

MEDIA/PUBLISHING

WSJ. Magazine's September issue bows with 5pc ad page increase

August 14, 2017



Model Faretta graces the cover of WSJ. Magazine's September 2017 Women's Issue. Image courtesy of WSJ. Magazine

By STAFF REPORTS

The Wall Street Journal's high-end lifestyle supplement WSJ. Magazine is celebrating its largest issue ever published thanks to luxury brand advertising.

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Year after year, WSJ. Magazine's September issue breaks previously held records for the publication, and 2017's edition is no different. In addition to the publication's distinguished editorial content and esteemed fashion editorials, WSJ. Magazine's ad paging is up 5 percent.

Record breakers

WSJ. Magazine's September Women's Style issue celebrates the publication's largest advertising gains ever. The biggest issue ever to be published by the publication is flanked by its fashion coverage, demonstrated in its cover story.

The September issue's cover image was photographed by Mario Sorrenti and features model-of-the-year Faretta. The cover aligns with an ambitious 32-page fashion editorial shot by Mr. Sorrenti at this year's Venice Biennale art fair in Italy.



WSJ. Magazine's 32-page fashion editorial features luxury fall fashions. Image courtesy of WSJ. Magazine

"[Mr. Sorrenti's] feature highlights the sort of intersectional approach that continues to set our fashion and cultural coverage apart: seamlessly blending portraits of art-world luminaries with images capturing an array of colorful and daring looks, all vividly set against the streets and waterways of Venice, a locale that underscores WSJ.'s global reach," said Kristina O'Neill, editor in chief of WSJ. Magazine, in a statement.

It is WSJ. Magazine's approach to fashion and cultural coverage that continuously attracts high-end and luxury advertisers to its pages.

"Year after year, our September Women's issue is a record breaker, and this one is no exception," said Anthony Cennamo, publisher of WSJ. Magazine, in a statement.

"Up 5 percent in ad paging, multipage units, powerhouse brands, double-branding campaigns and high-impact inserts, this issue is a testament to the power of print and its relevance with fashion houses," he said.

"The influence and economic power of the WSJ. Magazine reader is undeniable, and marketers trust us to deliver their message to consumers who spark sales and drive successful seasons."

The magic of fall fashion at the Venice Biennale <https://t.co/mRZePoaXil>

WSJ. Magazine (@WSJMag) [August 14, 2017](#)

To compare, last year's September Women's Style issue, fronted by actress Meryl Streep, saw an a page increase of 4 percent ([see story](#)).

WSJ. Magazine's September 2017 Women's Style issue will arrive at Wall Street Journal subscribers' doorsteps and newsstands on Saturday, Aug. 26.