

MEDIA/PUBLISHING

WSJ. Magazine retains September aptitude with 4pc ad page increase

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WSJ. Magazine's September 2016 cover

By JEN KING

Chanel, Prada and Saint Laurent Paris are speaking directly to 2.6 million female readers as they advertise for fall/winter 2016 in the September Women's Fashion edition of WSJ. Magazine.

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Delivered to Wall Street Journal subscribers and newsstands Aug. 13, WSJ. Magazine's advertising partners reflect the best luxury has to offer with apparel labels being the driving sector, followed by jewelers who traditionally do not look for ad placement in September books. Month-after-month, WSJ. Magazine proves that a well-curated lifestyle supplement can stand on its own by appealing to a discerning audience as well as brands representing the cornerstone of luxury.

"Our September Women's Fashion issue reaches 2.6 million affluent, stylish women across the globe, more female readers than Harper's Bazaar, Town & Country and W combined," said Anthony Cennamo, vice president and publisher of **WSJ. Magazine**, New York. "With WSJ., marketers know their message reaches wealthy, merchandise-moving consumers. As brands reinvest in their brick-and-mortar stores, our audience becomes ever more appealingour readers spend nearly \$20 billion on fashion and accessories annually, 25 percent more than the readers of Vogue.¹

"This month, luxury jewelers, who traditionally begin magazine flighting in October, jumpstarted their schedules to coincide with this amazing opportunity to align with our fashion buzz and our reach to an audience that spends \$7.6 billion annually on jewelry and timepieces," he said.² "Brands like Cartier, Van Cleef & Arpels and Bulgari all recognize the spending power of our readers and how it positively affects their bottom line.

"A wide range of marketers feel strongly about reaching our audience early, as they are guaranteed the excitement and press that is generated by our influential coverage month after month. Combined with our unparalleled reach as a companion to the nation's number one newspaper, by print circulation, **WSJ. Magazine** is a trusted, fact-based environment where the reader who comes to us for the business knowledge also seeks us out when they want to lay back with luxury."

1, 2: Source: 2016 Ipsos Affluent Survey, WSJ. Magazine prototype created by Eadie Enterprises

Printed in style

WSJ. Magazine's September issue featured decorated actress Meryl Streep on its cover. The 196-page issue included 103 pages of advertising.



Meryl Streep for WSJ. Magazine's September Women's Fashion issue

"This issue is up 4 percent in advertising over last year, emphasizing the trust and confidence that top brands continue to place in our pages," Mr. Cennamo said. "WSJ. Magazine has become and continues to be a core fashion must-buy in the months of March and September."

On the inside front cover, Ralph Lauren promoted both home decor and women's fashions in a two-page spread.



Ralph Lauren ad; WSJ. Magazine

The front of the book was continued by Chanel's fall/winter 2016 campaign, which took a collage approach to creating the background and featured its latest tweed designs.

Chanel was followed by Giorgio Armani and Prada's efforts for the fall/winter season. Other efforts in the front of the book included Dior, Saint Laurent Paris in addition to campaigns placed by the likes of Dolce & Gabbana and Bottega Veneta, among others.

Estee Lauder's Pure Color Envy lipstick ad featuring Kendall Jenner was the first campaign placed by a brand outside the apparel sector.



Este Lauder effort with Kendal Jenner; WSJ. Magazine

Elsewhere in WSJ. Magazine's front of the book were efforts by Burberry, Fendi, Celine, Ferragamo, Max Mara and Chlo. Closer to the table of contents, Prada placed its second advertising effort for its men's and women's fragrances.

Gucci's fall/winter 2016 campaign shot in Tokyo was seen opposite the table of contents.



GUCCI

Gucci opposite the table of contents; WSJ. Magazine

Once within the content well, brands such as Bulgari, Tod's and Versace jockeyed for the reader's attention. All of the ads up until this point were standard, glossy pages until the reader reaches Stuart Weitzman's campaign with model Gigi Hadid.

Stuart Weitzman's fall campaign appeared opposite the editor's letter from WSJ. Magazine's Kristina O'Neill. Printed on thick, matte paper stock the ad shows Ms. Hadid in three athlete poses in different styles of Stuart Weitzman shoes.



Gigi Hadid for Stuart Weitzman; WSJ. Magazine

The remainder of WSJ. Magazine's content well was filled with ads by De Beers, Etro, Valentino, Loewe, a Chanel fragrance strip for Coco Mademoiselle, Michael Kors, Bally and Missoni. Net-A-Porter's off-price site The Outnet also placed an effort as did retailers Bloomingdale's and Saks Fifth Avenue.

WSJ. Magazine's September women's fashion issue was closed by Louis Vuitton's Series 5 campaign, photographed by Bruce Weber.



Louis Vuitton's Series 5 campaign; WSJ. Magazine

September sensations

In 2015, Bally and Lanvin were among the women's fashion labels to take part in WSJ. magazine's September Women's Fashion issue, the publication's largest book to date at that time.

The month of September sees an influx of fall fashion coverage in nearly every magazine title, making visibility for advertising partners more competitive than usual, but this bout of friendly competition leads to innovation. For

September 2015, WSJ. magazine, a "core" read for 6 million fashion-forward, affluent global readers, introduced its partnership with mobile music and video application Visual Shazam to add a progressive layer to annual coverage of the season's top women's fashions ([see story](#)).

Such activations are helping the print industry stay buoyant, for example, 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 ([see story](#)).

Throughout print's evolution, WSJ. Magazine has maintained its prowess.

"Print is personal and our news is relevant, driving a level of engagement that makes us a must-buy for advertisers seeking to be successful," Mr. Cennamo said. "Our readers spend an average of 65 minutes with the magazine, ensuring that they see, remember and act upon the vibrant campaigns that advertisers spend so much time and effort creating."

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