

MEDIA/PUBLISHING

Porter magazine spurs shoppable conversions in app offer

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Image courtesy of Net-A-Porter's Porter magazine

By STAFF REPORTS

Online retailer Net-A-Porter's Porter magazine is encouraging downloads of its digital edition to kick off 2017.

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For the next 30 days, Porter magazine is offering its content for free to give readers a taste of what its publication offers. Porter, a full glossy and application-based imprint, allows Net-A-Porter to connect with consumers beyond the initial point of sale to give more context to products and services, while still providing a path to purchase with many of its advertising partners available on the retailer's ecommerce site.

Shoppable promotions

Porter has differentiated itself from others in the fashion publication sphere by being completely shoppable. During its inaugural year in 2014, the publication saw 90,000 product scans ([see story](#)).

To demonstrate what Porter is all about the publication is offering a free issue to those who download the app and have not yet paid for a subscription. The 218-page issue features fashion and beauty spreads and editorial profiles of stylish, inspirational women such as cover star and actress Michelle Williams.

In a promotional video, Porter brings its shoppable pages to life. A woman is shown at her desk flipping through her diary, checking out her busy schedule, prior to changing out her dressing robe.

The following scene shows the woman flipping through a print edition of Porter before using her smartphone to browse content and purchase items she likes from the issue. As purchases are made, selected from editorialized features, the woman is instantly dressed in what she has bought via Porter and Net-A-Porter.

Porter's video tells the viewer that its curated shopping lists included more than 12,000 products.

Video courtesy of Porter magazine

Outside the 30-day promotional offer, a single issue of Porter sells for \$8.99 in the United States. A one-year subscription is available for \$21.99.

Porter's app can be downloaded for Apple devices at the [App Store](#).

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