

PRINT

WSJ. Magazine closes December 2015 with 19pc jump in ad paging

December 11, 2015



WSJ. Magazine's December 2015/January 2016 cover (Photography by Maciek Kobielski)

By JEN KING

Saint Laurent, Chanel and Herms were among the brands to take part in the holiday edition of WSJ. Magazine, the final issue of a record year for the lifestyle publication.

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

Inserted into the Dec. 6 edition of The Wall Street Journal, the holiday issue of WSJ. Magazine, a split edition for December and January, saw a 19 percent increase in ad paging and an 18 percent total increase year-over-year. With a successful closing for the year, WSJ. Magazine continued to be a sought-after publication for advertising partners and readers alike, as the book appeals to affluent and discerning influencers and tastemakers.

"After months of momentum, I'm thrilled to share this was a record-breaking year for WSJ. Magazine: we're up an astounding 18 percent year over year, and this Holiday issue is up 19 percent in ad pages. Our product, our people and our partnerships are stronger than ever."

"Luxury marketers, such as Chanel, Saint Laurent, Chloe, Tiffany and Bvlgari, entrusted WSJ. Magazine with their holiday campaigns because we connect them with some of the world's most eager and affluent shoppers during this key gift-giving season," said Anthony Cennamo, publisher of **WSJ. Magazine**, New York. "In fact, nearly half of Wall Street Journal readers plan to spend more than last year on holiday gifts according to a recent GfK MRI Starch Study.*"

According to a 2015 Ipsos release, WSJ. Magazine has a global audience of 6 million readers, with a total annual spend of more than \$100 billion on luxury goods.

*Source: GfK MRI Starch, September 25th, 2015

A rocket to the holidays

The December/January issue of WSJ. Magazine featured supermodel and philanthropist Karlie Kloss on the cover dressed as an Evel Knievel-esque figure while a SpaceX rocket, owned by Tesla Motor's Elon Musk, takes off in the background.

WSJ. Magazine issue began with an inside front cover effort by Saint Laurent for the label's women's ready-to-wear. This effort was followed by campaigns for Chanel, Herms and Louis Vuitton. The front of the book was balanced between fashion spreads and those promoting personal care and jewelry or watches.



Chanel advertisement

Chanel, for example, promoted items across categories with advertisements placed for its apparel, high-jewelry and timepieces.

Additional ads were taken out by Bulgari, Prada, Rolex, Este Lauder, Chlo, Van Cleef & Arpels and Michael Kors' timepieces for men. Outside of these three main sectors was an ad promoting the Royal Mansour hotel in Marrakech, Morocco.

Opposite the table of contents Vacheron Constantin showed off its pocket watches to readers taking pause on the opening section of the magazine's article listing.



Vacheron Constantin opposite the table of contents

The table of contents for the issue was also framed by promotions for fashion houses Cline and Bottega Veneta. Tiffany & Co. and Ralph Lauren broke up the table of content listings with their ad placements.

In the magazine well a combination of fashion, personal care and jewelry continued. This section included campaigns by Gucci, De Beers, Pomellato, Longchamp and a fragrance sample strip placed by Tom Ford, among others.



Gucci opposite the editor's letter by Kristina O'Neill

Retailers were also featured in this section, with both ads promoting jewelry sold at department stores Neiman Marcus and Bergdorf Goodman. With its placement, the latter retailer highlighted its jewelry collaboration with colored-gemstone miner Gemfields ([see story](#)).

Travel was most prominent in the well with NetJets, Bombardier, Etihad Airways and Flexjets being represented. As for real estate, One57, a residential tower in New York, was also seen.



One57 advertisement

The December/January issue of WSJ. Magazine concluded with an outside back cover effort for Ralph Lauren timepieces. As with Chanel, Ralph Lauren sought to show its product range by placing ads across categories.

In addition to pieces on art, culture and fashion the holiday edition also included the publication's gift guide. WSJ. Magazine's "A Season to Savor" featured handmade skis by Foil, Bulgari jewelry suites, pottery by artist Thomas Campbell, table games by Armani/Casa and Herms and a Ralph Lauren mixology set, among many other items sure to appeal to discerning readers' sentiments.

"In the holiday issue, our WSJ.noted promotional section is a Shazam-enabled gift guide for select advertisers, who direct our readers to the digital destination of their choice," Mr. Cename said. "By adding the Shazam feature to an advertiser's creative, the journey to purchase is abbreviated."

Flagship reads

While the holiday issue was successful in its own right, it is WSJ. Magazine's annual Innovators issue, released in November, that leads the way. The Innovators Awards listorial which included names such as Angelina Jolie and Miuccia Prada, received more than 2.6 billion impressions in the first two days of it becoming publicized.

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

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 ([see story](#)).

Advertisers are also taking note of WSJ. Magazine's successes due to its quality of content and audience.

"Our editorial team never ceases to amaze me; I can't wait to see what they have in store for us in 2016," Mr. Cename said.

Final Take

Jen King, lead reporter on Luxury Daily, New York