

MEDIA/PUBLISHING

Cond Nast Traveller merges US, UK titles for international appeal

August 17, 2018



The two publications will now work as one entity. Image credit: Cond Nast Traveller

By DANNY PARISI

Media group Cond Nast is merging the U.S. and U.K. versions of its *Cond Nast Traveller* magazine in a move aimed at reflecting the international nature of tourism and bolstering opportunities for advertisers.

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In the next few weeks, the two publications will begin operating as a single entity led by a team in London, combining editorial platforms and sharing content across both countries. The merging of the two titles is a testament to how global the luxury business has become and the shared interests of luxury travelers around the world.

"Working together with CNI as one team, we can leverage our worldwide footprint to better serve both our audiences and our advertising partners, and develop new global business opportunities for the company," said Bob Sauerberg, CEO of **Cond Nast**, New York.

Across the pond

Cond Nast Traveller by its very nature is a publication dedicated to the ways in which affluent travelers move around the globe, and it therefore operates in many countries.

While the editions of *Cond Nast Traveler* and *Traveller* dedicated to other countries such as Italy will remain unchanged, Cond Nast will be merging the U.S. and U.K. versions of the magazine.



The two will both be run by editor-in-chief Melinda Stevens. Image credit: Cond Nast Traveller

From now on, the two versions will share editorial operations. Led by editor in chief Melinda Stevens, *Cond Nast Traveller* will now be a coordinated team effort involving writers in both London and New York as well as destination correspondents stationed around the world.

Additionally, there will be a single Web site that will host content relevant to both countries as well as country-specific editorial. The new digital platform will serve readers content suggestions based on where they are located.

The business sides of the two publications will work together but will remain separate entities.

Together, the two titles have around 8 million unique users. By working together, they will now be able to pool their resources and expand their reach in both markets.

Beyond *Cond Nast Traveller*, the media group has plans for further alliances between its U.S. and international operations.

Joint platform

While the collaboration between the U.S. and U.K. versions of *Cond Nast Traveller* are motivated by a desire to increase global communication, it might also have a budget motivation as Cond Nast seeks to get its revenue back on track.

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

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*.



The publisher has been undergoing budget cuts. Image credit: Cond Nast Traveller

While *Vogue*, *Vanity Fair* and *The New Yorker* continue to be spared from cuts, these three are reportedly the next to go ([see story](#)).

Luckily, the publisher is unlikely to lose one of its stars. After months of rumors concerning Anna Wintour's departure, Cond Nast officially put out a statement ensuring that the *Vogue* editor in chief is not going anywhere.

The company's CEO Bob Sauerberg took to Twitter to put concerns of Ms. Wintour's imminent departure aside, affirming that she will remain at *Vogue* indefinitely. The statement comes after rumors had been circulating for months in fashion and media circles that Ms. Wintour was on the verge of leaving *Vogue* ([see story](#)).

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