

PRINT

## WSJ. Magazine continues growth trajectory in largest November issue to date

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*2015 Innovator in entertainment/film, Angelina Jolie Pitt*

By JEN KING

WSJ. Magazine is continuing to inspire and motivate its influential audience with the fifth edition of its annual "Innovators" issue for November.

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Each year WSJ. Magazine's editorial team composes its issue around the achievements of notable individuals across a variety of sectors to properly capture revolutionary agents of change. The Innovators book has become the magazine's flagship issue, and has proved prosperous for the publication's advertising partners, increasing 33 percent in paging to become the largest November edition to date and the second-largest in the title's history.

"Innovation is born out of an infinite curiosity and commitment to shaping the future – two qualities that unite WSJ. Magazine readers and advertisers around the globe," said Anthony Cennamo, publisher of WSJ. Magazine, New York.

"As we celebrate five years of Innovators, I could not be more proud of the platform's impact and influence," he said.

November's WSJ. Magazine was inserted in the Nov. 7 edition of The Wall Street Journal. The issue became available to the magazine's international audience on Nov. 6.

### Profiles of innovation

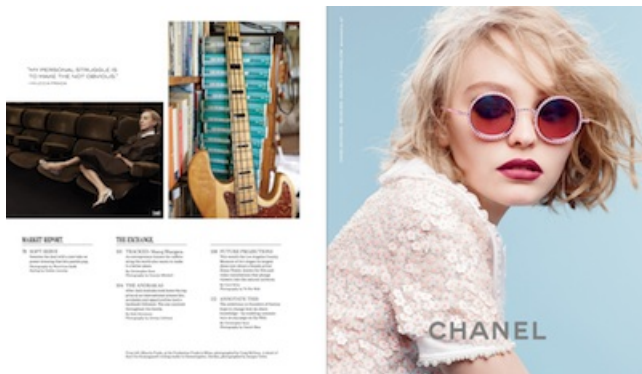
The November issue of WSJ. Magazine opened with a gatefold ad for automaker Cadillac. In it, the automaker promoted its first-ever ATS-V Coupe.



### *Cadillac's inside front cover campaign*

Ads in the front of the book continued with campaigns placed by Harry Winston, Louis Vuitton, Ralph Lauren eyewear, Celine, Bulgari, Estee Lauder, Chanel fine jewelry, Chloe and Omega.

The table of contents was framed by efforts by Gucci women's wear, Chanel eyewear and accessories by Fendi.



### *Chanel eyewear opposite the table of contents*

Within the issue well brands such as Van Cleef & Arpels, Etihad Airways, Dior timepieces and Bottega Veneta are seen. Elsewhere in the issue, ads by Mercedes, NetJets, Hublot, Prada cologne, Mikimoto, the Woolworth Tower condominiums and Cartier were placed.



### *Cartier timepiece campaign*

The issue reached across product sectors to including automotive, jewelry and watches, apparel and accessories, travel and real estate.

WSJ. Magazine's November issue, totaling 176 pages, concluded with an inside front cover campaign by Flexjet and an outside cover ad placed by Hermes.



*Hermes outside back cover ad*

This year's awards gala, sponsored by Cadillac, Cartier, NetJets and the American Cancer Society, was held Nov. 4 at New York's Museum of Modern Art. The year's honored Innovators represented art, fashion, brand, design, entertainment, literature and technology.

The 2015 Innovators Award winners included: Richard Serra for art, presented by Glenn D. Lowry; Mark Parker for brand, presented by Tom Sachs; Thomas Heatherwick for design, presented by Danny Boyle; Angelina Jolie Pitt for entertainment/film, presented by Robert De Niro; Miuccia Prada for fashion, presented by Francesco Vezzoli; Karl Ove Knausgaard for literature, presented by Zadie Smith and Stewart Butterfield for technology, presented by Jared Leto.

Ms. Jolie Pitt was selected to grace the November issue's cover. In the issue, each of the Innovators Awards honored recipients had a feature article, all of which are now live on the publication's Web site.

#### Influential drivers

Year after year, luxury brand marketers are attracted to the influential individuals selected as Innovators in WSJ. Magazine's November edition.

In 2014, Cartier and Louis Vuitton were among the luxury advertisers featured in WSJ. magazine's fourth annual 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 resulted in the November issue seeing a 47 percent increase in ad pages from the previous year's edition ([see story](#)).

The year prior, Tiffany & Co., Louis Vuitton and Cartier featured advertisements in WSJ. magazine's Innovators issue to reach the publication's affluent readership of leaders and influencers.

Placing an ad in WSJ. magazine ensures a global reach of 3.7 million readers who savor the publication's merger of glamor and ideas. In conjunction with the 112-page November issue, the magazine held its annual Innovators Awards Nov. 6 where it celebrated the accomplishments of individuals in seven categories ([see story](#)).

"As we celebrate the fifth anniversary of Innovators, I'm thrilled to report this is the largest November issue yet," Mr. Cennamo said.

"Innovation is a theme that resonates deeply with both our readers and advertisers around the globe, all of whom are innovators in their own right who are driven to succeed," he said. "The Innovators platform is not confined to a generation or gender, which makes it so special to luxury marketers seeking the ultimate audience and association."

Final Take

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

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