

PRINT

British Vogue boasts record-breaking March issue

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Cover of British Vogue March 2016 issue

By STAFF REPORTS

British Vogue's latest issue is the biggest March edition in the publication's 100-year history, with 27 more advertising pages than the previous year.

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The larger book saw the addition of advertisers who have never run campaigns in March before, including the Apple Watch, Marni and Marc Jacobs Beauty. The Cond Nast fashion and lifestyle publication is partially attributing its success this year to the timing of its centennial celebration.

Advertising additions

British Vogue's March issue has 275 ad pages. Appearing for the first time in the publication are Christopher Kane and ba&sh.

This edition is an International Collections Special, including a supplement on what to buy for the spring season and how to wear it from mall developer Westfield. The issue, out Feb. 4, will be advertised with campaigns in The Times and the London Evening Standard.

"We are noticing a significant bounce from the announcement of our centenary plans," said Stephen Quinn, publishing director at Vogue, in a brand statement. "March surprised us all by being up a stunning 27 pages to a record high for a March issue with 275 pages.

"It is a magnificent beginning to the centenary and the response from the fashion and beauty world proves that Vogue remains the definitive fashion magazine, with print still very much at its heart."

British Vogue has previously broken its own records for advertising in key months, notably September.

The title had a record 1,889 advertising pages in 2014, up 17 pages from the previous year.

September's edition was the largest ever fashion issue, with 460 total pages, 267 of which were advertisement pages. These results in part signify that the luxury industry, particularly fashion, still looks to print advertising to reach consumers ([see story](#)).