

PRINT

Cond Nast closes Details magazine amid restructuring

November 19, 2015



Details June/July 2015 issue

By STAFF REPORTS

Media group Cond Nast has announced that Details magazine will cease publication following the December 2015/January 2016 issue.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

While the 33-year-old men's style magazine's circulation had been on the rise, its advertising sales had been declining. This comes as part of a restructuring plan within Cond Nast to lower expenses within smaller titles and focus on a handful of strong magazines, such as Vogue and Vanity Fair.

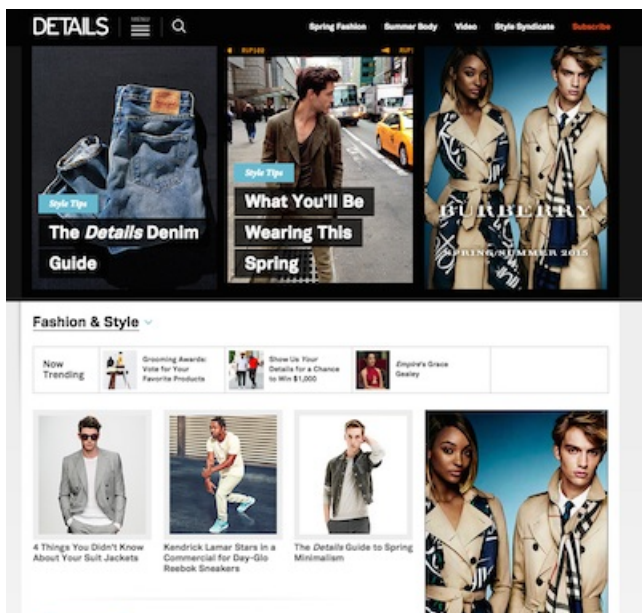
Operating costs

As readers have shifted their media consumption to digital channels, advertisers have moved with them. But these digital media buys are not doing enough to sustain print titles in the same manner as before, leading to some publications' demise.

Of the men's magazines in Cond Nast's stable, Details was positioned as the most fashion-focused title. Offering content centered on grooming, style, fitness, design and entertainment, the magazine promised tips for a "refined lifestyle."

Fellow men's magazine GQ will boost its fashion coverage to appeal to Details' fashion advertisers, increasing the frequency of its biannual GQ Style publication to quarterly, according to an internal Cond Nast memo quoted in [WWD](#). The existing Details.com will gradually transition to GQStyle.com, retaining some of the same editorial staff.

The total print audience for Details had a median household income of \$87,791, making them on average more affluent than GQ readers who have a median household income of \$72,213.



Brands like Burberry turned to Details to reach a fashionable audience

Within the past year, Details had launched partnerships catering to its style-conscious audience.

In June, Details launched an ecommerce site intended to create a clear pathway for readers to consume the products featured in the publication ([see story](#)).

Details also launched a biannual luxury timepiece publication in collaboration with watch Web site Hodinkee, drawing on its year-over-year growth in watch placements. The magazine-within-a-magazine first appeared in the June/July issue of Details, with editorial content produced by Hodinkee founder and timepiece expert Benjamin Clymer ([see story](#)).

This announcement also came with the news that Self and Glamour's advertising sales staff would merge, enabling a singular team to pitch potential media buyers for both publications at once.

A similar decision was made regarding Teen Vogue. Rather than keeping a separate publisher for the title, the publication is now also being overseen by Vogue publisher Susan Plagemann.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.