

PRINT

WSJ. Magazine paves way for stylish men with latest issue

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WSJ. Magazine March 2016 Men's Issue

By FORREST CARDAMENIS

Armani, Barneys New York and Louis Vuitton are among the brands seeking the sophisticated male readers of WSJ. Magazine in the publisher's latest men's issue.

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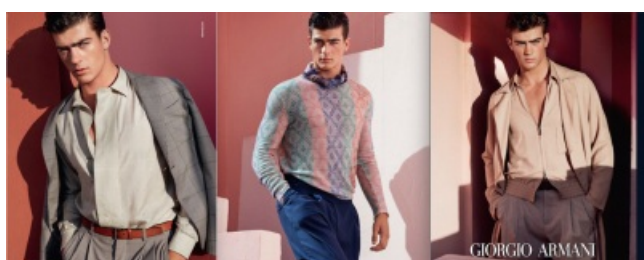
The magazine checks in with 1.3 percent more ad paging than the previous March's issue and has a number of repeat placements. A steady increase in advertising reflects the magazine's continued growth and perceived returns on the part of advertisers.

"Given our style theme this month, the entire front of the book is dedicated to our male readership," said Anthony Cenname, vice president and publisher of WSJ. Magazine. "Each of the efforts from advertisers such as Herms, Ermenegildo Zegna, Saint Laurent, Dolce & Gabbana, Prada and Omega display formal wear which connects to the rise of interest in men's fashion.

"Our Men's Style issue was one of the best men's magazines for spring, making a remarkable press impact and extending the reach of this issue far beyond our established core reader," he said. "The viral activity, social media impact and traditional press surrounding this issue are very strong, lending to tremendous reach and significant exposure for all of our advertising partners."

New eyes

A handful of advertisers in the 2015 March men's lifestyle issue have repeated ad placement in the latest magazine. Armani once again opens with a gatefold spread. The spread shows off sweaters, jackets and scarves, ensuring it will reach readers whatever their particular needs.



Armani Gatefold spread

As was the case last year, Herms follows Armani, this time with a two-page ad for the Herms By Nature campaign. Omega joined the repeat placements, advertising its Globemaster watch.

Ralph Lauren, Zegna, Saint Laurent Paris, Dolce & Gabbana, Prada also took out ads in the front of the issue.

The table of contents was again split in two, with Bottega Veneta featured opposite the first half and Dior replacing Prada opposite the second.

"Our March Men's Style issue is the glossy gateway to spring style for millions of Wall Street Journal readers around the globe," Mr. Cennamo said. "As a core fashion book in the months of March and September we attract the fashion advertiser naturally, but have also seen an increase with non-endemic advertising partners catering to the many facets of the style savvy male reader with the presence of Cadillac, Sentient and Steinway Pianos."



BOTTEGA VENETA

Bottega Veneta ad opposite table of contents

The decision to advertise in the same location a year later could suggest that brands saw noticeable gains from their placement in the magazine. As circulation continues to increase, it is likely that revenue will as well.

The front cover is a photo of James Corden, whose work hosting "The Late Late Show" has gotten him exposure beyond Britain and the Broadway theater world, wearing a Dolce & Gabbana robe. Corden is the focus of a profile and is also seen wearing Burberry, Armani and Saint Laurent in the magazine.

Piano makers Steinway & Sons also make an appearance in the magazine. The company is moving into a new space designed by Annabelle Selldorf, as detailed in a story.

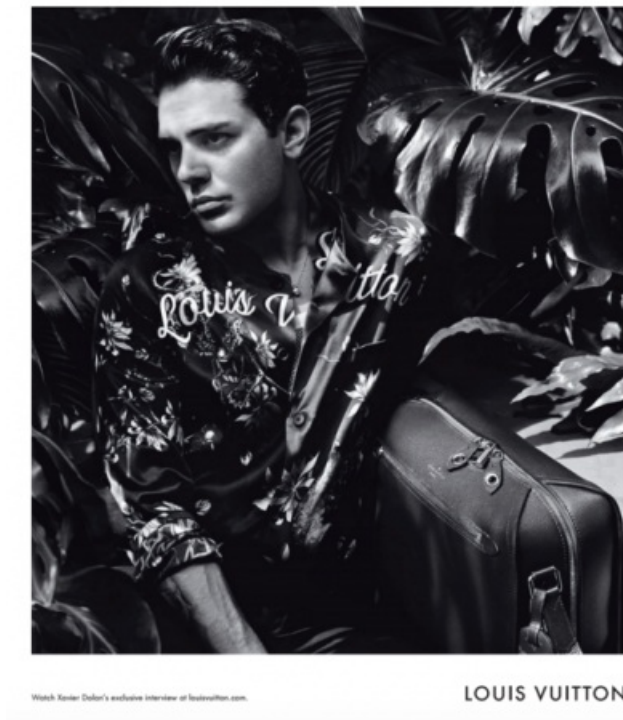


Sentient Jet ad in WSJ. Magazine

Givenchy, Ferragamo, Versace, Burberry, Tod's Hugo Boss, Lanvin and John Varvatos were among the brands that also showed off their latest contributions to the world of men's fashion and accessories.

Barneys New York has a six-page booklet within the magazine, advertising wallets, sunglasses, shoes, handbags and suits. The booklet notes all of the brand's storefronts and also promotes the brand's online magazine The Window.

NetJets and Sentient also are both featured in the issue, while the automotive sector sees placements from Lexus and Cadillac. Surrounding itself with established luxury brands will help Cadillac in its ongoing bid to reposition itself as a luxury automaker.



Louis Vuitton back cover ad

The South Coast Plaza shopping mall placed an ad just beyond the halfway point, highlighting the names of Canali, Cartier, Moncler, Ferragamo, Burberry, Gucci, Berluti and several other brands it carries. Louis Vuitton, meanwhile, took the back cover again, this time with an image of Quebecois film director Xavier Dolan.

Print's not dead

The women's wear issue of WSJ. Magazine is also growing, and at a much larger rate.

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.

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 ([see story](#)).

Other print publications are also seeing their magazines grow heavier.

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](#)).

As men's fashion continues to grow, placement in WSJ. will likely only become more desirable.

"In the past few years, there has been a powerful resurgence in men's fashion," Mr. Cennane said. "Now more than ever, men are passionate about being fashion-forward, and luxury menswear designers are paying attention it's evident in our advertising partners' refreshed designs, marketing campaigns and rapid growth worldwide.

"When this kind of luxury marketer wants to reach an affluent male audience who spend \$11 billion annually on fashion and accessories and \$5 billion annually on watches and jewelry, they come to WSJ. Magazine," he said. "We reach a dominating male audience - 3.3 million more men than GQ and Esquire combined."

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