

PRINT

Condé Nast tight-lipped on September Vogue's ad page stats

September 23, 2015



Vogue's September 2015 cover

By JEN KING

Weighing in at 832 pages, repetition was the primary way for luxury brand advertisers to ensure visibility among competitors in the September issue of Condé Nast-owned Vogue.

Sign up now

Luxury Daily

September issues are notoriously crowded in terms of advertisements, forcing brands to jockey for the attention of fashionable readers as the seasons change from summer to fall, causing an overhaul of wardrobes. Vogue's September issue is a newsstand favorite of the fashion-savvy and this year's edition is no different, with the publication boasting on its front cover the "pages of wildly wonderful looks" by "forces of fashion" that are "redefining" the way consumers dress, but ad pages are down from last year's book.

"In a world where marketers are trying to buy quality audience, agnostic of media format, I think focusing the media buying community on audience numbers is an important gauge of performance - more than print ad pages," said Todd Krizelman, CEO of [MediaRadar](#), New York.

[Vogue](#) has declined to comment on the advertising space in its issues. The publication has a total average circulation of 1,222,323 readers with a median household income of

\$69,447.

Repeat after me

The September issue of Vogue featured singer Beyonce Knowles-Carter on its cover. Since Ms. Knowles-Carter has not given an interview in nearly a year's time, the September issue was given more publicity with readers hoping to hear firsthand from the singer in a sit-down with Vogue, but to no avail.

Vogue's issue began with an inside front cover effort placed by Ralph Lauren Fragrances. The fold-out ad featured the brand's scents Romance and Midnight Romance.



Ralph Lauren Fragrance's inside front cover effort

Going forward into the ad space, the September issue relied heavily on repetition, whether that be campaigns placed in succession or advertisers taking pages later on to express variance in product categories.

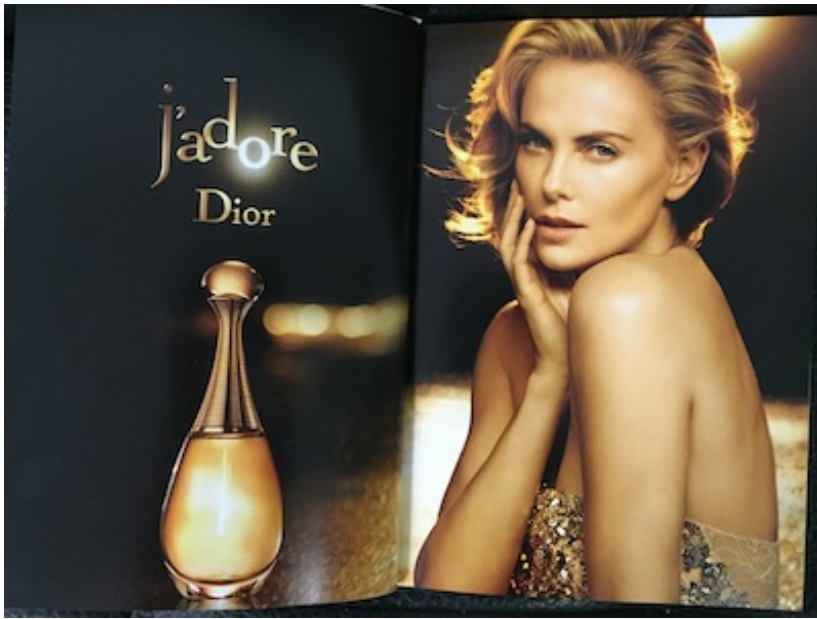
In the impressive front of the book section, brands such as Prada, Christian Dior, Ralph Lauren, Gucci, Saint Laurent and Fendi placed repetitive ads that were part of the same advertising campaign.



Kendall Jenner for Fendi

Burberry, Chanel, Dolce & Gabbana, Prada-owned Miu Miu, David Yurman, Celine, Michael Kors, Tiffany & Co. and Alexander McQueen followed this example as well.

Opposite the first section of the table of contents, for instance, Dior promoted its J'Adore fragrance spot with actress Charlize Theron. The brand's first effort within the book was for its apparel and accessories.



Dior's J'Adore fragrance effort

Continuing efforts of repetition were Jimmy Choo, Oscar de la Renta, Bally, Giorgio Armani apparel at the second section of contents and Moncler. Repetition near the table of contents, for added exposure and recognition, was also used by Valentino and Versace.

Additional ads were taken by Etro, Salvatore Ferragamo, Calvin Klein Collection, Lanvin, Longchamp, Hermes, Roberto Cavalli, Balenciaga and Marni. Apple also included a six-page booklet insert for its Apple Watch, as it did in the March fashion edition of Vogue ([see story](#)).

Retailers took this opportunity to include look books that underscore the inventories of their stores. Here, repetition is also beneficial as it assists the retailer in showing off a wide arrangement of apparel and accessories.

Nordstrom, Saks Fifth Avenue, Simon Outlets, Bergdorf Goodman, Amazon Fashion, Neiman Marcus and Barneys New York were featured in the issue. Retailers that did not rely on repetition included Bloomingdale's and online marketplace Farfetch.



Neiman Marcus' "The Art of Fashion" look book

Brands with product categories outside of apparel used Vogue's September issue to boost consumer awareness. Beauty and fragrance was the largest sector represented within this print advertising strategy.

Among the brands that showed off their latest apparel collections as well as beauty and fragrance with another effort were Miu Miu, Michael Kors, Chanel, Armani, Marc Jacobs, Tom Ford, Ralph Lauren and most impressively, Saint Laurent.

The Parisian brand showcased its apparel in the front of the book with two full page spreads, and later on its cosmetics were displayed in a gatefold effort for its concealers and a limited-edition lipstick line available in four shades.

Also, Saint Laurent included a fragrance scent strip for Black Opium within shrinkwrapped copies of Vogue's September edition.



Yves Saint Laurent's exterior fragrance strip ad

Rise and fall

Last year, in the wake of the United States Vogue announcing its slimmer September edition, British Vogue prepared its largest fashion issue ever.

The U.S. version had 631 pages of advertisements, 4.5 percent smaller than the same issue the previous year, while the British edition, although smaller than the U.S., hosted 293 pages of advertising, the largest ever. The Vogue ad page count, despite being smaller than the past in the U.S., indicated that print is still a viable platform ([see story](#)).

But, according to [Fashionista](#), publishers Condé Nast, Hearst and Time Inc. have collectively decided against releasing the advertising statistics of print ads sold for September issues. For this September's Vogue issue, Fashionista counted 615.02 ads, down from the aforementioned 631 reported by the magazine a year ago.

The measurement of ad pages is thought by the Association of Magazine Media (MPA) to be an old-fashion way to determine brand health now that digital marketing channels have grown. As the print industry continues to change this will become more apparent.

"So often outsiders imagine that magazine media are not changing with the times, but almost all have embraced digital wholeheartedly," Media Radar's Mr. Krizelman said. "By

shifting the attention to an audience metric, publishers make themselves more similar to how advertising is purchased in television and online."

"There's an old axiom 'if you can't convince them; confuse them,'" said Chris Ramey, president of **Affluent Insights**, Miami.

"Rewriting rules doesn't slow the trend away from print," he said. "Reinventing metrics only masks what everyone already knows."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/hgPU91sYffQ>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.