

MEDIA/PUBLISHING

Cond Nast luxury titles resilient, buoyant in changing print realm

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British Vogue's September issue across platforms

By STAFF REPORTS

Media conglomerate Cond Nast's print and digital sales have been propelled by its luxury titles such as Tatler and Vogue during the first half of 2016.

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The publisher's United Kingdom division today announced the Audit Bureau of Circulation (ABC) figures for the half show, which show the growth of eight titles. **Cond Nast** has invested heavily in digital recently as the print climate evolves; during the first half engagement has increased across platforms, a nod that the publisher is on the right track.

An upbeat read

Cond Nast's British Vogue is in the midst of celebrating its centennial and has posted a new ABC of 195,053 with newsstand sales in the U.K. growing by 2.3 percent. Actively purchased copies are up 0.6 percent period-on-period.

On social media the "fashion bible" has seen its community grow by 2.2 million unique users. Broken down by platform, Vogue engages with 3.4 million Twitter and Facebook users and another 1.5 million on Instagram.

Also, British Vogue's "The Vogue 100: A Century of Style" exhibition held at the National Portrait Gallery saw 152,290 visitors during its run ([see story](#)).



Still from British Vogue's Vogue 100 heritage video

Luxury lifestyle title Tatler recorded a new ABC of 84,515. The publication saw a 6.4 percent increase at U.K. newsstands and actively purchased copies period-on-period rise 2.5 percent.

As the premier British luxury publication, the title is targeted specifically to a wealthy audience. Overall Tatler has a gross brand reach of 1 million readers each month.

Men's publication GQ announced an ABC of 117,039, with U.K. print subscriptions growing 2.3 percent period-on-period. The publication recently underwent a mobile-first overhaul and has launched the GQ Video channel, an effort that has 1.9 million unique users for an increase of 57 percent year-over-year ([see story](#)).



Sophie Turner starred in a Burberry x GQ Video effort

Cond Nast's Vanity Fair also fared well in the U.K. market for the first half. The lifestyle publication has a new ABC of 80,083 and saw U.K. newsstand sales increase by 5.5 percent.

The publication's actively purchased copies has increased 1 percent period-on-period. Cond Nast considers Vanity Fair the "preeminent arbiter of our era" due to its success from print to desktop, tablet to iPhone.

"This is a notably strong set of results, with resilient newsstand and subscription sales," said Nicholas Coleridge, managing director of Cond Nast, in a statement. "Of all parts of the publishing industry, luxury magazines have proved to be amongst the most buoyant. At the same time, we continue to see strong sales increases in engagement across all our digital platforms."