

MEDIA/PUBLISHING

## Cond Nast rumored to be shutting down W Magazine in cost-cutting measure

July 16, 2018



*W Magazine is at the heart of cutback rumors surrounding Cond Nast. Image credit: W Magazine*

By STAFF REPORTS

Cond Nast, publisher of numerous luxury magazines, is rumored to looking at deep restructuring efforts including the potential closing of *W Magazine*.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The report comes from *Women's Wear Daily*, citing sources that say the magazine launched in the early 1970s might be closing down at some point in the near future. The rumored closing is one of many potential changes that Cond Nast is considering as it looks to negotiate dwindling print advertising sales.

Dwindling ad sales

Print advertising has been in somewhat of a downward spiral for years as digital increasingly becomes the channel of choice for media consumption.

But some publications have managed to carve out a shelter from the ongoing dissolution of traditional print models. Cond Nast has largely remained successful with publications such as *GQ* and *Vogue* holding strong.

However even Cond Nast must reckon eventually with the dwindling of print advertising revenue.

According to WWD, the publisher is considering shuttering *W Magazine*, the lifestyle publication founded in 1972 by John B. Fairchild.

The rumor was precipitated by other cutbacks across Cond Nast's portfolio. The publisher has already announced layoffs at a number of publications including *Glamour*.

Most recently, Conde Nast has focused on digital. As publishers work to reevaluate where media belongs in the digital landscape, Cond Nast publications *GQ* and *Vogue* began streamlining select content to Amazon's Echo Look.



*The Amazon Echo Look is invite-only for purchases. Image credit: Amazon*

In February, the Alexa-powered Echo Look, which includes a camera unlike other Amazon virtual assistant devices, began featuring magazine content from GQ and Vogue. Found on the home screen of the Echo mobile application, the magazines' content refreshes weekly and is curated by Amazon and Cond Nast ([see story](#)).

As Cond Nast continues to look to digital for its future, the print existence of *W Magazine* remains in question.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.