

PRINT

## The Economist banks on audience curiosity for 1843 title debut

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*The Economist's 1843 April/May 2016 cover*

By JEN KING

Weekly newspaper The Economist has launched a new lifestyle supplement positioned toward a global readership ripe with an intense curiosity for the world around them.

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The Economist's 1843 is named after the year the paper launched in London, and is described as a magazine for "Economist readers with their feet up" – on weekends or vacation – meaning that its content is thought provoking, while maintaining the beauty and imagination seen in lifestyle publications. Newspapers have seen success in the creation of supplement magazines that keep the voice of their primary outlet, but have a more relaxed feel and approach to topics.

"The inspiration for 1843 was based on the success of Intelligent Life, which has been published in the United Kingdom for the last seven years," said Jennifer Hicks, associate publisher of 1843. "Our European readers found the content very engaging, and many luxury advertisers found the editorial environment conducive for effective messaging.

"Furthermore, over the last couple of years the Intelligent Life Web site has proved to be very popular with visitors from North America and Asia even though Intelligent Life was predominantly a European magazine," she said. "This led us to believe that there was a global interest in our take on lifestyle and culture.

"1843 will continue to be lifestyle but with a more keen eye towards a worldwide perspective and with eight to 10 pages of fashion, watch and jewelry editorial in addition to lifestyle categories such as tech, travel, food & drink, culture and other inspiring features such as Why do we work so hard."

When curiosity calls

When setting out to develop 1843, The Economist recognized that its readers are intensely curious. The publication's title plays to that curiosity as well, as 1843 was a time of innovation both intellectually and materially.

The new publication sets out to be the solution for when readers want to know something more on topics that will enrich their lives. 1843's concept is unique to the market as it looks at culture, lifestyle and ideas through a truly global lens. By doing so the content created is stylish and substantial.

Content wise 1843's articles are compelling and beautifully delivered, appealing to such a discerning readership base by telling him what he really wants to know, rather than just what he ought to know. The bi-monthly title will

include profiles on individuals changing the world as well as thought provoking pieces that do not heavily concentrate on "the shiny, wealthy side of life."

### *The Economist launches 1843 magazine*

Whereas fashion publications tend to be all surface, 1843's approach results in a combination of beauty and depth, taking cues from the sustainable content of The Economist. Essentially, 1843 will offer its readers style and serious journalism in one magazine, a defining characteristic for the title.

The Economist's 1843 will be distributed bi-monthly, with the April/May 2016 edition being its first release. The magazine will be distributed to The Economist's most engaged readers, an audience of 460,000 curious and highly educated individuals around the world.

Another 20,000 copies, priced at \$10 each, will be sent to newsstands to target "affluent, sophisticated globally curious and well-educated" passersby.

Each issue of 1843 will include sections on culture, travel, style, design, technology, food & drink and health. Differing from The Economist's "concise, evidence-based reporting," 1843 is a more leisurely read with long-form narratives, profiles, features and travel writings accompanied by exquisite photography printed on high-quality paper stock.



### *Cover of The Economist's 1843 April/May issue*

Content seen in the first issue includes articles on how Chinese students gain admission to the best universities, an exclusive profile of French right-wing politician Marine Le Pen and a photo essay by Sam Taylor-Johnson.

The inaugural issue of 1843 counted Rolex, Ralph Lauren Purple Label, Patek Philippe, Dolce & Gabbana, Steinway & Sons and Ulysse Nardin as front of the book advertisers. Graff Diamonds, Vacheron, Embraer, The Peninsula Hotels and The Macallan were featured within the content well. The April/May issue concluded with an outside back cover by Omega.

"It is included with the premium bundle of \$160/year, which includes all-access to all of our products," Ms. Hicks said. "The first issue went on sale March 9."

Sup with supplements?

The lifestyle supplement sector has been a winning solution for newspaper publishers, presenting opportunities to increase readership and up advertising revenue and awareness for its brand partners.

In 2014, for example, the Financial Times celebrated the twentieth anniversary of its How To Spend It magazine supplement by expanding its reach to affluent readers in Italy through a partnership with Italian newspaper publisher Il Sole 24 Ore.

How To Spend It's inaugural issue under the Il Sole 24 Ore partnership hit newsstands in September 2014. By expanding the output of its magazine, The Financial Times is strengthening the ongoing trend that has positioned supplements as viable, stand-alone pieces in the publishing industry ([see story](#)).

Due to the continued success of The Wall Street Journal's WSJ. magazine, the news outlet expanded its lifestyle supplement's reach to include affluent readers in Brazil and Latin America in 2014 as well.

The news of the expansion came just days after the June 2014 issue, which included coverage of the upcoming FIFA World Cup in Brazil, and was inserted in The Wall Street Journal. Since emerging markets in Brazil and Latin America continue to flourish and mature, WSJ. magazine's expansion has likely resulted in increased awareness for its marketing partners who are planning retail expansions of their own ([see story](#)).

A supplement magazine formula provides flagship newspapers with a chance to expand their brand voice, enhancing on primary coverage in a new way to keep readers informed and entertained.

"The Economist delivers the current affairs information the user needs to know; 1843 will deliver content that the subscriber wants to know to enhance his/her lifestyle where to travel, what's new in technology and many in-depth features on interesting issues around the world," Ms. Hicks said.

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