

MEDIA/PUBLISHING

W Magazine joins throng of publications to be sold by Cond Nast

August 2, 2018



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

By STAFF REPORTS

Media group Cond Nast is cutting a variety of publications as it continues to lose money, including putting *W Magazine* up for sale.

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

The company lost about \$120 million last year, and will be selling off three more of its publications. *Brides*, *Golf Digest* and *W* will all be put up for sale to help the group offset some of its losses, according to *The New York Times*.

New media

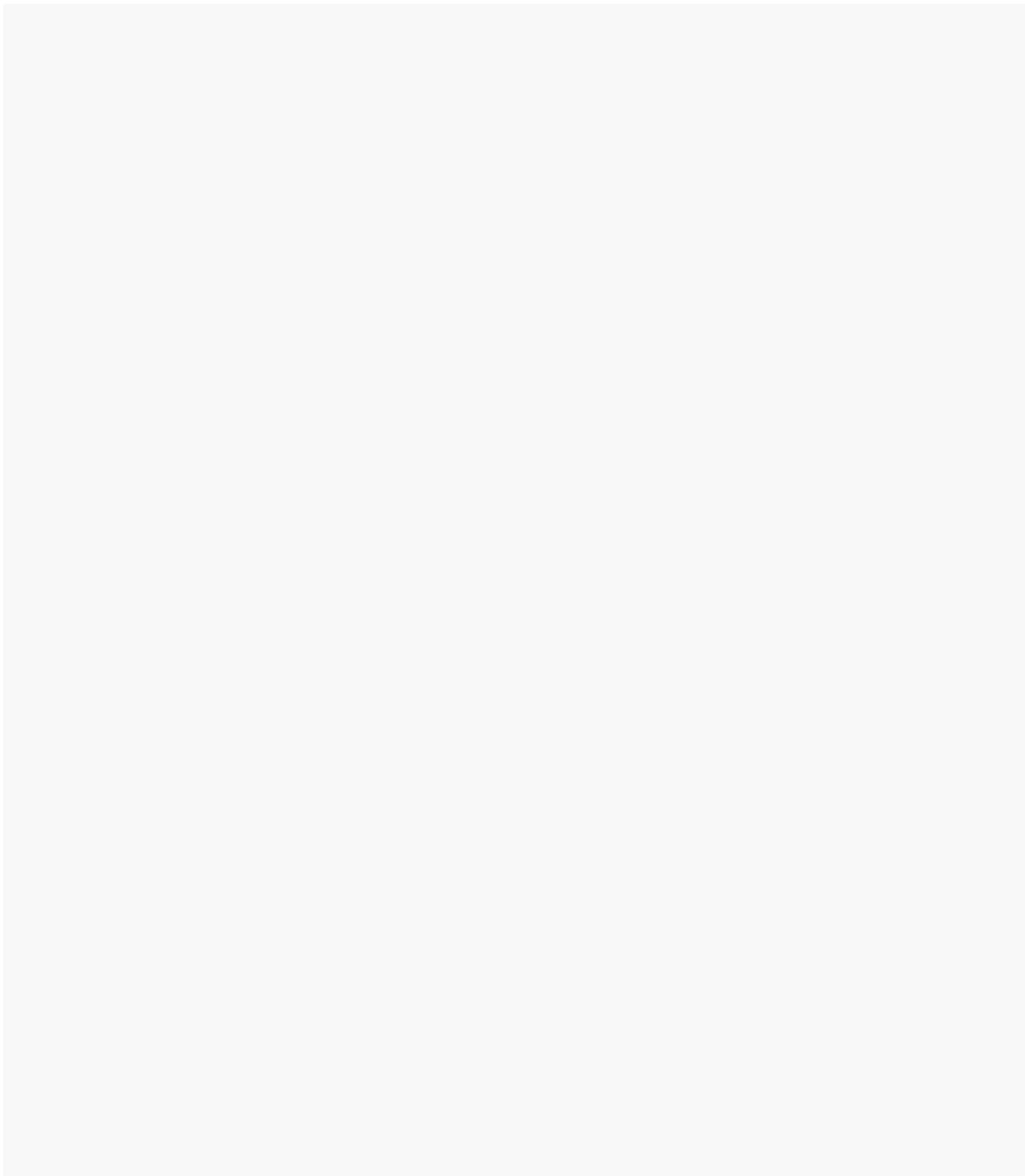
While *Vogue*, *Vanity Fair* and *The New Yorker* continue to be spared from cuts, these three are the next to go.

In addition to the sales, Cond is also looking to lease six of its floors at its headquarters in One World Trade in New York. The company holds 23 floors in the tower and will need to move around publications such as *The New Yorker* and *Vanity Fair* to accommodate the change.

Many media brands are struggling today as content consumption is vastly different than when print flourished before technology took over.

Cond Nast was first rumored to looking at deep restructuring efforts including the potential closing of *W Magazine* earlier this summer.

The report came 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 closings are one of many potential changes that Cond Nast is considering as it looks to negotiate dwindling print advertising sales ([see story](#)).



At the LINK IN BIO catch up with Chlo's @nramsaylevi and discover how effortlessly fashion's coolest force of nature put her own eccentric yet refined imprimatur on the bohemian house in the space of just four collections. -
Photography: @Roversi Styling: @camillebwaddington W magazine, Vol. IV 2018

A post shared by W magazine (@wmag) on Aug 2, 2018 at 5:56am PDT

Chief executive Robert A. Sauerberg Jr. will speak to Cond Nast staff on Aug. 8 after a deep examination from Boston Consulting Group.

The news comes from numerous anonymous sources within Cond Nast.

Brides, *Golf Digest* and *W* are joining a variety of publications from the group that have already closed such as *Teen Vogue*, which recently ceased production of a print magazine.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.