

PRINT

WSJ. Magazine continues brand growth with 19pc luxury paging increase for April

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WSJ. April Magazine cover

By FORREST CARDAMENIS

Joining Dior ambassadress and Hollywood superstar Charlize Theron in WSJ. Magazine's April edition were watchmaker Breguet, Italian fashion labels Tod's and Bottega Veneta and French apparel brand Hermès.

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For the April magazine, fashion and luxury paging has increased dramatically, with many advertisers being new to the issue. The continued ad growth of the magazine reflects its position as an influential and leading luxury publication.

"Print is still the most effective and relevant choice for advertisers, particularly luxury brands," said Anthony Cennamo, vice president of [The Wall Street Journal](#) and publisher of [WSJ. Magazine](#). "42.5 percent of April's advertisers are new to the issue. Overall, fashion and luxury paging has increased 19 percent, while the issue has seen an 8 percent increase year-over-year."

Turn the page

Compared to last April, total paging was up 8 percent. Brands including Audemars Piguet and Peninsula Hotels increased advertising from singles to spreads, reflecting a desire to be noticed by the magazine's high-end clientele.

Swiss watchmaker Breguet was the first advertisement in the issue, advertising its Reine de Naples collection with a double-page spread on the inside cover. Breguet was followed by institutional ads by Harry Winston featuring diamond rings and by Louis Vuitton showcasing a pair of handbags.



Breguet inside cover

WSJ. Magazine once again split its table of contents, with Tod's having an ad placed opposite the first half and Bottega Veneta opposite the second half. Between the two lies another double-page spread by Ralph Lauren.

Hotels were visible in the issue, with a Peninsula Moments ad revealing its room and suite redesign on a double spread. Full-pages by Rosewood, Bellagio Las Vegas, and Trump Hotels were also featured, hoping to make an impression that will last until the reader plans her next vacation.

Steinway & Sons placed an ad in the magazine as part of its latest campaign and Burberry similarly took out a spread for its new Mr. Burberry fragrance ([see story](#)).

Jewelers and watchmakers made up a large portion of the issue, with Cartier, Tiffany's CT60 watch, Hublot and Piguet joined Harry Winston and Breguet. Additionally, Madison Avenue Watch Week advertised its April 13-20 event, naming Chopard, de Grisogono, Hublot, Jaeger-Lecoultre, Montblanc and Vacheron Constantin as brands that will be exhibiting.



Cadillac WSJ. ad

Cadillac was the sole automaker to feature in the issue. Representing the sector amidst myriad luxury brands from fashion, jewelry, travel and more will help Cadillac acquire the prestige and aspiration that will help it reposition itself as a major luxury player.

A Tommy Hilfiger ad featuring Rafael Nadal took the inside back cover, while Herms reprises its command of the outside back cover. The French megabrand held the position for last year's April issue and the November issue.



Hermès back cover

The April issue was WSJ. Magazine's first of four, all of which feature in five editions U.S., Europe, Asia, and the growth markets of Latin America and Brazil.

A mag for all markets

WSJ. Magazine has seen significant year-over-year growth with other issues this year as well.

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 magazines are growing geographically, seeking out new markets with a sizable audience.

Lifestyle publication Robb Report, for example, is expanding its brand voice to Germany with the launch of a licensed title produced by publishing house Jahreszeiten Verlag.

Robb Report Germany will be available on newsstands in October, joining 14 other international versions of the magazine. This German edition of the publication will help Robb Report reach an affluent audience in their native language ([see story](#)).

WSJ. Magazine is also seeing success from its more recent entries into new markets.

"The magazine is distributed to more than 95,000 readers in the most affluent zip codes across 6 countries within the most influential newspaper hosts such as Brazil's Valor Econmico and Mexico's Reforma," Mr. Cenname said.

"With this expansion into Latin America, we have gained access to a thriving luxury market," he said. "We constantly welcome new opportunities to grow our audience and solidify our position as the world's leading luxury magazine."