine to show off its women’s Millinery timepiece in rose gold.

Opposite the table of contents, Cartier featured two rings from its Paris Nouvelle Vague collection.



*Cartier opposite the table of contents*

The automotive sector was represented by U.S. automaker Cadillac and Italy’s Alfa Romeo.

U.S. jeweler Tiffany & Co. selected its latest foray into watchmaking, the CT60 to be seen opposite the issue’s Editor’s Letter penned by Kristina O’Neill.

The issue also saw efforts by Waldorf Astoria hotels, Sentient Jets and real estate brokerage firm Mansion Global.

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Mansion Global is independent of The Wall Street Journal and the Journal's Markets section.

### *Mansion Global promotion*

WSJ. magazine concluded the month with outside back cover ad placement by Swatch Group-owned watchmaker Breguet. In the ad Breguet showed off its Reine de Naples Day/Night timepiece.



### *Breguet on the outside back cover*

Content in the issue included a couture fashion spread shot in Kraków, Poland, of men's pre-fall fashion, and features ranged from a profile on cover face Emma Stone to food in Australia to a sit-down with Burberry designer turned CEO Christopher Bailey.

### Month-by-month

Each month WSJ. works to capture the interests of its readership.

For example, brands such as Cartier, Hermès and Armani/Casa reflected the style and design sentiment of WSJ. magazine's affluent readership in the publication's May issue.

The advertising space of the 2015 May edition of the Wall Street Journal's successful lifestyle supplement is the largest to-date in terms of ad pages. With 64 percent of the advertisers seen in the May issue being new, the strength of the title and brands' attraction to its pages and readers is apparent ([see story](#)).

Also, Louis Vuitton and Céline were among the luxury houses targeting the fine tastes of affluent readers of WSJ. magazine's April edition.

Content in the April "Taste" edition of WSJ. magazine examined trends in travel, food, fashion and design in a matter relevant to the interests and sensibilities of the publication's affluent readership. The advertisement section of the 116-paged April issue elevated the content by further encapsulating WSJ. magazine's primary pillars ([see story](#)).

WSJ. magazine also worked to further its positioning for the July/August issue by being

distributed at industry events such as international men's fashion weeks as well as Paris couture presentations.

"Luxury marketers keep pushing the envelope in creating want for their brands, and couture is the epitome of luxury. Think Paris' Place Vendôme," Mr. Cenname said.

"Now in her third couture issue at WSJ., our editor in chief Kristina O'Neill tied the concepts of couture and destination together with an exquisite fashion editorial shot in the medieval Old Town of Kraków, Poland," he said. "I'm consistently impressed by her visionary editorial decisions and always excited to see what she'll come up with next.

"As a core fashion magazine, it would only make sense that WSJ. has a presence at the premiere industry events around the world, which is why the issue was distributed on-site at Men's Fashion Week in Milan and Paris and will be available at Paris Haute Couture. These are key markets to engage both existing and potential readers and advertisers alike."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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