

The Freeman Journal challenges print and peers for ultra-high-net-worth read

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Readers of The Freeman Journal

By JEN KING

Australian lifestyle publication The Freeman Journal is looking to disrupt the high-end media landscape as the continent's luxury marketplace continues to grow.

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The print environment in Australia is becoming increasingly crowded as titles jockey for affluent Australians' attention as the luxury market there matures. Unlike other established publications with a presence on the media scene, The Freeman Journal positions itself as an exclusive club-like read geared toward Australian and international high-net-worth individuals and is not available on newsstands.

"The Freeman Journal proves to be completely unique within the luxury media sector as we differ in that we do not follow mass trends, rather we tailor our content to our high-net-worth audience who appreciate the quality of our editorial content and book-like style," said Jack Freeman, publisher and editor in chief of [The Freeman Journal](#).

"The Freeman Journal is not available to purchase to the general public, rather we are placed within private jets, super-yachts, private showrooms, luxury hotels and resorts in addition to our invitation-only subscription base," he said. "The Freeman Journal proves to be more than just a publication rather an exclusive club."

A read down under

Luxury retailing in Australia is projected to be a \$2.4 billion industry by 2019-20, according to a new report by IBISWorld.

IBISWorld's "Luxury Retailing in Australia" report says the country's relatively stable economy has given its residents more disposable income, leading to more luxury purchases. Due to Australia's favorable market for luxury goods, many brands have aggressively expanded their operations in the region.

Luxury retail had revenues of \$908.7 million for 2009-10, and is expected to grow by 9.8 percent in the five years leading up to 2014-15, reaching revenues of \$1.6 billion.

The country's consumers have become more discerning, getting an appetite for leather goods and accessories, particularly high-end handbags. Rather than spending money on more, less expensive items, they are buying a lower

volume of premium merchandise ([see story](#)).

"Australia proves to be an exciting opportunity as the luxury markets are rapidly growing here due to both foreign investment, high-net-worth travelers and rising wealth, seeing Australians spend more on luxury goods and travel than ever before," Mr. Freeman said.

"The Australian luxury sector has seen an 11 percent growth in the last few years and is projected to grow to a \$2.4 billion industry by 2019-2020," he said. "For this reason, we launched the title early this year in an effort to provide a one-of-a-kind publication tailored to the uber-wealthy, becoming a one-of-a-kind source of inspiration."

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The Freeman Journal Issue N 3

With a readership of high-net-worth individuals and global luxury consumers, The Freeman Journal is pitting itself against 40-year-old title Robb Report.

Robb Report's Australian market edition arrived on newsstands this October, and was timed to coordinate with the publication's 40th anniversary. Robb Report's addition of an Australian publication brings its regional edition count up to 17, showing that its content appeals to a discerning audience not limited by location ([see story](#)).

While both publications play to luxury-specific themes, The Freeman Journal's distribution is much more limited. Designed to be exclusive, the book-like title is placed within private jets, yachts, hotels and resorts instead of newsstands.

Also, its subscription base is determined by invitation, thus heightening the caliber of its readership.

The Freeman Journal covers a similar subject matter to others in the space, with news and trend reports on lifestyle pillars such as high society, travel and hospitality, arts and culture and other relevant topics.

To meet the expectations of its audience, The Freeman Journal reports on the luxuries such as bespoke and exclusive products, rare and exotic travel destinations, high-jewelry, limited-edition automobiles, real estate properties, high-fashion and high-profile interviews.



The Freeman Journal's Web site

The Freeman Journal is available in a digital form online and in a quarterly print issue. Advertisers include Bulgari, Douglas Elliman, Baccarat and MatchesFashion.com.

On its Web site, The Freeman Journal aggregates real estate listings via City Reality and apparel sold through MatchesFashion.com's ecommerce page.

Across pages

Although the print media landscape is evolving, new titles continue to emerge with a twist in strategy.

For example, media group Cond Nast's Vogue magazine is taking a digital-first strategy as it debuts its first edition in the Middle East.

Vogue Arabia launched online Oct. 25 with a bilingual platform, in English and Arabic, a historic first for the magazine title. The print version of Vogue Arabia will begin distribution for spring 2017, demonstrating the media consumption of today's consumer audience ([see story](#)).

In comparison, Pete Stout, former editor in chief of Porsche Club of America's print title Porsche Panorama, is developing a new enthusiast publication, relying on the magazine's exclusivity to carry it.

000 Magazine is a new print publication created by Mr. Stout that caters to the super-fan of German automaker Porsche, with the title designed as more of a collectable than reading material. The magazine is not available online or at newsstands, but is only delivered to subscribers' homes in protective packaging and features in-depth analysis of Porsche vehicles with little advertising ([see story](#)).

Understanding audience behavior and sentiment is a must when launching a new publication in such a volatile market.

"With such a niche readership The Freeman Journal offers brands direct access to super-wealthy spenders with a median age of 41, close to 70 percent of our readers own assets of more than \$2 million, spend at least \$50,000 on luxury goods annually, travel abroad more than twice a year and own one or multiple prestige vehicles," Mr. Freeman said.

"Whilst The Freeman Journal does not have the extent of readers some of our competitors generate, one thing we can guarantee is an unparalleled audience like none other," he said.