

MEDIA/PUBLISHING

## Tatler, Vanity Fair combine commercial staff to better engage HNWs

June 28, 2017



*Tatler has a combined print and digital circulation of 82,508 (ABC Jul-Dec 2016) and readership is 145,000. Image credit: Tatler*

By STAFF REPORTS

Cond Nast Britain has announced a new commercial team structure for Tatler and Vanity Fair.

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The publishing conglomerate has restructured to combine the commercial departments for Tatler and Vanity Fair. Cond Nast Britain's announcement was made by Kate Slesinger, publishing director of both titles, on June 28.

### Turning a page

Within the new restructured and combined commercial department, Tia Graham becomes the publisher of Tatler and Vanity Fair.

In her role, Ms. Graham will be responsible for display sales on print and digital and the magazine supplements, which include the watch sector. Ms. Graham will report directly to Ms. Slesinger.

Clare Schifano, associate publisher, will lead the sales team on display, print, digital and standard promotions. The creative partnership team will be headed by Claire Singer, associate publisher, who will handle branded content for multi-platform promotions, sponsorships and events.

A team of category advertisement directors, including travel, jewelry, fashion and beauty, will report to Ms. Schifano directly.

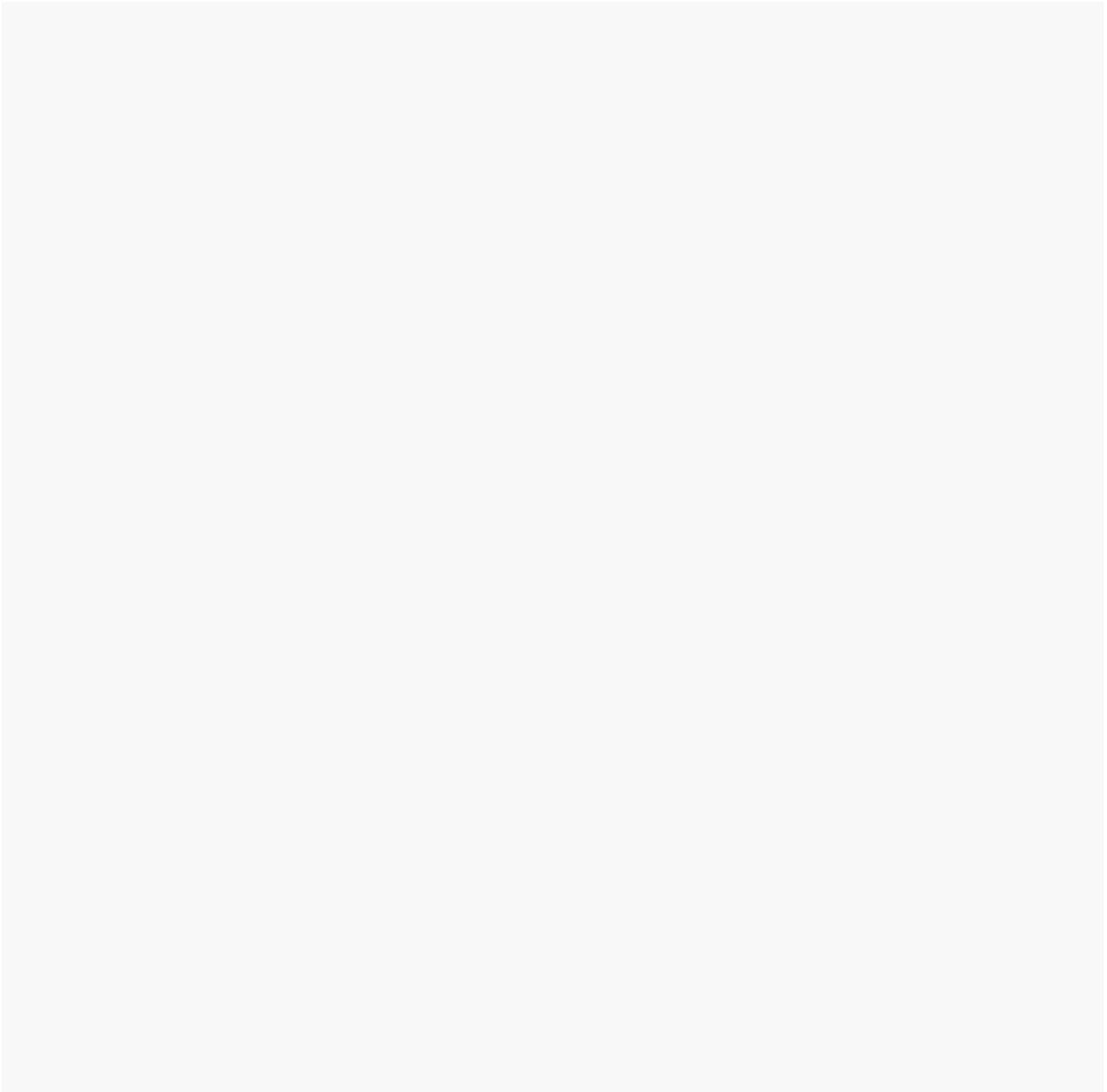
Tatler and Vanity Fair's sales team will be headed by Natasha Gresh, business manager. Also, Nicki Singh, brand strategy director at Tatler, will extend her responsibilities to include Vanity Fair.

On the creative partnership side, Lucie Burton will focus on digital as advertisement director. Celia Thursfield will become managing editor, creative partnerships and will continue her work on the successful "Tatler Schools Guide" supplement.

Charlotte Owen was named digital strategy editor and Russell Powse is designer. Issy Thompson will work as Vanity Fair's digital assistant editor and will contribute to The Hive and the publication's social channels.

Also, Olivia Bennett will serve as the retail editor for both Tatler and Vanity Fair. Ms. Bennett is responsible for

Tatler's "It-List" and reader events, as well as similar activations for Vanity Fair.



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A post shared by Tatler UK (@tatleruk) on Jun 13, 2017 at 6:37am PDT

As for supplements, Holly Ross is managing editor, and will add promotions to what she oversees. Teddy Wolstenholme will act as the two publication's assistant editor, supplements and promotions.

Creative standards will be upheld by art directors James Slocum and Scott Moore. Copywriting duties for Tatler and Vanity Fair supplements and will be handled by Sarah Edworthy and Thomas Barrie.

"This is a dynamic team, proven in their respective fields," Ms. Slesigner said in a statement. "By combining forces we offer clients unparalleled routes to engage with our high-net-worth audience across multiple platforms.

"It is with regret that we bid farewell to: Emma Marsh, Gerri Gallagher, Gavin Shaw, Sam Brownstein, Tardeo Ajodha, Sophie Wilson, Zoe Gahan and Mariella Tandy who will sadly be leaving us," she said. "We owe them immeasurable thanks. Sophie Fairclough is moving into a newly-created position on House & Garden and The World of Interiors."

As Tatler and Vanity Fair combines commercial forces, Cond Nast Britain is putting stock into the future of branded content with a newly launched division.

Cond Nast has organized the branded content commercial division to handle the growing interest in sponsored content on its digital platforms. Tristan Taylor has been appointed the head of branded content commercial, which will be incorporated into Cond Nast Britain Digital ([see story](#)).

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