

PRINT

## WSJ. Magazine continues to set industry standard in March's Women's Fashion issue

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Christy Turlington Burns, WSJ. Magazine March 2016

By JEN KING

Brands such as Ralph Lauren, Herms and Giorgio Armani turned to WSJ. Magazine's March edition to showcase their latest women's collections to the publication's discerning female audience.

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The 184 page issue is the lifestyle supplement's largest March edition yet, up 19 percent over the 2015 book with the industry's leading fashion advertisers placing campaigns within its pages. Through the placement of advertising partners such as Stuart Weitzman, David Yurman and high-end shopping center Americana Manhasset on Long Island, NY, WSJ. Magazine continues to set the industry standard while reflecting the interests and tastes of its affluent readership.

"WSJ. Magazine is a core fashion must-buy in the months of March and September," said Anthony Cennamo, vice president of [The Wall Street Journal](#) and publisher of [WSJ. Magazine](#).

"We are a luxury lifestyle publication distributed within the country's number one newspaper, and deliver more women (who spend more on fashion/luxury) than traditional, big-name fashion publicationsour 6 million global readers spend \$238 billion on luxury goods annually," he said.

"Our advertising environment is carefully curatedreaders know that they are getting an authentic experience in every issue."

Fashion's finest

WSJ. Magazine's March edition, dedicated to women's apparel, its ad growth margin continues to increase. In comparison, The March 2015 edition has 97 ad pages while March 2014 had 82.

The March issue reached approximately 2.2 million stylish women around the globe. By selecting WSJ. Magazine as an advertising partner, brands exposed their campaigns to a female audience larger than Harper's Bazaar, Town & Country and W magazine.

March's WSJ. Magazine began with two full-page spreads placed by Ralph Lauren. The opening ad was found in the inside front cover section and showcased both men's and women's apparel by the brand. A similar approach was taken on the second ad but with a focus on female fashion.



*Ralph Lauren's second inside front cover effort*

Herms followed with its latest campaign, "By Nature" effort that placed a woman in tall grasslands. The ad showed two different perspectives, one of the woman standing among the grasses in a long dress and the second, of the model crouching besides the blades wrapped in an Herms scarf.

Following Ralph Lauren and Herms was an Armani effort featuring its "New Normal" collection of women's wear, which reflects on the brand's history of tailored suits.



*Armani's New Normal*

Additional ads seen in the front of the book include Saint Laurent Paris, Chanel, Dolce & Gabbana and Gucci. David Yurman's placement in WSJ. Magazine's March issue is the first brand outside of fashion to be seen.

The issue saw a rise in investment from jewelers who often do not place ads in March, as February titles are better suited for the industry's relationship with Valentine's Day gifting.

"WSJ. is the world's leading luxury magazine," Mr. Cennamo said. "We have seen impressive commitments from premier jewelry brands, primarily due to the excitement created by our influential fashion coverage. Tiffany, Bulgari and David Yurman are core advertisers – consistent partners throughout the year.

"They are especially excited by our March and September issues, with their extensive and innovative fashion portfolios," he said. "Jewelry firms realize that aligning with WSJ. during peak fashion cycles creates a significant impact in sales and buzz plus tremendous desire for their products."

After David Yurman placed in the front of the book the attention returned to fashion with campaigns by Celine, Burberry, Salvatore Ferragamo, Carolina Herrera, Maxmara, Chloe, Oscar de la Renta and Prada.

Swatch-owned watchmaker Breguet broke up the fashion spreads with a promotion of its Reine de Naples collection.

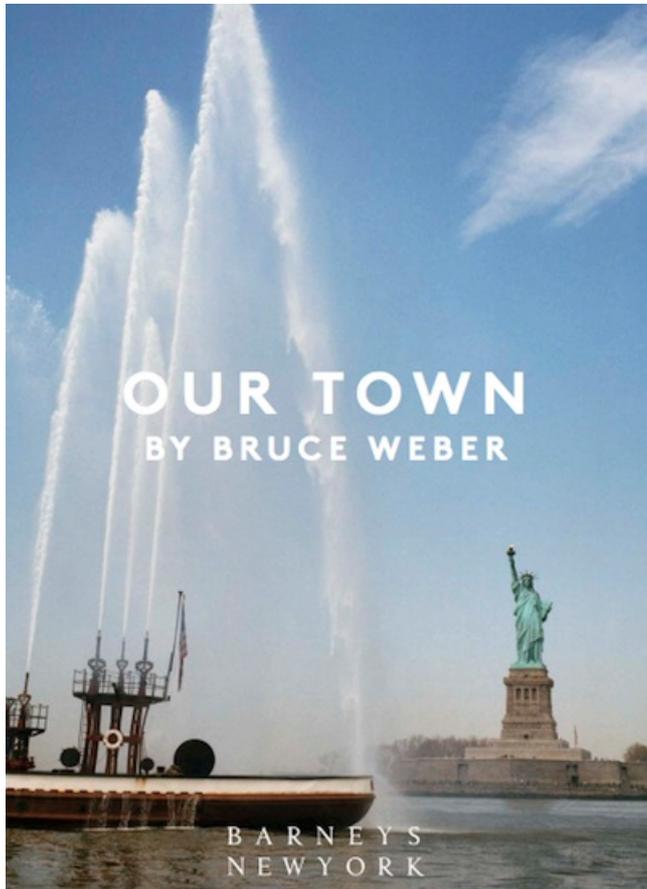


### *Breguet ad seen in WSJ. Magazine March*

Opposite the table of contents Louis Vuitton showed off its Series 4 campaign. Louis Vuitton continued its push with a full-page placed after the contents along with the likes of Tiffany & Co. The table of contents section was continued by Valentino and followed by Bulgari for the B.Zero1 line.

Within the well, brands such as Versace, Tod's, Etro, Bally, Fendi, Alexander McQueen, Loewe and Kenzo were represented.

In the retail space, Barneys New York worked with WSJ. Magazine to include its "Our Town" booklet by photographer Bruce Weber. The advertorial look book, part of Barneys' spring campaign of the same name, pays tribute to the eccentric personalities that make up New York including Yoko Ono, Lady Gaga and Bobby Cannavale ([see story](#)).



*Cover of Barneys' insert in the March issue of WSJ. Magazine*

The issue was continued with ads by Michael Kors, Longchamp, Faberge, Hugo Boss and Missoni.

As the front of the book came to a close, Stuart Weitzman took out a four page ad on thicker stock paper than the rest of the magazine, thus introducing the content well. Directly after the Gigi Hadid, Joan Smalls and Lily Aldridge-fronted Stuart Weitzman ad, WSJ. Magazine placed an alternative cover of model Christy Turlington Burns.

The March issue was concluded by an inside back cover ad by Akris and an outside back cover placed by Bottega Veneta.

### March madness

Elsewhere in the print media industry, March was a successful month.

For example, 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.

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 ([see story](#)).

Mr. Cennamo continued to express the success of the title's March edition, saying, "WSJ. Magazine is a leader in fashion coverage. Our style content is innovative yet immensely approachable.

"We commission the top fashion photographers and shoot in many glamorous locations. Our advertisers embrace

our approach to fashion, and have seen significant interest in their products from our readers worldwide."

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