

MEDIA/PUBLISHING

W Magazine takes collectible approach to print

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W Magazine is published in print and digital editions. Image credit: Cond Nast

By STAFF REPORTS

Cond Nast-owned W Magazine has announced plans to scale back circulation of its printed property in an effort to make print more luxurious.

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Currently, W Magazine, lead by editor in chief Stefano Tonchi, produces 11 monthly print editions, but come February 2018 the title will publish 8 times per year. W Magazine's decision is backed by an ideology that print can be more luxurious and a collectible, rather than something discarded quickly after it has been read.

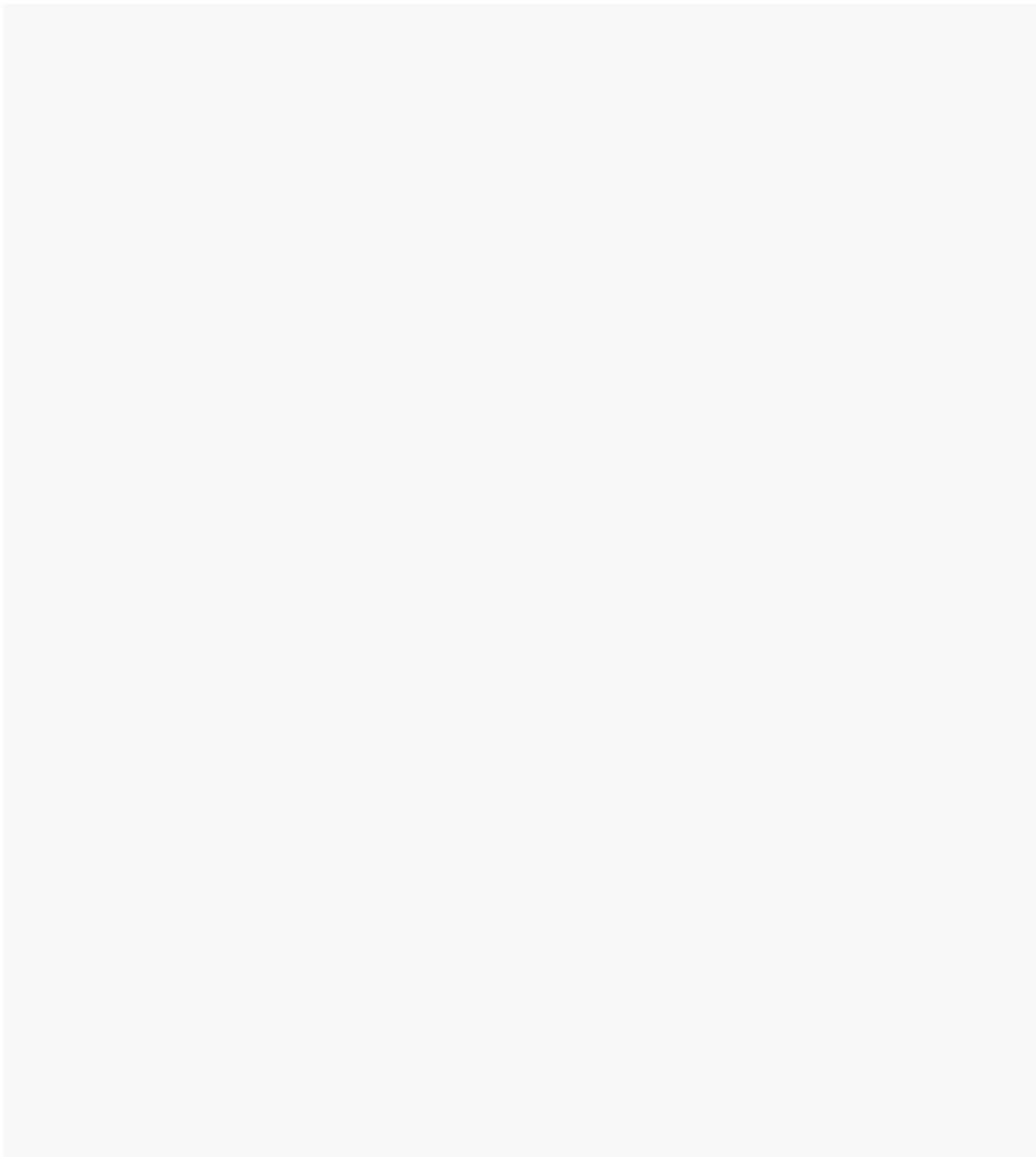
Collectible, not disposable

W Magazine's strategy for 2018 will see its 11 editions, with December and January being one issue, decreased to 8 collectible volumes.

The volumes will have a new look and feel through paper stock and cover treatments. These enhancements will make W Magazine's print edition a more haptic, high-touch experience for its audience.

W Magazine's new format will also see the title forego the typical fashion publication calendar, opting instead of specific themes for each volume. Themes will be organized around key cultural moments of the year.

Volume 1, which lands on newsstands Feb. 6, will focus on fashion and cinema. Prior to its release, WWD reports that W Magazine will launch a "best performances portfolio" in the first week of January for the Golden Globe Awards, which will then be included in Volume 1.



Facetime with @_CindySherman_. For W's Art Issue, the artist takes her portraiture to Instagram and presents her "selfie" project, exposing how culture shapes appearances (click the link in our bio for more).

A post shared by W magazine (@wmag) on Nov 6, 2017 at 6:44am PST

W Magazine's Volume 2 is scheduled for March when the title will also release a limited-edition collectible box intended to store copies of the publication.

With the new format also comes a price increase. W Magazine's cost will change from \$7.99 to \$9.99.

According to WWD, Cond Nast Culture Collection's chief business officer Chris Mitchell, a self-proclaimed "big believer in print getting printier," said luxury advertisers' reactions thus far has been positive.

The decision to reformat W Magazine's strategy was in part based on the fact that print magazine publishing has been practically unchanged despite digital challenges and millennial behavior ([see story](#)).

W Magazine's Mr. Tonchi told WWD, "We have to change. I mean, let's face it, magazines have not changed. We will produce magazines on a monthly frequency and that doesn't make sense anymore.

"We still try to sell them in newsstands that are not there anymore," he said. "We still use the worst possible cheaper paper, so it's less expensive to ship."

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