

MEDIA/PUBLISHING

Porter magazine hones in on content in digital expansion

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Porter magazine is increasing its content production. Image credit: Net-A-Porter's Porter magazine, photo by @PhoebeSoup

By STAFF REPORTS

Ecommerce retailer Net-A-Porter's *Porter* magazine will now publish seven days a week, 365 days a year via a digital hub.

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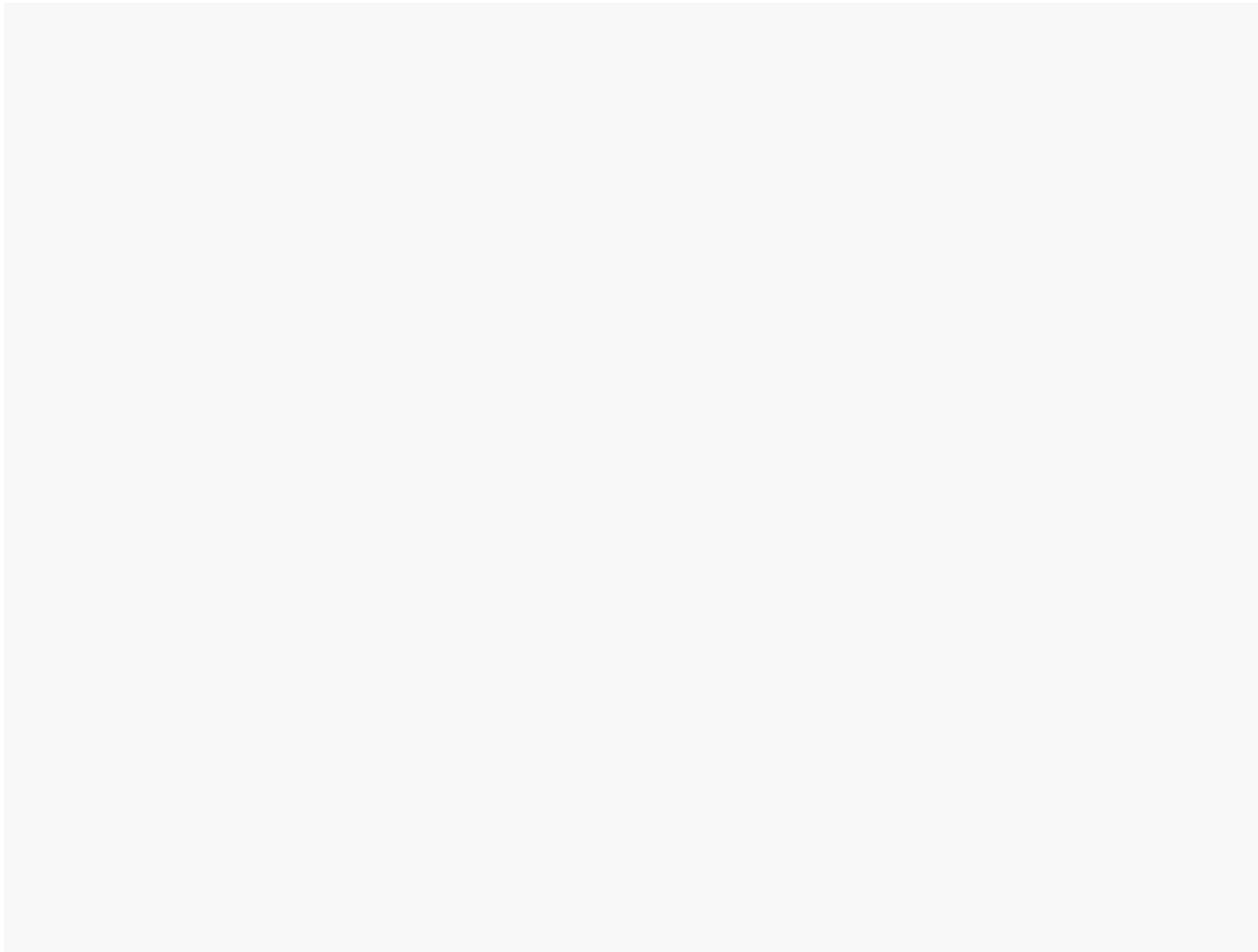
Porter magazine is taking a new daily approach to fashion and lifestyle editorial coverage, in addition to its print and digital editions. Net-A-Porter publishes *Porter* magazine six times per year, and with its digital edition, each issue is shoppable thanks to scannable product pages that link to ecommerce ([see story](#)).

Content craze

In what *Porter* magazine calls a "game-changer," the publication is increasing the amount of content shared to its Web site within the Net-A-Porter homepage.

Through *Porter* magazine's uptick in daily content, the publication promises to bring its readers "incredible women and incredible fashion" each and every day.

Similar to the editorial topics found with the print and digital editions of *Porter* magazine, the online content will include style and beauty advice, interviews, travel pieces, cultural picks and the latest fashion news.



Today is a game-changing day for PORTER. Today is the day we welcome you inside the new world of PORTER, where Incredible Women and Incredible Fashion are brought to life on a daily basis. Bringing you more of the editorial you love - expert style and beauty advice, unmissable interviews, inspiring travel, must-know culture picks and the latest fashion news - seven days a week, 365 days a year. Hit the link in bio to see what we've been working on and let us know what you think in the comments. It's a whole new world...

A post shared by PORTER magazine (@portermagazine) on Feb 9, 2018 at 12:17am PST

The online hub for *Porter* magazine opens with the cover story of its latest issue, featuring model Andreea Diaconu. Following sections touch on skincare advice and must-haves, a trend section called "The Fashion Memo," the shoppable "*Porter's* Most Wanted" edit as well as sections on travel, film and things that should not be missed.

At launch, Richemont-owned fashion house Chlo included two banner advertisements promoting its spring/summer 2018 collection, available on Net-A-Porter, on the *Porter* magazine content site.

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